

INTRODUCTION:

When Neil Portnow took over as Senior V.P. of 20th Century-Fox Records approximately five months ago, his first step was one of evaluation and organization. In evaluating the staff he made only a few changes, one of which was to add to his A&R staff. In evaluating the roster, however, quite a few acts were dropped from the label as Neil attempted to develop a basic "core roster" of acts he and his staff believed were both musically and commercially viable. At the same time it should be remembered that RCA had just taken over the company and new lines of communications and co-operation had to be established and developed. This latter situation continues to be an ongoing challenge as 20th Century-Fox gradually phases into the RCA operation. Internationally, as the old licensing agreements expire, 20th is moving to the RCA affiliates in each country and has already come under the RCA umbrella in U.K., France, Australia and Mexico.

Once the "core roster" was arrived at, the second phase was to prepare and release albums on that group of artists, a few of which have already begun to break. Neil is now moving into the third phase as he and his A&R staff re-evaluate the sales and general acceptance of his "core artists", keeping in mind that we are and have been going through a relatively soft sales period. Portnow is also actively seeking new talent to compliment his roster. As far as direction, he points out that "we are interested in quality rather than categories . . . our roster now is about 80% R&B and our inclination is to balance that somewhat. However, I would not sign an act to fill space." Neil went on to point out that "Our image is very important. We want people to think of us as a quality class operation and to get away from the movie company record operation image of the past."

ARTIST ROSTER

Gene Chandler *	Phillip Jarrell	Genya Ravan
Crystal Mansion	Kinsman Dazz	Edwin Starr
Dan Hill	Stephanie Mills	Rosetta Stone
The Impressions *	Roger Miller	Triple S Connection
Walter Jackson *	Photoglow	Mary Welch
Ahmad Jamal	Sidney Joe Qualls *	

* Chi Sound Productions

NEIL PORTNOW: Senior Vice President of
20th Century-Fox Records

RENEE WEISS: Secretary and assistant to Neil Portnow



Prior to his present position, Neil was Division Vice President, Popular A&R West Coast for RCA. He had joined RCA in October 1976 as an A&R Producer and was promoted to Executive Producer in May of 1978. At RCA Neil produced such artists as Fandango, Ralph Graham, Lucy Simon, and Cryer and Ford. Portnow has further been responsible for bringing RCA artists Grey and Hanks, Max Demian, Evie Sands, and Eddie Harris to 20th.

Before joining RCA, Neil was Manager of Talent Acquisition for Screen Gems-EMI, an independent producer, and president of his own firm, Portnow-Miller Company, Inc. As an independent, he produced records for T.K. Productions, RCA, Evolution Records, The Entertainment Company, and was responsible for the Charlie Kulis chart hit on Playboy Records.

MICHAEL STEWART: A&R Producer



Michael was introduced to the music business by his brother, John (now on RSO Records), who was a member of the Kingston Trio. At that time Michael was in high school and was warned by Rod McKuen that folk music was on its way out. So he turned in his folk guitar for an electric one and formed a group called *WE 5*, which soon thereafter recorded a hit record called "You Were On My Mind". Michael later joined a group called *WEST* based in San Francisco and from there moved back to his hometown of Los Angeles to work as a session guitarist.

In L.A. Stewart did considerable demo work for publishers and artists and met an engineer from Chicago named Ron Malo who taught him much of the technique of recording and editing. Michael next moved to a position as Director of Creative Productions at CBS. There he produced Billy Joel's "Piano Man" album as well as two Kenny Rankin albums for Little David Records. Stewart has recently co-produced Evie Sands and has just completed a new Tom Jones album for The Entertainment Company.

Michael Stewart is the first in-house staff producer to work for 20th Century-Fox Records in many years and is hoping to make his office a place for local musicians to meet. In Stewart's words, "The music industry has become too top heavy in that it requires too much expense for an artist to get his music to the people." Michael points out that the large financial commitment required to break an act has resulted in less new talent being discovered and feels that he would like to do something to help "get back to the roots".

Who's Who In A&R At 20th Century-Fox Records

PAULA JEFFRIES: A&R Manager



Paula was born in Kansas City and raised in Texas and began singing professionally at a very early age. During the late sixties she performed country and folk music in local clubs until moving to Tulsa in 1971. There she worked for an educational music production company, producing tapes as teaching aids for children. After a few years she met, and began working with Leon Russell's Shelter Records there.

In 1976, when the Tulsa office of Shelter closed, Paula decided to move to L.A. and, in a short time, she was working in the A&R department at RCA. When Neil Portnow accepted the position at 20th, one of his first appointments was the addition of Paula Jeffries to his A&R staff.

Paula is very interested in production and hopes to contribute more in that area in the near future.

CAROLINE MOLZAN: A&R Administration Director

LYNN FULTON: A&R Co-ordinator

