ANNOUNCING JOHN COUGAR'S DOUBLE.

DOUBLE PLATINUM.
"AMERICAN FOOL."
RVL7501

GOLD.
"HURTS SO GOOD."
R209

GOLD.
"JACK & DIANE."
R210

And introducing the next single,
"HAND TO HOLD ON TO."
R 211

John will be appearing live on SCTV Friday,
November 12 at 12:30 PM, performing 'JACK & DIANE' and "HAND TO HOLD ON TO"

Management: GAFF Music Ltd.
EDITORIAL

A Hard Act To Follow

The announcement that Joe Cohen will step down from his position as executive vice president of the National Assn. of Recording Merchandisers (NARM) was indeed a surprise. Since taking over the position in 1978, Cohen has presided over one of the most difficult and exciting periods in NARM's history.

NARM today is a highly effective and totally committed association, thanks in many respects to Cohen. Such programs as the "Gift of Music," the newly approved promotion and merchandising tie-in with the Grammy Awards Show, the Bank-Card and bar coding pushes and many others all reflect Cohen's influence. In addition, his work to make the various retailer, rack jobbers, one-stop and independent distributor committees effective once again has surely helped at a time when the industry as a whole is trying to find its way through the recession.

Cohen set a new standard for a leader of NARM, and his successor will have a very large pair of shoes to fill. As exhibited at the recent Retailers Advisory Committee meeting in Houston and the Rack Jobbers Conference in Scottsdale, NARM somehow found a way to get the representatives of various industry segments together to cooperate with each other without accusations or bitterness. Cohen, in large part, must be credited for his tireless work in creating this air of cooperation.

However, Cohen won't be disappearing from the scene — and that is good. While stepping down as the head of the NARM professional staff, he will continue as a full-time vice president working on what must be his two pet projects — the Gift of Music and the Grammy Awards Promotion. These two projects alone could mean millions of extra units sold every year, and judging from his performance so far, if anyone can make them go, it is Joe Cohen.

ON THE COVER

In the midst of the post-Urban Cowboy country craze in which every record seemed geared toward pop crossover, one Earl Thomas Conley, an introspective and poignant singer/songwriter on the small Sunbird label, emerged. While Conley had recorded several singles for a couple other labels with lesser degrees of success, his first release for Sunbird Records, "Silent Treatment," went into the Top 10 on the country charts, and its successor, "Fire & Smoke," fared equally well.

Just two years after that initial Sunbird reaction, Conley is an RCA artist with a strong track record of high-charting singles that showcase his penetrate penetrating abilities within the context of distinctive, glossy harmonies and impeccable productions.

And while he still maintains a somewhat elusive personal stance — an outsider viewing the inner drives of his subjects — his vocal renderings have matured, marking him as a singer with soul and conviction. His third album, "Somewhere Between Love and Wrong," proves what many have suspected for some time — that ETC is one of the most consistent yet diverse artistic talents in Nashville today.

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AMERICAN FOOL
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FOREVER, FOR ALWAYS, FOR LOVE
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B/C ALBUM

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COUNTRY SINGLE

MISTAKES
Don Williams
RCA

INCognito
Spiryda
MCA

PRESIDENT

DON WILLIAMS
RCA

VOLUME XLIV — NUMBER 23 — October 30, 1982

HE INTERNATIONAL MUSIC / COIN MACHINE / HOME ENTERTAINMENT WEEKLY
The image contains a list of songs, which appears to be a chart or a list of singles. The text is formatted in a way that suggests it is a radio station's playlist or a music chart. The content includes song titles, artists, and possibly other details like record labels or years. The text is likely to be read naturally as a list of songs in a chart format.
Cohen Will Exit NARM Post To Guide Consumer Projects

by Michael Martinez

SCOTTSDALE, Ariz. — The National Assn. of Recording Merchandisers (NARM) will be embarking on a manhunt to find someone to assume the duties of NARM executive vice president Joe Cohen, who will step down to devote more time to the “Gift of Music” ad campaign and the upcoming Grammy Awards grants program.

Cohen made the announcement during the opening of the NARM Rack Jobbers Convention last evening, following ratification of his executive reorganization proposal by the NARM board of directors. The convention is held annually at Scottsdale’s Registry Resort prior to the opening of the conference.

Cohen, who has held his current post since 1978, said he will remain with NARM in a “vice president/marketing” capacity to be more intricately involved in development of consumer-oriented promotion ideas. He said his efforts will be designed to stop the downward spiral that the record industry is now experiencing.

Key to this effort, according to Cohen, will be insuring the success of the “Gift of Music” institutional ad campaign which has been in preparation since the beginning of this year. Another key program will be the 1983 Grammy Awards Presentation.

During an earlier meeting of NARM’s Retailer Advisory Committee in Houston, lengthy reports containing the goals, objectives and tentative plans for each campaign were introduced (Cash Box, Oct. 16, 23).

“Discover Grammy Music”

At the Thursday, Oct. 21, business session of the rack conference, Cohen revealed the slogan and merchandising thrust that will highlight the Grammy Awards promotion: “Discover Grammy Music.” In addition, more specific plans for fourth quarter 1982 and first half 1983 implementation of the NARM “Gift of Music” ad campaign were outlined by Michael Reingold, senior vice president/management supervisor of the advertising firm of Humphrey, Browning, MacDouglell, which is the agency NARM selected to research and develop the ad strategy.

With testing of the ad campaign on TV and radio scheduled to begin in four test markets in November, Cohen said it was time for him to concentrate on his efforts on “creating even more promotional and merchandising opportunities for retailers and racks” to employ in connection with the campaign.

To facilitate the move, he said, NARM will begin the executive hunt for his replacement in January 1983, with plans to name a person to the position in May 1983.

“This person will enter the job as a vice president and will be groomed to handle many of the duties I assumed and grew into when I accepted this job,” Cohen said. He added that “it’s important that we be flexible in choosing a person for this position. The candidate must have an understanding of industry issues, be able to administer a staff of people and like traveling.”

Cohen said further that he would work with the new executive, who would report to the NARM president and be charged with coordinating merchandising development, newsletter information, membership activity, broken record service and the Video Software Dealers Assn. (VSDA), the video arm of NARM.

“Two More Years”

“I won’t leave the candy store until I know NARM is in good hands,” said Cohen, adding, “I will be stepping down from my current post, but will probably sign a contract for two more years.”

In addition to the “Gift of Music” campaign, Cohen will also see Golden Plated Gramophone promotion. Cohen will also devote more time to finding ways of cross-merchandising prerecorded music with other industries, conducting consumer research projects and seeking alternatives to radio, most notably with MTV and other cable TV outlets.

Clearly, the implementation of the “Gift of Music” ad campaign was an immediate necessity, he said...

Cash Box/October 30, 1982
BUSINESS NOTES

NARAS Announced MVP Nominees

NEW YORK — The New York chapter of the National Academy of Recording Arts and Sciences (NARAS) is presenting its fourth annual Most Valuable Player awards Oct. 26 at RCA’s Studio A in New York. The academy will also pay tribute to composer George Antheil. The tribute will include Maurice Hines as master of ceremonies and pianists Dick Hyman, Dick Katz, Frank Owens, Pat Rebillot, Hal Schaefer, McCoy Tyner, George Wein and Dick Wellstood.

This year’s MVP nominees include trumpeters Randy Brecker, Jon Faddis, Marvin Stamm; trombonists Wayne Shorter and Jim Pugh; and bass trombonists Paul Faulise, Alan Raph and Dave Taylor. Tuba players Don Butterfield, Howard Johnson and Tony Priolo are also nominated.

Other nominees are soprano saxophonists Jay Beckenstein, Dave Tofani, Dave Sanborn and George Young; tenor saxophonists Michael Brecker, Eddie Daniels and Lou Marini; bassists Charlie Haden, Ron Carter, Gene Ammons and John Davis; and drums: John Densmore, Elvin Jones, Jim Keltner, and John Camo, Wally Kane and Romeo Pequeño; harp players Gloria Antonini, Gene Bianco and Margaret Ross; organ players Paul Griffin, Dick Hyman and Richard Tee. Tee, Rebillot and Bernhardt are also nominated as electronic keyboardists.

Nominated for miscellaneous instrument is jazz musician and writer Jan “Toots” Thielemans and nominated for male backup singers are Gordon Grody, Kenny Karen and Luther Vandross, and female backup singers Linda November, Ann “Toots” Rucker, Marlene Marlowe and Florencia Ver Planck and Florencia Ver Planck.

For further information, telephone (212) 755-1535.

PolyGram Group Shifts Management Personnel

NEW YORK — Heading several PolyGram Group management changes is the appointment by PolyGram shareholders of Dr. Wolfgang Hix as chairman of the supervisory board of the management/holding company PolyGram GmbH (Federal Republic of Germany), effective Jan. 1, 1993. Hix, who is president and chief executive officer of the PolyGram Group, has also been appointed as a member of the supervisory board of the management/holding company PolyGram B.V. (The Netherlands), also effective Jan. 1, 1993. Both appointments were made via PolyGram. On Jan. 1, Timmer will become president and chief executive officer of PolyGram B.V./GmbH. PolyGram group management will then consist of Timmer and the executive vice presidents Dr. Hermann Franz, Dankert J. Funf and David G. Fine. Fine has been nominated as executive vice president PolyGram. Since January 1975, he has headed PolyGram U.K. as chief executive of PolyGram Leisure Ltd. in London, where he will continue to be based.

Succeeding Fine as head of PolyGram U.K. on Jan. 1 is Ramon Lopez, who is currently managing director of PolyGram Record Operations Ltd. (PRQ) U.K.

Dr. Werner Vogelsang, president of PolyGram Record Operations International and vice president PolyGram Group, will retain his position as executive vice president PolyGram. Dr. Hix will also take part in the PolyGram group management.

18-Month Probe Uncovers Record Piracy Ring

NEW YORK — An 18-month long Federal Bureau of Investigation (FBI) probe into recorded sound piracy resulted last week in the arrest of 10 individuals involved in the illegal reproduction and distribution of cassettes and 8-track tapes. In addition, eight search warrants were also executed in an attempt to recover the counterfeit tapes and associated manufacturing equipment and raw materials.

Arrested were Mario Andrade Mancera, 125 N. Greene, Montebello, Calif.; Carlos Martinez Lopez, 5916 Montebello Pkwy., Los Angeles, Calif.; Arturo Flores, 920 N. Burris, Compton, Calif.; Ossip Gora, 4220 Palomar, Imperial Beach, Calif.; and Adela Brijit Anyelo, 4801 Abbott Road, Lynwood, Calif.; Felix Ruiz and Rosalinda Ruiz, 11771 Percheron Road, Garden Grove, Calif.; Roman Huerta Espinosa, 9533 Bexley, Pico Rivera, Calif.; and Manuel Ramirez Munoz, 9354 S. Norma Ave., Anaheim, Calif.

The 10 face penalties of five years imprisonment and/or fines of $250,000. Those penalties stem from a Federal anti-piracy law passed last May. These arrests are the first in California to fall under the new act.

The Recording Industry Assn. of America (RIAA) and the Assn. of Latin American Record Manufacturers (ALARM) determined that the counterfeit tapes were being distributed throughout the southwestern U.S. and California and were being exported to Mexico. The investigation also uncovered the counterfeiters' duplicating equipment valued at over $1 million. The tapes included illegal recordings of Latin American artists Vincente Fernandez, Jose Luis Rodriguez and Los Tigres del Norte. All were confiscated were recordings by Barry Manilow, the Doobie Brothers and Kenny Rogers.

25th Grammy Awards Telecast Set for Feb. 23

LOS ANGELES — The 25th Grammy Awards presentations have been scheduled for Feb. 23, 8-11 p.m. EST at the Shrine Auditorium here in Los Angeles, according to Bill Ivey national president of the National Academy of Recording Arts and Sciences (NARAS). The Silver Anniversary awards show, to be telecast over the CBS-TV network, will again be produced by Pierre Cossette Prods., making it the 13th year that the company has handled the live broadcast.

CBS Demonstrates Anti-Tape ‘Spoiler’ For U.K. Industry

By Nick Underwood

LONDON — The CBS anti-home-taping device was officially unveiled at some of the U.K. music industry Oct. 18 at British Phonographic Industry (BPI) meetings in London.

CBS Records Group deputy president/chief operating officer Dick Hyman; chairman Maurice Templeman; president John Pugh; and chairman of Philips Europe John Sanford were on hand to demonstrate and discuss the device. Further meetings were attended by a few members of the BPI, where, apart from a demonstration of the system, the major issue of whether or not the device is a practical viability was discussed indepth, as the spoiler device will require government legislation to make all hardware manufacturers install it into equipment after a certain date. A BPI spokesperson told Cash Box that the majority of companies meetings were not fully open to the rest of the music industry at this stage due to the delicate and complicated legal ramifications, which are yet to be made clear.

The anti-home-taping device was first revealed by Asher to U.K. trade magazine Record Week (continued on page 22)

E/A Lowers List Price On ‘Fast Times’ Album

LOS ANGELES — Elektra/Asylum Records has set a new list price of $12.98 for Full Moon/Asylum’s two-record soundtrack to Fast Times at Ridgemont High, which was recently re- tailed for $14.98, effective immediately. This week, Fast Times…stands at $60 on the Cash Box Top Album chart, having entered the chart 11 weeks ago.

According to E/A’s executive vice president/director of marketing Vic Farrant, “Changes in the record industry, including the rise of the LP, the advent of CD, and initiating (a special) sales program, we are both responding to the current need now, and going on record.”

The LP, which has sold in excess of 1.2 million copies, is being promoted this week with the release of the “Love Me, Love Me, Take Me as I Am” single.

The film (“Reel Garde”) will be released on October 29 in the U.S.

(continued on page 24)

CBS Records Group

CBS Records Group president/chief operating officer Dick Hyman is shown with the prototype of a new anti-tape device. Other members of the group’s executive team attending the meeting include John Sanford, Maurice Templeman and John Pugh.

FAMOUS LAST WORDS — Supertramp & A&M-3373

Producers: Supertramp and Peter Henderson — List: 8.98 — Bar Coded

The latest LP from the multi-platinum flash-rock supergroup is a mixed musical bag of honky-tonk stompers (“Put On Your Own Overcoat Shoes”), heavily orchestrated love songs (“Both Sides”) and soul-searching acoustic ballads (“Know Who You Are”) — all graded with impeccable production and the trademark harmonies that have earned the group a lasting place on A&M playlists. The album’s 45’s “Raining Again,” makes an impressive debut on the Pop Singles chart at #44 budget pressing, and “I Should Be So Lucky” from the LP is due for a long run.

THE DREAMING — Kate Bush — EMI America ST-17084 — Producer: Kate Bush — List: 8.98 — Bar Coded

Twenty-four-year-old Bush has a voice like Silly Putty — seemingly capable of stretching and bending in every direction — and on her second U.S. release, she delivers imaginative songs on a recording experimental fare coated with a pop sensibility. Progressive rockers should revel in the complex construction of such numbers as “Leave It Open” and the title track, while adventurous AOR programmers can cue the single “The Dreaming” (including “All The Love” and “Houdini.” Bush dares to be different, and with her unique artistic approach to music is redefining a time when most performers are content playing it safe with hackneyed material.


The first album Jan Berry and Dean Torrence have recorded since 1965, this double-disc set captures a complete recording of live performance by the famed vocal duo, who rank second only to the Beach Boys in terms of their contribution to California surf music. All the group’s classics, including...
Why go Jialf way when you Can go "To The Max" with Con Funk Shun? Their new album gives you the very best of Con Funk Shun's patented funk/soul combination on new hits like "Ain't Nobody, Baby." New from Con Funk Shun.
of the simple rhythm track and synthesizers used on the last two records in the series. Well over two dozen religious-oriented cuts are on the waxing, including new sacred songs like “We Are So Blessed” and “Cover Me.” Expressly created for sing-a-longs by choirs, choruses, and/or families, the LP maintains a steady tempo throughout and arrives just in time for the upcoming holiday season.

