

Billboard

NEWS *****2-DIGIT 908
000817973 4401 8E32 MAR90EHZ
MONTY GREENLY
ADT A

NEWS

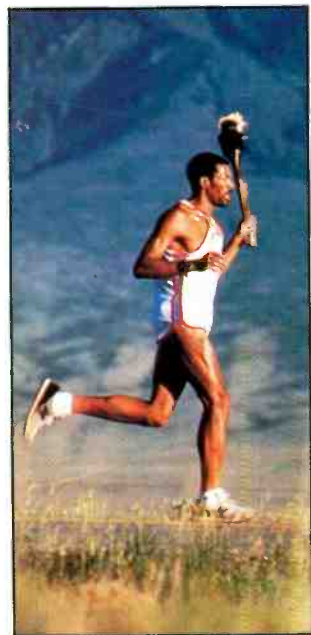
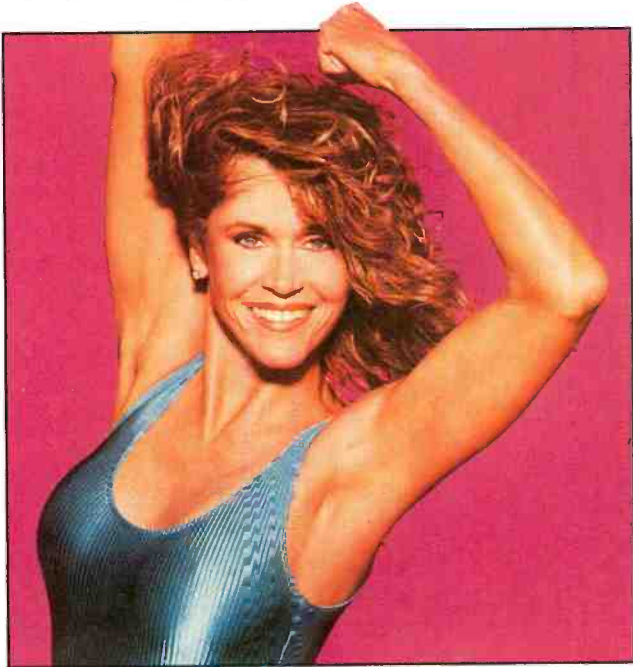
NEWSPAPER



VOLUME 100 NO. 33

THE INTERNATIONAL NEWSWEEKLY OF MUSIC AND HOME ENTERTAINMENT

August 13, 1988/\$3.95 (U.S.), \$5 (CAN.)



VSDA 88



YOU'RE A KID AT HEART



Here's what's new in children's video—six new programs to spark kids' imagination in a whole new way. *Jim Henson Play-Along Videos*.

30 Years Young. *Jim Henson Play-Along Videos* build on a 30-year heritage. Kids around the world have grown up with the MUPPETS, and parents have trusted Jim Henson to create the finest in children's entertainment programming.

All New. *Jim Henson Play-Along Videos* are like no other videos you've seen. Featuring many familiar MUPPETS—like Kermit the frog, Fozzie Bear, and Rowlf—and introducing lots of new MUPPET friends, this new “video-active” series treats kids as more than just spectators. Thanks to Jim Henson's vision, children's video isn't just for viewing anymore—it's time to play!

These 6 programs are original and made for home video. They've never been seen before, and kids can use them over and over.

With Jim Henson's legendary good humor, these videos help kids develop self-confidence while they have fun!

Lorimar Home Video and Henson Associates proudly present *Jim Henson Play-Along Videos*.

LORIMAR
HOME VIDEO

© Henson Associates, Inc. 1988
JIM HENSON, PLAY-ALONG VIDEO, MUPPET, and character names are trademarks of Henson Associates, Inc.
Exclusively distributed by Lorimar Home Video, Inc. A Lorimar-Telepictures Company, 17942 Cowan,
Irvine, CA 92714. All rights reserved. Printed in U.S.A.

Jim Henson™

PLAY-ALONG VIDEO™



6 ORIGINAL PROGRAMS TO SPARK THE IMAGINATION

OPEN
THIS
ONLY
IF...



Ladies Day. Three beautiful recording artists, from left, Columbia's Deniece Williams, Wing's Vanessa Williams, and Columbia's Rebbie Jackson, share smiles during a black music celebration at City 1-Stop in Los Angeles.

New Club Nouveau Album Tackles Social Issues King Hopes Fans Get The 'Message'

BY DAVID NATHAN

LOS ANGELES "Making this kind of album was something I felt compelled to do," says Jay King, producer/creator of Club Nouveau, of "Listen To The Message," the group's latest effort. "I felt that I had a statement to make about what's happening today. I realize that I'm taking a big chance, but I did make some money last year, so this isn't about just making more money. What I want is for young people to listen to this album, and hopefully their perceptions will be altered."

King, who masterminded the

Timex Social Club hit "Rumours" before going on to across-the-board success with Club Nouveau's platinum debut album, is aware that music based on strong social commentary isn't always given a resoundingly positive response by radio and other media. "I've always been a real fan of Marvin Gaye's, and I got the CD for 'What's Going On'. That really inspired me because I realized that he was commenting on the times he lived in and that if that album was released today, it would still have so much relevance."

"Cold, Cold World," the first single from "Listen To The Message," received some play but didn't elicit as strong a response as had been predicted. The new album is beginning to receive radio support, and expectations are high for the second single, "For The Love Of Francis." The undaunted 25-year-old King (who's been labeled brash for his outspoken comments about the music business) realizes he could have chosen a safer route for the follow-up to his smash debut.

"I could have come up with a formula type of album just like the 'Life, Love & Pain' album, with another old song redone," says King, referring to Club Nouveau's megahit version of "Lean On Me," the Bill Withers classic. "But putting together an album just like the last one is something that offered no challenge. I could do that kind of record any time."

King notes that the subject matter on the new album covers issues he feels are particularly relevant to young black Americans: "The way I see it," King comments, "young kids' dreams are gone; they're left with no hope, and

drugs have become such a center stone for our society. I think that it goes back to the fact that so much of this country has been built on wars; the economy thrived when we were at war, but it lingers and stands still when we don't have any war.

"Truly, society is not in good shape when a football player can get \$1 million and teachers can't even get a 5% pay raise. It's no surprise that teachers don't care and

'Young kids' dreams are gone; they're left with no hope. I really do believe it's a cold world'

that they don't teach children to care, either. With young black kids, I think we've lost a sense of family that used to be such an important part of our culture. Nowadays there are so many single parents, almost all women. I really do believe it's a cold world."

King maintains he's "calmed down" somewhat with respect to criticism of the record business, though he continues to be direct. "I realize that the injustices in this business aren't going to change with just one person," he says, "though there are still certain things I don't like about the way this business works. It's more important for people in the street to like me and what I'm doing. I don't care whether the industry likes me

(Continued on next page)

'24 Hours For Life' Benefit Deserves Artists' Support A Call To Arms In The Fight Against AIDS

AIDS IS A MONSTER slowly stalking large parts of the American population. The phrase "large parts" is important, since too many people still associate AIDS with homosexuals when in fact it is killing heterosexual minority group members in ever increasing numbers. Intravenous drug users are still sharing needles with other junkies and having unprotected sex with their mates, spreading a disease that kills individuals, destroys families, and infects the entire community with fear.

Like crack, AIDS is one of the most devastating social ills to attack black America in this decade, and it's time more black artists got involved in the fight. Anticrack records and promotions have displayed the concern of the black entertainment community about this devastating drug. But up to now the only artist committed visibly and consistently to the AIDS-awareness effort is **Dionne Warwick**, who has started a foundation to raise funds for AIDS research and treatment. We need more. For example, just imagine the impact **Prince** or **Janet Jackson** might have if they did radio and television ads promoting safe sex or soliciting funds for AIDS research.

One AIDS-awareness effort worth supporting is "24 Hours For Life," a worldwide fund-raising benefit that is the baby of **Mel Cheren**, a veteran of 24 years in the record business and founder of West End Records. Cheren, who announced the event during the New Music Seminar, is hoping that black artists will want to be involved in making this broadcast happen. Whether or not black artists choose to become involved in this particular effort, it's important that they begin to assert themselves in the fight to stop the spread of AIDS.

SHORT STUFF: One of the secrets of Hush Productions' success over the last few years has been in-house mixer **Zack Vaz**. Vaz, Hush's director of studio operations, mixed the 12-inch of **Freddie Jackson's** "Nice 'N' Slow" for Capitol and mixed seven other top five black singles, including No. 1 records by Freddie Jackson ("Jam Tonight," "Have You Ever Loved Somebody," "I Don't Want To Lose") and **Melba Moore** ("A Little Bit More," "Falling")... **Sa-Fire**, reputed to be the "queen of Latin hip-hop," has signed with PolyGram. The first single from her self-titled album is "Boy I've Been Told." The Puerto Rico-bred singer benefits from the production skills of **Carlos Rogers**, **Aldo Marin**, and the **Latin Rascals** on her major-label debut... "Folkways: A Vision Shared" on Columbia is a tribute to **Woody Guthrie** and **Leadbelly** that features current pop stars interpreting their music. A lot of stars are involved, but

the highlight will be **Little Richard** and **Fishbone** performing **Leadbelly's** high-spirited "Rock Island Line"... **Whitney Houston** was given an honorary doctorate of humane letters from Grambling Univ. in Louisiana during commencement ceremonies in July. Following her benefit concert for the United Negro College Fund at Madison Square Garden Aug. 27, Houston will embark on a tour of Japan and Australia... **Atlantic Starr** members **Jonathan, David**, and **Wayne Lewis** produced two songs on **George Benson's** upcoming Warner Bros.



by Nelson George

album "Twice The Love." The Lewises composed and produced the first single, "Let's Do It Again." Atlantic Starr's next album is not due until 1989... Final mixing is being completed on **Cameo's** long-overdue new single, "You Make Me Work," for the PolyGram-distributed Atlanta Artist label... **Brenda K. Starr** has signed with General Talent International... Veteran pop-jazz keyboardist **Rodney Franklin** has signed with RCA's Novus label and produced his label debut, "King Of Diamonds." **Jennifer Holliday** sings on one track, "Give It Up"... K-tel Records-distributed **Crush Records** has signed ex-Tower Of Power lead singer **Lenny Williams**. Williams, who performed on **Kenny G's** "Don't Make Me Wait For Love," is represented by the single "Givin' Up On Love"... **Freddie Washington**, long a popular Los Angeles sideman, is emerging as a songwriter. Washington and **Jeffrey Osborne** co-wrote the song "Cindy" that appears on the singer's new A&M album, and he is the sole writer on "Better Late Than Never," a song for the **Cover Girls** that is on the "Coming To America" soundtrack. In addition, "Forget Me Not," an early '80s hit for **Patrice Rushen** that Washington co-wrote, is on the soundtrack to the **Tom Hanks** flick "Big"... Once **Robert Cray's** second Hightone/Mercury album, "Don't Be Afraid Of The Dark," is released, look for the retro-nuevo blues man to hit the road with a tour that'll take him to five continents... **Cold Chillin's Big Daddy Kane**, aka **Antonio Hardy**, is going to be one of the next big stars to emerge from hip-hop. As a lyricist for **Roxanne Shante** and **Biz Markie** (he wrote the immortal "Vapors"), Kane has already made an impact. Now, with "Ain't No Half Steppin'," his follow-up to the underground hip-hop standard "Raw," Kane is about to get busy. The record already has a street buzz, but if Warner Bros. can get it airplay the record should take off. It's a midtempo record with a twinkling keyboard hook that contrasts nicely with Kane's strident delivery... **Public Enemy's** "It Takes A Nation Of Millions To Hold Us Back" on Def Jam has, after four weeks, has reportedly shipped 500,000 units.

The Rhythm and the Blues

FOR WEEK ENDING AUGUST 13, 1988

Billboard

©Copyright 1988, Billboard Publications, Inc. No part of this publication may be reproduced, stored in any retrieval system, or transmitted, in any form or by any means, electronic, mechanical, photocopying, recording, or otherwise, without the prior written permission of the publisher.

HOT BLACK SINGLES ACTION

RADIO MOST ADDED

	PLATINUM/ GOLD ADDS 13 REPORTERS	SILVER ADDS 29 REPORTERS	BRONZE/ SECONDARY ADDS 55 REPORTERS	TOTAL ADDS 97 REPORTERS	TOTAL ON
ADDICTED TO YOU LEVERT ATCO	3	11	19	33	80
DANCIN' WITH MYSELF JOHNNY KEMP COLUMBIA	5	5	16	26	26
THE BEST OF ME KIARA ARISTA	5	10	10	25	53
2 A.M. TEDDY PENDERGRASS ELEKTRA	4	9	9	22	56
SINGLE GIRLS THE DAZZ BAND RCA	1	10	9	20	80
GIVE ME A CHANCE CHAPTER 8 CAPITOL	4	8	8	20	70
A NIGHTMARE ON MY STREET D.J. JAZZY JEFF JIVE	7	4	9	20	44
HOLD ON TO WHAT... EVELYN KING EMI-MANHATTAN	4	5	10	19	69
LET'S DO IT AGAIN GEORGE BENSON WARNER BROS.	3	6	9	18	41
STUCK MAC BAND MCA	2	3	13	18	21

Radio Most Added is a weekly national compilation of the ten records most added to the playlists of the radio stations reporting to Billboard. The full panel of radio reporters is published periodically as changes are made, or is available by sending a self-addressed stamped envelope to: Billboard Chart Dept., 1515 Broadway, New York, N.Y. 10036.

Latin Notas



by Carlos Agudelo

THE SETTLEMENT REACHED between Peer International/Southern Music and Alpha and DNA Records of Puerto Rico, by which the latter agreed to pay the former more than \$33,000 in back royalties and more than \$60,000 in legal fees, has shed some light on Puerto Rico's copyright situation. The complaint against Alpha and DNA involved the unauthorized use of nine registered songs recorded in Danny Rivera's albums "Asi Cantaba Cheito González," volumes I and II.

According to Gladys Rodríguez, principal of Alpha and DNA, which produce and market Danny Rivera's albums, the company didn't know it had to obtain a license from the publishers to use old tunes that had already been recorded many times. "We don't know of any record company in Puerto Rico that had to ask permission to record a tune before," Rodríguez says. She stresses that money for royalties was placed in escrow after the case began; some composers wanted to deal directly with the record company to make sure they received their royalties. "We were the guinea pigs in this case," Rodríguez says. "As far as we know everybody else did the same." Even Rivera, who has registered several songs he composed, "hasn't got a penny" for his compositions, she says.

Tite Curet Alonso, one of Puerto Rico's best-known composers, says composers should inform the record company if the song is already registered. "But very few companies will record a tune that is not registered with their own publishing companies," he says. "That way they don't have to pay the 50% share to an outside publishing company." Curet says he has no way of knowing whether he has been adequately compensated

for his hundreds of compositions.

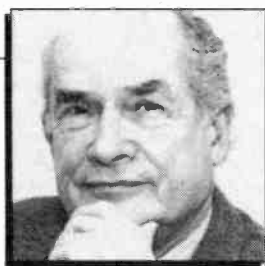
Hiram Negrón, Peer's manager in Puerto Rico, says it's not true that Alpha and DNA have been used as guinea pigs. Nevertheless, he acknowledges that this is the first case ever brought against a record company in the 40 years that Peer has been operating in Puerto Rico. Peer controls the music of some of the territory's best-known composers, including Rafael Hernández and Benito de Jesús. "This is only the beginning," Negrón says. "We are going to make clear that composers have to be paid their royalties." He denies that record companies don't know what they're supposed to do. He also says companies don't take the time to ask such organizations as BMI, ASCAP, or the Harry Fox agency in New York whether the songs have been registered. Negrón says other cases will be brought "within days" against Latin record companies in New York, Florida, and elsewhere in the U.S.

Copyright suit is a 1st in Puerto Rico

A copyright organization executive, who declined to be identified, says record companies know or at least should know their obligations under the Copyright Act. "Either they don't want to get licenses, don't want to account for the money made on the records, or don't want to pay royalties." Thus the Harry Fox Agency, the mechanical rights arm of the National Music Publishers' Assn., has a hard time trying to collect its dues from small indie Latin labels.

Although the case has been settled, the fallout continues among composers in Puerto Rico. Charges and countercharges have been leveled regarding honesty and other matters. In any case, what really counts is that Latin composers, who have long been neglected, use the occasion to bring their cases forward and begin to collect what is due them from record companies, broadcasting stations, and publishers.

Classical KEEPING SCORE



by Is Horowitz

HOT OFF THE PRESS: Well, they did it. They recorded a concert live one night and had factory-sealed CDs on sale the very next night. When the plan was disclosed last month (Keeping Score, July 2) by Newport Classic, some skeptics wondered whether it really could be carried out. And if it could, what was the point? For one thing, the label won lots of press attention nationally as well as in its own back yard, Providence, R.I.

To reprise the facts: Michael Ponti was the pianist and the scene was the Newport Music Festival in Rhode Island. The digital tapes were evaluated and edited immediately after the July 22 recital and driven to the Shape Optimedia CD plant in Sanford, Maine, by label president Larry Kraman. The next evening several hundred disks were available for sale on the festival grounds. CDs were also hand delivered that evening to the Tower, Barnes & Noble, and Good Vibrations stores in Boston.

Art work and liner material was completed ahead of time to meet the production deadline. This led to at least one production compromise. The printed liner lists the full performance program from which "selections on this disk have been chosen." That was a wise precaution, bearing in mind the hazards of a once-through live recording.

As it turned out, only a few titles were dropped because of unacceptable flaws. Ponti, after all, is a seasoned keyboard technician. The occasional smears or dropped notes preserved on disk are minor and more than compensated for by a heightened sense of participation.

So we have "Michael Ponti Live—Newport Music Festival," a romantic program of works by Medtner, Rachmaninoff, Moscheles, Henselt, Rubinstein, and

Wagner/Liszt served up to some fans hot off the press and to others days later by MCA Distributing.

ANGEL RECORDS will introduce its Laser Series budget line in September with 25 titles drawn largely from material recorded in the '60s and '70s. The price to the trade will be a little more than \$4, or "competitive" with the prices charged by other majors, according to Brown Meggs, label president. Among the artists are Neville Marriner and Charles Mackerras, and prestigious "oldies" that will be offered include Virtuosi Di Roma's "Four Seasons" and the Mozart "Requiem" conducted by Carlo Maria Giulini. Eight of the 25 titles are Best Loved Classics compilations. Several Laser releases a year are planned.

The long-awaited Bach Solo Sonata & Partitas package by Itzhak Perlman is due out in October, says Tony Caronia, Angel VP. And early in June the label recorded a Brahms/Franck album with charting violinist Nadja Salerno-Sonnenberg. At the keyboard was

Newport Classic: for when it HAS to be there overnight

Cecile Licad, courtesy of CBS Masterworks. Roger Norrington and his London Classical Players continue their Beethoven cycle with the Seventh Symphony. Sessions are planned for later this month.

MOBILE FIDELITY engineers have returned from Moscow with another large batch of analog Melodiya recordings transferred to digital tape. Krieg Wunderlich and Shawn Britton brought back about 60 tapes, more than half of them classical, says label president Herb Belkin. By year's end, he says, he will have released at least 50 CD titles from material made available under his deal with the Soviet recording company.

While the stress remains on standard Russian composers, says Belkin, more attention is now being given to contemporary composers. Upcoming CDs, for instance, feature works by Tikhon Khrennikov, Gia Kanchelli, and 37-year-old Alexander Tchaikovsky.

FOR WEEK ENDING AUGUST 13, 1988

Billboard

©Copyright 1988, Billboard Publications, Inc. No part of this publication may be reproduced, stored in any retrieval system, or transmitted, in any form or by any means, electronic, mechanical, photocopying, recording, or otherwise, without the prior written permission of the publisher.

TOP LATIN ALBUMS™

Compiled from a national sample of retail store and one-stop sales reports.

