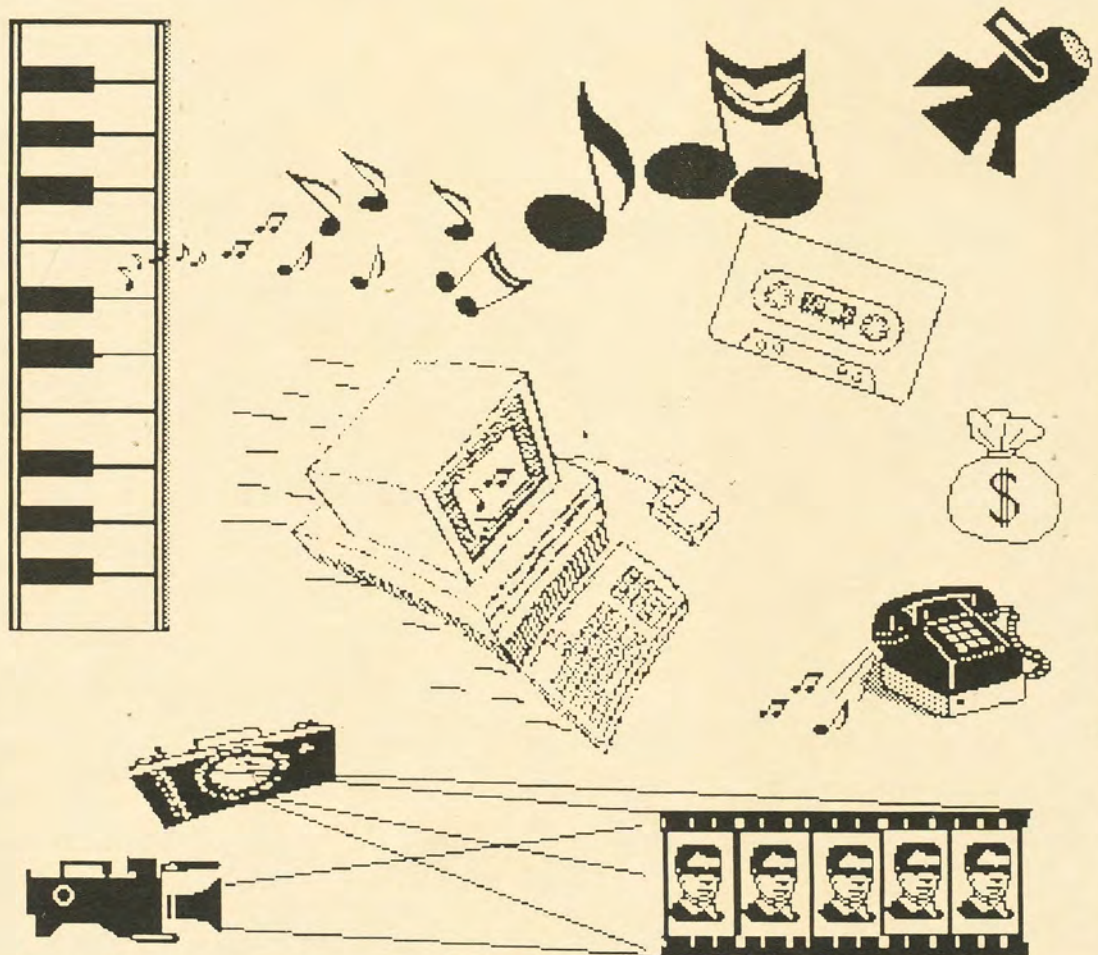


# MARKETING COMMERCIAL MUSIC

MARTIN THEOPHILUS  
INSTRUCTOR

AUSTIN COMMUNITY COLLEGE  
**RESOURCE BOOK**  
FOR CLASS BEGINNING July 8, 1991





## MARKETING COMMERCIAL MUSIC

Austin Community College

**COURSE DESCRIPTION:** MARKETING COMMERCIAL MUSIC is designed to help the musician, manager, or other individuals working in music, develop marketing plans, design professional promotional packages and identify the best resources for maximum exposure. The course will include information on promo content, graphics, demos, media and attracting interest in an act. In addition to the basic course content, experts from the related fields will provide practical application of the information.

### OBJECTIVES:

1. Participants will be able to develop a marketing plan, budget expenses, implement and monitor the success of the plan.
2. Participants will be able to design promo packages, utilizing appropriate content and materials, to effectively market their artists.
3. Participants will learn techniques to increase opportunities to obtain media attention and become familiar with critical timing, appearance and focus issues.

