

STAR ENTERTAINMENT

Stevie Wonder & Motown sign highest pact in record history



HOLLYWOOD-The biggest contract in the history of the record industry was concluded recently between Stevie Wonder and Motown Record Corporation.

The agreement calls for guarantees to Stevie over a seven-year period of more than \$13,000,000. This unprecedented sum equal to the deals of Elton John and Neil Diamond combined.

Considered an authentic genius by other recording artists and producers as well as the general public, Stevie is philosophical about the historic deal.

"Of course I'm happy about it, but there is something perhaps even more important involved," he said.

"I'm staying at Motown because it is the only viable surviving black-owned company in the record industry.

"Motown represents hope and opportunity for new as well

as established black performers and producers. If it were not for Motown, many of us just wouldn't have had the shot we've had at success and fulfillment.

"In the record industry we've all seen many cases where the big companies eat up the little ones and I don't want this to happen to Motown. I feel young black children should have something to look up to."

"It is vital that people in our business--particularly the black creative community including artists, writers, and producers--make sure that Motown stays emotionally stable, spiritually strong, and economically healthy."

Ewart Abner, president of the Motown Records division of Motown Industries, spearheaded the negotiations for landmark pact.

"It is difficult to translate Stevie's special kind of creative genius as an artist, producer and writer to a dollar sign," Abner said.

"When a performer gets to the plateau that Stevie owns, he stands alone and it is obvious he could command just about anything he wanted with any record company in the world.

"That is why we at Motown are especially gratified with Stevie's philosophy that he can best help his brothers and sisters by keeping Motown strong so there will be a market-place for their creative talents."

FLIP WILSON/CBS SPECIAL

Joining Flip Wilson for his first special for CBS are comedians George Carlin, Ruth Buzzi and Bob Hope as well as the singing Pointer Sisters.

The special which will tape later this month, will also feature the most elaborate Reverend Leroy sketch ever devised by Flip.

Writers for the special include Jack Burns, Carl Gottlieb, Pat McCormick, Jim Cranna, George Yanok, Michael Weinberger, and Laura Levine, Stan Lathan in the director, Jack Burns, Producer, Monte Kay Executive Producer for Clerow Productions, Patricia Rickey, Associate Producer.

Mercury Appoints New R&B Director



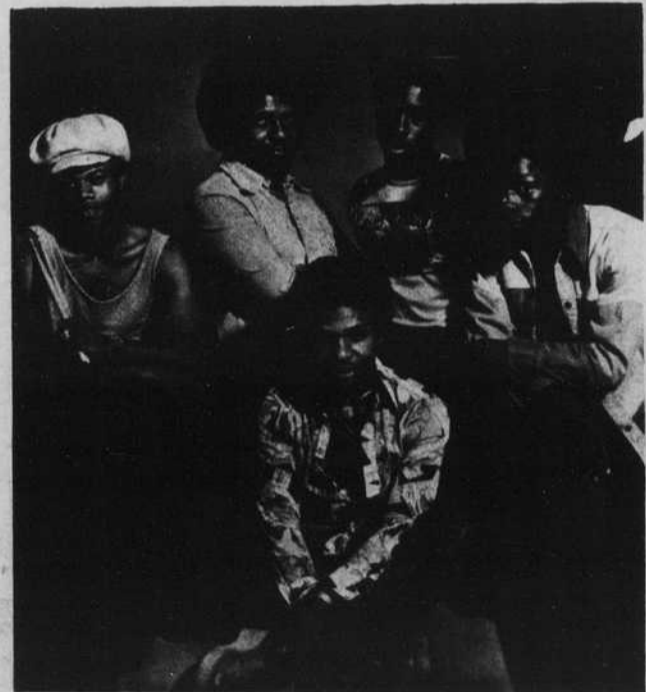
Lou Simon, Senior Vice President/Director of Marketing for Phonogram, Inc./Mercury Records has announced the appointment of Bill Haywood to the post of National Promotion Director/R&B effective August 25. He will be based at Mercury's head office in Chicago.

Haywood comes to Mercury from his own advertising, promotion and radio consulting agency, Bill Haywood Associates. Prior to the agency Bill was Program Director at WOOK and WOL in Washington, D.C. where he established the first formats for both stations. He was also PD at WLE in Raleigh, N.C. for three years.

Haywood's appointment coincides with the release of The Ohio Players' third Mercury album, "Honey." Other projects he will be involved in immediately include the already charted singles "Under Your Powerful Love" by Joe Tex, "When You're Young And In Love" by Ralph Carter and The Joneses latest, "Love Inflation."

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