	THIS WEEK	2 WKS. AGO	WKS. ON CHART	ARTIST	TITLE	LABEL & NUMBER/DISTRIBUTING LABEL
POP	1	1	41	JOSE LUIS RODRIGUEZ	SEÑOR CORAZON	MERCURY 832-763-4/POLYGRAM
	2	2	19	EMMANUEL	ENTRE LUNAS	RCA 6955
	3	3	13	CAMILO SESTO	AMOR LIBRE	GLOBO 7608-1
	4	4	15	BRAULIO	CON TODOS LOS SENTIDOS	CBS 10534
	5	7	15	RAPHAEL	LAS APARIENCIAS ENGANAN	CBS 460892
	6	5	37	JOSE JOSE	SOY ASI	ARIOLA 6786
	7	8	11	JUAN GABRIEL	DEBO HACERLO	ARIOLA 7619
	8	12	5	JOSE JOSE	20 TRIUNFADORAS	ARIOLA 6063
	9	6	27	LOS BUKIS	SI ME RECUERDAS	LASER 3044
	10	10	19	DYANGO	CAE LA NOCHE	EMI 7609
	11	11	9	JULIO IGLESIAS	NON STOP	COLUMBIA 40995
	12	9	63	JULIO IGLESIAS	UN HOMBRE SOLO	CBS 50337
	13	13	17	ISABEL PANTOJA	DESDE ANDALUCIA	RCA 6956
	14	14	17	YURI AIRE		EMI 7607
	15	16	5	TITO RODRIGUEZ	RECORDANDO A TITO RODRIGUEZ	GLOBO 7642
	16	18	15	MIAMI SOUND MACHINE	LET IT LOOSE	EPIC 40769/E.P.A.
	17	15	41	JOSE FELICIANO	TU INMENSO AMOR	EMI 6672
	18	19	5	CARIDAD CANELON	EL HOMBRE QUE YO AMO	SONOTONE 1415
	19	—	39	FRANCO DE VITA	FANTASIA	SONOTONE 1405
	20	—	33	ALVARO TORRES	MAS ROMANTICO QUE NADIE	PROFONO 90547
	21	—	1	RAPHAEL	SUS 20 GRANDES EXITOS	EMI 8345
	22	—	19	YOLANDITA MONGE	NUNCA TE DIRE ADIOS	CBS 10516
	23	—	9	DANIELA ROMO	GITANA	EMI 6859
	24	17	45	WILKINS	PARAISO PERDIDO	WEA LATINA 54945/WARNER BROS.
	25	—	1	PIMPINELA	ESTACIONES	CBS 11353
TROPICAL/SALSA	1	1	15	LALO RODRIGUEZ	UN NUEVO DESPERTAR	TH-RODVEN 2517
	2	12	3	FRANKIE RUIZ	EN VIVO Y A TODO COLOR	TH-RODVEN 2531
	3	2	33	EDDIE SANTIAGO	SIGUE ATREVIDO	TH 2497
	4	5	7	ANDY MONTANEZ	EL ETERNO ENAMORADO	TH-RODVEN 2527
	5	3	15	EL GRAN COMBO	ROMANTICO Y SABROSO	COMBO 2054
	6	10	5	LUIS ENRIQUE	AMOR Y ALEGRIA	CBS 10546
	7	8	15	CONJUNTO CHANEY	MAS QUE ATREVIDO	HIT MAKERS 71
	8	4	23	WILLIE GONZALEZ	EL ORIGINAL Y UNICO	SONOTONE 1138
	9	15	13	SERGIO VARGAS Y LOS HIJOS DEL REY	SERGIO VARGAS	KAREN 110
	10	13	29	PAQUITO GUZMAN	TU AMANTE ROMANTICO	TH-RODVEN 2495
	11	18	7	FANIA ALL STARS	BAMBOLEO	FANIA 650
	12	21	3	SONORA PONCENA	ON THE RIGHT TRACK	INCA 8084
	13	6	31	WILFRIDO VARGAS	EL BAILE	SONOTONE 1409
	14	—	7	JOCHY HERNANDEZ	LA FIGURA	CBS 10501
	15	9	13	JOSE ALBERTO	SUENO CONTIGO	RMM 1664
	16	7	19	CANO ESTREMER	SALVAJE	CEG 001
	17	20	13	ROBERTO TORRES	Y SIGO CRIOLLO	SAR 1046
	18	16	5	TITO NIEVES	THE CLASIC	RMM 1666
	19	14	7	WILLIE ROSARIO	THE SALSA LEYEND	BRONCO 150
	20	17	13	BOBBY VALENTIN	BOBBY VALENTIN	BRONCO 148
	21	11	9	RAPHY LEAVITT/ORQUESTA LA SELECTA		BRONCO 146
	22	19	31	LA PATRULLA 15	CON FUERZA	TTH 1923
	23	22	89	EDDIE SANTIAGO	ATREVIDO Y DIFERENTE	TH 2424
	24	24	19	ISMAEL MIRANDA	POR EL BUEN CAMINO	IM 001
	25	—	21	OSCAR D'LEON	LA SALSA SOY YO	TH 2490
REGIONAL MEXICAN	1	1	29	LOS BUKIS	SI ME RECUERDAS	LASER 3044
	2	2	17	LOS TIGRES DEL NORTE	IDOLO DEL PUEBLO	FONOVISA 8800
	3	3	33	LINDA RONSTADT	CANCIONES DE MI PADRE	ELEKTRA 60765
	4	6	29	BRONCO	SUPERBRONCO	ARIOLA 6618
	5	4	9	LOS HUMILDES	QUE TRISTEZA	FONOVISA 8802
	6	5	7	VICENTE FERNANDEZ	EL CUATRERO	CBS 2833
	7	16	19	JOAN SEBASTIAN	MASCARADA	MUSART 6024
	8	7	11	LOS CAMINANTES	LOS IDOLO DEL PUEBLO	LUNA 1161
	9	—	1	RAMON AYALA	UN PUNO DE TIERRA	FREDDIE 1430
	10	9	33	GRUPO MAZZ	BEYOND	CBS 10495
	11	18	25	INDUSTRIA DEL AMOR	MARCHATE	RAMEX 1190
	12	11	45	FITO OLIVARES	LA GALLINA	GIL 20001
	13	13	33	GRUPO PEGASO	ENAMORADO	REMO 1018
	14	10	85	LOS BUKIS	ME VOLVI A ACORDAR DE TI	LASER 3025
	15	12	15	AGUA PRIETA	A LA MODERNA	SONOTONE 1123
	16	14	21	GRUPO VENNUS	ESCLAVO Y REY	TESORO 202
	17	—	1	GRUPO PEGASO DEL POLLO ESTEBAN		GRUPO PEGASO DEL POLLO ESTEBAN CDMY 087
	18	—	1	GRUPO LIBERACION	LIBERACION	TH-RODVEN 2461
	19	23	33	VICENTE FERNANDEZ/VIKKI CARR	DOS CORAZONES	CBS 450711
	20	—	3	JOAN SEBASTIAN	CON TAMBORA	MUSART 90014
	21	—	13	GRUPO ANHELO	RAICES	PROFONO 90552
	22	17	21	JUAN VALENTIN	JUAN VALENTIN	MUSART 2018
	23	8	39	LOS YONICS	PETALOS Y ESPINAS	LASER 3041
	24	19	13	DAVID MARES	SOLD OUT	CBS 84347
	25	24	7	RAMIRO RAM HERRERA	TALK OF THE TOWN	CBS 84348

(CD) Compact disk available. • Recording Industry Assn. Of America (RIAA) certification for sales of 500,000 units. ▲ RIAA certification for sales of 1 million units.

Megaforce Worldwide Celebrates 5th Year Zazulas Help New Jersey Indie Live Up To Its Name

BY BRUCE HARING

NEW YORK They started in a flea market with \$180 worth of records, entering the record industry with no previous marketing, sales, or distribution experience.

Today, Jon and Marsha Zazula of Megaforce Worldwide Records are celebrating the company's fifth anniversary as home to some of the hottest names in underground metal, a label with worldwide distribution via Atlantic Records and a brand-new office building in East Brunswick, N.J.

Given that track record, one can't discount the chances of the label's new classical music offshoot, Megaforce Digital, even though classical seems the farthest thing from the label's current roster.

Megaforce Digital's first release, due Sept. 12, is classical pianist John Bayless' "The Springsteen Concerto," seven tracks of piano interpretations of Bruce Springsteen nuggets like "Jungleland" and "Candy's Room."

"It's not a gimmick, not a cute thing," Jon Zazula stresses. "It's a serious work of art. We're going after the classical music fan."

The move to classical breaks new ground for Megaforce but also continues the label's tradition of seeking out new and exciting music.

The Zazulas entered the music

business in 1981, bringing \$180 worth of records to a New Jersey flea market to sell in an attempt to raise a few extra dollars. The couple waited five hours for its first sale, ironically a Springsteen import.

In 1983, someone walked into the

'You haven't arrived until you sell multiplatinum'

flea market with a tape from a hot new California band, Metallica. Impressed by the demo, Jon Zazula approached various record labels, but none of them expressed interest.

Consequently, the Zazulas founded Megaforce Worldwide and watched Metallica's debut album, "Kill 'Em All," sell 20,000 copies in the first two weeks of release.

Although Metallica eventually left the label, Megaforce has kept rolling with Anthrax, Frehley's Comet, M.O.D., and Overkill, among others.

Megaforce's willingness to take chances is illustrated by the recent signing of progressive metal band Prophet, a move away from the label's speed metal roots.

"What's beautiful about Megaforce is our 95% success rate," he continues. "Take Testament, one of

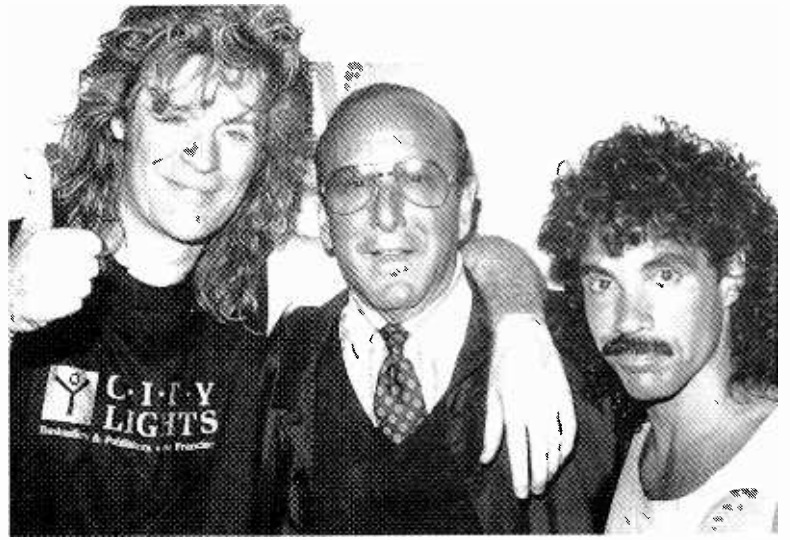
our baby acts and least-selling records; it's done 145,000 units a tremendous figure for new acts."

Goals for the organization, which will officially celebrate its fifth anniversary with an all-star label showcase Wednesday (10) at New York's Ritz club, remain lofty.

"You haven't arrived until you start selling multiplatinum," says Jon Zazula. "I think it will happen in 1989."

But, adds Marsha Zazula, Megaforce will reach that pinnacle on its own terms.

"You won't find Megaforce signing guys who look like women playing crap," she says. "We have to work. We sign the underdog. The idea is to sell 3 million records while keeping your integrity."



Meet The Boss. Arista Records president Clive Davis, center, congratulates Daryl Hall, left, and John Oates, right, following one of the duo's recent sellout concerts at the Universal Amphitheatre in Los Angeles. Hall & Oates are touring in support of their debut Arista album, "ooh yeah!"

After Six Years, Artist Teams With Tallent For New Album Steve Forbert Is Still 'Runnin' On Love'

BY CHRIS MORRIS

LOS ANGELES Eleven years after beginning his recording career and nearly six years after losing his CBS recording contract, singer/songwriter Steve Forbert is back in the retail racks.

The Meriden, Miss., native's new album, "Streets Of This Town," produced by Garry Tallent of Bruce Springsteen's E Street Band, was released by Geffen July 12; it was preceded by the first single, "Runnin' On Love."

Forbert, who received widespread critical acclaim for his late-'70s recordings, saw his single "Romeo's Tune" hit No. 11 on the Hot 100 in 1979; the album it was drawn from, "Jackrabbit Slim," also entered the top 20.

But Forbert had a parting of the ways with CBS, which distributed the Nemperor label to which he was signed in 1982, after the release of his fourth album. He has spent much of the interim writing and doing modest tour engagements from his Nashville base, hopping from town to town in a van.

It wasn't until Tallent caught Forbert playing with the Crickets at a Buddy Holly tribute show at the Lone Star Cafe in New York that Forbert's recording career got into gear again. Impressed by Forbert's performance, Tallent offered the singer use of his Long Branch, N.J., studio.

"It was very convenient for us," Forbert says. "It was not a big pressure situation—we were able to do things naturally."

Forbert had already assembled his touring group, the Rough Squirrels. "We go back, all of us," Forbert says of his band mates.

Guitarist Clay Barnes played on Forbert's last album; bassist Danny Counts is a veteran of Forbert's first tour; keyboardist Paul Errico has played on all of the singer's tours save one; and drummer Bobby Lloyd Hicks backed Forbert on his "Little Stevie Orbit" album and on the road.

Working without deadlines, Tal-

lent, Forbert, and the band completed an album's worth of material in three sessions between July and December of last year. Tallent brought in fellow E Streeter Nils Lofgren to add guitar on the song "Wait A Little Longer."

Tom Zutaut of Geffen's A&R department subsequently signed Forbert on the strength of the tapes, and the mixed tracks from the sessions became "Streets Of This Town."

Forbert's plans for the immediate future call for an itinerary the singer became intimately familiar

with during his hiatus from recording—club touring.

"Our plans right now are [for] a couple of weeks in Europe and England," says Forbert, who adds that his overseas stint will probably begin in July, with some U.S. dates following thereafter.

"We're starting with very low-key expectations," he continues. "We'll play the clubs as economically as we can and see what happens. We're going to do whatever we can do. If it's clubs, it's all right with me—we've done plenty of that."

New Disk Is 'Total Devo'

BY TERRY WOOD

LOS ANGELES "Total Devo," the first Devo recording released in four years, is the work of a band just back from a prolonged retreat, not a breakup.

Buoyed by the response to Ivan Ivan's club remix of "Disco Dancer," band members Gerald Casale and Mark Mothersbaugh are pleased to be with a new label (Enigma) that expresses greater enthusiasm for their music than their old company, Warner Bros.

"I don't think they understood Devo," says Casale of Warner. "By our last record ["Shout"], there was no plan for us. To them, we were just these guys who were weird and far-out."

During the band's hiatus, Casale directed videos in Europe, and Mothersbaugh created music for CBS-TV's "Pee-wee's Playhouse," presented gallery shows of his silk screens, and wrote a 10-volume, 3,500-page treatise titled "What I Know," which he describes as "one
(Continued on page 33)

On World Tour

Pink Floyd

MSI



MARYLAND
S O U N D

301/448-1400

BALTIMORE/NEW YORK/LOS ANGELES
PORTLAND, ORE./LONDON/HONG KONG

NEW ON THE CHARTS

Impellitteri, the metal quintet featuring new Los Angeles guitar hero Chris Impellitteri, has cracked the top half of the Top Pop Albums chart with its Relativity/Important debut release, "Stand In Line."

A supergroup of sorts, Impellitteri consists of keyboardist Phil Wolfe (Driver), bassist Dave Spitz (Black Sabbath, White Lion), vocalist Graham Bonnet (Rainbow, Michael Schenker Group, Alcatraz), drummer Stet Howland, and 24-year-old guitar whiz Impellitteri. Chuck Wright (Quiet Riot,

Giuffria) and Pat Torpey (Ted Nugent) also contributed their talents to the album.

Last month, Impellitteri was invited to participate in CBS/Sony's 20th Anniversary celebration, held in Tokyo. Also on the bill were Boz Scaggs, the Hooters, and Billy Joel.

Included on "Stand In Line" are the first single, a cover of Rainbow's "Since You've Been Gone," and Impellitteri's take on "Over The Rainbow." The album was produced by Chris Impellitteri.

STUART MEYER

THE PLACE YOU SHOULD BE!

**THE DIRECTORY
THAT SELLS
FOR YOU
GIVES YOU
MORE IN
1989!**

MULTIPLE INSERTION DISCOUNTS:

- ▶ 10% discount when two ads are placed
- ▶ 15% when three ads are placed in the 1989 International Talent & Touring Directory.

LIMITED PREMIUM POSITIONS AVAILABLE!

FREE
Bold Face
Boxed Listings
(\$135 value)
with your display ad

Billboard's
**INTERNATIONAL
TALENT &
TOURING
DIRECTORY**

**89
EDITION**

**THE RIGHT SOURCE.
PUT IT TO WORK FOR YOU!**

**BRINGS TALENT
TO PROMOTERS & VENUES**

**BRINGS SERVICES
TO TALENT & MANAGEMENT**

**BRINGS VENUES
INTO TOUR & CONCERT CONSIDERATION!**

**PUBLISHED: OCTOBER
DISPLAY AD RESERVATIONS: AUGUST 19
DISPLAY AD MATERIALS: AUGUST 30
ENHANCED LISTINGS: AUGUST 12**

FOR AD DETAILS CONTACT:

NEW YORK:
Ron Willman, Director of Sales—Directories (212) 536-5025
Peggy Dold, Special Projects Sales Manager (212) 536-5088

OR CONTACT ANY BILLBOARD SALES OFFICE WORLDWIDE

TALENT IN ACTION

PRINCE

Wembley Arena, London.

NO SOONER HAD Michael Jackson temporarily vacated the Wembley soccer stadium than Prince and his considerable musical entourage swept into the nearby 10,000-capacity Wembley Arena July 25 for the first of seven sellout concerts.

The U.K. media has built the visit of the two U.S. superstars into a battle of the titans, and the diminutive Prince was clearly determined to make his shows come out on top. After the disappointment of last year's canceled live dates after the release of "Sign 'O' The Times," Prince proved he is one of the world's most charismatic rock performers.

From his arrival on stage in a suspended white convertible to the end of his two-hour, two-part set, he stunned the audience with an act calculated to scandalize the Moral Majority. Unlike Jackson, he discarded the help of a support act and was determined that he and he alone would be the one to send the crowds home happy. His opening number, "Erotic City," set the tone for the whole performance, and by the time he reached "Purple Rain" any doubters out front had been thoroughly converted.

In a venue that normally has the appearance of a vast aircraft hangar, Prince's concert was staged in the round, the performer taking maximum advantage of a range of split levels and revolving stages. Even a police raid and climactic shoot-out were dramatically enacted.

The "Lovesexy" album was showcased almost in its entirety, and he also performed tracks from the unreleased "black" album. Such is the depth of Prince's vast repertoire that many numbers were reduced to snappy two-minute performances, however. Highlights included "1999," "When Doves Cry," "Kiss," and "Supercalifragislexi."

Prince's tour started July 8 in Paris, moving across Europe to such cities as Milan, Italy, and Antwerp, Belgium. Following British and European appearances, the star embarks on the U.S. and Japanese legs of his world trek. **CHRIS WHITE**

RANKING ROGER VELVET ELVIS

The Palace
Hollywood, Calif.

"SO EXCITED" is the leadoff single from Ranking Roger's new I.R.S. album, "Radical Departure," and that's just what a full house of fans was to see the ex-General Public and English Beat member in one of his first solo appearances. Perhaps that's because the Radical Departure tour is so misleadingly titled: This June 30 show included several songs from Roger's former groups (and most of the new material would fit right in to General Public's repertoire), and the lanky vocalist's band is anchored handily by bassist Horace Panter, who has been with him for years.

In Roger's case, consistency is a virtue. Lack of competition through the years has enabled his melodic, reggae-tinged pop to carve a niche for itself in the marketplace; at the Palace, the Beat's "Mirror In The

Bathroom" sounded as contemporary as the new "Your Problems." Roger himself is as bouncy as ever, prancing and pogoing to the crazy riddims generated by his four-piece band, as was his audience.

Kentucky's Velvet Elvis, in its first Los Angeles appearance, presented an engaging handful of sprightly, occasionally fragile pop tunes. The Enigma act's performance was all the more admirable for Sherri McGee's propulsive drumming, delivered despite a pinched neck nerve.

JEAN ROSENBLUTH

LEONARD COHEN

Wiltern Theatre
Los Angeles, Calif.

DEVOUT FANS rewarded Leonard Cohen with a standing ovation before he had sung a note at his sold-out July 11 concert; the veteran singer/songwriter repaid them with a generous two-act, near-three-hour show full of literate pleasures.

The Wiltern performance capped a three-city U.S. trek in support of Cohen's brilliant Columbia album "I'm Your Man." A longer road stint may follow this fall.

Cohen led his versatile eight-piece backup band through a gripping retrospective of his notable repertoire. Because of the darkly introspective cast of the material, the set at times threatened to settle into a mood of excessive solemnity, but Cohen lightened the atmosphere with his self-deprecating song introductions.

Singing from a half-crouch in his trademark monotone, Cohen (who intermittently accompanied himself on guitar and electric piano) captivated his audience with stirring versions of his best-known songs. The night's many highlights included "Joan Of Arc" (a vibrant duet with vocalist Julie Christensen), "Avalanche" (featuring a stunning oud solo by John Bilezikjian), the new album's "Tower Of Song" (the night's comic apex), "Hallelujah," and solo versions of "Chelsea Hotel" and "The Dealer." The night ended with a long round of well-deserved encores.

Although Cohen wryly lamented that he is not "the light of my generation," his Wiltern concert made an unimpeachable case for his stature as the most gifted writer of his musical era. **CHRIS MORRIS**

RICHARD MARX

Beacon Theater, New York

THERE ARE MANY types of rock'n'roll singers—enough to satisfy every taste, no matter how eclectic or mainstream. With this July 12 show, Richard Marx at least managed to satisfy those who prefer his brand of rock'n'roll.

Performing to a sold-out house of teenagers (whose average age appeared to be under 18), Marx wielded total control of the frenzied crowd, whose ears were glued to his every word. Such songs as "Should've Known Better," "Endless Summer Nights," and "Don't Mean Nothin'" drew deafening cheers that at times were literally painful to hear.

There were quite a few technical

problems, most notably on "Hold On To The Nights," when Marx's piano could not be heard. The band was unable to begin playing for almost three minutes. Did the fans even notice? They just screamed louder and louder in support of their favorite rock'n'roll heart-throb.

The band deserves a note of praise as well, especially guitarist Paul Warren, who demonstrated superb craftsmanship. The other members—Jim Cliff on bass, Dave Koz on keyboards and sax, Jon Walmsley on guitar, and Mike Derosier on drums—were also impressive.

One of the highlights of the evening's performance was an a cappella version of Bill Withers' "Lean On Me," which showcased the band's wonderful ear for harmony. Because Marx has only one album out, there was a limited amount of original material for him to work with. "Lean On Me" was a nice departure.

If Marx's Beacon Theater reception portends his future, the artist's next stop could well be Madison Square Garden. **JESSE NASH**

GEORGE THOROGOOD & THE DESTROYERS BRIAN SETZER

Madison Square Garden,
New York

SOME ACTS ARE hot live. Then there's George Thorogood & the Destroyers, who were so hot at this July 14 gig that a speaker actually caught fire in the middle of John Lee Hooker's bar-stool classic "One Bourbon, One Scotch, And One Beer," and a courageous Garden stagehand had to shimmy up an electric cable to douse the box from beneath.

Otherwise, it was a standard out-of-control blaze of a set by a guy who likes playing live so much that he intentionally stretched it to the 11 p.m. labor-union limit. Only Elmore James' slide guitar blues classic "The Sky Is Crying" slowed the pace down to a smolder, spotlighting Thorogood's instrumental command of slurring chords and swaying single notes.

The EMI-Manhattan artist is better than ever at what he's always done, thanks to "the world's original six-man quartet," as a hand-lettered sign taped to the drum platform inaccurately dubbed the Thorogood five-piece. And special thanks should go to guitarist Steve Chrismar, whose equally sizzling axmanship permits Thorogood to enact his songs the way he does in the video for the single "You Talk Too Much" from his latest album, "Born To Be Bad."

Fellow EMI-Manhattan act Brian Setzer opened with his new rockabilly trio that harks back to his Stray Cats roots. Setzer who played Eddie Cochran in the movie hit "La Bamba," began with "Summertime Blues" and also included Cochran's "Nervous Breakdown," which is featured on his latest album, "Live Nude Guitars."

