EDITORIAL

Endless Possibilities

The formation of Jerry Weintraub's and Dr. Armand Hammer's joint venture to promote cultural exchanges with Russia and China is something that all in the entertainment industry can take some pride in. While much of the world has become increasingly polarized (with little wars popping up seemingly everywhere), this act of friendship among some of the world's greatest powers shows that it doesn't really have to be that way.

While no one is saying that this deal will bring about world peace and brotherhood, it is refreshing to see those in the entertainment and arts world able to transcend politics and extend the hand of friendship. And maybe, if we can all get a better understanding of each other through projects like this, who knows what it might mean for future relations? But beyond the political implications of this deal (the principals rightly insist that it is "apolitical"), it is exciting to think of what projects might come out of this venture. In the field of pop music, vast new markets for domestic product that could provide a shot in the arm for the industry might be opened.

In addition, who knows what kind of pop music could find its way to our shores from those two vastly different environments? If the trials and tribulations of the English economy can produce that country's unique brand of rock music, what might we find in Russia and China? The possibilities seem endless.
Pioneer Laserdisc Program Signals Software Emphasis
by Michael Glyn

LOS ANGELES — As the saying goes, “if you can’t beat ’em, join ’em.” Taking to its advantage, a sharp upward surge in the sales of its laser optical player units and discs since mid-summer, The Laserdisc Association’s sales spree has been program running since August at a number of Pioneer Video dealers across the country. In Southern California, a Federated chain, which has allowed retailers to heavily discount its VP-1000 player to as little as $349, in order to promote its software.

According to Pioneer Video president Ken Kai, the company has seen a tremendous influx of new titles since June, which he also attributes directly to the turnaround in the company’s and the laserdisc system’s fortunes. “We switched our marketing philosophy to more of a software-oriented approach,” said Kai in a Cash Box interview last week, “and we introduced our new LD-1100 high-end videodisc player.”

Perhaps most importantly, though, Pioneer now has “a good supply of laserdisc titles, including CX-encoded product,” he noted, stressing a buildup of music programming.

Commenting on what was a dearth of software for this year compared to that available for RCA SelectaVision’s, Kai said, “Maybe I was in the business two years too early.”

“Now, the quality of software is stabilized and with 25 new titles coming out every month, the laserdisc system is beginning to lose its novelty in people’s minds.” Of the August promotion, which is still running at a number of outlets, Kai said, “We offered the same program to every Pioneer Video retailer.” He pointed out that selling the price on the VP-1000, which carries a suggested list of $749, was left up to the individual dealer, with the result that some chains, like Federated, opted to offer the player for $699 with the discs remaining at full price, while others, such as the National Video Concepts web, held the player at $699 but included 10 free laserdiscs.

CBS To Acquire MGM/UA’s Music Publishing Unit

NEW YORK — CBS, Inc. and MGM/UA Entertainment Co. last week executed a letter of intent covering the purchase by CBS of MGM/UA’s music copyrights. The move was engineered by Richard Haas, president and chief executive officer, CBS Inc., and Frank Rothman, chairman and chief executive officer of MGM/UA. The purchase price, to be determined by a final accounting, is expected to be about $70 million.

In addition to acquiring the MGM/UA catalog, which includes more than 50,000 titles, CBS will enter into a co-publishing agreement with MGM/UA for the sale of music created for motion picture and audio visual productions released over the next five years. CBS will also have rights of first negotiation to distribution of new MGM/UA movie soundtracks as recordings over the next five years.

The MGM/UA music copyrights will be consolidated with the catalog of CBS Songs, which is headed by Michael Perloff.

Hopeful Dealers Offer Ways To Better The Fourth Quarter
by Jim Bessman

NEW YORK — With the economy still gripped by recession, it comes as no surprise that record merchants are not buoyant in their projections for the upcoming fourth quarter as has traditionally been the case. Regardless of the Christmas holiday buying season may be more seriously affected by economic conditions than ever before, dealers contacted by Cash Box are full of skepticism about the market for the fourth quarter as strong as many feel it can be.

The most popular and obvious suggestion offered was cutting list prices. “The only thing that can get our business rolling is list price reduction,” said George Balicky, vice president of music for the National Record Mart’s Pittsburgh headquarters.

Price Resistance

Balicky said he was “not optimistic” about the prospects for a strong fourth quarter, and neither was John Mamrude, president and chief operating officer of Amartavco, Tex. (Western Merchandiser), who predicted a soft quarter, down a little from last year. “We’re seeing a lot of price resistance now,” said Mamrude. “Some really big records weren’t big because of it, like the McCartney, for example, which would have sold five million a couple years ago.

Mamrude added that without a price reduction, “a $50 million advertising budget would be required to convince the public of the value of prerecorded music. It’s cheaper to lower prices,” he concluded.

Evan Lasky, president of Denver’s Dan-Jay Music, the one-stop and discount center, with Budget Tapes & Records, agreed. “As more time goes by, I’m convinced that pricing is the biggest problem, that we’re pricing ourselves out of the market. Still, I’m cautiously optimistic about Christmas, out of a feeling that when people go out and shop they still feel that it’s still cheaper to buy a record as a present.”

For Ralph King, vice president of marketing at Record Bar, the trick is to “convince buyers of neck ties and socks that records make a better gift.” To do so, this chain is running an active fall promotional schedule which goes beyond the norm. Usually Record Bar cuts off its Christmas promotion on Nov. 1 to let the holidays take care of themselves. This year, however, the store’s campaign, set to kick off Sept. 29, will run through Dec. 8. Without getting into specifics, King stresses “unique concepts” would give better prices, incentives and rewards for shopping early.

Note Of Optimism

Jay Perloff, assistant buyer at Philadelphia’s Universal One-Stop quoted a local R&B sheet for his belief that “record dollars are not out there — they have to be earned with good, aggressive business.” Like King, Perloff felt that above all else, retailers have to start thinking as “serious” a business as they do in the clothing business, with some solid promotions, such as the NARM “Gift of Music” campaign, and recognized, as did Show Industries’ president Lou Fogel, the intense competition from other leisure time products including video games and toys. Still, Perloff felt that the fourth quarter would be “fantastic,” as the companies were releasing product by such various “heavyweights” as Bruce Springsteen, Billy Joel, Elton John and Kool & The Gang. Fogelman, whose company operates the Music Plus retail chain and City One-Stop wholesalers, also credited the “big hitters” for their continued success.

At Washington, D.C.’s Waxie Maxie chain, general manager David Blair said that as the labels gear up to pump large amounts of money into retail layouts, “traditional” sales tactics are still hold for the Christmas season. “Our people on the

Wide Range Of Promotions Announced For CMA Week

by Richard Imamura and Tom Rolan

LOS ANGELES — A number of promotions touting Country Music Month in October are currently in the works. Ranging from the work surrounding the annual Country Music Week/Great Opy Birthday Celebration to radio promotions to support for retail, the promotions will blanket the month of October with a variety of messages designed to heighten public awareness that it is a special time for country music.

The Country Music Assn. (CMA) has taken the lead in pursuing official recognition with requests to President Ronald Reagan and the 50 state governors to proclaim October “Country Music Month.” Once these are obtained, the CMA will distribute the proclamations to country radio stations to read over the air. The CMA has also designed a poster for

In addition, at the CMA Awards show Oct. 11, radio promotion kits will be distributed to radio personnel. The kits will include literature on the history of Country Music Month, statistics, a yearbook of show and various facts and figures on country music, as well as a promotional record that features artists tags for Country Music Month.

Another nationwide promotion in support of Country Music Month will be waged by PolyGram — “the year’s hottest new label” based in Dallas, in conjunction with RCA, CBS, Warner Bros., PolyGram and Elektra. The Haas-Hudgins promotion, set to air on 50 country radio stations nationwide, will feature 36 different artists in daily spots that tie in directly with Country Music Month.

The Hit List — a list that features the hits of five parts: artist IDs, LPs for giveaways, calendars that spell out the “artist of the day,” posters and weekend trips for two for Texas.

Artist Of The Day

Under the Haas-Hudgins plan, each day, the particular “artist of the day” will be

Competent Entertainment Establishes Full-Service Group In Nashville
by Tom Rolan

NASHVILLE — Competent Entertainment Corp., a Nashville-based full-time entertainment company, has been formed by three music industry executives — Charles Fach, William G. Hall and Irvin H. Steinberg. The company is be- ing financed by Jacques-Miller, Inc., a Nashville investment agency, and distribu-
NARM Independent Distributors Meet for November

NEW YORK — The National Assn. of Recording Merchandisers (NARM) Independent Distributors Conference, set for Nov. 4-6 at the Inter Continental Hotel, Spa in Ft. Lauderdale, Fla., will be the organization’s first major meeting of independent distributors in the nearly 20 years that independent distributors have been a part of NARM. The meeting is themed “The Independent Your Distribution Force” and is sponsored by the Independent Distributors Advisory Committee. Its two immediate goals: improving communication between indep distributors and their counterparts in the manufacturing community, and improving the skills of distributors’ management people in sales, marketing, radio promotion and buying.

The advisory committee is chaired by James Schwartz, Schwartz Bros., Inc.; Tony Daleansordo, M.S. Distributing, who is also the conference chairman; Jack Bernstein, Pickwick international; John Cassetta, Alpha Distributing; Bud Daily, Big State Distributing; Warren Hilbergard, All Sound; and Richard Frizzel, the advisory committee’s executive directors. Those interested in attending the meeting should contact Irv Kisala, Behme Distributors, for an application.

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HER BEAUTIFUL NEW ALBUM... HE SET MY LIFE TO MUSIC

WITH SPECIAL GUESTS:
Blackwood Brothers
Andrae Crouch
Dottie Rambo
B.J. Thomas

Produced by Tom Collins
gossamer vocals work in conjunction here with varying degrees of success. Attempts at rocking out ("Night Flight"). All Roads Lead Me To You), aren’t helpful, given the way the songwriting is being the breezy, middle-of-the-road offerings in the vein of “Counting On You” or “Just Enough Of Heaven.” Which he seems to have a natural gift for.

BLACK CONTEMPORARY
DISTANT LOVER — Alphonse Mouzon — High/Res Entertainment
Produced by Alphonse Mouzon — List: 8.98
R&B, jazz, funk and classical forms dovetail in this exciting LP by the pianist from Larry Coryell’s Eleventh Hour fusion ensemble, accompanied by some of the jazz world’s finest artists, including Herbie Hancock, Stanley Clarke, Lee Ritenour, Tom Scott and Michael Brecker. Black contemporary and DOR aficionados should clamor over the tasteful assortment of fine selections here, particularly “Step Into The Funk” and “I Don’t Want To Lose This Feeling,” while “The Lady In Red” provides an instant winner and definite cause to arouse a positive response from jazz enthusiasts.

LIVIN’ IN THE NEW WAVE — Andre Cymone — Columbia FC 33097
Produced by Andre Cymone — List: None — Bar Coded
The TRON-like cover of this debut by the former Prince bassist and fellow Minneapolis musical wanderlust of high-tech electronic direction of this LP. Sample the vocodered “Get It Girl,” the ballad “Baby Don’t Go” (Go Wonder, with circuits) or the title track with its jumpy video game melody. However, it’s not without heart, soul and a little rock ‘n’ roll. Check out what’s cooking, here, do you? "I Need Is You” or the Cars-ish “Voice On The Radio” to see what we mean. Primarily for T.O.C. but “Voice...” has strong crossover potential.

GOSSIP
HE SET MY LIFE TO MUSIC — Barbara Mandrell — MCA/Songbird MCA-5330 — Producer: Tom Collins — List: 8.98 — Bar Coded
Mandrell has long wanted to release a gospel past and, given this opportunity to put one together, she presents a set molded in gospel idiom, fashioning such guest performers as the Statler Brothers, Andrae Crouch, Dottie Rambo and B.J. Thomas. She mixes in standards like “What a Friend We Have In Jesus” with contemporary fare and, not surprisingly, a Kye Fleming—Dennis Morgan song, the title track.

NEW AND DEVELOPING
WORD OF MOUTH — Toni Basil — Chrysalis CHR 1410 — Producers: Greg Matheson and Trevor Velch — List: 8.98 — Bar Coded
Choreographer and video artist Toni Basil reveals yet another dimension of her many talents with this — a collection of electronically-infused rock and high energy pop music. The States. It’s a bit like “Mickey,” which hit #2 on the British charts, well, all the way to the top in Australia and could do equally as well in the States. Percolating rhythms abound here, making the platter a match for AOR, Top 40, DOR and Rock.

TO THE NIGHT — Gary Harrison — United Indis-9505 — Producers: Paul Leim, Joe Cheney, Ed Barton — List: 8.98
Although he hails from Memphis, Tenn., there’s no trace of the country singer or southern boogie artist on this LP, just a competent array of mellow, Billy Joel-like ballads and rugged, tough and tumbled rockers in the girl’s grinding voice. In Seger, Harrison delivers a pleasant blend of soft and hard rock infused with passion and sensivity.

BURNING ROME — A&M SP-4916 — Producers: Liam Sternberg and Ed Estlam — List: 8.98 — Bar Coded
Comprised of 22-year-old vocalist Vicki Thomas, ex-Ox drummer Micky Shine, Detroit axeman Steve Dougherty, and bassist Ron Murray, Burning Rome produces hard rock ‘n’ roll that focuses on fiery emotions. While Thomas remains at an intense level for much of the LP, her full range is best demonstrated on tracks like “He’s In Love,” which begins as a plaintive ballad but soon escalates to a torrid howler.