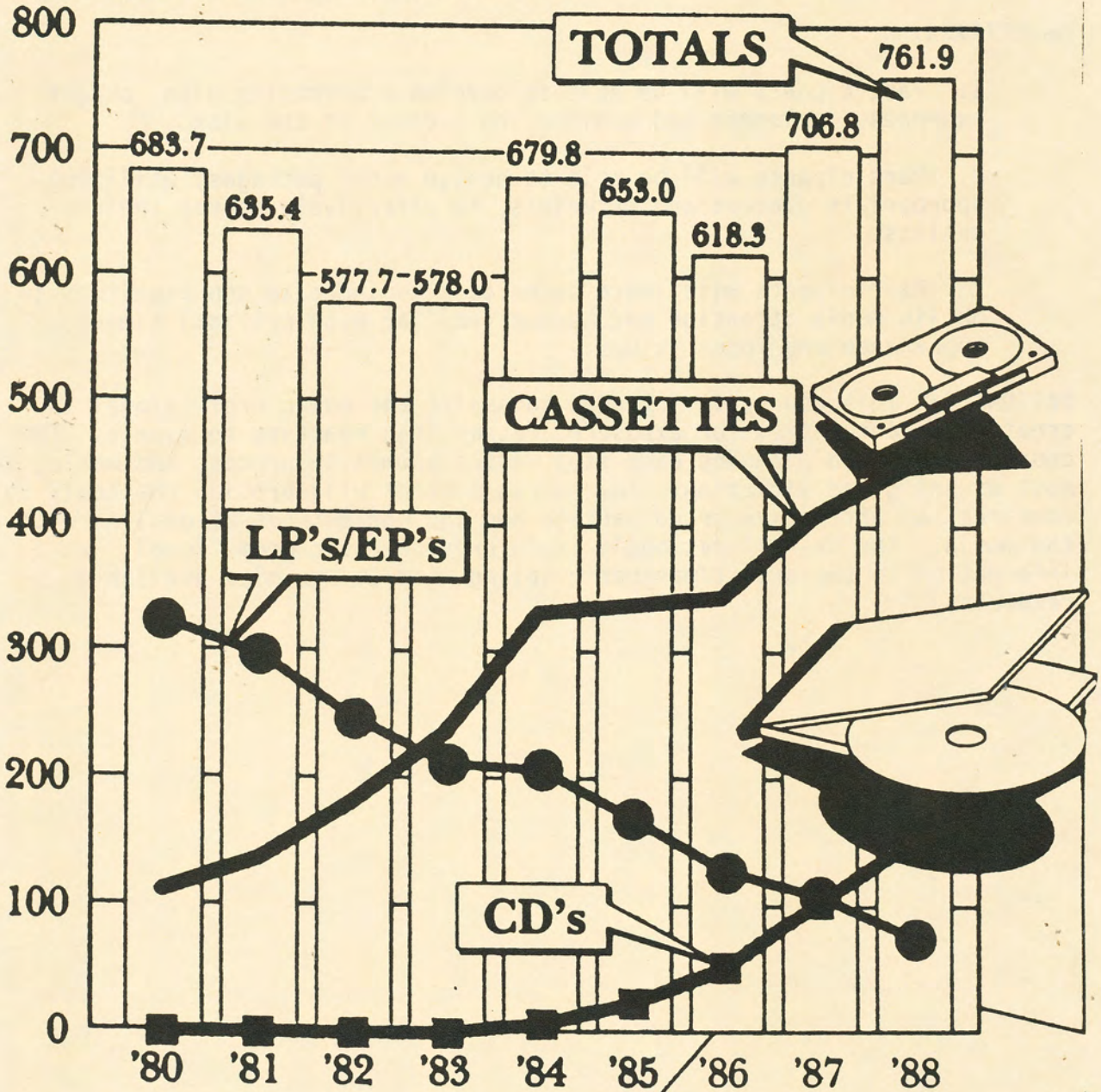
**RATIONALE:** This course is intended to assist the music professional in creating opportunities for exposure, rather than reacting to events. The course focuses on planning each step in the promotion process and making the most of any given situation. The course content will provide the tools to construct an attractive promo package and include methods of dealing with the media. The overall rationale is to provide basic promotional information to the artist/manager enabling them to maximize available resources.



# Wheels of Fortune

## RECORD, CASSETTE AND CD SALES IN THE 1980s

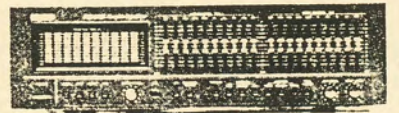
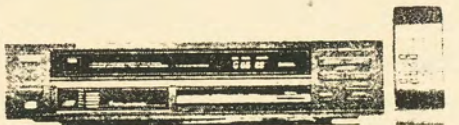
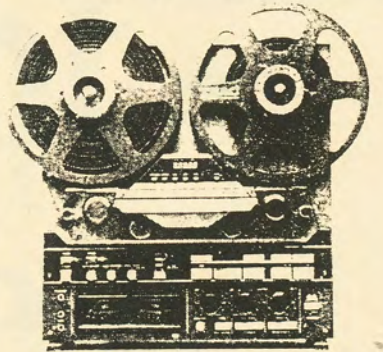
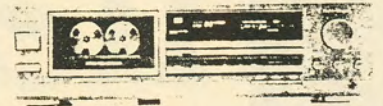
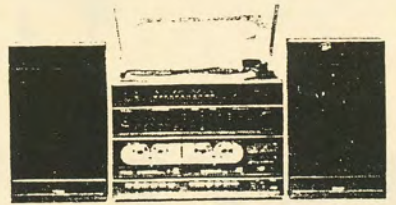
Units shipped in millions — net after returns



Source: Recording Industry Association of America, Inc.



"The first time I heard a Teac,  
I got so excited I wet my pants."



# TEAC

*A passion for excellence.*



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# Billboard

VOLUME 100 NO. 3

THE INTERNATIONAL NEWSWEEKLY OF MUSIC AND HOME ENTERTAINMENT

January 16, 1988/\$3.95 (U.S.) \$5 (CAN.)

