

July 20, 1989

From: Kip Cohen 

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Wayne Isaak  
David Steffen  
Bill Gilbert  
Manny Lehman  
Chris Wasmund  
Rick Stone  
Mariel Pastor  
Emily Wittmann  
Andrea Paulini

Re: HERB ALPERT / "MY ABSTRACT HEART"

1. Tour plans
2. Video
3. Media Plan for publicity

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Encs.

HERB ALPERT LANI HALL  
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First of all, many thanks to those of you who were able to join us yesterday at Herb's painting loft for listening to portions of the new album.

Herb really appreciates your support and enthusiasm, and we both look forward to working with you in every way to launch and promote this record!

I thought you might like a brief recap of what is being planned in three tangential areas for the coming months:

#### Tour Plan

As the album and single moves onward and upward from a sales and airplay standpoint, Herb will start to assemble a compact, self-contained band which will enable him to tour nationally.

Last summer's Symphony Tour was, of course, a great success; but that presentation and type of venue/audience is now behind us, and the plan for touring for 1989-90 will be to create a small band that will play 2-3,000 seat venues for major pop promoters across the country.

Needless to say, this will be in support of the album and single(s), and will provide ample opportunity to local press, and tie-ins with A&M personnel in their markets, plus radio and retail.

Such a tour could begin as early as October.

#### Video

Plans are already underway for the production of a music video on the first single "3 O'Clock Jump." A director is about to be signed, and we can look forward to a visually/choreographically/musically striking piece of work that will both compliment the single and support its marketing. More exciting information to follow.

#### Media/Publicity Plan

Attached find a complete publicity schedule from Michael Jensen for the coming months, all centered around the release of the album.

We look forward with excitement and enthusiasm to the superb A&M team bringing this terrific album home. Thanks for everything you do so well!

## HERB ALPERT MEDIA PLAN

The key to the strategy for a media campaign for Herb Alpert is a publicity and public relations program that will expose his music to a broader base of people in the United States and around the world. To reinforce his position as an important musician, a talented artist, a successful entrepreneur, and a philanthropist with a global vision about arts and education, the emphasis of this campaign will be centered on Herb as a musician. For obvious reasons, the majority of press that has been garnered of late has been focused on LISTEN.\* We wish to make a concerted effort to ensure that we are not sending out the message that Herb is leaving the music world; but rather, that he remains firmly entrenched as a vital player in that realm. Fueled by recent rumours and stories about the sale of A&M, it becomes even more paramount that we emphasize these music-oriented goals. The promotional effort will encompass print, television and radio. The following is an outline for this campaign that will help to accomplish our desired results.

\* Herb's perfume company

JULY/AUGUST 1989

- \* Develop a new biography (Jensen will write)
- \* Finalize photographs for album distribution (will coordinate with Kip and Diana)

### LISTENING SESSIONS

- \* Develop invitation for listening sessions
- \* MY ABSTRACT HEART - a sound exhibition at Herb's art studio
- \* Today Show interview
- \* Finalize photographs for distribution
- \* Tech publications
- \* Radio syndicates
- \* Initial interviews (consumer/trades)



CONFIRMED INTERVIEWS TO BE SET - JULY/AUGUST 1989 (con't.)

The Today Show - Rona Elliot

Cable News Network - NY/LA

Entertainment Tonight - TBA - John Tesh

Mix Magazine - Lunch with Mr. Bonzai

Audio Environment - Delta, other regional airlines

Tom Snyder Show - National Radio

Personna Video - Eileen Lizer

Westwood One - Steve Rosenthal

The Wogan Show - London - Peter Estall (TWA flights provided)

CBS This Morning - Following the Today Show by a minimum of two months

Later with Bob Costas - coordinated by Wayne Isaak

PM Magazine

Los Angeles Times syndicate

L.A. Style

Daily Insider

Copley Radio Network

Copley News Syndicate

People - Vicki Sheff (need preliminary meeting)

