



October 18, 1979

TO: ALL CONCERNED

RE: THE POLICE/REGATTA DE BLANC

New A&M artists THE POLICE are a case in point for the axiom that nothing succeeds like success. Consider....

Two weeks after the release in the U.K. of "Message In A Bottle," their first single from the new Regatta de Blanc album, the song hit the #1 position in the English charts...

Then, Regatta de Blanc made its U.K. debut at #1. In Holland, where their first album, Outlandos d'Amour is certified platinum, Regatta de Blanc went gold in a matter of days!

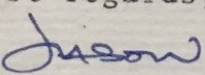
"Roxanne," from Outlandos d'Amour, was a Top 20 hit in the U.S. and climbed up the charts all over the world.

Summing it up, THE POLICE are hot as a pistol! On the enclosed International Interview, "Sting," the band's charismatic lead singer, talks about how POLICE came together (with American-born drummer Stewart Copeland and blistering lead guitarist Andy Summers), their highly unorthodox touring arrangement, the new material on Regatta de Blanc, and upcoming plans for the great POLICE World Tour in 1980.

Try to use the tape portion with a key d.j. (who can use his own voice asking the questions) and the transcript as the basis for an "exclusive" interview with a leading publication in your territory.

Take it from an eye-witness: THE POLICE are here and THE POLICE SAGA has just begun.

Best regards,


Jason McCloskey
International Publicity Manager

P.S. Don't miss LIVE WIRE's debut album Pick It Up. You'll see why the band is being called the new Dire Straits. Superb!

POLICE INTERVIEW/"STING" ON: REGATTA DE BLANC

INTERNATIONAL INTERVIEW

- Q: Sting, Outlandos d'Amour was released in the United States last January and is going on gold at the moment. Your new album Regatta de Blanc has just been released. A natural question: why does Police choose French titles for their English albums?
- Sting: That's a misconception. Our titles are no way French. They are perhaps bad French, or French in feeling, but they actually don't mean anything. They are totally meaningless, abstract.
- Q: Could you give us some background about how the band came together? I believe Stewart Copeland was a pivotal character. Stewart is an American, is that right?
- Sting: That's right. Stewart's our American drummer who thought of the name of the group, and asked me to join him in forming the Police. And that was in 1976, about January of '76.
- Q: And Stewart grew up all over the world...
- Sting: Yes, Stewart was actually born in Virginia, but he spent most of his life in the Middle East, in Lebanon, and then he went to England. But he is very, very American.
- Q: And you began as a teacher, is that right?
- Sting: Yeah, before I joined the Police I was a school teacher. I taught soccer and Physical Education and English.
- Q: And you've also done several movies in addition to your music?
- Sting: I've done a movie called Quadrophenia which is based on The Who's album of the same name. I've done a movie called Radio on which features music from David Bowie and people like that. And it's a good side to my career, I enjoy it.
- Q: Do you think you might do more acting in the future?
- Sting: Because of the success of the Police, we're committed to working all over the world at the moment. There are so many places we have to play and so many things we have to do. There is no time. A film takes maybe six months out of your life. But I definitely want to do one in the future. Maybe next year there will be time but not this year.

Q: Andy Summers was the last one to join the band?

Sting: Yeah, he joined the band about two years ago.

Q: And Andy had played with an enormous number of bands, David Essex, Zoot Money, Animals, Soft Machine, Kevin Coyne, Kevin Ayers and so forth. And he's also studied classical guitar, is that right?

Sting: That's right, he studied classical guitar at a university in California.

Q: Did you study music professionally? Did you study classical music?

Sting: No. No, not really. I have what's called "O Level" in music, which is I examine music, I can teach music. But I'm not very highly qualified.

Q: Is there a classical composer you particularly like?

Sting: Mozart is my favorite classical composer. That's who I listen to if I'm going to relax.

Q: There's a great distance between Mozart and the New Wave.

Sting: A long distance. Well, I enjoy both kinds of music so they can't be that far away from each other.

Q: Your song "Roxanne" first appeared in this country on a compilation album called No Wave, and immediately started picking up air play and went on to be an outstanding hit for Police. Who wrote "Roxanne?"

Sting: I wrote "Roxanne." I was very surprised when it became a hit, because we always felt it was slightly left of field.

Q: The song was banned by the BBC because it was about a prostitute?

Sting: It's about a prostitute although that's merely a setting for the song. It's actually a love song and it's in no way scurrilous or damaging. It's quite a moralistic song in many ways so we were quite bewildered by this decision. However, they went back on it, as soon as they realized we had a hit in America; the American society had survived this onslaught...