WEEK ENDING JANUARY 16, 1988

## RETAILING

Indie  
**GRASS  
 ROUTE**



by Linda Moleski

**A**USTIN, TEXAS-based singer Deborah Giles recently took the trip of her lifetime—along with 23 other randomly selected musicians and affiliates. As part of a cultural-exchange program sponsored by the Texas International Exchange Society, Giles and her cohorts mingled with their Russian counterparts in that country's three largest cities, Leningrad, Kiev, and Moscow.

TIES hopes to establish a nonpolitical program to share the creativity of musicians from both cultures. Plans call for the organization to sponsor Soviet artists coming to Texas to perform later this year.

Giles, whose band, *Private Lives*, helped her raise the necessary \$25,000 for the trip, says the Soviets have just begun living the equivalent of the '60s in the U.S. and are particularly into the Beatles. On that note, Giles performed "Back In The U.S.S.R." with Stas Namin, one of the top Soviet rock acts, at Gorky Park.

Meanwhile, a vidclip for Giles' upcoming single, "Love Beyond The Stars," is currently being wrapped and will debut under the auspices of the Texas Music Delegation at the MIDEM convention, set for Jan. 25-29 in Cannes, France. For more information, contact Martin Theophilus at Phantom Productions, 512-320-9098.

**S**EEDS & SPROUTS: That wild and crazy SST has set a February release for its first 12-inch dance mix—two

Brian Ritchie cuts, "Alphabet" and "Nuclear War," a souped-up r&b remake of the Sun Ra song. Both tracks can be found on the Violent Femmes member's new solo album, "The Blend." Also new for the label is "No Age," a compilation of SST instrumental artists. According to label spokesman Ray Farrell, the two-record set is a "reaction to the new age movement" in that instrumental music doesn't have to "sound like waterfalls" ... Speaking of waterfalls, Rykodisc continues its Atmosphere Collection with *A Week In Hawaii*, a series of four environmental recordings: "Tropical Surf," "Island Jungle," "Midnight Rainshower," and, yes, "Waterfall" ... Frontier Records has opened an East Coast branch, which will be headed by Frontier staffer Graham

### Texas musicians rock out in Russia under TIES program

Hatch. He can be reached at P.O. Box 2012, Princeton, N.J. 08543-2012; 609-799-7597 ... Rounder is gearing up for the release of eight new albums in its Modern New Orleans Masters series. Among them are titles from Irma Thomas, Johnny Adams, jazz saxophonist Earl Turbinton, and the Golden Eagles Mardi Gras Indians as well as the first four reissues from New Orleans' historic Ric and Ron labels ... An upcoming conference worth checking out (particularly you dance-oriented logos) is the third annual Winter Music Conference, scheduled to be held at Miami's Marriott Biscayne Bay on Feb. 23-27. Organizers expect this year's confab to draw 750-1,000 registrants. The conference will conclude with the WMC III National Dance Music Awards Banquet. For information, call 305-563-3888 or 305-573-1499.





# PHANTOM PRODUCTIONS, INC.

"RECORDING TEXAS SINCE 1964"

FOR IMMEDIATE RELEASE  
November 14, 1987

Contact: Martin & Chris Theophilus  
(512) 320-9098

## AUSTIN ROCK AND ROLL SINGER RETURNS FROM RUSSIA WITH VIVID IMPRESSIONS OF LIFE IN THE SOVIET UNION

Glasnost and detente. For most of us, these are just abstract terms used in reference to the warming Soviet - U.S. relationship. But for Deborah Giles, one of the Austin musicians in the Texas Music Revue who travelled to Russia last month, the terms have very real meaning. For her they signify an entire panoply of experiences and friendships acquired during her visit to Leningrad, Kiev and Moscow. She returned to this country with vivid impressions of the Soviet Union, the attitudes of the average Russian toward the United States, and the differences between life in the two countries.

While in the Soviet Union, Giles and her companions were, by and large, free to roam about the cities they visited and to talk with the people they met. She was able to engage younger Russians in conversations about capitalism, Reagan, their hopes and dreams, and even was invited to have dinner in the apartments of a number of Russians. Her travels both confirmed and destroyed the stereotypes she held about Russia and the Russian people. For example, she found Leningrad to be the stereotypical Soviet city -- gloomy, foreboding and hostile to Americans. Yet interestingly, that city is the home of a thriving underground rock music scene and for that reason was her favorite city. While in Leningrad, Giles and the other Texas musicians in the tour were invited to play at a John Lennon birthday concert where twelve Soviet rock bands performed.

Kiev, on the other hand, reminded her of Austin, relatively relaxed, very green landscapes, and built on a river. And if you're wondering where your old bell bottoms, gauze shirts and peace medallions went, they're in Kiev! The youth of that city are in the throes of a Sixties-type movement which includes hippies, demonstrations for peace, and folk music.

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P. O. BOX 4870  
AUSTIN, TEXAS 78765 U.S.A.

Directors - Chris & Martin Theophilus



# Billboard®

NEWSPAPER



Follows page 50

VOLUME 101 NO. 36

THE INTERNATIONAL NEWSWEEKLY OF MUSIC AND HOME ENTERTAINMENT

September 9, 1989/\$4.50 (U.S.), \$5.50 (CAN.), £3.50 (U.K.)

