

**CARDIAC RECORDS, 1790 Broadway, New York NY 10019 (212)586-7700 Fax:(212)765-5275**

## Interview With Cathy Jacobson and Bobby Ghossen

Q: A year ago you were both at 4th & Broadway and today you are at the helm of this new label. How did this happen?

J: I got a call from Virgin ... They asked me if I would be interested in doing something independent for them... I told that I was very interested however I had a contract with Island that I wished to fulfill. Of course Tone Loc, Young MC, and Dino all broke one after another. Even so, I decided that when my contact was up it would be the right time to go.

Q: Bobby, when did you decide to join Cathy?

G: We had talked about the prospects. How could I pass up on an opportunity I'd been waiting for?

J: There are a lot of good A&R people but it's hard to find someone who's music you constantly like. I've always liked the music Bobby had signed and I desperately wanted to make sure I was going to like the music on the label. Bobby and I have a history together that goes back 10 years to Casablanca Records. I wanted him to come in for more than A&R. I wanted him to come in and together we'd set up the company.

Q: Why did Virgin want to set this independent situation up rather than just put things through the established label?

J: Virgin has a philosophy with which I totally agree that when something gets too big, you start something new. Rather than broadening their base by adding to their existing company, they set up this specialized new company... Street music was an area that they really hadn't covered here... I've always turned down major label jobs in favor of independent companies. It's not fun if you're not involved with everything. One of the things we're doing here is making sure that every person knows what's going on at the whole label...

Q: Lets talk about your roster. How big are you planning to be?

G: We currently have 5 acts, 3 signed and two in the process of being signed and we're actively looking. I don't think we're putting any limitations on how many artists we have. We're going to have to see what we can do as we go... We're looking to have a pretty diverse roster so that we can release product at the same time that isn't competitive with each other.

Q: But you're going to stay in the street genre?

J: Yes, every record that we've signed so far, even though two or three of them might cross over into R&B and then to Pop, we can break in the streets without a problem. That's kind of our criteria. If nothing else we can have a club record on everything that we're releasing.

Q: What about you're distribution situation? Have you been able to set up your own or do you go through Virgin?

G: No, they go through WEA and we're totally separate. Sort of like 4th & Broadway was to Island.

J: But the difference is that this is new and there's nobody dictating anything. When Virgin offered me this situation they said "It's yours. We're not going to be in your hair"...they call me to see how I'm doing and if I need anything but that's it...

Q: Now explain the difference between Cardiac and Charisma.

J: Virgin started a rock 'n'roll label called Charisma Records with Phil Quarterero as the president. Virgin also started an independent division called Cardiac Records. Phil was about three months ahead of us in terms of getting offices together, signing acts, etc..... So he said to come on in and take office space until ours was finished, because we knew we were going to be in this building...

Q: Now do they go through the Virgin-WEA distribution?

J: Yes, although they're totally autonomous as well.

Q: What about your company internationally...does it go through Virgin?

J: Cardiac is an international logo... Virgin has the first option on all of our product internationally.

G: They're all excited about this. They're having a label launching in London...

J: Remember that the American label is only a few years old for Virgin. They've been around for a long time in Europe and it's an unusual situation that we're one of their territories with London as the home office.

Q: What about signings...does everyone meet and decide.

G: No that's my thing.

J: He lets me hear it though... One of the important things to stress is that any acts we sign remain here...they don't get cherry picked to Virgin. That happened to me with Young MC at Island and it was a terrible experience...

Q: What's your policy on unsolicited tapes?

G: I listen to everything.

Q: What about music publishing?

G: That will go through Virgin Music.

## CARDIAC STAFF

**CATHY JACOBSON** - President and C.E.O.



Her career in the music industry began on the West Coast at Casablanca Records managing promotions and special projects. She then moved to New York as East Coast Director of Casablanca's Earmarc label. From there she went to Emergency Records before accepting a position as V.P. and General Manager at Arthur Baker's Streetwise Records. At Streetwise Cathy was involved in every aspect of establishing the label. With acts such as New Edition, Colonel Abrams, Freeze, and Dominatrix, the company's profitability more than quadrupled within it's first two years. In 1985 Jacobson became V.P. and General Manager of Jumpstreet Records before moving to Island where she became V.P. and General Manager of Independent Distribution, responsible for overseeing all of Island's independently distributed labels including: Delicious Vinyl, 4th & Broadway, Great Jones, Antilles and Mango. With the success of such acts as M/A/R/R/S, Tone Loc, Eric B and Rakim, Young MC, Dino, Pam Russo and Noel, to name only a few, Cathy received NARM's Mickey Gramberg Award for independent achievement and 4th & Broadway was named "Label Of The Year."

**BOBBY GHOSSEN** - V.P. of A&R



Bobby's career began at Casablanca Records in New York in 1978, where he held various positions, including that of Northeast club promotion manager. From there Ghossen moved to East Coast club and retail promotion for RFC Records when it was a division of Warner Bros. Records. He then became National Dance Promotion Director for RFC as it moved to become an independent label distributed by Atlantic. In 1972 Bobby joined Island Records as a dance promotion representative and worked his way up in the company to the position of Director of A&R for 4th & Broadway. Bobby was actively involved in the signing and creative development of artists that made the label so successful.

CAROL TAYLOR - A&R Co-ordinator and Assistant to V.P. of A&R  
GIGI GAZON - Production Manager  
GREG JONES - National Club Promotion  
JIM PARHAM - Dir. of Sales & Marketing  
ALBERT YEPEZ - National Retail Promotion  
MICHAEL HAILEY - National Dir. of R&B Promotion  
GERARD RENWICK - Finance



### CARDIAC ARTIST ROSTER

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May release, "Simple Rhythm" by **Soul Rebellion**/ June release, "Tell The Truth" by **Images**/ July release, "Slipping Into Darkness" by **Queen Mother Rage**