

# Bell Handling Partridge Family; Label Blueprints \$100,000 Drive

NEW YORK — Bell Records' first association with a Screen Gems TV property since its purchase by Columbia Industries will be the upcoming "Partridge Family," bowing this fall as a half-hour situation comedy on ABC-TV.

Bell is planning to back its recording affiliation with the show with a \$100,000 promo, publicity and ad campaign, according to Larry Uttal, president.

The Partridge Family will be introduced by Bell sometime in Aug., with Wes Farrell hired to produce their sessions, now taking place. They'll bow with a single, "I Think I Love You" and the show's theme, "On The Road," to be followed by an LP to market shortly after the TV'er goes on the air. Under a recently signed arrangement, Ampex gets exclusive tape rights.

The show, to be seen on over 150 TV stations, deals with the adventures of a mother and her family of five children who become recording stars.

Not since Screen Gems' "Monkees" has the company invested so much time, energy and money in such a comprehensive promotion involving a television series and recordings.

The initial single will be preceded by a series of teaser trade ads. The ad campaign will culminate in full page ads in the music trades prior to an extensive promotion tour which will be undertaken by Partridge Fam-

ily stars Shirley Jones and David Cassidy.

## Extensive Tour

Production on the television series will be shut down for a period of two weeks, during which time Jones and Cassidy will visit New York City, Boston, Chicago, Cleveland and Philadelphia. In each city, with the cooperation of ABC-TV and Screen Gems, appearances on network and local TV and radio shows will be arranged and meetings and interviews with the music and television press will be held. Each visit will feature a promotion party for local disk jockeys, distributors, magazine editors, music and record editors, newspaper columnists, etc. Prior to the tour, a promotion party will be held on the set of the Partridge Family at Screen Gems in Hollywood for Los Angeles disk jockeys and newsmen.

A series of special teaser mailers will be sent to jockeys and music editors during the month of July. This will be followed by feature material

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## Howe Opens New C Lipman Joins As V.

HOLLYWOOD — Producer Bones Howe and record exec Macey Lipman will join forces to form a new production company under Bones Howe's trademark, Mr. Bones Productions. The company will now encompass packaging, marketing and merchandising as well as record production. It is designed to service record labels with product and also all phases of follow-up activity. Currently the company is involved in executive production deals with A&M, Capitol, Liberty, Bell and Motown.

Howe says, "We will support our artists all the way down the line, management consultation, merchandising coordination, promotion and of course basic record production. The company will be a pivotal point, a center of activity. The artist will get total support from the creation of the record to the ultimate consumer."

The idea for this new type of production house came as a logical extension of record labels moving from house producers to independent producers, the pair said. "The closest



Partridge Family

# Bell/Partridge Family

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and photographs at the time of the release of the first record.

A special four-color sleeve will house the initial single. The release of the LP, which will coincide with the debut of the series, will bring another flood of ad and promo activities. In addition to trade ads, a TV Guide ad will be taken, as well as a series of ads in fan magazines. Promo materials such as window cards, streamers, banners, and other display items will be created. A schedule of radio spots will be instituted in key cities to promote the LP.

Bell Records has engaged the public relations firm of Bernie Ilson, Inc., specialists in television and record publicity, to create and coordinate the entire campaign on their behalf. Ilson and his staff will work with ABC-TV and Screen Gems publicity and ad departments (who are sharing costs of the campaign) and Dick Gersh Associates, Bell's corporate pr firm, in the execution of the entire campaign.