# AUSTIN'S FINEST



## AUSTIN'S INTERNATIONAL MUSIC CONNECTION

OFFICES: Austin, Texas • Milton Keynes, England • Hong Kong

Phantom Productions • Austin Centre Tower • 701 N. Brazos, Suite 500 • P.O. Box 4870 • Austin, Texas 78765  
(512) 288-1044 FAX: (512) 288-4748



# HEAVY METAL

FEATURING



Dugger

*With*

Gypsy Rogue, Wikked Wayz

Saturday, March 25th, 1989

*18 and up welcome w/I.D.*

**THE BACK ROOM**

*Produced By*





Phantom Productions, Inc. is a 25 year old company, with offices in Austin, Texas, Milton Keynes, England and Hong Kong.

The company's goal is to develop up-and-coming musicians and further their careers to a level of success, both nationally and internationally.

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### SERVICES

Artist Management  
Video/Audio Production  
International Record Co.  
Publishing  
Photography

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### NORTH AMERICA

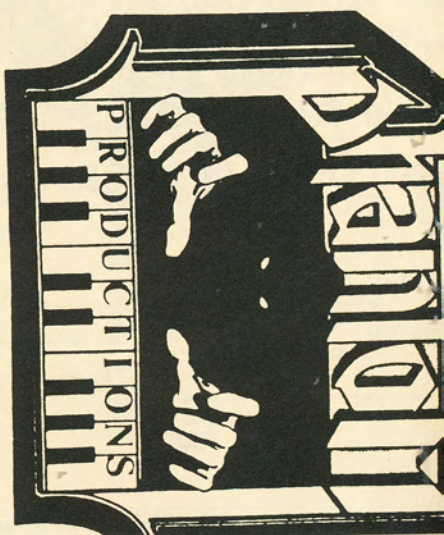
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Austin Centre Tower  
701 Brazos, Suite 500  
P.O. Box 4870  
Austin, Texas 78765 USA  
TEL 512 288 1044 or 320 9098  
FAX 512 288 4748

### EUROPE

Phantom UK  
52 Lennon Drive, Crown Hill  
Milton Keynes MK8 OAS, England  
TEL 908 261426  
FAX 908 261429

### ASIA

Phantom/CSB  
1F Parker House  
72 Queens Road  
Central, Hong Kong  
TEL 5 243 828  
FAX 5 810 1201



PHANTOM PRODUCTIONS, INC.

SHOWCASE  
TALENT ROSTER

March 15th, 1990

Headliners East,  
406 E. 6th St.,  
Austin

(in the Bojangles Room upstairs)



Presents a super line-up of Austin's most talented singer/songwriters at a special showcase.

**Thursday, March 15th, 1990**  
at  
**Headliners East, 406 E. 6th St., Austin**  
(in the Bojangles Room upstairs)  
8:30 pm to 12:30 am

PLEASE JOIN US

8:30 pm

**OLIN MURRELL**

The music of Olin Murrell is very rich in American influences and might be said to represent the epitome of modern folk music. Boogie woogie blues, rockabilly, and touching ballads are all exponents of Murrell's talents.

His 22 years in radio have given him a terrific assortment of stories and characters on which to base his lyrics. He tours extensively, performing at festivals throughout Texas, Kansas, Oklahoma and Arkansas.



9:00 pm

**LINDEN SHERWIN**

Linden's songs reflect a unique blend of influences. She writes of love and life, using vivid descriptive imagery and blending emotions with an element of wit and eccentricism to give her folk/country music

its individualism.

At the 1990 MIDEEM, her music attracted the strong interest of half a dozen European labels and publishers and details are being finalized for a West German tour to support licensing her debut album *Copper Moon* in that country.



Jan Seides is a singer/songwriter with an eclectic writing and performing style covering a wide range of genres from folk to pop to jazz.

Her writing talents won major awards in both the 1988 and 1989 Music Umbrella competitions. She has played throughout the U.S., including New York, Los Angeles and Nashville.



10:00 pm

**MARK LUKE DANIELS**

An outstanding singer/songwriter of contemporary country, he has a unique and 'authentic Texas' style. Based on contagious melodies and powerful lyrics, Daniels 120 original songs can take you places you want to go and make you remember ladies you thought you had forgotten.

He has performed in Europe and throughout the U.S., last month playing with Joe Ely to sold-out shows in the Midwest. Daniels' debut album *Shadow Of A Doubt* was recently completed in Los Angeles and will be presented to the labels.



10:30 pm

**TRACY LYN**

A fresh, young talent on the Austin music scene, this gifted singer/songwriter blends contemporary and traditional country to form an authentic and sincere genre of music.

She gained significant media attention when she opened for Ray Price at the 1989 Austin Aqua Fest. Recently chosen as a finalist in the Female Songwriter of the Year and voted as one of the top three artists to invest in by a Texas music magazine.



female studio vocalist in Austin. She is a performer with a diverse array of musical qualities. The more you listen, the more you want to.

11:30 pm

**STEVE ALEXANDER**

Solo rockin' blues - acoustic and electric. Native Texas who pioneered the New York underground scene in the early '80s has returned to Austin. Original material and versions of Delta classics, Alexander is

a gripping performer who has lived his songs. This former Rough Trade and Statik-UK recording artist has just released his latest cassette album *Dirt and Sky* and is currently playing the well-known blues clubs, such as Antone's.



12:00 am

**MICHAEL AIELLI**

Probably one of Austin's finest pop writers. Catchy melodies and lyrics, with a distinct vocal style, have earned Michael a well deserved reputation from coast to coast.