Setzer's set featured several well-received Stray Cats hits, but his new band mates fell short of Lee Rocker and Slim Jim Phantom when it came to on-stage charisma. **JIM BESSMAN**



BOXSCORE TOP CONCERT GROSSES

AMUSEMENT BUSINESS*

ARTIST(S)	Venue	Date(s)	Gross Ticket Price(s)	Attendance Capacity	Promoter
VAN HALEN'S MONSTERS OF ROCK: VAN HALEN SCORPIONS DOKKEN METALLICA KINGDOM COME	Los Angeles Coliseum Los Angeles	July 24	\$1,943,900 \$25	80,144 sellout	Avalon Attractions
JULIO IGLESIAS BRAD GARRETT	Garden State Arts Center Holmdel, N.J.	July 5-7	\$484,305 \$36/\$25/\$15	16,761 32,000	in-house
SQUEEZE THE SMITHEREENS	Jones Beach Theatre Wantagh, N.Y.	July 22-23	\$400,000 \$20	20,000 sellout	Ron Delsener Enterprises
AEROSMITH GUNS N' ROSES	Poplar Creek Music Theatre Hoffman Estates, Ill.	July 17	\$348,714 \$20/\$15	23,674 25,202	Nederlander Organization
RANDY TRAVIS GEORGE FOX	Olympic Saddledome Calgary, Alberta	July 16	\$341,692 \$25.50	16,768 22,954	Concert Prods. International Donald K. Donald Prods. Perryscope Concert Prods. Special Moments Promotions
AEROSMITH GUNS N' ROSES	Richfield Coliseum Richfield, Ohio	July 19	\$303,835 \$17.50	17,819 19,410	Belkin Prods.
STING	Olympic Saddledome Calgary, Alberta	July 15	\$288,889 \$25.50	14,428 14,760	Perryscope Concert Prods.
STEVE WINWOOD JOHNNY CLEGG & SAVUKA	Shoreline Amphitheatre Mountain View, Calif.	July 20	\$288,139 \$18.50/\$16.50	16,482 20,000	Bill Graham Presents
BUDWEISER SUPERFEST: GLADYS KNIGHT & THE PIPS FREDDIE JACKSON TEENA MARIE MORRIS DAY THE DEELE	Reunion Arena Dallas	July 23	\$287,251 \$22.75/\$21.75	14,367 19,000	A.H. Enterprises
DEF LEPPARD EUROPE	Indiana State Fairgrounds Indianapolis	July 18	\$286,290 \$20/\$17	16,740 sellout	Sunshine Promotions
STING	Shoreline Amphitheatre Mountain View, Calif.	July 22	\$279,363 \$19.50/\$16.50	15,519 20,000	Bill Graham Presents
STING	B.C. Place Vancouver, British Columbia	July 18	\$256,476 \$25.50/\$24.50	12,550 15,000	Concert Prods. International Donald K. Donald Prods. Perryscope Concert Prods.
BOB DYLAN THE ALARM	Chastain Park Amphitheatre Atlanta	July 24-25	\$253,716 \$23.50/\$20.50/ \$15.50	12,706 sellout	Concert Promotions/ Southern Promotions
ROBERT PLANT CHEAP TRICK	Providence Civic Center Providence, R.I.	July 25	\$245,053 \$17.50	14,003 sellout	Frank J. Russo
BEACH BOYS THREE DOG NIGHT AMERICA	MacKay Stadium Reno, Nev.	July 15	\$231,066 \$16.50	14,004 16,000	in-house
BUDWEISER SUPERFEST: GLADYS KNIGHT & THE PIPS FREDDIE JACKSON THE O'JAYS FORCE M.D.'S	Greensboro Coliseum Greensboro, N.C.	July 15	\$218,443 \$19	11,497 15,781	A.H. Enterprises
ROBERT PLANT CHEAP TRICK	Hampton Coliseum Hampton, Va.	July 22	\$216,538 \$16.50/\$15.50	13,800 sellout	Cellar Door Prods.
AEROSMITH GUNS N' ROSES	Starplex Amphitheatre Dallas	July 24	\$204,668 \$18.50/\$15.50	14,440 sellout	PACE Concerts in-house
ALABAMA K.T. OSLIN ASLEEP AT THE WHEEL JAMES BEAM	Sussex County Fairgrounds Augusta, N.J.	July 8	\$192,250 \$24.50/\$18.50	11,253 15,000	Barry Singer Entertainment Condit Charities
ROBERT PLANT CHEAP TRICK	Richmond Coliseum Richmond, Va.	July 20	\$190,943 \$16.50/\$15.50	12,500 sellout	Cellar Door Prods.
ROBERT PLANT CHEAP TRICK	Greensboro Coliseum Greensboro, N.C.	July 19	\$189,980 \$17.50	10,856 11,364	Cellar Door Prods.
KENNY ROGERS THE O'KAYES	Olympic Saddledome Calgary, Alberta	July 16	\$180,789 \$25.50	9,358 13,400	Perryscope Concert Prods.
STEVE WINWOOD JOHNNY CLEGG & SAVUKA	Cal Expo Amphitheatre Sacramento, Calif.	July 23	\$176,468 \$17.50	9,921 10,000	Bill Graham Presents
ROD STEWART	Keiler UNO Lakefront Arena New Orleans	July 20	\$176,176 \$17.50	10,319 sellout	Beaver Prods.
DAVID LEE ROTH POISON	Barton Coliseum Arkansas State Fairgrounds Little Rock, Ark.	July 23	\$165,000 \$16.50	10,300 sellout	Beaver Prods.

Copyrighted and compiled by Amusement Business, A Billboard Publications, Inc. publication. Boxscores are compiled every Tuesday and should be submitted to Tracy Stakely in Nashville at 615-321-4278; Ray Waddell in Los Angeles at 213-859-5338; Louise Zepp in Chicago at 312-236-2085. For research information contact Karen Oertley in Nashville at 615-321-4250.



Funny Business. Comic (and budding musician) Sam Kinison ended a recent appearance at a Hollywood comedy club with an all-star musical jam featuring Motley Crue's Vince Neil and Tommy Lee, Billy Idol, new Idol bassist Phil Soussan, and veteran guitarist Leslie West. Pictured, from left, are Neil, Idol, and Kinison.

German Rockers Added Sting To Monsters Trek Scorpions To Head 'Savage' Tour

BY STEVE GETT

NEW YORK After returning to the U.S. concert scene on the Van Halen's Monsters Of Rock tour, Scorpions are primed to launch an extensive headline trek here Tuesday (9) in Tucson, Ariz.

"After being away for so long, Monsters Of Rock was the perfect way for us to come back to America," says Klaus Meine, lead singer for the German hard rock act. "On those dates, we were able to give Scorpions fans an appetizer. Now that we're going out on our own, they'll get the full dinner."

Though the Monsters Of Rock

dates drew mixed box-office reports, Meine notes, "It was the first time something like this has been done. Even if 50,000 people showed at an 80,000-seat stadium, that's still impressive."

"But for us, it was a very positive experience. It was like Van Halen's party and we went along as guests. When you're a guest, you can just go out and enjoy yourself. With the five different bands, it was a mixed audience. Now we're looking forward to playing just for Scorpions fans."

According to Meine, plans call for Scorpions to continue a marathon global tour in support of the band's platinum-plus Mercury/PolyGram album "Savage Amusement" through the summer of 1989.

"We'll be in the U.S. until October," says the vocalist. "After that, we'll play all over Europe; our last date this year is Dec. 23 in Paris. Then, in early 1989, we'll go to Japan and hopefully back to Brazil. We'll return to the U.S. in the spring, and it looks like we'll finish the tour next summer with some big festivals here and in Europe."

Scorpions kicked off their world tour in support of "Savage Amusement" in April with 10 concerts in the Soviet Union. "We originally planned to do five shows in Moscow and five in Leningrad," says Meine. "Just before the trip, we got a telex from the Soviet minister of culture saying that they had to cancel Moscow because at the time they couldn't handle a big show like ours securitywise. I think they expected big trouble there, though some Russian people told us that they were really afraid a Scorpions concert would be much more popular than the May 1 parade."

"They offered us five more shows in Leningrad, so we ended up doing

10 sellout dates there with 15,000 people a night. It was like Beatlemania: Kids came from all over Russia—Moscow, the Ukraine, even Siberia."

Much to the band's surprise, the Soviet audiences were well acquainted with Scorpions' music. "The records aren't on sale, but I guess there's a black market for cassettes," says Meine. "The kids knew all the songs and sang along just like any audience in the West. It was amazing and great to see that rock'n'roll really is an international language."

By the time Scorpions had left the Soviet Union to embark on the Monsters Of Rock tour, the "Savage Amusement" album (released April 18) had rocketed up the Top Pop Albums chart, with sales quickly topping the 1 million mark. "When you put so much work into an album, it's great to see it take off straight away," says Meine.

"We started basic tracks at the end of 1986 and spent most of last year in the studio," he continues. "Now that's a long time. But at this point in our career, the world doesn't need a new Scorpions album every year. It's better to go for quality rather than quantity. And you've got to have a strong album on your back if you want to go out and tour for the amount of time that we do."

Scorpions recently switched management and are now represented by Doc McGhee, whose McGhee Entertainment organization also handles Bon Jovi and Motley Crue.

"When you look around for management at this level, it really comes down to a handful of people," says Meine. "We felt Doc was the best for us. He's very talented and we've known each other for some time. In fact, a few years ago, we had Bon Jovi out on tour opening for us."

Bon Jovi, Gorky Park In Cold Drug War; Plant Ends Tour With First-Rate Show

JOINING FORCES: Bon Jovi and Soviet rock group Gorky Park are the first acts to confirm their participation in an all-star benefit album being put together by the Make A Difference Foundation, a newly formed nonprofit organization whose primary concern is to combat drug and alcohol abuse.

In addition to Bon Jovi and Gorky Park, the album will feature various other top international groups including the (Scorpions, Whitesnake, and Aerosmith according to rumors) performing songs made famous by bands that have lost members to substance abuse, including Led Zeppelin, the Who, the Rolling Stones, and Jimi Hendrix.

Bruce Fairbairn will produce the MADF album, tentatively scheduled for release in early 1989. A label has yet to be finalized.

MADF was founded by artist manager Doc McGhee (Bon Jovi, Scorpions, Motley Crue), who has had to undertake various community-service projects as part of his recent sentencing in a North Carolina drug trial.

KILLER FINISH: Robert Plant ended his three-month Now And Zen tour July 29 at New York's Madison Square Garden with an absolute knockout performance—irrefutable proof that the former Led Zeppelin front man still has plenty to offer and is definitely not a rock dinosaur.

Though The Beat had been impressed by Plant's set at the Atlantic 40th birthday bash and his May 17 solo date at New Jersey's Meadowlands Arena, this Garden show was especially memorable.

Accompanied by his crack backup band, featuring whiz-kid guitarist Doug Boyle and multitasking keyboardist Phil Johnstone, Plant ripped through a rock-solid set that mixed songs from his solo albums and classic Zeppelin material like "Trampled Underfoot," "Misty Mountain Hop," and even "Communication Breakdown." A cover of John Lee Hooker's "Dimples" was also hot.

Working with players like Johnstone and Boyle has clearly revitalized Plant, both as a recording artist and a stage performer. "Now And Zen" was a good album, but one can't help but feel that Plant and his new crew will really deliver the goods on the follow-up, particularly after such a successful tour.

Opening for Plant at the Garden was Cheap Trick, which also turned in an excellent set, highlighted by "The Flame," the band's recent No. 1 hit, and golden oldies like "I Want You To Want Me" and "Surrender."

Always an entertaining group, it's good to see Trick finally back in the spotlight. Backstage visitors after the band's set included Kiss' Gene Simmons and Paul Stanley, Joan Jett, and Billy Squier.

SHORT TAKES I: Mick Jagger will kick off a 17-date Australian tour Sept. 22 in Brisbane. The rest of the Down Under itinerary, which runs through Oct. 23, includes shows in Sydney, Perth, and Melbourne. As on his Japanese trek earlier this year, Jagger will be backed by a band featuring hot guitarist Joe Satriani, currently touring here in support of his Relativity album, "Surfing With The Alien" . . . Bryan Adams is cutting tracks for his next A&M album, due out in early 1989, at London's Olympic Studios; Steve Lillywhite is producing . . . Kylie Minogue begins a two-week press and promo tour in support of her just-released Geffen debut album, "Kylie," Monday (8) in New York. Incidentally, the U.K. label PWL Records is issuing Minogue's album on DAT . . . Youssou N'Dour, one of the acts on Am-

nesty International's upcoming Human Rights Now! tour, has inked a worldwide deal with Virgin Records . . . Warner Bros. is issuing the Peter, Paul & Mary catalog on CD; first release is the trio's 1962 eponymous debut album . . . Phil Collins' movie "Buster" will have a royal premiere in aid of the Prince's Trust Sept. 15 in London. The first single from the film's Atlantic soundtrack album will be Collins' "Groovy Kind Of Love."

NATURE'S GIFT: Bruce Hornsby & the Range will donate the worldwide artist royalties from their latest RCA single, "Look Out Any Window," to Greenpeace and the Chesapeake Bay Foundation for Save The Bay. The song, which deals with the preservation of nature, will be included on an upcoming Greenpeace benefit album, which will also feature tracks by U2, Bruce Springsteen, the Waterboys, and Eurythmics.

SHORT TAKES II: The Moody Blues kicked off a 35-date North American tour July 27 in Cincinnati. The band is on the road here through Sept. 9 . . . Capitol Records threw a pleasant soiree for Freddie Jackson July 27 at the New York restaurant Bridgewater's. Later that night, UB40 celebrated the release of its new A&M album with a party at Manhattan club the World. A surprise guest at the UB40 bash was Robert Plant . . . T'Pau is recording its second Virgin album, "Island," in the Netherlands, with Roy Thomas Baker at the production helm; the project is set for release in October . . . Tangerine Dream (with special guest Andy Summers) begins a North American tour Aug. 25 in Chicago. Dates are booked through Sept. 28 . . . Bobby "Blue" Bland, Johnny Copeland, Koko Taylor, Albert Collins, and John Lee Hooker are among the artists set to perform at the 16th Annual San Francisco Blues Festival, to be held Sept. 10-11, at the Great Meadow at Fort Mason . . . U.K. rock act Magnum will release its second U.S. album, "Wings Of Heaven," Aug. 15 on Polydor.



Vicinity.

Where the cultural Westside begins. The Mayflower. We're just a few steps away from Lincoln Center and minutes from the hub of New York's business, theater and shopping districts. For your convenience, we provide a free and frequent shuttle service to and from the Jacob Javits Convention Center.

Our spacious rooms, most with pantries and enormous walk-in closets, range from \$125-\$150 a night for singles. \$140-\$175 for doubles, and \$235-\$275 for suites. Ask about our corporate rates and weekend packages as well.

Value.

Views.

The Mayflower's Central Park West address provides spectacular views of Central Park and the night lights of Broadway. A perfect way to begin or end the day.

That's what The Mayflower offers. Three special qualities a little difficult to find in New York these days. All this plus prompt and courteous attention to all of your needs. With meeting facilities for up to 200. And fine dining at the Conservatory Restaurant and Cafe. The Mayflower Hotel, 61st St. and Central Park West, New York 10023. See your travel agent or call toll-free 800-223-4164 or 212-265-0060. Telex 4972657 MAYFLOW. Represented by Utell International.

The Mayflower Hotel

right on New York's Central Park



PLEASE NOTE: CHANGES TO RADIO AWARDS BALLOT

If you have already returned your ballot and wish to change your vote within these categories, please call 212-536-5008 collect.

*Changes made due to the inclusion of an uncorrected early page in the Aug. 6 Ballot.

RADIO STATION OF THE YEAR

TOP 40/CROSSOVER

- SMALL**
- WZEE, Madison, WI
 - WZYP, Huntsville, AL
 - WSKZ, Chattanooga, TN
 - WZAT, Savannah, GA
 - KSND, Eugene, OR

RADIO PROGRAM DIRECTOR/OPERATIONS MANAGER

COUNTRY

- MAJOR**
- JIM ROBERTSON
KIKK, Houston, TX
 - BOBBY KRAIG
KPLX, Dallas, TX
 - BOB McNEILL
WMZQ, Washington, DC
 - BOB MOODY
WPOC, Baltimore, MD
 - BOB YOUNG
WXTU, Philadelphia, PA

RADIO MUSIC DIRECTOR

COUNTRY

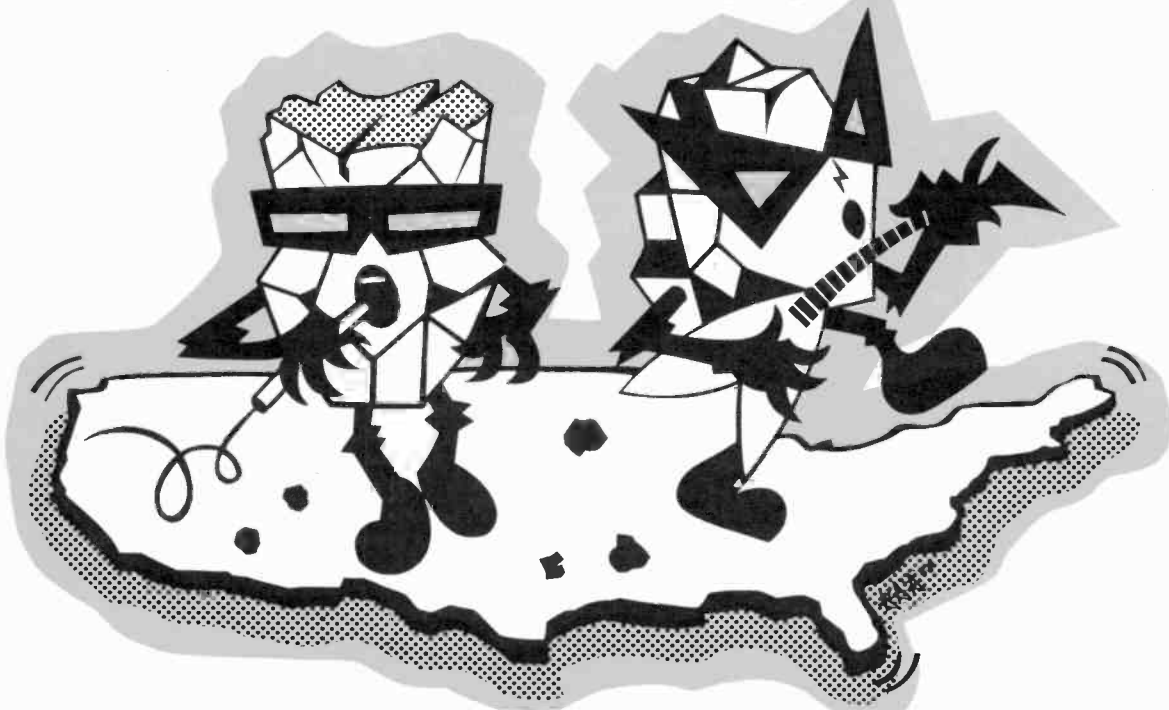
- SMALL**
- GARY HIGHTOWER
KFDI, Wichita, KS
 - KEN CURTIS
KYXX, Longview, TX
 - TIM CLOSSON
WAXX, Eau Claire, WI
 - PAT MARTIN
WTSO-AM, Madison, WI
 - BILL BERG
WVVA-AM, Wheeling, WV

RADIO PROMOTION DIRECTOR

TOP 40/CROSSOVER

- SMALL**
- S. BAKER & M. WHITTAKER
WHY, Nashville, TN
 - JULIE BRUZZONE
KITS, San Francisco, CA
 - KIRSTEN LEIGH
WRBQ, Tampa, FL
 - DIANE BENNETT
WZGC, Atlanta, GA
 - HOWARD FRESHMAN
KPWR, Los Angeles, CA

MEMPHIS AND NASHVILLE ROCKIN' THE COUNTRY!



Billboard is turning the Spotlight to Memphis and Nashville—the fastest, most important emerging music center. Be a part of this special issue. Don't wait. The time to Spotlight your own role in the new pop/rock capitals is now!

IN THIS ISSUE:

- The Memphis/Nashville histories
- The Rock acts/labels/producers/songwriters
- The Crossover story
- Managers/attorneys
- Recording studios/radio/venues
- Television/films/soundtracks

ISSUE DATE: SEPTEMBER 10

FOR AD DETAILS CONTACT:
Lynda Emon, Project Coordinator
(615) 321-4240

- Concert scene/clubs/festivals/shows
- Entertainment complexes
- Video production
- Local labels
- Supporting organizations

AD CLOSING: AUGUST 16

Carole Edwards, Sales Assistant
(615) 321-4294

PROMOTIONS

FAX FEVER

The listener-access facsimile machine is the summer's hottest promotional idea. In Los Angeles, both classic rock KLSX and top 40 KIIS started using listener fax machines July 18.

KIIS told listeners to "take Kissing at work one step further"; promotion director Karen Tobin says the line gets about 60 transmissions an hour, steadily cranking out requests, dirty jokes, free-money-card responses, cartoons, and listener suggestions. The line runs daily from early morning until 6 p.m.

KIIS also recently completed its Rick Dees/KIIS Classic Golf Tournament to benefit the junior golfers of the Southern California Professional Golfers Assn. KIIS' strategy was to lure a number of celebrities onto the fairways, secure corporate sponsorship for each hole (sponsors got on-air mention and signs on the course), have each celebrity make a large contribution to play, and charge listeners a nominal admission fee. KIIS then held a postmatch grand-prize raffle for preregistered listeners.

In New York, WWPR "Power 95" morning man Jim Kerr asked listeners to fax requests to the station's business machine the last Friday in July. By the following Monday, Kerr says, Power 95 had received more than 100 transmissions; an intern had to be assigned the task of changing fax-paper rolls.

GRANDSTANDING

KRQR San Francisco has hit upon a summer promotional toy that's major league—well, major-league baseball anyway. The album rocker purchased an electronic timer teams use to measure a pitch's speed, then added an old carnival idea to create a hi-tech promotion: Any listener can purchase three balls for \$1. His or her first two pitches are timed; the listener must guess the speed of the third pitch to win whatever is in the prize vault. Participants also qualify for the \$97.30 given away hourly. All money raised during the first KRQR Speed-Pitch Game, in late July, was donated to the fight against muscular dystrophy.

If its second annual version of the Instant Getaway Vacation is any indi-

cation, KRQR also has a knack for high visibility. Listeners had been instructed in on-air promotions to show up for a particular San Francisco Giants baseball game with a ticket and a packed suitcase. Up for grabs were 10 flyaway vacations.

KRQR had 10 limos driven onto the field the night of the game. The 10 winning numbers were announced, and the winners were escorted out of the grandstands and to the airport.

ATTENTION GETTER

With a press release headlined "KMBZ Dodges The Million Dollar Bullet, 11 More In The Chamber," Bonneville's KMBZ Kansas City, Mo., announced that it has *not* had a winner in its 980 KMBZ Monsanto Royal Millionaire Contest.

Every Wednesday until the end of the Kansas City Royals' baseball season, the station is drawing a listener's name and reading it on the air. The listener has 10 minutes to call the station to win \$100. If he beats the deadline, he must predict the final score *and* total number of hits in that night's game. If correct, the listener wins \$1 million.

Full-service KMBZ-AM is the flagship station for broadcasts of the Royals games, and listeners register for the weekly drawing at Monsanto dealerships. KMBZ is giving listeners 13 chances at the million.

IDEA MILL

In a drought-related promo, WGAR Cleveland and Chemlawn are cruising the area in search of parched lawns sporting "WGAR, Hose Me Down" signs. When the WGAR/Chemlawn "hoser patrol" finds a sign, the listener's lawn gets some of the truck's 1,200 gallons of precious water. WGAR says it only fills the truck on days when water is available to that Chemlawn location.

With Arbitron now rating overnights, WMMR Philadelphia has put the listener-appreciation-party idea on the graveyard shift. Four-year WMMR overnight veteran Lyn Kratz recently hosted the first WMMR Nightshift TGIF Happy Hour Party—starting at 8 a.m. The promotion was so successful that a second invitation-only party had to be scheduled to handle the overflow.

PETER J. LUDWIG

YOU'VE SEEN THE LIGHTNING
YOU'VE HEARD THE THUNDER
NOW FEEL THE
"ELECTRICITY"

of
MARK PETERS

all hit 97.1 KEGL The Eagle

Dallas P.D.: Joel Folger. Playlist for station 97.1 KEGL, Dallas, featuring songs like Steve Winwood, Robert Palmer, Eric Carmen, etc.

95

Dallas P.D.: Buzz Bennett. Playlist for station 95, Dallas, featuring songs like Times Two, Cecilia, Def Leppard, etc.

93Q

Houston P.D.: Bill Richards. Playlist for station 93Q, Houston, featuring songs like Breathe, Hands To Heaven, Steve Winwood, etc.