SUGAR TRAMP (A&M 2502-S)

It’s Raining Again (4:25) (Delicate Music/Almo Music, ASCAP) (R. Davies, R. Hodgson) (Producers Supertramp, P. Henderson)

The first single from the long-awaited "Famous Last Words," LP is this vintage Supertramp with all of the elements that have made them a unique, inimitable, Bouncy and hooked-laden, this up-tempo number, featuring the floating vocals of Roger Hodgson, should brighten up any playlist. The top debut this week on the pop chart.

NEW FACES TO WATCH

Sweet Pea Atkinson

A soulful smorgasbord of finger poppin’ tidbits, “Don’t Walk Away” by Sweet Pea Atkinson is a powerful first offering from the Detroit-based singer. Hand-hewn of this and a handful of that and emerge with a shake-anake-and-licking sampling of sweet soul such as Sweet Pea and but to convincingly fill a wealth of influences and directions through one’s own techniques is the essence of Atkinson’s Ze/Island debut demonstrates a clarity of style and identity that one finds rarely only in a seasoned Pickett or a Redding. Yet despite this being Atkinson’s debut in the spotlight, the singer is clearly confident about her abilities. “Whatever it is,” says Atkinson, “I’ll sing it.” And “Don’t Walk Away” bears him out.

As one of several lead singers with the Was (Not Was) entourage, Atkinson’s voice is already a known quantity to more adventurous rockers and denizens of the dance floor. Despite his role in that Motor City manegare, producers Don and David Was and Jack Tann couldn’t ignore the vocal potential inherent in an Atkinson solo album. “He’s a unique kind of cat,” reflects producer Don Was. Not a total commitment to the soul tradition, but up on the contemporary. Sweet Pea can really see past the horn sections.

One of 10 children born to a steelworking father and a homemaker mother, Atkinson is a rarity in eschewing any major musical mentals. But his own career had its genesis early, when he debuted in a school talent show in Oberlin, Ohio, singing the Everly Brothers’ “All I Have To Do Is Dream.” By the time he was 12, Atkinson had an education in the raw soul tradition, singing with a cover group.

Moving to Detroit in ’86, Atkinson continued singing while working as a convoy loader for Chrysler. “I used to sing when I was working,” recalls Atkinson. “It made the time go faster.” Hooking up with three like-minded (Chet) colleagues, Atkinson formed The Exquisites, a tight horn group that performed at UAW halls. “We’d rehearse eight hours a day, seven days a week,” says Atkinson. “We didn’t miss a day 11:00 at night. And I had to be at work at 4:30 every morning.”

Atkinson eventually recorded The Exquisites’ second album, which was recorded for portrait in the late ’70s. The disc never saw the light of day, but it means we’ll have a lot more to look forward to from this newcomer.

for a wide range of formats — should continue the group’s upward climb.

ABBA (Atlantic 7-89948)
The Day Before You Came (4:30) (Atwork, Miami, 1980) (B. Andersson, B. Ulvaeus) (Producers: B. Andersson, B. Ulvaeus)

The first single from the upcoming "ABBA — The Singles" LP, this cut represents a further refinement of the more adventurous ventures the Swedish quartet showcased on the "Super Trouper" LP last year. Agnetha takes the lead on this haunting, somewhat uncharacteristic song. It was like the "day before you came.

RICK NELSON (Capitol B-5178)

Give ‘Em My Number (3:36) (MCA Music, a division of MCA Inc., ASCAP) (D. Loggins) (Producer: N. Venet)

One of the few human beings to have had no hit singles since the days of Rick (neeicky) Nelson certainly stands in a unique position among today’s musicians. He has never failed to please his fans and gain new ones also, and this country-tinted tune falls easily into Nelson’s mellow groove.

ELVIRA SORESBY (RCA JB-13351)
The Elvis Presley Medley: Jailhouse Rock, (Let Me Be) Your Teddy Bear, Hound Dog. Don’t Be Cruel, Burning Love, Suspicious Minds (3:36) (RCA records) (Elvis Presley Music — BMI; Intersong Music/Interscope Latin — BMI; Glady’s Music/Glady’s Music/MCA Music, a div. of MCA, Inc. — ASCAP; Elvis Presley Music/BMI: Screening Gems-EMI Music — BMI; Screen Gems-EMI Music — BMI; William Publications (E.Deardo, Kool & the Gang) (Producer: E. Deardo, Kool & the Gang) (Kool & The Gang continues in the party with this number from the “As One” LP. The band has come to be known as one of the best today. And this braassy, sassy number should add to that reputation.

BLACK CONTemporary

RICHARD "DIMPLES" FIELDS


“Dimples is back with still another timely, lament this time sung and yelled lyrics glide across a solid backdrop of R&B/reggae groove. Tuff stuff for B/C.

NARADA MICHAEL WALEDON (Atlantic 7-89935)


Master producer Waledon is also a top-notch singer in his own right, and this cut, from the forthcoming For the Love of Money, will be sure to generate some excitement. With a hint of Michael Jackson in the sound, this could make it on B/C/.

BAR KAYS (Mercury/PolyGram 76187)


Although it has been moving steadily toward increased use of new rock/dance in certain key markets, the genre nevertheless, maintains the hard-bopping funk groove that has continued to make it a popular format. Spooky riffs and slap happy symphonics provide the momentum here and the old Mempho magic should click for B/C and dance formats.

CONTINUED ON PAGE 10
MIDEM'83
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Please send us, without obligation on our part, your documentation.
15 New Members Elected To CMA Board Of Directors

NASHVILLE — The election of 15 new members to the board of directors and the appointment of several others at the annual meeting of the Country Music Assn. (CMA), held Oct. 14 at the Opryland Hotel here.

New board members elected to two-year terms and the membership categories they represent include: Donald B. McCullough, J. Walter Thompson Co., advertising agency; Randy Rice, Top Billing International, artist/agent; Bar-

nelloff, Woodward & Company, booking agency; Dan Nelson, KSON/San Diego, audio/video communications; Bill Anderson, com-

pny executive, WLTN/Lancaster, N.Y., disc jockey; Len Rambeau, Balmur, Ltd., international, Ed Konicki, Country Song Round-Up, publication; Bill Lowery, The Lowery Group, publisher; C.W. "Chic" Doherty, MCA Records, record company; Hubert Carlock, Music City Records, D.C., Mary Reeves Davis, Jim Reeves Enterprises; Janice Ericson, Eric and Assos; Larry Gatlin; Jef-

frey Kruger, Kruger Leisure Enterprises, record producer; Wayne Baker, New States Exposition; Stan Marmaduke, Western Merchandisers; Charles Scully, Sun Life & Health, record director; and Dan Spadone, Warner Bros. Records, ASCAP; Ken Kragen, Kragn & Co., member-at-large; and Irving Waugh, Irving Waugh Productions, member-at-large.

Directors serving the second year of their two-year terms include: Sonny Anderson, Disneyland/Country, Richard Blake, Dick Black International, Jerry Bradley, RCA Records; Bob Cole, WPKN- FM, Washington, D.C.; Mary Reeves Davis, Jim Reeves Enterprises; Janice Ericson, Eric and Assos; Larry Gatlin; Jef-

frey Kruger, Kruger Leisure Enterprises, record producer; Wayne Baker, New States Exposition; Stan Marmaduke, Western Merchandisers; Charles Scully, Sun Life & Health, record director; and Dan Spadone, Warner Bros. Records, ASCAP; Ken Kragen, Kragn & Co., member-at-large; and Irving Waugh, Irving Waugh Productions, member-at-large.

Consumer Electronics Division Boosts Warner Communications' Third Quarter

NEW YORK — Led by the continued growth of its consumer electronics division, War-

ner Communications, Inc. (WCI) last quarter reported net income of $528.8 million, up 34% over the same period in 1981 and operating revenue also rose during the same period. Earnings per share for the third quarter 1982 rose to $1.21 per share, 33% higher than those for the third quarter of 1981.

The communications conglomerate also reported net income of $224.8 million for the first nine months of 1982, a 49% rise over the $150.6 million figure posted for the comparable period in 1981. Earnings per share rose 45% to $4.64 per share for the first nine months of 1982. Revenues in-

cluded $2.8 billion, up 25% for the first nine months of 1981.

WCI's consumer electronics division reported operating income of $109.8 million for the third quarter 1982, up from $77.9 million for the comparable 1981 quarter. That income was generated from operating revenues of $328.6 million over

$461.7 million for the third quarter 1981. For the nine months of 1982, the division reported operating income of $322.0 million, up from $150.1 million reported for the first nine months of 1981. That income was generated from operating revenues of $1.4 billion for the first nine months of 1982, a rise over the $715.3 million amount reported for the com-

parable 1981 period.

Even though sales for Atari's con-

sumer video games division were down due to absence of any important hit-games during the quarter, the consumer elec-

tronics division's revenues increased 49% as retail demand for its video computer, system programmable game and re
deated cartridges increased substantially in both domestic and foreign markets and home computer sales more than quadrupled.

Sills Appointed To WCI Board Of Directors

LOS ANGELES — Beverly Sills, one of the most renowned coloratura sopranos in the opera world, who retired from the stage in 1980, has been elected to the board of directors of Warner Communications, Inc. (WCI).
HENDRUX HUGGLES — Now recording her debut RCA Records album, non-Hendrix recently adopted by the company, will be working on a project that is expected to expand her strong international following. Among the plans discussed are a European promotional tour to follow the album's release in February. Pictured at the meeting with (L-R): Paul Allman, division vice president, business affairs, RCA; Hendrix; Jack Craig, division vice president, RCA Records; and Gerta, Eddie Hendrix, division vice president, RCA, International; Jorge Pino, director, international marketing, RCA; and Vicki Wickham, Hendrix's manager.

Pay-Per-View Music Network Debuts On Campus This Week

(continued from page 5)

broadcast and projection equipment in place on a permanent basis — and what it has termed "middle-range and fixed event programming." That programming would include both educational and entertainment broadcasts, and would be received in smaller halls than those used for major attractions.

Waiting For Equipment

"At the moment we have to bracket our programming around when we have equipment available," Hendrix's Black Lorrick. "Once we've set up, the equipment will be an opportunity instead of a problem, and we'll be able to bring in things like lecture series, films and so on. It just makes sense to go in with entertainment first." Lecturers being considered include Alvin Toffler, Carl Sagan and Henry Kissinger.

Colleges and universities that join the network pay no money in advance and receive equipment on a barter basis, with CEN also picking up the tab for promotion. The schools must pay for the venues and their attendant costs, and will receive a 10% share of the gate on the Deepov broadcast, for which the ticket price is $4.

Siegel added that future events and series will be sponsor-supported, and that CEN is seeking corporate underwriting for educational programs. On the commercial front, he touted CEN as having a "true narrowcast audience," since all showings will be through campus venues. However, a generic advertising campaign for the network will seek to draw in viewers from beyond the college community, and poster- ing for the Devo and Sophisticated Ladies programs is being used to reach out to both younger and older audiences.

As part of the test marketing involved in the Deepov program, CEN will conduct post- broadcast interviews with students at each of the 15 on line campuses. Lorrick reports that CEN representatives at each location will be seeking to enlist 250 viewers for telephone surveys the following day. The survey will include questions on the audio and video quality of the broadcast, how well the "live" experience translated and what the negative aspects of the broadcast were. The results will be tabulated and coded for computer.

For the record industry, the pay-per-view network could offer additional exposure and sales, as well as "a new way of looking to media as MTV," said Will Botwin of Side One Marketing, the company handling the cross-marketing between CEN, radio stations and the two record companies whose acts will perform on Oct. 30. "CEN will offer the same kind of promotion that is only heightened," he said. "And it's certainly along the lines of what the record industry will have to look at as a saver."

Stores Stocked

A Slide One marketing package for the Deepov broadcast will assure that product is in area stores both before and after the broadcast. "We approached both Warner Bros. and I.R.S. with campaigns, and both have shown a great deal of interest," said Botwin. "We have radio co-sponsorship in virtually every market, with Warner Bros. providing Deepov 12" records and mini-cassettes for giveaways, and there are a number of I.R.S. promotions with Wall of Voodoo cutting 10 and some of the radio stations. Additional radio promotion for the broadcast itself includes spot buys and custom T-shirt giveaways."

On the store level, Warner Bros. branch personnel have been notified as to which regions will be receiving the broadcast in advance of its order to capitalize on the Deepov album ships the day before the broadcast. "Pushing the release date of the album back hurt," said Botwin. "But we've been trying to use the commercial product that's already in the market."
**COAST TO COAST**

**EAST COASTINGS—Look for RCA to debut a new 12" line in the coming weeks. Series will include rock as well as standard dance fare, and perhaps a few EPs, with the name of The Bongos being bandied about as a possible new signing to debut on the series... As things stand now, RCA's Roger顿 Greenman denies details... RCA's Queen talking with EMI America, Paul McCartney with RCA... Was (Not Was) has departed Island for Geffen. Members of that Motor City contingent will hit Gotham on Nov. 15 for Sweet pea Atkinson's one-night stand at the Peppermint Lounge... Cafe & Cakes: A friend of David Rubinson's Internet Reco—

**THE METS THEY AIN'T—Roger Daltry (I) and Pete Townshend enjoy themselves during The Who's recent show at New York's Shea Stadium. Cash Box photo by George Peabody**

**GOLDEN MOTELS During a sold-out stand at VLA's 'Ampitheatre, members of Capitol record group The Motels were presented with a gold record for their "All Four One" LP. Pictured at the party (l-r): Marty Jourard and Martha Davis of the group and Don Zimmermann, president, Capitol Records Group.**

**272nd AES Convention Agenda**

**Saturday, Oct. 23**
- Registration desk open
- Noon - 6:00 p.m.
- 8:00 a.m. - 7:00 p.m.
- 8:00 a.m. - noon
- 9:00 a.m. - 12:30 p.m.
- noon - 6:00 p.m.
- 3:00 p.m. - 5:30 p.m.
- 10:00 a.m. - 12:30 p.m.
- 7:00 p.m. - 10:30 p.m.
- 11:00 a.m. - 6:00 p.m.
- 8:30 a.m. - 9:00 p.m.
- 8:30 a.m. - 12:30 p.m.
- 9:00 a.m. - 9:45 a.m.
- noon - 9:00 p.m.
- 2:00 p.m. - 5:00 p.m.
- 10:00 a.m. - 2:00 p.m.
- 1:00 p.m. - 4:35 p.m.
- 7:00 p.m. - 9:00 p.m.
- 8:00 a.m. - 8:00 p.m.

**Sunday, Oct. 24**
- Registration desk open
- Noon - 6:00 p.m.
- 8:00 a.m. - 7:00 p.m.
- 8:00 a.m. - noon
- 9:00 a.m. - 12:30 p.m.
- noon - 6:00 p.m.
- 3:00 p.m. - 5:30 p.m.
- 10:00 a.m. - 12:30 p.m.
- 7:00 p.m. - 10:30 p.m.
- 11:00 a.m. - 6:00 p.m.
- 8:30 a.m. - 9:00 p.m.
- 8:30 a.m. - 12:30 p.m.
- 9:00 a.m. - 9:45 a.m.
- noon - 9:00 p.m.
- 2:00 p.m. - 5:00 p.m.
- 10:00 a.m. - 2:00 p.m.
- 1:00 p.m. - 4:35 p.m.
- 7:00 p.m. - 9:00 p.m.
- 8:00 a.m. - 8:00 p.m.

