



March 29 - April 4, 1981



NEW YORK CITY — Phenix Entertainment Corporation has announced the formation of SOUND OF NEW YORK (S.O.N.Y.) Records. During a listening session held recently in the plush Park South Recording Studios S.O.N.Y. and Phenix people gathered for this shot. Pictured from left to right are Jon Maurice (S.O.N.Y. Artist/Phenix Management), Carol Sylvan of Change (Phenix Management), Gene Griffin (top center), President of S.O.N.Y. and Phenix Entertainment; Eric Isles and Jerry Miller of Trickeration (S.O.N.Y. recording artists), Yogi Lee (S.O.N.Y. recording artist), and Reggie Regg (S.O.N.Y. recording artist).

S. O. N. Y.

NEW YORK CITY — Phenix Entertainment Corporation has announced the formation of SOUND OF NEW YORK (S.O.N.Y.) RECORDS, located in their offices at 231 West 58th Street, NYC. Gene Griffin, President of S.O.N.Y. Records has appointed William Scarborough to the position of National Vice President of Promotions/Marketing/Sales, Clarence E. Swanston to the position of Vice President of Administration, and Ms. Joanne F. McPherson to the position of National Director of Press Information/Artist Development.

Signed to the S.O.N.Y. label are Trickeration (Eric Isles, Jerry Miller), Reggie Regg, Jon Maurice (also under Phenix Management), and Yogi Lee. Ms. Carol Sylvan and Ms. Mary Seymour of Change are also under Phenix Management. Ms. Yogi Lee is featured on *Universal Rhythms* (Ralph MacDonald's up and coming album on Epic Records).

Trickeration has released its debut singles on S.O.N.Y. entitled "Rap, Bounce, Reckskate" and "Western Gangstertown."

About the staff:

•William Scarborough was formerly with Audio Fidelity in New York City where he held a similar position. He is a graduate of Alaska University at Fairbanks.

•Clarence Eugene Swanston is currently Budget Officer for the City University of New York. He holds an MBA in Finance from Columbia University.

•Joanne F. McPherson of McPherson Enterprises was formerly with CBS Records where she held the positions of East Coast Press Coordinator for Black Music Marketing and Administrative Assistant to the National Vice President of Press Information/Artist Affairs for the CBS Family of Associated labels. Ms. McPherson holds a B.F.A. in Drama from Howard University.



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