GRAMMYS: '70's 'WINGS' WINS
FOCUS ON ITA: 'UPDATE '80'; HOME COMPUTERS
COPING WITH THE VIDEO GAME GLUT
ANOTHER RECORD YEAR FOR ABCAP
MUSIC CONSUMER PROFILED
“Kilroy...just a man whose circumstances went beyond his control...”
EDITORIAL

Thank You

As everyone had hoped, this year's Grammy Awards show provided the perfect vehicle to tout the music industry in all of its majesty. From the magnificence of Miles Davis' silent but respectful acceptance of a Grammy (to acknowledge, in reality, his lifelong contributions to American music) to the adulation heaped upon the Australians in Men At Work to thank them for revitalizing pop music, this year's ceremony truly showed the world what music is really about.

The Academy — officially referred to as NARAS, or the National Academy of Recording Arts & Sciences — must be congratulated for the effort that went into making this year's show what it was. Sure, there were some loose ends, but all in all, the recording industry did indeed put its best foot forward in the Silver Anniversary of its highest awards ceremony.

It's taken a number of years, but the Grammy ceremony has finally established itself as a legitimate and honorable event. With its recognition of such long-time contributors as Miles Davis, Marvin Gaye, the late and great classical pianist Glenn Gould and opera singer Leontyne Price, plus the contemporary stars and trendsetters, the Grammys proved to be a true reflection of the heart and thirst for excellence that NARAS has sought to embody.

There will surely be inevitable attempts to capitalize on Grammy success on the sales level, but it is surely more anniversary celebration. To reach 25 years of anything is a milestone, to reach one on national TV is certainly exceptional.

To everyone who participates in the recording arts & sciences, thank you. Last week's Grammy ceremony was certainly an indication of what everyone else feels about what you do.

ON THE COVER

Together now for more than a decade, Hall & Oates have finally achieved a lasting place in the contemporary musical vocabulary, and, like the title of the duo's most recent RCA album "H2O," they've become an essential element on pop playlists. The two Philadelphia-born vocalists and songwriters, whose songwriting style seamlessly blends their interest in local R&B and street corner doo-wop, have also come to be accepted at black radio as well as Top 40. Attesting to this is the crossover success of "I Can't Go For That (No Can Do)" and the current single, "One On One," which simultaneously buttress up both the Cash Box Pop and Black Contemporary Singles charts at #13 and #44, respectively.

While they've enjoyed a phenomenal streak of hit singles ever since the release of the "Voices" LP in 1980, such good fortune was a long time in coming for tall, fair-haired Daryl Hall and his curly-haired, mustachioed compatriot John Oates. Now the years of hard work have paid off as the duo embark on a world tour sponsored by Canada Dry.
Toto, CBS Big Winners At 25th Grammy Awards

by Michael Glyn

LOS ANGELES — There were early indications that it could well be Toto's night at the 25th Anniversary Grammy Awards ceremonies. During the pre-teletext presentations at the Shrine Auditorium here Feb. 23, members of the L.A.-based Columbia recording group received honors for Best Vocal and Best Instrumental Arrangement (Two or More Voices), and Toto was affiliated with Best Recording, Non-Classical, to go to the "Toto IV" LP.

When all was said and done after the five-hour program (the final three hours of which were broadcast by CBS-TV, the soft rock and pop septet had racked up five Grammys, including Album of the Year ("Toto IV"), Record of the Year ("Rosanna") and Producer of the Year. If the Best Engineered Recording Grammy is counted, the band tied country singer Roger Miller's record for most individual awards in one year, which he had in 1965. Toto guitarist Steve Lukather also shared in the Best R&B Song Grammy for "Turn Your Love Around" with co-authors Jay Graydon and Bill Champlin. Toto and its members were nominated for nine Grammys.

The other big winner at the Silver Anniversary Grammy presentations was neither an individual artist nor a group but CBS Records, as acts and recordings on its roster were associated with a total of 21 of the 62 overall awards. The Columbia label alone accounted for 17 of those

SEVEN GRAMMYS IN TOTO AT 25TH AWARDS — Members of Columbia recording group Toto were responsible for seven Grammys in all at the 25th Anniversary Grammy Awards show at the Shrine Auditorium presentations in Los Angeles Feb. 23. Pictured (clockwise after winning Album of the Year honors are (1-7) (CB) Toto members, MCA Distribution; Steve Porcaro, Mike Porcaro, David Paich, Dave Hungate, Bobby Kimball and Steve Lukather.

Cash Box photo by Barbara Pickles

remaining to be seen."

In conducting the survey, NPD asked the 13,000 families to fill out diaries to record the types of prerecorded music configuration they bought and what kind of music they bought. The research committee thought it was important to zero in on what people thought they were buying. "The research committee thought it was important to get this," said Steve Traiman, RIAA executive director. "What the members do with it

Home Computers Focus Of ’83 ITA Update Conference

by Jim Bessman

NEW YORK — The 13th annual International Tape/Disc Assn. (ITA) seminar, themed "Audio/Video Update — ’83," will focus on the marketing of home video, home video games and computers when it convenes on March 6th at the Hilton Hotel in Hollywood, Fl. Nine sessions and four workshops will cover the entire range of audio/video, communications and entertainment industry, and over 30 ITA member companies will be on hand with state-of-the-art products.

Among a host of topics on the four-day program agenda are three that are new to the spring seminars: video games, personal computers and computer software. The subject of personal computers took up half of the day-long "Update-’82" seminar in New York last November, when it was initially addressed (Cash Box, Nov 27, 1982). Computer-related questions to be raised in Hollywood include "Interactive Capabilities of Video Games and Computers/Is It Possible to Relate to Home Video?" "Will Increasing Popularity of..." (continued on page 17)

RIAA Consumer Survey Details ’79-’81 Changes

by Larry Riggs

NEW YORK — In the period from 1979-81, prerecorded cassettes increased significantly in popularity, active record buyers got older and country music became more popular. Already considered "common knowledge" in various industry circles, there were among the conclusions statistically confirmed in an industry-wide consumer survey released last week by the Recording Industry Assn. of America (RIAA).

The survey, conducted by NPD Research for the RIAA’s 16-member Sampler Committee, sampled 13,000 families nationwide and, perhaps more significantly, of the prerecorded music configura- tion for home entertainment was divided almost evenly between the two areas. (CBS and Warner Communications, Inc. both have done their own consumer surveys in the past.) "The research committee thought it would be important to get this," said Steve Traiman, RIAA executive director. "What the members do with it

Annual ASCAP Revenues Reach New High In ’82

by Richard Imamura

LOS ANGELES — While 1982 saw the conclusion of the so-called Buffalo Broadcasting case that could conceivably destroy ASCAP, the organization, like CBS, which it applies to local TV stations, it was nevertheless a good year revenue-wise for the American Society of Composers, Authors and Publishers (ASCAP).

Addressing the organization’s West Coast membership meeting, Feb. 23 at the Beverly Hilton Hotel, ASCAP president Ha, David reported that 1982 revenues were just under $187 million, a jump of about 9.2% over 1981 revenues. ASCAP annual revenues have increased steadily over the past several years, break- ing the $150 million mark in 1980.

Domestic receipts of $161.1 million increased 11.2% over the 1981 total of $143.1 million. Home market foreign sources increased just slightly, from $25.82 million to $25.89 million.

Overall, after deducting salaries and ex-

Home Video Game Glut Forces Dealers To Be More Selective In Ordering

by Jeffrey Resner

LOS ANGELES — Will Coleco’s upcoming "Dracula" may also be rescued by the various third-generation hardware systems available — ColecoVision, the Atari 2000 SuperGame, and the forthcoming Intellivision III unit — and how to select the most popular cartridges for each. Adding to all these considerations, the fact that most of the game manufacturers have instituted complex returns and stock balancing plans — almost all on a "buy two, return one" basis — and the lingering problems of inaccurate release dates make it ever more difficult to time your purchases.

Besides considering the various stock balancing and returns plans, retailers and distributors surveyed by Cash Box concluded there are three major factors to take into account when buying games from suppliers:

1. Sales of prerecorded cassettes jumped over the three-year period from 7% of the retail market in 1979 to 16% in 1981. As the demand for these products increases, distributors and retailers will have to be more careful in their buying decisions.

2. The 20-24 age group has become the single largest demographic that purchases... (continued on page 17)

PERSIAN PACT — MCA Distributing Corp. recently announced that it would commence distributing product by newly formed, Dallas-based Perman Records. Initial releases from the company, which will be headed by Chuck Robinson, are to come from Lynn Anderson and Kay Mottaff. The announcement came during a dinner at MCA Distributing’s national convention held in Tucson, Ariz. Pictured at the event are (1-7) (CB) Sam Passamano, senior vice-president, MCA Distributing; John Burns, vice president, sales, MCA Distributing; Mottaff; Al Bergamo, president, MCA Distributing; Anderson; Robinson; Gerald Margolis, executive vice president, legal affairs, Perman; Joe Petrone, executive vice president, sales and marketing, Perman and Ed Spacek, independent promoter.
BUSINESS NOTES

NARM Lists Convention Seminars

NEW YORK — Six seminar sessions have been scheduled for Wednesday, April 13, at the 1983 National Assn. of Recording Merchandisers (NARM) Convention in Miami Beach. Three are video related, while the rest deal with increasing sales and profits through better merchandising techniques.

The video sessions are scheduled consecutively from 8:30 a.m. to 1 p.m. and run 90 minutes each. Title: “Integrating Video Games into the Retail Record and Tape Store” will be chaired by James McCullough, editor, Software Merchandising. Panelist Joe Breski, vice president, marketing, Starking Video, will offer a slide presentation depicting video games in traditional record outlets. The other panelists are Alan Levenson, Turtles Records and Tapes, Marianne Levitt, The Record Shop, and Michelle Peri, Basalt Industries.

Sellers’ Secrets of the Video Show, a third video seminar, entitled “The Promises and Pitfalls of Home Computer Software.” The other panel members are NARM retailers who have expanded into computer product.

PolyGram Backs Parachute Kidde Line

LOS ANGELES — PolyGram Records will unveil initial product from its new full line children’s label, Parachute Records, this month. Included in the release are 15 albums, under five different logos — Playkool, Richie Rich, Captain Cookie, Hot Fudge and Rainbow. According to the president of marketing Rick Bleilwies, the albums are designed for three different markets:纯属虚构，故不能作为事实依据。
Airline Tickets
Hotel Reservations
Ad in Cash Box

Your advertising message in the 1983 Cash Box NARM issue is the best way to reach the entire retail sector. The high-volume record/tape/video/accessory merchandisers will be on hand for the convention and tuned into Cash Box's timely coverage. Advertising, Bar Coding, Home Video, Merchandising, Rack Jobbing, Retailing and more will be covered in-depth in our 1983 NARM issue.

To reserve ad space contact:

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<td>Joe Fleischman</td>
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<td>New York</td>
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AD DEADLINE:  
April 4, 1983

ISSUE DATE:  
April 16, 1983

Bonus distribution at NARM April 10-14 Miami Beach, Florida
German, which isn’t all that surprising considering the band’s label, LP, was recorded in Deutschland, and its main selling points are cover versions of Trio’s novelty hit “Da, Da, Da, I Don’t Love You” and Falco’s popular tune “Der Kommissar.” Despite the language barrier, however, this is a lively collection of quirky Euro-pop tunes that already receiving a positive response among Northeastern record buyers. The disc’s finale, “Monotony in Germany,” ends so perfectly you’d swear it was a single, and its silky, Devoice-quality could win it some airplay on alternative airwaves. Other key cuts include the bouncy “Scandal” and the ballad “Born to Bleed” sung well in English.

**STAR STRUCK — Original Motion Picture Soundtrack** — Oz-A&M SP-45838
Producer: Mark Moffatt, Phil Judd and others — List: 8.98 — Bar Coded

If you liked The Rocky Horror Picture Show, then you’ll enjoy this follow-up on Star Struck, a Down Under new wave musical comedy movie featuring tunes by some of Australia’s finest growing pop-rock bands such as Mental As Anything and the Swingers. The stars of the high camp, low brow, off-Broadway version of The Rocky Horror Picture Show, are Don’t Stop Thinking, Michael R. Donovon, contribute the majority of LP tracks, and although Donovan’s nasal intonations are embarrassing at best, Kennedy’s Gene Loviecshue performed with a Go-Go’s exuberance, makes the vinyl worthwhile. Best tracks here are Kennedy’s “In Me” and “Bad Soul,” the latter song being the subject of a video receiving some exposure on MTV.

**NEW & DEVELOPING**

**HORIZONTAL HOLD — Rodway** Columbia/BMG RCA BXL-17781 — Producer: Mark Liggett and Steve Rodway — List: 8.98 — Bar Coded

**STREET '{$\text{SS}'}**

**NEW COMER**

**SINGLE OUT OF THE BOX**

**KENNY LOGGINS** (Columbia 38-03555) Welcome To Heartlight (3:55) (Milk Money Music — ASCAP) (Kenny Loggins) (Producers: Bruce Botnick & Kenny Loggins)

Loggins gives his latest an island’s milieu, at least in the opening, with jungle drumbeats surrounded by insect chattering. The body of the tune is an emotionally charged trip to the “heartlight of love” propped by an almost tribal-sounding chorus.

**NEW & DEVELOPING**

**THE WHO** (Warner Bros. 7-29731) It’s Hard (3:40) (Towser Tunes, inc. — BMI) (Peter Townshend) (Producer: Glyn Johns)
The title track from the “It’s Hard” LP is standard WHO fare. Daltrey ticks off plenty of reasons why life is so hard, Townshend’s high harmonies and supportive guitar interlude smooth out the rough going.


Cheri grew up the hard way, according to the words of “Working Girl,” a tale most certainly not about seeing a job, but a simple, unpretentious country love ballad. Backed with guitar and occasional piano flourishes, “Doing It Right” also has A/C crossover potential.

**MIKE BATT** (Epic 34-03594) Love Makes You Crazy (3:39) (April Music, Inc. — ASCAP) (Mike Batt)

A man living sometime in the indeterminate future sings of the phenomenon of love. He’s come to the conclusion that “your memory can be done up with a cozy sound backing, an ersatz rock and a rocksteady beat.” Mike Batt’s “Golden Days” makes it for AOH and modern rock formats.

**TOMMY JAMES** (21 Records Ti 105) You See (3:38) (Tommy James Music Line — W. & T. D. Gibson) (Producer: Tommy James)

Tommy James returns with a stern admonishment, “I Am Electric,” now and it’s as pungent earlier work. A chorus near the close even carries the vibrating vocal effect from “Crimson & Clover.”

**BLACK CONTEMPORARY**

**FONZI THORNTON** (RCA JH-13454) Beverly (3:59) (Fonzworth Music, Inc. — ASCAP) (A. Thornton — R. Wright) (Producers: Robert Wright and Fonzi Thornton)

Thornton penned the Ritchie Family’s “’Til Do My Best For You Baby” and has sung backup for many top B/C acts. His debut single shows off all his talents in a clever production highlighting his vocal variations.


The latest stanza in Clinton’s never-ending funk odyssey is a contribution to the mambo and his cosmic funkateers making it the same technosynch pulse employed on “Loco-Motion.” This track can work either as a back-up piece of the week.

**PERCY SLEDGE** (Mobile WS4 05612) You Had To Be There (3:28) (ATV: Windigo/Hobber Music) (B. Fuller) (Producer: D. Johnson)

One of soul’s greatest crooners places his smoothest delivery on this basic rock format record. Percy has turned enough grit into the croon to ensure his integrity, propelling it smoothly through a sea of strings.

**NEW & DEVELOPING**


Survivor 3:32) with their second single, “Eye of the Tiger,” an upbeat and fast-moving pop-tune that features synthesizer and voice, box hooks in its旭旭和, but not a bad thing. At least it breaks no new ground, it should do well at Top 40 and neo-Top 40 radio stations. Look for immediate adds.
any notion that Tower will become the city's five
free price store goes out the window, as the ma-
ager in the New York record com-

munity,” he says, emphasizing that Tower
has not always been above board in

marking its competitors out of business. He
said Tower’s New York prices will be “com-

petitive” and added that it would be "dubious" to

rate them lower.

Like its 50-odd sister stores in California,
Oregon, Arizona, Nevada, Hawaii and the

isle of Waikiki, Tower New York will be a

supermarket-style outlet charac-

terized by a huge inventory of current hits

and deep cuts located at the corner of

Broadway and 4th Street in Greenwich

Village, the four-story facility may well be

the largest retail record store in the

world. Its inventory amounts to 91,000 line

(precoded and games) and some computer

software, but the emphasis will be on

records, an outlet that is expected to

be a major force in the store’s

business.

