

"New On The Charts" - OUR FIRST DECADE -

If you ever told me back when I was in college singing protest songs that I would be the Editor and Publisher of an information service and learning about computers, I probably would have written a comedy song about it. So here I am, living out that comedy...but seriously folks...

In 1976, while working at a commercial jingle house, I found that there was no listing of artist management, music publishers or record producers. Having been through a series of unsuccessful recording and publishing contracts as an artist, I reasoned that such a service would not only fill a need but also place me in the position to eventually be able to record on my own terms. So I trimmed my afro, put my guitar aside, and began playing at being a businessman.

I made a demo of the publication, sent it out, and held my breath. Luckily I had enough initial orders to put out the next...and so it went. I must tell you it wasn't easy getting addresses and phone numbers of managers and producers over the phone, especially to print. It took a bit of a sales job. For the first eight months the only feature was a picture of a different secretary each month on the front cover over the heading, "Research Assistant Of The Month". Then in September of 1976 the first Producer's Spotlight was added.

At the end of 1977 we lined up all of the index cards and typed the first "Hit Record Cross-Reference Directory". This directory of every song to hit the Pop Charts that year, indexed alphabetically in sections by title, artist, publisher, producer and record company, took two typists two weeks to complete. We continued to put this year-end directory out in the same manner for the next five years. (If interested, back issues of these directories can be ordered by subscribers @ \$35 each and non-subscribers @ \$50 each.)

In January 1979 the format changed slightly as we added a "Cover Story", consisting of brief biographies of the key people at a given record company or music publishing company. The "Studio Spotlight" section was also added.

At MIDEM a year later I saw music videos used as promotional vehicles for the international market and was convinced that they would play an important role in the future. So convinced, in fact, that by June 1980 I began a listing of all the music videos accumulated up to that point by each of the major record companies. To date the only two-part series run by "New On The Charts" was in June and July 1980. In those two issues, we undertook an analysis and explanation of the state of video at that time and began our monthly music video listings.

As we entered the 80's a funny thing began to happen to the music industry...it started to disappear. After years of growth, we began to see the results of inflation, the oil crisis, computer games, corporate mismanagement, and unrealistic contract demands. A number of qualified people were soon out of work, and in September 1982 we instituted a "Music Personnel Placement Service" to try and help executives find new positions. I still believed in the future of music video, however, and expanded to include the addresses and phone contacts for the respective video production companies with the addition of the "Video Producers Spotlight".

It's hard to imagine now, but up until 1983, the entire publication was manually typed from boxes of index cards. The work required two researchers, a bookkeeper and three part time typists each month. The transition to computer wasn't exactly easy. At the outset the programmers all told me that mine was a "natural application to computer" and could be easily "done in a few days." Six months later I fired the whole lot of them and spent the next six months teaching myself computer programming at night. I hadn't been forced to think that hard since I was in college (and hope never to have to do it again!) but, in the end, the advantages of computerization have made it all worthwhile. In the coming year, in fact, we expect to place our information on a main frame for computer access to our subscribers.

In April of '83, the names of video directors were added to our listings. Approximately a year later, we discontinued the "Music Personnel Placement Service", as there just weren't enough job openings to warrant the time, effort and expense of that section. In 1984 we also began to provide our first computer generated directories. (Such directories of Managers, Producers, &/Or Publishers are available TO OUR SUBSCRIBERS for 1984 & 1985. If interested, call or write for further information.)

It is important to point out that, from the outset, "New On The Charts" was not designed to be a magazine but rather an information service. Although advertising is accepted, the emphasis has always been more on information. As a subscriber based service, in recent years I have found myself caught in an interesting contradiction. In order to get REAL LEADS and confidential addresses and phone numbers to print, I must be very careful as to who receives this publication. Songwriters, for example, must previously have had something recorded, released and distributed nationally before a subscription is granted. As a result of this policy, as much as it runs against my religious training, I am forced to refuse or return an average of \$400 - \$500 in subscriptions every week! (Pleased don't let my family hear about this. I would probably be disowned.) At any rate, in an effort to broaden our subscription base without weakening our clientele, we intend to further expand our information coverage to other areas in the coming year. As always, if you have any suggestions, please call or write. In the meantime, watch for some rather drastic changes and additions in the near future.

In closing, thank you to those of you who contributed in making this 10th Anniversary Issue a very special one for me. More than this, a special thanks to the literally thousands of companies and individuals who have supported this publication over the past ten years. You have all made me very proud to say that I am the Editor and Publisher of "New On The Charts" - THANKS

Sincerely,

Leonard Kalikow



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**Happy 10th Birthday New on the Charts  
From Your Friends at UNIQUE RECORDING**