

RUNAWAY BEAR



Running back Walter Payton gains 192 yards as Chicago defeats Green Bay, 16-10. 2B



AIR
Frosty fair Monday and Tuesday with a high in the lower 50s. Winds light. 2A



AIR PLAY
Nancy A. Reece, 21, helps Christian music artists get radio time. 12A

IDS HOME
Ter. Elisabeth Tubler-Ross says she is trying to establish a home for AIDS children. 1B

LOCAL

Northwest voters on Tuesday will choose 2 new aldermen and decide if the city should merge with nearby Lacy-Lakeview. 1B
The Veterans Day parade in Waco will begin at 11 a.m. Nov. 11, following the playing of Taps. 1B

TEXAS

Two Chill cookoff groups name their own hill kinks in side-by-side weekend competitions in Terlingua. 2A
A Soviet guided missile destroyer and a guided missile frigate enter the Gulf of Mexico in "routine" patrol. 6A

NATION

The chairman of the U.S. Civil Rights Commission says he expects the President to abolish preferential treatment for minorities. 7A
Congress begins this week where it left off last week — stalemated on budget plans. 7A

WORLD

Mexican officials hunt for drug traffickers who killed 21 policemen. 3A
The staff of the U.S. Embassy in Afghanistan is staying inside after an American was mistreated by Russian troops surrounding the compound. 6A
A South African official accuses some foreign correspondents of "unprofessional and unethical" behavior. 6A
Settlers in Israel-occupied territories block roads to protest a reported plan to return the land to Arabs. 6A

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Tribune-Herald MARKETPLACE



Staff photo — Rod Ayeletto

Entrepreneur Nancy A. Reece runs Canyon Creek Productions, a radio promotion and Christian music company

Nancy Reece's business is sweet music to her ears

By ALAN NELSON
Tribune-Herald business editor

Nancy A. Reece looked at the map with hundreds of red pins and yellow flags stuck in it.

The red pins represent Christian radio stations. The yellow flags help Miss Reece keep tabs on a single she is tracking and how it is doing in different markets across the country.

Miss Reece, 21, has established herself in the Christian music business with her own version of a radio promotion company. She deals with independent record companies and individual Christian artists who do not have their own label.

"It's for individual artists who want to do it on their own, but don't know how to," she said. "There's so many different custom albums cut each year which could have been produced better and album jackets done better."

Canyon Creek Productions does not finance any production work. Miss Reece charges the artists on a weekly basis. Her fee is negotiable, depending on the amount and type of work required. Usually, when she is tracking and promoting a song, Miss Reece works on a three-month to six-month contract.

Miss Reece's work ranges from calling radio stations and asking how the artist's song is doing to actually helping the artist get in the studio, pick out a single and market it.

A goal of the business is to get the artist's song air play on the 900-plus Christian radio stations across the country.

An Oklahoma native, Miss Reece was a voice major and radio-television major at Baylor University. She worked as a disc jockey with New Dimensions, a Christian music show on Baylor's KWBU radio, and was instrumental in getting the show to air daily instead of once a week. She also served as a music director for the station.

Miss Reece started Canyon Creek Productions with Bob Haley, a Christian music artist, in the summer of 1984. She acquired full ownership of the company in January.

As the business took more of her



PROFILE

Canyon Creek Productions

- **Owner:** Nancy A. Reece
- **Age:** 21
- **Type of business:** A radio promotion, advertising and record marketing company.
- **Fee:** Negotiable, on either a three-month or six-month basis.

time, she was faced with a decision on whether to continue her education or become a full-fledged entrepreneur.

"I went to Baylor 2½ years, and the last semester I was doing what I'm doing now while going to class," she said. "It came down to a decision of whether to finish the degree or pursue this business. I had made a covenant to be involved with contemporary Christian music one way or another, whether it be answering phones for another company or doing this."

As a result, she decided to go into the business full-time and leave Baylor. But Miss Reece also regards her business as a ministry.

"There are a lot of artists that have regional ministries that major companies are not tapping as resources," she said. "Just through circumstances I've been able to learn about the industry, from when I was a junior in high school in the music section of a Christian book store to learning as much as I did and fast as I did at the Baylor radio station."

Miss Reece's business works like this. After making an agreement with a band or artist, she helps pick a single that has the potential of being a commercial success.

Taking a song from the studio to the radio takes an investment ranging from \$3,000 to \$15,000.

"Especially with independent bands, we put together the cost of what their wildest dreams would be," Miss Reece said. "Then we figure out the cost, and work on the essentials. We discuss the art of the single and contract with an

artist to do the work after talking about and deciding on the concept.

The single is pressed in Dallas, and the number of records depends on whatever the client can afford.

"We usually get a 12-inch single because I know music directors prefer them," she said. "If it's a single, we usually press at least 1,000. Then we get the jackets and sleeves printed up, put the album in the sleeve, sleeve in the jacket. I send it out to 900-plus radio stations, preceded by some sort of teaser, and put an advertisement in the trade journals."

"I have what I call the 'hot 100' major markets," she said. "I check to see if the single is playing to get an overall picture and to see where the song is doing well and where it's not doing well. If it's not doing well in Florida, then the artist knows not to schedule any concerts in Florida."

Currently, Miss Reece's clients include Jim Miller, Kathy B., Bob Haley, David Persons and Larry Norman.

Although she is doing well in Waco, Miss Reece is considering a relocation to Los Angeles because of some potential clients.

"Waco is a third coast for Christian music because of Word Inc., but I realize that if I want to start my own agency I would have to move to Los Angeles or Nashville," she said. "I'm frustrated by having to wear several different hats such as marketing, advertising, art direction and artist management. There's too many other things to fill the day. I probably will have to move if I want to expand."