The last of the closest outlets to

Tower is the Record Factory store on W.

8th Street. While co-owner Ike Abhay is

concerned about the competition, he says the

neighborhood can support both outlets.

“Like any other competitor, Tower is a

serious competitor,” said Abhay. “I don’t

want anyone to go on top of us, and

likewise, I wouldn’t want to open up on top of

anybody else. But a distance of four-

and-a-half blocks is another world in

Greenwich Village. I don’t wish bad on

them.”

Expanding Product Lines

While Tower will be concentrating on

records, many established New York

stores are looking to expand into other

lines. J&R has already added a full line of

computer products, and is exploring

dedication entirely to the line. The

chain, which already operates stores dealing

exclusively in video, jazz and jazz records, is

also mulling what could be the country’s first

audio cassette-only outlet.

Similarly, the Grand chain is already

committed to computer hardware, with all

32 outlets carrying Atan, Commodore and

Texas Instruments computers, as well as two

different software lines. King

is not carrying computers, but the

chain does sell video games, a

t生命周期, and owner Karol is

considering an expansion into telephones and

remi-

ser.

In order to reach the large number of

shoppers concentrated in New York, chains

continue to advertise steadily. Among the

most aggressive is Crazy

Edie, which saturates late-night local television

with its hardware and record ads. But

most stores are trying to get advertising

dollars between print and radio, although

preferences vary from chain-
to-

chain.

“Our trend is towards print and

away from radio,” said John D’Antoni, buyer

and advertising director for the six

Discomart outlets, which carry a larger catalog

than ever before, and it’s because

that’s what radio plays. But they think they

get their act together. Despite his present

disenchantment with the medium, D’Antoni

added that he was looking for radio

stations with a broad reach in New York

to advertise to, rather than sticking to

the chain’s new outlet in the Westbelt Mall.

Because of the number of deep catalog

outlets in the marketplace, specialty stores

play an abnormally large role. Goody,

King Karol and J&R all sponsor classical

radio programs. Goody is also

sponsoring a jazz program and additionally

supporting its jazz outlet with regular pull-outs

in The Village Voice. But when it comes to

hits programming, they aren’t doing as much

as they’d like because of a lack of label ad

ting.

“Label ad spending is vital to the

health of the record companies,” said

J&R’s Wilson. “Their dollars are shrinking, and

we’re not going to give anything away.”

Karol agreed. “There’s no record store in

America that can afford to spend its own

money on advertising,” he said. “We are

entirely dependent on manufacturers’ dollars.

We’ve even dropped our ad in the Yellow Pages.

New York Dealers

Consider an Eve

of Tower Opening

(continued on page 11)

The DOCTOR IS IN — Whether providing new material or reissues, label launches are becoming increasingly rare. Running counter to the trend is the recently bowed Theresa Gramophone Co., headed by industry veteran Bob Thiele. First action by the outfit has been the realization of Thiele’s Doctor Jazz Imprint, and the label’s first four titles offer a nice mix of music, covering both new and classic recordings. “Classic Tenors” features mandatory music by Coleman Hawkins and Lester Young, recorded for Thiele by the Signature label in 1943 and out of print for several years. An auspicious debut, the reissue of “Classic Tenors” can only raise the appetite of jazz listeners, no doubt hoping to see what other gems Thiele has in his vaults. Thiele’s re-

cent recording activities center upon his wife, vocalist Teresa Brewer. Two new recordings feature Brewer collaborating with Grappelli and “Big Band Singers,” a medley album, should update Brewer’s fans. Roundout the initial batch is the self-titled “Anne Lawrence And Treasure Island.”

Jazz

Robinson Named

VP At IFPMP

NEW YORK — Irwin Robinson, president of Chappell Music and Intersong Music USA, has been elected a vice president of the Inter-
national Federation of Popular Music Publishers, (IFPMP) and will join that body’s export committee. Robinson

is a business attorney and executive, Robinson

also serves on the boards of the National

Music Publishers Assn. (NMPA) and the

American Composers, Authors and Publishers (ASCAP).

Robinson replaces Leonid Folks, presi-
dent of PolyGram Special Imports, who recently retired the

IFPMP, reportedly to devote more time to
domestic copyright-related issues like

pending term bill legislation.

Cherry Lane Inks Burgle

LOS ANGELES — Cherry Lane Music Publishing Co., which recently acquired the renewal rights to all the Irving Burgie Songs recorded by Harry Belafonte. Also known as “Cherry Lane (and Denis),” the label has also signed Burgle to an exclusive writer’s contract for new material.
MCA Revenues
Up In '82 Behind Film Successes

LOUIS ANGELES — Following the fourth quarter and year ended Dec. 31, 1982, MCA, Inc. has reported the highest revenues, operating income and net income in its history, attributing much of its growth to the success of Steven Spielberg's E.T. The Extra-Terrestrial, along with On Golden Pond and Annie, which were among the company's top-selling films. Although overall revenue and income was up in 1982, MCA's Records and Music Publishing division registered losses in both revenue and operating income. Total revenues for the company in 1982 were $1.58 billion, up 16% over $1.3 billion in 1981. Operating income for the year was $251 million, up 65% over $156.5 million for the previous year, while net income for 1982 was $182.5 million, up 73% from $106 million in 1981. Revenues for the fourth quarter were also up, reaching $383.9 million, 29.5% over $338.8 million in 1981, and operating income was $57.7 million, up 48% over $38.5 million in the previous year. Net income in 1982 was $39 million, or $1.82 per share, in fourth quarter, up 276.6% over $14.1 million, or $0.30 per share, for 1981.

In a prepared statement, the company said the record levels of adverse effects of the economic environment, earnings in the Records and Music Publishing division were down six percent for the year and five percent in the fourth quarter. But the company said for the division in 1982 were $165.9 million, down 5.7% from $175 million in 1981. Operating income for the division in 1982 dropped 12% to $7.8 million in 1982, compared to $7 million in 1981, revenues dropped five percent to $47.6 million compared to $49.9 million in the previous year. There was also a decline in gross profit and the home video division. It was clearly the theatrical film entertainment division that buoyed MCA's results in 1982, as the division posted $808 million in revenue, almost doubling the $313 million registered in 1981. Operating income for the division was $71 million in 1982, compared to $71.9 million in 1981. Fourth quarter shows a substantial rise in revenue, jumping to $131.7 million in 1982, up 235.9% over $55.5 million in 1981. Operating income recovered from the loss occurred in 1982, rising to $33.1 million in the fourth quarter, compared to a 3.8 million deficit last year.

Johnny Christopher, Mark James and Walcott

Coincidentally, a number of Grammy show performers who were also award nominees this year turned out to be victors. Joe Cocker and Jennifer Warnes won Best Pop Performance by a Duo or Group with Vocal for the single "Up Where We Belong," released on the LP in 1982 by Columbia. Jennifer Warnes also took home a Grammy for Best Song of the Year to authors John Denver and John Redman for "Leave It All to Me," written for the soundtrack of the film "The Last of the Mohicans." The song was nominated for Best Country Performance by a Duo or Group with Vocal, but lost to "The Way Home," performed by the Bellamy Brothers.

Grammy Promotion Materials Available

LOUIS ANGELES — On the heels of this year's Grammy Awards show (see separate story, page 5), the National Assn. of Recording Merchandisers (NARM) will begin mailing its Grammies & Beyond packet to its 5,000 members on the second Monday, March 1. "For the first time around, the Grammy promotion has been designed to be a success" said Dan Davis, NARM vice president. "The entire first wave of materials has been sold out and the second wave is going to be a real showstopper."

"Included in the "first wave" of materials to be sent out to NARM's regular and associate members should be the 1983 Grammy Award Nominees poster for Grammy winners in the pop, R&B, country and rock fields, plus another 1,000 rocks into the Grammy Nominees poster. There are also NARM's supply of "Grammy Winner" stickers for individual LP's, singles and albums, with special graphics for various types of vinyl advertising.

For more information on these Grammy promotional materials, call NARM's Operating in NARM: 1-800-244-7404.

Johnny Christopher, Mark James and Walcott

As previously reported, the Recording

EXECTIVES ON THE MOVE

Changes At Columbia — Jonathan Dolgen has been named senior executive vice president of Columbia Pictures, assuming the duties of Victor A. Kaufman in supervising the business activities of the movie studio. Kaufman was recently named chairman and executive producer of NBC 20th Century Fox's new movie studio. Dolgen was previously vice president of Bluebird Records, a division of CBS, Inc., and Home Box Office Inc. Dolgen will also retain his current responsibilities as president of Columbia Pictures Pay Cable and Home Entertainment Group.

MCA appoints Tom Morrison as a new representative for the American Society of Composers, Authors and Publishers (ASCAP). Prior to his appointment he worked as an account executive in ASCAP's radio department.

Medlin Named — De-Life Records has appointed Joe Medlin sales director in charge of sales, merchandising and marketing on a national level. He was previously with Polydor Records, heading up their national gospel division.

RCA Names Kriis — The appointment of Judi Kriis as manager, artist development, of RCA Nashville was announced. Kriis was singles coordinator at Hearts/ABC Video Services, where she was manager, affiliate operations, of the new cable network that is a joint venture of the Hearst Corporation and the American Broadcasting Companies.

Changes At Benson — The Benson Company has announced the appointment of David Spear as church marketing coordinator. He is a graduate of John Brown University, and was most recently employed by the Children's Hospital of Dallas.

Gay Appointment — The Benson Company has announced the promotion of Mike Gay to telephone sales supervisor. He has been with the Benson Company since 1981, in Florida, later joining the staff in the Dallas office as a telephone sales representative.

Norman Named — Ray Norman has been named MCA's new vice president of manufacturing and engineering. Norman, who was most recently with EMI Records, will be based in Los Angeles. He will be responsible for the manufacturing and engineering operations of MCA's domestic and international divisions.

Changes At MTI — Magnetic Tape International has appointed three additional sales managers in its major domestic markets. These men are responsible for the sale of audio/video cassettes: Joel Staltefer, formerly with Ampex Stereo Tapes and BASF, has been named national sales manager of audio/video cassettes. Jossi A. Abrams, former manufacturer of high-quality audio cassettes in the United States, is also employed by MTI. Dick Moore, formerly with Wham-O, has been named national sales manager of video games.

Image Consultants — Image Consultants in Los Angeles has named Babs Stock and Barbara Rosenthal as marketing coordinators. Philip Cramer has also been appointed to this position. Stock was formerly with A&M Records in Texas as their retail promotion director and Rosenthal was most recently with PolyGram Records in San Francisco, where she was a sales representative.

Gentry Jounls Country Club — Delride Gentry, former music director and air personality with KHRR and KSFX, and until recently a KPFI DJ, has joined the newly renamed Country Club Management Corporation.

Changes At Lavender — The Shorty Lavender Talent Agency Inc. has announced the addition of Ray Singer and Claudia Mattux, Singer in the capacity as an agent and Mattux as an administrative assistant. In addition to these additions, Cheryl Bariade has been promoted to customer service specialist.

Atari Game Dismissal 1,700; Production Relocated Abroad

LOUIS ANGELES — Atari, Inc., the company that launched the video game phenomenon, announced last week it is disbanding its operations in the Northern California plants and moving much of its manufacturing operations to Hong Kong and Taiwan in an effort to cut production costs. Six hundred workers were laid off concurrent with last week's announcement, with the remainder of the dismissals continuing through mid-summer.

As a result of the re-organization, practically all of the franchised licensed consumer and computer products manufacturing will be shifted to different areas, while Atari's corporate staff, advertising and sales support, and development divisions — as well as the manufacturing plants for prototypes and pre-production games — are being moved to their Silicon Valley locations. Major readjustments will also be made to step up sales and service efforts in the U.S., Mexico and Puerto Rico facilities. Although Atari spokespersons would not publicly estimate how much money would be saved by moving the abroad operations, analysts have projected computer and game console production expenditures could be cut by as much as $20 million per unit on unit costs due to the off-shore move.

Affected by the changes are production of the stationary electronic 'Atari Line' products and the new $90 "My First Computer" peripheral for the popular 2600 VCS home video game system, all of which now will be made overseas rather than in the U.S. The company's third-generation $200 "SuperGame" cartridge manufacturing operation is also being moved from Northern California to an El Paso plant that has previously involved primarily with the making of game cartridges. Software will continue being produced by Atari's El Paso plant, but cartridges will be shipped to the firm's Puerto Rico factory. According to company vice president Bruce Entin, production of game and computer hardware will be handled by retailers who would be paid a profit margin "simultaneously" with the dismissals at the Silicon Valley plants.

Citing the high prices of labor, real estate and taxes in California, Entin said the move to the Far East has been under consideration for about a year. Several of the company's competitors in the computer and consumer products manufacturing industry have already established substantial operations in Japan and substantially less than in the United States.

Last week's announcement was the latest in a series of shake-ups for the video game giant which began last Dec. 8 when Atari announced that one of its subsidiaries, Home Audio/Video Corp., Inc. gave word that final quarter earnings for 1982 would be lower than expected due to "the continuing emergence of several other home video game soft- and hard-ware manufacturers" and a "continuing downturn in the overall market for home video game software as a reason for the relatively weak earnings at the company's home video game business..." In addition, Atari, Inc. and Atari Europe have had to write off $40 million in costs associated with the "costly" development of the Atari 8-bit computer....

—Jeffrey Reesner
AM-FM Battle Dominates Action At 14th Country Radio Seminar
by Tom Roland

NASHVILLE — The battle for supremacy in the AM-FM music wars seemed to have emerged as the dominant topic of the 14th annual Country Radio Seminar Feb. 17-19 here. The Seminar was moved from Atlanta to the newly created “three-in-a-row” FM format.

Some 620 registrants attended the seminar, representing 46 states plus the District of Columbia, a slight increase over last year’s attendance of 580, and with press and speakers, total attendance pushed past the 700 figure.

The emphasis on the two separate radio medium m.1c.1erably defin ed it. In two back-to-back sessions — “AM Country Radio: It’s Alive And Kicking!” and “FM Country Radio: Is There Life After In-A-Row?” — in which 15-19 age groups virtually praised their own bands in opposition to the competition. While most formats were handled for both bands, the country band, country close, prove effective in many markets. Each of the panels in the morning session included over ten to 25 years as a panelist.

• Rock remains the most popular form of pre-recorded music, according to Metromedia Research’s annual report, which was released for the 1981 year, and accounted for 26% of the sales in 1981, up from 25% in 1978. The biggest drop occurred among teenagers, with the 15-19 group accounting for 18% of the sales in 1981, down from 23% in 1979. The balance of the 1981 purchases showed five percent toward the other age groups.

• The year’s top selling album was recorded in the United Kingdom and was a home grown product, according to the NARM convention this April in Miami Beach. Jerry Shulman, director of product development for the American Music Awards and a member of the RIAA market research committee, will give a 1982 update of the sales figures.

Unit Shipments Down

A separate RIAA study also concluded that unit shipments declined 13% from 1980 to 1981, a decrease of 52 million. Retail dollar values of these shipments declined from $3.68 billion to $3.63 billion in the three-year period. Adjusted for inflation, the drop in real dollars was nine percent.

“Told me to caution against multiplying these figures by the consumer level reported in the RPI survey,” said Trammell. “These are the largest shipments from market-side and do not reflect consumer purchases.”

In addition to Shulman, the RIAA market research committee includes Mickey Kapp and Jay Essebag, WME, Dave Stoffen, All Media, and Richard Johnson and Ventures of RCA, MCA Records, Alan Grunblatt of CBS Records, Jerry Levine of PolyGram Records, Rick Pardo, BandWalk Records, Tony Saboto, BBW Records, and Bud Katzel, Acoustic Research.

Copies of the NDP study are available from the RIAA, 888 Seventh Avenue, New York, N.Y., 10106. The telephone number is (212) 765-4330.

Schartl Vid Music Truck Gets A New Look, New Dates

NEW YORK — After a busy year that took it from the rock, funk, to reggae, and jumped to the Met opera series, Schartl Communications’ Video Music Truck took a well-deserved vacation.

One year old, Schartl’s Video Music Truck has provided remote 24-track audio and video coverage for such events as the 1981 Grammy Awards, with Bobbi Touh, Squeezie, Rich James and the Grateful Dead at the Jamaican World Music Festival for Frank Sinatra, to Buddy Rich, Santana and Heart for the Concert For The Americas, Live From The Mat and Lena Horne. Among the other projects the mobile unit has been involved with were broadcast and cable TV are NBC’s Bob Hope Special, PBS’ La Boheme with Luciano Pavarotti and Home Office’s production of Camelot with Richard Harris.

