

## 'Honky Tonk's' Bill Doggett, Age 80, Dies

■ BY CHRIS MORRIS

Bill Doggett was a jazzman who branched into the burgeoning R&B market in the '50s and never looked back. His greatest claim to fame was "Honky Tonk," a chart-busting 1956 blues instrumental that mated Doggett's surging organ with Clifford Scott's raw-throated tenor saxophone to effectively conjure up a hip-shaking, after-hours vibe.

Doggett died at the age of 80 at Lenox Hill Hospital in New York on Nov. 13.

Released by King Records, the Cincinnati-based independent label operated by Syd Nathan, "Honky Tonk" cemented itself at No. 1 on Billboard's R&B sales chart for 13 weeks and ultimately spent 28 weeks on the chart. The song also spent three weeks at No. 2 on the pop chart and enjoyed a 29-week run there. Certified gold, "Honky Tonk" reputedly sold more than 3 million copies by 1979. Doggett's King labelmate James Brown, himself a keyboardist, cut his own top 10 cover of the number in 1972.

Like many other musicians of his day, Philadelphia-born pianist/organist/arranger Doggett parlayed his skills as a jazz instrumentalist and arranger into R&B stardom during the '50s.

He formed his first group in 1938, after spending several years as a member of Jimmy Goreham's swing group. He went on to work with the jump-style band of Lucky Millinder, wrote arrangements for the Lionel Hampton and Count Basie units, and served as an arranger and accompanist for the smoothest vocal group of the '40s, the Ink Spots. In 1948, he scored his first chart hit with the top five R&B entry "Be-Baba-Leba," sung by his octet-backed vocalist Helen  
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## Whitney Houston Soundtrack Bridges Gospel, Pop

■ BY LARRY FLICK

NEW YORK—With the soundtrack to Whitney Houston's new movie, "The Preacher's Wife," due to invade retail Tuesday (26), Arista is launching a complex multisingle campaign that is designed to illuminate the various musical styles showcased on the album.

The singer's inspirational power ballad "I Believe In You And Me" started the ball rolling when it hit radio Nov. 20, drawing instant raves from pop programmers. In its first day, the song received 151 spins on 82 radio stations,



HOUSTON

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And if that's not enough, on Tuesday (26), Arista will begin circulating to gospel radio stations a four-song promotional CD of the album's songs, with Houston paired with the Georgia Mass Choir.

"This is all intended to create an exciting musical event around the film, as well as to drive home the fact that this album offers the best in contemporary pop, R&B, and gospel music," says Roy Lott, executive VP/GM (U.S.) of the label. "We're graced by a wealth of riches in that we have 15 incredible Whitney Houston songs, with the potential for plenty of follow-up singles."

So far, programmers are responding well to the label's multiple-singles approach. "It opens up the project to getting airplay on a wide range of stations," says Tom Poleman, PD at WHTZ New York. "This approach should also be effective in bringing a lot of attention to the entire album."

Retailers are equally optimistic that the early exposure of so much music will accelerate album sales. "Not that it really needs the help," says Tim Devin, manager of Tower Records' operations in New York. "There's already a tremendous amount of interest in this project. But it's good for people to understand right away that there's a mix of pop and gospel music on the album."

Jay Krugman, Arista's senior VP of marketing (U.S.), says the label will strive to "bridge the cultural gap between the pop and gospel worlds" with a healthy serving of press and TV appearances that will emphasize the variety of music on the soundtrack.

On Thursday (28), Houston performs material from the album on Ebony's 50th-anniversary special on ABC-TV, while December will see spots on "The Rosie O'Donnell Show" and "Saturday Night Live." Additionally, specials are planned for MTV, VH1, and BET. Each will likely intersperse interviews with music videos and performance footage. The singer will soon shoot clips to support "I Believe In You And Me" and "Step By

Step" with director F. Gary Grey.

The international marketing strategy for "The Preacher's Wife" will closely mirror that used in the States, with the exception of slotting "I Believe In You And Me" as the follow-up to "Step By Step." Houston will visit Japan in January for several concert appearances.

The music for "The Preacher's Wife" was largely overseen by Houston; Arista president (U.S.) Clive Davis; and Maureen Crowe, VP of A&R (U.S.) for Arista soundtracks. Houston helmed many of the cuts in the studio with noted gospel producer Mervyn Warren, with additional studio contributions by David Foster, Babyface, and Stephen Lipson.