ALSO APPEARING AT AUSTIN'S AQUAFEST  
August 9, 1990 • 7:00 PM

PHANTOM PRODUCTIONS'

# TRACY LYN

OPENING FOR ALLEN JACKSON



TRACY LYN has been selected by the NASHVILLE NETWORK  
to be profiled for the CROOK & CHASE SHOW with artists that include;  
MICHAEL McDONALD, MARY CHAPIN CARPENTER & LINDA RONSTADT



PHANTOM PRODUCTIONS, INC.  
701 Brazos, Suite 500 • PO Box 90936  
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The PHANTOM GROUP - UNITED STATES - UNITED KINGDOM



PLEASE COMPLETE BOTTOM OF CARD

AVAILABLE AT THIS GIG  
2 SONG CASSETTES \$4.00  
T-SHIRTS \$10.00

# TRACY LYN

PRESENTS

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UNITED STATES • UNITED KINGDOM

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512-288-1044 • FAX 512-288-4748  
UNITED STATES • UNITED KINGDOM

## TRACY LYN

*Invites You To Join Her*

### August

- 3rd - Mike's Place, Round Rock 7:30pm
- 4th - Wedding in Portland
- 9th - AQUA FEST (opening for  
Alan Jackson) on the East  
Stage, with the full band 7:00pm
- 11th - Gruene Hall, Gruene 1:00pm
- 11th - Dog and Duck Pub  
406 West 17th St. 8:30pm
- 12th - FCI Seagoville
- 13th to 18th - Tracy Lyn will be in  
Nashville all week
- 24th - Mike's Place, Round Rock 7:30pm
- 25th - Mike's Place, Round Rock 8:30pm
- 30th - Gruene Hall, Gruene  
(with the full band) 7:30pm
- 31st - The Salt Lick, Driftwood 7:30pm

*All gigs in Austin, unless otherwise noted*

TRACY LYN has been selected by the  
NASHVILLE NETWORK to be profiled  
during Aqua Fest for the Crook & Chase  
Show, along with Linda Ronstadt, Michael  
McDonald, Mary Chapin Carpenter, Alan  
Jackson and others

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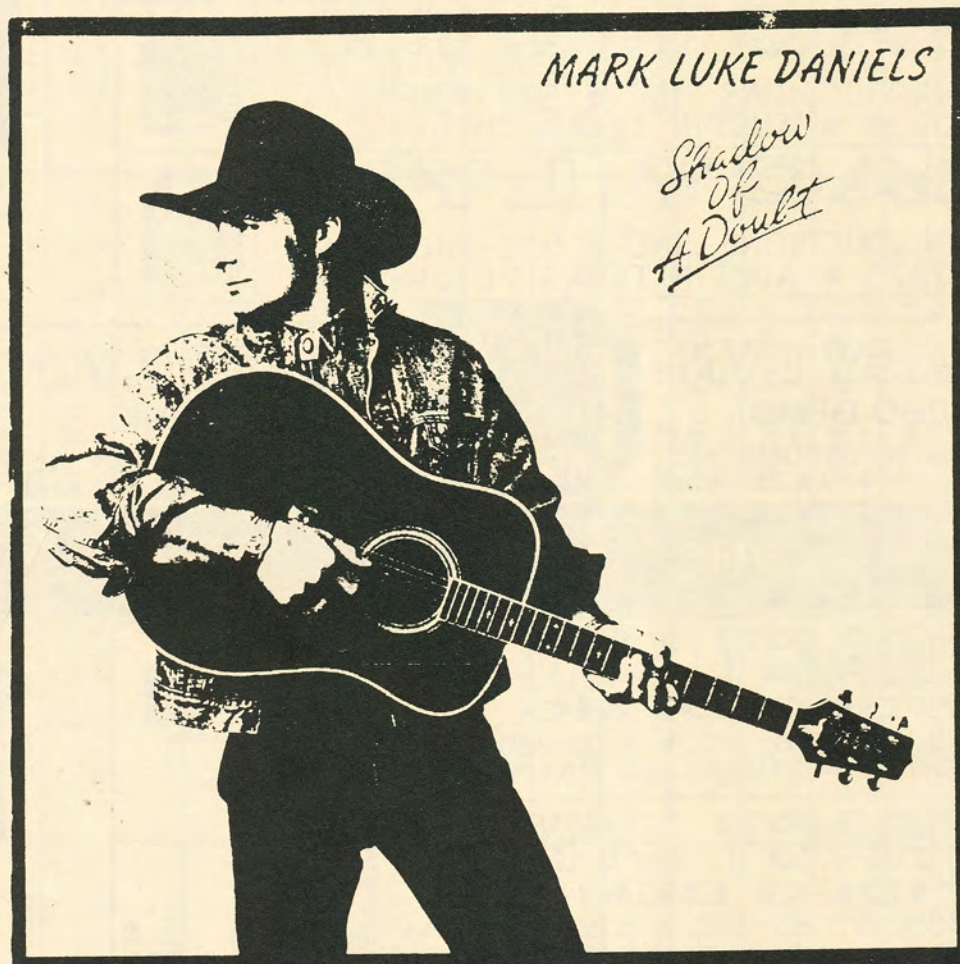
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Jackson and others



PHANTOM PRODUCTIONS, INC.  
IS PROUD TO PRESENT

# MARK LUKE DANIELS

AT AUSTIN AQUAFEST 1990



The PHANTOM GROUP celebrates the completion of MARK LUKE's CD  
**SHADOW OF A DOUBT**