According to Schartl, the recording of Sinatra’s premiere performance at Atlantic City to be released on video is particularly noteworthy, as the modular design of the Video Music Truck’s audio and video equipment allows the company to easily transport contents to the Caribbean for the event, setting a precedent for location audio.

“We are pleased that this allows us to improve its comfort and appearance while retaining the flexibility to handle such diverse shows as in Jamaica and the Dominican Republic,” said company president Peter Schartl, pointing out that improvements caused for the installation of new carpet and paneling, a refrigerator and new equipment cabinets with a forecast installation, as well as a fresh coat of paint for the exterior of the truck.

Since completion of the truck, the used has been booked to record in Concert At The Mat, with Piccino Domingo, Sherill Milnes and James Levine at New York’s Metropolitan Opera House, in addition to the Feb. 2 television presentation of Live From The Lincoln Center, where Schartl digitally recorded a performance by Zubin Mehta and the New York Philharmonic of Beethoven’s Ninth Symphony for RCA’s 20th Digital Recording.

For the latter, Schartl utilized two 3M 32-track digital machines, augmented by an Ampex MM-1224 24-track analog recorder.

Jay David Saks and Thomas Sheppard produced the recording for RCA, while Paul Goodman engineered. Schartl’s crew included engineer-in-charge Aaron Brown, chief engineer Gary Rotta and assistant engineer Bob Aldridge.

First U.S. Sales Of Sony 24-Track Digital Recording Unit Announced

The first project booked on the PCM-3324 was a videotape soundtrack recording for New York’s Atlantic Records studios. This will be followed by recording of an album by Neil Young at Nashville’s House of David studios, and a Frank Zappa project in Los Angeles.

The PCM-3324 records full 24-channel audio in addition to separate SMPTE time code, and is expected to allow the first machine uses 1/4-inch tape and includes two analog audio tracks designed as part of the new 3M 32-track digital machine. The recording range of the PCM-3324 is greater than 90 dB and frequency response from 10 Hz to 20 kHz. Harmonic distortion is down to 0.005% with simultaneous wow and flutter.

SesSion MiX

Hollywood sessions of late have included saxophonist Tom Scott, laying down the track for his new Elektra/Axial single “Winds Of War” at Group IV Recording, Hank Cilcoo engineered with Steve Bruger assistance.

In Nashville, Warner Bros. recording artist Johnny Lee is continuing work on his new project at Studio B for a project produced by Ken Harding and engineered by Russ Martin.

In New York, Bob New, Harold Shedl has been finishing a new album by Mel Tillis, with Jim Cotton engineering. Shedl has also been cutting new tracks with Darrell Tackett, Joe Brown and Cotton engineering. Also at the Met, Ron Haffkine is working on a single and with Dr. Harry Smith. Other projects include McClain and Mickey Gilley working on LP’s as well, Lou Bradley engineering, Bradley himself has been busy mixing sides on Donna Fargo, Stan Silver producing, while also engineering for Tommy Boyce and Margo Smith.

Producer Ron Chancey, who has worked extensively with the Oak Ridge Boys, completed mixing not long ago on a project by Sam Neely for MCA at Music Mill. Neely’s single, “The Party’s Over (Everybody’s Gone),” is a tribute to the final episode of the CBS-TV series M*A*S*H, airing Feb. 28.

At Music City Music Hall, Vern Gosdin wrapped up work on his debut album for Country Records, with producer Blake Mevis. Bill Harris was the engineer. Also at Music Hall were RCA labelmates Tommy St. John, Eddy Arnold and Charlie Pride, all finishing singles with producer Norro Wilson. Harris engineered the sessions for Arnold and Pride, while Bill Vandervort was behind the boards for St. John. Pride’s band, The Texas Vocal Company, was also in the producer job. Producer Tom Collins also wrapped up work, on Stylus Forecast installations, as well as a fresh coat of paint for the exterior of the truck.

Cash Box/March 5, 1983

The majorities of the panelists in the FM continued on page 20.

RIAA Study Profiles Record Consumers

(preceding page)

A new study by the Record Industry Association of America (RIAA) has shown that nearly 52% of all retail sales in 1981, up from 42% in 1979, and 29% of the direct marketing sales in 1981. In the same period, time operations, classical music market share accounted for 4% of all retail sales in 1981, up from 3% in 1979. The biggest drop occurred among teenagers, with the 15-19 group accounting for 18% of the sales in 1981, down from 23% in 1979. The balance of the 1981 purchases showed five percent toward the other age groups.

• Country music remained the most popular form of pre-recorded music, according to Metromedia Research’s annual report, which was released for the 1981 year, and accounted for 26% of the sales in 1981, up from 25% in 1978. Both the black and white consumer was younger than the average. Eighty-one percent of all purchases were recorded in the country band.

The jazz profile also declined to have more non-white representation and was weighted more toward the older age groups. The jazz profile also showed that the blacks and whites were more likely to purchase the music by older buyers. The black/disco consumer was younger than the average. Eighty-one percent of all purchases were recorded in the jazz band.

At the NARM convention this April in Miami Beach, Jerry Shulman, director of product development for the American Music Awards and a member of the RIAA market research committee, will give a 1982 update of the sales figures.

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The movie theater has been converted to a massive dance club and has been offering fare ranging from "Bow Wow Wow to Man-O-War." Congratulations to former Pepper- karoos member N.A. Schwartz, who will now be working the other side of the street as editor of Tiger Beat. Bobby Rhino (The B-52's, Drums and Piany) is set to release his own record, "Middle Of The Night," on his own label, Cheesy Shred Records. Bobby has picked up as part of the distribution by the Atlanta-based Landside Records. Bobby has picked up Steve Stewart's "12-Seventies," "Copyright On Love." Originally released on New York's S.O.S. label, the disc is being reissued for a M.A. release. Steve Stewart finds a lot of feedback for his upcoming album, "The Last Star." Now also in the Lone Star recently were The Osmond Brothers, and while we were in Austin we got a call from Frank Scoggin. The disc has inked 15-year-old Washington, D.C. wonder kid Johnny Gill, reportedly at the urging of the equally youthful Stacy Lattisaw. His debut LP will be produced by Freddie Perren. Columbia will release "The Final Cut (A Requiem For A Post-War Dream)" by Pink Floyd in mid-March. Accompanying the release will be a 10-minute promotional film featuring three songs. U2 hits those shores in April for a month-long tour in support of its new (and outstanding) album, "War." Editions EG has bowed a new Collectors Edition label for re-issues of "Crimson's" back catalog, the $8.98 list series debuts with "In The Court Of Crimson King," "Red" and "Larks Tongues In Aspic." Future releases will include the kernel domestically available "A Young Person's Guide To King Crimson." The double album collection will include all of the original U.S. and UK releases and for $11.98. Distribution is by JEM. We'll see what we can do to salvage this project while going through the mail, the last day we came upon a picture single entitled "Punks, Get Off The Grass" by Egg Ya. Edith Massey. Manufactured by Thomas P. Todd, the disc's flip-side features a unique cover of "Big Girls Don't Cry." So it's supposed to be so hard to get a record deal. After an absence of several years, Eric Clapton is back on the road in support of his new album, "Money And Cigarettes," on his new label, Warner Bros. We're fortunate enough to catch his New Jersey show last week, and relate to him playing with more than a healthy dose of the old fire. Aside from the obvious houserockers like "Layla," "Let It Rain" and "Cocaine," the guitar lit into some more experimental stuff. She played in southern Brooklyn and practically tore the roof off the Byrne arena with a sizzling blues medley. After a protracted falken period, it was great to hear the master up to form.

red goodman

POUNTS WEST — Word is there's one of radio's most reliable tip sheets, The Gavin Report, was purchased from former editor Bill Gavin by his editorial staff headed by Ron Fell and Dave Sholm. Gavin himself will reportedly stay on as consultant. The bulk of the American Mango catalog is being deleted by Island and replaced with a new series, "Millennium Music," that replaces Total Pop for L.A. radio, "Bunny Waller, Pablo Moses, Lee Perry and others. The anthology, compiled by L.A. reggae man Roger Stebbins in London last month, is set to be out in late spring/early summer. Also due from Island/Mango is a new pressing of Michael Smith's club poetry album "Me Cyan Believe it," co-produced by Lenny Kaye and Dennis Bovell, and the compilation disc, "Crucial Raggadey Reggae" by Sly (Dunbar) and Robbie (Shakespeare)."

EVERY VIDEODISC IN STOCK

Nickelodion Records, Tapes & Video in the City Center Shopping Mall in Century City. This vintage video store stocks every videodisc title made, in both the laser and CED formats. According to buyer Chaz Austin, the store does excellent business in studio copies, as well as in the "special orders" market. Not to be missed is the fact that the store is located near the Century City Shopping Mall in Century City. This vintage video store stocks every videodisc title made, in both the laser and CED formats. According to buyer Chaz Austin, the store does excellent business in studio copies, as well as in the "special orders" market. Not to be missed is the fact that the store is located near the Century City Shopping Mall in Century City.
Home Video Game Glut Forces Dealers To Be More Selective In Ordering

1) Be selective, use discretion and buy less, rather than more, of titles not yet determined. "We tell our customers that take their time and order just two to six units of a new title, not a dozen of them," says Martin De Rosa, the name-based Middle West Distributors. "It's better to lose a sale than to have a cartridge sit on the shelves forever."

2) Many of the cartridges ordered are getting comprehensive advertising support from the manufacturer. "Don't go chasing after cartridges with little to no advertising, promotions and marketing pushes," warns Record Bar's Reade White-Spunner.

3) Thoroughly research and examine each individual title to make sure the game is one with compelling competitive qualities, exciting graphics and a strong theme. Many amusement game retailers are beginning to subscribe to newsletters such as Electronic Games' Arcade Express and The Video Game Update, as well as consumer-oriented magazines on the topic, to get better acquainted with the product, keep on top of upcoming releases and check out advertising campaigns.

**Difficult Task**

"Video game retailers have a very difficult task on their hands," adds White-Spunner, who says retailers are going to be forced to go "beyond the vendor's "selective" concerning new titles in order to assure selling through. It's going to be kind of overwhelming with so many different products coming out, and states, "although we were at one time."

Referring to the sheer volume of titles announced at CES, Montjar says, "It's all guesswork now. You can use every type of business logic, but you can never really tell what's going to take off."

Retailers are going to have to look at a few things, including the companies' overall track records, the advertising and promotion behind each release, and even go as far as asking salesmen for demo cartridges to examine the graphics and playability of the game."

Lee Blasucci of Sound Video offers all product lines to his customers, including Coleco's "minor labels" like Telematic, Tele Event and Spectravision, but nevertheless advises customers to "watch where the advertising is spent" when buying cartridges. Among the six lines released this year, Blasucci predicts that Mattel's "BurgerTime," Activision's "Keystone Kapers," Tengen's "Rad Racer," and Coleco's "Rainbow Islands" will "really take off," while several "iffy" games will "never be a hit."

Although the selection of popular games will be a trying matter for retailers, some are hoping that the sundry returns policies instituted by most manufacturers (except Coleco) will help keep out inventories. However, though the stock balancing and returns programs are being hailed as a progressive move by gamers, the topic is still embroiled with controversy because so many of the programs are extremely complex. "These programs are so involved that they become a nightmare for everybody - manufacturers, distributors and retailers," says Shrier of Middle West, which covers over 50 accounts with game-related merchandise. Record Bar's White-Spunner agrees that there are "just too many rules from the manufacturer that only encourage heavy inventory on the retail end." He states the one return policies are "going to have to change because they're too cumbersome. It's a job for the manufacturer to make it easier for the retailer to help anyone." Although he admits that the returns and stock-balancing plans are "confusing," Stark/Camelot's Montjar says

(continued from page 5)

**Large Demand**

Stark/Camelot's Dwight Montjar says he's "seeing a "pretty large" demand for 5200 equipment, but a short supply as well. "People who have the system want everything they can get their hands on," he explains, "but we've only got partial shipments." Los Angeles-based One Stop's Mitch Perlis concurs. "There's certainly a demand for the 5200 at stores," comments Perlis, "but we just can't get product for it. We've had a month or a month and a half delay, but I've been to three distributors, and nobody is expecting any software in the foreseeable future."

Although, we have the opposite problem with Coleco; there's a lot of cartridges but no hardware."

Perlis adds a distinct plus to the past year's "overbuying," on an "as needed basis" vs. stockpiling complete cartridges. "We learned that at some point we'd rather be out of a title than whatsoever," he says.

"It was really the E.T. and Raiders of the Lost Ark cars that left bad tastes in everybody's mouths about determining. In Perkins' opinion, the future hot sellers will be Activision's "Keystone Kapers," Atari's "Ms. Pac-Man," ("a much better than the Pac-Man for VCS") and Coleco's "Donkey Kong Jr.",

Like more and more home video game buyers, he says they handle most of their business the consumer, "we do have a problem."

The City One Stop purchaser admits that the only way we'll buy from the smaller manufacturers as距 their game is already a hit or if we're guaranteed protection through the distributor," he adds that his supplier, in tandem with Data Age, has "evergreen" a complete return program for the new "Journey Escapes" cartridge, which is the first rock 'n' roll home video game. "It's just like the old record company days," he says. "If we aren't satisfied, we can return them for the full price, with no dating required."

**More Selective Buying**

Stark/Camelot's Montjar is also becoming more selective about the games he gets for his outlets. "We're not buying a lot of units of new games until we've seen them," he says, "and states, "although we were at one time."

Referring to the sheer volume of titles announced at CES, Montjar says, "It's all guesswork now. You can use every type of business logic, but you can never really tell what the next hits are going to be."

Retailers are going to have to look at a few things, including the companies' overall track records, the advertising and promotion behind each release, and even go as far as asking salesmen for demo cartridges to examine the graphics and playability of the game."

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(continued on page 28)
MERCHANDISING

WHAT'S IN-STORE

FANTASY FEEDBACK — Since the end of last year, Fantasy Records has been enclosing consumer response cards in its album releases in order to elicit point-of-purchase information and comments on the quality of the product. The label's press and public information director, Terri Hintz, reports that the response has exceeded all expectations, numbering "several thousand comments received so far.

Most of the returns have come by way of the month-old, 40-title Original Jazz Classics milestone, which features Riverside and Prestige label product in the original packagings and has been supported with a promotional campaign as a recent $3.99-sale coinciding with J&R Music World in the Village Voice. "Some retailers report that all 40 titles are bought at once," says Hintz in explaining the response from midtown buyers. "We also get cards from people who say they've bought 15 at a time." Besides commenting on the product and saying where they bought it, customers have been suggesting future reissues, some of which may surface in the forthcoming June release of 30 additional titles. The Latin jazz group Azymuth is also bringing in many responses, from its current Milestone release, and one caller even sent in a copy of the label's catalog when their cards are received.

READING AND ROCKING — Countrywide Tape & Record Distributors, Inc. in Long Island last month began distributing rock bootlegs and hi-fi introductory and entrance buyers to a 10 percent discount on the regular sales price through March 15, w no minimum order required. "I think record stores need a little pump," says Countrywide vice president Kitty Koury, stating her feeling that many youngsters are more prone to enter record stores looking for badges of badges. One of the new retail incentive is such that "we received orders even before the catalog hit the street," and that a 13-title supplement is already being put together. Koury notes that "reading and rockin' book buyers will also want to "rock and roll" to the subjects' recorded product, and that dealers will then "realize sales both ways.

GUARANTEED SALE REPORT — Licorice Pizza's Lee Cohen credits his chain's "store emphasis on selling the guaranteed price product" as "the most successful" in the last couple of years. "Our store people have called all the ones we've done recently, including Joe Jackson, Culture Club, Mescal Youth, and Thompson Twins and Heaven 17. When we find six or seven stores talking about the same record, we immediately give that support," he states. "With the support, the guarantee product is safe priced at $5.99 and can be returned no-questions-asked if the buyer is dissatisfied. Cohen notes that all of the recent guaranteed items have gone Top Five at the chain long before they've reached regional and national prominence.

NEW STORE OPENINGS — The Milwaukee-based Mainstream Records chain has recently increased to 10 stores with the addition of two outlets in Racine and one in Kubernetes, W. To celebrate, Milwaukee's Radio Doctors, which services the chain, held a "Mainstream Record Riot" at Racine's Memorial Hall. Fashioned after Doctors' own thrice-yearly Record Riots held at the State Fair Park in West Allies, the Racine Riot featured live broadcasting by WQFM, entertainment by local bands including prominent Wally Cleaver, a waterfall giveaway, and a contest to win the latest Licorice Pizza — No. 33 — has opened in Ventura, Calif., at the Donion Plaza. Port Hurreman station KACY-AM did a live remote, and Santa Paula station K fiction FM-Radio (K) gave away thousands of "I Love Ventura" bumper stickers. For tapes, tape head cleaners and T-shirts were also handed out. The new store is managed by Jeff Haines.