**Monday, Oct. 25**
- Registration desk open
- Noon - 6:00 p.m.
- 8:00 a.m. - 7:00 p.m.
- 8:00 a.m. - noon
- 9:00 a.m. - 12:15 p.m.
- noon - 5:00 p.m.
- 1:00 p.m. - 4:35 p.m.
- 7:00 p.m. - 8:00 p.m.
- 8:00 a.m. - 8:00 p.m.

**Tuesday, Oct. 26**
- Registration desk open
- Noon - 6:00 p.m.
- 8:00 a.m. - 7:00 p.m.
- 8:00 a.m. - noon
- 9:00 a.m. - 12:15 p.m.
- noon - 5:00 p.m.
- 1:00 p.m. - 4:35 p.m.
- 7:00 p.m. - 8:00 p.m.
- 8:00 a.m. - 8:00 p.m.

**AES Preview 72nd AES: NewAudio Trends**

- The convention program of eight workshops running concurrently with paper sessions stresses "the practical utilization of today's technology in such areas as studio maintenance and troubleshooting, audio for visual, calculator/computer applications, digital techniques and live entertainment environment."

**Workshop Staff**
- Participating in the workshops are Peter Buff, Audio Diagnostic Measurements; Chuck Pelo; Steve Van Zandt, groups and Dan Zimmerman, president, Capitol Records Group. The Motels were presented with a gold record for their "All Four One" LP. Pictured at the party (l-r): Marty Jourard and Martha Davis of the group and Don Zimmermann, president, Capitol Records Group.**

**Thursday, Oct. 25**
- Registration desk open
- Noon - 6:00 p.m.
- 8:00 a.m. - 7:00 p.m.
- 8:00 a.m. - noon
- 9:00 a.m. - 12:30 p.m.
- noon - 6:00 p.m.
- 3:00 p.m. - 5:30 p.m.
- 10:00 a.m. - 12:30 p.m.
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ColorSounds® is a unique combination of music and color that advances the reading capabilities of children. Instead of getting turned off to school because they can't read, kids master reading in an exciting new way... while listening to popular music.

Al Jarreau contributed one thousand dollars to support this special educational technique. 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 Al Jarreau, Breakin' Away was the album. Dawnbreaker and Garden Rake were the recording studios and the kids of ColorSounds 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 Al Jarreau, Dawnbreaker, Garden Rake, and to all of the other fine recording professionals who've earned the Golden Reel Award.
SPARS Sets Slate Of Activities For 72nd AES Confab

ANAHEIM — The Society of Professional Audio Recording Studios (SPARS) has issued a slate of activities for members during the 72nd Audio Engineering Society (AES) Convention at the Disneyland Hotel in Anaheim, Oct. 23-27. Heading the list is the SPARS 4 Watt meeting, set for Oct. 25 at IAMC in Irvine from 10:00 a.m. to noon, where new SPARS officers for 1982 are elected for the year outlined, while a progress report for 1981/82 will be given.

Prior to the start of the show, a SPARS board meeting will be held at noon, Oct. 21, in the SPARS hospitality suite, located in one of the Regal Suites in the Disneyland Hotel's Sierra Ballroom (hotel information for exact location). The board meeting is followed by an advisory board meeting at 4:00 p.m., with a board of directors dinner scheduled for 6:00 p.m. at the Cal- ideman's Wharf restaurant (nearby the hotel).

Show activities for SPARS members begin with a Sony Audio Products presentation and demonstration-reception Oct. 25, 6:00-8:00 p.m., in the Sony Digital Audio Theatre, Santa Rosa Room, Bonita Tower of the hotel.

On Oct. 24, there will be a SPARS/Recording Industry Assn. of America (RIAA) Interface, 9:30 a.m.-noon in the Hyatt-Anaheim Hotel, Lanai Rooms 2, 3 and 4. A Recording Practice Guidelines Project Review and Digital Recording Update & Company report will be presented during the Interface. Among the topics discussed are "Quality Improvement — Tape Duplication and Recording Pressing" and SPL output.

In addition to performance problems, equipment planning and design, voice load in/out problems, union contract, programming and national weather and other aspects of live entertainment sound will also be discussed. JBL's Mark Gan-

SPANS: The Society of Professional Audio Systems (SPARS) has issued a slate of activities for members during the 72nd Audio Engineering Society (AES) Convention at the Disneyland Hotel in Anaheim, Oct. 23-27. Heading the list is the SPARS 4 Watt meeting, set for Oct. 25 at IAMC in Irvine from 10:00 a.m. to noon, where new SPARS officers for 1982 are elected for the year outlined, while a progress report for 1981/82 will be given.

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The updated directory lists the seven locations, as well as the names, addresses and telephone contacts for 43 U.S. and 50 foreign facilities. This is an increase over the 30 U.S., 15 international locations listed in the June edition. In addition, studies in Czechoslovakia and Hungary have been added to the international listing.

Disc Mastering Facility Opens In Los Angeles

LOS ANGELES — Future Disc Systems, a digital mastering facility, has been formed, according to Gary Rice, president and general manager of the Studio City-based company. Steve Schiffrin, formerly with MCA/Wyndham studio, has been named chief cutter and vice president of engineering for Future Disc.

Future Disc Systems is located at 3475 Caruena Blvd. West Hollywood, Calif. The telephone number is (213) 876-8733.
When a person has a Maxell tape in his hand, you've got an exceptional customer in your store.

According to research, people who buy our tape buy over 40% more cassettes in a year than the average cassette buyer.

But what's even more important is how Maxell tape buyers are willing to pay a little more for quality and keep coming back for it.

That's why they're more likely to be interested in everything else you carry than the average cassette buyer.

So maybe you should stock up on Maxell. After all, just because people buy a lot of our tape doesn't mean they can't pick up an accessory now and then. Like a new pair of speakers.

IT'S WORTH IT.
TOP 200 ALBUMS
Fagen Solo Debut, Hall & Oates Enter Top 50 In First Week

by Mark Albert and Ken Kirkwood

TOP STORY OF THE WEEK is the high debut by Donald Fagen's debut solo LP and Daryl Hall & John Oates in the Top 50 on the Albums chart. Fagen's "Nightfly," his first LP since Steely Dan broke up, comes in at #36 bullet. Pop, with good retail activity reported in all regions lead by the West, East and South. His "I.G.Y. (What A Beautiful World)" single moves six points to #38 bullet on the Pop Singles chart as well. Hall & Oates' "H2O" LP debuts at #46 bullet, with heaviest response in the East, West and Midwest. The "Manatera" single is doing extremely well and jumps to #33 bullet, up from #45, based on heavy airplay and sales action.

TOP TEN HIGHLIGHTS — The Top Five remains the same with John Cougar at #1 for the ninth consecutive week. Despite increased sales action, Bruce Springsteen stays at #5 bullet, due to a very tight logjam ahead of him. Good retail strength in the East, West and Midwest ... Men At Work moves up a point to #7 bullet. Continues to gain momentum thanks to the #1 single, "Who Can It Be Now." Retail activity is strong in all regions, with Top 35 track reports as well. ... The Who moves up a notch to #8 bullet, with very good retail out of the East, Midwest and West. The group's current tour of the U.S. seems to be generating further interest in the album. ... Rush also moves up a point to #9 bullet. Best retail out of the Midwest, South and East, along with Top 35 track sales. ... This week's newcomer to the Top Ten is Billy Joel, at #10 bullet, up from #13 in his third week. Strong sales action out of the East, South and Midwest. His "Pressure" single moves to #28 bullet, up from #35.

TOP 100 HIGHLIGHTS — Three of the hotter ladies on the chart right now are Olivia Newton-John, Linda Ronstadt and Diana Ross. Newton-John moves two points to #12 bullet with good retail in all areas. However, the big story is that she is a solid Top Five item at the rack level after only five weeks. Her "Heart Attack" single jumps to #6 bullet, up from #8 on the Pop Singles chart. In her third week on the Cash Box Pop Albums chart, Ronstadt jumps eight places to #16 bullet, with strongest retail out of the West, Midwest and South. Good initial rack reaction as well. Ronstadt also has two singles, "Get Closer," #26 bullet on the Pop Singles chart, and "Sometimes You Just Can't Win," #45 bullet on the Country Singles chart. Ross, at #25 bullet, up from #32, is selling very well in the Midwest, West and East. The LP also goes to #5 bullet, up from #9 on the Black Contemporary (B/C) Albums chart in her second week. Her "Muscles" single jumps to #21 bullet from #27 on the Pop Singles chart, while moving to #8 bullet from #15 on the B/C Singles chart ... Three name male artists jump into the Top 30. — Neil Diamond, Lionel Richie and Luther Vandross. Diamond goes to #21 bullet, up from #34. Good retail out of the East, West and Midwest, but once again the real story is at the rack level — Top Ten in only three weeks.

His "Heartlight" single goes to #15 bullet, up from #18. Richie takes a big 19-point jump to #26 bullet. Strong second week sales out of the South, East and West. His album also moves to #6 bullet from #13 on the B/C Albums chart. The "Truly" single moves to #17 bullet, up from #24 on the B/C Singles chart. Vandross climbs 11 points to #30 bullet. Selling very well in the South, East and Midwest. His album goes to #1 bullet from #3 on the B/C Albums chart, and his "Bad Boy/Having A Party (Medley)" single #1 on the B/C Singles chart. ... Dire Straits moves eight places to #34 bullet, with good sales out of the West, East and Midwest. Taking the biggest jump this week is the soundtrack to An Officer And A Gentleman, which leaps 76 points to #7 bullet in its second week. Featuring the Top Five single, "Up Where We Belong," which jumped to #8 bullet from #13 two weeks ago and is now at #3 bullet best sales are out of the Midwest, East and South. This album can be expected to be a big rack seller as well. ... After his appearance on the Country Music Assn. Awards telecast Oct. 11, where he won an award as Best Male Vocalist and received the Horizon Award based on career development over the past year, sales action picked up for Ricky Skaggs, moving him to #6 bullet, up from #76. Good sales out of the South, Midwest and West. His album goes to #4 bullet, up from #8 on the Country Singles chart, and his "Heartbreak" single goes to #9 bullet from #12 on the Country Singles chart. ... Sheena Easton takes a 13-point jump to #75 bullet, with best sales in the Midwest and East. Her new single, "I Wouldn't Go For Water," hits the Pop Singles chart this week at #88 bullet.

RECORDS TO WATCH — Spyro Gyra's "Incognito" jumps to #103 bullet, up from #119. Already #1 on the Jazz Albums chart after three weeks, the album is retailing best in the Midwest and West. ... Dolly Parton's "Greatest Hits" moves to #112 bullet behind good sales out of the South, Midwest and West, as well as strong initial rack acceptance. Look for this to be a big Christmas item.

DEBUTS — Following Fagen and Hall & Oates, the next highest debut is Jefferson Starship at #82. Off to a good start out of the West, Midwest and South. The group's "Be My Lady" single goes to #58 bullet from #92. ... Missing Persons debuts at #19 bullet, with initial sales reported out of the West, East and Midwest. ... Adam Ant hits the chart at #118 bullet. Best action out of the Midwest, South and West. ... Janet Jackson moves to #167 bullet behind strong retail out of the Midwest, South and West. ... Horner album debuts at #15 bullet, up from #6 on the B/C Albums chart. ... Missi Pyle's "Naomi" single hits the #43 bullet as well. Her "Young Love" single goes to #34 bullet from #40 bullet on the B/C Singles Chart. Cari Carlton comes in at #171 bullet. Good sales action out of the Midwest and West. ... Saga debuts at #173 bullet behind sales reported in the Midwest and East.

Regional Album Analysis

This listing of records outside the national Top 20 showing steady or upward movement is designed to keep retailers abreast of the latest regional sales trends.

NORTHEAST

1. NEIL DIAMOND
2. LIONEL RICHIE
3. LUTHER VANDROSS
4. DARYL HALL & JOHN OATES
5. DONALD FAGEN
6. DIANA ROSS
7. DIRE STRAITS
8. AN OFFICER AND A GENTLEMAN
9. MISSING PERSONS
10. KOOL & THE GANG

SOUTHEAST

1. LUTHER VANDROSS
2. LIONEL RICHIE
3. NEIL DIAMOND
4. DONALD FAGEN
5. AN OFFICER AND A GENTLEMAN
6. DIRE STRAITS
7. DARYL HALL & JOHN OATES
8. KINGS WILLIAMS, JR.
9. EVELYN KING
10. ABC

Baltimore/Washington

1. LIONEL RICHIE
2. LUTHER VANDROSS
3. DARYL HALL & JOHN OATES
4. AN OFFICER AND A GENTLEMAN
5. NEIL DIAMOND
6. DIANA ROSS
7. DONALD FAGEN
8. PETER GABRIEL
9. EVELYN KING
10. GOSPEL MASTER FLASH

WEST

1. DIANA ROSS
2. LIONEL RICHIE
3. MISSING PERSONS
4. DARYL HALL & JOHN OATES
5. DONALD FAGEN
6. PETER GABRIEL
7. DIRE STRAITS
8. NEIL DIAMOND
9. LUTHER VANDROSS
10. JEFFERSON STARSHIP

DENVER/Phoenix

1. DIRE STRAITS
2. DONALD FAGEN
3. LIONEL RICHIE
4. MISSING PERSONS
5. NEIL DIAMOND
6. LUTHER VANDROSS
7. DIANA ROSS
8. DARYL HALL & JOHN OATES
9. AN OFFICER AND A GENTLEMAN
10. AMERICA

SOUTH CENTRAL

1. LUTHER VANDROSS
2. DIANA ROSS
3. LIONEL RICHIE
4. NEIL DIAMOND
5. DARYL HALL & JOHN OATES
6. DONALD FAGEN
7. DARYL HALL & JOHN OATES
8. MISSING PERSONS
9. AN OFFICER AND A GENTLEMAN
10. DIRE STRAITS
Cohen Will Exit NARM Post
To Guide Consumer Projects

(continued from page 5)

top priority of NARM executive members. Reingold said that the goal of this campaign was to "get people back, and newly introduced, into buying prerecorded music as a gift."

Toward this goal, he said that two advertising approaches have been researched. One will be employed in television advertising through 30-second spots to air in Phoenix and Greensboro-Winston-Salem, for six weeks, featuring a trio of vignettes that utilize the emotional value of giving prerecorded music as a gift. Through our research," explained Reingold, "we deter-
minded the entire gift-giving process evokes emotion, a sense of risk and fear. These are all personal feelings, and we feel records and tapes are a most personal gift.

Various Vignettes

The vignettes feature a young couple expressing love for each other through giving the gift of music; a middle-aged man trying to improve his sagging physique for his sweet and attractive wife (she tells him, "I love you just the way you are"); and an overburdened housewife being told by her slick ex-
custive husband, "Thanks for the effort!"

In each instance, the tagline "Give the Gift of Music — There's No Better Way To Wrap Up Your Feelings" will be employed. TV and radio will be used, for the campaign, in Portland, Ore., and in Cincinnati, Ohio.

The second campaign proposed by Reingold focuses on using multimedia celebrities who got their start in music to endorse the medium as a gift item. Plans to implement this approach will not reach fruition until further research is completed. According to Anne Unger, senior vice president/director of marketing at the advertising agency, there will be pre-ad cam-
paign consumer research conducted on consumer gift buying habits, and after the six-week campaign, another round of research will be aimed at determining the strategies' effectiveness.

Cohen introduced the NARM Grammy promotions slogan and basic poster image design during the same session. He said that when the Grammy nominations are an-
ounced on Jan. 11, 2004, NARM's new campaign will commence with posters and air tags featuring the slogan "Discover Grammy Music in America — We're the new-


INDEPENDENT KING — RCA's Evelyn King recently visited independent records and tapes in Aurora, Colo., in support of her "Love Comes Down" single and "Get Loose." LPs and 45s in her "Krokosok," RCA; King: an Independent rep; Kakawaka, RCA; Mike Kuchman, RCA;coupons for classical, pop, rock, jazz, R&B and gospel products on "the Communers" Transcendental trade cards. Richards expects total Transcard purchases. Richards believes that the trains are company-owned and closed on weekends. According to Richardson, the scene was investigated by the Treasury Department before being per-
mitted to disperse the cards. 

