

**OCEANA RECORDS** 2700 N.29th Ave., Ste.200s Hollywood FL 33020 (305)921-5555 Fax:(305)921-5688

#### INTERVIEW WITH CARL MADURI

Q: Tell me about how this label came about and when you joined it.

A: About two years ago I sold my radio station. At that time this company was called Triage Records distributed through 21 Records by Atlantic.

Q: Was Donna Allen on that label?

A: Yes. She had a hit entitled "Serious." It was shortly after that Triage signed directly with Atlantic Records.

Q: Who were the principals of Triage?

A: Joe Feinberg and Lou Pace. About the time I joined Triage, the name was changed to Oceana Records.

Q: Besides Donna Allen, who else was signed to the label at that time.

A: Nicole was another artist. Upon my entering the company I reviewed the distribution deal with Atlantic and realized that it wasn't financially beneficial for us to continue with that deal.

Q: Wasn't there another Donna Allen record released through that Atlantic deal before you left?

A: Yes. "Heaven On Earth" was released in October of 1988 and there were three singles off that album. The second was a record called "Joy & Pain" which went Top 3 R&B. The record did better in Europe, through a company called BCM, than it did in the United States. We also put out a record by Nicole called "Rock The House" that hit the dance charts.

Q: What happened next?

A: We then went to BGM Distribution. There was a six month transition period between Atlantic Records and signing with BMG Distribution.

Q: What happened to Feinberg and Pace?

A: Feinberg is still the General Partner and Lou Pace is now involved in the productions.

Q: Who is now signed to the label besides Donna Allen?

A: We have a Rap Dance group called THE WOMEN who's first single was just released this month; ARVIS, an R&B Dance artist, to be released in May; and MICHAEL O'BRIEN who will be our first Pop Rock album release due out this summer.

Q: What are you looking for as far as artists and types of material?

A: We would like to be a total music company: R&B, Pop, Dance, Rap, etc.

Q: How are you soliciting material?

A: We get a lot of material through managers and artists themselves. I am not afraid to listen to material from off the street. As a matter of fact one of my major hits, Wild Cherry, was first presented to me from off the street.

Q: Your staff is now four people. Are you looking for anyone else?

A: We are looking for a director of promotion and marketing. We plan to have a staff of approximately ten people.

Q: Is your BMG deal international?

A: No, not at the present time. Our BMG deal is just for U.S. distribution. We will be licensing for product distribution throughout the world.

Q: What about music publishing?

A: We are setting that up at this time.

#### OCEANA STAFF:

##### CARL MADURI - President



Carl's music business career began in the mid '50s as a midwest promotion man for Columbia and then Mercury records. Maduri also worked as a vocal artist on various labels throughout the late fifties. In 1959 Carl wrote the hit "Hula Hoop" and in '63 produced the hit "Mr. John" on the death of John Kennedy. In the late '60s he worked Midwest regional promotion for Warner Bros. before joining Kapp-MCA Records as Director of National Promotion and Marketing in 1970. In '72 Carl began as President of the recording division of the Belkin-Maduri Organization. Their concert promotion and management firm also eventually established Sweet City Records as well. In 1974 Maduri produced the Gold record and Academy Award winning song "The Morning After" recorded by Maureen McGovern. The next year he produced Liza Minelli for Columbia and in '77 he produced the Platinum selling "Play That Funky Music" recorded by Wild Cherry on his own Sweet City Records. Also through Belkin-Maduri, Carl managed the James Gang (with Joe Walsh), Donnie Iris, Michael Stanley Band, Wild Cherry and Joe Vitale. He also produced the hit records "Mandalay" by LaFlavour and "Aleah" by Donnie Iris. In 1984 Carl left Ohio, bought a radio station in Florida and also ran his own First String Records before joining Oceana in 1989.

##### DIANE COUNCIL - Manager of Production and Business Affairs

A native Floridian, Diane has worked as a paralegal for over eight years for various law firms. Along with assisting in contract negotiations and drafting, she also co-ordinates all production activities as well as handling record credits, licenses, copyright management, photography and artwork.

##### DEBRA ELAINE TEAGUE - Club/College Promotion

A recent Music and Video Business graduate from the Art Institute of Fort Lauderdale, Debra works with clubs and DJs on both a local and national level through record pools.

##### PETER JUNG - Administrative Assistant

Peter was formerly the assistant director of promotions for City Limits. He is also involved in promoting an average of 15 to 20 showcases a month and works with a 16-track studio that will be used to benefit local bands. Peter is currently a student at the Art Institute of Ft. Lauderdale.

##### KELLY MARSH - Receptionist and Bookkeeping Assistant

Kelly interned at RT 60 Studios in promotions and also as a receptionist at International Sound Studios in North Miami. She has two years of experience in accounts payable and clerical work and is currently enrolled at the Art Institute of Ft. Lauderdale.

#### OCEANA ARTIST ROSTER:

Donna Allen, Arvis, The Women, Michael O'Brien