POLYGRAM RECORDS ELECTRIC — PolyGram Records is bowing a "2*11" cassette series featuring two albums by one artist. Each tape sells for $8.98, carries both of the original album covers on the front of the cassette, and is available in both open stock and spaghetti box packagings. The initial 12-cassette release contains the double-sides from Jerry Lee Lewis, Tom T. Hall, Chuck Mangione, Rush, Rod Stewart, Altona Rivers and Ted Nugent. The Amboy Dukes and The Statters Brothers, as well as a pair of collections by The Moody Blues and The Allman Brothers. "Dancetrax, Vol. 1," a cassette dance compilation featuring Junior, Stephanie, Mills, The Gap Band, Cameo, Goodie and Kool & The Gang, has also been released.

RCA OPENS NEW NORTHEAST WAREHOUSE — RCA Records has opened its fourth satellite distribution warehouse in its new nationwide distribution system. Like the other satellite warehouses in Sun Valley, Calif., Atlanta and Indianapolis, the new Elmont, Pa., facility is fully automated and computerized to provide overnight customer servicing of hit and new product. Containing 40,000 sq. ft. of space, the warehouse is solely the weekday product region. Catalogs and returns will be handed out of the Indianapolis distribution facility, which contains the aforementioned satellite warehouse for hit and new product.

FUJI CLEANERS — Fuji Photo Film U.S.A., Inc. is supporting dealers by advertising its video and audio cassettes nationwide this spring on such syndicated TV fare as Family Feud, Greatest Sports Legends, Dance Fever and Midnight Special. In addition, print ads will be taken out throughout the year in consumer publications geared to premium tape users including Penthouse, Esquire, Video and Rolling Stone. The ad campaigns are part of a spring sales drive that also includes "The Fuji Video Tape Cash-back" rebate program, which runs through April 30, and "The Fuji $100 Challenge," which runs through May 15.

PAINT IT BLACK The Richmond, Va.-based J&D Cap Company has obtained the licenses for a pair of official Rolling Stones' 20th Anniversary Painter's Caps. Both caps feature the Stones' autographs, together with either the 1939 or 1989 anniversary emblem or that for its concert movie, Let's Spend The Night Together. A.JD president Irving Joel says that the local Peaches store sold out 48 pieces in two days, despite "strong weather. The caps retail for $3.95 and can be ordered at 3301 Castletwood Rd., Richmond, Va. 23234.

PLAYLIST

HEAVY

ARTIST
Paul Collins Band
Tina Turner
Buck Dharma
Molly Cruz
Haysi Fantayzee
Utopia
The Cure
U2
Judas Priest
Kato Bushi
Kenny Loggins
ABBA
Prince
The Look
Ultrasound
Tyeper Of Pan Tang
Toni Basil
Sammie Haggar
Three Lock Box
Divine
English Beat
Chris DeBurgh
Kim Carnes
Tina
Ian North
Simple Minds
Chuck Franzon

CLIP
Kids Are The Same
Ball Of Confusion
Born To Rock
Dance
I Was Made For Loving You
John Wayne Is Big Leggy
Feet Don't Fail Me Now
The Boys Of Summer
Hellow/Electric Eye
Suspended In Gaffe
Heartlight
If You Don't Want Me
I Can't Help Myself
Don't Pay The Ferry Man
Say You Don't Know Me
Only Love Is Left Alive
Promised You A Miracle
Under The Boulevard

LABEL
Virgin/Epic
Virgin/Epic
Virgin/Epic
Virgin/Epic
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MEDIUM

ARTIST
Culture Club
Modern English
Duran Duran
Joe Jackson
Total Coelo
INXS
Turbo
Jim Jams
Schon & Hammer
Bryan Adams
Jefferson Starship
Naked Eyes
Billy Squier
Donald Fagen
Randy Newman
Devo
Dire Straits

CLIP
Do You Really Want To Hurt Me
Let Me Go
Hungry Like The Wolf/Rio
Breaking In Two
I Eat Cannibal
The One Thing
Spacemenfavorite
No More Lies
Cuts Like A Knife
Winds Of Change
Always Something There
Shake A Leg
New Frontier
It's That Good
Twisting By The Pool

LABEL
Virgin/Epic
Virgin/Epic
Virgin/Epic
Virgin/Epic
Virgin/Epic
Virgin/Epic
Virgin/Epic
Virgin/Epic
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LIGHT

ARTIST
Paul Collins Band
Tina Turner
Buck Dharma
Molly Cruz
Haysi Fantayzee
Utopia
The Cure
U2
Judas Priest
Kato Bushi
Kenny Loggins
ABBA
Prince
The Look
Ultrasound
Tyeper Of Pan Tang
Toni Basil
Sammie Haggar
Three Lock Box
Divine
English Beat
Chris DeBurgh
Kim Carnes
Tina
Ian North
Simple Minds
Chuck Franzon

CLIP
Kids Are The Same
Ball Of Confusion
Born To Rock
Dance
I Was Made For Loving You
John Wayne Is Big Leggy
Feet Don't Fail Me Now
The Boys Of Summer
Hellow/Electric Eye
Suspended In Gaffe
Heartlight
If You Don't Want Me
I Can't Help Myself
Don't Pay The Ferry Man
Say You Don't Know Me
Only Love Is Left Alive
Promised You A Miracle
Under The Boulevard

LABEL
Virgin/Epic
Virgin/Epic
Virgin/Epic
Virgin/Epic
Virgin/Epic
Virgin/Epic
Virgin/Epic
Virgin/Epic
Virgin/Epic
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ADDS

ARTIST
Le Roy
Pat Benatar
Styx
The Call
Vandenberg
Strange Advances
Ler Nett
Supertramp
John Hall Band
Rodeway

CLIP
Carrie's Gone
Anxiety (Gel Nervous)
Heavy Metal Polon
When The Walls Come Down
Love In Vain
She Controled Me
Faced Away
My Kind Of Lady
Love Me Again
I Am Electric

LABEL
Virgin/Epic
Virgin/Epic
Virgin/Epic
Virgin/Epic
Virgin/Epic
Virgin/Epic
Virgin/Epic
Virgin/Epic
Virgin/Epic
Virgin/Epic
Virgin/Epic

Cash Box/March 5, 1983
ITA "Update-1983" Agenda Addresses Home Computers

(continued on page 1f)

Key Discussions
Additional key discussions will hinge on the effect of video game cartridge rental controversy, new developments in video disc technology, including RCA's forthcoming interactive discs, and a "Video Manufacturers Product Marketing Update," to include presentations by five major manufacturers of VCRs and videocassettes.

A special technical session dealing with the future of tape manufacturing will give merchants a picture of things to come in tape and other storage media during this decade.

The "Audio/Video Update — 1983" seminars will get underway with a cocktail reception and dinner Sunday evening, March 6. A general session at 9 a.m. Monday morning will be chaired by William W. Bricker, division vice president of RCA VideoDiscs. Henry Belf, ITA executive vice president, will open the session, followed by a welcoming address by John Povolny, vice president, industrial relations, memory technology group, 3M Company, and ITA president. Jim Berman will then be provided by Larry Finley, president of Larry Finley Assoc. and ITA vice president. After the presentation of the ITA "Man Of The Year Award by Time Magazine's Steven Sacks, Art Buchwald will deliver the opening address.

The seminar's first session immediately follows and is chaired by Dick Buckeye, national general manager, PD Magnetek, and moderated by Ed Persiano, national industrial sales manager, TDK Electronics Corp.


More sessions and third sessions begin at 2:15 p.m., chaired by William Gorst, president, senior vice president, Acro Video Corp., and moderated by Charles Tepfer, publisher, Videoplay Report/Videoplay Magazine, as well as the speakers/Opportunities. Session 2 are "The Ongoing Fight Against Video Piracy," Jim Bours, vice president, Motion Pictures, and Freedom Fighters; "Free World," A.G. Berman, president, The Harry Fox Agency; and "In the Eyes of a Pirate/Two Revealing Interviews," John Leonard, president, and chief executive officer, Bell & Howell/Columbia Pictures Video Services.


SYNDICATE INDICATOR—Westwood One, as part of its expansion into this new field, is producing an hour-long music and interview show focusing on Columbia recording artist Willie Nelson with simulcasts to HBO. While no date has been set, the simulcast will take place after an appearance by Nelson.

VOYEURISM AT THE SOURCE—EMI America recording artist Kim Carnes recently dropped by NBC's Source for an interview to promote the single, "Voice." Her remarks will be broadcast in the near future on the web's One Minute With Jay, a popular feature where music videos are included. Featured in the pictures are (l-r): Hona Elliott, Source program manager; Carol Johnson, Alan Tulio, Source producer/director; and guest will be Jerry Mathers, who starred in television's Leave It To Beaver series. Host Gary Owens will also profile Jay and the Americans.

STATION TO STATION—While we're on the subject, Owens, who is also morning man at KPIZ/Phoenix, has launched a campaign to honor the Three Stooges. He reportedly wants the Hollywood Chamber of Commerce to award a star on the Walk of Fame for the trio, for which ample public support must be demonstrated. So, by April Fool's Day, he wants to have received the necessary 5,000 signatures, which can write to him via KPIZ at 206 N. Hollywood, Calif. 90028. Coincidentally, an anonymous donor has come up with $3,000 to pay for the star's construction.

Classical station WCN/Chicago has begun offering its own CD (Disc) player for digitally recorded classical recordings. The 4.7-inch discs, which allow up to an hour of music on each side, have a 90 dB dynamic range and noise ratio, which provides the listener a greater number of frequencies. Still, the station does plan to purchase one sometime in the future... In Miami, Sonny Fox has left the PD spot at AOR station WSHE, and air personality Ron Hershey stepped up to Top 40 station WYCI across town... Down the street, WIOD has named Mike Elliott as PD. He brings experience from WLUM and WAWA in Milwaukee and from WTMN in the same city, where he had been PD for seven-and-a-half years. Seven Hills Communications has purchased WLV/Cleveland and WSKS/Cincinnati for $10 million... Seven Hills is a limited partnership based in Cincinnati... Tom Parker recently returned to A/C-formatted KIOI/San Francisco as morning drive air personality. A market veteran, Parker spent four of the past seven years at Top 40 station KFRC and the remaining three at A/C station KYQU, where he reportedly achieved the highest morning drive FM share in the market during the station's first year on the air... Back in Worchester, Mass., Chuck Nowlin has been upped from part-time jock to afternoon protecting Nowlin became career with A.FM's AM sister, WTQ, in 1978... In Philadelphia, AOR station WMMR, which lost a few points in the last Arbit, at least shows that it has a sense of humor. It has hired comedian Rodney Dangerfield to do a special for the station... NETWORK NEWS—Rock USA, the weekly three-hour AOR program produced jointly by Doubleday Broadcasting and the Mutual network, will make its debut live on April 2. The show will draw on Doubleday's AOR resources, including WAPP/New York air personality and host Ted Connnorozzi, and its computerized music research. Mutual will also contribute its news, rock charts, music industry gossip and the emergence of modern rock, while will also feature rock journalist Lou O'Neill... Mercury recording group Rush will be featured in a live two-hour interview with a studio audience on April 19... Responding to the growing demand for home computers, the Progressive Radio Network (PRN) is debuting a series of 90-second spots that explain the machines' history, usage and design. Dubbed The Computer Program it is available to stations on a cash or barter-market-exclusive basis. For more information, call (212) 585-9400... On Monday, Feb. 29, Mutual's overnight talk show hosted by Mike Henry has been moved to WOR/New York, where he will query listeners who call in as to why they are up during the show. It runs from midnight to 5 a.m.
1. MOST ADDED

83) BRYAN ADAMS • CUTS LIKE A KNIFE • A&M
   ADDS: None. HOTS: WMMS, KBPI, WSKS, WOUR, WYFE, WKLS, WBLM, WPLR, WMMS, KEZY, Preferred Tracks: Title.
   SALES: Moderate to Fair in all regions.

176) PAUL BARREERE • ON MY OWN TWO FEET • MIRAGE
   ADDS: WKLS, HOTS: None. MEDIUMS: WMMS, KBPI, WSKS, KEZY. Preferred Tracks: Open.
   SALES: Fair in all regions.

10) PAT BENATAR • GET NERVOUS • CHRYSLER
    ADDS: None. HOTS: KBPI, WBAB, WLPL, WBLM, WYFE, WKLS, KEZY, Preferred Tracks: Open.
    SALES: Good to moderate in all regions.

23) ERIC CLAPTON • MONEY AND CIGARETTES • WARNER BROS.
   ADDS: None. HOTS: WBAB, KNX, WYFE, WKLS, KEZY. MEDIUMS: WMMS, KMET, WPLR, WBLM, WKLS, Preferred Tracks: AX.
   SALES: Good to moderate in all regions.

2) DARYL HALL & JOHN OATES • H2O + RCA
   ADDS: None. HOTS: KBPI, WBAB, KNX, KEZY. MEDIUMS: WBLM, KNAC, WYFE, Preferred Tracks: Open.
   SALES: Good in all regions.

48) KONG HUNK BAND • KINHUNDRAI • COLUMBIA
   ADDS: WMMS, KBPI, WBAB, KNX, WBLM, WKLS, Preferred Tracks: Open.
   SALES: Good Initial response in all regions.

2) MEN AT WORK • BUSINESS AS USUAL • COLUMBIA
   ADDS: None. HOTS: WMMS, KBPI, WBAB, KNX, WKLS, Preferred Tracks: Open.
   SALES: Good in all regions.

14) MISSING PERSONS • SPRING SESSION • CAPITOL
    ADDS: None. HOTS: WMMS, KBPI, WBAB, KNX, KNAC, Preferred Tracks: Don’t Tell.
    SALES: Moderate in all regions.

50) NIGHT RANGER • DAWN PATROL • BOARDWALK
    ADDS: None. HOTS: WMMS, KBPI, WBAB, Preferred Tracks: Open.
    SALES: Good to moderate in all regions.

3) JOURNEY • FRONTIERS • COLUMBIA
   ADDS: None. HOTS: WMMS, KBPI, WYFE, WBLM, WYFE, Preferred Tracks: Open.
   SALES: Good in all regions.

26) TOM PETTY & THE HEARTBREAKERS • LONG AFTER DARK BACKSTREET
    ADDS: None. HOTS: WMMS, KBPI, WBAB, Preferred Tracks: Open.
    SALES: Moderate to Fair in all regions.

89) THE PSYCHEDELIC FURS • FOREVER NOW • COLUMBIA
   ADDS: None. HOTS: WYFE, KNAC, KMGN.
   SALES: Moderate to Fair in all regions.

9) RED RIDER • NERUDA • CAPITOL
   ADDS: None. HOTS: WMMS, KBPI, WYFE, Preferred Tracks: Open.
   SALES: Good in all regions.

28) SAGA • WORLDS APART • PORTRAIT
    ADDS: None. HOTS: WMMS, WMMS, WYFE, Preferred Tracks: Open.
    SALES: Fair in all regions.

125) NEIL SCHON/JAN HAMMER • HERE TO STAY • Columb
     ADDS: None. HOTS: KNX, WPLR, WKLS, Preferred Tracks: Lies.
     SALES: Fair in all regions.

6) STRAY CATS • BUILT FOR SPEED • EMI AMERICA
   ADDS: None. HOTS: WBAB, Preferred Tracks: Open.
   SALES: Good to moderate in all regions.

3) TRIUMPH • NEVER SURRENDER • RCA
   ADDS: None. HOTS: WMMS, Preferred Tracks: Open.
   SALES: Moderate in all regions.

22) NEIL YOUNG • TRANSMISSIONS • RCA
    ADDS: None. HOTS: WMMS, KNX, Preferred Tracks: Open.
    SALES: Moderate to Fair in all regions.
Annual ASCAP Revenues Reach New Highs In '82
(continued from page 10)

Toto, CBS Dominate Grammys
(continued from page 9)

For the year, ASCAP salaries for the home office and its 20 branches amounted to $16.0 million and expenses added another $18.9 million. The $35.2 million total represented 18.85% of total receipts, down from 19.2% of the receipts last year.

Finally, David reported that ASCAP's total outstanding obligations at the end of the year amounted to $36.7 million, just slightly over the $37.1 million in advances during 1981.