They knew our customer volume, cash flow, security, and credits," he states, noting the store's reputation as a com-
pulserized Tix-xpress outlet handling many of RCA's AB sh的城市。He says that MARTA kicked in some $5,000 in print and TV advertising, signage for all Transcard outlets and folders on the trains, and that now ad support was forthcoming. The first Saturday saw the normal $2,000 record business shoot up to $7,000. The second, a greater advantage of record sales potential by giving "categorical discount" cards to Transcard purchasers. Richards expects total Transcard purchases to peak at 3,000 for the weeklies and 800 for the monthly passes.

PIZZA PLAZA — At the Pizza Plaza at 1026 S. Los Angeles, Licorice Pizza opened its second indoor market and the Lakewood Center Mall outlet was kicked off with an in-

store broadcast by station KNAG, a small KROQ-type FM that Pizza advertising director Rick Zeff credits with selling a lot of records in the South Bay area stores. Licorice Pizza T-shirts and cassette krates and KNAG bumper stickers were given away attach to the event and Dr. Pepper was there to provide the drinks... Also last weekend, the West L.A. outlet drew 300 to a parking lot concert by local faves Jimmy & the Mustangs... Licorice Pizza was recently contested by the producers of Peter Marshall's new game show, Fantasy, to fulfill two of those contests. One received a collection of big band albums on the air, and the other was granted a record run at the Bellflower outlet... Licorice Pizza helped to get radio's "Night and Day," locally available for a moment's time. Licorice back on guarantee on the $5.99 sales price for albums and cassettes and backing the promotion with heavy radio and print co-op advertising. The record shot from the record store near "at #29 to #1, where it stayed for three weeks despite minimal airplay. With airplay now picking up nationally, the album remains in the top five. The group is currently drawing a similar deal on Elvis Costello's "Imperial Bedroom," but here the normal $5.99 price has been rolled back 50 cents for the cassette. "We wanted to show our commitment to cassette sales," says Zeff, adding that the lower cassette price offers an incentive against home taping.
A BIT OF HOOPLA FOR DISNEY'S TRON RELEASE — Imagine our surprise when the desk of SoundViews was suddenly surrounded last week by emissaries from the villainous Sark, who presented a press kit on the impending (December) home video release of the futuristic video game adventure Tron on Walt Disney Home Video. An elaborately boxed package it was, too: a puzzle, a slide show and demonstration tape. In this not too subtle way, Disney is serving notice of its commitment to selling Tron, which will be released Nov. 29 simultaneously in all video systems (i.e., VHS and Betamax). Retailers are being told to expect a heavy store promotional materials will be going out to dealers with the release, and with a minimum order of four videocassettes, or dealers will receive the Tron VHS tape free. All of this is being done to capitalize on the present theatrical re-release of the film and the immense popularity of the Battlestar Galactica game (Mattel is also expected to be marketing a Tron home game cartridge for interactive play). Tron won't be coming cheap, though. The videocassette will carry a suggested retail price of $59.95, although early laxes will be $34.95 and the CED disc $24.98.

THE COMPLEAT BEATLES: SUE ME, BLUES ME/Paramount/UA's The Compleat Beatles is finally out on home video, and the market is said that the documentary, like the career of the Fab Four in its personal life, is already a subject of a lawsuit. Apple Corp. has been granted a temporary restraining order against further manufacture and sale of the program, while certain rights are being contested. Too bad, because with the '60s generation now in its mid-20s, the Fab Four remain a prime target for composition. The Compleat Beatles chronicles the birth and death of the Fab Four in much the same way the author Philip Norman did in his comprehensive national bestseller Shout! The Beatles In Their Generation, without delving too deeply into the more personal material such as manager Brian Epstein's personal life. It is not a major criticism of The Compleat Beatles, it may be that the narration becomes a bit too florid at times when the writer overreaches for superlatives. This sometimes hinders narration that is otherwise both lively and well-paced. But The Compleat Beatles is an excellent quality and authority lent by such revealing interview subjects as producer George Martin all make up for a very level look at a musical and cultural phenomenon.

RUMORS 'N FAX — First, the facts. Warner Home Video is releasing Woody Allen's A Midsummer Night's Sex Comedy in December. And there should be a new Allen film in the movie houses by that time to stimulate interest in Allen's milieu, SF lyric play on the Bard's own A Midsummer Night's Dream. The same month, we hear, WHV will be converting Superman, Superman II, and Chariots of Fire to the sales mode (they've previously been rental-only), leaving A Clockwork Orange and Blazing Saddles as the only remaining rental titles in Warner's catalog (and not the number stated in an Oct. 17 article in the Los Angeles Times entitled "Hollywood Wars Battle Over Videocassette Rentals")... Rumors persist that Paramount will be releasing the box-off of "A" grade films to a video market by January. Seems unlikely, with business still strong, but who knows?

VIDEO SOFTWARE NOTES — Media Home Entertainment, the L.A.-based indie, has reduced prices on 12 titles to $39.95 for the Christmas season. According to Media president Ron Saffnick, the price restructuring was a result of the success the company has been having with the animated The Night Before Christmas, a film that the company claimed sold out within weeks after it shipped. "Last year proved to us that the right product at the right price being available at the right time can only mean bigger sales," said Saffnick. Other top titles include nine Animated films (Swan Lake; Abdon and The Wonderful Lamp, Hansel and Gretel, Tales of the Green Forest, Spunky and Tadpole Adventures, Captain Future, Angel, Little Lulu and The Fantastic Animal Festival) and three family-oriented motion pictures (Go For It, The Farm; Cover Drive and The Wackiest Wagon Train In The West...). Century Home Video in Stamford, Conn. has seven new titles slated for November release. Included are Angel of H.E.A.T., porno star Marilyn Chambers's spy-cy action flick (R-rated); Improper Channels with Alan Ark in The Exorcist, with Lee Remick and Lisa Elchon. The Innocent, Lucino Visconti's film starring Laura Antonelli; Pepper, yet another female secret agent film; Seniors, with Dennis Quaid and Priscilla Barnes; and The New Videoboke. Releasing titles: Westerns, detective, family and popular urban genre. The company is also releasing its first CED titles in time for Christmas. Meatballs, Butterfly, Angel of H.E.A.T., The Happy Hooker, The Private Eyes, Sex On The Run, The Cannonball Run, And God Created Woman; Till Marriage Do Us Part and Fort Apache, The Bronx; November will see five new releases from Embassy Home Entertainment as well. Heading the list are such recent films as the Blue Lagoon-Ish Paradise, with Willie (Eight Is Enough) Aames and Phoebe (Fast Times at Ridgemont High) Cats and Swayze (The Outsiders); The Trotsky is based on the academic character, and Barbeau. Embassy will also ship Horror From The Tomb and Raccoons On Ice, a two-episode animated feature that also includes The Christmas Raccoon. Like Media's animation, the Barbeau film is a gift for children and has been taken by MCA to distribute worldwide. When we ran into Pacific Arts prexy David Bean at the Consumer Electronics Show (CES) in Chicago early in the summer, he told us that the Caroli, Calif. indie was looking into a major regarding a disc release (Cash Box, June 26). Well, we're pleased to announce that an agreement's been signed between the company that gave us Michael Nesmith in Elephant Parts and MCA Distributing Corp. Under the terms of the pact, which is effective Nov. 1, P. A. V. will continue to manufacture, package and market all of its product independently, some deal covers videocassette programs only.

NEW VIDEO SOFTWARE RELEASES

AUGUST - Cassette — RCA/Columbia 10008... $79.95
Richard Pryor Live on Sunset Strip — RCA/Columbia 10469... $48.95
FAT KATE — RCA/Columbia 10205... $59.95
MONTY PYTHON and the HOLY GRAIL —RCA/Columbia 3153... $59.95
HANOVER STREET — RCA/Columbia 10268... $59.95
CASEY'S SHADOW — RCA/Columbia 10127... $59.95
DIANA ROSS in Concert — RCA/Columbia 10170... $39.95
Mr. MAGOO, Vol. 5 — RCA/Columbia C10504... $39.95
LOVE and ANARCHY — RCA/Columbia C3120... $59.95
SWAMP THING — RCA/Columbia 10065... $59.95
PARADISE — RCA/Columbia 10603... $59.95
HORSES — RCA/Columbia 10067... $49.95
RACCOONS ON ICE — RCA/Columbia 1390... $39.95
IMPROPER CHANNELS — RCA/Columbia 20205... $70.00

SEPTEMBER - Cassette — Vestron VE 4011... No List...
THE EUROPEANS — Cassette — Vestron VE 4012... No List...
THE INNOCENT — Cassette — Vestron VE 4013... No List...
PEARLY GATES — Cassette — Vestron VE 4006... No List...
NEW VIDEO AEROBICS — Cassette — Vestron VE 3009... No List...
ANGEL of H.E.A.T. — Cassette — Vestron/Wonderlust WL 5504... No List...

OCTOBER — Raccoons On Ice — Tron
THE CASEY JONES Story — Wa 11120... $49.95
WASHINGTON – Cassette — Walt Disney WD 122... $84.95
SUPERMAN — Cassette — Warner Home Video WA 12029... $17.95
SUPERMAN II — Cassette — Warner Home Video WA 12055... $70.00
CHARIOTS OF FIRE — Cassette — Warner Home Video WA 12041... $28.95
A MIDSUMMER NIGHT'S SEX COMEDY — Cassette — Warner Home Video WA 12025... $70.00

* December releases

The Cass Box Top 30 Videocassette chart is a compilation of the fastest moving titles in both Beta and VHS formats, based primarily on rental activity, as reported by leading accounts around the country. Titles surveyed include: Video Plus-Chicago, 4477 Philadelphia Classic Video; Oak Lawn: The Video Store-Cincinnati; Precision Video-Chicago; Entertainment Systems-Phoenix; Nickelodeon-Los Angeles; Everybody-Portland; Radio ART-Beta Connyn; American Tape & Video-Atlanta; Crazy Eddie-New York; The Cinema Store-Erino; Video Library-in-San Diego; Video Kings-Chattanooga; Wonderful World of Video-Chattanooga; Boston Video-Boston; Wherehouse National; Video Store-Louisville; Erich's Video Club-Springfield; New England Home Video-Groton; Movies Unlimited-Philadelphia; Video Showcase-Federal Way; Movies Go To — St. Louis.
Texas 'Who' Ticket Buyouts Spark Mixed AOR Reaction

(continued from page 9)

The ABC meetings, and Texas with it," said Steve Gaspar, creative services director at ABC-owned outlet KLO, Los Angeles. "We would have liked it if we had had enough time to control it, which we did not.

What KSSR did, according to promotion director Bill Moffet, was to borrow $975,000 from ABC Corp. to pay a band a flat fee for the rockers "as a one-time deal," he later resold at $17.50 apiece. It also contracted for Pace Concerts, a local promoter, to produce the concert. The firm resold tickets, the money going to $975,000. "Of course, we're going to have to reimburse ABC the $975,000," said Moffet.

The tickets, to be sold for $17.50 via mail order to the station, are for 80,000 seats at Houston's Astrodome next April. "The reason we didn't put the money up front like we did," added Moffet. "They signed a letter of credit guaranteeing the sale of 50,000 tickets.

Competition For Numbers

KSSR's motivation for making the ticket buy was to steal some thunder from dominant station KLO, with the former's August 40-weekly book capturing 10.4.

In the summer of 1982 Arbitron book, KSSR captured a 3.4 share. "The promoter ushers in the '83 season," said Moffet. "We're on an upward trend for a year now, and we wanted to make a statement that we're here to stay and are dense situations about their future.

KZEW handled its ticket buy differently. "We bought out the entire Cotton Bowl on Oct. 1 for the Dec. 11 show," said KZEW promotion director Margaret Poole. "We're selling the reserved tickets through mail order, but we're selling the rest through Ticketron and Rainbow Ticketmasters, and we're donating 20 cents on each dollar to the Dallas Zoological Society." They had arranged the ticket buy through local promoter Feyline Prods.

KZEW reportedly made the decision to sell them rather than give them away without discussing the criticism received by Chicago AOR outlet WRIF during the Spring of 1981, when it spent $150,000 to give away 14,000 tickets for a concert by Backstreet street rockers. "If they don't sell," said the Heartbreakers (Cash Box, May 20, 1981). Although that concert provoked criticism from the concert goers about the ticket price, KZEW's motives for giving away the tickets for the Cotton Bowl date. While it rose in the Arbitron ratings from 4.9 to 6.4 between the Winter and Spring 1982 books, it finished one spot behind the leader 102.7 KSLA in a four-station competition, KSSR outlet KTXG, Dallas was not rated during the Summer 1982 Arbitron sweep.

While WLUP made the groundbreaking move with the Petty concert, it did not make a complete ticket buyout for the Who's October 8 show. "Even though the Loop (WLUP) is known for its phenomenal promotions like the Tom Petty giveaway last year," a ticket buy to the Who was just never brought up," said Tim Keley, WLUP vice president of programming. "But we did present the Who to Chicago and didn't do it in a way that was like the Petty thing.

There were other reasons why AOR stations did not even attempt total stadium buyouts, Keley said. "The biggest was that, with the Petty concert, we had to tie-in with a beer company or something like that because we don't have that kind of money to make a straightforward cash expenditure," said Cathy Keller, promotion director at AOR station KZOK/Seattle. "Besides, The Who was not an immediate sellout as you would expect, but believe me, we did some promotions at the Kingdome," The Who played Seattle on Oct. 27.

Not In The Budget

Echoing her sentiments was Cathy Parrish, promotion director at AOR powerhouse WCOZ/Boston. "We're a CBS 600 station and because nobody knew when we would make the budget was laid out that we would be as simple as possible," said Parrish. "We didn't have enough money to do that. Besides, Schiltz does be-ins with The Who, and they go by the books. Maybe the day will come when we were just starting out.

Aside from the financial considerations, Marlena Raines, AOR promotions director at KOME, noted, "It's a matter of taste. The Who was a "fluke" than a trend," she said. "Looking at the Boston market, I don't think it could happen simply because the concert promoters wouldn't let it. Now, I could see giving away a number of tickets on the air but never more than a certain small amount.

Despite the obstacles, other AOR stations have expressed interest in the complete stadium buy-out concept. "The complete package idea is still being decided upon," said Jim Marchyshyn, director of marketing and promotion at WCOZ and WMMS/Cleveland. "We just today announced that we bought all the available tickets for The Who show Dec. 14 and 14 at the Richfield College Stadium, and that's 36,000 seats that cost us $550,000."

Marchyshyn added that he is "leaning towards selling" its 36,000 tickets although no final plans had been made at press time.

In the same vein as the two Texas stations, Marchyshyn is looking to capitalize on The Who's name and the fact that this is the group's last tour of the States. "This is a big event and since we are the concert station in the area, we feel this is something the station should be involved in," said Marchyshyn. "The general manager Walt Tibursky with the idea. Unlike its Texas colleagues, WMMS is the only AOR and market leader in Cleveland, so, I had no position statement to make.

Looking to the future, it is unclear whether ALL stations will attempt the complete stadium buy-outs, and if they do, whether it will be only for superstar acts like The Who, or for smaller acts too. "It depends on the economics of the situation," said WLUP's Kelley. "We have to consider whether we're going to make the money, whether we can get a promotional tie-in with an advertiser and whether we can sell them ourselves.

