



# HERB ALPERT

## HOT SHOT (\$8.98)

A&M SP/CS/CD 5125

Ship date: Oct. 27

Street date: Nov. 3



### THE ARTIST ON THE MUSIC:

"I'm feeling very musical and creative right now. A 'hit at any cost' would give me no pleasure at all. The trick is to be yourself—but to record within contemporary parameters.

With the label's 25th anniversary approaching, I'm reminded that we're also approaching the 25th anniversary of 'The Lonely Bull'. What would give me pleasure would be to celebrate by coming up with another hit just as special and significant to A&M."

### THE MINNEAPOLIS CONNECTION:

Herb Alpert becomes the first instrumental artist to work with Janet Jackson producers Jimmy Jam and Terry Lewis. At press time, the A&M Vice Chairman was in their Minneapolis studio cutting three tracks which should produce a first single that Black Radio can establish into a crossover success.

Herb enthuses: "Terry and Jimmy record with a broad brush. They know how to pick up where 'pots and pans' records leave off." A special guest vocalist adds to the high expectation level these sessions are already creating.

### THE E STREET CONNECTION:

Producer Jimmy Iovine introduced Herb to Bruce Springsteen band member Roy Bittan backstage after a Boss concert. Their instant friendship quickly developed into a working relationship—with Roy co-producing, co-writing and playing keyboards on four tracks for the *Hot Shot* album. Michael Landau plays guitar, with drummer Jeff Porcaro and bass players Nathan East and Neil Stubenhaus rounding out these power sessions.

### THE RISE CONNECTION:

Randy Badazz who collaborated with Herb for his #1 "Rise" single and Top 5 *Rise* album has co-produced "Dream Theme"—a deceptively titled high energy track.

### ANOTHER 25TH ANNIVERSARY:

Synthesizer wiz John Barnes (Michael Jackson, Lionel Richie) helps Herb update Acker Bilk's 1962 #1 instrumental "Stranger On The Shore" with Steve Schaeffer on drums. Engineer Shelly Yakus (Tom Petty, Stevie Nicks) co-produced with Herb.

### MORE ENERGY:

Writer Albert "It Never Rains In Southern California" Hammond contributes the album's title track as Laythan Armor's moody synthesizer sets off Herb's trademarked trumpet. The synthesizer of John Barnes helps launch the song he co-wrote with Herb, "Rocket To The Moon." Both tracks were produced by Herb. Here and on most of the album, the rhythm section includes Neil Stubenhaus on bass and Paulinho da Costa on percussion.

### THE OPPORTUNITY:

Ever since "Rise," Black/Urban radio has been keenly receptive to Herb's music, leading the way for A/C and CHR action. Now with producers Jam & Lewis part of his portfolio, radio's interest should pay the highest sales dividends yet.