Q: They did open up...

Sting: They did open up and play it, and it was a big hit.

Q: Did you have a similar problem with your other hit, "Can't Stand Losing You?"

Sting: Yeah, it's a very tongue -in- cheek song about suicide. And they objected to that word: "suicide." At the time they were being particularly reactionary but things have changed.

Q: We want to talk about the new album, but right now you're in New York and you're launched on a long American tour. What can you tell us about that tour?

Sting: The tour lasts nine weeks, and we start on the East Coast in New York, work our way down South and then across via Texas to California, and back over by Canada and the Mid-West, ending up in New York. So we're going to cover as much area as we possibly can.

Q: But this is not your first tour with Police in America, right?

Sting: No, it's our fourth American tour. So we've covered quite a lot of ground. We've probably seen more of America than most Americans have, actually.

Q: Your first tour happened even before the release of the first album, Outlandos d'Amour, isn't that right?

Sting: It happened last November, yeah.

Q: And it was unusual in that you were touring without an album release.

Sting: Well, unusual by the old rules of record companies sort of intelligence. We just decided to go our own way and sort of let people see us. It's a good job we did. If we hadn't come over without an album we wouldn't have had an album out. It's as simple as that.

Q: You've been doing more and more songwriting for Police?

Sting: I do most of the writing, but what's happened is the other two members of the band have also contributed to the new album, so in effect I've written half of the second album and Andy and Stewart have written the other half.

Q: Let's talk a little bit about Regatta de Blanc. A great many people both in the United States and around the world are waiting for this album with a good deal of expectation. Can you tell us in a general sense how to your ears, it differs from Outlandos d'Amour?

Sting: Like the first album, we produced it ourselves because we don't really believe in producers. But because it's our second album we've actually learned a few tricks. We've grown up as producers; therefore the sound on the album is 100% better than it was on Outlandos d'Amour. It was slightly inconsistent on Outlandos, we thought. We've learned a lot of tricks. The songs are better, I feel. We're much more proud of the album than we were of the last one. We're very, very confident about it.

Sting: "Bring On The Night" is much more introspective, and it's a departure. It's one of the departures we've taken in that it has almost a classical guitar feel to it. Sort of sandbag plus reggae, it's a real mixture of styles.

Q: Is there a ballad, an outright ballad on this album? Or do any of the songs come close to a ballad format?

Sting: "The Bed Is Too Big Without You" is sort of a ballad you could say.

Q: What is that song about? Obviously it's about missing somebody.

Sting: Missing somebody, yeah.

Q: Did you write it?

Sting: Yeah.

Q: How about a song called "Walking On The Moon?"

Sting: "Walking On The Moon" is one of my few happy songs. I very rarely write a happy song but on this occasion, I don't know why, maybe the sun was shining, but it's about a feeling of being in love and it's like walking on the moon.

Q: Why so few happy songs? You don't seem like an unhappy person.

Sting: No, I'm not an unhappy person. It's just that I find songs that are about happiness are usually fairly trite. And they're quite difficult to write. It's easier actually to write songs about being down. It's much more natural.

Q: Which brings up another point about the whole New Wave/English rock that's happening now. In a way it seems to be a reaction to MOR, to sweet/slick songs. What do you feel about that?

Sting: I think at first it was definitely a reaction against that slickness. But what's happened at the moment is that bands like the Police and say Blondie are reaching a crossover audience, where instead of sort of dividing an audience into sub-groups, you know, sort of sects, we're appealing to everybody. So our music is accessible to almost all levels of society. That's why we're selling so well, particularly in England.

Q: There is a song called "Death Wish" and we can assume that's not a happy song, right?

Sting: Well, it's not exactly unhappy. It's about the feeling of driving a sports car down the motorway or the highway at 120 mph and feeling joyous, but at the same time enjoying the danger.

Q: Was that one of your songs?

Sting: Yes. I wrote the words and the tune, and it was more of a group composition in that we sort of improvised it in the studio.

Q: That brings up another point. Police is a trio with Stewart Copeland as a very powerful, powerful drummer; Andy Summer, a strong lead guitarist; you're a very charismatic singer and a strong base player. With a trio everybody has to be on pretty much, right?

Sting: Absolutely, you can't rest up. The onus on the members of a three-piece band is so much greater than the members of a larger group. We just have a greater work load but we enjoy it. The rewards are greater.

Q: Is it a group that gets along extremely well on stage and off stage, in the recording studio, and so on?