"The great thing about this soundtrack is that it demanded both gospel and pop music," says Crowe. "There's nothing gratuitous added for the sake

of having 'hit singles.' Every song supports the movie and its characters in some fashion."

Houston is the primary singer throughout "The Preacher's Wife," save for a duet with Shirley Caesar and a solo cut by Cissy Houston. Digging into such traditional church numbers as "I Go To The Rock" and "I Love The Lord" allowed the singer the chance to travel back to her musical roots.

"This project was especially close to my heart," Houston says. "My beginnings are in gospel music. This is where I'm most comfortable."

She and Davis are proud of the results. "I look at this as a major musical event," Davis says. "Very few albums showcase such a dazzling array of musical formats the way that this one does. I think Whitney—as well as everyone involved in making the music of this project—has done a remarkable job."



**The Real Article.** 550 Music/Sony R&B star Ginuwine holds up his Heatseekers T-shirt awarded after his debut album, "The Bachelor," entered the Heatseekers chart at No. 1 for the week ending Oct. 26. The artist will perform his hit single "Pony" on "Soul Train" Saturday (23). The Box will begin airing a new clip for the remixed version of that song on Wednesday (27). The artist is assembling the band that will tour with him when he opens for Aaliyah early next year. (Photo: Chuck Pulin)

### EXECUTIVE TURNTABLE

**RECORD COMPANIES.** Red Ant Entertainment in New York appoints **Randy Phillips** president, **Randy Miller** GM/executive VP of marketing, **Mark Walker** VP of business affairs, **Lorne Saifer** senior VP of music publishing and international, and **Jonathan Coffino** senior VP of sales. They were, respectively, a partner in the artist management firm Stiefel-Phillips Entertainment and president of Gasoline Alley Records, executive VP/GM at MCA Records, VP of legal affairs at PolyGram Holding, senior VP at Stiefel-Phillips, and senior VP of sales and field marketing at MCA.

**Linda Ferrando** is promoted to senior VP of Atlantic Records in New York. She was VP of video promotion and media development.

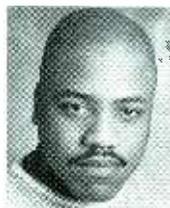
**Kedar Massenburg** is appointed president of Kedar Entertainment and senior VP of A&R for Universal Records in New York. He was president of Kedar Management.



PHILLIPS



FERRANDO



MASSENBURG



BOERNER



GOLDHAND



MIDIRI



TYLDSLEY



SACHAROW

**Dennis Boerner** is promoted to VP of video and East Coast alternative promotion for MCA Records in New York. He was director of video promotion.

Sony Music in Santa Monica, Calif., promotes **Jill Ann Goldhand** to director of A&R administration, West Coast, for the Columbia Records Group and the Work Group and **Phil Midiri** to director of A&R administration, West Coast, for the Epic Records Group and Sony Wonder. They were both associate directors of A&R administration.

**Bob Tyldsley** is promoted to nation-

al director of sales for Discovery Records in Philadelphia. He was director of East Coast sales.

Geffen Records promotes **Scott Van Horn** to national field marketing manager in New York and names **Adrian Moreira** local marketing manager in San Francisco and **Brian Long** A&R representative in New York. They were, respectively, local marketing manager, sales representative for Sony Music, and director of A&R for Caroline Records.

**Barbara King** is promoted to director of radio and retail promotion for the

Benson Music Group in Nashville. She was manager of national promotions.

MCA Music Entertainment Group in Universal City, Calif., names **Ike Youssef** associate director and **Larry Linietsky** manager, both of business development. They were, respectively, senior analyst in corporate development for MCA Inc. and financial services associate at Sibson & Co.

**Danny "Danny C" Coniglio** is named manager of dance music/mix-show promotion for Arista Records in New York. He was head of his own independent promotion company.

PolyGram Holding in New York promotes **Marilyn Sidransky** to senior director of royalty systems, **Edward Rogers** to senior director of royalty audits, and **Michael Healy** to senior director of royalty accounting. They were, respectively, director of royalty systems, director of royalty audits, and director of royalty accounting.

**PUBLISHING.** Jeff Sacharow is promoted to senior VP of business and legal affairs for Windswept Pacific Entertainment. He was VP of business and legal affairs.