

Pet Shop Boys Single Hitches Ride On Album

BY IRV LIGHTMAN

NEW YORK EMI-Manhattan Records is determined that consumers who buy the Pet Shop Boys' hit album, "Actually," will also get their hands on "Always On My Mind," the duo's current smash single, which is not included on the album.

In an unusual combo-packaging and special-pricing ploy, the label is making available with each purchase of the album a three-track bonus that comprises the short and long versions of "Always On My Mind" and a version of "Do I Have To," an otherwise-unreleased track.

The LP version of the album is being packaged with a 12-inch-single version of the three bonus tracks; the cassette is packaged with a maxicassette; and the compact disk version of the album comes with a 5-inch-CD single.

The "Actually" album, which has sold more than 700,000 units in a 32-week run on the Billboard Top Pop Albums chart, was marketed months before the single was released in March. "Always On My Mind" had been performed by the Pet Shop Boys as part of a 1987 year-end BBC tribute to Elvis Presley—the first artist to have a hit recording in the U.K. during Christmas and had a March release date in the U.S., where it is bulleted at No. 6 on this week's Hot 100 Singles chart.

According to Ira Derfler, EMI-Manhattan VP of sales, and Ken Baumstein, VP of marketing, the combo package sells at a list of \$10.98 for the LP and cassette versions, with a wholesale cost that enables dealers to sell the package for as low as \$7.99. The LP and cassette versions of the regular albums list at \$9.98, and a 12-inch of "Always On My Mind" lists at \$4.98.

The CD version, in which the 5-

inch single is inserted below the album in its 6-by-12-inch box, sells to accounts at 76 cents more than the album-only version.

The initial shipments, due to go out Tuesday (3), amount to about 85,000 pieces, although Derfler expects dealers to move a total of 100,000 in sales to consumers. The initial shipment's configuration breakdown is 60% cassettes, 20% LPs, and 20% CDs.

"Always On My Mind" has moved about 270,000 pieces in its 12-inch and maxicassette forms.

In support of the combo-package release, Baumstein cites a strong media/in-store promotion. Tied to a theme of How To Make A Great Album Even Greater, 40 spots will be shown on MTV over the weekends of May 13-15 and May 20-22. The Target retail chain will be tagged over the first weekend, while Tower will get the tag on the second weekend. Additionally, consumer ads are scheduled for Rolling Stone (with Tower tagged) and Spin.

The Pet Shop Boys—singer Neil Tennant and keyboardist Chris Lowe—are visiting the U.S. specifically to help promote the combo package, according to Derfler and Baumstein. Their itinerary calls for local radio and in-store appearances in at least four key markets. In-store pieces include two new posters and a banner.

Derfler believes the combo package marks the first time a label has worked out the problem of a post-album-single hit in this manner. "Most of the time, the pressing run is stopped, and a single is stripped onto the album. We think a lot of fans who have already acquired the album are disappointed when this happens."

Baumstein says the label and the Pet Shop Boys came up with the strategy together. "We had several international meetings to figure this thing out," he says.

Arista Chief Addresses NAS Group Clive: The Song's The Thing

LOS ANGELES Properly matching the right song with the right artist and producer—particularly in an era lacking new artists of the stature of Bruce Springsteen or Bob Dylan—continues to be a vital part of a&r and the record industry in general, according to Arista Records president Clive Davis.

Davis, addressing a group of more than 400 songwriters and music publishers here at the Univ. of California at Los Angeles April 25, cited Whitney Houston, Dionne Warwick, and Barry Manilow as platinum artists whose successes are in part a product of good song "casting."

"Promotion teams are frequently interchangeable," said Davis. "And today distribution is pretty much interchangeable; records are replaced by computers at the largest racks and retailers around the country today. So it's really at the creative level that it's so hard to find the a&r people who play this role of being the catalyst."

The event, sponsored by the National Academy of Songwriters, fea-

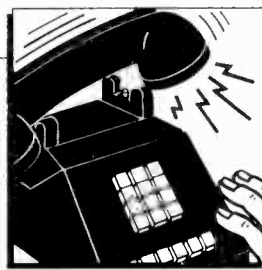
tured Davis playing a series of hit song demos and the hit records themselves.