POWER 104 KBE-FM

Houston P.D.: Paul Christy. Playlist for station POWER 104, Houston, featuring songs like Breathe, Hands To Heaven, Johnny Kemp, etc.

13 17 Kenny Loggins, Nobody's Fool (Theme F) ... 21 21 Information Society, What's On Your M ... 23 23 Bobby Brown, Don't Be Cruel ... 20 20 New Kids On The Block, Please Don't G ... 17 25 Pat Benatar, All Fired Up ... 18 18 Denise Lopez, Sayin' Sorry (Don't Mak ... 19 26 Paula Abdul, Knocked Out ... 20 30 Huey Lewis & The News, Perfect World ... 21 31 Scritti Politti Featuring Roger, Boom ... 22 22 Elton John, I Don't Wanna Go On With ... 23 23 Aerosmith, Rag Doll ... 24 24 Midnight Oil, The Dead Heart ... 25 29 Stypper, Always There For You ... 26 38 Debbie Gibson, Staying Together ... 27 28 Taylor Dayne, I'll Always Love You ... 28 28 New Edition, If It Isn't Love ... 29 33 Def Leppard, Love Bites ... 30 34 D.J. Jazzy Jeff & The Fresh Prince, A ... The Escape Club, Wild, Wild West ... Michael Jackson, Another Part Of Me ... Blue Zone U.K., Jackie ... Glenn Medeiros, Long And Lasting Love ... When In Rome, The Promise ... Basia, Time And Tide ... Vanessa Williams, The Right Stuff ... Steve B, Spring Love (Come Back To M ... Joan Jett And The Blackhearts, I Hate ... Bruce Hornsby & The Range, Look Out A ... Brenda K. Starr, What You See Is What ... Lisa Lisa & Cult Jam with Full Force, ... Keith Sweat (Duet With Jacqui McGhee), ... Johnny Hates Jazz, I Don't Want To Be ... Belinda Carlisle, I Feel Free ... Rod Stewart, Forever Young ... White Lion, Tell Me

KMEL 106 FM

San Francisco P.D.: Keith Naftaly. Playlist for station KMEL 106 FM, San Francisco, featuring songs like Gucci Crew 2, Sally (That Girl), New Edition, etc.

SILVER

BIO 4 MEANS MUSIC

Baltimore P.D.: Chuck Morgan. Playlist for station BIO 4 MEANS MUSIC, Baltimore, featuring songs like Steve Winwood, Roll With It, The Contours, etc.

KHPR 13.5

St. Louis P.D.: Kevin Young. Playlist for station KHPR 13.5, St. Louis, featuring songs like Steve Winwood, Roll With It, Breathe, Hands To Heaven, etc.

KZZP 104.7 FM

Phoenix P.D.: Guy Zapolone. Playlist for station KZZP 104.7 FM, Phoenix, featuring songs like UB40, Red Red Wine, Def Leppard, etc.

KUBE 93 FM

Seattle P.D.: Gary Bryan. Playlist for station KUBE 93 FM, Seattle, featuring songs like Robert Palmer, Simply Irresistible, Steve Winwood, etc.

92 PRO FM

Providence P.D.: Mike Osborne. Playlist for station 92 PRO FM, Providence, featuring songs like Steve Winwood, Roll With It, Terence Trent D'Arby, etc.



Billboard's PD of the Week Laura Ellen Hopper KPIG Monterey, Calif.

WHEN LAURA ELLEN HOPPER decided the Salinas/Monterey/Santa Cruz, Calif., radio dial needed an attitude adjustment, she traded her 3-month-old classical format for "Pig Radio": KPIG "107-oink-5."

"Every station around here sounds so safe and saccharine," says Hopper, KPIG's PD/co-owner. "We wanted to create a station that really sounds like it's doing something and isn't afraid to challenge people with new sounds."

Since the March 2 switch, the 3,000-watt KPIG has been playing "eclectic country," featuring the music of such acts as Webb Pierce, Los Lobos, George Thorogood, Lyle Lovett, the O'Kanes, and Randy Travis. The renegade format is based on that of the now-defunct KFAT Gilroy, Calif. (now San Jose top 40 KWSS), which until its death in 1983 captivated a modest but devoted following along California's central coastline.

That audience came running when word spread that the KFAT formula—and several of the old station's jocks, including Buffalo Bob and Sister Tiny—were back on the air. Six months after its debut, KPIG posted a 1.8 12-plus overall in the spring Arbitrons.

"All I did during the first month was answer the phones," Hopper says. "People were very excited the format was back on the air. But we're different from KFAT in several ways. We're including more familiar country music to draw a larger audience. If we give people enough security by playing some hits, then they'll hang around for new stuff."

That can include mainstream country, traditional country, Tex-Mex, Hawaiian, Cajun, rock (obscure Jackson Browne or ZZ Top album cuts, for example), bluegrass, and western swing.

"Small record labels like Four Dot, Blind Pig, Hi-Tone, and Alligator can get their records played here," says Hopper.

KPIG standards include Bobby Bare's "Dropkick Me, Jesus," Jerry Reed's "She Got The Gold Mine, I Got The Shaft," and Utah Phillips' anthem "Moose Turd Pie." But Hopper does not want KFAT's bawdy legacy to carry over to advertisers' perception of her station.

"We're not playing the kind of risqué music that gave KFAT such a bad reputation," she says. "Even though they may get a laugh out of Jimmy Buffett's 'Why Don't We Get Drunk And Screw,' no client wanted to hear his ad come on after that. They had an old blues anthology that was just filthy. They only played that kind of stuff for the first two years at KFAT, but they never really got over it."

Two previous attempts to revive KFAT (KOCN in 1984 and KHIP in 1985) flopped, but Hopper and GM/co-owner Leo Kesselman (KFAT's GM from 1978 until its demise) promise a more businesslike manner this time. "The station already appears to be a financial success," says Kesselman. "We raised our rates after just a month on the air,

and we're sold out roughly half of the time. Our third month of billing was 20 times higher than it was as a classical station."

The key is pig appeal. "Everybody laughed when we introduced those call letters, including the Federal Communications Commission," Kesselman says. "But they've given us tremendous identity in the market without us having to spend a lot of money. It's a little off the wall, but not so far-out that people can't identify with it. And of course the promotional possibilities are endless."

The station's bumper stickers are a hot local item—Kesselman says he goes through 10,000 a month—as are T-shirts sporting KPIG's "pure pork" mascot. Advertisers can also have the Pigmobile (a mobile rotating barbecue spit) hand out pork sandwiches while a local country band plays. A lunch giveaway is called the Blue Trough Special. Tammy Wynette has been renamed Hammy Swinette. The calendar of events is called Pork Futures. And on it goes.

KPIG's distinctive "stationality" as the consummate over-the-top country outlet extends to its five-minute Sunday morning religious broadcast by a sincere representative of The Church of the Revolving Door. Honest. "He calls himself the Gatorade in the refrigerator of life," Hopper says. "We really can't understand what he's talking about, but he pays his bills in cash."

Production director/midday announcer Corky Walsh gives KPIG ads a distinctive edge with his wry, Firesign Theatre-influenced humor. For a feed store, his Arnold Schnauzernegger encourages dogs to reject "junk pet food. Assert yourself. Be a predator." Then there's the jingle offering help with "all your forklift needs." ("We've got all the tractor accounts," says Kesselman, "plus one client who sells only saddles and air compressors.") One advertiser's self-composed ditty about gopher eradication, "Fur Balls From Hell," has become a hit on KPIG.

"Certainly we have a blue-collar listener base," says Kesselman, who says he was fired from KFAT after it was sold and he brought a few hookers to the meet-the-owners party. "We're sure you'll hear this station at every construction site within 50 miles. Our target demo is men 35-49 and 25-49 overall. But we also have a strong yuppie base; KFAT's strongest market share was in Berkeley and Palo Alto.

"We were fortunate to be awarded this frequency. To buy a station here will cost you \$2 million or \$3 million, and at that point you feel you can't afford to play games with it. So you depend on research. But we're living proof you don't have to do things that way to be successful. Research doesn't always give you a complete or accurate picture; what research tells me is that people really don't know what they want from radio because they've never heard it before."

TERRY WOOD

POPULAR MUSIC

PLATINUM—Stations with a weekly cumulative audience of more than 1 million. GOLD—Stations with a weekly cumulative audience between 500,000 and 1 million. SILVER—Stations with a weekly cumulative audience between 250,000 and 500,000.

CURRENT PLAYLISTS OF THE NATION'S LARGEST AND MOST INFLUENTIAL TOP 40 RADIO STATIONS

PLATINUM

WHTZ FM 400 logo

New York O.M.: Steve Kingston. 1 The Contours, Do You Love Me. 2 Gloria Estefan & Miami Sound Machine, Hold On To The Nights...

PLATINUM

POWER 100 FM logo

Los Angeles P.D.: Jeff Wyatt. 1 Will To Power, Say It's Gonna Rain. 2 The Jets, Make It Real. 3 Sweet Sensation, Take It While It's H...

PLATINUM

POWER 95 logo

New York P.D.: Larry Berger. 1 Def Leppard, Pour Some Sugar On Me. 2 D.J. Jazzy Jeff & The Fresh Prince, P...

PLATINUM

WZOU-94.5 logo

Boston P.D.: Tom Jeffries. 1 Steve Winwood, Roll With It. 2 Breathe, Hands To Heaven. 3 Eric Carmen, Make Me Lose Control...

PLATINUM

Q105 TAMPA BAY logo

Tampa O.M.: Mason Dixon. 1 Richard Marx, Hold On To The Nights. 2 Eric Carmen, Make Me Lose Control...

PLATINUM

Wmms 100.7 FM logo

Cleveland O.M.: Kid Leo. 1 Steve Winwood, Roll With It. 2 Aerosmith, Rag Doll. 3 Richard Marx, Hold On To The Nights...

GOLD

POWER 95 logo

New York P.D.: Larry Berger. 1 Def Leppard, Pour Some Sugar On Me. 2 D.J. Jazzy Jeff & The Fresh Prince, P...

GOLD

POWER 100 FM logo

Los Angeles P.D.: Jeff Wyatt. 1 Will To Power, Say It's Gonna Rain. 2 The Jets, Make It Real. 3 Sweet Sensation, Take It While It's H...

GOLD

POWER 95 logo

New York P.D.: Larry Berger. 1 Def Leppard, Pour Some Sugar On Me. 2 D.J. Jazzy Jeff & The Fresh Prince, P...

GOLD

WZOU-94.5 logo

Boston P.D.: Tom Jeffries. 1 Steve Winwood, Roll With It. 2 Breathe, Hands To Heaven. 3 Eric Carmen, Make Me Lose Control...

GOLD

Q105 TAMPA BAY logo

Tampa O.M.: Mason Dixon. 1 Richard Marx, Hold On To The Nights. 2 Eric Carmen, Make Me Lose Control...

GOLD

Wmms 100.7 FM logo

Cleveland O.M.: Kid Leo. 1 Steve Winwood, Roll With It. 2 Aerosmith, Rag Doll. 3 Richard Marx, Hold On To The Nights...

GOLD

KISFM 102.7 logo

Los Angeles P.D.: Steve Rivers. 1 Steve Winwood, Roll With It. 2 Johnny Kemp, Just Got Paid. 3 Terence Trent D'Arby, Sign Your Name...

GOLD

96 TIC FM logo

Hartford P.D.: Dave Shakes. 1 Steve Winwood, Roll With It. 2 Tracy Chapman, Fast Car. 3 George Michael, Monkey...

GOLD

Power 94 FM logo

Pittsburgh P.D.: Jim Richards. 1 Steve Winwood, Roll With It. 2 Breathe, Hands To Heaven. 3 Eric Carmen, Make Me Lose Control...

GOLD

WADA POWER 94.5 logo

Washington P.D.: Mark St. John. 1 Richard Marx, Hold On To The Nights. 2 Steve Winwood, Roll With It. 3 Def Leppard, Pour Some Sugar On Me...

GOLD

WABC 93.5 logo

Chicago P.D.: Buddy Scott. 1 Steve Winwood, Roll With It. 2 Cheap Trick, The Flame. 3 Richard Marx, Hold On To The Nights...

GOLD

WOL 99.1 logo

Chicago P.D.: Brian Kelly. 1 Steve Winwood, Roll With It. 2 Cheap Trick, The Flame. 3 Richard Marx, Hold On To The Nights...

GOLD

WOL 103 FM logo

New York P.D.: Joel Salkowitz. 1 Denise Lopez, Sayin' Sorry (Don't Mak. 2 Brenda K. Starr, I Still Believe...

GOLD

108 FM logo

Boston P.D.: Sunny Joe White. 1 Elton John, I Don't Wanna Go On With. 2 Whitney Houston, Love Will Save The D...

GOLD

EAGLE 106 logo

Philadelphia P.D.: Charlie Quinn. 1 Steve Winwood, Roll With It. 2 Richard Marx, Hold On To The Nights...

GOLD

The New 100.7 FM logo

Miami P.D.: Steve Perun. 1 Richard Marx, Hold On To The Nights. 2 Cheap Trick, The Flame. 3 The Contours, Do You Love Me...

GOLD

POWER 96 logo

Detroit P.D.: Rick Gillette. 1 Whitney Houston, Love Will Save The D. 2 Terence Trent D'Arby, Sign Your Name...

GOLD

WOL 99.1 logo

Minneapolis P.D.: Gregg Swedberg. 1 Eric Carmen, Make Me Lose Control. 2 Steve Winwood, Roll With It...

VOX JOX

(Continued from page 14)

eral ACs in that market, opts for format exclusivity and defies the recent trends by switching to Bonneville's easy-listening format. Three staffers have left; Gordy Ham is OM... With new urban competition in the market, KDKS Shreveport, La., is now consulted by Don Kelly/J.C. Floyd; Maxx Myrick moves in from WLWZ "Z104" Greenville, S.C., as PD.

AC WEZS Richmond, Va., has changed its calls to WMXB and is billing itself as "the best mix of yesterday and today"; this precedes by several days the debut of another local "mix" station, top 40 WVMX. PD Mike Ryan says he wanted to lose the easy-listening image implied by the calls; across town, p.m. driver Aaron Maxwell adds MD duties at urban WCDX "Power 93."

Down state, urban WMYK "K94" Norfolk has become "Power 94." Promotions director Cindi Dove is now MD... AC KVLV Tulsa, Okla., is now oldies "Kool 106"... Scott Marshall is the new OM at easy WZEZ Nashville, replacing Dave McCay, who is now at KODA Houston... Vernon Wells is back as PD of urban WGOK Mobile,

Ala., replacing the Mad Hatter... Brenda Kay is out as PD of top 40 KNIN Wichita Falls, Texas. MD Victor John is acting PD; Hollywood Hayes is upped to MD.

PEOPLE: As part of an overall airshift realignment at modern KROQ Los Angeles, Mike Halloran joins the station for weekends. At similarly formatted WFNX Boston, weekender Angela Strachan is upped to overnights; Spike Graves and Diego Martinez join for weekends... Brigitte Quinn crosses from news WINS New York to competitor WCBS as morning co-anchor... Matt Killion is the new PD/MD at top 40 WTYX Jackson, Miss. He replaces Steve Graham, who is filling in at KEGL Dallas... Former WPZZ Indianapolis MD Paula Cox heads to a new low-powered TV station in town as director of videos/promotions.

IF YOU KNOW Trans World Radio's religious PJB Bonaire, Netherlands Antilles, you probably know it as the station that made it hard for a lot of us on the East Coast to listen to CKLW Detroit at

night. With 500,000 watts—10 times the strength of any North American AM—PJB often duked it out with CK for possession of AM 800, and even near Detroit it was usually a draw.

The radio preachers I remember from PJB in the late '70s were harsh and unsparing. One once berated George Burns' movie "Oh God" for daring to suggest that a deity might be warm and friendly and predicted that Burns would face divine retribution in the afterlife. (The same preacher also bragged once that his teenage buddies who laughed when he embraced religion were killed in a car crash shortly afterward.)

For a while, PJB also ran some European pop music—usually Dutch-produced countdowns where all the acts sounded like Abba. Hearing "Ma Baker" by Boney M on a religious station was sort of incongruous, and I seem to remember that the top 40 part of the service didn't last very long.

What brings this all to mind is the announcement that PJB is now even easier to hear. The station recently retired its 24-year-old transmitter, replacing it with a more fuel-efficient 500,000-watt model. More than 100 people showed up "on the friendly island of Bonaire" for the ceremony. Trans World's Wally Hollis says PJB's teaching programs are "not as hard-line" these days and that the Europop has long since been replaced with softer, Christian AC.

Assistance in preparing this column was provided by Peter J. Ludwig.

OUTA' THE BOX

PDs at stations nominated for Billboard Radio Awards discuss the week's new releases.

TOP 40

"There's so much good music out there, it's hard to get it all on," says KSND Eugene, Ore., PD Bwana Johnny. Added last week and "going nuts" is Blue Zone U.K.'s "Jackie" (Arista), which is netting raves from upper-demo females. A recommendation for teens and males 18-24 is Poison's "Fallen Angel" (Enigma/Capitol), and mass-appeal honors go to Rod Stewart's "Forever Young" (Warner Bros.) and Bobby McFerrin's "Don't Worry, Be Happy" (EMI-Manhattan). Johnny says McFerrin was dayparted at first, but "by the end of last week we opened it up. Everyone seems to like it."

ALBUM ROCK

The first pick of WRXK Fort Myers, Fla., PD Greg Mull is "obviously Little Feat." His suggested tracks are "Let It Roll," "One Clear Moment," and "Hangin' On To The Good Times" (Warner Bros.). Mull also applauds former Yellowjackets guitarist Robben Ford on his first solo effort, "Wild About You" (Warner Bros.), which despite Ford's jazzy past is "a great piece of bluesy-type rock." Snagged by Def Leppard's "Love Bites" (Mercury), Mull predicts this power ballad's release will "kick sales in the butt all over again; it'll be a huge pop record."

AC

Just released and worth watching is Breathe's "How Can I Fall" (A&M), according to KMGQ Santa Barbara, Calif., PD Stephen Meade, who calls it "even more mass appeal than their last single." Kenny Rankin's "Lovin' Side" (Cypress) "definitely has an edge. It's not a typical record by any means." Added after a week of great phones is Michael Bolton's "Walk Away" (Columbia). "But the real story here is Tracy Chapman [Elektra]," says Meade. "We're playing seven tracks off this album and getting specific responses on each one."

BLACK/URBAN

Top 10 predictions come from WTLC Indianapolis PD Jay Johnson for Michael Cooper's "Quickness" (Warner Bros.) and Levert's "Addicted To Your Love" (A&M). "Both of these are great records," he says. "They're sure to skew the upper demos and bring along teens as well." Of all the ballads around, Johnson chooses Chapter 8's "Give Me A Chance" (Capitol). "It sounds just right for our station," he says. "Nice, cool relief for these hot days." YVONNE OLSON

FOR WEEK ENDING AUGUST 13, 1988

Billboard

©Copyright 1988, Billboard Publications, Inc. No part of this publication may be reproduced, stored in any retrieval system, or transmitted, in any form or by any means, electronic, mechanical, photocopying, recording, or otherwise, without the prior written permission of the publisher.

ALBUM ROCK TRACKS™

THIS WEEK	LAST WEEK	2 WKS. AGO	WKS. ON CHART	TITLE LABEL & NUMBER/DISTRIBUTING LABEL	ARTIST
				*** NO. 1 ***	
1	1	1	7	SIMPLY IRRESISTIBLE EMI-MANHATTAN 501333	ROBERT PALMER 3 weeks at No. One
2	4	6	7	HOLDING ON VIRGIN LP CUT	STEVE WINWOOD
3	2	3	7	ALL FIRED UP CHRYSALIS 43268	PAT BENATAR
4	9	24	3	HATE TO LOSE YOUR LOVIN' WARNER BROS. LP CUT	LITTLE FEAT
5	3	4	6	CAN'T GET OVER YOU EPIC LP CUT/E.P.A.	GREGG ALLMAN
6	8	13	5	POWERFUL STUFF ELEKTRA 7-69384	THE FABULOUS THUNDERBIRDS
7	10	12	9	FINISH WHAT YA STARTED WARNER BROS. LP CUT	VAN HALEN
8	7	9	10	SWEET CHILD O' MINE Geffen 7-27963	GUNS N' ROSES
9	6	5	5	PERFECT WORLD CHRYSALIS 43265	HUEY LEWIS & THE NEWS
10	11	17	8	DANCE ON MY OWN ESPARANZA LP CUT/ATLANTIC	ROBERT PLANT
11	5	2	11	WHEN IT'S LOVE WARNER BROS. 7-27827	VAN HALEN
12	13	28	3	DON'T BE AFRAID OF THE DARK MERCURY LP CUT/POLYGRAM	ROBERT CRAY
13	17	22	9	COMMON GROUND PASHA 4-07791/E.P.A.	RHYTHM CORPS
14	12	11	11	THE DEAD HEART COLUMBIA 38-07964	MIDNIGHT OIL
15	15	23	7	THE ONLY ONE Geffen LP CUT	JIMMY PAGE
16	16	20	7	BELIEVE IN LOVE MERCURY 870 559-7/POLYGRAM	SCORPIONS
17	14	14	9	HOUSE WE USED TO LIVE IN ENIGMA 44174/CAPITOL	THE SMITHEREENS
18	22	26	7	BETTER BE HOME SOON CAPITOL 44164	CROWDED HOUSE
19	27	46	3	ASTRONOMY COLUMBIA LP CUT	BLUE OYSTER CULT
20	26	29	6	GYPSY ROAD MERCURY LP CUT/POLYGRAM	CINDERELLA
21	39	—	2	DON'T BE CRUEL EPIC 34-07965/E.P.A.	CHEAP TRICK
				*** POWER TRACK ***	
22	44	—	2	I'M NOT YOUR MAN COLUMBIA LP CUT	TOMMY CONWELL/YOUNG RUMBLERS
23	34	—	2	SUPERSTITIOUS EPIC 34-07979/E.P.A.	EUROPE
24	24	18	9	I DON'T WANNA GO ON WITH YOU LIKE THAT MCA 53345	ELTON JOHN
25	20	19	8	PEOPLE HAVE THE POWER ARISTA 1-9688	PATTI SMITH
26	32	41	4	BRING ME SOME WATER ISLAND 7-99287/ATLANTIC	MELISSA ETHERIDGE
27	35	35	5	REPTILE ARISTA LP CUT	THE CHURCH
28	23	10	13	LOOK OUT ANY WINDOW RCA 8678	BRUCE HORNSBY & THE RANGE
29	40	49	3	TALKIN' BOUT A REVOLUTION ELEKTRA LP CUT	TRACY CHAPMAN
30	19	7	10	ROLL WITH IT VIRGIN 7-99326	STEVE WINWOOD
31	30	34	4	NOBODY'S FOOL ("CADDYSHACK II") COLUMBIA 38-07971	KENNY LOGGINS
32	36	48	3	BACK TO THE CAVE RCA 8640	LITA FORD
33	21	21	9	SOUND ALARM A&M 1219	MICHAEL ANDERSON
34	42	42	4	GREEN-EYED LADY MCA LP CUT	DAVID DREW
35	38	45	7	DON'T YOU KNOW WHAT THE NIGHT... VIRGIN 7-99290	S. WINWOOD
36	33	37	5	LONG WAY TO LOVE COLUMBIA LP CUT	BRITNY FOX
				*** FLASHMAKER ***	
37	NEW	1	1	LOVE BITES MERCURY 870 402-7/POLYGRAM	DEF LEPPARD
38	28	27	12	THIS NOTE'S FOR YOU REPRISE 7-27848	NEIL YOUNG & THE BLUENOTES
39	37	40	4	COLD METAL A&M LP CUT	IGGY POP
40	46	43	3	LOVE AND MERCY SIRE 7-27814/WARNER BROS.	BRIAN WILSON
41	NEW	1	1	NEVER TEAR US APART ATLANTIC 7-89038	INXS
42	25	15	10	PART OF THE MACHINE CHRYSALIS LP CUT	JETHRO TULL
43	31	31	13	FAST CAR ELEKTRA 7-69412	TRACY CHAPMAN
44	18	8	8	WASTING MY TIME Geffen LP CUT	JIMMY PAGE
45	NEW	1	1	DRIVING WHEELS Geffen LP CUT	JIMMY BARNES
46	NEW	1	1	TUMBLIN' DOWN VIRGIN LP CUT	ZIGGY MARLEY & THE MELODY MAKERS
47	43	39	6	BACK ON THE STREETS EPIC LP CUT/E.P.A.	JOHN NORUM
48	NEW	1	1	HANDS ON THE RADIO EPIC LP CUT/E.P.A.	HENRY LEE SUMMER
49	NEW	1	1	DUMB THINGS A&M LP CUT	PAUL KELLY & THE MESSENGERS
50	45	33	9	I'M ON TO YOU ENIGMA LP CUT/CAPITOL	HURRICANE

Tracks with the greatest airplay gains this week. The Flashmaker is the highest-debuting track of the week. The Power Track is the track on the chart that shows the largest increase in airplay over the week before.