Buffalo Broadcasting Case

However, while the financial news was good, it was not without risk. David commented that members at the membership meeting that the Buffalo Broadcasting case, which ruled against the blanket licensing system for local TV stations, could deprive the organization of up to 18% of its income from such stations. Under the terms of the ruling in the case, local TV stations will pay ASCAP at the 1980 blanket licensing rate ($36.7 million total as opposed to the 1982 rate of $44.6 million) while the case is being appealed to a higher court.

Nevertheless, while promising members that ASCAP would vigorously pursue the appeal of the Buffalo Broadcasting decision, David also predicted that 1983 revenues would surpass 1982. He cited the success of the ASCAP renewal campaign, the largest single source of ASCAP broadcast-related income, had increased by nearly 50% over 1981 totals ($133 million in 1982 to $247 million in 1983) as well as optimism.

In addition, David said that new deals with major TV networks, the gradual increase in jukebox license fees from dollars per machine to $50, current relicensing of radio and film music, and the $1.1 million increase in cable TV royalties increase the chances for increased revenue in 1983.

"1982 was a banner year for ASCAP," summarized David at the meeting, "yielding us our biggest increase in 12 years, 1983, as we discussed, promises to be even better. Let's take a good look at what lies ahead. Our Notice of Appeal in the Buffalo Broadcasting case has been filed. We are determined to pursue our rights with the same energy and steadfastness that has always enabled ASCAP to tackle challenges and overcome the obstacles in our path — and eventually come out the winners on this one. So, look forward to the oversupply of the song 'We're Still Here,' and we expect to be here for a long, long time."

$65 Million In Illegal Seizures

(continued from page 6)

with tape and music copyright piracy and counterfeiting more stringent. Going into effect May 25, 1982, the new law for called for piracy and counterfeiting, first-time offenders are fined, to 5 or five years in prison and/or fines up to $250,000. The previous penalties called for fines to $25,000 and imprisonment of one year in jail or $25,000 in fines.

The 1982 case by far was the raid March 12 by FBI agents and sheriffs deputies of the Martin County, Fla., department who used a federal search warrant to enter storage bins used by Richard Minor and his parents, Edna and William Minor. Authorised found more than 100,000 albums and bootlegging equipment, a large quantity of record labels, photographic negatives, record jackets and other materials used to manufacture counterfeit albums.

Another raid Dec. 27 by FBI agents from the New Haven, Conn., office seized 1,122 masters, 1,984 albums, 1,930 sound related equipment during the second raid in two years on the Saybrook, Conn., label. To county, United States Attorney Louis Tarasuk was previously searched March 13, 1981, when 40,000 booklet albums were confiscated.

In terms of convictions, Sam Stolon, retired chief engineer of the Specials, was sentenced to one year in jail and the company was fined $10,000 for trafficking in the illegal recordings and equipment. The jury also convicted the U.S. District Court in Brooklyn, N.Y. No. 5. Stolon pleaded no contest to one count of copyright infringement involving shipment of 23,000 counterfeit recordings of Glee from Queens, N.Y., to a Pickwick warehouse in Minneapolis. Sam Goody, Inc., a rare of American Gas and a rival of Pickwick, International, also pleaded no contest to one count of a one-cent felony charge of interstate transportation of stolen property and was ordered by the court to pay the maximum fine of $10,000.

Thoroughgood Down Under

LOS ANGELES — EMI America/Liberty recording artist George Thoroughgood recently completed a successful tour of Australia, where he performed to 15 sold out shows in 10 cities moving through New Zealand and Japan. Frontier Booking, which handled the Thoroughgood shows, offered the artist an additional 25 dates based upon demand by fans unable to get seats for the first shows.

Upon completion of his Japanese dates, Thoroughgood flew to Europe for a series of concert dates before returning to the U.S. to pick a producer and begin work on his second EMI album.

For The Record

It was reported in Cash Box, Feb. 26 that EMI America/Liberty recording artist New Wave TV special, Sheena Easton — Act One, would air Thursday, May 8. The date has been changed to Thursday, March 24.
AM-FM Battle Dominates Action At 14th Annual Country Radio Seminar

session - Pat Martin, WBCS/Milwaukee; Bill Mardt, WWW-FM/Detroit; and Mike John, KCVY/Pueblo, Colo. felt that the "jukebox approach" on the part of "3-in-a-row"-formatted stations was a mistake, with Mardt predicting the demise of many of those FM "3-in-a-row" outlets. "Music is the #1 reason that people listen to FM," he said, "and we shouldn't be ashamed of it. But you have to be more than just music."

In addition, Mardt was adamantly opposed to the comparisons between current FM country programming practices and beautiful music stations. "Imagine a dentist pulling a tooth to 'All My Rowdy Friends Have Left The Room'" he said.

Jon Coleman, of Audience Analysts (the consulting firm that pioneered the "3-in-a-row" concept at KCSB-FM/Dallas on the basis of some focus groups in 1980), spoke in direct contrast, supporting the format, which he felt fulfilled the listener's overwhelming need for more music. He admitted, however, that the common practice of back-announcing three records is "boring," and he suggested that stations should attempt to "pre-sale two and back-sell one."

"Radio programmers are bored," he continued. "If listeners don't want talk, jokes, contests and news, why do we continue foisting it on them? Programmers bored is no reason to change approach. Three-in-a-row is a premise that should be treated as a long-term commitment." Opening Remarks

Los Angeles air personality Bob "The Emperor" Hudson, who delivered the opening remarks, noted that many of the on-air occurrences that incite excitement in the local market are mistakes, and he suggested the "3-in-a-row" format was an attempt by programmers to totally eliminate the possibility of mistakes. "If you're not making any mistakes," he added, "we're not doing anything right.

He further noted that "3-in-a-row" formats increased the ease with which a listener can tape their favorite music, and he claimed that record manufacturers are not the only party hurt by the advent of home taping, suggesting that at some point, the listener goes back and listens to those tapes devoid of the disc jockey. Thus, the continuous country station can be used by the listener as a future jukebox.

The seminar opened Feb. 17 with the Art/ Artist-Attendee Cocktail Reception, at which radio personalities were afforded the opportunity to meet a number of the acts in person. Among the acts represented were Ricky Skaggs, Ronnie McDowell, Alabama, Waylon Jennings, Marcia Belver, Johnny Rodriguez, Charley Pride, Jerry Reed, Joe Stampley, Jolie Fricke, Dottie West, Rich Landers, Sylvia Gary Morris, Gus Hardin, Big Al Downing, Brice Henderson, Jackson, Mac Davis, Charlie Daniels, Oak Ridge Boys, and Richard Storban.

For the second consecutive year, exhibitors were permitted to open up suites in an effort to attract new customers and entertain current ones. Among those participating were The United Stations; Chuck Blore & Don Richman, Inc.; Celestial Mechanics; Eagle Prods.; Fair West; Live Sound; McGavren Gulf Radio; Music Country Network; Mutual Radio; P S Prods., Inc.; Radio Computer Service; Satellite Music Network Station Research Systems; The William B. Tanner Company; Tune-In; and Watermark.

The New Faces Show, which wrapped up the entire event, highlighted 11 different acts that have gained a toehold within the past year. The New Faces Show has traditionally been a launching pad for a number of acts, including Alabama, Larry Gatlin, Earl Thomas Conley, Ricky Skaggs and George Strait. This year's production, coordinated by The Halsey Company's Jerry Flowers, featured a lineup that included Karen Brooks, The Whites, Cindy Hurt, Chantilly, Gary Wolf, Tommy St. John, James and Michael Younger, Tom Carlile, Karen Taylor-Good, Keith Stegall and Skip & Linda.

Five members were also elected to the Organization of Country Radio Broadcasters (OCRB) board; Roy Wunsch, CBS, Jan Casey, CBS, Bob Heatherly, RCA, Mike Oatman, Great Empire Broadcasting; and Bill Sherrard, WPW/K/Washington D.C.

LINEUP SET FOR NSAI SYMPOSIUM

NASHVILLE — The fifth annual Nashville Songwriters Assn. International (NSAI) Symposium has been set for March 4-6 at the Hyatt Regency Hotel, with the traditional Songwriters Showcase Friday, March 5. Three panel discussions plus a luncheon lecture have been slated for the day's activities on Saturday, March 6, and the seminar will conclude on Sunday with songwriter collaboration and critique sessions.

That line-up appears to appeal to the Songwriters Showcase include Jim Stafford, Bob Morrison, Mac McAnally, Bobby Whitlock, Rodney Crowell, Michael McDonald, Mark James, Johnny Cash, Wayne Carson, Dave Van Hoven, Alan Rhino, Pat McManus, John Scott Sherrill, Sandy Pinckard, Gary Clark, Rich and Janis Carnes, Gary Chapman, K.T. Oslin, Dave Loggins, Keith Stegall, John Roscosco, Bob Bailey, Roger Cook, Becky Foster and Don King.

Friday's 8 a.m. keynote address, the first panel, "From The Minors To The Majors," will kick off at 9 a.m. with moderator Randy Goodrum. Pancists for the session include songwriters Lange Martinez, Debby Haag, Michael McDonald, Dave Loggins, Keith Stegall, Rick Carnes and Wayland Holyfield.

Programmer of the Year: George Albert and Frank Murphy, vice president, marketing, and Ed Salamon, vice president, programming, both from United Stations. Cash Box Country Syndicator of the Year. Pictured in the bottom row are (l-r): Mark Albert; Mrs. Ronnie (Karen) McDowell, Epic recording artist Ronnie McDowell (with his Cash Box cover from the Sept. 25, 1982 issue); George Albert; RCA recording artist Sylvia (with her Cash Box cover from the June 12, 1982 issue); George Albert; Joe Galante, division vice president, RCA/ Nashville; Barry Mardt; Kevin Herring and Phil Lane, all of WWW/Detroit; Cash Box Large Market Station of the Year, Janita Butler and Tom Roland, Cash Box; and Sam Faulk, WLW/Montgomery, Ala., Cash Box Medium Market Station of the Year.
COUNTRY COUNTRY COLUMBUS

COUNTRY'S TREASURY LIKE A LION IN MARCH — March 7 will be a veritable red letter day for country music television with the airing of the Hank Williams, Jr. story, Living Proof, and the debut of the highly-publicized Nashville Network Color program. The network will debut its initial 18-hour programming day with a five-hour kick-off special titled Returns to Ole Ory's Saloon at Opryland's State Fair. The show is a potential 20 million viewers. A one-hour segment from the Opryland follows with Roy Acuff, Minnie Pearl, Larry Gatlin and the Gatlin Brothers Band, Chet Atkins, Ray Stevens and Patti Page. To round out the introductory program, a two-hour special will be presented from various venues in live sets across the country, including Rosanne Cash and T.G. Sheppard from the Savoy in New York; Hoyt Axton and Tanya Tucker from the Palomino in Los Angeles; and Tommy Wyne and the Brotherhood from Park West in Chicago. Emmylou Harris and Bill Monroe from KRLN-TV's Austin City Limits studios in Austin; and Lynn Anderson from After The Gold Rush in Denver. Originally, many hoped that the Nashville special would be televised after the TV, but although there have never considered it, Warner/Amex, the company in control of MTV, is reportedly considering such a channel, CMTV. The cable outlet will not be placed in operation though until its forerunner can begin to make a profit, and the network is not expected to make a profit in its initial year. The other March event, NBC-TV's Living Proof: The Hank Williams, Jr. Story will air at 8 p.m. CST, with Richard Thomas assuming the lead role. Produced by Procter & Gamble, Telecon Entertainment and Melphome, the entire piece was filmed on location in Tennessee last fall and includes a self-portrayal by Beaphorse's buddy, Mr. Kilgore.

MAGNOLIA TO JOIN THE EXCITEMENT — With both of those events occurring at the outset of the month, Louis Mandrell is set to begin taping his first television special during the second week of March with producer Jim Owens. Entitled Louis Mandrell Diamonds, Gold Album, the special will highlight the performer through several dozens of music, encompassing the gamut of musical history from the Roaring Twenties to the present. The presentation will also include a few of the songs that have been popular over the years and in particular the functions of the special. The show is tentatively scheduled to air in May

COUNTRY ON THE AIR — Since the first of March, Earl Thomas Conley fell victim to the independent truckers' strike recently when he pulled into a truck stop somewhere between Baton Rouge and Nashville. Three of the trucks on the road exploded, and, after examining the wreck, the ETCP found that hundreds of nails had been strategically placed at the truck stop entrance by striking truckers (a real courteous bunch of fellows, huh?)

CHANGE OF PACE — After grumbling from a northeastern band that had the same name, the Younger Brothers have officially adopted new stage names — James and Younger — to avoid any confusion with the aforementioned group. All publicity and promotional material showcasing the act, one of 11 that appeared on the Country Radio Seminar New Faces Show, will be modified to adapt the new moniker. Although the current situation, "Somewhere Down The Line," has already shipped with the other name.

STORM OF MUGGERS — The all-female group Chantilly (another of the acts on the New Faces Show) played the victim during a recent road tour to Charlotte, N.C., when it stopped in Knoxville at a restaurant along Interstate 40. Band member, who enchanted at least one participant during the Radio Seminar showcase, had the rest of the band hide the head into the diner while she locked the van, and as she walked toward the restaurant, two thieves chopped her clutch purse — one ran by, knocking her off her arm while the other followed behind to scoop up the handles. "Stick together," assessed Allman of the incident, "what is everyone has told us. I guess like everything else in life we just had to learn the hard way." The band gathered on the 17th annual Variety Club Telethon, The Crusade For Children, in St. Louis Feb. 27, joining such celebrites as emcee Monty Let's Make A Deal Hall, actor John Forayte, comedien Norm Crosby, Cristy Lane, the Dallas Cowboy Cheerleaders and Ben Vereen. Jocel Stevens is the latest addition to the group, replacing keyboardist Debbie Pierce, who was married recently.

CONGRATULATIONS — To Kris Kristofferson, who was married to Peppermint University in Malibu recently to Lisa Meyers. The couple's honeymoon has been delayed indefinitely, however, since Mrs. Kristofferson can find rivals at the current moment for the character. Mrs. Kristofferson is now pregnant with the first of that couple's two children. The couple, who have been friends for some time, became engaged on New Year's Eve and were married at 9 a.m. on April 15 at the Malibu Community Church. Mrs. Kristofferson is a native of Dallas and was a former model. Mrs. Kristofferson is a native of Dallas and was a former model.

FERRARI REVUES IN NASHVILLE — Las Vegas fixture Gene Ferrari was recently with Nashville with Mae Axton, where the current country recordings were mixed at RCA. Although the Axton/Woodland recording session was not strictly a session, the recording of "The Best Of You" from the Muscle Shoals, is somewhat a cross between Tom Jones and Engelbert Humperdinck.

MEMPHIS ON THE MOVE — Recording act Memphis has moved its headquarters to the center of Music Row. The band is now located at 1014-16 Avenue South, Nashville, Tenn. 37203.

MILLER TO QUEST WITH THE POPS — Mitch Miller quoted Feb. 25-26 with the Nashville Symphony Pops at the Tennessee Performing Arts Center. Although Miller was a prominent A&R man for Columbia long before his "sing-along" television shows, those programs were the vehicle for his national recognition, and a portion of the time was given over to that opportunity.

DRAKE & WELL — The Drake Music Group has reached an agreement with Jim Dowell to handle all administration duties for his publishing firm, New Albany Music (RCA) as well as for other groups. The agreement is said to cover services to the independent group, The Iver Blazy, has amassed recent cuts by Gary Morris, George Strait and Bandana.

tom roland
SILLY 'WAYWARD' IN NEW YORK
Sylvia recently stopped in at WKHK-FM/New York with husband James Galway in support of their cover of Gogi Grant's "The Wayward Wind." Pictured is (l-r): Galway, Sylvia, and George Wolffson, vice president/general manager, WKHK.

Jonathan Fricke; Thanksgiving Day — The Family Reunion featuring the Cash, West/Flrzell, and Mandrell families; Christmas Day — Christmas Around The Country, which will tell how the country artists spend their holidays, and on New Year's Day — Crystal Gayle's Golden Decade. These programs are produced by Ed Satin. In other Mutual Broadcast news, a satellite channel and downlink time are being leased by Mutual to the National Annual Country Music Festival, which will be uplinked from the Opry house in Nashville and the Palomino Club in Los Angeles on Sunday, April 24. The broadcasts will be transmitted via Mutual's fourth supplementary services satellite channel and will be available to radio stations across the nation via Mutual's 650 satellite earth receiving terminals. This will be the first time a music broadcast offering has been made available to other satellite users.

