CMA Names Horizon Finalists

NASHVILLE—The Country Music Association has released the names of the 10 finalists nominated for this year’s Horizon Award. Deborah Allen, Earl Thomas Conley, Exile, Jim Glaser, Joe Stampley, Goodwin, Mark Gray, the Judds, Gus Hardin, Kathy Mattea and Michael Martin Murphey.

This award honors an artist (or artists) who has demonstrated the most significant growth and development in overall chart and sales activity, live performance, professionalism and critical media recognition. The Horizon Award, first given in 1981, will be presented during the 18th annual CMA Awards Show, Oct. 27.

Indigo’s Singles Losses Prompt Roster Trimming

NASHVILLE—Indigo Music Corp. has severely cut back on the number of artists signed to its recording label a year after stoppage losses incurred in issuing, promoting and distributing single records. From now on, Indigo vice president Mike Figo says, the company will deal in albums and sell them mainly through television promotion.

Audiograph, Phonorama and Indigo have been the parent firm’s most active labels of late. It also owns the Living Songs, Rosanne, Brylen, Ac- cord, Townhouse and Oregon labels. The only acts still signed, Figo reports, are the Four Guys, Ronnie Prophet and Harold Machiny, all of whom are with Audiograph.

“It was partly an ethical decision” to free the artists of their contracts, Figo claims. “I couldn’t justify keeping them tied to the labels under these circumstances.”

Figo cites the high cost of radio promotion, the difficulties of sparking significant chart activity, pressing expenses and the insistence on the part of distributors to take Indigo product on consignment as reasons for making the cutbacks and seeking other marketing alternatives.

“It was a one-way street—with everything going out and nothing coming back in,” Figo continues. “We’re going to do our selling through our own tv, and we’ll be doing a lot of Ps (per inquiry orders).”

Indigo owns the recently activated satellite-carried Prime Of Life Net- work, an advertiser-supported nation-wide network in the middle-aged and older audience.

Early this year, Audiograph scored one of its biggest hits with successions with Darrell Clanton’s version of “Losesome 7-7203,” which went to number 24 on the Billboard country chart.

Besides its record activity, Indigo has had substantial expenditures in its Nashville Audio Video Productions company.

EDWARD MORRIS

BMI Adds 30 Songs To ‘Million-Air’ List

NASHVILLE—BMI honored 30 of its newest million-performance Nashville songs July 25 at special luncheon festivities. Also honored were songs which have this year achieved two, three and four million broadcast performances.

In her remarks, BMI vice presi- dent of performance Bruce Farley pointed out the song of three minutes in length which has been broadcast one million times has been played a minimum of 25,000 times. Played continuously, she noted, million-performance composi- tions would last an approximate time of more than five and a half years.


“Nobody,” Rhonda Fleming-Gill, Dennis Morgan (Tom Collins Mu- sic); “The Road Again,” Willie Nelson (Wille Nelson Music); “One Day At A Time,” Kris Kristofferson, Martineh Wallace (Backcomb Music); “Only The Lonely,” Joe Melson, Roy Orbuson (Acuff-Rose); “Rings,” Alex Harvey, Eddie Reeves (CBS Unart).


The winner of the contest was an expense-paid weekend as Alaska’s guest at the band’s June Jam in Fort Wainwright. They played a ten-song concert, with considerable sales.

The 10 second prize winners received Nashville Network satein albums and shirts, Alabama albums and posters, and Alabama T- shirts. Fifty third prize winners were awarded Nashville shirts and TNN belt buckles.

On one of the nation’s top 10 songs for the first half of the year allied to Texas.

25,000 Enter Nashville Network Alabama Contest

NASHVILLE—In its first promotion with a major record company, the New York Area Five joined with 25,000 entries during a recent RCA-sponsored Alabama “Roll On” contest. The promotion also involved 14 Alabama retail stores.

RCA’s Alabama territory was the first of the company’s national promotions to feature a tape contest with the tape being entered on the contest.

TNN viewers were given the chance of entering the contest either by sending in a postcard to the Network, or by subscribing to the Network.

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FIRST-HALF SURVEY

One In Three Singles Made It To Hot 100

By EDWARD MORRIS

NASHVILLE—Nearly one country single cut even one week of the first half of 1984 managed to make the Hot 100. And about one in 12 reached the Top 40.

These reasonably rosy statistics are partially explained by the fact that the 662 singles sent to Billboards radio magazine between Jan. 1 and June 30 for review, 174 were from major labels or labels with major distribution, while another 111 were from independent labels with at least a fair track record and additional distribution.

Cover records, not long ago the base of radio programmers, seem to have lost much of their luster this year. Only a few of these singles slipped into the six-month output of singles.

Disco artists who normally perform solo also appear on the decline, with just nine such twosomes being offered up to thecharted. Of the eight, one was Marcia Hines’ “Love Before,” the only release to hold the volatile No. 1 country spot for two weeks.

Of the January-June releases, 19—has as of this week—reached No. 1, with 14 of the songs soloists, two by women, six by groups and two by duets.

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