

COORDINATING CORPORATE SPONSORSHIPS

Halsey Forms Pro Tours

The Jim Halsey Company, Inc. has announced a new mass media/marketing service for artists, promoters, and special events. Headquartered in Nashville, Pro Tours will coordinate and simplify the corporate sponsorship process.

Senior VP Steven Pritchard adds, "Our objective is to make every promotion reach a broader audience." The organization will be involved with all radio, television, and print for concert promotions, advertising, VIP receptions, and special projects in connection with tour sponsorship.

The Merle Haggard/George Dickel/Epic Records campaign to support Farm Aid is underway now; Pro Tours provided Country radio with merchandise for an on-air benefit raffle. Consumers can also buy Haggard's "Amber Waves Of Grain" cassette at a discount (\$5.98), with Dickel & Co. donating \$1 per tape to Farm Aid. Dickel will also forward money to Farm Aid through a retailers' promotion.

Other Pro Tours projects include the Oak Ridge Boys' 1987 Fast Lane Tour, Judds dates, and performances at the Indiana State Fair.



TENNESSEE TRIUMPH — Merle Haggard played his first major concert in Nashville, and was honored as a Tennessee Colonel. Joining him at the performance are (l-r) Bobby Lee Springfield, Haggard, CMA Director Jo Walker Meador, and CBS Sr. VP/GM Rick Blackburn.



MR. SONGWRITER RIDES AGAIN — It's Harlan Howard Birthday Bash time again, as the "songwriters' songwriter" holds another outdoor guitar pull September 9. Howard (seated) will co-host with (l-r) Emmylou Harris and Bobby Bare. BMI/Nashville's parking lot is the site of the event, which also features Rosanne Cash, Rodney Crowell, Guy Clark, John D. Loudermilk, Don Schlitz, Paul Overstreet, Thom Schuyler, Kevin Welch, Fred Knobloch, Brenda Lee, Jamie O'Hara, Townes Van Zandt, Paulette Carlson, K.T. Oslin, Nanci Griffith, Dean Dillon, Pee Wee King, and Red Stewart. Proceeds go to the Nashville Entertainment Association and the building fund for a Songwriters' Hall of Fame.

Austin By The Book

PBS's "Austin City Limits" is now in print form. Subtitled "The Story Behind Television's Most Popular Country Music Program," the 136-page multi-color picture book takes readers behind the cameras of the series, carried on 280 stations. Author Clifford Endres chronicles 11 years and 140 shows; the book is published by University of Texas Press.

Waylon's "Audiobiography"

Two pages into his autobiography, Waylon Jennings realized that many of the people involved in his life story were still alive. So instead of committing any past incidents to print, he took to the grooves. Jennings says he decided "music is what I'm really about." With that in mind, he created his "audiobiography" on the forthcoming album "A Man Called Hoss." He and Roger Murrah wrote all the songs.

• Keith Whitley has some guest stars on his upcoming album "Come Back Kid." He recorded "Brotherly Love" as a duet with

RCA labelmate Earl Thomas Conley; Vern Gosdin and Emmylou Harris sang harmony on the current single "Would These Arms Get In The Way."

• When Jimmy Carter called Tom T. Hall, the songwriter picked up his hammer and took off for Charlotte, NC. Hall was part of a 15-member crew that spent a week building low-income family homes for non-profit Habitat For Humanity. Carter was project foreman.

• When Larry, Steve, and Rudy Gatlin hit the desert town of Victorville, CA, Roy Rogers came out to their concert and invited them to his famous museum. The cowboy hero personally escorted them through his movie memorabilia.

• Barbara Mandrell and beach buddy Frankie Avalon will co-star in next year's syndicated TV special "Opryland Salutes 200 Years of American Music." The show also features Minnie Pearl, Charley Pride, comedian Arte Johnson, the Tennessee State University Marching Band, and the U.S. Marine Drum and Bugle Corp.

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NASHVILLE IN MOTION

Ronnie Milsap's publishing company, Milsap Music/Lodge Hall, is expanding. Joining staff writer Mike Reid are rock-oriented writers Naomi Martin, Lisa Daniels, Daniele Alexander, and Tim Nichols.

Gene Hughes Promotions has regrouped into the Hughes Promotion Group, with Patti Hughes, Gene Hughes Jr., and Mike Luebbe. They remain at 6 Music Circle North, Nashville; (615) 255-1633.

Roger Sovine has been reelected President of the Nashville chapter of NARAS. VPs are: Steven Greil, Barry Beckett, Alan Bernard, Joe Galante, Bruce Hinton, and Steve Popovich. Bonnie Rasmussen was elected Secretary and Jimmy Gilmer was reelected Treasurer. The Nashville Entertainment Association's executive of-

ficers for 1987-88 are: Chairman of the Board Brenda Haynes, President Richard Thrall, Executive VP Johnny Rosen, Treasurer Tom Rashford, and Secretary Betty Clark.

Step One Records has signed Southern Reign. Los Angeles-based Envelope Records has opened a Nashville office at 1001 18th Avenue, South; the artist roster includes the Stenmark-Mueller Band, Jack Denton, Lyn Wilson, and John Paladin. Mandy Hunt has joined the New Clarion Music Group.

Whipple Will Music moves to 1217 16th Avenue, South, Nashville, TN; (615) 320-7024. Rock management Praxis International has relocated to 1700 Hayes, Suite 301-2, Nashville, TN 37203; (615) 320-1200.