



SPINNING GOLD WITH HOMETOWN GREETINGS "They Just Can't Stop It (The Games People Play)," the Spinners' latest Atlantic single, has been certified gold by the RIAA for sales in excess of one million units. The single and new "live" double LP are produced by Thom Bell.

The Spinners' Detroit homecoming concert, Nov. 2 at Olympia Stadium, capped a week of festivities and honors for the Atlantic recording group. A declaration of "Spinners Week in Detroit" by Michigan governor William Milliken was passed in the state legislature, and state representative George Cushingberry presented the group with scrolls commemorating the declaration. The Spinners were also awarded keys to the city of Detroit by assemblyman Herbert Pete, acting on behalf of Detroit's mayor Coleman Young. Accepting his key, Philippe Wynn announced that he would give it to the family of Jackie Wilson, who lies hospitalized in a coma in Michigan. Pictured are the Spinners and their wives (l-r): the Henry Fambroughs, the Pervis Jacksons, the Bobby Smiths, the Bill Hendersons and the Philippe Wynns.

Capitol Launches Reddy Promo Push

HOLLYWOOD — Helen Reddy's latest Capitol album, "Helen Reddy's Greatest Hits," will benefit from an extensive Capitol push on behalf of the star.

Capitol Records will be utilizing 30 and 60 second radio and television spots to promote the new album with the 60 spots including catalogue product. Capitol is also distributing a wide variety of in-store merchandising aids.

Worldwide Release For New Manilow LP

NEW YORK — "Tryin' To Get That Feelin'," the new album from Barry Manilow on Arista, will receive simultaneous release next month in over a dozen major international markets, including Australia, Brazil, Germany, Canada, Denmark, Mexico, New Zealand, South Africa, Phillipines, Sweden, Singapore, Switzerland and Japan.

Joni Mitchell: Asylum Releases Her First Album Since Re-Signing 'Hissing Of Summer Lawns' Slated For Major Merchandising Effort

HOLLYWOOD — In releasing Joni Mitchell's "The Hissing Of Summer Lawns" this week, Elektra/Asylum Records brings to the marketplace an important new work from one of the most important female artists of the 1970's. "Summer Lawns" is Ms. Mitchell's first studio album in almost two years. With the new Asylum release slated nationally, the label has planned a major sales, merchandising, advertising and promotion program in support of the release.

"The Hissing Of Summer Lawns" is the first collection of new Mitchell material since "Court And Spark" was released in early 1974. "Court And Spark" reached the number one position on all the trade charts and earned both gold and later platinum status. Recorded in L.A., the new album features superb studio artistry by members of the L.A. Express.

The Crusaders, James Taylor, David Crosby, Graham Nash and jazz greats Bud Shank and Victor Feldman. Joni plays guitar, piano and synthesizers, and, in keeping with a tradition established on her previous LP releases, has designed the cover artwork on "Summer Lawns."

Merchandising plans for the new Mitchell release include five-color displays comprising a mounted, "back-to-back" poster, a standard paper poster, and other sales tools. Extensive cooperative print advertising is being scheduled in conjunction with major retail outlets.

Additionally, AM and FM format radio spots have been recorded and are being placed on key stations nationally. Consumer and trade advertising will also be extensive.

Promoters Speak On Rock Packaging

feels packaging is important, but that arbitrary packaging to keep an agency's acts busy is wrong.

Dick Shapiro of Greathall Corp., in Minneapolis agrees that the Black Oak Foghat show is a "stupendous" example of what packaging should be.

"I love the concept. Unfortunately, most of them aren't packaging the right acts. They're still showing their smaller groups on for the exposure, as opposed to the promoters' idea of packaging, which is in my estimation the proper concept, and that is two headline groups together."

Shapiro feels, however, that that rule need not always apply, that simply the right combination of acts in the right locale can often be very effective. He cited as an example a show he recently did

in Minneapolis with Shawn Phillips, who plays clubs and small halls throughout most of the country but is a "superstar" in Minneapolis.

"Shawn Phillips and Hall & Oates sold us 10,000 seats on the day following a Rod Stewart show and the day before a Beach Boys concert. For us that was a superb package."

Shapiro echoes the feelings of many promoters when he says "The days of the rock and roll concert as an event, as a place you have to be practically regardless of who's playing are long over. People are going strictly to see the main talent you're presenting. They're not going to a Black Oak Arkansas show because they want to see that \$1000 first or second billed act."

Genya Ravan In DeLite Deal

NEW YORK — Genya Ravan has signed with DeLite Records as both an artist and as a producer according to label president, Fred Fioto. "Feel The Need In Me," her first single release for the label, was produced by the Golden Raven Company, a production firm headed by Ms. Ravan and Harvey Goldberg.

Genya, lead singer for the progressive rock band Ten Wheel Drive before stepping out as a solo artist, has been active as a record producer for the past year working with Linda Bennett and Cryer & Ford for RCA Records. The recently-

formed Golden Raven Company is now recording the group Rosie for RCA and will be doing another project for DeLite. Goldberg, an engineer, worked with Kool & The Gang, the Crown Heights Affair and the Kay Gees.

"We're very pleased to welcome Genya Ravan to DeLite Records," said Fioto. "Not only is she an outstanding singer with a distinctive and powerful style, but she has also demonstrated exceptional ability as a record producer. We look forward to great success with her in both areas."



SEATED (L-R) are Genya Ravan, DeLite Records president Fred Fioto; and Iris Irizarry, assistant to Jim Benci. **Standing (l-r)** are Jim Benci, head of national pop promotion, Stan Price, head of national r&b promotion; Reggie Barnes, in charge of New York promotion, and Gabe Vigorito, vice president of the label.