FEATURED PROGRAMMING

(Continued from preceding page)

and produced by former Knack drummer **Bruce Gary**, who has been performing with Jack Bruce for years. WW1 has not decided on a host.

Along with many of Hendrix's classic studio recordings, the special will feature the broadcast premiere of the guitar titan's 1969 Los Angeles Forum concert as well as some of Hendrix's unreleased songs, home recordings, and sessions with Johnny Winter. WW1 also promises recorded interviews of Hendrix along with contemporary interviews with people who knew him.

INDUSTRY AT A GLANCE: "RadioScope" national syndicator **Lee Bailey Communications** sponsored another local charity promotion in the Los Angeles area on Aug. 3. Bailey's Summer Fresh took an antidrug/antigang message to more

than 2,000 Watts teens with a four-hour concert.

Bailey's community involvement goes back three years to the first annual Christmas Caravan; last Halloween he organized an anti-crime rally. Each event included a live concert with celebrity participation. The Aug. 3 Summer Fresh promotion featured seven live acts, including Vesta Williams, Club Nouveau, Troop, and Bobby Brown. Bailey pulled in a number of major corporate sponsors for the daytime show.

If the instrumental theme song for **Denny Somach Productions'** new 10-minute daily "**For Rockers Only**" has a familiar sound, it's because it was penned by Bon Jovi guitarist **Richie Sambora** and performed by the band. The new hard rock feature debuted the week of July 11, and company president

Denny Somach is reporting 40 clearances out of the box. The show is cleared jointly by Somach and **MediaAmerica**, which will handle the sales end.

Somach says 12 of the top 20 markets are carrying the show and predicts 80 clearances by Labor Day. He says the initial success of the show is due to mainstream album rock's current dilemma over hard rock and metal.

"Most album rock stations I talk to say they're getting plenty of calls for hard rock records, but lack of programming knowledge of the genre keeps it off the air. With this show, album rockers get to rely on our knowledge and feature a daily dose of hard rock."

Satellite Music Network's next step in "phase two" at its **Wave** network was to make former **KMMX** San Antonio, Texas, PD **Lee Roy Hansen** the Wave's new operations manager. The post had been vacant since March. Hansen's PD background is in rock and AC and includes two years at **KMMX** when it was **John Sebastian**-consulted **EOR** station **KESI**. **PETER J. LUDWIG**

Below is a weekly calendar of upcoming network and syndicated music specials. Shows with multiple dates indicate that local stations have option of broadcast time and dates.

Aug. 12-13, **Nu Shooz**, On The Radio, On The Radio Broadcasting, one hour.

Aug. 12-14, **Memories Of Elvis**, United Stations Special, three hours.

Aug. 12-14, **Cinderella**, Metalshop, MJI Broadcasting, one hour.

Aug. 12-14, **Georgia Satellites/Henry Lee Summer**, Superstars Rock Concert Series, Westwood One Radio Networks, 90 minutes.

Aug. 12-14, **Freddie Jackson**, Star Beat, MJI Broadcasting, one hour.

Aug. 12-14, **Motown's Greatest Summer Hits**, Motor City Beat, United Stations, three hours.

Aug. 12-14, **K.T. Oslin**, Country Today, MJI Broadcasting, one hour.

Aug. 12-14, **New Edition/Elton John/Fisher Stevens**, Party America, Cutler Productions, two hours.

Aug. 12-14, **The Chicago Story**, Hot Rocks, United Stations, 90 minutes.

Aug. 13-14, **Taylor Dayne/Oprah Winfrey**, On The Move With Tom Joyner, CBS RadioRadio, three hours.

Aug. 13-14, **Bobby Brown/Paula Abdul/Al B. Sure**, RadioScope, Lee Bailey Communications, one hour.

Aug. 13-14, **The Coasters/the Supremes/the Beatles**, Cruisin' America With Cousin Brucie, CBS RadioRadio, three hours.

Aug. 14, **the Doobie Brothers**, King Biscuit Flower Hour, DIR Broadcasting, one hour.

Aug. 14, **Bruce Hornsby/Crowded House/Jimmy Page**, Powercuts, Global Satellite/ABC Radio Networks, two hours.

Aug. 14, **Miami Sound Machine**, Hitline U.S.A., James Paul Brown Entertainment, one hour.

Aug. 14, To be announced, **Countryline U.S.A.**, James Paul Brown Entertainment, one hour.

Aug. 14, To be announced, **Nashville Live**, Emerald Entertainment Group, 90 minutes.

Aug. 15, **Pat Benatar**, Rockline, Global Satellite/ABC Radio Networks, 90 minutes.

Aug. 15-21, **Michael Jackson/Jeffrey Osborne**, In The Spotlight Special, Westwood One Radio Networks Special, one hour.

Aug. 15-21, **Van Halen**, Rock Today, MJI Broadcasting, one hour.

Aug. 15-21, **Eddie Daniels**, The Jazz Show With David Sanborn, Westwood One Radio Networks, two hours.

FOR WEEK ENDING AUGUST 13, 1988

Billboard

©Copyright 1988, Billboard Publications, Inc. No part of this publication may be reproduced, stored in any retrieval system, or transmitted, in any form or by any means, electronic, mechanical, photocopying, recording, or otherwise, without the prior written permission of the publisher.

HOT ADULT CONTEMPORARY

THIS WEEK	LAST WEEK	2 WKS. AGO	WKS. ON CHART	TITLE LABEL & NUMBER/DISTRIBUTING LABEL	ARTIST
				★★ NO. 1 ★★	
1	1	2	10	ROLL WITH IT VIRGIN 7-99326	◆ STEVE WINWOOD 2 weeks at No. One
(2)	7	8	9	I DON'T WANNA GO ON WITH YOU LIKE THAT MCA 53345	◆ E. JOHN
3	4	6	10	1-2-3 EPIC 34-07921/E.P.A.	◆ GLORIA ESTEFAN & MIAMI SOUND MACHINE
4	2	4	22	HANDS TO HEAVEN A&M 2991	◆ BREATHE
5	3	5	12	HOLD ON TO THE NIGHTS EMI-MANHATTAN 50106	◆ RICHARD MARX
6	5	1	12	MAKE ME LOSE CONTROL ARISTA 1-9686	◆ ERIC CARMEN
7	6	3	11	THE COLOUR OF LOVE JIVE 1-9707/ARISTA	◆ BILLY OCEAN
8	8	9	10	I DON'T WANNA LIVE WITHOUT YOUR LOVE REPRISE 7-27855	CHICAGO
9	9	12	10	I KNOW YOU'RE OUT THERE SOMEWHERE POLYDOR 887 600-7/POLYGRAM	◆ MOODY BLUES
(10)	10	13	7	LOVE WILL SAVE THE DAY ARISTA 1-9720	WHITNEY HOUSTON
(11)	12	15	15	FAST CAR ELEKTRA 7-69412	◆ TRACY CHAPMAN
(12)	13	16	11	LOVE CHANGES (EVERYTHING) CAPITOL 44137	◆ CLIMIE FISHER
(13)	17	25	4	PERFECT WORLD CHRYSALIS 43265	◆ HUEY LEWIS & THE NEWS
(14)	24	33	4	ONE GOOD WOMAN FULL MOON 7-27824/WARNER BROS.	PETER CETERA
(15)	18	23	5	MISSED OPPORTUNITY ARISTA 1-9727	◆ DARYL HALL JOHN OATES
16	16	22	6	BABY BOOM BABY COLUMBIA 38-07948	◆ JAMES TAYLOR
(17)	20	21	8	I'LL ALWAYS LOVE YOU ARISTA 1-9700	◆ TAYLOR DAYNE
(18)	23	20	7	LOVE IS A BRIDGE MCA 53291	LITTLE RIVER BAND
19	11	7	13	PARADISE EPIC 34-07904/E.P.A.	◆ SADE
20	15	11	13	FOOLISH BEAT ATLANTIC 7-89109	◆ DEBBIE GIBSON
(21)	25	26	6	HERE WITH ME EPIC 34-07901/E.P.A.	◆ REO SPEEDWAGON
22	14	10	16	MAKE IT REAL MCA 53311	◆ THE JETS
(23)	30	43	3	LOOK OUT ANY WINDOW RCA 8678	BRUCE HORNSBY & THE RANGE
				★★★ POWER PICK ★★★	
(24)	34	49	3	IT WOULD TAKE A STRONG STRONG MAN RCA 8663	◆ RICK ASTLEY
(25)	33	38	8	SIGN YOUR NAME COLUMBIA 38-07911	◆ TERENCE TRENT D'ARBY
26	22	18	15	HEART OF MINE COLUMBIA 38-07780	◆ BOZ SCAGGS
(27)	28	31	7	I'M ON THE OUTSIDE LOOKING IN COLUMBIA 38-07797	JOHNNY MATHIS
28	19	14	16	THE VALLEY ROAD RCA 7645	◆ BRUCE HORNSBY & THE RANGE
(29)	31	35	4	KOKOMO ELEKTRA 7-69385	THE BEACH BOYS
(30)	32	34	5	I DON'T WANT TO BE A HERO VIRGIN 7-99304	◆ JOHNNY HATES JAZZ
31	26	24	7	DO YOU LOVE ME MOTOWN Y 448	◆ THE CONTOURS
(32)	36	39	5	BETTER BE HOME SOON CAPITOL 44164	◆ CROWDED HOUSE
33	21	19	10	NITE AND DAY WARNER BROS. 7-28192	◆ AL B. SURE!
34	29	29	8	THE FLAME EPIC 34-07745/E.P.A.	◆ CHEAP TRICK
35	27	17	16	TOGETHER FOREVER RCA 8319	◆ RICK ASTLEY
(36)	42	42	3	LOVE IS MY DECISION A&M 1220	CHRIS DE BURGH
37	35	27	18	ONE MORE TRY COLUMBIA 38-07773	◆ GEORGE MICHAEL
38	38	28	18	EVERYTHING YOUR HEART DESIRES ARISTA 1-9684	◆ D.HALL J.OATES
(39)	46	—	2	WHEN I FALL IN LOVE EMI-MANHATTAN 50138	NATALIE COLE
(40)	50	—	2	WHEN YOU PUT YOUR HEART IN IT REPRISE 7-27812	KENNY ROGERS
41	40	44	19	SHATTERED DREAMS VIRGIN 7-99383	◆ JOHNNY HATES JAZZ
				★★★ HOT SHOT DEBUT ★★★	
(42)	NEW	1	1	DON'T WORRY, BE HAPPY EMI-MANHATTAN 50146	◆ BOBBY MCFERRIN
43	47	50	3	THE KEY TO YOU GRP 3025	DAVID BENOIT
44	39	40	22	PIANO IN THE DARK A&M 3003	◆ BRENDA RUSSELL/JOE ESPOSITO
45	37	32	7	A WOMAN LOVES A MAN CAPITOL 44182	◆ JOE COCKER
46	43	45	22	ANYTHING FOR YOU EPIC 34-07759/E.P.A.	◆ GLORIA ESTEFAN/MIAMI SOUND
47	41	30	17	CIRCLE IN THE SAND MCA 53308	◆ BELINDA CARLISLE
48	45	46	18	I STILL BELIEVE MCA 53288	◆ BRENDA K. STARR
(49)	NEW	1	1	I SHOULD BE WITH YOU MCA 53347	◆ STEVE WARINER
50	44	36	21	I DON'T WANT TO LIVE WITHOUT YOU ATLANTIC 7-89101	◆ FOREIGNER

FOR WEEK ENDING AUGUST 13, 1988

Billboard

©Copyright 1988, Billboard Publications, Inc. No part of this publication may be reproduced, stored in any retrieval system, or transmitted, in any form or by any means, electronic, mechanical, photocopying, recording, or otherwise, without the prior written permission of the publisher.

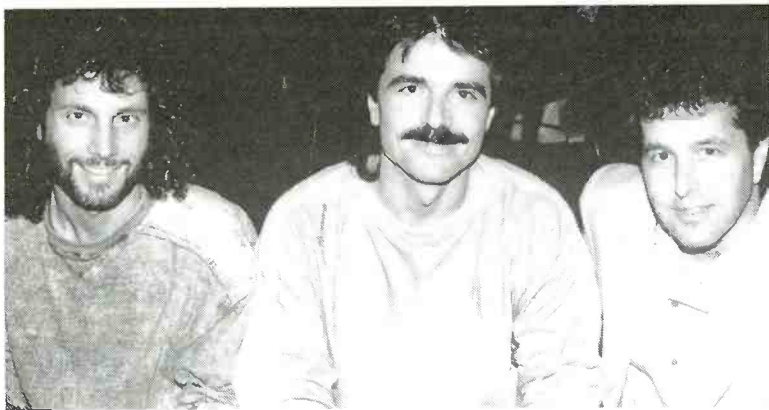
HOT CROSSOVER 30

THIS WEEK	LAST WEEK	2 WKS. AGO	WKS. ON CHART	TITLE LABEL & NUMBER/DISTRIBUTING LABEL	ARTIST
				★★ NO. 1 ★★	
1	1	1	10	SIGN YOUR NAME COLUMBIA 38-07911	TERENCE TRENT D'ARBY 5 weeks at No. One
2	2	2	7	IF IT ISN'T LOVE MCA 53264	NEW EDITION
(3)	3	7	6	MONKEY COLUMBIA 38-07941	GEORGE MICHAEL
4	4	6	8	1-2-3 EPIC 34-07921/E.P.A.	GLORIA ESTEFAN & MIAMI SOUND MACHINE
(5)	8	12	5	OFF ON YOUR OWN (GIRL) WARNER BROS. 7-27870	AL B. SURE!
6	7	9	6	PLEASE DON'T GO GIRL COLUMBIA 38-07700	NEW KIDS ON THE BLOCK
(7)	10	13	5	LOVE WILL SAVE THE DAY ARISTA 1-9720	WHITNEY HOUSTON
8	11	10	5	DON'T BE CRUEL MCA 53327	BOBBY BROWN
(9)	13	19	5	I'LL ALWAYS LOVE YOU ARISTA 1-9700	TAYLOR DAYNE
10	6	4	9	KNOCKED OUT VIRGIN 7-99329	PAULA ABDUL
(11)	14	18	4	SPRING LOVE (COME BACK TO ME) LMR 74002	STEVIE B
12	9	8	7	THE TWIST TIN PAN APPLE 887 751-7/POLYGRAM	THE FAT BOYS
(13)	20	27	3	A NIGHTMARE ON MY... JIVE 1124/RCA	D.J.JAZZY JEFF/FRESH PRINCE
14	16	14	9	SAYIN' SORRY (DON'T MAKE IT RIGHT) VENETTA 7200/A&M	DENISE LOPEZ
15	15	20	4	MAKE IT LAST FOREVER VINTELENTMENT 7-69386/ELEKTRA	KEITH SWEAT/JACCI MCGHEE
(16)	23	29	3	ANOTHER PART OF ME EPIC 34-07962/E.P.A.	MICHAEL JACKSON
17	19	21	4	SHAKE YOUR THANG NEXT PLATEAU 50077	SALT-N-PEPA FEATURING E.U.
18	12	5	9	SAY IT'S GONNA RAIN EPIC 34-07908/E.P.A.	WILL TO POWER
19	18	17	7	THE RIGHT STUFF WING 887 386-7/POLYGRAM	VANESSA WILLIAMS
20	17	16	5	ROLL WITH IT VIRGIN 7-99326	STEVE WINWOOD
21	5	3	14	JUST GOT PAID COLUMBIA 38-07744	JOHNNY KEMP
(22)	25	—	2	MAMACITA ATLANTIC 7-89078	TROOP
(23)	27	—	2	NICE 'N' SLOW CAPITOL 44171	FREDDIE JACKSON
(24)	NEW	1	1	INSIDE OUTSIDE FEVER 1916/SUTRA	THE COVER GIRLS
(25)	30	—	2	WHAT'S ON YOUR MIND TOMMY BOY 7-27826/REPRISE	INFORMATION SOCIETY
26	26	28	3	HANDS TO HEAVEN A&M 2991	BREATHE
27	22	15	14	FOOLISH BEAT ATLANTIC 7-89109	DEBBIE GIBSON
28	24	11	13	PARENTS JUST DON'T... JIVE 1099/RCA	D.J.JAZZY JEFF/FRESH PRINCE
29	21	23	8	THE COLOUR OF LOVE JIVE 1-9707/ARISTA	BILLY OCEAN
30	28	22	16	I STILL BELIEVE MCA 53288	BRENDA K. STARR

Products with the greatest airplay gains this week.

Products with the greatest airplay gains this week. ◆ Videoclip availability.

FEATURED PROGRAMMING



Summit In Space. Pioneering new age syndicators Frank Forest and Steven Hill put aside their clearance rivalry to interview synthesist Yanni. Forest's commercially syndicated "Musical Starstreams" and Hill's public-radio show "Music From The Hearts Of Space" are two of the longest-running nationally syndicated new age programs. From left are Forest, Yanni, and Hill.

WESTWOOD ONE has secured the worldwide radio rights to one of the "Human Rights Now! World Concert Tour" shows live this fall [Billboard, July 16]. The tour starts Sept. 2 at London's Wembley Stadium with Bruce Springsteen, Sting, Peter Gabriel, Tracy Chapman, and Youssou N'Dour. The 20-stop tour is being produced by the Concerts For Human Rights Foundation to celebrate the 40th anniversary of the United Nations' adoption of the Universal Declaration of Human Rights. The tour also promotes Amnesty International's Human Rights Now! campaign.

Westwood One and Amnesty International are still discussing which tour date to broadcast. Amnesty says the final decision will be based on a number of logistical factors, such as day and time-zone considerations. WW1 will broadcast one of the six-hour shows in its entirety.

Unlike many of the recent consciousness-raising concerts, the Human Rights Now! shows will give each artist 45-60 minutes on stage. The foundation wanted to focus on the celebratory message and give audiences an opportunity to hear the artists, not simply attend an event.

Reebok International Ltd. is un-

derwriting the tour, and WW1 says its music marketing division will join that company in an extensive national and local radio promotion campaign. WW1 has also developed what it calls an Audio Declaration Drive to encourage listeners to sign the Universal Declaration of Human Rights by calling a special phone number. That drive ties in with the tour sponsor's plans to distribute copies of the declaration at each venue, have them signed, and present them to the governments of the 20 tour stops.

Last year WW1 scored an industry coup by convincing Yoko Ono

that it could produce a respectful and successful series from John Lennon's personal archives. WW1 cites the success of the yearlong "Lost Lennon Tapes" as instrumental in prompting Jimi Hendrix's estate to release live shows and interviews for "Jimi Hendrix: Live And Unreleased," scheduled for the Labor Day weekend. Most of the material has not been heard since Hendrix's death in 1970.

"Live And Unreleased" can run either in two- or three-hour installments or as a single six-hour block. The project has been spearheaded

(Continued on next page)

Why...After 28 Years Some Things Never Change

Like a tradition...without compromise. A style you've come to expect since 1960 from Hollywood Sport Cars. It's our custom, to pick up and deliver your Ferrari for service. A ritual, to detail your car before it's returned. A belief, in providing only genuine Ferrari parts. A standard, of factory trained technicians to service your car. A commitment, to have your Ferrari ready on time. A guarantee, of workmanship. And the practice of caring for your car as if it were our very own. A tradition takes time. It must be experienced. So when your Ferrari needs service, call us. You'll find out what a tradition, without compromise feels like. And why we haven't changed it.



HOLLYWOOD SPORT CARS INC.

5766 Hollywood Boulevard, Hollywood, California 90028
(213) 464-6161

UNIVERSAL STUDIOS REGISTERS HERE.



The
Los Angeles
REGISTRY
Hotel

THE NEW STANDARD.

