



The Police - not just another flash in the pan

It doesn't seem possible that a band carrying the name of The Police could on to become one of the most popular, hottest and creative acts on the planet. One must remember it was the young record-buyers who were highly critical of any name that represented the establishment. But then, hasn't the combo's phenomenal success almost made

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their title ironic? Moreover, who would have believed that a few years ago they were playing Toronto's Horseshoe Tavern to a room that wasn't even full, and with a ridiculous cover charge of \$2.00.

Today of course, the band's popularity has reached such a level it's almost impossible to get a ticket for one of their concerts.

Many of their fans are content with buying the Police's multiplatinum albums and at least getting a glimpse of the trio on video, the next best thing, perhaps, to a live show.

It's clear that vocalist/bassist Sting, drummer Stewart Copeland and guitarist Andy Summers have come a very long way in a relatively short period of time.

Released early in June, the band's latest album, *Synchronicity*, has surpassed the 700,000 mark in Canada in just six months. A&M boasts that *Synchronicity* is Canada's fastest selling album of 1983.

A&M also reports the album eclipsed Carole King's *Tapestry* album as the longest-

running No. 1 album on A&M and associated labels, noting that not only did the single, *Every Breath You Take*, taken from the album, become the label's longest-running No. 1 single, but was the longest-running No. 1 single on any label this year.

In addition to *Every Breath You Take* becoming RPM's No. 1 single of 1983, the album spawned two other hits - *King Of Pain* and *synchronicity II*. A&M is now preparing to release yet another single from the album, the *Wrapped Around Your Finger* track, which is expected to follow the pattern of success of the previous singles. The flip of the new single will be a live version of *Tea In The Sahara*.

Meanwhile A&M reports global sales of the *Synchronicity* album as having surpassed the 5.8 million mark. One million sales, which is diamond status, is expected to be reached in Canada by year's end. Domestic sales represent 13 percent of international sales in Canada, which the company points out is traditionally two to three percent of the world market.

To mark the end of 1983, *First Choice*, will be featuring Police's live performance on their *First Choice Rocks* series. The show, which will be aired New Year's Eve, was taped at Montreal's *Le Spectrum* earlier this year. Not a bad way to end the year for a trio that has surpassed all of their own previous sales and attendance records. Thanks to The Police, A&M has had to re-write their record books as well.

The Police were born in 1977 after Britisher and main songwriter Sting (born Gordon Sumner, Oct 2, 1951) met American drummer Stewart Copeland (born July 16, 1952) at a local jazz club. Copeland had moved to England in 1975 where he joined *Curved Air*, a progressive band which broke up the following year.

Police's first guitarist was Henri Padovani, later replaced by Andy Summers (born December 31, 1942), who had stints with such names as *Eric Burdon & The Animals* and the *Neil Sedaka Band*.

Although their look was definitely punk, which couldn't have been better at the time, Police fused everything from rock and pop to reggae and R&B, releasing their first record, *Fall Out*, on an independent label. They signed with A&M a short time later and released *Outlandos d'Amour*, their first album. Next came *Regatta De Blanc* and then the band scored their first hit single, *Message In A Bottle*.

Police quickly became a major concert attraction in Canada where their first two

albums surpassed platinum. As a result it was Canada which can lay claim to breaking the band worldwide.

It was in 1980 with the release of *Zenyatta Mondatta* when the Police broke internationally. Hit singles also continued, and these included *Don't Stand So Close To Me*, *De Do Do Do*, and *Every Little Thing She Does Is Magic*.

With the release of their album, *Ghost In The Machine*, the trio played Toronto's first *Police Picnic*, organized by Gary Topp and Gary Cormier, the same team who had originally brought them to the *Horseshoe*. The Picnic was followed by a national tour, plus the hits *Roxanne* and *Spirits In The Material World*.

The Police shattered box office records in Vancouver and Winnipeg and returned to Toronto for more *Police Picnics*, their third drawing a crowd of 40,000 while their *Montreal Picnic* attracted more than 50,000 fans. Their continuous multi-platinum albums have certainly proved their popularity.

Police have been pursuing collective and individual projects. Sting is reviewing and writing scripts, getting ready for the release of *Dune*, a motion picture in which he is featured. Summers is currently promoting his recently published book of photography titled *Throb* as well as preparing for a starring role in an upcoming film and Copeland is making himself available to promote *Rumble Fish*, the new Coppola film for which he composed, performed and produced the *Soundtrack*.

Meanwhile a few fans fondly remember a night at the *Horseshoe*, only a few years ago.

Capp to PD at CKRW Whitehorse!!

Bob Capp has been appointed Program Director at CKRW Whitehorse. The announcement was made by Glen Darling, General Manager of the station. In his 20 years in the business Capp has involved with all aspects of broadcasting and was PD at CFCB Corner Brook, CHSJ Saint John and CKOT Tillsonburg. CKRW is format radio with emphasis on adult contemporary and country but will now move to a more middle of the road format, targeting an audience of 28 to 45.