CO-Produced by MARK LUKE DANIELS, PHANTOM PRODUCTIONS, INC. and the MONTE MUSIC GROUP  
and his eight album record deal...details to follow



**PHANTOM PRODUCTIONS, INC.**

701 Brazos, Suite 500 • P.O. Box 90936

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The PHANTOM GROUP - UNITED STATES • UNITED KINGDOM





**Mark Luke Daniels.....**"If you're not familiar with his music; he's a country singer with powerful lyrics and the voice of a god." This was a quote from Houston columnist Angela Cornish. He has a unique and 'authentic Texas' style and has written over 120 original songs, many based on personal experiences. Whether the song is about love, or a whiskey tinged honky tonk, the result is contagious, leaving the audience cheering for more. He is a very versatile performer, who can play solo with his acoustic guitar and harmonica, or with a full band. On stage he has an easy style and a keen sense of humor.

Daniels has just completed his debut album *Shadow Of A Doubt* in Los Angeles with the Monte Music Group. The eleven, original songs are an eclectic blend of contemporary country. In the studio Daniels' was supported by an all-star cast of musicians, including Gene Elders (fiddler for George Strait), Neil Larson (keyboardist for The Rolling Stones) and the well known guitarist Will Ray.

He has been recognized not only for his musical talents, but also for his commercial appeal. Television producers sought out Daniels' totally Texan look and chose him for a significant role in a Coors Beer commercial. This will be followed by a Chevy truck ad to be shot in Austin. He has also recently starred in a Mr. Gatti's Pizza spot, which aired in eleven states.

Daniels' has been honored with many awards during his career. He was a finalist in the Kerrville New Folk Songwriter contest, both in 1986 and 1987. He was also a finalist in the 1st annual (1988) Austin Songwriters' contest. His popularity as a performer has been proven by the frequent appearance of his name in a number of music polls. In a recent Texas music magazine, readers selected him as a finalist in five categories, including Male Songwriter of the Year and Male Vocalist of the Year.

He has shared the stage with many big names, including Waylon Jennings, John Denver, David Allen Coe and Jerry Jeff Walker and has toured with such well knowns as Billy Joe Shaver and Steve Goodman. Most recently he joined the Joe Ely tour of the Midwest, including a performance at the reputable Fitzgerald's in Chicago. Daniels has also played to enthusiastic audiences in both France and England.





# PHANTOM PRODUCTIONS, INC.

"RECORDING TEXAS SINCE 1964"

July 4, 1990

Reply To: U.S. Office

## PHANTOM GROUP UPDATE

**MARK LUKE DANIELS'** promotional CD, *Shadow Of A Doubt*, is enclosed with our compliments. We have just completed an eight album deal with **GENE SIMMONS** of **KISS**, on his custom RCA label, **SIMMONS RECORDS**. **GEFFEN**, **POLYGRAM** and **COLUMBIA**, have all reflected strong interest in the product. **SIMMONS** views **DANIELS** as a multi-media artist. The **WILLIAM MORRIS AGENCY** has picked up **DANIELS'** booking beginning in August. Movie and commercial scripts are also being reviewed, given **DANIELS** recent success with the **TEXAS COORS** commercial.

**PHANTOM** is also proud to announce that another one of our Country artists, **TRACY LYN**, is rapidly winning awards including *Best New Artist On The Horizon* in a Houston area event. Clint Black's brother was one of the judges. Central Texas music industry professionals, in a Texas music magazine, named **TRACY LYN** as the *Best New Artist To Invest In*. She has been selected to open for **ALAN JACKSON** at Austin's Aqua-Fest and chosen by the **NASHVILLE NETWORK** to be one of nine featured acts to be interviewed and profiled on the network's **Chase & Crook Show**. The event includes; **THE GATLIN BROTHERS**, **LINDA RONSTADT**, **MICHAEL McDONALD**, **DEBORAH HARRY**, and **RODNEY CROWELL**.

**JOHN CAMBRIDGE**, **PHANTOM'S** British rock guitarist has been selected by Japan's **NIPPON GROUP** to complete a special music project with **JVC** this Summer. Details are being finalized in London next week.

**JAMES HINKLE**, recently endorsed by **FENDER GUITARS** and **ERNIE BALL** continues his U.S. tour with the **MARCIA BALL BAND**. The Texas blues band is also endorsed by the **MILLER GENUINE DRAFT** beer company. **HINKLE**, in his independent producer's role, has just completed several studio projects, will be in Scotland three weeks this Summer and will be initiating two more of his own projects when he returns. Cloning is definitely in order!

*Give the PHANTOM GROUP a call. Our artists ARE HAPPENING!*

PHANTOM RECORDS • PHANTOM MUSIC (BMI) PHANTOM COMPUTER GRAPHICS  
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Tel. 011.44.908.261426 • FAX 011.44.908.261429

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PO Box 90936 • Austin, Texas 78709-0936 • U.S.A.  
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U.S.