CATHOLIC GIRLS — MCA-5350 — Producer: Evan Pace — List: 8.98 — Bar Coded
First impressions of Catholic Girls may tend to focus on the group’s carefully cultivated “image,” but repeated listening to its debut LP should impress those cynics who doubt a quartet of parochial-school educated “girls” in their teens, like the band of St. Trinian’s get-up’s and titles like “God Made You For Me” will probably strike many real life rockers as being too precious, but beyond the girls’ pose is a healthy walloper of pop music with many tunes, such as “Where Did I Go Wrong” and “Boys Can Cry,” offering insightful vistas of teen angst.

...just with a difference because I wanted to reevaluate what I was doing,” she recalls. “I think that was a bit of good luck because it got my head back together.” The period of soul-searching seems to have paid off. Reaffirming her desire to make rock records, Cain took the time to work with a vengeance and spent several years working on tracks with her guitarist, Finnie. Along with bassist Rickie Phillips, formerly of The Babys, the three hammered out the sound that was to be the core of Cain’s music. Her marriage to Alain奶油 keyboardist Jonathan Cain only fueled her desire to make rock records. "I’ve got my looks or what,” says Cain. “but people would always say ‘be a country singer.’ And I love country music, but I kept saying, ‘I love to rock ‘n’ roll.’ And once I did my demo, (my husband) Jonathan and I said, ‘hey, you can do it!’

Aside from the direct influences of Pierce and Phillips, Cain names Ann Wilson of Heart and The Jefferson Starship as inspirations, but admits to influences that are “pretty broad. I’m fond of a lot of different types of artists,” she says.

Loaded with straight-ahead rockers, her debut RCA LP “Tane Cain” exhibits a decidedly hard edge. "I was looking for a certain kind of sound,” she explains. “Something sophisticated, a kind of sensual rock ‘n’ roll. We made a conscious decision not to have too many ballads and not to let it get cute. I wanted it to have a lot of emotion, I wanted it to get AOR acceptance, and I wanted it to be a rock record it could work.”

Cain will have the opportunity to convince them first hand in the fall, when she makes her first tour in support of the album, “I’m hoping that other people will take my music as seriously as I do,” she states. “I hope they will see the heart that I’ve tried to put into this album.” All the more reason to be like to see it progress. I’m looking forward to the tour because it will help people to know that I’m for real.”

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POPPING UP AND GOING (2:12) (Daddy Oh Music/Lip Sync Music — ASCAP) (C. Coffee, J. Williams) (Producer: T. Dowd)
The girls crack out a tribal beat into this rousing pop/rocker from the “Vacation” LP. The rhythm is perfect on the title and an additional series of chorus lines would indicate, with a few choruses of “Hey!” tossed in just to get the circulation going.

EDDIE MONEY (Columbia 38-0335)
Shaklin’ (3:07) (Grajonca Music — BMI/Elizabeth Myers — ASCAP) (E. Money, D. Carter, E. Myers) (Producer: T. Dowd)
Pounding tom toms, sliding lead guitar and the snare, this is a tough-as-nails second single from the “No Control” LP. Money is truly rockin’ like he means it again, and the sh-h-sh-sh-shah-chorus here is infectious as the hook from the Top 20 “Think In Love.”

BAD COMPANY (Swan Song 7-99966)
Eleanor Rigby (5:22) (Coral Music Inc. — ASCAP) (P. Rodgers) (Producers: Bad Company)
Eleanor Rigby and Co. haven’t lost any of their smoky, blues rockin’ edge, as the first single from the “Rough Diamonds” LP proves. The pulsing midmod rhythm keyboards of Ron Howlett and Mick Ralph’s sharp solo bursts. Smoldering stuff for pop and AOR.

BLACK CONTEMPORARY
WHISPERS (Solar-7-99965)
The midtempo melody from the title track, off the Whispers’ latest LP, I Think in the Memory on the in-memory long after the song is over. The harmonies are excellent as usual, caressed by the smooth, soulful and slick Satin stuff for B/C.

THE NEW BIRTH (RCA-JH-13300)
The seminal rock/funk band New Birth has been resurrected, but from the cookin’ sound of this rapsin’ jam, it hasn’t been given a lot of love in the interim. Sounds just like George Clinton meets Frank Zappa in the South Bronx.

JENNIFER HOLLIDAY (Ceffen 8-29810)
Jennifer Holliday encore her #1 chart showstopper “And I Am Telling You I’m Not Going” with another rousing number from the musical Dreamgirls. The slow, bluesy beginning reminds one of another Holiday (Billie, that is), but it builds into a finish almost equal to that of “And I Am Telling You.”

NEW AND DEVELOPING
FRIDA (Atlantic 7-99884)
I Know There’s Someone Going On (4:06) (Russia Bad Ltd./Island Music Ltd.) (R. Ballard) (Producer: P. Collinson)
One-fourth of Sweden’s ABBA takes a solo flight into a pop/rock direction on this handsome, very sophisticated, perceptive production directed by Genev’s Phil Collins. Staccato drum and string soutains as I work the title track from Frida’s LP, a sharp Russell Ballard composition.
Weintraub Teams With Hammer On Russia/China Deal

(continued from page 5)

Weintraub Pros. in Russia and China — will concentrate in three areas:
• Production of entertainment and cultural projects in Russia and China with both local and international talent supported from the U.S. and other countries;
• Importing of entertainment and cultural projects produced in Russia and China to the U.S. and other world markets;
• Exporting of entertainment and cultural projects to Russia and China for distribution there.

The new venture combines the resources. We must have tight and effective management, so Weintraub, Finkenstein, Walker, and Nagels are putting their specific areas and responsibilities.

Finkenstein, Managing Principal president; Mark Johnson, Management III vice president; and Frederick Windham, executive producer for Arman Hammer Pros.

While no specifics have been made available of the deals, the company is said to be interested in producing films and television series.

The company is also interested in producing television series and films in Russia and China.

Prominent Figure

Weintraub has long been a prominent figure in the American entertainment industry. Besides his management company, he has produced 10 films in the past five years, including those directed by Richard Attenborough and James Bridges, executive producers for Arman Hammer Pros.

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ASCAP Receipts
Top $124 Million;
Court Battle Seen

LOS ANGELES — ASCAP receipts for the first eight months of 1982 were $124.8 million, an increase of 19% over the $104.9 million registered for the same period a year ago. The increase reflects a dramatic surge in foreign societies receipts, which more than doubled to $17.3 million from $7.7 million during the first eight months of 1981.

ASCAP projects that its year-end receipts will exceed last year’s $169.8 million despite a recent federal district court ruling which could cost ASCAP members up to $17 million in local TV income by barring the practice of issuing blanket licenses. Society president Hal David told wire service correspondents gathered at the Beverly Hilton Hotel on Sept. 15.

According to David, ASCAP has already collected over $30 million of revenue due from local TV this year. “This represents about 63.8 percent of the local television money we had budgeted,” he said. “There are many more million-dollar accounts anticipated receiving this year, some of which may be at risk. In any case, this is less than 10 percent of our anticipated income for the year.”

Predicts Court Victory

While calling the district court’s opinion “a major victory for music,” ASCAP feels confident that federal appeals court will overturn the decision. ASCAP is considering a direct appeal to the U.S. Supreme Court now that the three-judge panel of the Ninth Circuit Court of Appeals has ruled against ASCAP.

In a separate case, ASCAP has also been collecting money from cable companies, which it has been collecting in the West Coast membership meeting was held.

President Reagan Signs
Broadcast Dereg. Bill

NEW YORK — President Ronald Reagan signed into law a bill permitting the Federal Communications Commission (FCC) to award broadcast licenses by lottery Sept. 13. The bill, H.R. 5762, allows the FCC to award new licenses by a lottery system although it must give increased consideration to minority-owned stations regardless of their interest in the broadcasting profession, which would eliminate the current court-ordered method of selection.

The bill leaves it to the FCC to work out the procedures for implementing this new method, which will consider at its meeting Sept. 29. The FCC is also considering a second congressional attempt to get the FCC to adopt a lottery system for awarding new broadcast licenses.

The legislation was sponsored by Rep. Jack Dempsey (D-Colo.), who said that the broadcast license system enacted in the 1981 Omnibus Budget Bill was “unworkable.” (Cash Box, Dec. 26, 1981)

Also included in the law are provisions allowing ASCAP to bar its employees from travel expenses, allowing illegal aliens to apply for radio operator permits, and a new provision allowing employees to administer amateur radio examinations.

NPR Announces
Details On Home Taping Service

by Larry Riggs

NEW YORK — in the latest of its series of money-making ventures aimed at gaining independence from federal funding (Cash Box, July 16), the National Public Radio (NPR) has pacted with the Cordat Co. and Panasonic Corp. to broadcast pay-per-listen performances over their home TV.

The system will work like this: Late at night, NPR outlets will broadcast albums of classical-adapted music articles listed in Cordat’s catalog. Cordat subscribers, who pay monthly fees ranging from five dollars to $15, will call 800 numbers and receive numbered codes for specific shows. They will then enter these into specially manufactured Panasonic tape recorders said Tom Wadat, which, they will plug into their radios. Each program is encoded with an insidious cue tone that activates the tape recorders when it begins and shuts it off when it is completed.

The next morning, subscribers will be able to remove the completed tape from their recorders, which will retail for $20.

NPR, Cordat and Panasonic will all receive portions of the system’s profits, but NPR is not the market performer. Linda Devillier declined to be more specific.

Cordat has been testing its pay-per-listening service at NPR station KEDG in Dec. 3, and it will begin on a nationwide scale in mid-1983. Its first catalog will offer 60 LPs of jazz and 12 classical titles to its subscribers. “We will begin offering rock music, sports and information programs as we get a service going on a national scale,” said Alan Strachan, Cordat president.

Audio Magazines

One feature that Cordat also plans to offer is magazines over the air. “We will try to make them more palatable in audio form,” said Tom Warnock, NPR executive vice president.

Cordat is reportedly negotiating with individual radio stations and the corporations for $17.4 million distributed to member stations from the following countries: England, $7.3 million; France, $3.2 million; Germany, $2.9 million; Sweden; $3.1 million South Africa, $300,000; and others, $744,000. ASCAP will make a December foreign distribution statement examining the potential the West Coast membership meeting was told.

EXECUTIVES ON THE MOVE

Parkinson Named — A&M has announced that Michael Parkinson has been promoted to senior vice president/finance and administration, A&M Records. He has been with A&M for three years.

Changes at Adams — Adams Records has announced the appointment of Lyn Phillips to vice president of operations for the label. She formerly was general manager of Tom T. Hall Enterprises. Kenny Kennerson has been named president of Fireside Recording Studio and senior vice president of creative projects of Adams Records, the label which owns the studio. The studio was purchased earlier this year from enter- tainer Porter Wagoner by Kennerson and Shawn, Okla. businessmen Mike Smith, Krag Kendall and Terry Weidman.

Zolans Joins RCA — Zeke Zolans has joined RCA Records as a black music promotion representative. During the past several years, he has been active in black music promotion for Elektra Atmosphere Records.

George To Fantasy — Emanuel George has joined the staff of Fantasy Records as San Francisco promotion representative. Prior to that, he was promotion director for Hightower Entertainment in Los Angeles.

Embassy Appoints Call — Embassy Home Entertainment has announced the appointment of Deborah Call as director of marketing for the company. She started her career at Lucasmill Ltd. and in April, 1982, she left to become director of licensing at Embassy Communications.

Changes At PolyGram — PolyGram Records, Inc., has promoted Jackie Siegel to regional marketing manager and Joe Pratola to New York branch manager. Siegel was most recently New York branch manager for PolyGram, and previously served as PolyGram’s New York marketing manager as well as New York salesperson and New York merchandiser for ABC Records. Parker was most recently New York sales manager and was previously served as New York salesman for PolyGram’s Alpha Distributing and London Records.

Wilkins Appointed — Doug Wilkins has been appointed director, jazz/progressive promotion, west coast for Columbia Records. He joined CBS Records in 1978 as black music marketing local promotion manager, San Francisco and became west coast director/national trade liaison, Columbia Records, black music and jazz promotion.

Wilkins Joins MCA — Steve Leers has been appointed director, east coast, for MCA. Most recently, he headed up his own independent promotion company, Leers/Weiss Promotion. At Motown — Eddie Lambert has been named creative coordinator of music and recording for the Creative Motif Division of Motown Corporation. He was most recently vice president of creative activities at 20th Century-Fox Music, prior to which he served as general professional manager of Interword Music.

WEA Announces Changes — The WEA regional Boston branch has announced the following changes in responsibilities have taken place for the following personnel: Mike Symonds has been appointed the local Warner Bros. promotion person for the Boston branch; Gary Kavner has been appointed secondary station coverage in the Boston market; and Debbie Di Tullio has been appointed the local Warner Bros. promotion person in the Hartford/Albany market.

PolyGram Names Zamirowski — Dan Zamirowki has been named Detroit promotion manager for PolyGram Records, Inc. He was most recently Detroit promotion manager for A&M Records, and previously served in a similar capacity for ATR Distributors and RJK Distributors in Detroit.