555 UNIVERSAL TERRACE PARKWAY, UNIVERSAL CITY, CA 91608. 818-506-2500 TOLL-FREE 800-247-9810.

Coming to You September 15th on Video

A Major Theatrical Release

ABSOLUTION

"EXCELLENT FILM...GETS A 9+"
GARY FRANKLIN - KABC TV LOS ANGELES

"...PRACTICAL JOKE TURNS OUT TO BE A TRULY DEVILISH PRANK...
GRIPPING PSYCHODRAMA/MYSTERY..."
DAVID SHEEHAN - CHANNEL FOUR NEWS LOS ANGELES

"BURTON GIVES A TOUR DE FORCE PERFORMANCE.
I'M NOT GONNA RUIN THE ENDING FOR YOU. SEE IT."
SANDI NEWTON - CHANNEL NINE NEWS LOS ANGELES

"AN EXTREMELY ABSORBING WHODUNNIT!
THE KIND OF MOVIE YOU CAN CURL UP WITH AND ENJOY."
JEFFREY LYONS - SNEAK PREVIEWS/CBS RADIO

"ABSOLUTION... A BRAVURA PERFORMANCE...
WELL WORTH SEEING."
STU LEVIN - KGIL RADIO LOS ANGELES

Special Offer

For Retailers

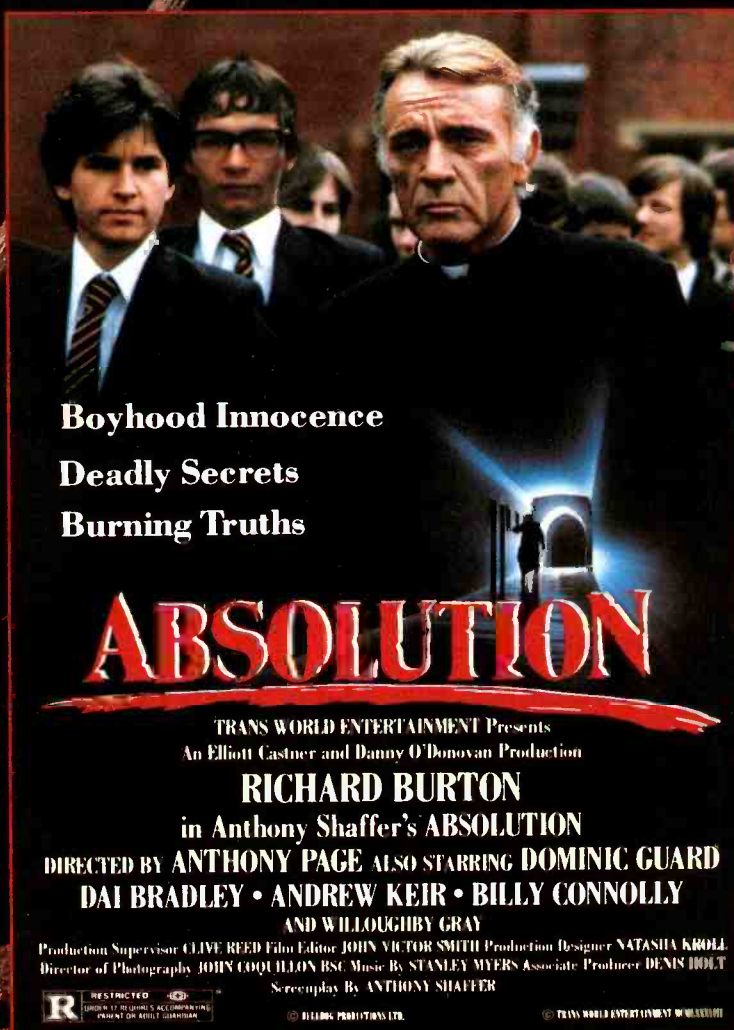
- ★ 1 Tape # 0583
Suggested Retail \$79.95
- ★ 2 Tape Prepak # 0583P
Suggested Retail \$139.00
- ★ Buy 2 Prepaks
Receive 1 Standee

Prebook Date AUGUST 31
Color/91 Minutes

BONUS BUCKLE
300
VHS
DINZA POINTS


TRANS WORLD ENTERTAINMENT U.S.A.

NOT AVAILABLE THROUGH COMMTRON



Boyhood Innocence
Deadly Secrets
Burning Truths

ABSOLUTION

TRANS WORLD ENTERTAINMENT Presents
An Elliott Castner and Danny O'Donovan Production
RICHARD BURTON
in Anthony Shaffer's ABSOLUTION
DIRECTED BY ANTHONY PAGE ALSO STARRING DOMINIC GUARD
DAI BRADLEY • ANDREW KEIR • BILLY CONNOLLY
AND WILLOUGHBY GRAY
Production Supervisor CLIVE REED Film Editor JOHN VICTOR SMITH Production Designer NATASHA KROBL
Director of Photography JOHN COQUILLON BSC Music By STANLEY MYERS Associate Producer DENIS HOLT
Screenplay By ANTHONY SHAFFER

R RESTRICTED
UNDER 17 REQUIRES ACCOMPANYING
PARENT OR ADULT GUARDIAN

BILLING PERIODICALS LTD.
© TRANS WORLD ENTERTAINMENT, WILSONVILLE

AC Seeks To Strengthen Identity Wave, Adult Alternative Still Growing

BY YVONNE OLSON

NEWPORT BEACH, Calif. AC's "stepchild" image, the development of its own artists, and the viability of adult alternative/new age formats were among the key topics at the Adult Radio Conference, held here July 29-30.

Despite a thorough agenda, a great location, and star-studded panels, fewer than a dozen radio stations were represented. Sessions played to audiences of 30-40 people, consisting mainly of syndicators and label personnel.

So, although no GMs were there to hear him, Ron Fell, the Gavin Report publisher, blasted "less than enlightened" radio management for its reliance on consultants and consequential insensitivity to music during a "state-of-the-format" panel. Fell views AC as "the Rodney Dangerfield of formats," not nurturing its own artists and becoming a "route only to top 40."

This reluctance to develop acts only enhances top 40's stature and diminishes promotional and ad dollars for AC, according to Fell, who charged that as many as "50% [of AC PDs] don't listen to a record until they see someone else on it."

His tone was echoed by Eric Norberg, whose Music Research Letter is based on focus-group discussions. Norberg charged that for an audience raised on top 40 concepts—new music, contests, and countdowns—AC is not the proper follow-up. The main problem, according to Norberg, is that most PDs believe that AC listeners never want to hear new music or don't want it in everyday programming. "AC radio is not picking up on the records bought by AC listeners," he said.

Meanwhile, Harold Childs, VP of jazz marketing for Warner Bros. Records, admitted that record companies don't necessarily regard AC as a format and that he feels like "the manager of a minor-league team" pushing alternative acts into the mainstream. But Childs also noted that the growing popularity of instrumental music has resulted in a larger pool of artists, record labels, and AC personnel overall.

The fate of the Wave format and adult alternative stations was debated on a panel that featured KKSF San Francisco PD Steve Feinstein, KTWV Los Angeles MD (and Satel-

lite Music Network Wave VP/MD) Chris Brodie, and KBLX San Francisco MD Monica Logan. Brodie said that the infant Wave format has reached its "walking stage." Acknowledging the format's spring Arbitron losses, Brodie said, "This format will definitely grow up, but we don't have much to verify that right now except the great audience that we know is out there."

"I don't know if this format will work in Dubuque, Iowa," said Feinstein. "But it's got a definite place in

the top 20 markets." He added that the format has the potential to be top five among 25-54-year-olds and that it will be in the "laboratory phase" at least until 1990.

The biggest challenge is positioning. Feinstein cautioned PDs about AC competitors painting a less-than-positive "beautiful yuppie" image to sales communities. Independent promoter Roger Lifesett called for "people to become comfortable with a term to describe what they (Continued on page 16)

Reissue Trend: Breathing New Life Into Old Songs

BY SEAN ROSS

NEW YORK KZZP Phoenix, Ariz., PD Guy Zapoleon is not the one responsible for UB40's "Red Red Wine" being reissued 4 1/2 years after it peaked at No. 34 on Billboard's Hot 100, even though the single was No. 1 on top 40 KZZP last week.

Instead, one of Zapoleon's protégés, KKFR Phoenix PD Jim Gillie, revived "Wine" at the urging of his assistant PD, J.J. Morgan, and his MD, Steve Goddard. Meanwhile, another Zapoleon trainee, KRQQ Tucson, Ariz., PD Clarke Ingram is now playing Newcleus' 1984 "Jam On It." And at urban WJHM "102 Jamz" Orlando, Fla., both the Newcleus song and Art Of Noise's "Moments In Love" have come back.

The return of what once were minor hits or obscure records has become less unusual on some top 40s since Zapoleon reissued Grandmaster Flash's "White Lines (Don't Do It)" in 1985. (So has the revival of movie-connected oldies, such as "Stand By Me" or "Do You Love Me.") But it's still rare to see a station prompt a song's reissue, as KKBQ Houston did in late 1985 with Sly Fox's "Let's Go All The Way."

A&M Records was recently ready to issue a new UB40/Chrissie Hynde duet, "Breakfast In Bed" as a single. But now Rick Stone, the label's VP of promotion, says A&M will work "Red Red Wine" to top 40 but will not put it on the band's new album. At the same time, it will work the new album to album radio. "Breakfast In Bed" will be held as the follow-up sin-

gle; Stone hopes that by the time of its release, UB40 will be "entrenched" as a top 40 act.

In the several months that KKFR and its competitors have been playing "Wine," UB40's "Labor Of Love" has become the top-selling album in Phoenix, according to APD Morgan, who originally intended only to have the song in his gold library. Morgan says, however, that the record became KKFR's top-requested song within a day after the station began playing it again.

Gillie says stocking UB40 product isn't a problem now and wasn't one even before the song's rerelease. In Tucson, Ingram says he "tends to doubt that they'll stock the market with Newcleus because of us. I don't care if they stock it or not; I care if it gets requests and the call-out research is good."

Ingram remembers playing "Jam On It" at WBZZ "B94" Pittsburgh in 1984. Since being added at KRQQ, he says, the song has been No. 1 in requests for several weeks and has climbed as high as No. 5 on his playlist. Still, it did even better in Pittsburgh. "Now that we're in a rap fest, it doesn't stand out the way it did back in 1984." (Ironically, A&M's Stone thinks the rap in "Red Red Wine" has something to do with the song's resurgence.)

"Jam On It" became the 102 Jamz anthem when the station bowed in March. PD Duff Lindsey played Newcleus for 18 consecutive hours to sign the station on, then every 2 1/4 hours in power rotation, which, as he points out, is a lot for a six-to-seven-minute record.

Lindsey had played "Moments In Love" at both XHRM San Diego and WHQT "Hot 105" Miami. "[WJHM APD/MD] Cedric Hollywood and I were sitting around talking about how central Florida had never had a major FM urban, so the odds were pretty good that this record was never played here.

"We thought it could be the discovery of a lifetime for adults, who are our target demo, and my night jock Eric D happened to have a copy of the record. Within weeks it became, and remains, our top-requested adult record."

Ironically, "Moments" may sound a lot more familiar to listeners now than it did 2 1/2 years ago. Since then, (Continued on page 19)

WPIX And Readers Agree: New York Gets Jazz AC

IT LOOKS LIKE THE Vox Jox readers who wanted to see jazz on a commercial station in New York have gotten their wish. On Monday, Aug. 1, WPIX—which was already mixing in jazz at night—went to an adult alternative approach during the day under new PD Bob Linden and the station's present air staff.

Linden says that the timetable for PIX's format change had been moved up from October to September since his arrival. On July 28, the decision was made to start even earlier. Since that time, Linden says, the response from previous WPIX listeners has been 95% positive. He also says that record companies have deluged him with product and that New York reps have been calling their L.A. bosses to play them the station over the phone.

To save you a phone call, a half-hour of WPIX monitored on Aug. 2 went like this: "Miles Away" by Basia; "Walk And Talk Like Angels" by Toni Childs; "Don't Make Me Wait For Love" by Kenny G; "That's The Way Of The World" by Earth, Wind & Fire; "So Amazing" by Gerald Albright; "Take Good Care Of Me" by Jonathan Butler; and "Tropical Snowflakes" by John Conaway.

There's a lot of Basia on the new format—at least several different tracks' worth; she was also scheduled to stop by for an on-air visit Aug. 6. While there's still some traditional AC music on WPIX, for example "Silent Running" by Mike & The Mechanics or "Fast Car" by Tracy Chapman, most of the other vocal music is jazz compatible, like Steely Dan's "My Old School."

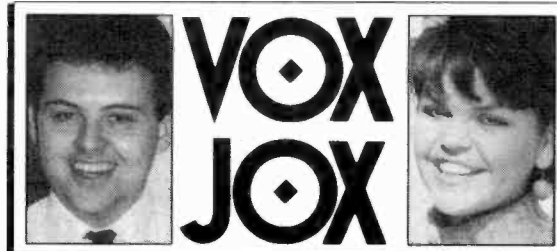
GM Ray Gardella stresses that WPIX's format is not new age. He also says that there are more changes under way, among them new calls (the station has already begun identifying at most breaks as "101.9 FM"), staff revisions, and extensive marketing.

THERE'S A CERTAIN IRONY in the fact that WPIX's move took place on the fifth birthday of top 40 WHITZ "Z100" New York—if only because it illustrates how the market holes have filled up in the intervening years. Even after the recent story on industry suggestions for WPIX (Billboard, July 30), suggestions continued to come in, most of them fairly specialized, including folk-rock and R&B/disco oldies. One extensive letter-writing campaign from several New Jersey residents called for a modern/dance hybrid.

Z100, meanwhile, began its birthday celebration with a party at Roseland July 30 headlined by Miami Sound Machine. On Aug. 2, its

"Morning Zoo" went commercial free for six hours, playing air checks of various station highlights. It was also Take Your Underwear To Work Day. In a promotion that WPIX probably won't copy, listeners spotted in public places wearing underwear on their head won \$100, as they had when Z100 signed on.

PROGRAMMING: Sam Weaver, previously MD/nights at country



by Sean Ross and Yvonne Olson

WUSN Chicago, is the new PD at urban WAMO Pittsburgh. Before his country stint, Weaver spent four years at WJPC Chicago in several shifts. He also spent three years working top 40 at WDRQ Detroit and KSLQ St. Louis in the '70s and programmed WDIA Memphis, Tenn. WAMO GM Roger Fairfax says that Weaver's appointment was the culmination of a 2 1/2-month search. "I have a real respect for the PD's job after that," he says. Weaver starts in early September.

KXXR Kansas City, Mo., has finally debuted with what PD Brian Burns calls a "rock 40" format, with currents ranging from Guns N' Roses to Erasure but without urban crossover or pop ballads. Gary Franklin, most recently with KIVA Albuquerque, N.M., is APD/MD/middays. Other staffers include John Langan (from KISW Seattle), Mark Patrick, Karen Barta, Steve Douglas (KDWB Minneapolis), Mark Cruz (KMGX Fresno, Calif.), and Rick Scott (KUAD Greeley, Colo.)

Scott replaces George McFly, who left KXXR during its long incubation period for Emmis' soon-to-be-acquired KYUU San Francisco. Along with McFly's shift, Scott is also using McFly's name—with the first McFly's permission, Burns says. One interesting feature of KXXR's playlist is that while it doesn't use the WAPW Atlanta system, it does list average plays per day. Cheap Trick's "The Flame" is first with nine; Witness' "Do It Till We Drop" is last with one.

A week after WDFX Detroit's call-letter and format change, PD Bobby Hatfield has left the station. His replacement is Chuck Beck, most recently APD/MD at KHYI "Y95" Dallas. Beck has not been replaced there yet... Modern rock WXXP Pittsburgh has been signed off by its new owners as it upgrades from 20 to 50 kilowatts. PD Deb Brady is gone; morning man Bob Studebaker stays. Expect a new format sometime this week.

KAPT Austin, Texas, one of sev- (Continued on page 19)

newsline...

GANNETT RADIO shuffles three key executives: KSDO/KSWV San Diego president/GM Chris Conway becomes VP/station manager at KUSA/KSD St. Louis. WDAE/WUSA Tampa, Fla., president/GM Mike Shields fills Conway's old slot. Gannett's VP/programming, Gerry DeFrancesco, fills Shields' post at WDAE/WUSA. Gannett president Jay Cook says that the VP/programming post will not be filled immediately. The new appointments are effective Sept. 15.

MIKE CRUSHAM is named GM at Capitol Broadcasting's classic rock WGFX Nashville. He previously managed KQMJ Tulsa, Okla., and WHAS/WAMZ Louisville, Ky. KQMJ owner Gery Swanson will handle GM duties for the time being.

EDITORIAL

PPT DESERVES WIDER VIDEO BIZ TESTING

SINCE THE ADVENT of the home video business, suppliers have been trying to get a share of rental revenues. But dealers have consistently opposed efforts in that direction.

When Warner Home Video proposed a shared-revenue plan in 1982, angry retailers stormed the manufacturer's booth at the winter Consumer Electronics Show. A few years later, when Ron Berger announced that his National Video franchise would test a pay-per-transaction plan, the concept remained unpopular with most dealers.

Now, Orion Home Video is offering PPT to all properly computerized dealers, and Berger is positioning his company to become a PPT distributor. Yet most video dealers—as shown in a recent Billboard survey (see story, page 1)—con-

tinue to view shared-revenue plans with disdain, despite consumer and manufacturer complaints about insufficient depth of copy and the ever-growing threat of pay-per-view on cable television.

Pay-per-transaction is basically a method of video leasing: After paying a leasing charge that is 10%-20% of an A title's current wholesale cost, the dealer shares the rental revenues with his supplier, who keeps tabs on the number of rentals via a customized computer tracking system.

Berger claims that at least 20 video suppliers participated in National Video's PPT field tests over the past two years. However, most of these manufacturers have been remarkably secretive about the results.

The exception is Orion, which recently

launched a four-month PPT test on all of its titles. Accounts with the requisite computer systems can lease Orion videocassettes for \$8 with an option to buy them for an additional \$10 per unit after four months. In return, the studio gets 40% of the rental income, and the distributor takes 10% plus a \$2 markup per unit distributed.

Video store owners remain skeptical of PPT schemes, however, for a variety of reasons. Although it has been claimed that PPT places most of the risk with the supplier by reducing the sums that dealers must tie up in inventory, retailers still wonder whether they would make less money if they split their revenues with the manufacturers.

(Continued on page 88)

Cultural Titles Have Class, Sell Through

DON'T OVERLOOK PERFORMING ARTS VIDEOS

BY DENNIS HEDLUND

Today, video distributors are generally reluctant to supply or promote performing arts programs on videocassette. The Commtrons and Ingrams would rather slug it out over their discount prices on "Fatal Attraction," "Moonstruck," and "Wall Street."

This indifference to cultural programs, however, could be self-defeating in the long run. Since supermarkets, liquor stores, convenience stores, mass merchandisers, movie theaters, and drive-through outlets are all renting and selling a limited number of video titles, video retailers and distributors should offer a wider range of video programs if they want to survive and prosper. Not only do performing arts titles add diversity to a store's selection, but they also sell through. Nine out of 10 copies of performing arts videos are purchased by consumers.

Opera, ballet, and classical music can add class and prestige to a video operation. They also attract upscale clients who are loyal, affluent video collectors. The theme "Give the gift of music" suits performing arts video perfectly. Our experience has shown that cultural videos are often purchased as gifts.

There are many video outlets and

video distributors, unfortunately, that won't handle performing arts and offer nothing but negative reactions to the genre. I would advise retailers to ignore these naysayers. Do not follow their path, but go where there is no path and make one.

doesn't sell is a myth! According to Guenter Hensler, president of PolyGram Classics, "If you total the sales of all the Beethoven Fifth's over time, there's hardly a pop tune that can match them—millions upon millions of sales."



'Go where there is no path and make one'

Dennis Hedlund is president and founder of Kultur Video.

Reinforcing its commitment to performing arts, PolyGram is mounting an aggressive campaign for 50 opera, ballet, and classical music titles on CD video.

Conductor Herbert von Karajan is now in the process of editing 43 orchestral performances for video. On a recent television special, von Karajan said that the video format will allow future generations to see what si-

lent performers add to a work of art. This applies to conductors, dancers, and all who contribute to a performance without being able to make their presence known in a strictly audio format. Only video can capture the complete artistic event.

The live performances taped today will become the historical documents of the future. They will be cherished and sought after by generations to come. The potential and importance of such a legacy, preserved on video, is immeasurable.

Now is the time for video retailers to create performing arts departments that add distinction to their stores while attracting new customers. Stocking performing arts product allows the entrepreneurial spirit to flourish by giving dealers the opportunity to sell to libraries, schools, cultural groups, and performing arts centers.

Before 1990, VCR penetration is expected to reach 85% of all U.S. television households. This will obviously affect all categories of home video in a very positive way. With the studios running low on blockbuster movies and rereleasing catalog titles at low-ball prices, there is a need to look to such alternative sources of programming as the performing arts.

(Continued on page 88)



AFFIRMATIVE ACTION

Concerning the letter by Wayne Browne on Michael Jackson's hiring practices (Billboard, June 11), I would not deny that Browne has a wonderful attitude that I wish all would-be employers would observe. What he has neglected to observe is that the whole problem of hiring on the basis of experience is that the average black person has had few opportunities to acquire the job-related expertise that the average white person may have.

The affirmative action drive is an extremely young program, having been started in the '60s. Twenty

years to catch up after 200 years of being slaves and then spending the next 100 years fighting to get the vote did not leave us much time to get the knowledge we need to be considered fairly by employers. Browne's excellent suggestion is, perhaps, one generation too early.

Blacks do need help from black employers. As Lyndon Johnson intoned, one can't expect a man who has been hobbled by a ball and chain around his ankle for most of his life to run a fair race with one who has not been handicapped in the same way.

Browne may be more fortunate than this; I certainly am. But this does not mean we should not help those without the resources that we seem to have. If not us, then who?

Glen McLeod
San Francisco, Calif.

would earn millions of dollars in fees at the expense of recording artists everywhere.

I'm also less than thrilled with the response by electronics manufacturers, who have allowed the RIAA to intimidate them into keeping home DAT recorders out of the U.S. We can't all afford the \$4,500 "pro" models.

Frank Forest
Musical Starstreams
Mill Valley, Calif.

Articles and letters appearing on this page serve as a forum for the expression of views of general interest. Contributions should be submitted to Ken Terry, Commentary Editor, Billboard, 1515 Broadway, New York, N.Y. 10036.

Billboard Offices:

New York
1515 Broadway
N.Y., N.Y. 10036
212-764-7300
telex 710 581-6279

Nashville
49 Music Square W.
Nash., Tenn. 37203
615-321-4290

London
71 Beak St.
W1R 3LF
London
01-439-9411
telex 262100

Los Angeles
9107 Wilshire Blvd.
Beverly Hills, Calif. 90210
213-273-7040
telex 66-4969

Washington, D.C.
806 15th St. N.W.
Wash., D.C. 20005
202-783-3282

Tokyo
Hersey-Shiga International
Izumi Mansion, Suite 802
1-44-1 Tomigaya
Shibuya-ku, Tokyo 150
011-81-3-460-8874

Publisher & Editor-In-Chief:

SAM HOLDSWORTH
Associate Publisher/Director of Research:
MARTY FEELY
Associate Publisher/Director of Marketing & Sales:
GENE SMITH
General Manager/Directories Publisher:
JOHN BABCOCK JR.
International Editorial Director:
MIKE HENNESSEY
General Manager/Nashville:
GERRY WOOD

Editorial

Managing Editor: **KEN SCHLAGER**
Deputy Editor: **Irv Lichtman**
Senior News Editor: **Ken Terry**
News Editor: **Jean Rosenbluth**
Technology Editor: **Steven Dupler**
Art Director: **Jeff Nisbet**
Copy Editors: **David Bushman**,
Janine Coveney McAdams
Special Issues:
Editor: **Ed Ochs** (Los Angeles)
Assistant Editor: **Robyn Wells** (N.Y.)
Bureau Chiefs:
Dave DiMartino (Los Angeles)
Bill Holland (Washington)
Editors:
Radio: **Sean Ross** (N.Y.),
Yvonne Olson (L.A.), **Peter Ludwig** (N.Y.)
Talent: **Steve Gelt** (N.Y.)
Black Music: **Nelson George** (N.Y.)
Dance Music: **Bill Coleman** (N.Y.)
Retailing: **Geoff Mayfield** (N.Y.), **Ed Morris** (Nashville)
Marketing: **Earl Paige** (L.A.)
Home Entertainment: **Jim McCullough** (L.A.)
Home Video: **Al Stewart** (N.Y.)
Music Video, Pro Audio/Video: **Steven Dupler** (N.Y.)
International News: **Peter Jones** (London)
Reporters: **Chris Morris** (L.A.), **Bruce Haring** (N.Y.)
Music Research/Analysis: **Paul Grein** (L.A.)
Album Reviews: **Jean Rosenbluth** (N.Y.),
Chris Morris (L.A.), **Ed Morris** (Nashville)
Singles Reviews: **Bill Coleman** (N.Y.)
Editorial Assistants: **Debbie Holley** (Nashville),
Drew Wheeler (N.Y.)
Contributors: **Bob Darden** (Gospel),
Peter Keepnews (Jazz), **Is Horowitz** (Classical),
Kirk LaPointe (Canada), **Moir McCormick** (Chicago),
Mark Mehler (Financial).

