

L.A. Aid: 'Stand & Be Proud'

Scotti Single, Vid To Help City

LOS ANGELES—A cassette single and a video for the song "Stand & Be Proud," which has been adopted as the official anthem of the Rebuild LA committee, will be released in early July by Scotti Bros. Records and distributed by BMG. All proceeds from sales of the record and video will be donated to Rebuild LA.

Spearheading the effort and serving as executive producers on the project are publicist Larry Winokur of Baker/Winokur/Ryder Public Relations and noted producer Bob Ezrin.

The song was written by David Cassidy, who recently signed with

Scotti Bros., and his wife Sue Shifrin. But Cassidy and other stars do not perform on the record or in the video.

Instead, the recording and video features a 1,400-voice choir comprised of community and religious groups from all over the Los Angeles area. Accompaniment was provided by the Hollywood Bowl Orchestra conducted by John Mauceri.

L.A. Mayor Tom Bradley and Peter Ueberroth, chairman/CEO of the Rebuild LA project, were on hand at the June 6 taping of the video at the Hollywood Bowl.

The song was recorded and produced by Scotti Bros. (Continued on page 94)

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duced at A&M, Warner Bros., and the Hollywood Bowl by Ezrin. All of the facilities were donated to the project.

In addition, long- and shortform videos of the event are being prepared by Propaganda Films director Nigel Dick, whose credits include the "Band Aid" video, and producer Gregg Fienberg, who worked on U2's movie "Rattle & Hum."

"Seeing the collection of faces and the racial mix was absolutely amazing," Dick says. "It's unlike anything I have seen or done before." The video was shot with the assistance of inner-city youths who

were given camcorders to tape scenes of the event.

According to Scotti Bros. GM/VP of sales and marketing Chuck Gullo, the project was inspired by Cassidy, who was scheduled to record with the choir from the South Central Los Angeles-based First A.M.E. Church the night the civil unrest broke out.

'UNIVERSAL MESSAGE'

Scotti Bros. is hoping to simultaneously release a cassette single of the song and a 12- to 15-minute video. Despite the fact that the song was inspired by the disturbances in Los Angeles, Gullo says it has the potential to reach a wider audience.