TUNED IN TO TUNE-IN — A new marketing tool has been developed exclusively for the country radio station in the form of a magazine called Tune-In. It is a custom country music and human interest magazine personalized with the radio station's logo, stories, promotions and advertisers. The publication is designed as a profit-making and strategic image-marketing tool for the exclusive use of one station per market. Also included in the magazine are articles related to artists, as well as country lifestyle.

Jonathan Fricke and Frank Kriech are publishers of the tabloid.

HELP — Curt Newton, general manager and program director for WEEI/Fairfax, is requesting record service. Newton can be reached at (703) 273-4000, 3008 Oak St., P.O. Box 908, Fairfax, Va. 22030. On Feb. 11, KBKL/Lincoln began broadcasting live concerts on Friday evenings and material they have on hand is somewhat limited so any record service providing them with live material will be appreciated. They can be reached at (402) 476-9595, 2820 N. 48th, Lincoln, Neb. 68504.

NEWLY ELECTED — Two country broadcasters were elected for two-year terms on the Arbitron Radio Advisory Council during final balloting in December. They are Don Hobblitt, WSUN-FM/Tampa-St. Petersburg, representing country format stations in markets 1-50, and Ron Rogers, KASE/Austin, representing country format stations in markets 51+.

IN NEED OF SEMINAR TAPES? — Those who neglected to purchase tapes of the sessions at the 14th Country Radio Seminar and wished upon returning home that they had invested in them, should call Susan Roberts at the Country Radio Seminar, 9800 W. 88th St., Inglewood, Calif. (615) 327-4888.

WEEI/Fairfax, is requesting record service.
Top Canadian Management Firm To Expand Operations Into New Areas
by Kirk LaPointe

TORONTO — David Bluestein, president of The Agency, the largest national booking group, recently took a bold step to establish himself among the three or four key players in the Canadian music business. Whether his bid — through the creation of organizations for management, talent scouting and new television production — is successful or not, the action is one of the few expansive ones in the past year and is a bold sign that not all activity in the industry during the recession involved retreat.

CRTC Rules Against CBC Expansion Plans
by Kirk LaPointe

OTTAWA — The federal broadcast regulatory agency has harshly criticized the national public radio network’s long-range plans and ruled against allowing it to convert 40 AM stations to FM by the end of the century.

The Canadian Radio-television and Telecommunications Commission (CRTC) said the Canadian Broadcasting Corp. (CBC) is not a legitimate reason to pull out of AM broadcasting as the government has allowed FM conversion in cases where nighttime signals are weak and don’t reach a station’s advertising audience. But the CRTC said there are encouraging signs on the horizon for AM broadcasters, noting that new FM stations are receiving equipment and signal dispersion on the band width. And given the fact that AM audiences still outnumber FM listeners, the CBC has no excuse to convert, the CRTC ruled.

The CBC also asked for reserved channel bands in the corporation’s original request, which was used when it decided to expand. The CRTC ruled against it, saying it wants another long-range plan before it acts in such a radical manner.

The CRTC, which last year shelved CBC plans to launch a second television network, has hopes the Crown corporation won’t limit any expansions to FM, nor should it stray from the educational zone of its radio listeners. The CBC has said that commercial stations often can’t find room on the band width.

The CBC’s long-range plans are limited to the 88-92 area, but the CBC can apply for broadcast licenses on other parts of the dial. In many cases, private broadcasters say the CBC puts them out of their expansion or acquisition plans.

The ruling is considered a significant victory for the private broadcasting industry, which argued strongly against the CBC proposal in public hearings last April and May.

With former attitude Records vice president Lawrence Steinberg, Bluestein has established The Agency and with The Agency’s help will both release independently and lease to a major company or companies; Good Company, Management, and two publishing firms called For Now and For Then.

Bluestein has also taken on a manage- ment role with The Agency, where television production company formed with former record executive Martin Opro and television executive Gary Solo. Current projects include Kid Bits, a pay-TV children’s program.

In his new seven years at The Agency, Bluestein has taken the company to a clear #1 position to represent such acts in Canada as Rush and Chilliwack, with eastern Canada Ingleside, and for Loverboy, Bryan Adams and Red Rider.

Now, while preserving his top spot at The Agency, Bluestein is looking to expand into the United States with the new firms and improve on existing relationships with such major Canadian promoters as CFI in Toronto, Donald’s Victory in Montreal and Persyke in Vancouver.

EMI Tops U.K. 45 Sales, CBS Leads In LPs In ’82

LONDON — Recently released total 1982 figures released by the British Market Research Bureau (BMRB) show that EMI came out on top for overall sales in 1982 CBS sales. EMI had a down year but the LPs sales but first with LP sales. Phonogram and WEA, respectively. EMI and WEA and Polydor followed CBS and EMI, respectively, with total LP sales.

Milan — Tiziana Riva, 22 years old at her debut on the record market, won the 33rd Sanremo Festival (which took place from Feb. 3-5) with the song "Sara Quei Che Sara." It is her second year in Donatella Milano. "Volevo Dinne" on Ricordi, and "Dolce Ghezzi with "Marina Non Lo So" on Fallo. The record was written and recorded by many guest artists including John Denver, Ph.D., Peter Gabriel, Frida, the Talking Heads, K.C. & The Sunshine Band and others.

Also, Decca Dischi Italia will soon enter in the Compact Disc business in Italy, with a first catalog — dedicated to classical music and published together with PolyGram — has been announced for next month. It will include 25 titles.

Ludovico Mantovani was named managing director of the new company Virgin Dischi, created in Italy by Virgin G.B. and is distributed by Dischi Ricordi. Formerly the managing director of Virgin Records. The label was switched from Virgin to EMI.

Gianfranco Finamore, previously head of the Italian department at RFI, created his own record and publishing company, Rod Phone. Finamore will also follow singer-artist like Anna Melia, Lucio Dalla and the Opera. Enrico Musiani switched from Record to Alapharose. Giancarlo Nazzaro has signed a contract with Record in the Sanremo Festival with the single "Mi Soniarrasso Di Mia Moglie."
A KING IN NEW YORK — Mugo recording artist King Sunny Ade recently played a date at New York’s Savoy in support of his LP, “Joy Music.” Pictures of the show, which were published in a recent issue of Rolling Stone, are shown (I–L): Martin Messonier, Ade’s producer and manager; Island recording artist Steve Winwood; an unidentified member of the African Beats, Ado; and Chris Blackwell, founder, Island Records, which distributes Mugo.

LOOK OUT — For “Steve Arrington’s Hall of Fame,” the so-called debut LP by Kidd and the upcoming LP by Joan Armatrading, “The Key,” the music is shifting gears. Arrington’s Atlantic Records album is the culmination of his work with Aura and Slave, an amalgamation of his jazz, rock, funk and soul roots. On the single “Nobody Can Be You,” his growth as an artist and producer is evident. Kidd’s A&M Records debut under the production guidance of Reggie Andrews and Leon Ndogu Chancer is an interesting showcase for the talents of P-Funk veterans Donnie Sterling and hotlick guitarist Michael Hampton. The mixture of funk exercises and rock-edged sophisti-funk provides unbridled energy with polished sensibilities. Armatrading’s A&M LP, due March 15, was produced by Steve Lillywhite, except for the LP’s initial single, “Drop The Pilot,” and the tune “What Do Boys Dream,” which were produced by Val Garay of Kim Carnes and, more recently, The Motels fame. Armatrading could prove to be a progressive artist of duration with this collection.

NUMBER ONE AND STILL RISING — Michael Jackson’s LP and current single have soared to #1 bullet status on three of the Cash Box charts and is poised to capture that status on another. His Epic Records LP, “Thriller,” has topped the #1 bullet spot on both the Cash Box Pop Albums chart and the Black Contemporary Albums chart. “Billie Jean,” the current single, underscores something to do with the LP’s success, as it has maintained a #1 bullet spot on the Cash Box Top Contemporary Singles chart for the last three weeks. The record is currently #2 bullet on the Cash Box Pop Singles chart, resting right behind Epic lashmore Culture Club’s “Do You Really Want To Hurt Me?”

NEW PREZ — The National Black Network (NBN) recently appointed George R. Edwards president of the company, which is the first black-owned and controlled, single-connected radio network in the U.S. The announcement was made by Eugene D. Jackson, chairman of Unity Broadcasting Network—New York, Inc., NBN’s parent company. Edwards joined the New York City-headquartered firm in 1979 as vice president of marketing and sales, and was later promoted to vice president and general manager. In his new job, Edwards will oversee daily operations and be involved with development and implementation of sales and marketing programs for the network. Edwards, who is also vice president of Unity Broadcasting Network, was vice president and director of domestic marketing for Houblin, Inc., Spiritus Group prior to coming to NBN. NBN, which was founded in 1973, currently has 105 affiliated stations nationwide, covering more than 100 markets. The company produces more than 120 newscasts weekly and also airs the Night Talk national talk show, which airs live and is hosted by Bob Law.

JAM IT — Jam-Power Records, poised on the threshold of album releases by Thunderflash and Gift of Dreams, recently made official announcement of its staff. Promotion will be headed up by Rolinda Brooks; merchandising by Charles Colby, Jr.; video by Darryl Charles and creative services by Keith Mcleit, Thomas S. Berry and Steven C. Berry are president and vice president, respectively, for the Reseda, Calif.-based company.

EUROPEAN CONNECTION — Although export record sales might be down for a variety of reasons — the international economy, the higher price of prerecorded music, product counterfeiting and home taping — the tour circuit should continue to thrive in 1983. A six-piece band will join Roy Ayers in London at the Odeon Hamsmarth Theatre, March 25-26, and then in Birmingham on March 27. But just prior to Ayers’ sojourn to the U.K., Billy Griffin, former lead singer with The Miracles, will date in London, Southend, Puffin and Luton starting March 18. At the end of March, veteran soul crooners Harold Melvin and the Blue Notes will play 10 concerts in England — including five nights at the Lakeside Country Club — starting March 30. Jimmy Ruffin and the youthful Pieces of a Dream are also slated for European tours. Ruffin is to commence his tour in June, while Pieces of a Dream will start its Old World trek in July, including a date at the Montreux International Festival. All the shows are being coordinated by John Abbey Representation in conjunction with the Henry Sellers Agency in London.

ADVERT CONNECTIONS — Veteran advertising executives Bruce Crawford and Byron E. Lewis have been named co-chairmen of the 1983 CBEA Awards sponsored by the World Institute of Black Communications (WIBC), which will be accepting entries to the competition through the end of May. WIBC was founded by the National Black Ebony (NBE), a division of Unity Broadcasting Network, and currently sponsors the CBEA Awards in 28 categories this year, including classifications in music commercials and musical themes or jingles. The competition is open to companies or persons in the television, radio, print, outdoor advertising, promotions, and advertising fields. Crawford, president and chief executive officer of BBDO International, Inc., and Lewis, founder and president of Unworld Group, Inc., will head a panel of about 100 advertising professionals who will judge the entries. The CBEA Awards ceremony has traditionally been held in October each year. CBEA, created in 1978, stands for Communications Excellence to Black Audiences.
MOST ADDED SINGLES

1. POWERLIGHT — EARTH, WIND & FIRE — COLUMBIA
   "WIND & FIRE" — "LOVE POWER LIGHT"
   "THE FUNKY TRUTH" — "IS IT ANY WONDER"
   "W.O.T.A." — "GET DOWN"

2. SEAL IN RED — RUFUS — WARNER BROS.
   "RUFUS" — "SEPTEMBER"
   "WIND & FIRE" — "FUNKY TRUTH"
   "THE FUNKY TRUTH" — "IS IT ANY WONDER"

UP AND COMING

UNDERLOVE — MELBA MOORE — CAPITOL
   "THE GIRL IS FINE" — "SPRING/POLYGRAM"

LITTLE RED CORVETTE — PRINCE — WARNER BROS.
   "MORNIN'" — "JARREAU" — "WARNER BROS."
Cohn, Fox Named To VP Positions At CBS Records

NEW YORK — Marvin Cohn has been named senior vice president, business affairs and administration, at the CBS Records Division, and William P. Fox has been appointed vice president, operations, CBS Records.

In his new position, Cohn will assume general administrative responsibilities and oversee CBS Records’ talent and music property negotiations. He will continue to supervise all business matters on a national basis with artists, producers and other CBS Records (E/P/A) contractors, as well as providing direction for CBS Records’ A&R staff. Cohn will report directly to Michael J. O’Leary, senior vice president, and deputy president, CBS/Records Group.

Cohn moves up from senior vice president, business affairs, at the division, a post he held since 1981. He joined CBS Records in 1965 as senior financial analyst and subsequently held the positions of director, A&R administration, vice president, business administration, music publishing; vice president, talent contracts, and vice president, talent, in 1976, he was named vice president, business affairs.

William P. Fox, CBS Records’ newly named vice president, operations, will hold responsibilities for key planning and operating issues of CBS Records Manufacturing. He will also assist in developing long- and short-term record manufacturing strategies and will work closely with the company’s operations, MIS and finance executives. He will also continue, on behalf of the CBS/Records/Group staff to be the P.R. liaison for CBS/Records’ affiliate for OX development, liaison with CBS Records International (CRI) on manufacturing operations, and coordination of Compact Disc (CD) activities. Fox will

New Rock On Radio

(continued from page 7)

History of Rock and Roll, John Fogarty talks about how Creedence Clearwater Revival came to be; the real rock 'n roll radio show, said Denise Oliver, program director at the ABC Rock Radio web. “I don’t really see the need to separate new music from AOR, but if we get the demand from our affiliates then we might do it.”

RKO Radioshows is taking a similar radio format to Boston to New York. It’s called the Rock n Roll review. “Right now, we’re watching the new music movement very closely but we’re not going to produce a program just to be trendy,” said Gary Lands, manager of RKO Radioshows. “This ‘new’ format needs to be defined, and a shake-out has to happen. Right now, we’re in the hype cycle, but we’re not going to jump on the bandswagon. In fact, this week, WNYK in New York, had to give its format from 100% Carroll and started playing stuff like The Police and Steely Dan.”

Video Game Glut

(continued from page 9)

he hasn’t encountered too many serious problems with the programs. “At least it’s a start. A year ago we didn’t even have these plans and we had to keep everything except the programming. ‘It’s still a very viable business,’” commented Perkins, “but now the retailer is being forced to pick and choose his inventory. Two years ago, we were heroes if we had any type of the product. Last Christmas, we were heroes if we had the hits in stock. This year, we’re having the opposite, because it’s too confusing and too run a full catalog house with every minor manufacturer’s complete line on the shelves.”

20th To Release McCartney Film

LOS ANGELES — A new motion picture starring Paul McCartney, which is currently filming in London, Give My Regards to Broad Street, has been acquired for worldwide distribution by Twentieth-Century Fox Picture. McCartney, who also wrote the screenplay, will star in the film, dubbed a musical comedy in the vein of Hard Day’s Night and Help! The film will consist of 10 McCartney tunes, two original songs and eight re-orchestrated versions of tunes he wrote for The Beatles and his group Wings.

Co-starring in the film with McCartney are his wife Linda, his partners from Wings, former Beatle cohort Ringo Starr and Australian actor Bryan Brown of Breaker Morant and The Thorn Birds fame. The film is being produced by Andros Epaminondas and directed by Peter Webber, with production design by Anthony Pratt. Academy Award winning melina Cacouno, who worked on Charlots of Fire, will do the costume design.

ITA Update ’83

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stit “Managing Location Production by Remote Control.” The third is at 9 a.m. on Tuesday and is entitled “Managing Tomorrow’s Technology/Focusing on Computer Advances and Video Disc Technology for More Efficient Media Development and Production.”

“Tape Manufacturing in the ‘80s,” the special technical session by the Audio Tape Manufacturers Association, will be at 8 a.m. on Wednesday.

Entertainment for the closing night banquet and show will be provided by Count Basie and his Orchestra.

Toto, CBS Dominate Grammys

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Levine, Album Producers

BEST COMEDY RECORDING

“Live On The Sunset Strip,” Richard Pryor

Spoken/Documentary Film

BEST SPOKEN WORD, DOCUMENTARY

DRAMA RECORDING

“Raiders Of The Lost Ark: The Movie On Record (Actual Dialog, Music and Sound Effects), Album Producer: Tom Voegeli

Composing

BEST INSTRUMENTAL COMPOSITION

“Flying” (Theme From The Extra-Terrestrial), John Williams, Composer.

BEST ALBUM OF ORIGINALLY WRITTEN SONGS FOR A TELEVISION SPECIAL

“E.T. — The Extra-Terrestrial” (Music From The Television Soundtrack), John Williams, Composer.

