

# 1970: A Key Year Of Growth

By HAL NEELY

1970—one of those big years in the music business, a year of doubt for many, a year of change for most; but for all a year of reassessment of the musical life style of the world. As one of the senior music executives still active in the business, I view 1970 as one of the key years in the growth and development of the record and music publishing industry. Other years were 1935-36, 1949, 1952-53, 1962-63.

Probably of greater impact than any other factor was the economic climate, which forced a reduction of new product released, a closer assessment of new artist potential, a change in the buying habits and power of the consumer for records, tapes, for "tickets at the door" and the final full acceptance of the new music and life styles of many of our new artists and groups.

For Starday-King, one of the oldest of independents which had its founding roots back in 1943, the year was one of tremendous change. It was a year of the companies' greatest growth and a year which saw its greatest change in image, product, artists, marketing concepts, facilities and personnel.

James Brown, called by Look magazine "the most important black man in America," had his biggest year ever as he moved into pop and progressive rock acceptance. The Manhattans, Redd Foxx, Wayne Cochran, Arthur Prysock, Pat Lundy, Bobby Wade, the C. C. Riders, Bobby Byrd and Myra Barnes (Vickie Anderson) all came through with a hit product.

## Full into Pop

The company moved full into the pop and rock scene with the 10-voice group the Establishment and put together its first outside national distribution deal with Brother Records (the Beach Boys' production label) for its sensational South African group the Flame.

For Starday, the country label for the group, 1970 is a year of resurgence. Somewhat dormant through 1969, the label added new artists as it moved once again full force into country music with emphasis on new young faces and voices in J. David Sloan, Judy West, Whitey Shaffer, Jim Single, Warren Robb, Jack Kane. Red Sovine, the "ole redhead," continues to stay on the charts, as do the Willis Brothers. Lois

## President Starday-King Records & Publishing

Williams and Johnny Bond contributed hit product. Distribution and availability of country records and tapes, long the country artist's biggest problem, is being solved by new marketing concepts and techniques. Its long been a known factor that country music product will sell if it can be found in the stores by the buyer, and the companies new marketing methods are moving out country product at increasing rates.

Probably, in our opinion, the most significant change in the entire country music scene is the emergence of a new country music style called "California Country." Starday has been quick to become a leader in signing and releasing these young groups and now has in production and release singles and albums by Mayf Nutter, Hank and Lewie Wickam and Gib Guilbeau and Swampwater. Getting its foothold in such showcases as the Troubadour Club in Los Angeles, this new music form will, in the opinion of many, be the catalyst to truly make country music popular with the young people. Rock groups are tuning in as are the English groups to the "country sound and song."

## Booking Heavy

The companies' studios in Nashville, Cincinnati, Macon and John Wagner Studio in

Albuquerque are now booking heavy into the fall season both on company product and outside production. If 1970 was a year of change, 1971 will be the biggest ever for Starday-King.

Executive assignments are Col. Jim Wilson, Vice President Marketing; Henry Glover, Vice President Publishing; Bob Harris, Vice President Business Affairs; Johnny Miller, Vice President Manufacturing; Louie Innis, Creative Arts; Lee Trimble, Sales Manager; Charlie Dick, Country Product Manager; Jerry Capehart, West Coast Publishing; Dexter Shaffer, Western Regional Manager; Ed Hall, Southern Region Marketing; Judy West, Nashville Publishing and P R; Darryl Glen, Staff Producer Nashville; Dave Harrison, Chief Engineer Nashville; Ron Lenhoff, Chief Engineer Cincinnati; Guy McColsky, Chief Engineer Macon; Bobby Smith, Staff Producer Macon; Tina Drake, Custom Service Manager; and Carlene Wescott, Custom Sales Manager.

## Indie Promo Firms

In addition to its own promotion staff, Starday-King employs the independent promotion firms of Buddy Scott (New York), Tony Richland (Los Angeles) Howard Bedno (Chicago) Wayne Shuller (Dallas) Chuck Chellman (Nashville) Eugene Brown (Cincinnati) and John Thomas (Los Angeles).

# Passkey To Success

Passkey Music moving into its new headquarters—the Chesnut Building at 808 16th Avenue South. The new offices, storage rooms and facilities greatly increased business potential.

Passkey signed three writers in 1970: Hal Bynum, Jim Kandy and Ray Warren. A new group insurance program was installed for the Passkey staff and writers. They increased the mailing list by 60% and doubled their promotional orders. Passkey increased its advertising by 40% enjoyed an increase in net gains of better than 60% over previous years and established several new representatives in both the R&B and pop fields.

Passkey and Burlington, Ltd., officials recently held a meeting in Nashville and laid the groundwork for better foreign relations and greater utilization of their worldwide facilities. Chesnut said, "We feel this year's success can largely be attributed to the increased individual attention and promotion given to each release. Also, a special effort is being put forth where each individual writer and his catalog is concerned."

In 1970 all copyrights in Dahar Music, Inc., were purchased and assigned to Passkey, the parent company, greatly enlarging their catalog. Passkey's average for songs cut was better than one per week in 1970. Their bulletin board shows 14 songs presently in the charts.

## CMF Trustees Meet Oct. 12

The Country Music Foundation Board of Trustees will hold its quarterly meeting at the new Library and Media Center in the Country Music Hall of Fame on Monday, Oct. 12.

Frank Jones, Chairman of the Board, has stressed that the agenda will involve a study of this past year's accomplishments and an outline of the plans for the next fiscal year. Other agenda items will concern complete utilization of the new library facilities, the establishment of a policy for use of materials on deposit in the library, and utilization of a new 25-minute historical documentary film in the Hall of Fame auditorium. The site for the next quarterly board meeting

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STARS ON STARDAY: the Willis Brothers, J. David Sloan, Judy West, Red Sovine, Hank and Lewie Wickham and Johnny Bond.