Stake Promoted — Judy Stake has been promoted to professional manager and ex-ecutive assistant to Billy Mesheal, chief operating officer of the Arista Music Publishing Group. She joined the company in 1979 and has most recently been an associate professional manager.

Columbia Names Morphy — Nelle Morphy has been named marketing director at Columbia Pictures Publishing. She was in music sales most recently with the Music Sales Corporation in New York City.

Johnson Appointed — Terrace Music Group has announced the appointment of Mitch Johnson as professional manager of the firm. Prior to this, he held a similar position at Coal Miners Music.

Mckinney Named Box — Pat Mckinney has been named chief engineer for Tree Inter- national. He has been a freelance engineer for the past year and a half prior to that was engineer for Audio Media Records.

Charles at RCA — Al Charles and Southern Writers Group make additions to staff. Brent Mahler is back with Creative full-time as vice president and senior engineer. Lee Peterzell has been promoted to assistant studio manager and chief technician. Steve Facenda, direct-to-disc director, adds public relations as well as special projects; Wanda Maxwell, executive secretary to Buzz Cason; and Ron Reynolds who is available as Creative as a freelance engineer.

Dorris Appointed — Charles Dorris, agent at Dick Blake International, has been appointed administrative assistant to Dick Blake, president of Dick Blake Inter- national. Prior to this he served as president of Creative Music Management Services, an industry related firm specializing in artist management and development.

(continued on page 12)
Studio Initiates Largest-Ever Suit Vs. Pirates

(continued from page 5)

Pioneer Laserdisc Program Signals Software Emphasis

(continued from page 6)

(With the terms of the program, a spokesman said that the company is offering the VP-1000 at "normal dealer cost" along with the added bonus of free remote control and 10 free laserdiscs. "What many dealers are doing is putting the remote control on the shelf and the discs in the back," the spokesmen said. "We think our program allows the dealers to decide what they want to do and be creative.""

"I don't get into pricing," he emphasized. "That's something we can't control. If you begin to involve yourself in that, it raises the question of anti-trust. Under the program, retailers can price as they please. They can price the (VP-1000) higher and not offer any hardware and you get more money if you sell it whole, idea, though, is to stimulate software sales.

Those stores that have offered the player at retail under $1000 have seen phenomenal boost in sales. Wilfred Schwartz, chairman of the 16-store Federated chain, for example, told Cash Box that 650 machines were moved "during the advertising period" of the program, along with an average of "four or five discs per player." He added, according to the source, that circles and karaoke, is not an isolated example, either.

"The VP-1000 is being blown out all over the city," said Peggy Morris of Hollywood, Calif.'s Cassidy Credit Unlimited.

"It's not only happening in Southern California, but all over the country," he pointed out, noting that among those dealers and chains running, or set to run with the program, are Fred's, F.C. Macy's San Francisco, Sound of Music and Schaefer Electronics in Minneapolis/St. Paul, most Pacific Suncoast Stores and others in "Miami, Detroit, Chicago and most major markets.

"Most retailers are setting a $599 price on the player and including a few free discs," said Kai.

While Pioneer is "continuing to advertise in such consumer publications as Video, Video Techniques, Video Record, Stereo Review, Video Style, and the New Yorker," according to Kai, the thrust of its ad effort is "still aimed at the audiophile and videophile and not the general consumer" at this point.

"The day will eventually come when we spend money in, say, Playboy and People," he stated, "but marketing may not splashy, but for now we're satisfied with what we're doing.

Kai stressed that Pioneer is spending its money on a different type of software. "If we're going to deliver one more program under Pioneer Artists, or come up with a music video-encoded program disc for the retailer, that's more important and, I feel, better for us than advertising. We're spending money, nonetheless, but in an area where we will be more effective at this point in our corporate life."

Lots Of Music

Pointing proudly to the variety of stereo music video-encoded programming already released through Pioneer Artists and Pioneer Video Imports, Kai noted, "We now have more than 35 different title features, including such acts as Beach Boys, Alita and The Tales of Hoffman to pop, rock, jazz and R&B from America, The Grateful Dead,

Gospel

(continued on page 13)

CBS Agrees To Buy MGM/UA Music Unit

(continued from page 5)

Stewart, president.

In making the announcement, Rothman described the proposed deal as "an important step in MGM/UA's plan to reduce debt without in any way affecting our primary line of business." Speaking for CBS, Wyman remarked that "CBS's further expansion into music video and other forms of media are essential if we are to build our basic businesses while expanding our participation in the emerging new technology." Earlier in the week, CBS Inc. had announced that it would dismantle its financially troubled cable company (see separate story). Wyman also predicted that significant marketing efficiencies would be achieved by CBS Songs administering a larger catalog.

The MGM/UA music catalog features popular music from the '50s and '60s, as well as soundtracks from such films as Dr. Zhivago, The Sound of Music, New York New York and Rocky.

The proposed acquisition is subject to the satisfaction of a definitive agreement between CBS and MGM/UA, approval by the board of directors of both companies and appropriate regulatory approvals.

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Businessman Buys Lexicon/Light Firm

NASHVILLE — John Ward, a businessman from Orange County, Calif., has entered into an agreement with Lexicon/Light Records president Ralph Carmichael whereby he will purchase the company's stock and assume ownership Sept. 30. Carmichael will remain positioned as the company head, with no other major changes in staff, procedures or the firm's day-to-day operations planned.

"I sold my interest to John Ward because he not only made me an offer I could not refuse, but he also agreed to maintain Lexicon Music and Light Records with the resources to take us to the top of the Christian music market to fulfill my dreams of reaching the world for Jesus Christ through music," related Carmichael.

Ward possesses numerous holdings in real estate and corporate with active with such organizations as Campus Crusade for Christ and Youth For Christ. He intends to provide the necessary financial backing to "totally promote Lexicon Music/Light Records as well as help broaden the ministry of the artists."

Carmichael established Lexicon in 1964, splitting the ownership of the publishing entity with Word, Inc. In 1968, Light Records was born with its first artist, Andre Crouch, who is still signed with the label. Last year, Light Records had released a total of more than 300 albums and Lexicon Music had published in excess of 200 choral and solo books, in addition to orchestra arrangements, hymnals and other miscellaneous printed materials.

In 1980, Carmichael purchased the stock of ABC/Ward, gaining total control of the company, and last year, Light Records signed a long-term distribution pact with Elektra/Asylum, effective Feb. 1, 1982. Under the agreement, Elektra is required to handle all secular distribution arrangements, while Light continues to handle Christian bookstore accounts.

Last notation indicates the cut receiving the most airplay. The Cash Box Gospel chart is compiled from a broad cross-section of sales reports from national distributors and one-stop.
CBS Will Halt Cultural Cable TV Service In 90 Days

NEW YORK — CBS Inc. will be closing the doors on its highly-praised but financially troubled Cable Service In 90 Days, the company was quoted as saying last night.

Less than a year old, the performing arts service was said to have been operating under a debt of between $30 and $50 million with no indication of when operational costs, and could not attract the advertising necessary to keep it afloat due to its narrow audience.

"While our cable service received vir- tually unanimous praise for the quality of its offerings, our attempts to attract the necessary advertising income were below expectations," said Leary, who noted that this was in spite of the fact that CBS Cable "met its cost targets and at- tained good subscriber growth." It was reported to have been on approximately 550 systems with more than five million subscribers, and had 30 national adver- tisers.

In recent months, CBS had been negotiating with a number of cable con- cerns in the South and West about acquiring a buyer or to inject much-needed capital in the service. Among those was Bruce, a second-tier producer who had been sought to merge, but with others, talk fell through. Initially, it was also to have been that CBS would take over the joint venture but that later was restricted to cable and the CBS Studio Center af- ter 1980s declined involvement. CBS Cable executives stated that they would not rule out the possibility that CBS would consider offers from potential buyers over the course of the next 90 days. "I don't know what CBS Cable would be without CBS, but obviously we'd have to listen," said one source.

Rich Cox, CBS Cable president, "If the announcement attracts a buyer, I'd be delighted." The بداية، MR. BROOK, CBS Cable president, said: "If the announcement attracts a buyer, I'd be delighted."

Ironically,CBS's announcement to shut- ter its operation came less than a week after the corporation's founder and chairman, James T. Goodson, had received his hand on top of the title in the spring of 1983 to current president Thomas Wyman. Paley had been considering the future of CBS Cable within the organization.

However, what is regarded as the most important move affecting the performing arts channels was costing the company an estimated $100,000 per hour. Reportedly, that figure is twice as much as the cost of purchasing a CBS-owned station to spend its Alpha Reperto- rye Television Service (ARTS).

CBS Cable was founded in 1983 out of a variety of classically-oriented music shows, featuring symphonies, operas and music on the lives of classical music composers, opera and drama productions, including, as such CBS News correspondent Bill Moyers' A Walk Through the 20th Century. The fact that the project has not come to fruition, much of it, is original, is uncertain, although Leary and Cox said that some of it will be sold to syndicators, while there is a possibility of some of the broadcast material left on the shelf.

The fate of CBS's Cable's approximately 140 artists was uncertain. During last week, Leary said that every effort would be made to find positions within other CBS divisions. However, the fate of the performers in a part of the network in 1982 can't be "offered," offered Leary as one of the contributors to CBS Cable's financial downfall. "The majority of the present and project- ed market challenges are much of the business judgement dictated that we dis- continue the service."

Leary stated that the company was "deeply disappointed." Publicizing the actual artist of the day schedule. The remaining two parts of the package — the TV spots and the trip to Texas — will be open to the artists. The TV spots, customized for a par- ticular program, will air in a variety of stations. The remaining two parts of the package, including the promotion, will be offered to the public.

Strachan also noted that the Codart service could end up costing subscribers more than 50 cents per day, which may be cheaper than recording licenses. Joe Cohen, executive vice president of the National Association of Record Merchandisers (NARM), discounted the idea that Codart would ever undercut album sales. "Any form of broadcast radio or cable that would sound well for record retailers," he said. "But we had a similar type of service before with the Home Record Service, which never became popular because they could not get the finan- cing," Cohen added that this did take off. It would eliminate all impulse buying from record retailers, which accounts for anywhere from 30-40% of their business.

The Home Music Store is a division of the Washington-based discount store. In addition to the broadcast stations, it intends to offer the same service over cable channels. Strachan mentioned that one day, Columbia may also offer its product via cable channels. "They will be able to give us better audio quality," he said.
Pioneer Laserdisc Program Signals Shift Toward Software

(continued from page 11)

Melissa Manchester, Grover Washington, Jr., The Tubes, Kenny Loggins, Bob Marley, Maze, and Joni Mitchell, among others. Coming in our fall catalog are Swan Lake, La Bohème, The Nutcracker, Manhattan Transfer, Victor Borge, The Doobie Brothers, Little River Band and many, many more.

Although Kai admits that Pioneer trails RCA SelectaVision and the CED camp by "three months or so" in the quantity of programming available, the estimated that the company would have more than 300 titles by Christmas while RCA expects to have nearly 400 on the market, he added confidently that "no one label in any field is going to come out with the variety of programming we have now."

"Title for title, we have more music," Kai claimed. "If you care about stereo music, you have come to the Laservision camp."

Kai was quick to note that "although Pioneer Artists gives us enough reason to be happy with our software situation, we’re also getting good support from the major studios."

Star Wars was introduced and that’s done extremely well for us and now Star Trek II is coming," said Kai, who added that he is "hoping E.T. will be out before the end of the year." (On the release of E.T., Kai stated that the film would be "totally done on MCA," although he said the company has asked Pioneer to list the blockbuster title in both its summer and soon-to-be-available fall catalogs, which he likes to refer to as "the Schwann listing of laserdisc tit... because we care about its accuracy."

"Overcomes Problem"

The problems that Pioneer had initially encountered in trying to press a number of R-rated titles at its Krup plant in Japan (Kai said that "some 30 titles" were refused by the Japanese government) were cleared up along with quality control difficulties experienced by DiscVision Associates (DVA) when Pioneer bought the Carlson, Calif. plant from the latter, instituted stringent clean room standards and began producing test discs.

"Our (disc yield is up) 90% now and defects have been cut to a fraction of what they were," said Kai. "The titles which could not be produced in Japan were all completed in Carson."

A trickier problem for Pioneer has been the issue of producing X-rated disc titles. Kai told the audience at the International Tape/Disc Assn. 1982 Update conference in San Diego earlier this year that the company was planning to go ahead with a custom pressing porn; however, Pioneer had to be "very, very careful," according to Kai, not to set itself up as a censor in deciding which material to replicate and which to turn down.

"Naturally, we were concerned," Kai stated, carefully choosing his words. "I can’t apply my moral standards or the moral standards of anyone employed by Pioneer Video to what we do and do not produce."

That problem is being resolved by Pioneer in setting up what Kai called a "community standards committee" in California composed of people from various backgrounds and professions for the committee and, from those 20, people will be chosen to sit on the committee," said Kai, who noted that the selection process has been taking place throughout September and a full committee should be ready by the end of the month. "We will pay these people to view the films submitted to us by independent adult movie producers, although by paying them we certainly don’t want to influence their selections. Their names and opinions, of course, will be kept confidentia... but we’ll be using those opinions as the basis for what we decide to produce."

Once the committee gets underway, Kai said that he hopes to actually begin manufacturing X-rated material in "November or December" for an anticipated January release.

"We just have to make sure that everything is done in an absolutely legal manner," said Kai.