## PROPOSED LOS ANGELES INTERVIEWS

Los Angeles Times  
Herald Examiner  
Daily News  
Associated Press  
Marilyn Beck  
Music in the Air  
Billboard  
Cashbox  
R&R  
Premier Radio Network  
KNBC  
KABC  
KCBS  
USA Today  
CBS Overnight  
VH-1

The R&B Report  
Black Radio Exclusive  
Rhythm & Business  
The Sentinel  
Black Beat  
Radioscope  
B.E.T.  
Urban Network

(Others to be determined)

## PROPOSED NEW YORK INTERVIEWS

United Press International  
Daily News  
New York Times  
VH-1  
ABC Radio News  
Esquire  
Radio Today  
Musician  
Live At Five  
Newsday  
People  
US  
Time/Newsweek

(Others to be determined)

## TOUR PRESS

(To be determined as tour dates become available)

## CITIES TO BE COVERED :

San Francisco, San Diego, Denver, Salt Lake City, Phoenix,  
Dallas, Houston, St. Louis, Minneapolis, Chicago, Detroit,  
Atlanta, Miami, Washington, Boston and New Orleans.

PROPOSED TELEVISION

Arsenio Hall

20/20

Barbara Walters Special

CBS 60 Minutes

BEING HELD:

Playboy

## PROMOTIONAL TRIP

We propose that a five-city promotional trip is planned in support of the record. Those cities can include New York, Dallas, Chicago, Atlanta and Boston. The promotional tour would consist of radio interviews, television and print, as well as a cocktail party for retail and other VIPS.

## ART MERCHANDISING - PROMO

We propose that the cover painting is developed into a lithograph, poster and card that can be used for the following:

- 1 - LITHOGRAPH<sup>\*</sup> - Personally signed to be used as a gift or an auction item with print or electronic media, in support of a local charity. Can be given to program directors, DJs or journalists as a thank you for backing the record.
- 2 - POSTER - Retail merchandising and tour poster.
- 3 - CARD - to be used for generic invitation throughout the entire campaign.

## PROMOTIONAL MATERIALS

We will write the biography that will position all aspects of HERB's career. Cover of press materials will emphasize artwork.

## INTERNATIONAL

Plan promotional trip to London and Tokyo (TV, print & radio)

We have orchestrated an appearance on the Tonight Show of England, The Terry Wogan Show (BBC). They will pick up the expenses.

\* Note: The lithograph was already being planned by A&M in connection with the release of the album.

## TEASER CAMPAIGN

We would like very much to send out postcards of the album artwork with a catchy text on the back to help establish the release of the album. Perhaps even a button should be shipped with the package as well.

A billboard on Sunset Strip could be painted a day at a time (just like the billboards next to the studio lots). A giant inflatable brush should be attached to the billboard to emphasize it as a painting. If at all possible, the real painting should find a home in some prominent place, and definitely be in plain sight at all listening parties.



## LISTENING SESSIONS

Proposed listening sessions at Herb's painting loft. "A Sound Exhibition" on multiple nights. Maybe one night can be hosted by L.A. Style, another by JAZZIZ, and one by A&M. The parties will be intimate so that Herb will have an opportunity to mingle with VIPS. Invitations will be silk-screened and personally signed as a keepsake item. Like an art opening, suggest serving wine, cheese and fruit to keep costs down.

M.J.

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Note to A&M people:

The above media plan from Jensen Communications obviously applies in large measure solely to the area of publicity. To this extent, it is an accurate representation of efforts that Herb, Jensen Communications, and management are prepared to expend in the promotion of the album.

There are also a few suggestions from MJC as to items that fall more in the area of marketing and/or promotion. These are intended to be subjects of discussion with the appropriate folks at A&M and are specifically not intended to replace or supplant plans and programs being developed by A&M.

We are, of course, "all in this together," but I did not want MJC's sincere proposals to be misinterpreted by anyone either...

Thanks,

  
Kip Cohen