A MOTLEY MARAUDER — Los Angeles-based metalman Motley Crue headed two tracks from their new release. WLUP showed "Hell's Revenge From The Band You Love To Hate"—complete with a bare-chested cast, a nude woman and a bikini for fans. "The Who's Love Me" was a hit, and Motley Crue's "Backstage at the club, emotional" KMET/Los Angeles Media Hugh Suratt (l) appeared bottlenecked over Crebs lead scraper Vince Neil's enthusiastic greeting.
### # 1 MOST ADDED

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<th>Position</th>
<th>Track Title</th>
<th>Artist</th>
<th>Radio Station</th>
<th>Network</th>
<th>Genre</th>
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**SOMETHING FOR NOTHING**

**ASYLUM**

- Tracks: None
- Added: None
- Sales: None

---

**FOGHAT • IN THE MOOD FOR SOMETHING RIDE • BEARSVILLE**

- Tracks: None
- Added: None
- Sales: None

---

**THE WHO • IT'S HARD • WARNER BROS.**

- Tracks: None
- Added: None
- Sales: None

---

**THE STRAY CATS • BUILT FOR SPEED • EMI AMERICA**

- Tracks: None
- Added: None
- Sales: None

---

**THE PRAVORS • BLACK PEARL**

- Tracks: None
- Added: None
- Sales: None

---

**THE STLEY TRIO • THE BROTHERS TRIO**

- Tracks: None
- Added: None
- Sales: None
### Radio Programmers Laud First FICAP, Opry Backed Hook-Up From Opryland

By Tom Roland

NASHVILLE — Radio programmers who took part in the radio hook-up that allowed them to broadcast live reports from the Opryland Hotel during Country Music Week had nothing but praise for the program, instituted this year by the Federation of International Country Air Personalities (FICAP), in cooperation with the Grand Ole Opry. Under the system, set up for the festivities Oct. 11-15, radio stations were able to broadcast during midday or afternoon periods in entirety or through "cut-aways," relaying interviews and news from the event to listeners in their local market.

Jim Murphy, the program director for WDLW/Boston, which broadcast live for four hours daily as opposed to the "cut-away" approach, noted that his remote broadcast aided the station on six different levels. Of primary importance was the reaction of the listeners, who, according to Murphy, responded with great enthusiasm over the program, which was "the first time something of this magnitude has been done in New England.

Murphy commented that the sound quality was "super" because the station had installed equalized studio lines through a satellite link to maintain the audio excellence present in the usual show, and the show had also proved popular with sponsors as it was "practically sold out.

Likewise, the remote proved successful as a promotional vehicle when the local press produced a couple of features on the station and the "uniqueness" of the event, which also added to the credibility of the station as a knowledgeable country outfit. "Country was where it was happening last week with Nashville," he said, "and our being part of that and bringing it back to Boston really elevated us in the eyes of our listeners.

Murphy also indicated that the station's presence in Nashville was a boon to its stature within the industry, as it increased its visibility among many of the agencies within country music. "Stations will do remotes from clubs and they'll do remote concerts and they'll go to pizza parlors and things like that, but very rarely will a radio station take all of its equipment and hustle down to Nashville. There were so many stations that will do a remote from 1,000 miles away for a whole week.

An added feature was that the artists had been very responsive, giving WDLW a mix of big name artists and developing acts, although they did not interview any unfamiliar artists. He indicated that only one artist that the station had personally contacted turned down the opportunity because of a conflict in schedules.

Murphy was also very laudatory of the Opryland Hotel, noting that hotel employees had worked overtime on Sunday to correct an emergency, by aiding both WDLW and WHN/New York.

### Back Next Year

Stan Davis, music director at WVAL/Altamaha, said that while he encountered difficulties at scattered times in attempting to get artists to interview for his station, much of that was due to the fact that he was running his two-hour live spot during the afternoon, when many of the other stations had already closed down their remote operations. However, he added that overall he was pleased with the operations and that his station will definitely participate again next year.

Even after he returned to Pennsylvania, Davis maintained that he was "still getting calls" from listeners who "thought it was the greatest thing in the world." Davis interviewed such artists as T.G. Sheppard, Billy "Crash" Craddock and the Wright Brothers, among others, but he added that "it doesn't matter because you're in Nashville and that's magic to their listeners. You could be talking to the guy that emulates the garbage cans at Opryland and they'd think it's great." In addition to the artists, Davis also dealing with local industry members like producer Chuck Howard and Charlotte Howe, who coordinated the hook-up for Opryland.

Davis noted that the overall cost of the hook-up was $50 plus expenses, which were covered because the time covered by sales ("That's something that's easy as sin to sell.") Most of the ad spots were picked up by Coca-Cola, Nationwide Insurance and a local meat-packing plant.

His only complaint was that record labels and booking agencies should be more geared to radio's long range. "Done right, these deals can happen," he pointed out, "and once you get down there, some of the independents and even some of the major labels don't have their biggies down there. By rights, everybody should be there; if it was me, I'd make it a part of their contract to be at that taping session. I can't say next year. My station is George Jones or anybody. None of them are going to make it without radio — not that we're the only people that come from a long way, but I think they owe us one day a year.

You're never too big to say thanks to the people who are trying to help you out. Radio people will remember that; there are guys out there that'll say, 'He didn't show up down there; to hell with him, I'm not playing his next record.'"

### Over 100 Acts

Lee Shannon, program director for WVUJ/Jacksonville, was able to air more acts than any other on the road with the Opryland Hotel.

### Top 15 Albums

#### Spiritual Inspirational

<table>
<thead>
<tr>
<th>Week 10/23 Chart</th>
<th>Week 10/30 Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1.</strong> Precious Lord, All Green (Moby MSB 6702) Unavailable at Press Time</td>
<td><strong>1.</strong> Age To Age AMT-GIANT (Moby MSB 6671) 10 PM Slides To The Limit</td>
</tr>
<tr>
<td><strong>2.</strong> Lord, You Keep On Proving Yourself To Me (Steeplechase MSB 6817) Unavailable at Press Time</td>
<td><strong>2.</strong> MIRACLE (B.J. Thomas) (Moby MSB 6705) 10 PM Slides To The Limit</td>
</tr>
<tr>
<td><strong>3.</strong> It's Gonna Rain (Moby MSB 6689) Unavailable at Press Time</td>
<td><strong>3.</strong> Amazing Grace (B.J. Thomas) (Moby MSB 6815) Title Cut</td>
</tr>
<tr>
<td><strong>4.</strong> Brother To Brother, Williams Brothers (Moby MSB 6717) Unavailable at Press Time</td>
<td><strong>4.</strong> I Saw The Lord (Dallas HOLM (Greenreef R3233) 4 PM Cut</td>
</tr>
<tr>
<td><strong>5.</strong> The Very Best Of The Imperials (Thrydng SST 4205) &quot;Same Old Fashioned Way&quot;</td>
<td><strong>5.</strong> Lift Up The Lord SANDI PATTI (Unavailable R3723) 4 PM Cut</td>
</tr>
<tr>
<td><strong>6.</strong> Glory To His Name (Sparrow MSB 6673) Unavailable at Press Time</td>
<td><strong>6.</strong> Unfailing Love (Sparrow MSB 6678) 10 PM Slides To The Limit</td>
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<tr>
<td><strong>7.</strong> Edwin Hawkins Live With The Oakland Symphony Orchestra, Vol.II (Moby MSB 6700) Unavailable at Press Time</td>
<td><strong>7.</strong> Jon's Song JON RECKSON (Word MSB 6864) Title Cut</td>
</tr>
<tr>
<td><strong>8.</strong> When All God's Children Get Together REV. JETHRO PINGLE (S Парv SL 4606) Title Cut</td>
<td><strong>8.</strong> AMY GRANT IN CONCERT VOL.II (Moby MSB 6677) 10 PM Slides To The Limit</td>
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<td><strong>9.</strong> Uncloudy Day VONYA SUMMERS (Word SL 14394) Unavailable at Press Time</td>
<td><strong>9.</strong> Make Me Ready FAIRWELL &amp; FAIRWELL (Unavailable MSF3038) Title Cut</td>
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<td><strong>10.</strong> Hope Songs, D.L. J.R. ROGERS (Hope Song/Benson) (Unavailable MSF3039) Title Cut</td>
<td><strong>10.</strong> Priority IMPERIALS (Drufing SST 4017) (The trumpet of jesus) 11 PM Slides To The Limit</td>
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<td><strong>11.</strong> 10th Annual Praise And Redemption Concert SOUTHERN SYMPHONY CHOIR (Jewell) (Unavailable MSF3040) Title Cut</td>
<td><strong>11.</strong> Play Thru Me PHIL KEAGGY (Sparrow SP1062) Morning Light 12 PM Cut</td>
</tr>
<tr>
<td><strong>12.</strong> The Joy of My Strength ATLANTIC WILL AND THE TRUE VICTORY (Gospel Recs PL16008) Unavailable at Press Time</td>
<td><strong>12.</strong> Only Jesus DIKN (Druffing SST 4072) Unavailable at Press Time</td>
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<td><strong>13.</strong> Finally (Light/Eric MSF 61070) Unavailable at Press Time</td>
<td><strong>13.</strong> Front Row DAVID NEAL (Moby MSB 6676) Unavailable at Press Time</td>
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<td><strong>14.</strong> Request Line MIGHTY CloudS OF Joy (Moby MSB 6678) Unavailable at Press Time</td>
<td><strong>14.</strong> Bless The Lord Who Reign In Beauty BILL GATTER RIDO (Word MSB 6679) Title Cut</td>
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<td><strong>15.</strong> Last Note 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.</td>
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Prosk, Cons Of 'More Music' Approach Examined At Annual FICAP Seminar

by Tom Roland

NASHVILLE—Attendees at the Federation of International Country Air Personalities (FICAP) ’Is There Life After Three-In-A-Row’ seminar during Country Music Week came to the conclusion that the ‘more music’ format is an acceptable one for some markets in spite of having been abused through over-promotion and the clustering of advertisements.

Larry Cheadle, an associate professor and instructor at Ohio State University, noted that in many instances where a well-established, full-service country station exists with a strong news and information identity, the only options available for counter-programming are to rely on sports programming or some other format, adding that a variety of factors, such as market size and overall competition are important in weighing such a decision.

While he admitted that uninterrupted music sweeps can alleviate unannounced switches, he suggested that ‘three-in-a-row’-format stations need to be careful of several pitfalls. He indicated that music clusters often relegate ad spots to clusters, and that listeners, once they become aware of the station’s programming tendencies, will tune out the station once it begins airing a spot and return to it at a later period when it is again playing music. He also said that lack of station identity ties the station to the city, since listeners may encounter 15-minute periods where they are unaware of what station they are listening to, which can have a negative effect on the station’s ratings.

Cheadle additionally noted that the musically oriented consecutive record stations can also be quite damaging to new artists, as their material often goes unidentified, which will hurt the artist’s career.

Three DJs Named To FICAP Hall of Fame

NASHVILLE — The Federation of International Country Air Personalities (FICAP) inducted three disc jockeys into its Hall of Fame at its annual banquet and awards presentation Oct. 15 at the Opryland Hotel here.

President Dale Turner, WSAI-FM/Cincinnati, and executive director George Parnham, general manager of WBNO-AM, were presenting the Hall of Fame plaques to the late "Uncle" Jim Christy in the posthumous category, and to Smokey Smith and Bill Mack in the living category. As a rule, only one living Hall of Fame member is inducted, but FICAP member Chuck Chebata noted that in spite of the fact that the inducting committee was set up in a manner that should avoid ties, they had occurred anyway the last three years.

Awards Winners — A number of organizations chosen Country Music Week to dole out awards for outstanding contributions to the country field. In addition to the much-anticipated Country Music Assn. (CMA) awards, awards were presented during the week by the American Society of Composers, Authors and Publishers (ASCAP) on Oct. 13, Broadcast Music Inc. (BMI) on Oct. 12, and SESAC on Oct. 14 to their top country songwriters, as well as to record producers (see Oct. 11). Joni James, Diane Allen and Richard Sterban of the Oak Ridge Boys, Frances Prevy of BMI, William Lee Golden of the Oak, songwriter Dallas Frazier and publisher Wesley Rose receiving the BMI award for Most Performed Country Song for "Elvira," written by Frazier, published by Rose and performed by the Oaks, Dianne Petty of SESAC, songwriter Glenn Ray and Vincent Candids of SESAC after Ray was awarded the organization's Songwriter of the Year for his composition "I Just Came Home To Count The Memories" and John Anderson, and John Bradley of RCA, songwriters Wal Aldridge and Tommy Brasfield, ASCAP president Kit David, producer Rick Hall of Rick Hall Music, producer Tom Collins, recording artist Ronnie Milsap and Connie Bradley of ASCAP at the presentation of ASCAP's award for Most Performed Country Song for "There's No Getting Over Me," written by Aldridge and Brasfield, published by Hall, recorded by Milsap and performed by Collins.

Radio Programmers Laud First FICAP Opry Sponsored Hook-Up From Opryland

(continued from page 21) than 100 personalities via his network of stations, which included four Marshall Rowland Broadcasting outlets plus KESW-FM/Rock Springs, Wyo., and WASK-FM/Lafayette, Ind. While he noted that a number of well-known artists such as Loretta Lynn, Alabama, Eddy Arnold, Grand Ole Opry member Stonewall Jackson, and Eddy Raven appeared on the program, the station also worked with a number of producers such as Chips Moman and Joe Bob Barmhill, along with songwriters Frank Dyus and Ben Peters, wives of several artists and even a Cash Box representative to provide the listeners with insight as to how the country artists’ business is conducted.

Best Method

Shannon suggested that the best method for stations to use in gaining interest from the public is to give them something they can relate to, and the general audience should be able to identify with the artist. Shore, who has had the most success with the "real people" concept, has developed a large following among listeners who are interested in the music and the personalities of the artists.

Within five days of the last broadcast, WHN/New York program director Dene Hallam received 10 letters from listeners responding favorably to his Nashville remote, which was handled on the air by Lee Arnold. "They liked the fact that a New York station is so involved," he commented. "It was a change on the Opryland Hotel that they did such a great job. I'm the one who complains, and I feel funny that I don't have any complaints — it's not my nature. I'd recommend it to anyone except my competitors to do it next year, too."

Hallam estimated the cost of his "real quality stuff" at $5,000, including an engineer and a special mixing board.

15 New Members Named To CMA Board Of Directors

(BMI): Wesley Rose, Auduc-Populi Publications; and Joe Talbot, Joe Talbot and Assoc. Officers for the 1982-83 year will be Barrow,Man, top and executive director of the CMA board of directors at a meeting in Nashville on Nov. 5.

Following the election of the new directors, Bill Uitz, representing Connie B. Gay, presented the Founding President's Award, given each year to a person outside the CMA board who has made significant contributions to the association, to Bob Ackerman, president of the CMA board of directors at a meeting in Nashville on Nov. 5.

In a story regarding the Talent Buyer Seminar in last week’s issue of Cash Box, it was mentioned that the Missouri State Fair in Sedalia had said Sue Nelson for playing more than three hours, keeping potential customers off the midway. Although the purported litigation was discussed during the seminar by participants in the seminar, their comments were based on hearsay, and official with both Buddy Lee Attractions and the Missouri State Fair were aware of the length of time that Nelson would play prior to his performance.

