



MEMO TO  
KIP COHEN

MEMO FROM

RE Herb Alpert/TV

DATE January 3, 1990

UPDATE !!!

HERB ALPERT will be making two major television appearances this week:

Thursday, January 4 "PRIMETIME LIVE" ABC Channel 7 10:00 pm

Judd Rose interviews Herb in a special segment about celebrity fragrances. But unlike Joan Collins and Jaclyn Smith (also scheduled to appear), Herb didn't lend his name to someone's product. Instead, he virtually created the scent, the name, the campaign and the packaging for his successful women's fragrance LISTEN.

Saturday, January 6 "NAACP 22nd Annual Image Awards"  
NBC Channel 4 11:30 pm

Herb joins Louis Gossett Jr. in presenting a special humanitarian award to Casey Kasem.

Coming Events:

--- Next week Herb and Lani leave for Miami to attend the annual competitions of the National Foundation for Advancement in the Arts, in which hundreds of talented high school seniors from across the nation receive cash scholarships to continue their careers in music, theatre, dance, writing and the visual arts. Herb will be honored at the Gala Dinner on January 13 as the NFAA's National Spokesperson. A second PSA spot will be produced with Herb during the Florida stay.

--- January 16: Release of the second single "ROMANCE DANCE," from the album "MY ABSTRACT HEART."

--- February: VH1 runs a 30-minute special on Herb and the album, featuring the new single. Multiple runs.

--- March 24: Herb's first one-man exhibit of his recent acrylic paintings opens in Los Angeles at the prestigious Wenger Gallery.