BEST CAST SHOW ALBUM


Video Film

VIDEO OF THE YEAR

“Olivia Physical” (MCA Video), Olivia Newton-John.

Jazz Film

BEST JAZZ VOCAL PERFORMANCE, MALE

An Evening With George Shearing and Mel Torme.”

BEST JAZZ PERFORMANCE, DUO OR GROUP

“Route 66,” Manhattan Transfer.

BEST JAZZ INSTRUMENTAL PERFORMANCE, SOLOIST

We Want Miles,” Miles Davis.

BEST JAZZ INSTRUMENTAL PERFORMANCE, GROUP


BEST JAZZ RECORDING, BIG BAND

“Warm Breeze,” Count Basie & His Orchestra.

Miscellaneous Awards

Crafts

BEST ARRANGEMENT OF AN INSTRUMENTAL

“Flying,” John Williams.

BEST INSTRUMENTAL ARRANGEMENT ACCOMPANYING VOCAL(S)

“Rosanne,” Jerry Hey, David Paich.

BEST VOCAL ARRANGEMENT FOR TWO OR MORE VOICES

“Rosanna,” Toto.

BEST ALBUM PACKAGE

“Get Closer,” Art Kane/Engineer Larson.

BEST ALBUM NOTES

“Bunny Borgan (Giants Of Jazz), John Chilton, Richard Dehmel.

BEST HISTORICAL ALBUM

“ housetлив Тома Dorsey/Frank Sinatra Sessions Vol. 1.”

BEST ENGINEERED RECORDING (Nonclassical)

Toto IV.” Al Schmitt, Tom Knox, Greg Ladanyi, David Paich, Steve Pocarcro, Dick Gill, Bruce Heigh.

PRODUCER OF THE YEAR

(Nonclassical).

Toto.

BEST CLASSICAL VOCAL SOLOIST PERFORMANCE

“Verdi: The Duets” (Leontyne Price sings Verdi), Leontyne Price.

BEST ENGINEERED RECORDING, CLASSICAL

Mahler: Symphony No. 7 In E Minor; “The Song Of The Night.”

BEST CHORAL PERFORMANCE

“Wagner: Der Ring des Nibelungen.”

BEST CHAMBER MUSIC PERFORMANCE

“Brahms: The Sonatas For Clarinet & Piano, Op. 120.”

BEST CLASSICAL PERFORMANCE — INSTRUMENTAL SOLOIST OR SOLOSISTS WITH ORCHESTRA

“Elgar: Concerto For Violin In B Major.”

BEST CLASSICAL PERFORMANCE — INSTRUMENTAL OR SOLOSISTS WITHOUT ORCHESTRA

“Bach: The Goldberg Variations.”

COAST TO COAST

(continued from page 12)

continued a part in the film Swing Shift, starring Goldie Hawn, but the role — an aspiring musician named Lucky who serves as the film’s romantic interest — eventually was given to Kurt Russell. Seems Springsteen was concerned about being typecast in musician parts, although he has expressed an interest in film — he supposedly did a screen test for King Of The Gypsys a few years back — and has a standing offer from Martin Scorsese to star in a film made by the director. Speaking of Scorsese, we noticed several members of The Clash, Harbour ex of The Explosions and Allen Foley appearing as “street scum” in a brief scene from his latest film, The King Of Comedy. Jim Records is issuing the entire back catalog of King Crimson LPs on the new Collectors Edition label, an offshoot of its Editions EG line, and all 24 LPs will be on half-speed masters. Also,.A.L.O.P. Records, the Foundation For Nibelungen.” “Red,” “Larks’ Tongues In Aspic,” “Lizard,” “Suitors And Bible Black” and “In The Wake Of Poseidon,” with three more due in early March. . . . Danny Sugerman’s lavish illustrated History Of The Doors is being readied for an August release. . . . And it will be available in soft-cover as well in hard-cover. The format features never-before-seen photos and concert/album reviews covering virtually every week of the band’s career beginning with the group’s first gigs at Gazzari’s on the Sunset Strip Help! The score will consist of 10 McCartney tunes, two original songs and eight re-orchestrated versions of tunes he wrote for The Beatles and his group Wings.

COAST TO COAST

(continued from page 15)

Decision, on palos Verdes, Calif. on Valentine’s Day. Paul McCartney, the fab four member, opened up again under its own name, the Apple Corps, with Linda, Ringo Starr, Paul McCartney and John Lennon. . . . The Country Club, with a trio of young businessmen taking over the operation from Jim Rissmiller, who is said to be considering developing concept of the Berwin Entertainment News as a new rock venue.

Jeffrey reynolds
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<tr>
<th>Title, Artist, Label, Number, Distributor</th>
<th>Weeks On Chart</th>
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<td><strong>1 WEEKS</strong></td>
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<td>1 THRIER</td>
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<td>2 BUSINESS AS USUAL</td>
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<td>3 FRONTIERS</td>
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<td>12 HELLO, I MUST BE GOING</td>
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<td>17 JANE FONDA'S WORKOUT RECORD</td>
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<td>18 KISSING TO BE CLEVER</td>
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<td>19 FRIEND OR FOE</td>
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<td>21 NIGHT AND DAY</td>
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<td>23 MONEY AND CIGARETTES</td>
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<td>24 THREE LOCK BOX</td>
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<td>31 MIDNIGHT LOVE</td>
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<td>33 1999</td>
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<td>34 OLIVIA'S GREATEST HITS VOL. 2</td>
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<td><strong>35 EMOTIONS IN MOTION</strong></td>
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<td>36 GREATEST HITS RIVER RUNNER (Capitol)</td>
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<td>37 LIVE EVIL</td>
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<td>39 MOUNTAIN MUSIC</td>
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<td>40 FAMOUS LAST WORDS</td>
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<td>41 FOREVER, FOR ALWAYS, FOR LOVE</td>
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<td>42 GREATEST HITS</td>
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<td>43 DAYLIGHT AGAIN</td>
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<td>44 AEROBIC SHAPE-UP II</td>
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<td>45 HIGH ADVENTURE</td>
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<td>46 HEARTLIGHT</td>
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<td>47 SPECIAL BEAT SERVICE</td>
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<td>48 POWERLIGHT</td>
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<td>49 COMING HOME</td>
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<td>50 DAWN PATROL</td>
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<td>51 HERE COMES THE NIGHT</td>
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<td>52 THE BEST IS YET TO COME</td>
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<td>53 LOVE OVER GOLD</td>
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<td>54 TOUCH THE SKY</td>
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<td>55 EVERY HOME SHOULD HAVE ONE</td>
<td>56/15</td>
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<td>56 GET LUCKY</td>
<td>62/6</td>
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<td>57 PONCHO &amp; LEFTY</td>
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<td>58 ALL THE GREATEST HITS</td>
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<td>59 SPEAK OF THE DEVIL</td>
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<td>60 TROUBLE IN PARADISE</td>
<td>65/5</td>
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<td>61 I CAN'T STAND STILL</td>
<td>46/27</td>
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<td>62 THE EVER POPULAR TORDENT ARTIST EFFORT</td>
<td>60/7</td>
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<td>63 TOO TIGHT</td>
<td>72/7</td>
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<td>64 ON THE ONE</td>
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<td>65 SINGLES—45'S &amp; UNDER</td>
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<td>66 THE SINGLES</td>
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<td>67 MIRAGE</td>
<td>63/34</td>
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<td>68 SCREAMING FOR VENGEANCE</td>
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<td>69 NERUDA</td>
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<td>70 GREATEST HITS</td>
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<td>71 CHAKA KHAN</td>
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<td>72 PLEASURE VICTIM</td>
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<td>73 SOMETHING'S GOING ON</td>
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<td>74 CREATURES OF THE NIGHT</td>
<td>69/14</td>
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<td>75 WINDS OF CHANGE</td>
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<td>78 REACH</td>
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<td>79 TOO-RA-Y-EY</td>
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<td>80 MORE JAZZERCISE</td>
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<td>83/11</td>
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<td>82 BLINDED BY SCIENCE</td>
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<td>83 HOOKED ON CLASSICS II: CAN'T STOP THE CLASSICS</td>
<td>78/32</td>
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<td>84 HIMSELF</td>
<td>55/13</td>
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<tr>
<td>85 GAP BAND IV</td>
<td>91/39</td>
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<td>87 TWO OF A KIND</td>
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<td>88 KINNSPIRACY</td>
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<td>89 FOREVER NOW</td>
<td>90/21</td>
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<td>90 ALL THIS LOVE</td>
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<td>94 SCANDAL</td>
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AROUND THE ROUTE
by Camille Compass
Bally Pinball Division's physical move into the new "towers" addition of the Bally Midway Mfg. Co. facilities in Franklin Park, Ill., was near completion when we spoke with company exec Tom Nieman at prestime. The move marks the consolidation of the firm's full line of coin-operated amusement products (pins, videos, novelty games) into one facility, for both production and administration . . . Tom further noted that Bally's highly popular "Eight Ball Deluxe Limited Edition" pin is sold out — marking the "first time in quite awhile that this has happened with a pinball machine," he said. Goes to prove that what you need is an exceptional machine to get the pinball players back in the fold . . . Bally is currently readying the introduction of some conventional pinballs for around spring of this year.
Dateline Hialeah, Fla., home of Centuri, Inc. and the hot selling "Time Pilot" video game. As we learned from the firm's Tom Siemens, the machine has been a "fantastic seller," currently ranking among the top three hits across the country. It's big in street locations as well as arcades, he said. Centuri is maintaining full production schedules to meet the

(continued on page 32)

Distributors Turn To Auctions For Slow-Moving Inventory
by Jeffrey Ressner
LOS ANGELES — Faced with a sluggish used game market and an over-abundance of trade-ins, a growing number of coin-machine distributors are turning to auctions of second-hand amusement equipment in a final effort to dilute inventories before sending unsalable machines to the scrap heap. Across all across the U.S., distributors and professional auctioneers are liquidating used games to route people looking for a good buy, consumers wanting a video or pinball game for their rumpus rooms and location owners looking to install a game in their place of business.

Interviews with distributors and auctioneers revealed that auctions have three major benefits:

Customers are often able to get machines at cheap prices, giving the operator an opportunity to purchase some machines strictly for parts. The seller benefits from the fact that all transactions are in cash, and machines are sold "as is" condition with all sales final.

Because hundreds of games are usually sold at each auction, distributors get the chance to move volume quantities at a quick rate. Although distributors usually get better prices for games when they're sold as used, reconditioned machines, an auction allows them to get rid of many older machines in one fell swoop.

Auctions help establish the functional market value of a game. "For example," explains Ira Bettleman, executive vice president of C.A. Robinson & Co. distributors here, "suppose we take a trade-in at $500, shop it, and try to sell it at $600 to $650. After two months it goes to auction, and there it sells for $325. Regardless of the fact that we have $500 and shopping costs in it. Well, the next time that game will have a trade-in value of $200. We'll shop it and try to sell it for $325."

C.A. Robinson's auctions, or "legal public sales," are usually handled by its collection manager, Jeff Sheer, who attributes the brisk action at the events to the "mood of the bidding." Among the "hot" games, he says "Jungle Hunt," "Tron," "Dig Dug" and "Galaga" are pulling in premium prices, with a select few units — such as Bally Midway's "Ms. Pac-Man" upright — bringing exceptional bids time and time again.

Hard-To-Get Games
Bill Pearlman, president of the Boulder, Colo.-based National Amusement Game Auction (NAGA), says some second-hand games actually sell for more money at auctions than their new, boxed counterparts. This occurs, says Pearlman, not because of the passionate bidding, but due to a willingness to pay more for hard-to-get games "just to get it first."

Pearlman recalls responding incredulously when he auctioned off a used "Super Pac-Man" for $2,900 recently, since a spanking new upright of the same game costs only $2,400. The buyer told Pearlman that he

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**INDUSTRY NEWS**

**AROUND THE ROUTE**

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The voluntary program will provide participants with a written, confidential report of the auditor's findings and recommendations. "That's what we've seen," said Hartley. A certificate of audit completion will be furnished to each participant. The program will follow recommendations made to NAMA by its Automatic Merchandising-Health Industry Committee (AMHIC), the association's advisory health group.

**Insurance Program**

A new Comprehensive General Liability Insurance Program for vending and foodservice management firms was recently introduced by NAMA as a service to its member firms. Designed and administered by Marsh & McLennan, the world's largest insurance administrator and broker, the program offers minimum coverage of $1,000,000 to participating companies at group rates.

In commenting on the program, NAMA president Schreiber said, "Comprehensive liability insurance has become an important need for vending and foodservice management firms and we expect many member firms to take advantage of the highly favorable premium rates made possible by the large volume discounts." The group program includes coverage for products liability, broad form property damage, bodily injury liability, personal injury, incidental malpractice, extended bodily injury, premises liability and payments, and if necessary, may be written to provide coverage up to $5,000,000 available.

**PAMMA Schedules First State Convention**

CHICAGO — The first state convention and trade show, sponsored by the Pennsylvania Amusement and Music Machine Assn., one of the industry's most recently organized state associations, will take place April 30-May 1 at the Expo Mart in Monroeville, Penn. Operators and distributors from Pennsylvania and neighboring states will be participating in the exposition.

"This first attempt at a statewide expo in Pennsylvania is tapping even our wildest dreams," said Domenick Salvatore (The Machine Mart). "We have 27 fairly prominent man Exhibitors registered to date: Active Amusement; Amusement Emporium; Apple Machine Co.; Avalon Machines; Atlantic; Band-it; Breedon Machine; Bucketh; Marketing; Ray E. Dequanne Distributing; Electro-Sport; M. Kramer Manufacturing; Monroe Distributing; North Coast Amusement; and SMS Manufacturing. Salvatore noted that "additional signed contracts are arriving daily," which is indicative of the tremendous response the event has generated.

"This first PAMMA Expo, open only to operators, manufacturers, suppliers and exhibitors, will provide PAMMA members, their families and friends a wide variety of the family-type entertainment equipment that has become so popular in today's consumer market," he added. "Based on interest shown to date, the event will exceed the capacity and we are in the process of gathering larger numbers to be on hand to learn the latest in technology and trends in our industry."

In addition, to the exhibits a program of seminars will be presented, and PAMMA is currently finalizing arrangements for guest speakers.

**NAMA Initiates New Membership Services**

CHICAGO — A unique new Food Safety Audit Service for food production commissionaires and vending and foodservice management firms is being started by the National Automatic Merchandising Assn., according to NAMA Executive Director Domenick S. Salvatore. "This new NAMA service will provide third-party evaluation by food safety experts of the food safety conditions and practices in commissionaires, vending and food service operations of the member firm," Schreiber explained.

"Although some restaurant and fast food operations have individual vending and food service firms carry out internal quality and food safety controls, this will be the first such wide-spread service provided by an industry association."

The NAMA audit will be conducted on-premises by experienced public health practitioners with government or academic backgrounds. The basic audit will include in-plant operation observation as well as testing of commissary conditions and employee practices, where indicated. Included in the audit are personnel, food and ingredient sources, storage, preparation, food assembly and cooling, sanitization, package handling, holding, raw material and all associated structural conditions.

David E. Hartley, NAMA public health and safety counselor, who developed the program, said the service is intended to give company management an adjective to in-house supervision and training as well as objective evidence of food source safety for presentation to clients at vending and food service installations. The voluntary program will provide participating companies with a written confidential report of the auditor's findings and recommendations. "That's what we've seen," said Hartley. A certificate of audit completion will be furnished to each participant. The program will follow recommendations made to NAMA by its Automatic Merchandising-Health Industry Committee (AMHIC), the association's advisory health group.

**Treasure Chest Promotion Kit Now Available**

LOS ANGELES — "Treasure Chest!" a new promotion kit containing all of the ingredients for conducting a promotion in almost any type of location, is currently being offered by Business Builders of Cupertino, Calif. The price of a kit is $175, which includes 1,000 beg ominous keys, an all-wood treasure chest, one lock, two posters, 100 ft. plastic pennants, six buttons and pirate hats. Key chains are not to be worn by employees while the promotion is in progress.

As explained by company president Carol Kanter, the keys are given to customers who wish to unlock the Treasure Chest and win the prize inside. Within there are several different ways to win the promotion, she added. For example, a large bowl of keys can be used and customers can pick a key at the location or an employee can distribute keys to customers at the location; inviting players to come in and try to win. Special tags can be made to attach to the keys and the tags could read, "Come try to win our Treasure at location XYZ.""This is certainly one of the most cost-effective promotion kits available," said Kanter. "It is a key traffic builder for a location and can be used over and over again." She noted that "another way to use the kit in a game center is to place the treasure chest next to the older game and the first opening key wins the game."