Charts & Research

Associate Publisher/Director of Charts:
THOMAS NOONAN
Asst. Dir. of Charts/Mgr.: **Hot 100: Michael Ellis**
Chart Managers:
Carlos Agudelo (Latin), **Marie Ratiff** (Country),
Terri Rossi (Black, Jazz, and Crossover),
Sharon Russell (Dance), **Marc Zubatkin** (Video)
Systems Manager: **JoDean Adams**
New York: **Harry Michel** (retail supervisor),
Ron Cerrito (radio supervisor), **Marisol Camacho**,
Ed Coakley, **Anthony Colombo**, **Eleanor Greenberg**,
Robert Hoffman, **Cathy Kaslow**, **Rosemary Perez**

Marketing & Sales

Director of Sales, Video/Sound: **Ron Willman**
Promotion Manager: **Sumya Ojakli**
Advertising Services Mgr.: **Karen O'Callaghan**
N.Y.: **Norm Berkowitz**, **Ken Karp**, **Melissa Subatch**,
Peggy Dold, **Bev Rold**, **Jeff Serrette** (classified)
L.A.: **Christine Matuchek**, **Arty Simon**,
Anne Rehman, **Mary Fisher**, **Emily Vaughn**
Nashville: **Lynda Emon**, **Carole Edwards**
London: **Tony Evans**
Tokyo: **Bill Hersey**, **Tsukasa Shiga**
Amsterdam: **Ron Betist**, 011-31-20-662-8483
Milan: **Lidia Bongiardo**, 011-39-2-612-2582
Sydney: **Mike Lewis**, 011-61-2-417-7577

Production

Director: **MARIE R. GOMBERT**
Advertising Production Mgr.: **John Wallace**
Adv't. Production Coordinator: **Michael D. Small**
Systems Manager: **James B. DeWert**
Edit. Production Manager: **Terrence C. Sanders**
Asst. Edit. Production Mgr.: **Renate L. Foster**
Directories Production Mgr.: **Len Durham**

Administration

V.P. & Executive Editorial Director: **Lee Zhitto**
Divisional Controller: **Peter Phillips**
Director of Database Services: **Raymond H. Heitzman**
Distribution Manager: **Edward Skiba**
Circulation Director: **Carole Ireland**
Circulation Manager: **Eileen Bell**
Dealer Copy Sales: **Brad Lee**
License & Permissions Mgr.: **Georgina Challis**
Credit: **Nick Caligiuri**
Asst. to Publisher & Gen. Mgr.: **Nadine Reiss**

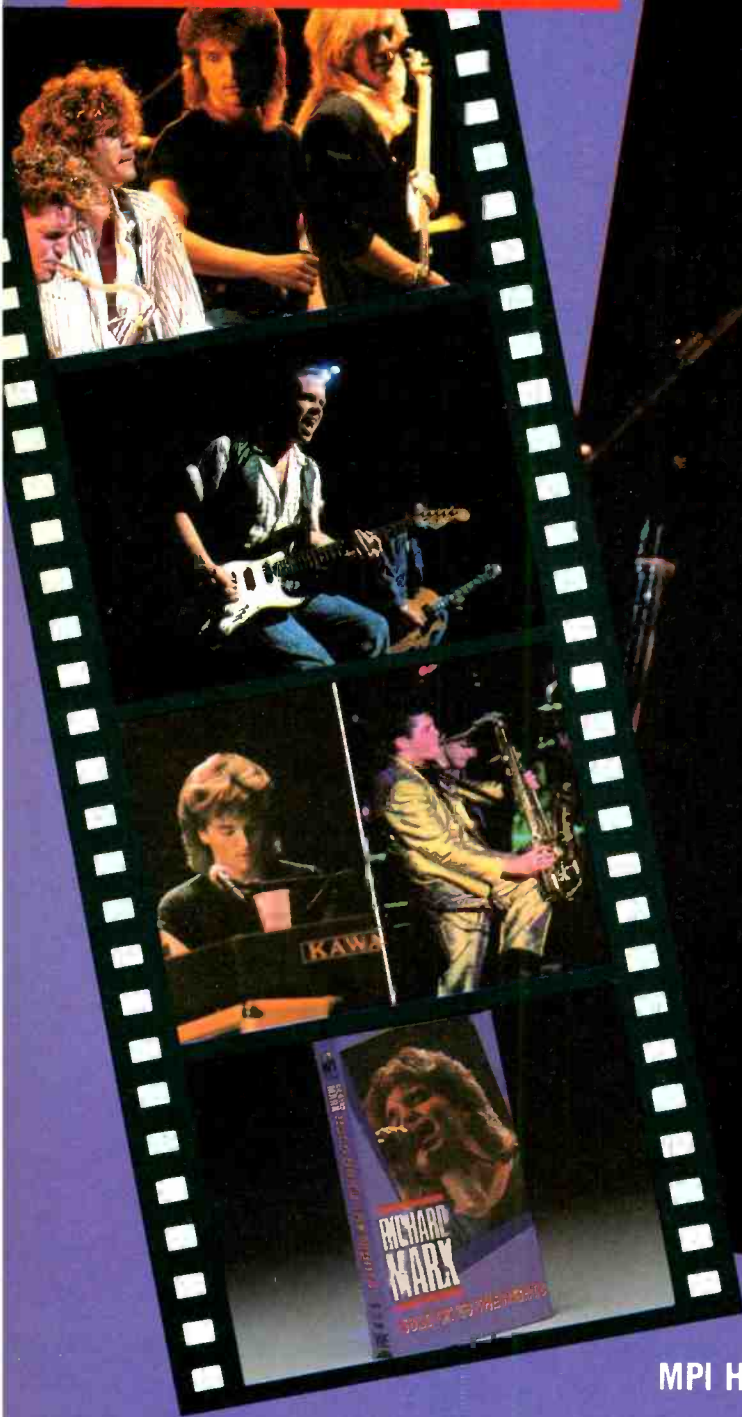
Billboard Publications Inc.

President & Chief Executive Officer:
GERALD S. HOBBS
Executive Vice President: **Sam Holdsworth**
Senior Vice Presidents: **Ann Haire**, **Paul Curran**
Vice Presidents: **Rosalee Lovett**,
Martin R. Feely, **Lee Zhitto**, **John Babcock Jr.**,
Glenn Heffernan, **Howard Lander**
Managing Director, Billboard Ltd.: **Mike Hennessey**
Publisher, Billboard Operations Europe: **Theo Roos**
Chairman Emeritus: **W.D. Littleford**

RICHARD MARX

HOLD ON TO THE NIGHTS

The Home Video Concert



Contains the smash hits —
ENDLESS SUMMER NIGHTS
DON'T MEAN NOTHING
HOLD ON TO THE NIGHTS
SHOULD'VE KNOWN BETTER
LULU
RHYTHM OF LIFE
LIVING IN THE REAL WORLD
REMEMBER MANHATTAN
HAVE MERCY

MPI Home Video Presents "Hold On To The Nights"
RICHARD MARX

Paul Warren • Jon Walmsley • Jim Cliff • Dave Koz • Mike Derosier
Executive Producer Joni Sighvatsson Producer Aris McGarry Director Dominic Sena

MP 1612 Color Approx. 58 Minutes Sugg. List \$19.95

Left Bank Management - Allen Kovac & Stephen Drimmer
© 1988 EMI-Manhattan Records

RICHARD MARX'S DEBUT ALBUM, RICHARD MARX,
available on EMI-Manhattan Records

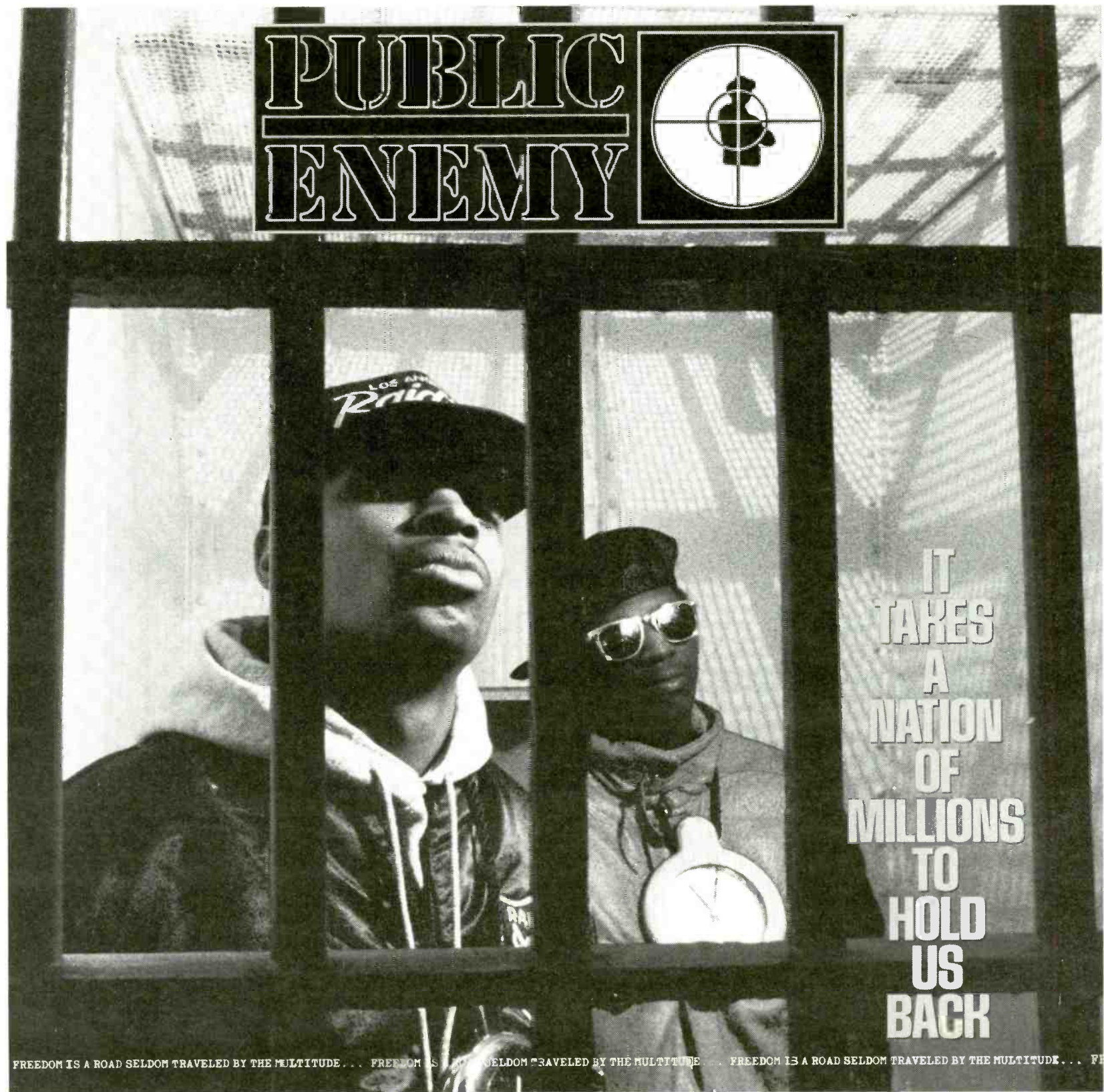
The ultimate in
home entertainment from



An MPI Home Video Release

Printed in the U.S.A.

GOLD WITH A BULLET!



"IT TAKES A NATION OF MILLIONS TO HOLD US BACK."

FC 44303

ON DEF JAM/COLUMBIA CASSETTES, COMPACT DISCS AND RECORDS.



"Columbia,"  are trademarks of CBS Inc. © 1988 CBS Records Inc.



Executive Producer: Rick Rubin
Produced by Hank Shocklee and Carl Ryder
Management: Ron Skoler and Ed Chalpin for
Rhythm Method Enterprises, Ltd.
300 West 55th Street, Suite 2R
New York, NY 10019

'OU812,' 'Faith,' 'Hysteria' Net Multimetal Certs 'Dirty Dancing' Cleans Up In July

BY PAUL GREIN

LOS ANGELES The "Dirty Dancing" soundtrack and its sequel, "More Dirty Dancing," have sold a combined total of 11 million copies in the U.S., according to the latest certifications announced by the Recording Industry Assn. of America. This ties the domestic sales record for a soundtrack, which was set a decade ago by "Saturday Night Fever."

The original "Dirty Dancing" album reached the 8-million-sales mark in July, and "More Dirty Dancing" hit 3 million. Combining the two volumes, "Dirty Dancing" approaches the domestic sales tally of "Fever," one of the top-grossing albums in history. The main differences between the two phenomenal soundtracks: "Fever" reached the 11 million pla-

teau without the benefit of a sequel, and it was a costlier double album.

In other certification news, George Michael's "Faith" topped the 5 million mark in July, making it the most successful solo debut album in history. Lionel Richie's first album apart from the Commodores topped the 4 million mark; Stevie Nicks' first album apart from Fleetwood Mac topped 3 million. "Faith" has also outperformed Michael's top-selling album with Wham!, "Make It Big," which sold 4 million copies in the U.S.

Def Leppard's "Hysteria" also topped the 5 million mark last month, making the British band the first group in more than a decade to reach that sales plateau with back-to-back albums. The last group to accomplish this feat was Fleetwood Mac, which scored in the mid-'70s with "Fleet-

wood Mac" and "Rumours." Def Leppard topped the 6 million mark with its previous album, "Pyromania."

Several other metal or metal-oriented acts scored in the July certifications. Van Halen landed its seventh multiplatinum album as "OU812" was simultaneously certified gold, platinum, and double platinum. Only one Van Halen album—"Fair Warning"—has failed to reach at least double platinum, and even that 1981 release was certified platinum.

Also on the metal front, Guns N' (Continued on page 89)



Mika Seekers. PolyGram Records signs a marketing and distribution agreement with Mika Records. Mika's first two releases under the new pact will be from Deon Estus and New Frontier. Shown, from left, are Mike Lippman, Mika; Dick Wingate, senior VP, A&R, PolyGram; Rob Kahane, Mika; and Dick Asher, president and chief executive officer, PolyGram.

CMA To Promote Country Sound With \$100,000 Clip

BY GERRY WOOD

NASHVILLE A new sales and promotional video budgeted at \$100,000 and targeted toward major ad agencies has been approved by the Country Music Assn.'s board of directors. Meeting in Minneapolis, the board also approved a new research project on country music's popularity in the U.K., expanded insurance coverage for CMA individual members, and fine-tuned CMA Hall of Fame and awards criteria.

The video on country music's audi-

ence, titled "Go For The Heart," will be made available to CMA organizational members as part of a comprehensive marketing package being created by the CMA. Dennis Schrage of E.H. Brown Advertising, Chicago, is the writer and executive producer of the video, which will be produced by Scene Three in Nashville. Slated for early-September completion, the video will be packaged with the recently completed CMA-commissioned Arbitron study, a slide version of the Arbitron study, and printed materi-

(Continued on page 89)

FCC: 'Safe Harbor' Not Safe Chairman Plans Policy Review

BY BILL HOLLAND

WASHINGTON Federal Communications Commission Chairman Dennis Patrick says the commission will soon re-examine its "safe harbor" policy, under which explicit programming may be aired between midnight and 6 a.m. The decision follows a July 29 federal appeals court ruling upholding the FCC's overall policy on indecency but questioning the rationale for the postmidnight policy.

The ruling, written by Judge Ruth B. Ginsburg, says that broadcast ma-

terial that is indecent but not obscene is protected by the First Amendment; however, the ruling says, the FCC's definition of indecency is not vague and is constitutional in all respects.

The ruling says the FCC failed to show that the postmidnight ban is necessary to protect unsupervised children listening to radio or watching television during the overnight hours. The ruling leaves it up to the commission to further determine restricted hours for such programming.

(Continued on page 90)

Bishop Tutu Peace Concert Is Set For Sept. 10 In L.A.

LOS ANGELES After a series of false starts and repeated postponements, the Bishop Tutu World Peace Concert is finally set to take place here Sept. 10 at the Los Angeles Memorial Coliseum.

Slated to appear at the charity event so far are more than 70 acts representing a broad range of musical styles, including reggae, pop, R&B, African, gospel, and Latin.

Among the artists set to perform are Morris Day, King Sunny Adé, Keith Sweat, Andrae Crouch, Rubén Blades, Gilberto Gil, Man-

hattan Transfer, and Herbie Hancock.

Proceeds from the 12-hour event will be disbursed by the Bishop Desmond M. Tutu Group of Foundations to help provide educational funds for South Africa's black children.

Quincy Jones, artistic director of the concert, officially announced the partial lineup of talent at a July 28 press conference at the Registry Hotel here. Jones was joined by a cast of supporters that

(Continued on page 92)

Get Ready For Another British Invasion: Winwood, Lep, Breathe Take Over Charts

IT MAY NOT be a full-scale British invasion, but British acts hold down the top two spots on both the Hot 100 and the Top Pop Albums chart for the first time in more than three years. Def Leppard's "Hysteria" returns to No. 1 on the album chart, and Steve Winwood's "Roll With It" climbs to No. 2. On the Hot 100, "Roll With It" hangs tight at No. 1 for the third straight week, and Breathe's "Hands To Heaven" holds at No. 2.

The last time British acts swept the top two spots on both charts was in July 1985, when Tears For Fears and Phil Collins had the top-selling albums and Duran Duran and Collins had the most popular singles.

"Roll With It" is only the second single to log three weeks at No. 1 so far this year, following a hit by yet another British subject—George Michael. By jumping to No. 2 on the pop album chart, "Roll With It" becomes the highest-charting album of Winwood's two-decade career. His 1981 album, "Arc Of A Diver," and his 1986 smash, "Back In The High Life," both peaked at No. 3.

In addition to having the No. 1 album for three straight weeks, Def Leppard has the top new single on the Hot 100, "Love Bites," which debuts at No. 52.

FAST FACTS: Aerosmith's "Rag Doll" jumps to No. 19 on the Hot 100, becoming the third top 20 hit from the group's album "Permanent Vacation." No other Aerosmith album has yielded more than one top 20 hit. "Permanent Vacation" has been listed in the top 40 on the Top Pop Albums chart for the past 46 weeks. This is a record for the band as well: Its previous record was set by "Toys In The Attic," which logged 31 weeks in the top 40 in the mid-'70s.

Guns N' Roses' "Appetite For Destruction," which topped the pop album chart last week, is only the second debut album by a metal band to reach No. 1. It follows Quiet Riot's "Metal Health," which did the trick in 1983. Both bands are from the Los Angeles area, as is Van Halen, whose 1978 debut album sold more than 5 million copies but never climbed above No. 19.

"20 Years Of Jethro Tull" debuts at No. 155 on the Top Pop Albums chart. This makes it the fourth five-record career retrospective to crack the chart in less than three years. It follows similar albums by Bob Dylan, Bruce Springsteen & the E Street Band, and Eric Clapton—all of which cracked the top 40.

Two long-awaited albums are running into roadblocks on this week's chart. Jimmy Page's solo debut, "Outrider," drops to No. 29 after apparently peaking last week at No. 26, and Patti Smith's first

album in nine years, "Dream Of Life," holds at No. 65 in its third week on the chart... Can an album skyrocket from No. 114 to No. 32 in one week and then not climb any higher? Bet on it. Stryper's "In God We Trust" made that dazzling leap three weeks ago, but it then pooped out at No. 32 and this week falls back to No. 34.

Six months ago, when Eric Carmen's "Hungry Eyes" peaked at No. 4 on the Hot 100, almost everyone thought he was simply riding the "Dirty Dancing" bandwagon. But Carmen's follow-up single, "Make Me Lose Control," has climbed even higher. It jumps to No. 3 this week, becoming the pop veteran's biggest hit since "All By Myself" peaked at No. 2 in 1976. One very intriguing theory as to why this song is doing so well is that people as-

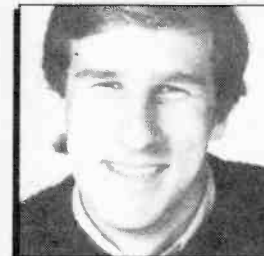
sume it's from "More Dirty Dancing." (That theory—which admittedly doesn't give too much credit to record buyers' intelligence—might also explain why "More Dirty Dancing" has done so well.)

WE GET LETTERS: John Farkas of Cleveland notes that this is the first time two albums in the top 10—Guns N' Roses' "Appetite For Destruction" and Poison's "Open Up And Say... Aah!"—have had their original covers changed because of the controversies they've sparked. The Guns N' Roses album hit No. 1 last week; Poison peaked at No. 2 in June.

Mike Zeiger of Ypsilanti, Mich., notes that Siedah Garrett's "K.I.S.S.I.N.G.," which spent one week at No. 99 on the Hot 100, was the poorest-charting single since Colin James Hay's "Hold Me" did the same thing in March 1987. Zeiger notes it must have been hard on both artists because both had previously landed two No. 1 hits. Hay topped the chart twice with Men At Work, and Garrett scored twice with Michael Jackson—once as a duet partner and once as a co-writer. Garrett can take some consolation in the fact that her single has hit No. 1 on the dance charts.

Dave Schleier of Hackensack, N.J., notes that UB40 is the third reggae act—along with Musical Youth and Ziggy Marley—to have cracked the top 40 on both the pop albums and singles charts. The group landed its first top 40 hit four years ago with "Red Red Wine," which returns to the Hot 100 this week at No. 85.

Robin Scott-Durkee of Eau Claire, Wis., notes that 1988 is a good year for acts that share names with characters in "The Flintstones" television show. Pebbles has had two smashes, and now Dino is moving up the Hot 100. "I can't wait to hear the hits by Fred, Wilma, Barney, and Betty," he says. Yabadabado!



by Paul Grein

AMERICAN

★ **TOP 40** ★

WITH SHADOE STEVENS

○ **W E L C O M E S** ○

KIISFM

102.7

L O S A N G E L E S

*as the newest major market member of the
"American Top 40 with Shadoe Stevens" family! We're proud
to have them aboard our 486 station AT40 lineup.*

*Be part of the excitement surrounding
America's #1 Countdown Show!*

LOOK FOR:

- *An "AT40 with Shadoe Stevens" TV spot, produced by Chuck Blore, on the ABC Television Network.*
- *Feature stories on Shadoe in People Magazine, USA Today, US Magazine, and others!*
- *Shadoe on MTV, VH1, and Network TV shows.*
- *Shadoe promoting "AT40" on the new season of "Hollywood Squares."*

- *Shadoe traveling the country to spread the word about "AT40."*

*To find out more, call Allen Bestwick at the ABC Radio Networks 212-887-5218.
Outside the U.S. contact Radio Express 1-213-850-1003.*

ABC Watermark

abc ABC RADIO NETWORKS

CEMA Makes CD \$ Cuts Permanent

Distrib Adopts 4-Tier Price Structure

This story was prepared by Dave DiMartino in Los Angeles with assistance from Geoff Mayfield in New York.

