CHICAGO—The soul music spillover into pop now accelerating, will cause the r&b promotion man to not only enlarge his scope of activities to include Top-40 and MOR stations, but he must enlarge his total involvement promotions, especially in ad & arr areas. Or so believes Andre Montell, new r&b national promotion man for Atlantic Records, a unit of New World Music.

Montell, who sees spillover in both directions (the instances where a Rare Earth, Carol King, Blood, Sweet & Speed, and many others have been heard on soul stations, for example), believes that the future r&b promotion man must be exceptionally well-prepared for his role.

As an officer in the early days of the Prerogatives of Record Executives (FORE), he hopes that organization and others can help the r&b promotion man prepare himself.

Fortunately enough to have been trained by people such as Dick Clark of Peacock-Larry. Maxwell, heads of Dick Clark's Dramatics, has more advantages than some of the newer people entering promotion. He also won a scholarship to the American Academy of Dramatic Art, a producer and professional singer.

Montell, 39, is enlarging his activities here to include ad & arr activity. "The promotion man must be able to judge which project is worth presenting to the public, which product is worth developing.

"As for the blending going between Top-40 and MOR stations and soul outlets, he said he is not worried that the basically same kind of risk will be heard on a WLS and a WVN (a local soul station). This was in response to the N.Y. office of Lucky Cordell, WVN and the executive director of the National Association of Radio and Television Antennaires (NATARA)."

"I see the late 1965 convention that he didn't wish, which brought a $3,000,000 \"giant like WLS.\"

Montell views as inevitable that the blending is opening up to soul artists. But he said, "It will be a case of letting the public know what artists are doing."