For the Record

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HALL OF FAMERS — Country radio stalwarts Smokey Smith and Bill Mack were inducted into the Federation of International Country Air Personalities (FICAP) Hall of Fame Oct. 15 in Nashville. Pictured are (l-r): Joni James, Diane Allen and Richard Sterban of the Oak Ridge Boys, Frances Prevy of BMI, William Lee Golden of the Oak, songwriter Dallas Frazier and publisher Wesley Rose receiving the BMI award for Most Performed Country Song for "Elvira," written by Frazier, published by Rose and performed by the Oaks, Dianne Petty of SESAC, songwriter Glenn Ray and Vincent Candids of SESAC after Ray was awarded the organization's Songwriter of the Year for his composition "I Just Came Home To Count The Memories" and John Anderson, and John Bradley of RCA, songwriters Wal Aldridge and Tommy Brasfield, ASCAP president Kit David, producer Rick Hall of Rick Hall Music, producer Tom Collins, recording artist Ronnie Milsap and Connie Bradley of ASCAP at the presentation of ASCAP's award for Most Performed Country Song for "There's No Getting Over Me," written by Aldridge and Brasfield, published by Hall, recorded by Milsap and performed by Collins.
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<td><strong>WHAT ARE WE GOING IN LOVE</strong></td>
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**CONGRATULATIONS TO K.T. OSWALD**

**SESAC MOST PROMISING COUNTRY MUSIC WRITER**

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**Cash Box/October 30, 1982**
Music Publishing's
TRIPLE CROWN WINNER!

Top Publisher
BMI POP AWARDS
(June 1982)

Top Publisher
BMI COUNTRY AWARDS
(October 1982)

Top Publisher
ASCAP COUNTRY AWARDS
(October 1982)

Thanks to everyone that made these honors possible!
**THE COUNTRY MIKE**

AUSTIN STATION GOES TO FOUR IN A ROW — Within the next 20 days, country station KOKE/Austin will award $4,000 to the listener who can call in and catch the station playing less than four tunes in a row without commercial interruption. If you're a regular listener, you might want to help out. KOKE has already donated $1,000 to the contest and will give away $3,000.

CLEVELAND COUNTY CONTEST — WKH/Cleveland and the local Mr. Hero restaurants have teamed up to bring a "Football Fortune" contest to the north Ohio area. The special scratch 'n win game cards, available at the Mr. Hero restaurants, have two purposes. First, lucky participants can win instant cash up to $500. WKH's part deals with special bonus ticket holders. Each game card has a $500 face value on the front, and card holders can tune into WKH three times daily, and if they hear a score which is also on their card, the card holder has 30 minutes to call WKH and claim a $1,000 bonus prize.

**COUNTRY RADIO**

KSON's Big Radio Pact with Local Soccer Team — KSON-AM/San Diego has been signed to broadcast all games of the San Diego Chargers' 1987 season. The deal was worked out by神奇ass and Jason Walker, KPLX.

**THE MIKE RAYNARD**

TALK TO ME — (310) 555-1234

**SINGLES REVIEWS**

**GENE WATSON** (MCA-52131)

"What She Don't Know Won't Hurt Her" (3:40)


Playboy magazine recently asked, "How long can this fine singer remain a secret?" But the fact is, Watson's recently-recorded Delta Sound album should cause many fans to believe that Gene Watson's name is at the tip of country listeners' tongues. It is said that the prime consideration in evaluating a country singer is, "believability," but Watson's ready-texured voice combines believability with beauty to come up with a simple yet enticing disc.

**MICKY GILLEY** (Epic 34-30326)

"Talk To Me" (3:10) (Jay & Cee Music Corp. — BMI) (J. Seneca) (Producer: J. E. Norman)

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"One Tear (At A Time)" (2:58) (Sirdale Music/Foxtail Music — ASCAP) (N. Haughey) (Producer: A. Cash)

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**RANDY WRIGHT** (MCA-52126)

"Hurry On Home" (2:37) (Blackwood Music, Inc. — BMI) (K. Stegall, C. Waters) (Producer: J. Crutchfield)

Barbara Mandrell's drummer crafts an infectious piece of pop with a unique blend of vocal harmony on the hook. Keith Stegall and Chris Waters have created a flawless piece, augmented by Jerry Crutchfield's addition of guitar and piano fills. Dr. Do-Rite does more than just attack toms and smash snares on a very credible debut outing.

**ALBUM REVIEWS**

**STEVE WARINER** — RCA ARL 1-4154 — Producer: Tom Collins — List: 8:98 — Bar Coded

It seems like ages since country stations first began playing "Your Memory," but Wariner's debut album was worth waiting for, as the package has become nothing less than a greatest hits compilation. Tom Collins has fashioned a collection that hinges on A/C and pop sounds that relate well to the adult audience with strong, memorable melodies and a lyrical barrage of geographic locations.

**THE ADVENTURES OF JOHNNY CASH** — Columbia FC 38094 — Producer: Jack Clement & Johnnone — Bar Coded

The Man in Black is back with another solid effort full of stories and characterizations related in a manner that only Cash can. As expected, Cash stays mainly within the lower end of his vocal range, in spite of the modeling that leads off "Georgia On A Fast Train" keeping his image consistent for the fans who have stayed with him since his "Folsom Prison" days.

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NO "MISTAKES" ABOUT IT!!

Don Williams
"MISTAKES"
Is The #1 Single In The Country

The Second Consecutive Chart Topper From The Hit Album
COUNTRY COLUMN

HARVEST MOON FEST ATTRACTS 120,000 — The music industry can continue to lament the woes of a soft economy that won't bear the brunt of over-priced performers, but Lewis Pitzele of Harvest Moon Festivals said that his Chicago-based company pieced together an alternative that offered top-name entertainment at bottom-dollar prices for Chi-town residents. Pitzele acquired the backing of Shroth's Beer and Pepsi-Cola when he staged the Harvest Moon Festival Sept. 25-26 at the area's Grand Champion Horse Complex, attracting some 120,000 fans to an event that combined music, a rodeo, carnival rides and attractions for a mere 99 cents a ticket. With Boss Hogg, of Dukes of Hazard fame, acting as grand marshal, the festival staged such acts as Sylvia, Mel McDaniel, Jerry Lee Lewis, Jethro Burns, the Rangers, Joe Waters and Kelly Lang on four separate stages. While Pitzele admitted that the concerts were not billed as "country" entertainment, he said that he intends to "expose people to country through festivals" and is currently negotiating for 10-20 similar events in different markets. The Harvest Moon production in Chicago is a prime example of the growing trend of the use of cross-merchandising. In addition to Shroth's and Pepsi, Pitzele's attraction was co-sponsored by local radio outlet WUSN-FM, and tickets were sold through Domino's 75-store food chain, and he noted that Lucky Strike cigarettes, aiming for a 25-35 age demographic, and Campbell's Soup have already expressed interest in working with him on his future projects. The Rangers, following their appearance at the festival, played the Oklahoma State Fair in Tulsa, where they were greeted by members of the rock group Chicago. Their first single, "Crazy Woman," was shipped by CBO Records Oct. 13.

ALABAMA READIES FOR THE TIDE — Most of us probably associate Alabama with the Crimson Tide football team, but the band Alabama is preparing for another tide — the Yuletide season, when its first Christmas record, "Christmas In Dixie," will be released. In the meantime, the band was featured on ABC-TV's 20/20 Oct. 14, just three days after it captured a trio of CMA awards. Currently the band is working with producer Harold Shedd on its fourth album, which can be expected next February.

HALL SPEAKS AS AN AUTHOR — Following a tour of California, which included a date at the Palomino in Los Angeles, Tom T. Hall returned to Nashville where he spoke Oct. 18 at the Nashville Book and Author Dinner at the Opryland Hotel. Hall was noted for his initial novel, The Laughing Man Of Woodmont Coves, in his debut as author/quest speaker, and he shared the stage with other writers Jerry Johnson (My Life In The Klub), Dr. Edgar Berman (The Complete Chouinard: A Survival Guide For The Bedeviled Man), and Rev. Will Campbell (The Glad River).

ASHLEY SINGLE 'DEMO'-ED BY MADRELL — Rebecca Ashley has released her first single, "Fire Me," on I.S. Records, the label owned by Cristy Lane's manager/husband Lee Stoller. The tune, penned by Bonnie Jane Campbell, won the Kentucky Fried Chicken songwriting contest last year, and, as a result, was cut by Barbara Mandrell for the winner before Ashley heard it. Officials with the label note that, in effect, Mandrell provided the demo for Ashley.

COUNTRY MUSIC WEEK — Country Music Week in Nashville, Oct. 10-16, celebrating the 57th anniversary of the first Grand Ole Opry radio broadcast and "barn dance," brought a number of industry notables to Music City. Pictured during the week's festivities are (l-r): Jim Fogleman of MCA Nashville, MCA recording artist Kip Lightburn Brannon and her Cash Box award for Top New Female Vocalist in the singles category; George Albert, Cash Box president and publisher, and Ron Staudt, Brannon's manager; John Colette performing at the RCA label showcase Oct. 13; and Joe Moscheo and Frances Preston of Broadcast Music, Inc. (BMI), Nick Blackburn of CBS Nashville, CBS recording artist Rosanne Cash and Chet Atkins at the CBS showcase Oct. 13. In other Country Music Week activities, the CMA named 50 new board members.

NASHVILLE FESTIVITIES — A number of showcases and parties were naturally a part of the Country Music Week/Grand Ole Opry Birthday Celebration Oct. 10-16 in Nashville. Pictured in the top row are (l-r): CBS recording artists Lacy J. Dalton, Bobby Bare and Janie Fricke and CBS/Records Group deputy president/chief executive officer Dick Asher at the CBS label showcase Oct. 13; MCA recording artist Lee Greenwood performing at the label showcase Oct. 14; and RCA recording artists Randy Owen of Alabama, R crzy Bailey, Steve Wariner and Sylvia performing at the RCA label showcase Oct. 13. Pictured in the bottom row are (l-r): Eddy Arnold and Jerry Bradley reminiscing about their days together at RCA; Randy Davidson of Central South retailers, Ronnie Scaife of PolyGram recording group Stylo, Joe Polidoro of PolyGram, Don Singleton of Stylo, Lanny Estes of PolyGram and Chuck Adams of Central South at a reception where the newly signed group was introduced to the retailers; and (seated) Mel labeled, PolyGram recording group The Kendells, PolyGram head Gunter Henseler, PolyGram recording artist Reba McEntire, Jack Kiernan of PolyGram, Polidoro of PolyGram, and attorney Bill Utz and (standing) Frank Leffel of PolyGram, Harry Lack of PolyGram, Singleton of Stylo, Shelly Rudin of PolyGram, Jerry Hayes of Stylo, Herb Hedd of PolyGram, Kennedy of PolyGram and Wade Conklin of PolyGram at the label's party. What a time to be country!

STATLERS SET NEW MCN CONTEST RECORD — PolyGram Records and the Statler Brothers recently held a contest for Music City News subscribers in which the readers submitted suggestions for the group's second single release from its current "The Legend Goes On." LP. Arriving at "Child Of The Fifties," the contest drew 11,000 entries, which the consumer publication is touting as its most successful contest ever, with winners chosen by a random drawing from all the entries. The grand prize winner, Bertha H. Davis of Crystal Falls, Mich., was offered an all-expenses-paid trip to Nashville for the Statlers' next album recording session, but also $1,000 cash instead. Ten second prize winners were awarded an entire Statler Brothers catalog, 25 third prize winners received copies of "The Legend Goes On," and 50 fourth prize winners were given new or renewed one-year subscriptions to the Music City News.

TACKETT, TICKETS, TEDDY — RCA recording artist Marlow Tackett (l) recently performed at a fund-raiser for the Democratic party and candidates in Kentucky. His appearance came alongside an appearance by Sen. Ted Kennedy (D-Mass.), who was shipped by CBO Records Oct. 13.

NOW THEY'RE HALL-O-FAMERS — Since Leffle Frizzell was inducted into the Country Music Hall of Fame during the Country Music Association (CMA) awards show Oct. 11, the Burrito Brothers will need to find a new cause to support. The "brothers" — John Beland and Gib Guilbeau — worked for nearly a half a year in support of Frizzell's induction, begging fans to support them in their efforts during each of their interviews with consumer publications. And Marty Robbins, who was also inducted into the Hall during the ceremonies, will continue in the eye of the public into the new year, Robbins, a part-time stock car driver, appeared in the Firecracker 400 at Daytona last July and is set to enter the Atlanta Journal 500 Nov. 7. Around the holiday season, Robbins will be featured on The Christmas Legend Of Nashville, hosted by Lee Majors. The taping is set for Oct. 26 at the James K. Polk Theatre, and Robbins also sang the title song for Clint Eastwood's upcoming movie Honky Tonk Man, which will be released in December.

A NOBLE THING TO DO — Noble Vision Records, a new Atlanta-based label, debuted this week with the release of Jim Glaser's "When You're Not A Lady." The record company is headed by Don Tolle, who also acted as producer on Glaser's solo debut.

CONDOLENCES — To the family and friends of Doyle Wilburn, who died of cancer at the age of 52 Oct. 16, Wilburn was a member of the Wilburn Brothers, a group that was a fixture at the Grand Ole Opry. We also send regrets to Dan May, who has been with Auff-Rose Publications for 34 years. May's father, W.A. May, of Manchester, Tenn., also died the same weekend.

Cash Box/October 30, 1982
PHANTOM SINGLE — One of radio’s hottest turntable fixtures is Grand Master Flash & The Furious Five’s follow-up to “The Message.” “Scorpio” has in recent weeks gained steady airplay nationwide, but is not available as a commercial single. Sugar Hill Records released radio with 12” and 7” versions of the synth funk exercise, but the impact at retail, according to some dealers, is shown by thriving album sales. “The Message” LP debuted two weeks ago at #55 bullet on the Cash Box B/C Albums chart now at #18 bullet.

THE 800 CLUB — Universities around the country will be treated to the music of A&M recording artist Howard Johnson, who will be on a tour of nearly Southern schools starting Nov. 4. Sponsored jointly by Olde English Liquor and the record company, the concert tour is the joint brainchild of David Siegel of National Entertainment Group and Martin Kirkup of A&M. The concerts will be offered free of charge to the schools, which may then charge admission for the funding of other school activities. The man who made the airwaves “So Fine” and who has been “Keepin’ Love New” will begin the tour at Grambling, then move on to dates at the Tuskegee Institute, Jackson State University, Morehouse College and other colleges and universities.

THE RHYTHM SECTION

TERRY MASON, 720 W. Magnolia, Los Angeles CA 90068.
decides that the system is impractical. Following the CBS meetings, the BPI had yet to decide on the issue of practicality and would not make any decisions until further discussions had taken place between the BPI and U.K. government officials.

CBS U.K. senior director Tony Woollcott, after attending the demonstration meeting, told Cash Box: "Reactions to the device were unanimously positive, and the best news is that we have to reflect and absorb what has been demonstrated and to formulate our response in the face of new technology, which is still in the research and development stage. It is now the responsibility of the BPI and the independent record companies to see what has been heard and today and translate it into practical strategies in consultations with other record industry colleagues at WEAs and Polydor, etc.

“We must not jump to premature conclusions, however, this is an attempt to provide some form of security for the record industry in the mid-to-long term. This is not the crock of gold yet, but an attempt to protect our business in a 5-10 year model. There will be no impact in the foreseeable future, but at least we’re getting somewhere in breaking the vicious home-taping circle.”

As expected, John Ashler, administrator of the WEA U.K. chairman Maurice Oberstein and managing director Paul Russell, immediately flew to Paris to present the device to the French IFPI.

U.K. Firm Formed To Push Country Music

LONDON — A new public relations and consultancy company was formed recently with the specific goal of bringing the country music genre to all international markets for country music closer together.

The London-based organization, called Bythovor-Wotton International (BWI), was formed by Tony Bythovor and Richard Wotton, with the prime objective of helping U.S. country music acts break into the European and British pop markets. The overriding philosophy of the company will be to treat American country music with the same attention that rock and pop acts are given.

Just after the company’s inception, Dick Clark, Bythovor-Wotton International (BWI), said that music’s potential is towards a mass audience, as already proven in the U.S.A., and it is our objective to replicate this similar course in the U.K. and European marketplace. We are convinced that we can play a significant role in enabling country music to find its way into the American success in Britain and then Europe."