## Answers to those MIDEM questions...

- **WHY PHANTOM REPRESENTATION?** Our strengths, in our opinion are; 1) only Texas music company with offices in Europe; 2) not just international contacts, but actual representatives in significant countries; 3) ability to provide (in-house) promotion, the full range of management, business services and video profiles of bands; 4) our staff's 75 years of combined experience in the music industry to name a few.
- **WHAT IS THE CHARGE FOR INITIAL CONSULTATION?** -0- There is no charge to find out what we are about. We welcome your questions.
- **HOW MANY BANDS WILL PHANTOM BE REPRESENTING?** At this time, we are limiting our representation to less than ten bands per participant. We do not want to overload our staff, nor do we want to overwhelm the record company and publishing representatives. We strive to make all presentations unique and provide your music the best possible exposure.
- **WHAT IS INCLUDED IN THE VIDEO SHOOT FOR MIDEM?** A three camera, edited video on the professional S-YHS format. Three of your best songs selected from a full set. A copy of this tape is provided to you for your own use. We present your three video songs, your audio demo and/or masters and your promo pack in the record company/publishing meetings. One of your songs is included, at no charge, in the PHANTOM video overview that has been very well received by the record companies attending MIDEM and in the other European meetings we've held the past several years. **AND YES...these video services PLUS the MIDEM representation, are still available for under \$200 if you arrange prior to October 15,1990.**
- **WHAT IF OUR PROMOS ARE NOT READY BY NOVEMBER?** Most importantly, you might lose out on some of the advance material that is sent to our international resources. These often result in more concrete reactions when we are in the face-to-face meetings in January. Some followup material may be sent in December, but the holiday season reduces the amount of time available to major record company folks.
- **IF WE DON'T PARTICIPATE IN MIDEM, ARE THERE OTHER WAYS PHANTOM MIGHT ASSIST US?** Yes! We offer a full range of management and business services. We are fully computerized with innovative graphics, photography, automated accounting, low cost travel resources and the in-house video services (which is ideal for development and promotion). Our fees are very reasonable and our staff are among the most professional and respected in the business.
- **WHERE DID THE NAME PHANTOM COME FROM?** Our audio recording days in the seventies. Some mikes have batteries and some mikes derive their power from a power pack or audio board. This is called "phantom powering". We liked the connotation of the "behind the scenes" powering...making things happen! Our logo artist also took some inspiration from Paul Williams' "Phantom of the Paradise!"

**KEEP ASKING!**







# EYES & EARS



bulletin of austin's video, film, and music industries

SPRING 1989

AUSTIN TEXAS

## THE CUTTING EDGE

On edge at editing time? Wondering whether to fish or cut tape? Let Austin's Metropost reel you in. Among the southwest's most complete video post and production houses, Metropost sports full gear to tackle the project—On-line Betacam SP, Sony 3VH-3000 1" VTR's, Paltex controlled multi-format editing, multichannel sweetening, complete digital special effects/computer graphics/paintbox and a full shooting interface to a soundstage on which houses have been built. Metropost has also recently cast lines for a fully digital editing suite for 1989.

If you've landed an in-house corporate, agency or independent job, you'll want to check out the new computerized 3/4" editing room. "It's great for tighter budgets," says Post Production VP Vince Hollister, "but definitely yields broadcast quality product."

## INSIDE TRACKS

Arlyn Studios cuts a Pepsi spot with Asleep At The Wheel, tracks with Willie Nelson and Little Joe Y La Familia and hot 1990's Cajun rock from Jun-

## BLUES NEWS

The blues have always been red hot around Austin, often boiling over onto the national scene. Can I get a witness for Stevie Ray Vaughan, the T-Birds, Omar & The Howlers, and, of course, Reverend Clifford Antone? But that is now and this is then.

Back in the 40's, 50's and 60's, Austin's East Side swayed to the strains of blues prophets like B.B. King, Blues Boy Hubbard, Bobby Blue Bland, Robert Shaw, Mance Lipscomb, and R.T. "Grey Ghost" Williams. A lot of this rockin' rolled out of Johnny Holmes' Victory Grill, a favorite stop of virtually every Southern blues band.

Thanks to Austin's Alta Vista Productions, the Spirit of Victory will soon be wailing again in a video docuconcert called "Blues Reunion: T.D. Bell And The Cadillac's." Besides lots of fine musical footage, "Blues Reunion" chronicles a lively oral history of the Austin blues scene between the 30's and 60's. Alta Vista also taped the recent R&B Foundation Concert at the Austin Opera House which featured such R&B greats as Sam Moore, Ruth Brown and The Clovers.



Mance Lipscomb, Bill Neely and Iaj Mahal photographed by Burton Wilson backstage at the Armadillo World Headquarters - 10-22-71



Margot Kidder and Stevie Ray Vaughan backstage at the R&B Foundation Concert

## ACROSS THE BORDERS

The sun rose on Country & Eastern music this summer when the Tokyo Cowboys left the Nippon neon for the Central Texas C&W Dance Hall circuit. Austin's Japan-America Society sponsored the tour and Entertainment

reciprocal C&W acts are slated for Japan '89. The British Country Music Association celebrated its 20th with a three-week tour visit. BCMA's Jim Marshall said the 15-act extravaganza (Wagoneers, Alvin Crow, Allen, et al) at Austin's Broken Spoke was the "Country Club" producer who broadcasts like Jerry Jeff Walker, Steve Fromholz and Mike Rhodes live from UT Austin's KUT-FM. Austin's Phantom Productions has a new C in England, with studio and publishing to Former WEA Executive Producer Peter O. ("wants to live in LA?") Ekberg sets up shop in Austin and will soon cut tracks for Polygram's Backstreet Girls at Arlyn Studios. Tours of Ely, Butch Hancock and fiddler Erik Hokke recently set many European toes a-tappin'. The Killer Bees will mix culs from their Berlin at Austin Recording Studios for '89 releases. Don't miss Austin's entourage at MIDEM Cannes, France. BONNE ANNEE!