This new burst of activity surrounding the Pioneer program, which also includes two new Fashions component video systems — the $3,000 model 7000 set with 25 inch color monitor and the $2,350 model 5000 with a 19 inch color monitor — 12 compete head on with Sony’s Profeel line, has, in Kai’s words "restored the original belief many people had in the system and is rapidly building confidence among the skeptical."

And going back to his philosophy, Kai once again emphasized that software is the key.

"Programming is the most important element, perhaps the only thing, which gives justification for the consumer to even think about a videodisc system. We can say confidently that we have that programming now... and so much more."

# NEW VIDEO SOFTWARE RELEASES #

The Cash Box Top 30 videocassettes chart is a compilation of the latest moving titles in both Beta and Cassette formats, ranked primarily on renting activity, as reported by stores throughout the country. Accounts surveyed include: Video Plus-Chicago, Radio 437-Philadelphia Classic Video, Entertainment Center — Studio City, Pennsylvania; Entertainment Systems — Phoenix, Nickelodeon-Los Angeles; Everyday — Portland, Radio 437-Baja Cynwyd, American Tape & Video-Atlanta, Crazy Eddie-New York, The Cinema Store—Detroit, Video Company—Colorado Video Center, Los Angeles; Video Garden—San Diego, Video Media—Chatsworth, Wonderful World of Video-Chattanooga, Boston Video-Boston; Wherehouse National—Video Showcase-Louisville, Ero’s Video Club-Springfield, New England Home Video—Groton, Movies Unlimited-Philadelphia; Video Showcase-Federal Way, Moves To Go — St. Louis

## TOP 30 VIDEOCASSETTES ##

*Weeks on Chart 9/18*

<table>
<thead>
<tr>
<th>Title</th>
<th>Sony Release Date</th>
<th>Sales Rank</th>
</tr>
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<tbody>
<tr>
<td>1 CHARIOTS OF FIRE</td>
<td>Warner Video 20004</td>
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</tr>
<tr>
<td>2 ON GOLDEN POND</td>
<td>20th Century Fox Video 9037</td>
<td>2</td>
</tr>
<tr>
<td>3 CAT PEOPLE</td>
<td>MCA Distributing Corporation 77008</td>
<td>4</td>
</tr>
<tr>
<td>4 STAR WARS</td>
<td>20th Century Fox Home Video 1130</td>
<td>5</td>
</tr>
<tr>
<td>5 BROWN'S DOGS MACHINE</td>
<td>Warner Video 7203</td>
<td>6</td>
</tr>
<tr>
<td>6 ARTHUR</td>
<td>Columbia Video Home Video 72020</td>
<td>8</td>
</tr>
<tr>
<td>7 SOME KIND OF HERO COMMUNITY</td>
<td>Columbia Video Home Video 1112</td>
<td>9</td>
</tr>
<tr>
<td>8 TRUE CONFESSIONS</td>
<td>MGM Home Video 00145</td>
<td>10</td>
</tr>
<tr>
<td>9 JANE FONTA’S WORKOUT</td>
<td>KRC/KCA Video Corporation 042</td>
<td>12</td>
</tr>
<tr>
<td>10 ABSENCE OF MALICE</td>
<td>Columbia Pictures Home Video 1006</td>
<td>13</td>
</tr>
<tr>
<td>11 RAGTIME</td>
<td>Paramount Home Video 1148</td>
<td>14</td>
</tr>
<tr>
<td>12 TAXI DRIVER</td>
<td>Columbia Pictures Home Video Entertainment System 1120</td>
<td>15</td>
</tr>
<tr>
<td>13 CANNERY ROW</td>
<td>MGM Home Video MVR/MVR 00143</td>
<td>16</td>
</tr>
<tr>
<td>14 PRIVATE LESSONS</td>
<td>Columbia Pictures Home Video 71000</td>
<td>17</td>
</tr>
<tr>
<td>15 MAKING THE CUT</td>
<td>Columbia Pictures Home Video 1146</td>
<td>18</td>
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<tr>
<td>16 CONFESSIONS</td>
<td>20th Century Fox Home Video 1130</td>
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<td>17 END OF THE WORLD</td>
<td>Columbia Pictures Home Video 71005</td>
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<td>18 BROWNS DOGS MACHINE</td>
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<td>19 RELUCTANT HEROES</td>
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<tr>
<td>21 SELF MADE</td>
<td>Columbia Pictures Home Video 71006</td>
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<tr>
<td>22 SUPERMAN II</td>
<td>Warner Home Video WB 61210</td>
<td>25</td>
</tr>
</tbody>
</table>

## NEW VIDEO SOFTWARE RELEASES ##

This listing of new videocassette and videodisc software releases is designed to keep home video retailers and dealers abreast of the latest product available and ease used as an ordering aid. Product is separated into Cassette and Disc groups, followed by manufacturer, catalog number and price. Some product listed may not have been assigned a catalog number at time of print.

<table>
<thead>
<tr>
<th>Title</th>
<th>Cassette</th>
<th>Price</th>
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<tbody>
<tr>
<td>THE MANIAC</td>
<td>CPHE CO 10383</td>
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<tr>
<td>CREEPING FLESH</td>
<td>CPHE CO 10147</td>
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<tr>
<td>DRACULA AND SON</td>
<td>CPHE CO 8360</td>
<td>$49.95</td>
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<td>HANKY PANKY</td>
<td>CPHE CO 10629</td>
<td>$79.95</td>
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<td>SILENT RAGE</td>
<td>CPHE CO 10505</td>
<td>$99.95</td>
</tr>
<tr>
<td>THE VOYAGE OF SINBAD</td>
<td>CPHE CO 10423</td>
<td>$99.95</td>
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<tr>
<td>THE THREE JONES, VOL. 5</td>
<td>CPHE CO 10554</td>
<td>$99.95</td>
</tr>
<tr>
<td>THE BLACK BIRD</td>
<td>CPHE CO 10024</td>
<td>$59.95</td>
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<tr>
<td>MR. KLEIN</td>
<td>CPHE CO 8470</td>
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<td>PERSONAL BEST</td>
<td>Warner Home Video 11242</td>
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<td>ROLLOVER</td>
<td>Warner Home Video 20024</td>
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<td>Warner Home Video 11079</td>
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<td>THE SHINING</td>
<td>Warner Home Video 11104</td>
<td>$60.00</td>
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<tr>
<td>BRONCO BILLY</td>
<td>Warner Home Video 11104</td>
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<tr>
<td>OUTLAW JOSEY WALES</td>
<td>Warner Home Video 11125</td>
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<td>THE GAUNTLET</td>
<td>Warner Home Video 11083</td>
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<tr>
<td>THE ENFORCER</td>
<td>Warner Home Video 11083</td>
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</tr>
<tr>
<td>THE EXORCIST</td>
<td>Warner Home Video 11017</td>
<td>$60.00</td>
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</table>
The Who Explodes Into Top 20 With 32-Point Jump

by Mark Albert and Ken Kirkwood

TOP STORY OF THE WEEK once again is The Who, who explodes into the Top 20 with a 32-point jump to #16 bullet from #48. Huge second week sales everywhere led by the East, West and Midwest. The single, "Athena," jumps into the Top 50 at #49 bullet from #58 on the Cash Box Pop Singles chart. Radio airplay picked up on the single this week in the Philadelphia, Los Angeles, Atlanta and Austin markets. Strong singles sales action out of the Midwest.

TOP TEN HIGHLIGHTS — John Cougar retains the #1 position for the fourth consecutive week. His "Jack & Diane" single moves a step closer to the top spot at #2 bullet on the Pop Singles chart. ...The Go-Go's climb into the Top Five at #5 bullet, up from #6. Strong seller out of all regions, led by the Midwest and East. Top 25 rack as sales well. The group's second single, "Get Up And Go," debuts this week at #56 bullet. ...Billy Squier moves up a notch to #8 bullet. Top Ten rack sales with very good retail activity continuing in the Midwest, West and East. ...Michael McDonald jumps into the Top Ten at #9 bullet, up from #11. Strong retail action in the South, West and Midwest. Starting to lock in at the rack level. The LP explodes on the Black Contemporary Albums chart, going to #24 bullet from #54 in its second week. The single "I Keep Forgettin'" goes to #8 bullet from #9 on the Pop Singles chart, and to #40 bullet from #50 on the Black Contemporary singles chart.

TOP 100 HIGHLIGHTS — Making a bid for a Top Ten album is Alan Parsons, who jumps two points to #11 bullet. Selling well in the Midwest, South and West. Top 30 rack item. His single, "Eye In The Sky," moves to #6 bullet, up from #7 on the Pop Singles chart. ...Aretha Franklin jumps two points into the Top 15 at #14 bullet. Very strong retail action out of the West, East and South. The album remains at #1 on the B/C Albums chart. Her "Jump To It" single also remains at #1 for the third straight week on the B/C/Singles chart and goes to #53 bullet from #38 on the Pop Singles chart. ...Men At Work climb into the Top 20 at #18 bullet, up from #23. Retail remains very steady in the East, West and Midwest and is picking up in the South. Beginning to get rack acceptance as well. ...Santana takes a nine-point jump to #25 bullet in its fourth week. Best retail out of the West, Midwest and South. Initial activity at the rack level is good. ...Bad Company climbs to #34 bullet, up from #40. Selling well in the East, West, Midwest and South. Look for its "Electrified" single to charter next week. ...A prime mover this week is Kenny Loggins, who leaps 32 points to #41 bullet, up from #73. Excellent second week sales out of the Midwest, West and South. His "Don't Fight It" single takes a five-point jump to #21 bullet from #26. ...Don Henley moves to #44 bullet, up from #52. Exceptional retail action in the Midwest and West with sales starting to pick up in the South and East. Some nice rack action starting to build as well. ...Three albums that are enjoying a positive turnaround behind the power of a hot single are by Elton John, Glenn Frey and Juice Newton. John goes up 10 points to #52 bullet. Good pick up in sales in the West, Midwest and East thanks to his Top Ten single, "Blue Eyes." Newton moves to #55 bullet, up from #75. Her "Break It To Me Gently" single jumps into the Top 20 at #16 bullet on the Pop Singles chart and goes to #23 bullet from #28 on the Country Singles chart. Retail for the album good in the West, Midwest and East and is picking up at the retail level. The Who's "My Generation" single jumps into the Top 20 at #18 bullet on the Pop Singles chart and goes to #23 bullet from #28 on the Country Singles chart. Retail for the album good in the West, Midwest and East and is picking up at the retail level. Newton moves to #10 bullet, up from #36. Her "Break It To Me Gently" single jumps into the Top 20 at #16 bullet on the Pop Singles chart and goes to #23 bullet from #28 on the Country Singles chart. Retail for the album good in the West, Midwest and East and is picking up at the retail level. Newton moves to #10 bullet, up from #36. Her "Break It To Me Gently" single jumps into the Top 20 at #16 bullet on the Pop Singles chart and goes to #23 bullet from #28 on the Country Singles chart. Retail for the album good in the West, Midwest and East and is picking up at the retail level.

DEBUTS — The highest debut of the week is Mike Rutherford at #122 bullet. Good initial start in the Midwest and East. ...Yaz debuts at #126 bullet, with moderate sales out of the East and West. ...Barry Manilow comes in at #155 bullet, with retail beginning out of the Midwest and South. ...Jim Hendrix hits the chart at #135 bullet with moderate retail out of the Midwest, West and South. ...Steel Breeze debuts at #150 bullet with initial retail action in the West and South. ...Gill Scott-Heron comes in at #173 bullet. Selling on the Coasts.

RECORDS ON THE ROCKS — Melissa Manchester loses her bullet at #45. Despite a Top Five single, the album never sold to any major degree outside of the Midwest and South. ...The soundtrack to The Best Little Whorehouse In Texas loses its bullet at #48. While rack sales remained steady, action at the retail level trailed off dramatically. ...The Isley Brothers, at #54, loses its bullet due to dwindling sales in the Midwest and West. ...After a good start in the Midwest, sales for Uriah Heap never spread to other regions and the group loses its bullet at #85. ...Howard Johnson falls at #88 with sales slackening off in all regions. ...Randy Meisner loses his bullet at #125. Despite good airplay on the single and album, sales were limited to the Midwest region. ...Spys loses its bullet at #140, due to minimal retail in all regions except the East.
Decision  

**MERCHANDISING**

**WHAT'S IN-STORE**

**TURTLES' BIG FLEA —** The Turtles third annual Rock 'n Roll Flea Market, set by the Atlanta chair for Sept. 25-26, will be bigger than ever this year. Buyer Brian Poehner reports that 70 small independent stores and used record shops from around the country that specialize in out-of-print records will rent booths at the Radisson Inn market site. (The name is adapted from a selection of Turtles' records and Motown memorabilia will be on display, and artists including Major Lance, Tommy Roe and Flo & Eddie will perform. The event, which is co-sponsored by radio stations 94.1, W99.1 and W99.5, will also feature a special collection of rare and out-of-print albums, CDs and videos.)