Among BWI’s first clients are George Hamilton IV, whom the company has represented for a number of years, and David Allan Copeland, who has been created both by the director of the division and John Begg is heading the services division. WEA group director John Anderson rounds out the central management team.

CRI Artists Receive Gold, Platinum Awards

NEW YORK — Several CBS Records International (CRI) companies receive gold and platinum certifications around the world during September.

Certified quadruple platinum in Canada was the album “Wish You Were Here” by CBS recording group Pink Floyd. Certified triple platinum were “I Love Rock ‘N Roll,” by Joan Jett and “Abraxas” by Santana.


In Australia, the “Eye Of The Tiger” LP was certified silver and the title cut was certified Gold in the U.K., where Getten/CBS recording group Asia’s self-titled debut album was also certified gold.

In the Netherlands, “Toto IV,” by Toto was certified gold.

WEA U.K. Reorganizes With Three New Units

LONDON — WEA Records is set to implement a radical change in its U.K. structure.

The company will be split into three divisions: Music, Video and Services. The change in the operations structure was brought about by the growth of the Worldwide Home Video, along with the addition of Atari and Warner Lauren products to WEA’s international portfolio.

WEA managing director Charles Levison has been appointed to the position of chairman and managing director of the new three divisions, while Mike Heap has been promoted internally to managing director of the music division. Ed Byrnes has been appointed as director of the division of the video division, and John Begg is heading the services division. WEA group director John Anderson rounds out the central management team.

CBS Demonstrates Anti-Tape ‘Spoiler’ For U.K. Industry

MUSIC & VIDEO Week editor Rodney Burbeck last interviewed CBS last week in New York last week Asher told Burbeck that the U.K. was chosen as the place to debut the device due to the history of the broadcast tradition. He added that CBS will offer the device to the U.K. industry free of charge, but will not be taking plans further if the BPI

INTERNATIONAL NETWORK — CBS Records International (CRI) has signed a deal with Network Records to manufacture, distribute and promote records worldwide, except in the U.S. and Canada. The pact pertains to records by Utopia, Irene Cara,arts and Moving Pictures. Pictured at the signing are (l-r): Norman Stollman, vice president, ad- ministration, CRI, CBS Records; Peter Pincus, vice president, creative operations, CRI; Dick Ashler, deputy president/chief operating officer, CBS Records; Al Courier, president, Network; and Tim Bowen, vice president, business affairs, CRI.

ITALY — “Rosanna,” by Columbia Records, is the most popular single of the year, according to the Italian music press. The song has been certified gold, and has sold over 200,000 copies in Italy. The song was written and produced by Steve Winwood and Dave Mason, and was released in March. The single has been a hit in both Italy and the U.K., and has also charted in several other European countries. The song has been covered by several artists, including George Harrison and Peter Frampton. The song’s success has helped to boost Columbia Records’ sales in Italy. The company has announced plans to release a new album by the band in the near future.
AROUND THE ROUTE
by Camille Compasio

Atlas Music’s Ed Gendron attended the recent national distribs meeting hosted by Rowe International at the Parsippany Hilton Hotel in Parsippany, N.J., and was quite impressed with this year’s presentation. The product showing, the business session and the banquet were all very well received, Ed told us, but he personally welcomed the opportunity to tour the Rowe factory facilities in Whippany, N.J., which he considered a highlight of this year’s conclave — and he’s been on hand for many a Rowe annual meeting. Atlas is presently displaying the new R-87 phono and Ed anticipates a very successful run with it. During the national meeting Rowe officials noted that the firm had enjoyed a banner year in phono sales and, based on initial reaction to the R-87, a repeat performance is expected. On the subject of games — videos particularly — Atlas Music is doing superbly with the Nintendo “Donkey Kong Jr.”, in both the upright and cocktail table models, according to Ed.

Bally Midwest Dist. president Jerry Marcus has really been a man on the go these past weeks, traveling constantly to attend meetings and conventions both in

(continued on page 37)

THEME PARK ARCADE OPENS — Atari and Marriott’s Great America amusement park have joined forces to create a state-of-the-art video game arcade bedecked with neon lights, mirrored ceilings and space age interior design. Approximately 68 vid games are showcased in the fantasy fun center located at the theme park in Santa Clara, Calif., and future plans for the “Atari Video Adventure” room include a “high tech exploratorium,” which will demonstrate to the public how computers work, and a retail shop where computer and electronic game products will be available for purchase.

AMOA Announces Jukebox And Game Award Winners; Members Vote The Hits

CHICAGO — AMOA announced the winners of this year’s Jukebox Awards, as determined by a full membership vote based on earning power in jukeboxes for the period of Oct. 1, 1981 through Sept. 30, 1982. The winners are: “Abracadabra” by Steve Miller Band on Capitol, Best Rock Record of the Year; “Eye Of The Tiger” by Survivor on Scotti Bros., Best Pop Record of the Year; “Always On My Mind” by Willie Nelson on Columbia, Best Country Record of the Year; “Ebony And Ivory” by Paul McCartney (with Stevie Wonder) on Columbia, Best Soul Record of the Year, with the award for Most Popular Artist of the Year going to RCA’s Alabama. The awards presentation will take place at the 1982 AMOA International Exposition of Games and Music banquet on Nov. 20 at Chicago’s Hyatt Regency Hotel.

In a separate ballot, AMOA asked members to vote for the “most played” coin

(continued on page 37)
**Wurlitzer Exec C.B. Ross Dies**

CHICAGO — C.B. Ross, sales and service manager for Deutsche Wurlitzer in the factory’s DeKalb, Ill., facility, died Oct. 8 of an apparent heart attack. He was attending the AMAA Convention in New Orleans at the time of his death.

C.B., as he was known in the coin machine industry, was 61 years old and a veteran of 23 years with the Wurlitzer organization. He served for a number of years in the company’s No. Tonawanda, N.Y., factory before relocating to Chicago. News of his death came as a shock to his many friends and colleagues in the business.

A highly-recognized member of the industry, Ross was with Wurlitzer when the firm manufactured jukeboxes in this country and remained with the company after it discontinued production in the U.S. but maintained its headquarters in Germany. He was a familiar figure at the annual AMOA Convention where he manned the Wurlitzer exhibit for many years.

He is survived by his wife, Mary, and daughter, Susan.

**AVMDA Meeting Is Set For Chicago**

CHICAGO — The Amusement and Vending Machine Distributors Assn. (AVMDA) will hold its second general membership meeting at the Hyatt Regency in Chicago Nov. 17, one day prior to the official opening of the 1982 AMOA Convention.

Guest speakers will include Dr. B. David Brooks, a behavioral scientist, who will cover “Video Games and Their Effect on Society”; Alan Adams, president of American National Bank and Trust Company of Chicago, who will introduce a distributor finance program; and Robert Larson of Wholesaler-Distributors Trust, who will cover the highlights of the 1981 Economic Recovery Tax Act.

Edward G. Doris, executive director of AVMDA, stated that several new programs, which will be beneficial to both the members of the association and their customers, will be introduced at the November meeting.

**Rock-Ola Holds Annual Distributors Meeting And Product Presentation**

CHICAGO — Rock-Ola Manufacturing Corp. held its annual distributors meeting and product presentation showing Sept. 8-12 at Kiawah Island under the theme of “Looking Good And Playing Great.” The product emphasis was on the firm’s “Eyeet” video game and the Deluxe model phonograph as well as the Rock-Ola can vending machines.

Company president Donald Rockola addressed the distributor meeting, focusing his remarks on future plans the company has “in continuing its efforts to produce top-of-the-line products for the coin-op business” and total involvement in solving industry problems.

Ronald Moskal, vice president, sales, presented over the product presentation. The products featured included “Eyeet,” Rock-Ola’s current video game; the “Deluxe” model phonograph that contains a number of graphic changes from last year, including a 3-dimensional effect in shades ranging from orange to midnight blue to create a colorful balance, and the company’s first indoor can, which was premiered exclusively for distributors and will remain under wraps for the time being.

Rock-Ola also brought back, by popular demand, according to the company, its CCC-5 and CCA-6 can vending machines that will soon be available through factory distributors.

As stated by president Rockola at the conclusion of the meeting, “Rock-Ola takes considerable pride in its select distributor team as professionals in the coin-op industry and feels strongly that with the saleability of its product and distributor backing, 1982-83 sales will prove to be an exceptional year.”

**AGMA Responds To FCC Guideline Order**

AGMA — The Amusement Game Manufacturers Assn. (AGMA) has announced that the Federal Communication Commission (FCC) recently issued an Order (FCC 82-303) approving all games manufactured after Dec. 1, 1982, which requires, in general, that coin-operated electronic games be verified for compliance with FCC requirements for a Class A computer device prior to marketing.

In response to the FCC action, AGMA, as a service to its members, has produced and released an FCC Compliance Guide which answers such questions as “What are Class A standards?”; “How do you verify?”, “how do you set up and conduct compliance tests?”, “what effect does this ruling have on imported games?”, etc.

In announcing the release of this 100-plus-page document, AGMA executive director Glenn Braasbelt stated that “it should prove to be a valuable service to AGMA members in continuing effort to meet the industry needs of manufacturers.”

The document was produced in collaboration with the FCC, Braasbelt noted, and indicates the “wisdom of the manufacturers’ move to Washington.”

The Compliance Guide was produced in limited numbers for members only; however, others wishing additional information may contact the AGMA office at 205 The Strand, Suite 3, Alexandria, Va. 22314. The phone number is (703) 546-8044.

**Tom Stroud Resigns From Cinematronics**

Tom Stroud, executive vice president of Cinematronics, Inc. of El Cajon, Calif., has resigned his position in order to pursue personal interests. “My five years at Cinematronics have been a crowning touch to a lifetime in this business,” said Stroud. “I am not regret a second I spent there, and I will always respect the company and its management.”

During his tenure at Cinematronics, Stroud headed the marketing, manufacturing and game development efforts. He became executive vice president in April 1981.

Company president Jim Pierce, speaking on behalf of Cinematronics’ entire staff, commented that everyone at the firm “wishes Tom well in all his future endeavors. Tom’s achievements at Cinematronics have been rewarding from both a business and personal point of view.” Pierce added, “I hope the opportunity for Tom and I to work on a mutual project in the future presents itself.”

**Coin Machine Distributors South Introduces New Subsidiary**

CHICAGO — Coin Machine Distributors South, Inc., a subsidiary of Coin Machine Distributors, Inc. of Elmsford, N.Y., is in the process of opening an office in Baton Rouge, La., which is currently under construction. The location will be on Industriplex Drive and opening date is scheduled for early January, 1983.

Alexander F. Kress, president of the parent company, announced that Harry L. Williamson, vice president of operations, will assume operating responsibilities for the new distribution subsidiary. “We expect to have most of the major game lines,” Williamson told Cash Box, stressing that the Baton Rouge location will house a full service distributorship with ample facilities for warehouse, showroom, service/parts and administrative offices.

Further information may be obtained by contacting Harry Williamson at 425 Fairview Park Drive, Elmsford, N.Y. 10523 or by phoning (914) 347-3777.

**MVS Attends Second Microcomputer Fest**

LOS ANGELES — MVS Amusements, Inc., Modern Vending Sales participated in the Second Annual Microcomputer Festival at the Indianapolis Children’s Museum Sept. 25-26, which was attended by over 11,000 people. Defining video games as one of the many types of microcomputers, MVS, Modern Vending’s presentation stressed the amount of research and development that goes into each video game as well as the different applications for the vid game technology.

MVS, Modern Vending’s exhibits over the weekend festival included screening a shortened version of Atari’s “Development of a Game” videotape; a presentation by Terry Meek (from Modern’s sales department, who programmed his Texas Instruments home computer to compare itself and other microcomputers with arcade electronic amusments; a display of microprocessors, logic boards and various other electronic parts of coin-operated game devices, along with full-scale “Pong,” “Breakout” and “Moon Patrol” games with the backs removed for demonstration purposes; a discussion of video game play and design by programmers John Kotlarchik and Harry Cline of Williams Electronics.

In addition to the sundry displays and showcases, a number of promotional items were handed out to festival attendees, such as Atari bumper stickers, Williams Electronic pens, luggage tags and flashlights and MVS helium balloons.

John Cadle, owner and chairman of the board of MVS amusements, Inc., remarked, “I saw a lot of eager-eyed youngsters asking questions. I was amazed by how much they knew about computers.”

**CALENDAR**


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

Nov. 18-20: IAAPA annual convention; Bar- tle Hall, Kansas City.

1983

June 16-18: Ohio Music & Amusement Assn., annual conv., Hyatt Regency Columbus, Columbus.

March 25-27, Amusement Operators Expo, O’Hare Expo Center, Chicago.

Cash Box/October 30, 1982

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Zufall Named VP, Administration for Atari Coin-Op Unit

LOS ANGELES — Robert B. Zufall has been promoted to the post of vice president of administration for the coin video games division of Atari, Inc. His responsibilities in the new position include employment, compensation, management development and training, and employee relations. Zufall, 39, will report to Art Gennell, corporate vice president of administration.

Prior to his promotion, Zufall held the post of director of administration for the video game manufacturer. Before coming to Atari six months ago, he served as the director of human resources for Paul Masson Winery, a subsidiary of Seagrams Ltd. Zufall, who earned his bachelor of science degree in Industrial Relations/Psychology from San Jose State University, lives with his family in Santa Cruz, Calif.

Pollack Named Sales, Merchandising VP For Gottlieb & Co.

LOS ANGELES — Gilbert G. Pollack has been appointed vice president, sales and merchandising, at D. Gottlieb & Co., the amusement games subsidiary of Columbia Pictures Industries, Inc. Pollack, who's served with D. Gottlieb for a decade, joined the company as director of the personnel department and subsequently held several executive positions, most recently vice president and general manager of the firm's pinball and arcade division.

Pollack's appointment fills the void created by the resignation of Marshall Caras, vice president, marketing, who left his role at D. Gottlieb to pursue other business interests. In announcing the appointment, D. Gottlieb's president, Boyd Brown, pointed out that Pollack has been involved in many different aspects of the company's business, from product development to distribution.

AMOA Announces Jukebox And Games Awards Winners

(continued from page 30)

operated games, which is a first this year, with the winners also being spotlighted at the banquet presentation. In voting, operators were instructed to base their selections on the "most successful earners" during the October '81 to September '82 period.

The winners in this category are: "Ms. Pac-Man" (Midway), Most Played Video Game; "Eight Ball Deluxe" (Bally), Most Played Pinball Game; with Valley pool tables winning as Most Played Other Game.

Among the nominees in the three categories were: Pac-Man (Midway), Centipede (Atari), Donkey Kong (Nintendo), Defender (Williams) and Zaxxon (Sega/Gremlin) for Most Played Video Game; Space Invaders (Gottlieb), Black Hole (Gottlieb), Mr. & Mrs. Pac-Man (Bally), Alien Poker (Williams), Devil's Dare (Gottlieb), and Flight 2000 ( Stern) for Most Played Pinball; and Touchdown Football, Williams shuffle alleys, Dynamo pool tables, U.S. Billiards pool tables, Sun-Brite & Frog Play and the Johnson (in general) for Most Played Other Game.

This year's awards ceremony is especially significant in that it marks the 15th year of the Jukebox Awards and the first time AMOA has presented awards for coin-operated games.

Tago Purchases Dynamo Vid Unit

LOS ANGELES — Tago Electronics, an 18-month-old Texas-based firm, has purchased Dynamo Corporation's total interest in a video game joint venture previously owned and operated by the two companies. Under the purchase agreement, Tago will manufacture and market all electronic video amusement programs previously marketed by Dynamo as well as continue to negotiate rights for other games. Tago will also assume responsibility for warranties and parts service on all previously distributed Dynamo Games.

