



JESSE JOHNSON

SHOCKADELICA (\$8.98)

A&M SP/CS/CD 5122

Ship date: Sept. 22

Street date: Sept. 29

SINGLE RELEASE/PLAN: "CRAZAY (with Sly Stone)"

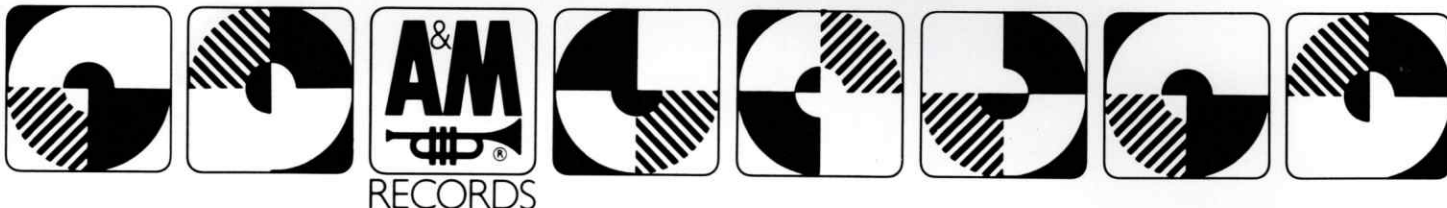
AM 2878 (7-inch)*

SP 12204 (Commercial 12-inch)**

BLACK/URBAN* Workdate: Sept. 24

DANCE** Workdate: Sept. 24

CHR* Workdate: Oct. 1



JESSE ON THE MUSIC:

"The new album will be rockin' by leaps and bounds over my first—100% better in capturing attitude and energy."

THE SUCCESS STORY SO FAR:

Many in the press have wisely dispensed with any Minneapolis-based Prince comparisons by noting that Jesse's gold-plus first album, *Jesse Johnson's Revue*, outsold the Purple One's own debut by better than 5 to 1. (Jesse's first album charted Black and Pop for over 40 weeks.)

His first three singles made *Radio & Records* Black/Urban chart history as they consecutively zoomed to the #1 spot ("Be Your Man," "Can You Help Me," "I Want My Girl").

He also produced the #1 Black/Urban and Top 25 CHR single debut of TaMara & The Seen ("Everybody Dance"). Along the way, Jesse became the only artist to have a track on both the gold-plus *Breakfast Club* and the nearing-platinum *Pretty In Pink* soundtracks.

Even before going solo, Jesse appeared in *Purple Rain* as a member of The Time, played a key writing and performing role for that band's biggest hits ("Jungle Love," "The Bird") and lent his trademarked guitar fury to Shalamar's "Dead Giveaway."

THE NEW MUSIC:

Black Beat boasts that Jesse "plays guitar with more fire than anyone." A&M's A&R Vice President John McClain reports that "his vocals have moved to a whole higher ground while his high-tech production skills have advanced to match." Both assessments can best be appreciated by listening to *Shockadelica*.

THE FIRST SINGLE:

Having credited Sly Stone as one of his biggest influences, it's both perfectly appropriate and a big surprise to find Jesse dueting with his idol on the new album's first single, "CRAZAY."

Steve Hodge, the album's engineer who has re-mixed 12-inch hits for Janet Jackson and The S.O.S. Band does his magic here as well. The commercial 12-inch B-side features a bonus cut not on the album.

THE FIRST VIDEO:

Jesse and Sly co-star in the "CRAZAY" video, the first for director Spike Lee who's just-released and wildly-acclaimed feature film debut, *She's Gotta Have It*, is currently breaking new ground.

OTHER LEAD TRACKS:

"Let's Kiss" features Jesse's smoothest melody ever spread over an Urban base. "Change Your Mind" is Jesse at his aggressive best.

THE OPPORTUNITY:

The A&M Marketing team helped compress many year's worth of artist development for Jesse into 1985. The results are ready to explode for our Fourth Quarter with the release of *Shockadelica*.