**Paint by Numbers —** Some of the Atlanta's Video Music Channel, an MTV-like video channel that has been offering eight hours of programming a night since July 4. According to Rick Meichlor, vice president and general manager of International Video Music Corp., the Atlanta company behind the channel, some of the hottest video (which the channel is known for) will stay the video (which the channel's older videos), interview artists and giveaway records through a trivia contest. The Atlanta cable service is available on four cable systems serving Atlanta. Meichlor says it is an alternative to MTV on those Atlanta systems not carrying the Warner Amex supplied service and differs from MTV in that it offers black, country and "adult" clips besides the rock offerings seen on MTV. This fare fits in with the 18-34 target demographic MTV is designed to reach. The stations also provide the music video "make-up with it." We'll have unique and avant garde clothing and cosmetics, so someone can come in and buy a '50s suit or a '40s fur coat and hit the Ritz dressed for the part. Then they can have the right music ready when they get home."

**Plastic Man —** Epic/CBS is to release tracks from the video "Plastic Man." It is being released as a video and rock video release. The video is geared toward the 18-24 market. This is the first time a video release will be handled by Epic/CBS. The video was produced by Epic/CBS and is being released in conjunction with the release of the album. The video features the band's hit single "Plastic Man." The video was directed by Tim Hetherington and shot in New York City. The video features the band performing their hit single "Plastic Man" on a rooftop at the Empire State Building. The video also features close-up shots of the band members and footage of New York City.

**Whoopee —** The band's hit single "Whoopee" was also released as a video. It features the band's vocalist singing the song while the band performs on a stage. The video was directed by Tim Hetherington and shot in New York City. The video features the band performing their hit single "Whoopee" on a stage.

**You're a Little Rich —** The band's hit single "You're a Little Rich" was released as a video. It features the band's vocalist singing the song while the band performs on a stage. The video was directed by Tim Hetherington and shot in New York City. The video features the band performing their hit single "You're a Little Rich" on a stage.

**Roe Parade —** The band's hit single "Roe Parade" was released as a video. It features the band's vocalist singing the song while the band performs on a stage. The video was directed by Tim Hetherington and shot in New York City. The video features the band performing their hit single "Roe Parade" on a stage.

**Dirty Work —** The band's hit single "Dirty Work" was released as a video. It features the band's vocalist singing the song while the band performs on a stage. The video was directed by Tim Hetherington and shot in New York City. The video features the band performing their hit single "Dirty Work" on a stage.

**I'm In Love —** The band's hit single "I'm In Love" was released as a video. It features the band's vocalist singing the song while the band performs on a stage. The video was directed by Tim Hetherington and shot in New York City. The video features the band performing their hit single "I'm In Love" on a stage.

**Danger Man —** The band's hit single "Danger Man" was released as a video. It features the band's vocalist singing the song while the band performs on a stage. The video was directed by Tim Hetherington and shot in New York City. The video features the band performing their hit single "Danger Man" on a stage.

**Love Songs —** The band's hit single "Love Songs" was released as a video. It features the band's vocalist singing the song while the band performs on a stage. The video was directed by Tim Hetherington and shot in New York City. The video features the band performing their hit single "Love Songs" on a stage.
A NEW YORK — Susan Storms has been named vice president, programming, at Unitel. That capacity, she will function as liaison between the network and the affiliate stations which produces and distributes. She also maintains responsibilities of director, client services, where she oversees advertising, press and public relations.

"Susan’s been able to combine an understanding of programming from her days at WHN with the public relations experience gained as an account executive at Richard Gersh Assoc.," said Unitel’s vice president, programming, Ed Salamon. "This enables her to deal effectively with the biggest stars of our industry and ensures that our programs will continue to deliver the most popular stars each week.

Amendments Attached

The measure now goes before the full Senate Communications Committee, which is scheduled to take it, will have to go back to the House anyway," said the aide.

The successes of the bill, one week after Congress reportedly jammed the 1040 MHz frequency with English language information and music. It is in a separate proposal, a set of amendments proposed by Sen. Claiborne Pell (D-R.I.) that were not in the final version of the bill. These amendments would "encourage the selection of a frequency that would not encounter interference" and another providing for competition to all parties that leases land or provides technical support to the station. That compensation would be paid out of the $7.5 million. A third amendment places Radio Marti under the jurisdiction of the Board of International Broadcasting, the agency that governs for Radio Free Europe and Radio Liberty.

"So in the end, we are proposing to propagate to Soviet bloc countries, rather than the commission established to set up Radio Marti. We think there won’t be any dual board of directors problems," said one committee aide.

URBAN COWBOY — Veteran country-music singer and cowboy character Gene Autry (I) recently visited station WCXW/Detroit to be the first guest on Deann Day’s show simulcast on both the AM and FM outlets. Autry is also chairman of the board of Golden West Broadcasters, WCXW’s parent company.

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Your Life” format, Bob Welch, program director at KLVY/Dubuque and consultant Radio Marti, is one of the leading figures in the new movement of to continue the broadcast of program on in at WAYS/Raleigh, N.C. and its panelists included Don Hagen of Station Research Systems and the Economos from Radio Computing Services.

Licensing Panel

The music licensing issue was dealt with in a panel moderated by Tom Schattenfeld, attorney with the Washington law firm of Arnold & Porter, which represents the local television industry in its suit against ASCAP (Cash Box, Sept. 4). The panel told the radio broadcasters of its plans to sue the two performing right organizations how radio can help reduce its licensing fees.

By far, the workshop that drew the largest audience was a panel on "Winning Big in the ‘80s.” Included tips on how to increase the spot radio sales, which had grown from a 17 percent increase in 1981 to a mere five percent jump in the U.S. in 1982. "Everywhere in the convention, you’re heard people talking about this session," said a panelist.

Other convention highlights included:

• A speech by veteran radio personality Paul Harvey emphasizing the importance of efforts to separate television from radio in Congress.

• A speech by author Herb Cohen who wrote You Can Negotiate Anything. "He told the crowd that it’s not so much what you negotiate but how you negotiate it," said a panelist.

• A noted lack of record company hospitality suits, due primarily to the state of the economy.

Senate Committee OK’s Radio Marti Proposal

NEW YORK — Despite apparently deliberate interference from Cuban radio stations a week before, the Senate Foreign Relations Committee passed the bill authorizing $7.5 million to startup Radio Marti, the high-powered propaganda station which the Cuban government claims will be used to disrupt radio broadcasts on the U.S.

But the bill, which now goes to the full Senate, wobbled over amendments, among additional amendments proposed by Sen. Claiborne Pell (D-R.I.) that were not in the final version of the bill. These amendments would "encourage the selection of a frequency that would not encounter interference" and another providing for competition to all parties that leases land or provides technical support to the station. That compensation would be paid out of the $7.5 million. A third amendment places Radio Marti under the jurisdiction of the Board of International Broadcasting, the agency that governs for Radio Free Europe and Radio Liberty.

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Several New Wrinkles Planned for Annual Opry Birthday Celebration

by Tom Roland

NASHVILLE — With less than one month remaining before the Grand Ole Opry Birthday Celebration, the annual week of activities surrounding country music's symbolic focal point, officials with the Country Music Assn. (CMA) and Opry are gearing up for the deluge of industry participants from around the country. Marking the 57th anniversary of the Opry, this year's event, Oct. 11-17, will feature several new wrinkle in addition to the usual slate of showcases and receptions.

One of the additions to the 1982 celebration is the availability of "special broadcast hook-ups" through which visiting radio personnel can feed live segments back to their local stations from Nashville and the Opry Hotel. The hook-up is co-sponsored by the Opry and the Federation of International Country Air Personalites (FICAP).

Arrangements have also been made to allow disc jockeys to attend a taping of the "Hee Haw," which is scheduled to air on NBC Oct. 19. The third consecutive free "hotline" radio reports are being made available to the first 150 stations requesting the service. The hotline includes special reports that can be aired Oct. 11-15 mixing the action and topics of interest from the convention with comments from many of country's major artists.

The CMA Awards show takes place Oct. 15 To Perform At Buyer Seminar

NASHVILLE — Some 15 artists have been scheduled to appear during two showcases at the 11th annual Talent Buyers Seminar, Oct. 9-12, sponsored by the Country Music Assn. (CMA) at the Hyatt Regency Hotel.

Tuesday, Oct. 9, from 3:30-6:30 p.m., George "Goobers" Lindsey and Ronnie Prophet will serve as emcees for performances by John Anderson, Razzy Bailey, Carlene Carter, Jeanieãiè Davis, Charly McClain and Jim Stafford. The following afternoon, from 2:30-6:30 p.m., attendees will be treated to a concert by Don Williams, George Strait and B.J. Thomas, with hosts Danny Davis and Brenda Lee.

Entertainers for the seminar, the traditional kick-off event for Country Music Week, were selected by the seminar's showcase committee, which includes Betty Kaye, Betty Kaye Probs, Joe Sullivan, Sound Seventy Corp., Guitar Alley, Eastern States Exposition, Sonny Anderson, Walt Disney World and Disneyland; and Stan Mores, Scotti Bros.

Orlando To Guest On 5th Mandrell Benefit

NASHVILLE — Tony Orlando will be special guest at the fifth annual Barbara Mandrell Benefit Concert, scheduled for Oct. 2 at the Montgomery Civic Center in Montgomery, Alabama. The concert, part of "B.B.A. "Barbara - A Weekend," is sponsored by the Alabama Sheriff's Association for the Girl's Ranch Program, which enables children to live in a family setting. The event, which takes place Oct. 1-3, raised more than $250,000 last year for the Girl's Ranches.

TILLS REJOINNS MCA — Following a brief departure to another label, Mel Tillis has reestablished his association with MCA through the signing of an exclusive recording contract. Tillis joins year of albums and assorted singles, approximately five million units. Pictured with Tillis (seated) are: Jim Foglesong, president, MCA/Nashville; Ron Chancey, vice president, A&R, MCA/Nashville, Vern Woosley, vice president, promotion, MCA/Nashville; and Chic Doherty, vice president, marketing.

Compleat Entertainment Bows

(continued from page 2)

tor/consultants. Hall will also continue as senior executive of the Melk Music Group, and Steinberg, one of the founders of Mer- cury, will continue to act as senior consultant to Gunther Henrier, president of PolyGram.

Steinberg indicated that he has always considered Nashville "a kind of a third coast," noting Mercury's development of such acts as Roger Miller, Johnny Rodriguez, Faron Young and Tom T. Hall. He also noted that with the already heavy concentration of music-related companies and facilities in Nashville, the Tennessee capital needs a full-line record label and vowed that Compleat will handle "all types of music from country to classical.

In spite of many weathering economic recessionary times for the record industry, Steinberg pointed to the success of Surf- violet "Crook Of The Road," which has sold over two million units; the John Cougar album, which has accumulated sales of one million, and the recent US Festival, which drew over 400,000 participants, as proof of a "viable industry."

John F. Jacques, president of Jacques- Miller, added that his company had entered the investment industry in 1969 when it was supposedly not the ideal time to enter that field. Jacques also stated that because of his company's philosophy, which is to "add to the organization people who are better than we are," the firm has "never started an operation where we thought we had gone out of it" in 14 years. Each commented that Nashville was chosen as the site for a full-service label because "it is the place where the talent really is." He indicated that the company will draw from surrounding music centers such as Memphis, Muscle Shoals and Atlanta in building its catalog and artist roster.

Steinberg concluded that because the industry is, for the most part, a "country-controlled" by four of five companies, those firms are "highly geared organizations." He "cannot have all the creativity." Because they have entered into agreements for financing and marketing and distribution, Steinberg asserted that the label heads were unable to exert influence to change the creative aspects of the business, including a projected heavy involvement with video.

Distribution Plan

While PolyGram has obtained the U.S. distribution agreement, arrangements for Canada and other foreign territories are still under consideration. The company plans to release six to nine albums during its first year, including two albums scheduled for October, "Love Your Body," an exercise project featuring television personality Jayne Kennedy, and "In Training With The Dallas Cowboy Cheerleaders," which includes exercises by the squad.

Steinberg projected that the cheerleaders, who are "marvelously visual," may become a videodisc project. Compleat has already signed Vern Goedin, a country artist whose most recent single is "Your Breakfast Shoes," and has the potential to head the Compleat Music Group, the publishing arm of the organization.

Country Music Month

(continued from page 12)

leases will be supported by a massive in-tem to supply market with high-quality, mobiles; double-sided, two-color bin headline cards; six-foot banners, individual logos with each artist's name; and special cards for cassettes. The campaign will also have some "incentives" for retailers, accord- ing to Wunsch, but the last word on that will be left to his sales force.

Because the campaign is linked to "Somewhere Between Right And Wrong," at PolyGram, while there will be no. It will be a joint venture with others who will promote their artists separately, but with radio promotions that will feature a lot of station IDs, among other things.

RCA will also design Country Music Month radio promotions to support its LP releases during the month. One particularly noteworthy promotion will support the Oct. 15 release of Marty Stuart's "Somewhere Between Right And Wrong."

At PolyGram, while there will be no local wide promotion, it has a distribution plan for signi-

Cash Box/September 25, 1982
COUNTRY ALBUMS

COUNTRY COLUMN

IT'S NOT THAT UNUSUAL — As a pop recording artist and highly successful television performer in the late '60s and early '70s, Tom Jones set a course that would garner him seven million-selling singles, including "It's Not Unusual" and "She's A Lady," cementing his career as a recording artist and radio personality. Jones, who was recording during the mid '70s, he remained one of the top draws on the casino circuit in Las Vegas and Atlantic City, and, in the latter part of the decade, began concentrating on country material. Jones has, since then, come up with handful of strong songs. "What In The World's Come Over You" and "Say You'll Stay Until Tomorrow," and, although he is not readily identified as a country performer, PolyGram officials note that his "country" singles, double as the label's biggest selling ventures this past year. Here's a sampling of the acts as the Statler Brothers and the Kendalls. The Welsh sex symbol is more serious than ever about his country endeavors — he is quick to point out that one of his first recordings was "The Green, Green Grass Of Home" — and is currently in the midst of a rather expansive concert tour that will conclude with an appearance at the Oldenburg, Minn., Coliseum, Oct. 20. To support both the tour and his new album, "Tom Jones, Country," which includes cover graphics of the performer in western gear riding a horse. Jones recently mailed his new album to the press in 17 years at the Sound Warehouse in Houston. A tent was erected outside the store to assist in accommodating the 1,000 visitors who were expected to attend his Sept. 13 engagement at the Warehouse.