Dynamo will no longer be involved with the video game field, instead concentrating on other markets in the coin-operated game business and putting emphasis on its pool table and soccer table 1ines. Senior vice president of Dynamo Thomas L. Straus has resigned his position to serve on a full-time basis as president of Tago, which he formed in 1981.

One of Straus' first announcements as Tago president was the introduction of "The Classic Line," which consists of a master cabinet and chassis paired with an expanding assortment of "Turn-A-Profit" game change kits. Straus pointed out that each kit contains all the necessary components to simply transform the master unit from one popular game to another, and each game in the Classic Line is licensed from major manufacturers' kits.

"The Classic Line was conceived with the operator in mind," remarked Straus. "When you consider the substantial investment operators have in the heavy concentration of games already in the marketplace, together with the high cost of investment capital typically required to purchase these machines, and compare it to their diminishing profits, it's easy to understand why the average operator can no longer afford to invest large sums of money in new, unproven games.

"The introduction of our modular Turn-A-Profit concept now offers the operator a reasonably priced basic game plus the availability of a variety of proven hit games from several different manufacturers-Using the Tago concept, when the popularity of one hit game begins to decrease, the operator can purchase another Turn-A-Profit game change kit at a fraction of the cost of a new conventional game, spend about five minutes plugging in new circuit boards, changing the header and, if necessary, adapting the control panel and he has another hit game ready to begin generating profits for him."

Tago Electronics' offices are located at 1209 South Great Northwest Parkway, Grand Prairie, Tex. 75051. The phone numbers are (214) 641- or 800-527-1559.
New Equipment

Arctic Adventure

SEGA’s latest video game, “Pengo,” has whimsical video cartoon characters from the South Pole chasing fun and adventure to please players of all ages and sexes.

The light-hearted cartoon game combines challenging play action and colorful, uniqueantarctic graphics with enticing musical background soundtracks to give players a new cartoon-pursuit adventure game.

At the start of the game the screen is filled with a field at bright blue ice blocks accompanied by amusing and humorous musical tunes. Shortly thereafter, some of the ice blocks melt away and an ice block grid appears. Inside the grid there are three randomly scattered Diamond Ice Blocks, and also special frozen ice block indicating the presence of a hidden aggressor. Now the stage is set for fun and antics as the puck pursues begins.

Video Mythology

The latest in-house designed and developed video game from Williams Electronics, Inc. is called “Joust,” which, for the first time, provides dual player action allowing players the opportunity to challenge each other in direct, head-to-head competition or team up against a common enemy—the game itself.

The game abounds in exciting features. One person can play alone, but when two play, it becomes even more intriguing, increasing the possibility of reaching higher waves and taking on new and different challenges.

The new model is geared to generate dual earnings for the operator, according to the factory.

Players start their journey into Joust’s mythological world of fantasy and fun midway on an ostrich or a stork. Each player, manning a “flap button” and a joystick, flies his bird toward enemy riders astride buzzards and attempts to unseat them. A successful Joust score points for the player and turns the enemy into an egg that must be picked up bringing it even more dangerous adversity.

AIOAEEXPOSI6 1982... Our Industry’s Bottom Line

THE HYATT REGENCY HOTEL • CHICAGO, ILLINOIS
THURSDAY, FRIDAY, SATURDAY – NOVEMBER 18-19-20
AIOA’s International Trade Show For Coin-Operated
Games, Music and Allied Products

AMERICAN MUSEUM OF URBAN LIFE

OPERATORS ASSOCIATION OF NORTH AMERICA, INC.
THE LOUDEST BAND IN THE WORLD.

CREATURES OF THE NIGHT

KISS U.S. TOUR STARTS THIS FALL
"They say that you are judged by the company you keep. As an entertainer I always enjoy singing many ASCAP songs in all my concerts. As a songwriter, I'm proud to be a member of an organization that has such a great music tradition. As an entertainer and a songwriter, I am surely glad that ASCAP is around."

Johnny Cash
I am delighted to issue this message designating October as "Country Music Month."

As a fan of country music, I welcome this opportunity to acknowledge the many unique contributions of country music to the artistic heritage of our nation. This music is inspired by the traditions, folklore, and everyday experiences of our people. It is a singularly American form of music that simply but lyrically tells the story of our lives.

"Country Music Month" promotes heightened awareness of the performing artists and talented writers who bring great enjoyment to the American people. I commend those who create country music and those who so thoroughly capturing the spirit of America in their work.

Signed,
Ronald Reagan

Country Music Month, 1982

THE WHITE HOUSE
WASHINGTON

GOLD SOUND RECORDS AND TOMMY BELL WOULD LIKE TO THANK THE FOLLOWING STATIONS FOR THEIR HELP IN ESTABLISHING A NEW COUNTRY STAR:

K SOP WGN WFRL KFDI WHBF KLOG KTLK
KIMM KFTW WHEA KFTN WMYW KFLI WPKC
KLCB WCUB WGNW WCMC KODA WYDO KTQG
WCLF WACR KUGN KUUG KKEY WAGA WMLA
WOLW KEIN KINM KERR KCLL KPRM WUJO
WKGU NOI WDSU KUGR WPTU WEDO WHTW
KTOM WIMW WIZZ WTVL WEGW WJEB
WGBB WFPK WICX WDOO WIMP WTGO KEMY
WBLJ KRRJ MELT KUCI KUNS WDOX WWIN
WUNK WAMC KCRJ WNNM WPAW WIPP
WCDK KIMK WITL WPFW WPMC KSLK IKC
WCLG WGA WTPR WDOX WJNE KDUB KMKE
KZWM KXYD WDOX WTSO KCLE KHAN WIHM
AKRA ROCK WHTN KMNW KDOX KSUB KJCM
KRED WDEG WTMK KTMN KELG KIRR KXKZ
KCAN KNOE KDRS KEED KXEL KNNI KXDO
KLOG WOBX KHRG KIDW KLIK WBBX KROX
AKBC KTRC KRAM KGCS KLLL KSSN WSSN

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DON KRENC

MFG. & DIST. BY RCI RECORDS,
P.O. BOX 126, ELMSFORD, N.Y. 10523 (914) 592-7983

Cash Box/October 16, 1982
Three years ago, Alabama burst upon the music scene with a unique blend of country-pop stylings; today it is one of the largest concert draws on the touring circuit, breaking attendance records nearly every place it plays on the strength of its unique vocal stylings with tight harmonic interplay and hook-laden mass appeal material.

The association of Randy Owen, Jeff Cook and Teddy Gentry was established long before the group signed with MDJ Records; subsequently the band signed with RCA, and the addition of drummer Mark Herndon solidified a unit that admits the strong influence of Creedence Clearwater Revival, while retaining a distinctive country flavor. Their first three albums — “My Home’s In Alabama,” “Feels So Right” and “Mountain Music” — have already yielded sales in excess of six million units, and a steady stream of singles, including “Tennessee River,” “Love In The First Degree,” “Old Flame,” “Take Me Down” and “Close Enough To Perfect,” has made the group just as familiar with pop listeners.

Through it all, the band members have retained their humility and awe of success, adding to the appeal generated by their consistently infectious recordings and an energetic live show. Alabama has, thus far, been the most phenomenal success story of the eighties, and they are a perfect example of the new image country music maintains as a contemporary medium that bridges the gap between old and young.
The bigger they are... The better the fall!

RCA brings you a new fall line-up of the biggest names in Country Music... Dolly, Razzy, Louise & R C, Waylon & Willie, Steve Wariner... Names that will bring record buyers into stores this fall... and keep them coming back through Christmas!

Dolly's "GREATEST HITS", features twelve of her biggest, including "Here You Come Again", "But You Know I Love You", and her current #1 single "I Will Always Love You" and "Hard Candy Christmas" from the smash hit movie "The Best Little Whorehouse In Texas".

"STEVE WARINER" -- Finally... the debut album from Steve Wariner... and it's already filled with hits... "Kansas City Lights", "By Now", "Your Memory", "All Roads Lead To You" and the latest release "Don't It Break Your Heart"... worth waiting for!

"RAZZY BAILEY"... "A LITTLE MORE RAZZ"... The just released single "Love's Gonna Fall Here Tonight" is already climbing up the charts, to be followed by the hottest Razzi music yet!

"WAYLON & WILLIE" "WWII" This is the big one... alright... "WWII"! Waylon and Willie together again! Featuring powerful duets like the just released single "Sittin' On The Dock Of The Bay"... will march this album to the top of your sales charts. They have returned... "WWII".

"LOUISE AND RC" "YOU'RE MY SUPERWOMAN, YOU'RE MY INCREDIBLE MAN"... Country music's dynamic duo is back, fighting the forces of dull music with powerful duets and super solos. "Some Of My Best Friends Are Old Songs", by Louise is currently flying high in the charts. Also includes Louise's solo "Romance" and the upcoming duet "Remember Me".

Retailers everywhere know... the bigger they are, the better the fall!
ENTERTAINER OF THE YEAR

FEMALE
BARBARA MANDRELL

MALE
ALABAMA

MANAGER
1. Irby Mandrell
2. Ken Kragen
3. Jim Halsey
4. Dale Morris
5. Gene Ferguson

PRODUCER
1. Tom Collins
2. Ron Chancey
3. Jim Ed Norman
4. Buddy Killen
5. Norro Wilson

COMPOSER
1. Kye Fleming/Dennis Morgan
2. Wayland Holyfield
3. Even Stevens/David Malloy
4. Merle Haggard
5. Blake Mevis

COMPOSER/PERFORMER
1. Merle Haggard — Epic
2. Waylon Jennings — RCA
3. Randy Owen — RCA
4. Hank Williams, Jr. — Elektra
5. Rosanne Cash — Columbia

INDEPENDENT RECORD COMPANY
1. Dimension
2. Koala
3. Townhouse/Accord
4. AMI
5. NSD

NEW RECORD COMPANY
1. Main Street
2. Churchill
3. Townhouse/Accord
4. AMI
5. Primero

PUBLISHING COMPANY
1. Welk Group
2. Tree Group
3. CBS Songs
4. Silverline/Goldline
5. House of Gold
6. Deb/Dave/Briarpatch
7. Cedarwood
8. Shadetree
9. Warner-Tamarlane
10. Southwest

BOOKING AGENT
1. Dick Blake
2. Lavender Agency
3. United Talent
4. Halsey Company
5. Chardon

SUSTAINING ARTIST
1. Jerry Reed — RCA
2. Michael Murphey — Liberty
3. Marty Robbins — Columbia
4. Jim Reeves/Patsy Cline — RCA/MCA
5. Osmonds — Elektra

CASH BOX COUNTRY AWARD WINNERS
Dear Dad,

Your expertise, wisdom, and love have made possible all the wonderful things that have happened for me. The honors, the awards, the joys of performing for my great fans, are a result of your continuous work and support.

Congratulations, I'm so proud of you!

All my Love,

Barbara

IRBY MANDRELL
CASH BOX MAGAZINE AWARD
Manager of the Year
### MALE VOCALIST
1. Willie Nelson — Columbia
2. Hank Williams, Jr. — Elektra/Curb
3. Ronnie Milsap — RCA
4. Merle Haggard — Epic
5. Ricky Skaggs — Epic
6. Waylon Jennings — RCA
7. Don Williams — MCA
8. George Jones — Epic
9. Eddie Rabbitt — Elektra
10. T.G. Sheppard — Warner/Curb

### FEMALE VOCALIST
1. Barbara Mandrell — MCA
2. Juice Newton — Capitol
3. Rosanne Cash — Columbia
4. Emmylou Harris — Warner Bros.
5. Sylvia — RCA
6. Dolly Parton — RCA
7. Crystal Gayle — Columbia
8. Charly McClain — Epic
9. Lacy J. Dalton — Columbia
10. Terri Gibbs — MCA

### NEW MALE VOCALIST
1. Ricky Skaggs — Epic
2. David Frizzell — Warner/Viva
3. Lee Greenwood — MCA
4. George Strait — MCA
5. Jack Grayson — Koala

### NEW FEMALE VOCALIST
1. Zella Lehr
2. Karen Brooks
3. Cindy Hurt
4. Rita Remington
5. Liz Lyndell

### DUO
1. David Frizzell/Shelly West — Warner/Viva
2. Jim Reeves/Patsy Cline — RCA/MCA
3. Bellamy Brothers — Elektra/Curb
4. Gary Stewart/Dean Dillon — RCA
5. Louise Mandrell/R.C. Bannon — RCA

### NEW DUO
1. Jim Reeves/Patsy Cline — RCA/MCA
2. Gary Stewart/Dean Dillon — RCA
3. Louise Mandrell/R.C. Bannon — RCA
4. Merle Haggard/George Jones — Epic
5. Mel Tillis/Nancy Sinatra — Elektra

### GROUP
1. Alabama — RCA
2. Oak Ridge Boys — MCA
3. Larry Gatlin & The Gatlin Brothers — Columbia
4. Charlie Daniels Band — Epic
5. Statler Brothers — Mercury/PolyGram

### NEW GROUP
1. Nashville Rhythm Section — Koala
2. Albert Coleman's Atlanta Pops — Epic
3. Snuff — Elektra

### SOUNDTRACK
1. Honeysuckle Rose — Columbia
2. The Best Little Whorehouse In Texas — MCA
3. The Night The Lights Went Out In Georgia — Mirage
4. Urban Cowboy — Full Moon/Asylum
5. Pursuit of D.B. Cooper — Polydor/PolyGram
It takes a lot of somebodies
to make a "Nobody."
I love you all to pieces!
### Male Vocalist
1. Conway Twitty — Elektra
2. Kenny Rogers — Liberty
3. Charley Pride — RCA
4. Merle Haggard — Epic
5. Hank Williams, Jr. — Elektra/Curb
6. Mickey Gilley — Epic
7. T.G. Sheppard — Warner/Curb
8. Eddie Rabbit — Elektra
9. Ricky Skaggs — Epic
10. Don Williams — MCA

### Female Vocalist
1. Rosanne Cash — Columbia
2. Janie Fricke — Columbia
3. Charly McClain — Epic
4. Barbara Mandrell — MCA
5. Reba McEntire — Mercury/PolyGram
7. Sylvia — RCA
8. Crystal Gayle — Columbia
9. Anne Murray — Capitol
10. Lacy J. Dalton — Columbia

### New Male Vocalist
1. Ricky Skaggs — Epic
2. Lee Greenwood — MCA
4. David Frizzell — Warner/Viva
5. Kieran Kane — Elektra

### New Female Vocalist
1. Kippi Brannon — MCA
2. Cindy Hurt — Churchill
3. Helen Cornelius — Elektra
4. Diane Pfeifer — Capitol
5. Karen Taylor — MCA

### Duo
1. Bellamy Brothers — Elektra/Curb
2. Kendalls — Mercury/PolyGram
3. Waylon Jennings/Willie Nelson — RCA
4. David Frizzell/Shelly West — Warner/Viva
5. Emmylou Harris/Don Williams — Warner Bros.

### Group
1. Alabama — RCA
2. Oak Ridge Boys — MCA
3. Statler Brothers — Mercury/PolyGram
4. Larry Gatlin & the Gatlin Brothers — Columbia
5. Roger Miller/Willie Nelson/Ray Price — Columbia

### New Duo
1. Emmylou Harris/Don Williams — Warner Bros.
2. Jim Reoress/Patsy Cline — RCA/MCA
3. Merle Haggard/George Jones — Epic
4. Louise Mandrell/R.C. Bannon — RCA
5. Gary Stewart/Dean Dillon — RCA

### New Group
1. Roger Miller/Willie Nelson/Ray Price — Columbia
2. Younger Brothers — MCA
3. Calamity Jane — Columbia
4. Tennessee Express — RCA
5. Wright Brothers — Warner Bros.