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**Billboard**, May 23, 1992 v104 n21 p8(2)

**'Mo' Money': major push.** (promotional campaign for soundtrack album) *Janine McAdams.*

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A&M Plots Soundtrack Promo

NEW YORK - At a time when multi-artists, R&B-oriented soundtrack albums are garnering strong sales and media attention, Perspective/A&M Records is mounting a massive promotion campaign for the June 23 release of the "Mo' Money" soundtrack.

The album, the first soundtrack to be produced by top R&B music makers Jimmy & Terry Lewis, accompanies "Mo' Money," the Columbia Pictures film written by and starring Damon Wayans and directed by Peter McDonald. Described as an action-comedy, the film opens nationally July 15 on 1,200-1,500 screens. Wayans is best known for Fox-TV's "In Living Color" and the film "The Last Boy Scout"; McDonald's directing credits include "Graffiti Bridge."

Among the acts on the soundtrack: Luther Vandross, Janet Jackson, Color Me Badd, Johnny Gill, Ralph Tresvant, Sounds Of Blackness, Mint Condition, Big Daddy Kane, MC Lyte, Caron Wheeler, Bell Biv DeVoe, and Public Enemy featuring Flavor Flav. Jam & Lewis play most of the instruments on the 14 tracks, all of which were written specially for the film. The initial album shipment is set at 500,000 units.

The first single, "The Best Things In Life Are Free," is a hard-driving, up-tempo duet by superstars Jackson and Vandross with Bell Biv DeVoe and Tresvant performing background vocals and a Buz. Buzz on the project forced the label to rush-release it to urban and pop radio May 8. The commercial single will be available in remixes by Jam & Lewis, David Morales & Frankie Knuckles, and C.J. McIntosh (Loose Ends).

### MO' INTENSIVE PROMOTION

As part of a strategy to woo urban and pop radio support, Perspective/A&M has also serviced album samplers containing one-minute clips of each track. "[Radio stations] are taking those 50 or 60 seconds and looping them together and playing them as if it's a song," says Kevin Fleming, president of Perspective Records, the year-old company begun by Jam & Lewis.

The second single, for which no release date has been set, will be "Money Can't Buy You Love" by Tresvant.

According to Mark Gill, senior VP of publicity and promotion for Columbia Pictures, the studio will heavily cross-promote the soundtrack in its advance advertising and trailers. In addition, says Gill, Columbia Pictures, Perspective/A&M, and MTV are jointly producing a half-hour special focusing on the making of the movie and of the soundtrack.

Film screenings will be held in more than 50 markets for pop and urban radio, retail, and press, says Miller London, who was to officially join A&M as senior VP/GM, urban music, Monday (18) from RCA and has been involved in the marketing strategy for the album. The screenings are being jointly coordinated by Columbia Pictures and the labels.

Additional promotions are being planned with secondary stations in those 50 markets with the cooperation of the studio, says Perspective's Fleming. "We'll have run-of-engagement passes for the movie [available at those stations via contests], and a campaign nationwide - ~Win It Before You Can Buy It' - in which we'll be giving the album away before it's commercially available," he says.

A major event for urban radio takes place at the Black Radio Exclusive convention in New Orleans Friday (22). Says Fleming, "We're screening [the film] for black radio at that time, they can meet Jimmy and Terry, and Damon; we're bringing in a couple of the acts; they can get T-shirts, caps, cassettes, CDs. We have an extensive solicitation package we're putting together, and promoting through tips, trades, and consumer ads."

#### COLLABORATIVE EFFORTS

According to Jam - who which Lewis has produced R&B hits for Jackson, Tresvant, Gill, Sounds Of Blackness, Cherrelle, Alexander O'Neal, and many more - the team already had "good relationships" with most of the artists involved.

Legal details, which involved negotiating for artists from EMI, MCA, Virgin, Epic, Def Jam, Cold Chillin', Atlantic, Motown, and Giant, were handled by Clarence Avant and Ron Sweeney, CEO/president of Tabu Records and Flyte Tyme legal affairs counsel, respectively.

Singles rights, a potential logistical nightmare in a multi-artist project, have been secured for MCA's Tresvant and EMI'S Wheeler. Fleming says some tracks might be serviced as promotion-only singles to radio. "Our goal is to sell albums," he says.

According to David Harleston, president of Def Jam, Public Enemy has already designated "Get Off My Back" for inclusion on the next Public Enemy album. And Konda Mason, Wheeler's manager, says that "EMI understood how important this is for Caron" and granted singles rights on "I Adore You" to Perspective, though the track may be on Wheeler's next EMI album, due this summer.

The album includes some dialog from the film, two instrumental tracks performed by Jam & Lewis, and a rock-edged tune by the Harlem Yacht Club, a band the producers put together for the soundtrack, featuring longtime Flyte Tyme associate Jellybean Johnson (who co-wrote Jackson's "Black Cat") on guitar.

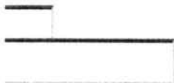
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