Sting: No, not necessarily. We have a business partnership. We all get on, we all like each other a lot, but when there is an argument, there is an argument because we all care very passionately about what we're doing. And we don't agree all the time. We fight a lot, but at the same time, when we reach a decision it's a decision that's reached with difficulty and therefore it's always a good decision. So we're a sort of democracy, but it's a hard-fought democracy.

Q: How about the song called "Contact?"

Sting: "Contact" is written by Stewart. It's about isolation, I think, although I'd rather he told you what it was about. I'm not quite sure what it's about.

Q: There's another song called "On Any Other Day?"

Sting: "On Any Other Day" is a sort of domestic comedy. It's about a guy who everything goes wrong for him, it's very funny.

Q: How about "No Time, This Time?"

Sting: "No Time, This Time" is a road song in that it was written on the road, and it's about having absolutely no time to do anything on the road apart from just travel and gigging. It's probably the worst time in the world to try to write a song, but it's the only time.

Q: Then you do actually sit down occasionally when you're on the road and write?

Sting: Yeah, I find that the best time to write songs is when you get back home for a few days. You take in all your ideas and you objectively sort of sift through them, and then you put a song down at home. Whereas on the road, your songs are generally about being homesick, about being hasselled, about just being on the road. They're not that good, those songs but "No Time, This Time" I think says it all. I don't think I'll write another one.

Q: Do you have outside interests apart from music you occasionally have time to squeeze into your life these days?

Sting: Not really, no. I mean it takes up 24 hours a day, 365 days a year, you know.

Q: Police has been blessed with an enormous number of critical reviews from key people. A fellow by the name of John Pigeon in Melody Maker wrote: "On stage the Police were so good it's criminal." John Rockwell of the New York Times said Police is "The best British new wave rock band to play in this city in a long time." He compared you to Pete Townshend, in the experimental early days with The Who. And he said, "No other rock band in recent memory has been able to combine intelligibility, progressiveness and visceral excitement so well." There's an enormous amount of excitement when you play. Almost as if you were keyed and wired into the music. Where does that supercharge come from?

Sting: Self-confidence, arrogance, pride. We're very proud of what we do. I don't know, it's a sort of magical thing that just happens. It's very hard to define exactly what it is that makes us popular.

Q: Do you derive real pleasure from playing in front of people?

Sting: Absolutely, yes. The rewards are amazing. I love it.

Q: What are the plans for international promo tours or performance tours? Are there places in the world you'd especially like to go and play?

Sting: Well, because we're such a small group and we don't cost a lot to put on the road, we can go to places that normally rock bands wouldn't entertain. We're doing a world tour next year. We're going to Japan for six days in February and then we're going to take off to the Far East and play Hong Kong and places like that. We're going to try and play in India, in Delhi. We're going to try and play in the Middle East, because our records are selling in the Middle East, so why not? We're just going to play places that aren't usually played and we can do that because of the flexibility of our operation.

Q: So eventually Police will go around the world on that tour?

Sting: Yes.

Q: Fantastic. Have you been to many of those places?

Sting: No, I've only ever really been to America and Europe.

Q: Do you want to play in Australia?

Sting: Yes. Very much. Australia is just after Japan as far as we're concerned at the moment.

Q: What do you see in the long run for Police? Your success has come very fast, like a bolt of lightening: immediate critical response, immediate air play, excellent record sales here, you're number one in England already. You're on your second album. What do you see happening in the days, weeks and years ahead?

Sting: The trick is to maintain longevity, really. And to maintain longevity you have to sort of change subtlety. You have to give people what they want, but at the same time you have to stretch their expectations every time. So they are constantly surprised, but constantly pleased with what you do. And that's the way to maintain the sort of longevity that bands like The Who have, or bands like the Rolling Stones. They just keep going on and on because people are pleased by what they hear, and they're constantly surprised. So we intend to try that.

Q: You're not going to be one of these overnight sensations that appears and then two minutes later is gone or split up or into new bands? You like this configuration and you like working together?

Sting: It's a very strong unit: three is a magic number. We enjoy working together and I think we shall do so for many years to come.

Q: Terrific. Is there anything else you'd like to tell all of your fans around the world?

Sting: Well, I just hope to see you some time. If we don't see you on this World Tour, we'll see you on the next one. We could do that forever.

Q: Around the world for years and years and years to come?

Sting: That's the way as long as the gas doesn't run out.

Q: Okay. Sting thanks very much for talking to us this morning.