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# The Era of the Big Blur

More and more advertisers are giving their pitches a journalistic spin

BY JONATHAN ALTER

Linda Ellerbee has some news to deliver about Maxwell House. In a series of ads launched last week during the "Today" show and other morning programs, Ellerbee, once a "Today" mainstay, reports the results of "studies" touting her brand, then cues Willard Scott, the current "Today" weatherman, who does interviews with satisfied customers. She is not much worried about the danger of misperception: "Americans aren't babies. They're not too stupid to know the difference between news and commercials." Why, then, was the former anchor hired? "They wanted me because I have credibility from my news work."

Credibility. Advertisers have always sought it for their products. One way to achieve it is to bask in the glow of editorial seriousness. The more successful ads become at inducing that glow, the more blurry the line that historically separates them from editorial content. This effect now extends across the landscape of the American media, from "video news releases" to plans for books with full-color ads. "I prefer the '50s, when advertising was brazen and you knew what it was," says Mark Crispin Miller of Johns Hopkins University. "Now it's hip, and more dangerous."

Arguments over coziness between advertisers and editors have a long history. The single-advertiser magazines founded in recent years by Tennessee entrepreneur Christopher Whittle are in some sense merely a variation on the single-advertiser TV programs of the past. (The "Camel News Caravan," for instance, was among the networks' first news broadcasts.) For more than 80 years, the Good Housekeeping Seal of Approval has gone only to those products that are accepted for advertising



Using the media as a marketing instrument: Whittle and products

in the pages of the magazine. Real-estate, automotive, fashion and home-furnishing sections of most newspapers have for generations been something close to adjuncts of the advertising departments.

But the money culture and intensely competitive media markets of the 1980s have changed the game. "Ten years ago, if an ad resembled editorial, good magazines would be reluctant to even let it in," says Samir Husni, a journalism professor at the University of Mississippi. Now "advertorials," type-heavy ads that look like articles, make up as much as 10 percent of a magazine's ad revenues. Some argue that the

very motivation for publishing is being transformed. "In the old days, magazines were started because someone had something to say," says Stephen Doyle, a graphic designer responsible for several advertorials. "Now publishers tend to start with marketing, and build editorial around that."

**So puffy:** Special-interest magazines from boating to cooking are the most vulnerable to blurring ads and journalism. Not only do the ads sometimes look like articles but the articles are often so puffy that they read like ads. Few advertisers actually see editorial copy before publication. And there isn't necessarily an explicit quid pro quo, as George Bush puts it. But the arrangement is well understood, especially in fashion magazines. Few major designers are foolish enough to neglect to buy ads after being featured in fashion spreads.

The recent rash of advertorial supplements—little "magazines" within magazines—has spurred concern among editors. In 1987, the American Society of Magazine Editors (ASME) issued much-needed guidelines requiring ads that look like articles to be labeled "advertisement" or "special advertising section." (The word "advertorial" is shunned by editors because it acknowledges the painful truth that advertising and editorial can indeed be blended.) The spirit of the guidelines, which are hardly enforceable, is often breached. An article-like ad for Neutrogena, a skin-care firm, doesn't identify itself until the end of the copy, where in tiny type it says, "Thank you for reading our advertisement." Similarly, ASME guidelines forbid staffers from writing advertorials. To circumvent that, advertorials routinely use competent magazine contributors, who aren't technically on the masthead, but might just as well be.

To blur matters further, some magazine





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AUSTIN MAKES THE COVER  
 A NEWS 36 CLOSE-UP REPORT  
 SATURDAY, SEPTEMBER 9th AT 6:30 PM

Austin, Texas - KXAN Channel 36 presents AUSTIN MAKES THE COVER, a News 36 close-up report, Saturday, September 9th at 6:30 p.m. As Austin continues to shed it's out-dated reputation as a "behind the times" country-western town, News 36 takes a second inside look at Austin's music industry today.

AUSTIN MAKES THE COVER scheduled to be broadcast at the same time as the release of the Austin issue of Billboard Magazine, will examine Austin's changing musical image and reputation as a jumping off point for new musical talent.

Host Tonia Cooke will examine the Billboard Magazine issue, how it was cancelled and then reborn, and it's impact on Austin's image. AUSTIN MAKES THE COVER will follow Austin bands to New York City, and the New Music seminar, where musicians hope to be discovered, and record talent scouts look for diamonds in-the-rough.

AUSTIN MAKES THE COVER will also feature interviews with well known musicians and industry experts like; Lynda Eamon, of Billboard Magazine, MTV Music News Anchor, Kurt Loder and recording artist, Bruce Hornsby. AUSTIN MAKES THE COVER will update the rising career of local band, Poi Dog Pondering, and will feature the music of over a dozen Austin bands.

Join Tonia Cooke for AUSTIN MAKES THE COVER, Saturday, September 9th at 6:30 p.m. only on KXAN Channel 36.

KXAN-TV, Channel 36 is a subsidiary of LIN Broadcasting Corporation. LIN owns and operates seven network affiliated televisions stations, has major interests in cellular telephone systems serving New York, Los Angeles, Philadelphia, Dallas-Fort Worth, and Houston, and publishes advertiser-supported hardcover magazines placed in the rooms of distinguished hotels in more than 30 major metropolitan areas.

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