. . . BUT WILL THEY DRAW IN PEORIA? — We've all heard the maxim that an artist's real sellability can be measured by his relative success or failure in such Midwest markets as Peoria or Des Moines, but several acts may start gauging their own careers on the basis of a smaller town, Sils, Ill. That town, located near Moline, has a population of only 7,130, but in late August, two shows at the community's eighth annual Country Music Fair broke all existing attendance records.

On Aug. 27, Tompall & the Glaser Brothers, Sylvia and Steve Wariner topped the previous mark by drawing some 18,000 spectators. In addition, the following night, that record was erased when 25,000 attended a show that included the devastated members of the aforementioned Glaser and Leon Everette.

HALL APPOINTS SMITHSONIAN ARTS DIVISION — Tom T. Hall was recently made a member of the Smithsonian Institution's newly formed Board of Advocates. As a consultant to the Performing Arts Division, Hall will counsel on packaging of programs, preserve and develop rare and endangered forms, and help promote a national commitment to music as a significant American cultural activity.

FRIZZELL HELPS OUT WINGS — Tying in with David Frizzell's "I'm Gonna Have A Wanda" single, Universal's Outdoor division is supporting a contest in which the winner received a free "wire" party in the comforts of his own home, complete with a portable band and neon signs. KJHK personalities acted as waiters and waitresses. Pictures are (l-r): contest winner Tracy Brevers; Frizzell; and tapped three blondes, plus four "best dressed" staff, strategy promotion, audience building, funding the only country representative on the board and one of a mere handful of performers.

GETTIN' DOWN WITHOUT JAMES BROWN — The Famous Flames, backing unit for the legendary James Brown during his heyday as a progressive rhythm & blues performer, was in Nashville's Polyfou Studio recently laying tracks for an album's worth of material. Current group members penned such hits for the soul stirrer as "Sex Machine," "Papa's Got a Brand New Bag," and the group hopes to come up with a label to release the product once it is completed.

FAMILY BROWN ATTACKS U.S. MARKET — The Family Brown has compiled an impressive record in Canada since its debut in the record industry in 1971. Included in the group's string of singles are 13 Big Country awards and five Junos nominations. Naturally, the group has attempted to make inroads in the United States, and recently, is meeting with some success via its third U.S. single, "Some Never Stand A Chance." The group will be taping an appearance on "Hee Haw" during October and, later that month, will open a two-week stand at the Westbury, N.Y., Theater.

THE GREAT AMERICAN SING-ALONG — A number of country artists were featured in Steve Allen's television special, The Great American Sing-Along, Sept. 12. Produced by The Dick Clark Co. for Cincinnati's Multimedia Program Prods., the program included footage from such diverse locations as The Cannery in Nashville and The Lonestar Saloon in Pomona, Calif. Among the guests for the show were Doug Kershaw, Johnny Lee, Donna Fargo, T. G. Sheppard, Jerry Reed, the Captain & Tennille, Louis Nile, Foster Brooks, George "Boo" Lindsey and former "Duke" Tom Wopat.

STALIERS DELIVER WHATEVER IT TAKES — PolyGram recently sent out small slips to back the Statler Brothers' single, "Whatever," the black-and-yellow-colored buttons feature an olive fruit with the inscription, "whatever peppers your banana," taken from the song. The group has gone bananas over television, too, in one week, it taped seven cuts for a group's special that will appear on The Glen Campbell Show when it resurfaces early next year and will be featured in a P.M. Magazine segment in Nashville Sept. 28. The group also appeared recently on The Mike Douglas Show, which has jumped to the Cable News Network's late-night line-up, the group is also receiving much coverage on the giant scoreboard screen at New York's Shea Stadium. Its "Whatever" video is being shown at every other home game at the Mets' ballpark during the baseball season ends in early October.

. . . WHILE WE MENTION BASEBALL — Congratulations to Nashville Sounds co-owners Richard Sterban of the Oak Ridge Boys, and Charlie Daniels of Daniels, who are the Dust Twins. Their team, the Nashville Sounds, beat Jacksonville three games to one to take the Southern League championship.

GRAFITI CRAZY — One of the most controversial trends in the pop world these days is the success of girl-groups, such as the Go-Go's, Joan Jett & the Blackhearts and newcomers Banarama (they don't know the Statlers, do they?). Country, as well, has come up with some thigh-slapping for girls; for some might consider a conservative genre. Calamity Jane is certainly at the head of the pack, just releasing its fourth single from its debut CBS album. Likewise, Chamity has its third single, "Right Back Loving You Again." The latter assembled has signed with F&L Records after its two singles on Jaroco.

Cash Box | September 25, 1982
4 Top 10's in a Row.
Now Step Back!
from the album "L-O-V-E T-O B-U-R-N"

Ronnie McDowell
On Epic Records
THE COUNTRY MIKE

WOAI/San Antonio, Lee will once again broadcast his 11 a.m. - 2 p.m. radio show for the north Florida area live from the Opryland Hotel, site of this year's Country Music Assn. (CMA) DJ Week set for Oct. 11-15. Shannon, who is the Year and finalist for this year's competition in the same category, asks that any interested parties wishing to line up interviews during the four-day convention contact the station by writing Shannon at WOAI, IBM Building, 815 S. Main, Jacksonville, Fla. or by calling (904) 396-4001. The live segment from Nashville will be broadcast over Rowland Broadcasting stations WOAI, WAWW/FM/Ver Beach and WIZY-AM/FM/Macon and, pending FCC approval, WVOJ-AM/FM/Jacksonville.

CINCINNATI COUNTRY STATION MAKES CHANGES — WSAM-AM/FM/Cincinnati has made some changes in the directorship of music. Programming with Dave Turner taking over programming for the FM side and Jack Reno doing the same for the AM at the station. And as for the music for the twin stations, John Marks continues to direct it for the FM and Tony Sorge has been named music director for the AM. Previously, Turner and Marks handled the chores for both AM and FM.

DOVER STATION GETS DUNKED FOR JERRY'S KIDS — In conjunction with the Jerry Lewis Telethon, country music station WDSD/Dover helped raise over $6,000 for the Muscular Dystrophy Assn. WDSD air personalities Walt Barcus, Edward Marks and various other staff members helped to raise money by being the subjects of the station's dunking machine. Winners were awarded WDSD paraphernalia, and the live broadcast brought many listeners out to the Holiday Inn in Dover to contribute or pledge dollars for Jerry's Kids. After dying off, Barcus reported that the station surpassed last year's total and that the country station was looking forward to raising even more next year.

BOYLES RESURFACES IN COLORADO — KLZ/Denver has hired Don Boysie to be the new general sales manager for Colorado's oldest radio station. Boysie started his new job Sept. 13 after a couple of months rest after leaving WKHK/New York, where he was general manager. Having worked with WSUN/Tampa and WKHK, Boysie left New York to move to Denver, where he will work with GM Steve Egan, in the Group One Broadcasting station, which airs the ABC Radio Network. In addition to his new job at KLZ, Boysie also serves as president of the Organization of Country Radio Broadcasters.

WHO'S THE GREATEST? — McLendon Broadcasting of Dallas is preparing a radio first: To answer the question of who is the greatest country performer male or female? Both these and other categories will be answered when the International Listeners' Choice Awards are aired across the world with the listeners doing the voting. Later this month, radio stations with various formats will begin urging their listeners to nominate their greatest male artist of all time, greatest female artist of all time, greatest group of all time and greatest single of all time for their area. Former RKO programmer J.J. Jordan will serve as executive director for the polls. Any station wishing to participate in this new project should contact the International Listeners' Choice awards at their headquarters in Dallas at (214) 688-0470. Overall winners will be announced during the 12-hour radio special to be broadcast across the U.S. over the Network's Year's End weekend.

HATS OFF TO SALAMON — When Dottie West recently appeared at New York's Lone Star Cafe, she presented her white 10 gallon hat to Ed Salamon, vice-president, programming, United Stations. Salamon returned the hat to her on bus following the show. Pictured are (l-r): West; Chris Charles, host of the syndicator's Country Music Countdown; and Salamon.

PETE ADLAM, Ron McCue, Ben Ross and other staff members have raised $5,000 for the Salamon. Money was raised by the subjects of the station's dunking machine. Winners were awarded WDSD paraphernalia, and the live broadcast brought many listeners out to the Holiday Inn in Dover to contribute or pledge dollars for Jerry's Kids. After dying off, Barcus reported that the station surpassed last year's total and that the country station was looking forward to raising even more next year.

PROGRAMMERS PICKS

<table>
<thead>
<tr>
<th>Name</th>
<th>Station/Location</th>
<th>Song</th>
<th>Artist/Group</th>
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<tbody>
<tr>
<td>Cathy Hannah</td>
<td>KLAC/Los Angeles</td>
<td>Don't Break Your Heart</td>
<td>Steve Wariner — RCA</td>
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<tr>
<td>Al Hamilton</td>
<td>KEBC/Oklahoma City</td>
<td>Can't Even Get The Blues</td>
<td>Reba McEntire — Mersey</td>
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<tr>
<td>Jerry Howard</td>
<td>WAIM/Anderson</td>
<td>Somewhere Between Right And Wrong</td>
<td>Earl Thomas Conley — RCA</td>
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<tr>
<td>Henry Jay</td>
<td>WGTQ/Cypress Gardens</td>
<td>Redneck Girl</td>
<td>The Bellamy Brothers — Warner/Curb</td>
</tr>
<tr>
<td>Bert O'Brien</td>
<td>WAXX/Eau Claire</td>
<td>I'd Do It All Again</td>
<td>Jerry Lee Lewis — Elektra</td>
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<tr>
<td>Rhabraud Jones</td>
<td>WLWI/Montgomery</td>
<td>It's Been One Of Those Days</td>
<td>Bobby Smith — Liberty</td>
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<tr>
<td>Jay Phillips</td>
<td>WMIA/Chicago</td>
<td>Step Back</td>
<td>Ronnie McDowell — Epic</td>
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<tr>
<td>Jack Sackel</td>
<td>WIXZ/McKeepson</td>
<td>The End Of The World</td>
<td>Judy Taylor — Warner Bros.</td>
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<tr>
<td>Chuck Robson</td>
<td>KFH/Wichita</td>
<td>What I Did For Love</td>
<td>Marcia Beverly — Epic</td>
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<tr>
<td>Randy Hooker</td>
<td>KFRM/Salina</td>
<td>Stay A Little Longer</td>
<td>Mel Tillis — Elektra</td>
</tr>
<tr>
<td>Mike Buechler</td>
<td>KBMY/Billings</td>
<td>Sure Feels Like Love</td>
<td>Larry Gatlin &amp; The Gatlin Brothers Band — Columbia</td>
</tr>
<tr>
<td>Joe Patrick</td>
<td>WNOE/New Orleans</td>
<td>Are We In Love</td>
<td>Charlie Ross — Townhouse</td>
</tr>
</tbody>
</table>

SINGLES REVIEWS

OUT OF THE BOX

REBA MCENTIRE (Mercury 76150)
Can't Even Get The Blues (2:27) (Coal Miners Music Inc./Elektra/Asylum Music Inc. — BMI) (T. Dampfer, R. Carnes) (Producer: J. Kennedy)

JOHN CONLEE (MCA MCA-5216)
I Don't Remember Loving You (3:39) (Tree Pub Co., Inc. — BMI) (H. Howard, B. Bradaddock) (Producer: B. Logan)

HANK WILLIAMS, JR. (Elektra/Curb 7-89960)
The American Dream (2:16) (Bequephus Music Co. — BMI) (H. Williams, Jr.) (Producer: J. Bowen)

BIGH AL DOWING (Team TRS 10022)

WILLIE NELSON & WEBB PIERCE (Columbia 38-03231)
The Jailhouse Now (2:06) (APRS — BMI) (J. Rodgers) (Producers: W. Nelson, C. Moman, W. Pierce)

CARYL LANE (Liberty P-1483)

SONNY JAMES (Dimension DS-1036)
I'm Looking Over The Rainbow (2:58) (Marson Music Inc. — BMI) (V. True, S. James) (Producers: S. James, K. Stills)

NEW AND DEVELOPING

CALAMITY JANE (Columbia 38-03229)

While possibly the most infectious cut from the quartet-turned-trio's debut album, "Love Wheel" finds the all-girl act taking vocal turns with a rhythm that consistently builds to the climactic chorus, propelling by the group's powerful harmonies. Especially considering their gender, this is not by any means a tame act, and this emotion-fueled three minute disc contains more energy and vitality than any other release country programmers have seen for months.