The basic kit is effective for a weekend promotion at a game center or it can be expanded to a group of locations. A different Treasure Chest can be put in each participating location and the keys can be distributed with the Treasure Map guiding the customer to the various places where their keys may open a chest that is filled with prizeable prizes. The prizes can vary according to the location. Special giant size wooden treasure chests, key tags and alarms for signaling when the chest opens are among the "extra" available for the Treasure Hunt Promotion Kit.

Further information may be obtained by contacting Carol Kanter, Business Builders, 1031 S. De Anza Blvd., Suite 209, Cupertino, Calif. 95014 or phoning (408) 464-4400.

**CALENDAR**

March 25-27: Amusement Operators Expo, O'Hare Expo Center; Chicago.
April 7-10: Florida Amusement Vending Association; convention; Curtis Hilton Hotel; Tampa.
April 8-10: North Dakota Coin Machine Operators Assn.; state convention; Kirkwood Motor Inn; Bismarck.
April 22-24: NAMA Western Convention; annual convention; Anaheim, Calif.
April 22-24: Pacific Amusement Operators Show; trade show; Disneyland Hotel; Commerce.
April 20-May 1: Pennsylvania Amusement & Music Machine Assn.; state convention; Greater Pittsburgh Merchandise Mart/Expo Center; Monroeville.
May 20-22: Music and Amusement Assn.; annual convention; Concord Hotel; Keansburg Lake, N.Y.
June 9-12: Amusement & Music Operators of Tennessee; state convention; The Peabody; Memphis.
June 16-18: Ohio Music & Amusement Assn.; state convention; Hyatt Regency Columbus; Columbus.
Oct. 13-16: NAMA National Convention; annual convention; McCormick Place; Chicago.

**CONGRATULATIONS** — Atari, Inc., was spotlighted at the recent presentation of Electronic Games Magazine’s 1982 Arcade Awards. The company received included Most Innovative Coin Video Game for Atari’s Tom-Tom game center. Would be ‘to put the lock on an Video Game for the Atari 2600 Defender cartridge. (Defender is a trademark of Williams Electronics, Inc.) Picture of the presentation are Marriane Layne (left), marketing services manager for Atari’s Coin Video Games Division and Ron Schiller, representative of the state’s merchandising and administration for the Consumer Products Group, displaying their awards with Ann Kutz, editor of Electronic Games.

**Wico Taps Advantage**

CHICAGO — Wico Corporation of Niles, Ill., a designer, manufacturer and distributor of parts and accessories for the coin-operated amusement and vending industries, has signed Advantage Marketing of Mississauga, Ontario, Canada to carry its consumer line of "Command Control" coin operators.

Advantage Marketing, located at 3120 Glen

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right costs only $2400. The buyer told Pearlman that he found the games, including a Millepede, very tana, however, and he couldn't get a Super Pac-Man from his distributor for four to five months, so he was worth it to pay $480 to get a second one for his game room and beat his competition.

"He told me he could make up the difference in a month and a half, and that it was important to have the newest games first. These people who pay more for a used machine than you can get for them, they're businessmen," the NAGA president added.

Pearlman's company, founded a little less than half a year ago, has handled over a dozen auctions to date and expects to do a total of at least 30 this year, grossing an average of approximately 200 to 300 games at each event. He claims the most popular used machines now include "Pacman," "Donkey Kong Jr.," "Mappy," "Galaga," "Sonic the Hedgehog," and "Streets of Fire." These games are generally comprised of 70 to 80 homebrewers looking for lower end games for their re- sons and 70% of those seeking pieces for their routes, according to Pearlman. Description of each event, Pearlman said, "An auction is a very interesting animal. What goes on happens because of the different types of people there. It's not a parish sidewalk, a circus or a car- nival, but it is exciting. We travel from town to town holding auctions, and we bring along an auctioneer whose call is very melodic, a com- puter operator who handles our inventory on a portable computer and a technician who checks out all the games on site to make sure they work. This isn't something you can do outside of a suitcase."

Busiest Year Yet
Jay Sugarman, a North Miami Beach, Fla. auctioneer, claims he serves some of the largest distributors and operator chains in the country, holds approximately three auctions of game equipment each week. Last year was his busiest yet. Regarding the top- earning used machines, he said that Ms. Pac-Man is holding up better than the DRA book, which includes "Burger Time," "Robotron," "Omega Race," and "Robody Roto" — are also bringing better than the DRA book, the auctioneer said even though prices on some of the older games are depreciating rapidly, the "antiques" are never touched. "As long as there is a market for these games, even last year's popular pinball machines are selling well.

The Miami auctioneer says he barters be- tween 300 and 400 games during the course of each 4 to 5 hour event, averaging nearly 70 pieces an hour. Although he enjoys the amazing volume of games sold and the resultant healthy profits to the bidding fever that transpires during an auction, he stressed that there's no kind of special "aura" that's stirred up to induce bidders to pay ex- travagant fees for product. "Our auctions are quiet, professional and dignified," he ex- plained. "They rely on bidders' subtle move- ments rather than uncontrolled screams and shouts. We ask all prospective buyers to put down a $100, fully refundable deposit for and for that they receive a number assigned to signify a bid.

Different auctioneers use various methods for conducting their sales sessions. While some allow shoppers to play the games extre- mely before bidding starts to judge such critical factors as joystick maneuverability and visual quality, others require them to test each pre- purchase before bidding and merely give assurances that the games are in working or- der. No guarantees are ever given on the items; unlike buying a used game from a distributor, which is usually reconditioned and comes with a solid warranty, games at auctions are sold "as is," and even delivery of the machine is solely the buyer's responsi- bility. Although certified checks or letters of credit from a bank can sometimes be used to purchase equipment at auctions, many dealers will take nothing but legal tender. "There are no checks or payment," commented NAGA's Pearlman, "Cash, cash, cash."}

Pearlman wears philosophical over the grow- ing role of the auctioneer in the coin-op game marketplace, saying, "We're creating a strong secondary market for the games. There's a definite need today for arcades operators to keep new games in their locations, and to do that he needs to have a way to get rid of his older games. We make it possible for one man to get rid of his older games from locations where there are too many to places where there are too few."

NAMA Services

(continued from page 3)

ber firms and will be written by International Insurance Company, which carries the highest rating issues by Best's Insurance Reports, ac- cording to NAMA.

Simple claim reporting through an in- surance hot-line and self-rating based on the "walked at" rate. Third, the "open book" sales volume determined by the insured are special features of the service.

Interested member companies may contact Marsh & McLennan directly through the toll- free number (800) 621-1173.

New Equipment

Money Maze

Sterm Electronics, Inc. announced production of its latest video game, "Bagnman," a fast paced multi-level maze gaming incorporating a number of exciting new features. The game is licensed by Sterm from S.A. Valadol of Spain.

In the play process, the player maneuvers Bagnman through various mine shafts, picking up money bags and placing them in the mobile wheel- barrow at the surface of the game. A controlled bonus is awarded upon placing the money bag in the wheelbarrow. While climbing through the shafts, Bagnman must avoid the pursuing guards, the moving ore carts and elevator, temporarily defending himself with a pickaxe or by dropping a money bag on the guards.

Valley markets a full line of American-made cues, both one-piece and joined. However, only a portion of the line is available for imprinting. All cues feature hard, white maple shafts, and imported hardwood ferrules. Sizes are various, weighted for heavy, medium and light preferences.

Imprinted Cues

An exciting new product - imprinted cues - is currently being offered to our customers by the Valley Company of Bay City, Mich. The imprints are made near the butt of the cue, in a 3/4-inch by 3-inch space, which allows a two-line imprint, with 20 characters per line. The customer has the choice of three type styles. Prices are nominal and include a one-time charge for printing dies. The minimum order is one gross for the one-piece, four-prong cues.

Wico Taps Advantage

(continued from page 30)

Erie Drive, Unit 5, Mississauga, Ontario, L5J 1R6, Canada, will distribute the 23 product line of arcade-quality game controls and accessories, and designed and manufactured by Wico for use with home video game systems and personal computers. The line in- cludes multiple models of joysticks, and one any standard (or with adap- ter) with eleven home game and computer units.
A compilation of music and games equipment (new and used) with approximate production dates included in most cases.

**MANUFACTURERS**

**MACHINES**

Bally
- Midway (2/81)
- Eight Ball Deluxe (4/81)
- Fireball II (5/81)
- Empire, w.b. (7/81)
- Fatman (8/81)
- Medusa (10/81)
- Centaur (10/81)
- Elektra (12/81)
- Vector (2/82)
  - Mr. & Mrs. Pac-Man (5/82)
  - Rapid Fire (5/82)
  - Spectrum (8/82)
  - Speakeasy, 2-pl. (9/82)

**GAME PLAN**

Convey Island (5/80)
- Super Nova (4/80)
- Lizard (6/80)

**GOTTIEB**

Force II (1/81)
- Pink Panther (3/81)
- Mars (6/81)
- Volcano (8/81)
- Black Hole (10/81)
- Haunted House (2/82)
- Devil’s Dare (4/82)
- Caveman Pin/Nedex (5/82)
- Rocky (8/82)
- Spirit (9/82)
- Punk (11/82)
- Q’bert’s Quest (2/83)

**STERN**

Nine Ball (1/81)
- Free Fall (2/81)
- Lightning (4/81)
- Split Second (7/81)
- Catapult (9/81)
- Viper (11/81)
- Orbitor I (4/82)

**WILLIAMS**

Jungle Lord (14/81)
- Pharaoh (7/81)
- Solar Fox (9/81)
- Barracuda (10/81)
- Hyperball Pin/Video (2/82)
- Cosmic Gunfighter (7/82)
- Defender (2/83)
- Warlock (3/82)

**VIDEO GAMES**

**AMSTRAD**

Laser Base (7/81)

**ATARI**

Asteroids Deluxe (4/81)
- Asteroids Deluxe Cabaret (4/81)
- Centipede (6/81)
- Centipede Deluxe (6/81)
- Red Baron (8/81)
- Red Baron, sit-down (8/81)
- Tempest (10/81)
- Tempest Cabaret (10/81)
- Dig Dug (4/82)
- Dig Dug Cabaret (4/82)
- Kid Kungaro (6/82)
- Gwarl (8/82)
- Pole Position (12/82)
- Millipede (12/82)
- Liberator (12/82)
- Quantum (12/82)

**BALLY MIDWAY**

Deluxe Space Invaders (1/80)
- Galaxian (4/80)
- Extra Bases (5/80)
- Space Encounters (8/80)
- Space Encounters Mini-Mysto (9/80)
- Space Zap (10/80)
- Space Zap Mini-Mysto (10/80)
- Pac-Man (11/80)
- Pac-Man Mini-Mysto (11/80)
- Rally-X (2/80)
- Rally-X Mini-Mysto (2/81)
- Golf (4/81)
- Golf Mini-Mysto (4/81)
- Wizard of Wor (6/81)
- Wizard of Wor Mini-Mysto (6/81)
- Omega Race (8/81)
- Omega Race Mini-Mysto (8/81)
- Omega Race Sit-In Capsule (8/81)
- Galaga (11/81)
- Galaga Mini-Mysto (11/81)
- Kick-Man (1-82)
- Kick-Man Mini-Mysto (1-82)

**BALLY MIDWAY**

Rally-X (2/81)
- Gorf (4/81)
- Wizard of Wor (6/81)
- Omega Race (8/81)
- Galaga (11/81)
- Kick-Man (1-82)
- Ms. Pac-Man (2-82)
- Bosconian (2-82)
- Tron (8/82)
- Solar Fox (8/82)
- Blueprint (11/82)

**CENTURI**

Route (16/81)
- Pleiades (7/81)
- Swimmer (10/82)

**ELCON**

Diversion (2/81)
- Shark Attack (5/82)

**GAMETECNIKS**

Tri-Pool (1/82)

**GDI**

The Thief (4/82)
- Silther (8/82)

**GOTTIEB**

New York (3/81)

**SEGA/GREMLIN**

Carnival
- Space Firebird
- Astro Blaster (4/81)
- Frogger (11/81)
- Zaxxon (5/82)
- Pengo (1/83)

**STERN**

The Thrill (1/81)
- Berzerk (2/81)
- Scramble (5/81)

**TAITO AMERICA**

Crazy Climber (5/81)
- Zaxxon (5/81)
- Sword (7/81)
- Colony 7 (7/81)
- Moon Shuttle (7/81)
- Moon Shuttle Deluxe (8/81)
- Qix (10/81)
- Qix Deluxe (10/81)
- Lock ’N Chase (10/81)
- Grand Champion (12/81)
- Alpine Ski (3/82)
- Wild Western (5/82)
- Electric Yo-Yo (5/82)
- Kram (5/82)
- Space Duneon (7/82)
- Jungle King (9/82)
- Jungle Hunt (11/82)
- Front Line (12/82)

**THOMAS AUTOMATICS**

Triple Punch (6/82)
- Oil Rooo Chu (7/82)

**WILLIAMS**

Defender (4/81)

**PHONOGRAPHs**

Centuri 2001
- Loew-NM Consul Classic
- Lowen-NM Prestige ES-2
- Lowendale Cabaret
- Lowen-NM 250-1
- Rock-Ola Grand Salon II Console (9/80)
- Rock-Ola 484 (11/80)
- Rock-Ola 481 Max 2 (11/81)
- Rock-Ola Deluxe (10/82)
- Rowe R-45 (10/80)
- Rowe Jet
- Rowe R-47 (10-82)
- Seeburg Phoenix (12/80)
- Stern/Seeburg VMC (11/81)
- VMI Startime Video Jukebox
- WurlitzerCabrina
- Wurlitzer Tarock
- Wurlitzer Atlanta
- Wurlitzer Silhouette

**POOL TABLES & FOOSBALL**

Irving Kaye Silver Shadow
Irving Kaye Lion’s Head
Dyno Model 37
Dyno-The Tournament foosball (5/82)
TS Tournament Eight Ball
U.B. Bronco
Valley Cough
Valley Tiger Cat bumper pool (6/82)
Valley Coffee Champion (8/82)
25th Annual Convention
April 10-14, 1983
Fontainebleau Hilton Hotel
Miami Beach, Florida

THE CONVENTION CROSSWORD PUZZLE

ACROSS
1. The trade association for marketing music
9. Industry ______ unveiled at NARM
10. "Spotlight" speakers
13. Luncheon honoring NARM officers
14. NARM Markets
17. Performers at luncheons and dinners
19. Exhibit area highlights
20. Inform via broadcast and print media
23. Host of spectacular luncheon show
24. Merchandiser of the Year Award
25. More about this promotion alternative
26. Super industry marketing campaign
27. Convention climax
29. Outstanding new opportunity
30. Mid-day Convention showtime
32. What happens at NARM
33. Convention meeting place
34. In Ireland, "Gift___________"

DOWN
2. NARM _________ Music
3. Convention eye-openers
4. New participants
5. What NARM members do best
6. Honored at NARM Awards Banquet
7. NARM's newest market expansion program
8. Special interest Convention schedule
11. Tennis, golf and running on Miami Beach
12. Product line getting first-time Convention program
15. Key to retailer's success
16. Relax here after Convention business day
18. Awarded at Foundation Dinner
21. Hot topic for Convention program
22. "Class" topic for Convention program
28. Profound packaging opportunity
31. Software and games

"NARM MARKETS MUSIC" CONVENTION THEME

"NARM Markets Music" encompasses in a short but very meaningful phrase, the focus of the program for the 1983 NARM Convention.

The Convention gets off to its traditional start with a Welcoming Reception on Sunday evening, April 10. The "Gift of Music" Best Seller Awards Banquet closes the program on Wednesday evening, April 13. In between will be days packed full of programming featuring such "NARM Markets Music" expansion opportunities as "Gift of Music", "Discover Grammy Music," promotion alternatives such as MTV, the compact disc; new product lines to increase store traffic (video, video games, home computer software); and the merchandising of specialty product (children's and classical). An exciting new dimension is added to the Convention programming, as artists' managers will be involved in a panel session on their role in increasing pre-recorded music sales.

Afternoons will be reserved for the meetings between customers and suppliers, which will take place outdoors in the Fontainebleau's pool and beach area, where a cabana/exhibit booth set-up will provide the unique environment for inter-company communication.

Luncheon shows will feature outstanding recording artists, as will the Scholarship Foundation Dinner and the Awards Banquet.

You should be there! Register today!

Call or write: NARM, 1008-F Astoria Blvd., P.O. Box 1970, Cherry Hill, N.J., 08034 (609) 424-7404