Davis' well-received presentation was highlighted by his own account of particular song-to-artist matchings. Of the Aretha Franklin/George Michael duet, "I Knew You Were Waiting (For Me)," Davis said, "It's not a likely pairing between 22-year-old Michael and Franklin. She can't sacrifice her soul integrity or credibility; he can't sing with her fervor or be shown up. And you can't have a believable romantic love song for many reasons. So this song fit the bill perfectly."

Davis again spoke out against what he sees as a prejudice against white pop performers at top 40 radio. "If you take 'The Greatest Love of All' by a white singer to top 40 radio, they'll say take it to adult contemporary," he said. "Whereas if you get it sung by a black performer, you'll get an r&b base and be able to cross it over. I find that reverse sort of prejudice wrong."

DAVE DIMARTINO

INSIDE TRACK



Edited by Irv Lichtman

WHERE CREDIT IS DUE: The prerecorded cassette is not exactly the new baby on the block, but members of the **Songwriters' Guild Of America** now say they don't like what they don't see when it comes to songwriter credits on the configuration. Responding to complaints that space should be found to give authorship of songs presented—if not on the limited space provided on the cassette itself, then on the title card—guild president **George David Weiss** says he's been in contact with **Jay Berman**, president of the **Recording Industry Assn. of America**, and has been promised that RIAA will communicate with its membership to see what can be done.

FLYING WEST from New York April 25 was **Al Teller**, former president of **CBS Records**, accompanied by powerhouse music industry attorney **Paul Marshall**. Speculation maintains that Teller will accept a post with a major West Coast entertainment company.

LATER THIS YEAR: Indie promoter **Joe Isgro's** \$25 million antitrust suit against **MCA** and **Warner Communications Inc.**—the only parties now remaining as defendants—will apparently hit the courtroom later this year. U.S. District Judge **Consuelo Marshall** announced her decision to postpone the trial April 21, only five days before it was slated to start in Los Angeles. The announcement came after repeated postponement requests by the defendants and U.S. Attorney **Richard Stavin**, a major player in the government's payola probe here.

WHAT'S UP FOR DOC: On April 25, **Doc McGhee**, who manages **Motley Crue** and **Bon Jovi**, received the maximum sentence of five years in jail and a \$15,000 fine after pleading guilty in January to helping smuggle 20 tons of marijuana into the U.S. The prison term has been suspended in lieu of five years' probation on these conditions: that he perform 3,000 hours of community service under the aegis of a nonprofit antidrug organization he must set up and fund to the tune of \$250,000 and that he spend 180 days during the fourth year of his probation in a residential community drug-treatment center. There are no restrictions on his travel other than that he report in to his probation officer every day. **Motley Crue** and **Bon Jovi** could not be reached for comment on whether they will retain McGhee as their manager.

BACK IN THE SPOTLIGHT: In several weeks, New York-based **IBR Records'** musical-theater-oriented **Spotlight** series is releasing a performance of the only Broadway work featuring music by **Heitor Villa-Lobos**, the famed South American composer. Though "Magdalena" was originally mounted in 1948, during a musicians-union ban on recordings, a cast album was never made. But a recording featuring performers from a recent concertized version was taped in New York in January. The composer's music was adapted for the stage by **Robert Wright** and **George Forrest**, who have also adapted the music of classical composers Grieg and Borodin, among others, for the musical theater.

THE ACQUISITION OF Columbia Pictures Publications by investment houses **Boston Ventures** and **Morgan Stanley** and a management team headed by **Kevin Kirk** (Billboard, April 30) cost the group more than \$30 million, Track has learned. Previously, U.K.'s **Filmtrax** acquired the print unit's parent, **Columbia Pictures Music**, for more than \$65 million. **Allan Tepper**, who headed the company's professional activities on the East Coast before the sale, is joining old-line publisher **Shapiro-Bernstein** in a VP slot... **Island Music**, part of the **Island Entertainment Group**, is on the selling block, Track hears.

FUNDAMENTAL DIFFERENCES?: The **Benson Co.** has announced it will no longer distribute televangelist **Jimmy Swaggart's** **Jim** and **Shiloh** labels. No further details are available, but Swaggart's recent confession of consorting with a prostitute and subsequent defrocking by the **Assemblies of God** are likely reasons.