ALBUM REVIEWS

TOM JONES COUNTRY — Tom Jones — Mercury/PolyGram SRM-1-4062 — Producers: Gordon Mills and Steve Povich — List: 8.98

Jones and his producers have obviously taken great strides to ensure that his second PolyGram album is perceived as country product. The platter concentrates on simply written and sparsely produced tunes that showcase Jones' timeless presence in a flattering manner, and the title and graphic representations serve to enhance the direction this Vegas mainstream has taken.
IDENTIFYING THEMSELVES — RCA recording acts Evelyn King and Tavares got together at the company’s New York studios last week to record radio station IDs under the supervision of Basil Marshall. RCA’s manager of black music product production. Picture are (l-r): Chubby Tavares, King, Ralph Tavares and Marshall.

TOP 75 ALBUMS

HOT CROSSOVER VINYL — While they only comprise three percent of the total chart, there is a trio of reverse crossover titles on the Cash Box Black Contemporary Singles chart moving up with a bullet. In the vanguard of this crossover is Michael McDonald’s current Warner Bros. single, “It’s Over (For Good This Time.” The D.C. natives are finding a crossover bulging up the B/C Singles chart this week at #40, followed closely by Sire synch group Yazz’s club and dance fave, “Situation,” which is moving in on the Top 40 of the B/C Singles chart at #49 bullet. The cuts have been on the chart for six and five weeks respectively. On the B/C Singles chart the last four weeks is Steve Miller’s Capitol Records single, “Abracadabra,” the rocky tune that has forged a spot this week at #61 bullet.

ALL THAT JAZZ — For 25 years the Monterey Jazz Festival has been hailed and celebrated as the most prestigious of such music marathons of its kind on the west coast. This year they will celebrate that silver anniversary during an event meant to underscore the festival’s role as one of America’s most celebrated. Planned is a mixture of the traditional and the new, as always showing how the truer values of jazz have merely expanded over the years. In honor of the event’s 25th anniversary, around a special Thursday, Sept. 16, 1982 show and dinner is planned. Cocktails and a special repeat including king crab, giant prawns and prime rib will be offered to a maximum of 500 attendees, while all attendees that get there on Thursday can buy special $10 per head tickets to see a special pre-festival line-up of music talent. Scheduled is the Bay Area’s own saxophonist Ray Pizzi with Ron McCroy, Poncho Sanchez and his Latin Jazz Band, Gerald Winold and the Orchestra of the ’80s and Carmen McCrae. The opening night of the festival features the traditional with the late Cal Tjader’s Sextet, the Monterey Jazz All Stars, Dr. Bruckeb Quartet, Dizzy Gillespie Quartet and Mel Lewis with the Jazz Orchestra (special guest Bob Brookmeyer). Blues, as usual, is the order of the day during the Saturday, Sept. 18 mate show, featuring Eddie “Cleanhead” Vinson, Albert Collins and the Icebreakers, the Ee James Band and others. The Saturday night show continues to feature jazz of an international flavor with bands from France, Japan, Sweden and the Philippines, along with Tito Puente and the Latin Jazz Big Band. Saturday afternoon will follow the same tradition of Tomos and Monterey Jazz Festival High School competition and the California High School All-Star Jazz Band will join the action. Clark Terry, Bob Brookmeyer, Mundell Lowe, Patrice Rushen and the three others will join in with such as Bob Instrum. Jerry Heaton, Sunday night’s line-up epitomizes the festival’s blend of the familiar and the new, such as Free Flight, Gall Wynters and the Red Rodney and Iris Sullivan Quintet will be making their debuts at the festival along with returning artists such as Joe Williams, Woody Herman and the Young Thunder Bird and the Gerry Mulligan Quartet, saxophonist who has taken ill. As an adjunct to the festival, “Commemorative Weavings” by Patricia Kreider will be on sale through silent auction, with proceeds set for the “Cal Tjader Memorial Scholarship Fund.” Tjader appeared at the first Monterey Jazz Festival in 1958 and was a frequent guest at subsequent festivals. Headliner artist Allen Vizzutti and his Red Metal Band are headed for the MidEast later this month to appear in the Israeli Jazz Festival in Jerusalem, where he will appear with acts like Billy Cobham, Larry Coryell, Alito and Flora Purim. The Israel stop is the first in a 10-date tour for Vizzutti... There will be a special emphasis on jazz at the upcoming 17th annual Music Personnel Conference set for Oct. 20-24 in St. Paul, Minn., where jazz radio programmers, producers, recording company reps, writers, musicians and others are to participate in a series of seminars and workshops. Tentatively scheduled as keynote speaker during the jazz portion of the conference, which was coordinated by WBBQ/Buffalo music director John Hunt, is Dr. George Butler, vice president, jazz/progressive A&R, Columbia Records. Discussions will range from topics such as who is listening to jazz to “jazz promotion: does it get equal treatment at the radio stations?” Hunt said that panelists for the workshops and discussions have not yet been finalized.

SHORT CUTS — The Columbus Day International Music Festival in Acapulco, which will feature a line-up including The Crusaders, Hiroshima, Herb Alpert, George Benson, and others, is scheduled to go on as planned despite the ailing Mexican economy. Chiey organized by KABC-TV news reporter Larry Carroll, the event is set for Oct. 8-10 at the Mexico resort city’s Convention Center Complex on Costera Alemar (Cash Box, Aug. 7). Emanuel George was recently named national promotion director, Fantasy Records. He most recently served as RCA San Francisco promotion rep... The Small Independent Record Manufacturers Assn. (SIRMA) recently hosted its 14th annual meeting in New York where Upper Hill Records president Bob Rober spoke on the plight of the independent record company. Joining Robinson was WBLS Mr. Mag speaking on radio’s impact and current trends and Mother’s Love President Terri Ross speaking on national promotion. The meeting was held at Manhattan Community College.

michael martinez
MOST ADDED SINGLES

1. BAD BOY/HAVING A PARTY (MEDLEY) — LUTHER VANDROSS — Epic
2. WILD, WILLO, WILLY, WATT, KDAY, KDYR, WGPR-FM, WYLD-FM, WQIK
3. HOTS: ATTACK OF THE NAME GAME — STACY LATTISAW — Cotillion/Native Dancer, WAMO, WLOU, WHC, WATF, Wavin, WWVA, WWMN, WGPR-FM, WHK
4. JUMPS: ALFIE SILAS — RCA
WGV, WSKL, WLOU, WADA, KDAY, WKB, WBMX.
5. KEEP AWAY GIRLS — STEPHANIE MILLS — CASABLANCA/POLYRM

MOST ADDED ALBUMS

1. WHAT TIME IS IT? — THE TIME — WARNER BROS.
WILD, WAMO, WATV, KSD, WMAQ, KOL, 1 000 MORE POP SONGS: THE FOUR TOPS — CASABLANCA/POLYRM
WLC, WILLO, WEDR, KPRS
2. HORTON — COTTONFIELD — BOARDWALK
WSOK, WGPR-FM, WMOD, WBMX

UP AND COMING

I'M SO EXCITED — POINTER SISTERS — PLANET/RCA
NASTY GIRL — VANITY 6 — WARNER BROS.
PUT IT IN A MAGAZINE — SONNY CHARLES — HIGHLANDER
SHAKE IT DOWN — RAFAEL CAMERON — SALSOUL/RCA
**It could lead to active so-called “affirmative action” hiring proposals by radio and television and remove several conten- tion advertisements and shows from the airwaves, task force members said.

The study group, in its 186-page report, urged the CRTC to set up toll-free phone lines and post-age-free mailing addresses so the public can launch complaints.

Anticipation for revenue and license renewals, the CRTC could review their performance in the area of stereotyping, the report said.**

**Far from condemning the findings, the broadcast community last week hailed the report as an important first step in eliminating inaccurate ads and programs.**

**“We think we have a responsibility to women to clean up the mess,”** Steel said in an interview. “We always be bad programming and advertising, but we have to do our best to keep it to an absolute minimum.”

A representative of the Canadian Broad- casting Corp. (CBC) put it best when he said legislation isn’t possible in such a creative field.

**“But vigilance is,”** Gordon Bruce said.

The group said the federal government should try to keep women in touch with the CRTC and the CBC.

**Judy Erola,** federal Minister for the Status of Women, said last week the government will try to keep it that way.

**There was no indication whether the CRTC would adopt the proposals, but consumers will be able to monitor the campaign at a website and get a free study “will take a high priority right away.”**

**WEA U.K. To Stress Cassette, Catalog LPs**

**LONDON — New plans for an extensive LP and catalogue campaign aimed at getting maximum exposure for all back catalog product was revealed recently by Jeff Kerr, sales management, sales promotion, WEA, at the company’s recent conference held in Maidstone, Kent. New plans aimed at developing cassette marketing were also announced.**

By 1983, WEA estimates that cassettes will be taking up as much as 25-30% of the entire catalogue sales of new releases from major artists.

**WEA’s managing director, Charles Lewis,** also announced a new tie-in with “The Silver Fox” and the Scorpions’ “Blackout.”

PolyGram also took the entire platinum status for their releases and Decadence/Solace.

Lewis said the whole Human League’s “Don’t You Want Me;” and it also received gold award (50,000 copies) for “Coup’s “Hurt So Good.”

The only non-PolyGram certification went to Nanette Workman’s “Call-Girl” on Kebie Discus, which qualified as a gold single.
AROUND THE ROUTE
by Camille Compasio

A new merchandising package, the brainchild of Bally Midway’s vice president of marketing Stan Jarocki, will be premiered in conjunction with the introduction of the factory’s next scheduled game, which is targeted for early October release. The “Super Shooter Competition Kit” is what it’s called, as we learned from advertising and sales promotion manager Jim Jarocki, who has been coordinating the project (couldn’t get him to tell us the name of the new game, though!). As Jim explained, the package is geared exclusively to arcades and is the company’s way of helping operators to generate increased earnings by encouraging tournament play on Bally Midway video games. The kit is self-contained, providing the operator with all of the necessary paraphernalia for competition play and will be available on a limited scale—one package per location. For further info, give Jim a call at (312) 452-5200.

Loewen America president Rus Strahan is just coming off of “a very good summer season,” in terms of sales of the current “Prestige” and “240-1” NSM phonographs. He’s expecting more of the same as we get into fall and winter, and

Crouse Promoted To Vice President Post At Williams

CHICAGO — Michael Stroll, president of Williams Electronics, Inc., announced the appointment of Ron Crouse as vice president. “Ron has been associated with Williams for over five years and during that time has never failed to contribute his time and efforts to any project large or small on which he could be of assistance,” stated Stroll, in making the announcement. “His clear and cogent thinking has shaped many of Williams’ policies and his management capability has contributed greatly to the success of the company.”

Distribbs Hopeful Technology Will Expand Player Base

by Jeffrey Ressner and Camille Compasio

LOS ANGELES — Over the past year, distributors of coin-operated machines have witnessed several major changes in the industry, ranging from the introduction of more sophisticated equipment to an influx of operators who plunged into the business without any real knowledge of the trade. As the fourth quarter of 1982 gets underway, a survey of major distributors of coin-op devices reveals that locations are beginning to get more demanding regarding the units they accept, operators are getting more knowledgeable and selective about the video games they buy and everyone involved with the electronic amusements is eagerly awaiting new advancements in the field to entice an even larger player base.

The romance between the media and video games has put location owners in the position of being able to identify by name the games they want, a situation which was practically nonexistent a year ago but is becoming increasingly prevalent, according to Brad King, sales manager at El Dorado, Ark’s Jack’s Amusement Company. Players cater to the locations that house the most popular games and locations wield the power of their newfound knowledge over operators, with the general attitude being “if you don’t give me what I want, I’ll get it from someone else.”
Industry News

Distributors Hopeful Technology Will Expand Player Population

(continued from page 79)

Obviously, this situation makes competition a hot topic and pits operator against operator in the struggle to please location owners.

Peter Betti, general manager of Los Angeles' Betson Pacific distribution firm, believes this situation "means operators are losing control of their business." Adds Betti, "The operators out there are getting whip-sawed; every time a location sees a hot new game of course they're going to request it, but it's not viable for the operator to follow through on these demands."

C.A. Robinson's executive vice president Ira Littelman concurs that the locations' insincerity on specific wants is a dangerous trend, and says as it continues more and more operators will be forced to institute contracts, minimums and guarantees on each piece. "It's a reaction business," comments Littelman, who suggests operators follow a four-step process when purchasing new equipment. "First and foremost," he states, "it's the responsibility of the operator to gather information from reliable sources about the test performances on specific games. Then I'd say a close working relationship with a reputable distributor is recommended, someone who'll call the factory. Our operator when a new game comes in from the manufacturer, someone can rely on for advance information and wise advice. Third, it's important for the operator to get 'hands-on' experience with the machine, to play the game extensively and get that magic, get feeling it's going to be a profitable piece. And last (and least), consult magazine articles or trade charts on which machines are the most popular."

As far as getting a good mix of machines, Littelman recommends "no mix at all; just buy the best machines available for cash." However, other distributors have different feelings about putting together a mix of games. Marie Pie, branch manager of Phoenix, Ariz.'s Circle International Co., suggests game room operators carry "the basics" when planning an arcade. "We never put together a game area in Arizona that doesn't have an Asteroids, a Defender and a Pac-Man," says Pie, "and we always tell operators who want to have 40 games in a room to just buy 35 for the time being and make room for new machines as they come in." Overall, adds Pie, operators are very cautious these days in their buying habits, although she stresses ops are buying new machines in increasing numbers.

We're real advocates of buying for the top locations, and then refurbishing the older machines and rotating them to the secondary locations," states Stan Larsen, vice president of Salt Lake City, Utah's Struve Distributing Co., Inc. "Locations are getting more specific about what kinds of games they want and so are operators. They're just buying the proven winners."

Jerry Marcus, president of Bally Midwest in Chicago, concurs. "Operators are still buying the 'hit' pieces," he observes. "They're not buying the 'good' games, only the 'great' games because these are the ones that are bringing in the earnings. It just doesn't pay to buy a product that is priced the same at a 'hit' but not earning the top back."

Marcus went on to point out that the player base is becoming increasingly "labeled conscious" and is feeding quarters exclusively to the "name brands," rather than taking a chance on a new game." "At Bally Midwest we recommend the operator buy the top pieces," he continues, "and for a good mix on his route I would suggest buying a good-name new released piece, rather than a secondary item that does not have good earnings potential."

Marcus suggested further that ops "take a second look at the 50/50 commission split and come up with a better arrangement" to do a profitable business in today's market. "Resist the locations that keep asking for top pieces but don't really deserve them; don't let a low profit location dictate to you; you're better off giving it to the competition."

As far as new innovations in the field of video games, many of the distributors questioned expressed optimism that up-and-coming trade shows, such as the JAA convention in Japan and the AMOA's November Exposition in Chicago, would unveil a number of exciting titles. Says Larsen, "People know there's no good game this year, but the game is totally new is Subroc-3D from Sega which is supposed to have a truly three-dimensional game play."

Struve Distributing Co.'s Stan Larsen believes that the next few months will "undoubtedly" introduce new technology to the industry, and has great hopes for 1983's collections. "After all," says Larsen, "who would ever think we'd have the amazing Imagi-game we have now, when just a short time back the only video games around consisted of bouncing balls that moved from one side of the screen to the other?"

Token Bags Available From Business Builders

CHICAGO — Special bags for tokens are now available from Business Builders of Cupertino, Calif. These bags can be used for special promotions, prizes, or just as a means of packaging tokens in $5, $10 or $25 quantities.

"Many game center operators requested some type of container for tokens to be sold or given out," explained Carol Kantor, president of Business Builders. "I've researched on specific games and token bags and there are different types of bags and containers that are available, ranging from 15 cents to $3 in price. There are a large variety to choose from, but I added, "but I have selected just a few that are better for this application to include in the Business Builders line of promotion products."

The economy bag and a premium leather bag are being offered by the company.

The economy bag, which holds up to 50 tokens, is of three-inch by four inch unbleached cotton fabric with a drawstring. The price starts at $15 cents each for a minimum quantity of 1,000. A custom imprint of the location name, token design, or other special designs or logos can be added to this bag, which is also available with a mailing tag sewn on for other promotions such as sending the old wooden nickels that are redeemable for tokens to potential customers.

The premium all leather bag is a little larger in size, three and a half inches by five inches and is made of a soft goat skin leather in black, brown, red, and blue. The tobacco theme leather bag can hold 100 tokens and would be an excellent gift or prize item. It can be printed in 74 TKT hot stamp standard colors.

Further information about these products may be obtained by contacting Carol Kantor, Business Builders, 10381 S. DeAnza Blvd., #209, Cupertino, Calif. 95014.

Louisiana Ops Unite To Form State Association

CHICAGO — About 50 operators of music and games equipment assembled recently at a luncheon meeting in the Baton Rouge Hilton for the purpose of forming an industry association that would serve as "the voice of the amusement and music operators in Louisiana." The newly formed group is called the Louisiana Amusement and Music Operators Assn., with headquarters in Baton Rouge.

A charter, budget, officers and an executive officer have already been approved and the office of the state association has been designated as a nerve center for disseminating information to the membership as well as a clearing house for sharing ideas and experiences.

As stated by an association spokesman, the primary purpose of the Louisiana Amusement and Music Operators Assn., is to provide assistance to both individual operators in the operation of their businesses, thereby establishing a unified effort "visible to the public and to government officials, for the benefit of all members."

Officers Appointed

Those serving as charter officers are: Robert Nims (New Orleans), president; David Goudreau (Lafayette), vice president, Barney Atkins (Jonesville), secretary-treasurer; George Muston (Lafayette), immediate past president designate; Mike Can- non (Madisonville), Nick Patch (Shreveport) and Ricky Ross (Lafayette), directors; and Edison Campenella (Baton Rouge), executive vice president.

In commenting on the new organization Robert Nims, New Orleans charter chairman, stated: "There have been many individuals who have worked diligently for our industry, however, each time a problem would arise we were asked 'where is your state association?' The need was most conspicuous by the absence of the association."

Robert Waller's first acts as LAMOA's charter president was to appoint George Muston as their charter chairman. Waller urged all interested parties wishing to join write or call Ed Campanella, P.O. Box 80764, Baton Rouge, La. 70898. The telephone number is (504) 293-4100.

Calendar

Sept. 24-25: West Virginia Music & Vending Assn.; annual convention; Ramada Inn; South Charleston.

Oct. 7-10: NAMA national convention; The Rivergate; New Orleans.

Oct. 15-16: Amusement & Music Operators of Virginia; annual meeting; John Marshall Hotel; Richmond.

Oct. 9: Washington Amusement & Music Operators Assn.; fall meeting; Daven- town, P.O. Box 2602, 224; charter.


Nov. 17-20: AMOA international convention; Hyatt Regency Hotel; Chicago.

Nov. 18-20: IAAPA annual convention; Citi- tude Hall; Kansas City.
TRG Names Sharpe As Vice President

CHICAGO — TRG Communications, the New York-based marketing and sales promotion company, announced the appointment of Roger C. Sharpe as vice president. The move is in line with the company’s commitment to expand its efforts in serving the growing needs of the coin machine industry, according to TRG.

Former managing editor of Gentleman’s Quarterly magazine, where he was affiliated for the past eight years, Sharpe has for some time been regarded as a preeminent technician of the coin machine industry. His efforts have included numerous articles in such publications as The New York Times, Electronic Games (where he is also a contributing editor) and the major trade journals. In addition, Sharpe authored the noted Pinball book and lent his expertise in a number of legal decisions pertaining to the coin machine industry.

TRG Communications has distinguished itself during the last eight years as a progressive organization with a unique understanding of the coin-op industry’s promotional needs. TRG’s achievements for the industry are highlighted by its creation and coordination of a comprehensive promotional plan for Bally’s National SuperShooter pinball tournament; Stern Electronics’ involvement with a Heart Fund drive which took place on college campuses across the country, and the implementation of the Lake Placid Olympic Village arcade tournament for Bally Midway Corp., Bally Midway Mfg. Co. and Irving Kaye Co., staged during the 1980 Winter Games.

‘Positive Impact’

In viewing his role with TRG, Sharpe stated, “It’s always difficult to leave a place that has been home for so long, however, the potential at TRG seemed limitless and, I suppose, I have probably been gravitating to an opportunity such as this, where I could be more effective and directly involved in initiating programs that would have a beneficial and positive impact for the games as well as the people behind them in terms of the public’s attitudes and, often, misconceptions regarding the value and integrity of both,” he continued. “I would even go so far as to hope, given TRG’s reputation, that together we can now begin to more fully explore and initiate marketing and promotional activities which could serve to shape the future development and utilization of coin-op games in all areas of life.”

Lynn Rabin, TRG’s executive vice president, commented, “We recognize and value Roger’s past accomplishments as well as his

(continued on page 34)
HOT NUMBERS
FROM THE OPERATORS

ALABAMA

"Close Enough To Perfect"

IN HOGUE, President
It's One-Stop, Richmond, Va. — "What can I say...other Smash... 'Close Enough To Perfect'."

SHARON CIASNOCHA, Buyer
Singer One-Stop, Chicago — "We had calls for 'Close Enough To Perfect' before it was even released — Pop
and Country! Great Record! Great Group! Own 'Super!'"

BB19** CB17* RR16*

CHARLEY PRIDE

"You're So Good When You're Bad"

JUDY BRACKNELL, Buyer
One-Stop, Atlanta — "Charley's 'You're So Good When
You're Bad' best selling out right now. We're getting
some Pop jukebox action!"

PETE BUSTAMONTI, Manager
ABC One-Stop, San Antonio — "You're So Good When
You're Bad', best record Charley's had since "Kiss
An Angel". Doing real well with our retail accounts!"

BB22* CB19* RR20*

RAZZY BAILEY

"Love's Gonna Fall Here Tonight"

GUS TARTOL, President
Singer One-Stop, Chicago — "One of the hottest artists
talk? We're doing great business with 'Love's Gonna
Fall Here Tonight'."

CHET KAJESKI, President
Martin & Snyder One-Stop, Detroit — "Razzy Bailey
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AROUND THE ROUTE

(continued from page 29)

ANTICIPATES SURPASSING LAST YEAR IN TOTAL SALES

We bid "welcome home" to Bally Midway's service manager Andy Ducay, one of the few (if not the only one) in our industry to travel all the way to Saudi Arabia to conduct a service school. The five-day program was actually a combined effort between Andy and Barry Thompson of Bally Continental-London, under auspices of Bally Continental-London, and was held in London, with instruction focusing on Bally pins and Bally Midway video games. Coin-op games are still rather unique to the Arts, we would say, and the presence of them for just about a year or so. The arcades out there are very up-to-date and similar in decor (carpeting, etc.) to their U.S. counterparts, as Andy pointed out: the games are all operated on tokens and game players are predominantly young people. All in all this was a very unique experience, according to Andy who observed, "it was the most interesting city I have visited to date."

Attention jukebox ops: In the words of Singer One Stop's Gus Tartol, "you are ready for another 'Hard To Be Humble.'" If so, give a listen to the current Mac Davis single "The Beer Drinkin' Song" (Casablanca) which is a "natural for all types of locations," according to Gus, and should be a big jukebox hit.

Stemming from the recent Gulf Oil leak was Campbell just returned from his most recent business trip which took him to Toronto, Montreal and Edmonton in Canada, plus a few stops in the United States to visit with factory distributors and sing the praises of the new "Tutankhamun" video game. Distributors just chimed right in, Tom said, which made this far less than a Stern experience couldn't be more pleased about it. "We're very encouraged," he added.

New Equipment

(continued from page 31)

SPEAKES the right side joker lane.

Lighting the first joker scores 5,000 points. The second and third 15,000 points. And the third 15,000 points and the fourth 20,000 points for a total of 50,000 points; lighting all four wins a free ball.

The "Wheel of Fortune" is one of the game's most enticing features. When a ball enters the outboard, the wheel spins and the bonus countdown is going on simultaneously. Players receive the value scored (usually points), however, there is also a hole for add-a-ball or subtract-a-ball.

As Tom Nieman further pointed out, Speakeasy is a solid-fashioned, 2-player flipper that combines the best of the tried and true pinball themes with the latest electronics for a thrilling pinball package.

Andersen Victorious In Democratic Primary Race In The State of Missouri

LOS ANGELES — C.A. (Art) Anderson, owner of Wayneville, Mo.'s H.A.M. Autovend and a coin-op professional for 37 years, has won the Democratic party's nomination for state representative-Pulaski County. Anderson has held practically every governing post in the National Automatic Merchandising Association (NAMA) and is a past officer of the National Automatic Merchandising Asso. (NAMA).

"I realize and fully understand many of the problems facing the smaller vendors today," remarked the primary winner, "and that's why it is crucially important to speak out. Our silence and inaction has gone on far too long. We vendors must now stand up to unfair taxation and negative regulations against our very livelihood."

"I strongly urge all vendors to become active and communicate to their legislators the issues. And that the Republican's Anderson continued. "Here in Missouri, during the 1981 legislative session, the vendors were influential in stopping 28 bills detrimental to the vending industry. A sound, effective voice, because 14 bills were related to sales and use tax; eight to cigarettes and tobacco; two for beverage containers and litter; and four directed towards vending machines and other unjust taxes."

TRG Appoints Sharpe To Post Of Vice President

(continued from page 31)

very unique sensitivity and insights into the minds of the coin-op industry and see his addition as a major factor in TRG's continuing effort to meet the demands not only of those companies but also independent dealers as well. However, Roger also brings to TRG's experience within the consumer electronics field which he is very well versed in. According to TRG executives, "Bob's experience with the consumer electronics field which he is very well versed in. According to TRG executives, "Bob has been involved in the consumer electronics industry for many years and is a true expert in the field."

"In addition to his extensive knowledge of the consumer electronics industry, Bob's experience with the coin-op industry is invaluable for TRG as we continue to expand our offerings in this area," said TRG President and CEO David Sharp. "Bob's expertise will be critical in helping us grow and develop our coin-op products and services."
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76169

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They’re students at the East Harlem Performing Arts School.

Kool and The Gang contributed one thousand dollars to support their school’s special program of education. And the Ampex Golden Reel Award made it possible. It’s more than just another award. It’s a thousand dollars to a charity named by artists receiving the honor.

For Kool and The Gang, Celebrate was the album. House of Music was the recording studio, and these kids were the winners.

So far over a quarter of a million dollars in Golden Reel contributions have gone to designated charities. For children’s diseases. The arts. Environmental associations. The needy.

Our warmest congratulations to Kool and The Gang, House of Music and to all of the other fine recording professionals who’ve earned the Golden Reel Award.

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