STUCK INSIDE BALTIMORE with those baseball

blues again: **MCA/Nashville's** spring promotion program linking baseball and country music has brought some good-natured barbs aimed at the struggling Baltimore Orioles. **Lew Zellman**, MCA regional branch manager for Cleveland/Detroit, home of the Indians and Tigers, respectively, claims, "Our regional guy in Baltimore wouldn't take my call." Added **Rich Grobecker**, MCA's regional branch manager for Boston, home of the Red Sox, wondering whether the baseball-oriented campaign would work in Baltimore, "Maybe the people will buy records instead of tickets to the ballgame." The MCA sweepstakes will bring 21 finalists to Nashville, home of the Sounds, with a potential prize of \$1 million for hitting two home runs. No professional baseball players will be allowed to participate, apparently leaving open the possibility that Orioles players can swing for the million bucks in the contest.

AMHERST RECORDS HAS DROPPED the price of its CD catalog, about 20 titles strong, to a \$14.98-equivalent list, with distributors now paying more than a dollar less for product. The catalog is due to grow shortly with the addition of a **Doc Severinsen** outing called "City Lights." Severinsen's album was made away from his Tonight Show Band, which so far has produced two titles at Amherst.

BMG'S BIG SCORES: To get into the swing of things, **BMG Distribution** is batting .300 among top 20 albums. Its big guns are **RCA's** "Dirty Dancing" and **Rick Astley** albums; **A&M's** soundtrack to "Good Morning, Vietnam"; **Arista's** **Whitney Houston** album; and **Arista/Jive's** **Billy Ocean** album.

THE ROYALTY MANAGEMENT firm recently opened by **William Velez**, who left **ASCAP** after 15 years, has signed television composer **Michael Karp** (themes from "Loving" and "HBO Sports") and **Scott Schreer**, a jingle writer who has penned tunes for Volkswagen and Snickers. Also, Velez has made a co-publishing deal with **Pitirre Music**, a salsa catalog. Velez is based in New York and can be reached at 1-800-535-0554.

HE'S PLAYING THEIR SONGS: **Michael Feinstein** was honored by **ASCAP** April 27 with a citation for his "dedicated interpretation of the great ASCAP standards, reaffirming their timelessness." The citation was made at the Lyceum Theatre in New York, where Feinstein has a limited engagement singing oldies—both well known and obscure. **ASCAP** president **Morton Gould** made the presentation, with society writers **Sammy Cahn**, **Burton Lane**, **Sammy Fain**, **Arthur Hamilton**, and **Stanley Adams** among those present. Feinstein's latest album for **Elektra** is "Isn't It Romantic."

BMJ'S annual pop awards dinner Monday (2) at the Plaza Hotel in New York will draw personal appearances by such writers as **Jeff Barry**, **Will Jennings**, **Chuck Mangione**, **Cutting Crew**, and **Full Force**. President and CEO **Frances Preston** will present awards to the composers of the most-performed songs in addition to recognizing the song of the year, songwriter of the year, and publisher of the year.

LUCKY SEVENTH: **Profile Records'** **Cory Robbins** and **Steve Plotnicki** have a practical way to celebrate the label's seventh anniversary. They've just shipped **Run-D.M.C.'s** fourth album, "Tougher Than Leather," with initial orders of more than 1.1 million, the birthday boys report.

IT'S OFFICIAL: On May 12 at the **National Assn. of Independent Record Distributors & Manufacturers** confab in New Orleans, **Rykodisc** will announce that it plans to put out many of its releases on cassette and LP as well as on CD. Prompting the move was the CD-only success of **Jimi Hendrix's** "Live At Winterland." It and other titles ship June 10 in analog formats.

JUST ANOTHER HASSLE: In a White Plains, N.Y., courtroom April 26, **Mick Jagger** was found not guilty of having infringed on the copyright of musician **Patrick Alley's** "Just Another Night" in writing his own song of the same name, which was the leadoff single from his 1985 solo album, "She's The Boss." During the trial, Jagger sang snatches of songs and **Sly Dunbar** played drums.