LOS ANGELES As expected, CEMA has adopted permanent price reductions on the bulk of its front-line CD product, but the slice will be even more generous than had been anticipated.

The move, announced Aug. 2 by CEMA president Dennis White, establishes a four-tier pricing structure for the distributor's CD product and follows a similar price reduction move by MCA Distribution

made one week earlier (Billboard, Aug. 6). Both distributors had preceded their price cuts with extensive discount programs.

Just as MCA's front-line-price reductions exclude superstar titles, CEMA's four-tier pricing system sets a base cost of \$10.24 per unit of "top line" CDs. Product that the distributor itself terms front line is now set at \$9.03 per unit; the midline price is \$7.85; and the budget line goes out at \$6.78.

As of Aug. 1, CEMA's new pricing structure also affects multiple-set-CD prices. Single disks bearing the equivalent of two LPs or cas-

ettes are set at \$10.24; double top-line/superstar CDs are priced at \$17.26; double front-line CDs now cost \$15.25; double midline CDs are set at \$13.23; and double budget-line product now goes for \$11.44.

With its pricing-structure announcement, CEMA also expressed its intention to continue setting the prices of select new artists' product at budget and midline levels.

CEMA will also maintain its budget-line pricing of Blue Note Records catalog and CD reissues.

In a prepared statement, White said CEMA had been moving toward a four-tier price structure since last fall and made the move "in response to retailers' requests."

MCA and CEMA are the first distributors to lower their front-line CD prices since CBS announced widespread price reductions on its front-line CDs.

Meanwhile, retailers are awaiting similar moves from PolyGram and WEA.

PolyGram has been offering 10% and 32% discounts on most of its full-cost CDs since May. On July 25, the distributor extended the discounts through the end of August. Dealers expect that the titles with the higher discount will move into a lower-priced tier, with the remainder settling in at a new, lower price point. Some retailers are guessing that announcements will come shortly.

WEA, meanwhile, has increased the number of 10% CD discounts that it offers on hot titles. All titles that are dealt at 5% on LP and cassette get the higher discount on CD. At press time, many retailers believed a major announcement concerning the lowering of prices for WEA's front-line CDs would follow the distributor's Aug. 27-31 sales conference in New Orleans.

RIAA: Hardware Makers Reticent On DAT Dialog

BY KEN TERRY

NEW YORK The international record industry is continuing to make overtures to the consumer electronics industry regarding a dialog on DAT, but so far the hardware makers have not returned the compliment.

According to Jay Berman, president of the Recording Industry Assn. of America, "We have not heard anything from the other side. We understand the hardware group [of Japanese and European manufacturers] is meeting in Tokyo in October, and I don't think anything is going to happen until after that meeting... We would have thought things would be moving a little faster than they are."

Berman's disappointment at the turn of events stems from the fact that last fall, the hardware manufacturers' round table appointed a committee to examine ways in which copyright holders' concerns

about unrestricted DAT copying could be accommodated. In the wake of that decision and some encouraging comments from Sony Corp., it was hoped that a compromise was in the offing between the hardware and software companies.

But if the electronics manufacturers have a plan, they are not divulging it. Berman says that the International Federation of Phonogram & Videogram Producers and its chairman, Nesuhi Ertegun, wrote a few weeks ago to Philips and the Electronics Industries Assn. of Japan suggesting a meeting between the two sides but have received no response.

Berman believes the main reason for the hardware makers' silence is their inability to reach a consensus among themselves. He believes that consensus will emerge in Tokyo, but he notes that "the time frame has been extended a little longer than we anticipated."

(Continued on page 91)

Music Channel VP Eyes Specialized Shows For New Season

Konowitch Takes Program Helm At MTV

BY STEVEN DUPLER

NEW YORK After one week in the chair commonly known at MTV Networks Inc. as the "hottest seat at the network," Abbey Konowitch, newly named VP of programming of MTV and former Arista Records VP of artist development and video, seems to be keeping surprisingly cool.

For the time being, at least, he has good reason to be. MTV's relations with the labels now are considerably better across the board than they were back in the fall of 1986. At that time, Sam Kaiser, Konowitch's predecessor, was just arriving at the channel and was faced with the task of dealing with the aftermath of a long period of internal reorganization that had resulted in a downward slide in the quality of the channel's relationships with record companies.

Konowitch has another reason to be cheerful: Compared with the second quarter of 1987, MTV's ratings—although still fairly low—are up 20%, and the channel is now reaching 7 million more households, or 43% more

viewers, than it did a year ago, according to the latest Nielsen people meter data.

Even more helpful for Konowitch and the channel is the fact that the record industry this year has experienced a boom in gold albums by debut artists. MTV, which at various times has been accused of not doing enough to help break new acts, is quick to point to its role in these success stories.

"In the first six months of 1988, MTV has helped break more new acts than ever before in the history of the channel," says Konowitch, who cites Guns N' Roses, Terence Trent D'Arby, Tracy Chapman, the Church, 10,000 Maniacs, Ziggy Marley, Midnight Oil, Climie Fisher, and D.J. Jazzy Jeff & the Fresh Prince as examples.

"Obviously, MTV can't claim all of the credit for breaking acts like these," Konowitch continues. "They were certainly helped greatly by strong radio play, but there's no question MTV was instrumental in breaking these artists to a wider na-

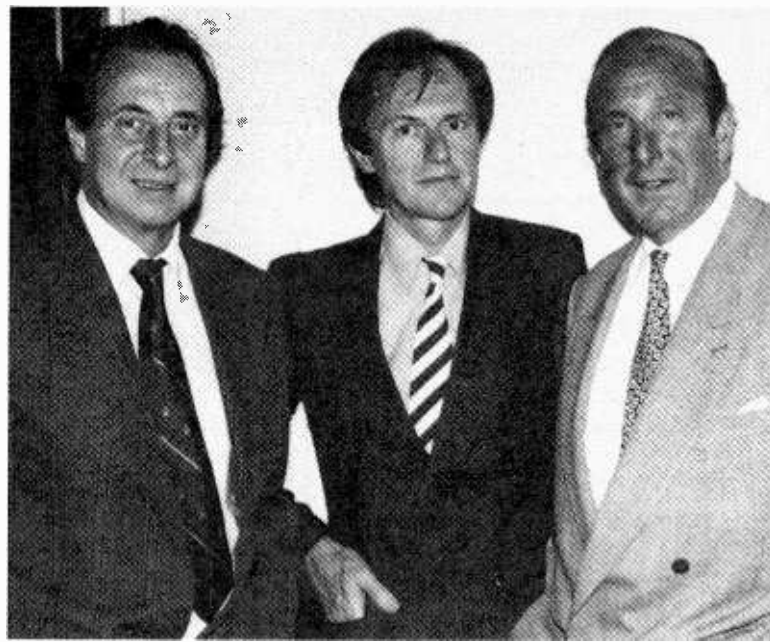
tional audience."

According to Konowitch, the channel has also played—and will continue to play—a key role in "revitalizing wobbling established artists. Cheap Trick and Aerosmith are both in the midst of a major resurgence, and MTV was there with both bands early."

But the road Konowitch is facing as the new programming chief of MTV is not without potential obstacles. For one thing, as Konowitch himself points out, the music industry is "one full of short memories and what-have-you done-for-me-lately mentalities." Konowitch is aware that once the bloom is off the rose, he may find out just what gives the chair in which he sits its nickname.

Also, with more acts breaking from more diverse arenas than ever before, MTV is scrambling to find new ways to program clips from these artists so that they will be as effective as possible for both MTV and the labels that are its major program suppliers.

(Continued on page 88)



Watching Watson. Roger Watson, a veteran of more than 20 years in the music business, is named managing director of BMG/Arista U.K. Shown, from left, are Monti Leuftner, president, BMG Ariola, and co-chairman, BMG Music; Watson; and Clive Davis, president, Arista Records.

EXECUTIVE TURNTABLE

RECORD COMPANIES. PolyGram Records in New York names Peter Takiff senior VP, strategic planning, and Ron DiMatteo New York branch manager. They were, respectively, a partner at the business management firm Gelfand, Rennert & Feldman and national director of sales for Columbia Records.

Rick Dutka is appointed VP, business affairs, for Island Records in New York. He was VP, business affairs, for Tommy Boy Records.



TAKIFF



DUTKA



CHRISTIAN



LAMBERT

Columbia House in New York appoints Valerie L. Christian VP, business planning and analysis; Lori L. Lambert director, music marketing; and Suzanne Passavant, manager, music marketing. Christian was director, business planning and analysis; Lambert was manager, music marketing; and Passavant was music marketing editor, creative services, all for the division. CBS Records/Nashville appoints Jim Carlson director, product marketing, and Margie Hunt, associate director, Nashville A&R. They were, respectively, associate director of product marketing and A&R manager for the label.

Elektra Records in New York appoints Brian Koppelman manager, A&R. He was a free-lance A&R operative for SBK Entertainment Inc.

Jim Moreno is appointed director, A&R, for Priority Records in Los An-



KOPPELMAN



MORENO



MONK



KONOWITCH

geles. He was manager, operations, for CBS Songs.

Jem Records in South Plainfield, N.J., appoints Richard Jensen national sales manager. He was a sales representative for the label.

PUBLISHING. The Opryland Music Group in Nashville appoints Charlie Monk creative services director for Acuff-Rose Music Inc. and Milene Music Inc. He was head of the publishing company Charlie Monk Music.

RELATED FIELDS. Abbey Konowitch is named VP, programming, for MTV: Music Television in New York. He was VP, video and artist development, for Arista Records (see story, this page).

The Stogel Cos. in New York names Cindy Morgan VP, communications. She has served as an account executive and has performed various public relations functions for the company.

Champion Entertainment in New York appoints Randy Hoffman VP, A&R and international; Brian Doyle VP, artist development; and Pat Rustici VP, marketing and promotion. All had been members of the Champion staff.

• VIDEO PEOPLE on the move, see page 85

Billboard CONTENTS

VOLUME 100 NO. 33

AUGUST 13, 1988

Pre-VSDA Roundup

Just in time for the Las Vegas meet, Billboard presents vital information for conference attendees. According to the 1988 Franchise Annual, opportunities in video-outlet franchising are growing. Billboard's Bruce Haring outlines recent trends in the industry and lists vital statistics of major video franchises on page 58. And on page 59, retail editor Geoff Mayfield reports on the outcome of the recent VSDA board-of-directors election. Finally, a complete list of all VSDA chapters in the U.S. and Canada, including the address, officers, and meeting schedule (where possible) of each, begins on page 62.

EROL EARNS RETAIL PRIZE

Erol Onaran, chairman and CEO of 160-store video web Erol's, has been named the 1988 Billboard/Time magazine Man of the Year/VSDA Retailer. Washington, D.C., bureau chief Bill Holland recounts Onaran's rags-to-retail-riches story. **Page 58**

Stock With A Conscience

Robert Bizek of A.G. Edwards & Sons, this week's financial guest columnist, explains the concept of socially responsible investing and outlines the process by which investors can put their money where their hearts are. It may take a little research, but Bizek says the practice can provide both personal and financial payoffs. **Page 86**

• **VSDA CONFAB PREVIEW** Follows page 48

FEATURES

82 Album & Singles Reviews	92 Inside Track
23 The Beat	75 Jazz/Blue Notes
24 Boxscore	27 Latin Notas
10 Chartbeat	88 Lifelines
27 Classical/Keeping Score	35 Nashville Scene
46 Clip List	14 Outa' The Box
33 Dance Trax	20 Power Playlists
8 Executive Turntable	50 Retail Track
75 Gospel Lectern	28 The Rhythm & the Blues
52 Grass Route	19 Vox Jox

SECTIONS

28 Black	44 Music Video
72 Canada	41 Pro Audio/Video
76 Classified Actionmart	14 Radio
13 Commentary	49 Retailing
35 Country	23 Talent
86 Financial	88 Update
65 Home Video	58 Video Retailing
72 International	

MUSIC CHARTS

Top Albums	Hot Singles
29 Black	18 Adult Contemporary
53 Compact Disks	30 Black
36 Country	31 Black Singles Action
73 Hits of the World	38 Country
27 Latin	39 Country Singles Action
19 Rock Tracks	19 Crossover 30
75 Spiritual	32 Dance
85 Pop	73 Hits of the World
	78 Hot 100
	80 Hot 100 Singles Action

VIDEO CHARTS

70 Business And Education	60 Videocassette Rentals
70 Health And Fitness	69 Videocassette Sales
58 Kid Video	66 Videodisks

©Copyright 1988 by Billboard Publications Inc., a subsidiary of Affiliated Publications Inc. BILLBOARD MAGAZINE (ISSN 0006-2510) is published weekly (except for the first week in January) by Billboard Publications Inc., One Astor Plaza, 1515 Broadway, New York, N.Y. 10036. Subscription rate: annual rate, Continental U.S. \$178.00, Continental Europe £165. Billboard, Quadrant Subscription Service Ltd., Perrymount Road, Haywards Heath, West Sussex, England. Japan Y92,000. Music Labo, Inc., Dempa Building, 2nd Floor, 11-2, 1-Chome, Nigashi-Gotanda, Shinagawa-ku, Tokyo 141, Japan. Second class postage paid at New York, N.Y. and at additional mailing office. Current and back copies of Billboard are available on microfilm from Kraus Microform, One Water Street, White Plains, N.Y. 10601 or Xerox University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106. Postmaster, please send changes of address to Billboard, P.O. Box 2071, Mahopac, N.Y. 10541-2071, 914-628-7771.

PPT, PPV, Distrib Cuts Are Lead Topics VSDA Issues To Spark Hot Debate

BY BRUCE HARING

NEW YORK More than 10,000 conventioners are expected to descend on Las Vegas from Sunday-Thursday (7-11) for the seventh annual edition of the Video Software Dealers Assn.—themed The Magnificent Seventh—a session that could see some fireworks emerge over several key industry issues.

Sixteen seminars are on the agenda, ranging from "how-tos" to time management, the latter sure to be valuable for attendees trying to balance business with the extensive pleasures afforded by Las Vegas.

Highlighting the convention will be Billboard and Time magazines' presentation of the second annual Man Of The Year Award. Erol Onaran, chairman and CEO of Erol's, the Springfield, Va.-based video specialty chain, will be the honoree, succeeding entertainment industry veteran Cy Leslie of the Leslie Group.

Also of note are the presentation of the first Viddie Awards, given for the most creative newspaper advertising by VSDA members, and the VSDA Awards Banquet, to be hosted by comedian Rich Little.

Jeffrey Katzenberg, chairman of Walt Disney Studios, will keynote the convention Monday (8). Arthur Morowitz of Metro Video Distributing, the 1987-88 VSDA president, will follow Katzenberg with a state-of-the-association address.

The retail keynote speech will be given Tuesday (9) by Thomas Gruber, the senior VP and chief marketing officer of Dallas-based Blockbuster Video.

Rick Karpel, VSDA regional director, says it is a hard call whether this year's convention will be more cantankerous than past gatherings. "I know what people have been thinking about: pay-per-view, pay-per-transac-

tion, and some people are upset about the distributor cuts; those will be three big issues."

Karpel adds, "I know that this year's been tough for a lot of smaller dealers. That might give rise to more friction."

At this year's VSDA convention, 420 exhibitors will showcase their wares over 410,000 square feet. Exhibit space at the confab is sold out "for all practical purposes," according to Ray Gianchetti, the VSDA director of special projects.

"We have the potential to have the highest attendance we've ever had," Gianchetti says. "Whether we've topped out, I don't know." Gianchetti predicts that obscenity and piracy will be high on the list of hot top-

ics but adds, "We really don't know what to expect."

Two studies of special interest to dealers will be presented during the convention. The Fairfield Group, a video consulting firm, will present the results of a depth-of-copy study, an industry issue that has dominated past conventions.

Environmental analysis and planning consultant Paco Underhill will also present a study of store design and consumer behavior in video stores, Gianchetti says.

The ongoing PPT controversy—an issue that sparked a rampage at a Consumer Electronics Show in 1982 when Warner Home Video introduced a revenue-sharing plan—should also garner much attention.

RCA/Columbia Home Video Redraws Distributor Lines

BY JIM McCULLAUGH

LOS ANGELES RCA/Columbia Pictures Home Video has carved up its distribution among 10 authorized wholesalers, each of which will have specific territories.

The move—the first of its kind in the business and another major chapter in 1988's rapidly developing video distribution story—was made official here July 28 at the close of the company's distributor sales meeting. In recent weeks, wholesalers and retailers had expressed growing anxiety and confusion about just how the video software supplier intended to reshape its independent distribution network (Billboard, July 30).

The company says the program—effective with all titles announced to the trade as of Sept. 1—will not affect other elements of its distribution, such as rackjobbing of mass merchants or direct sales to retail chains.

RCA/Columbia Pictures Home Video president Rob Blattner points out that more direct accounts will be opened in the next 12 months, but characterizes that as a "natural evolution" of the business. He also declines to say exactly what role the RCA Records domestic-branch-distribution system may play in his company's own future except to say that "discussions are currently taking place."

(Continued on page 91)

BMG Hikes Subdistributor Prices By 1% MCA Is Now Lone Major With Functional Discount

BY GEOFF MAYFIELD

NEW YORK In a move that lays the groundwork for a one-price structure, BMG Distribution hiked its subdistributor prices by approximately 1% beginning Aug. 1. Wholesale costs charged to dealers remain unchanged.

The move by BMG—which distributes RCA, A&M, Arista, and their affiliated labels—was announced to rackjobber and one-stop accounts in a letter dated July 27.

A consequence of BMG's change: MCA is now the only major music distributor that still maintains a functional discount for wholesale ac-

counts.

One-stops and racks do not appear to be reacting to BMG's new policy as vociferously as they did to WEA's move to a one-price system in December 1986, largely because the hikes involved in the BMG conversion are less severe.

When WEA adopted its one-price plan, the increases for racks and one-stops ranged from 2%-5%. The price for BMG LPs and cassettes has risen 1%, and the price for CDs has increased 0.8%, which bumps its most common front-line price point from \$10.22 to \$10.30. The increase for singles and cassette singles is slightly more than 1%.

Still, Steve "Bud" Libman, VP for Atlanta-area one-stop Nova Distributing, notes the hikes bring BMG's prices into the neighborhood of those at WEA, which charges the industry's highest base prices. The wholesale cost for an \$8.98-list LP or cassette distributed by BMG is \$5.22, compared with WEA's \$5.24.

Libman says he is not surprised by BMG's move and concedes its subdistributor hikes are not as steep as those WEA made a year and a half ago. But he wonders if the shift

Record Rental Bill Is Expected To Become Law

BY BILL HOLLAND

WASHINGTON The industry's record rental bill, which prohibits unauthorized rental of sound recordings, was passed by the U.S. House of Representatives in a voice vote and now awaits only a procedural joint-conference nod before becoming law.

That's the conclusion of key Senate and House staffers and Recording Industry Assn. of America officials who have helped guide the bill,

H.R. 4310, through subcommittee, committee, and floor approval this year. The Senate version, S. 2201, was passed by the full Senate June 7.

The House voice vote relieved industry fears that the noncontroversial bill might be nevertheless squeezed out of the tight scheduling of measures that lawmakers must address before Congress begins its August recess.

The only question that remains is

(Continued on page 91)

BOB JAMES



T

H E P R E M I E R

K E Y B O A R D I S T A N D C O M P O S E R

O F H I S G E N E R A T I O N S E T S S A I L

F O R F R E S H M U S I C A L H O R I Z O N S

O N A B R I L L I A N T N E W A L B U M.

(1/4/2-25757)

Ivory Coast

FEATURING THE CUTS:

PRODUCED BY BOB JAMES

"ROSALIE," "YOGI'S DREAM" AND "ORPHEUS."

PERSONAL MANAGEMENT: PETER PAUL

BUSINESS MANAGEMENT: MICHAEL TANNEN

© 1988 WARNER BROS. RECORDS INC.



Billboard

NEWSPAPER

PPV, PPT, and distrib cuts are expected to spark debate at VSDA confab
See page 7

'More Dirty Dancing' tops RIAA's July certifications
See page 10

German rockers Scorpions set for solo U.S. tour
See page 23

THE INTERNATIONAL NEWSWEEKLY OF MUSIC AND HOME ENTERTAINMENT

Nielsen To Test Home Video Ratings With Top Suppliers

BY KEN TERRY

NEW YORK Nielsen Media Research, which rates program viewing on the television networks and most of the major cable channels, plans to institute a home-video-viewership-ratings service in the early part of next year. According to Paul Lindstrom, VP/product manager for the Nielsen Home Video Index, 10-12 home video suppliers will participate in a fourth-quarter test of the proposed service with around 25 titles.

While "virtually every major home video company" will be involved in the test, says Lindstrom, not all of them are willing to be identified. Among the participating firms are Touchstone, CBS/Fox, Vestron, Orion, Nelson, and HBO Video, accord-

ing to Lindstrom.

CBS/Fox, Nelson, and Vestron confirmed their participation to Billboard. HBO Video executives could not be reached at press time, and a Touchstone representative was unable to confirm her firm's involvement, although Lindstrom insisted
(Continued on page 90)

Video Retailers Mixed On Supplier Push Depth Deals Get Shallow Start

BY AL STEWART

LOS ANGELES Supplier programs aimed at fattening a video store's A title inventory are drawing a mixed response. Nearly half of the dealers surveyed in a nationwide poll conducted by Billboard said that depth-

of-copy programs are not encouraging them to increase the size of their orders.

The poll also confirmed what suppliers have been saying all along: that retailers seldom order enough titles to satisfy initial demand for a hit title. Most single-store respondents

said at least 10 copies of a new A title would be required to satisfy demand but noted that they actually order, on average, six units. One dealer said it would take 150 units to satisfy demand in his one store, while another store owner simply remarked the number is "unlimited."

In the survey, conducted by Billboard's chart department, questionnaires were mailed to dealers reporting to Billboard's weekly Top Videocassette Rentals chart.

A total of 52 retailers—including owners, buyers, and managers—completed the survey, a 63% response. Just over half of the retailers participating in the poll are single-store operations; about one-fourth of
(Continued on page 90)

Radio's Oldies Format Ages Well

BY SEAN ROSS

NEW YORK The oldies radio format has shown more staying power than anybody expected. More than two years into the "gold boom," major-market FMs are still adopting gold-based formats—once mainly the

province of troubled AMs. And oldies stations are becoming a common sight in listings of a market's top 10 stations—something that was once unheard of.

These are hard-won accomplishments for a format that traditionally has not had the respect of either in-

dustry observers—who consider it ephemeral—or record companies, which tend to ignore oldies stations because they rarely play current product.

One oldies milestone came during the last week of July, when three ma-
(Continued on page 80)

Berger Defies Skeptics, Takes PPT Firm Plunge

BY GEOFF MAYFIELD

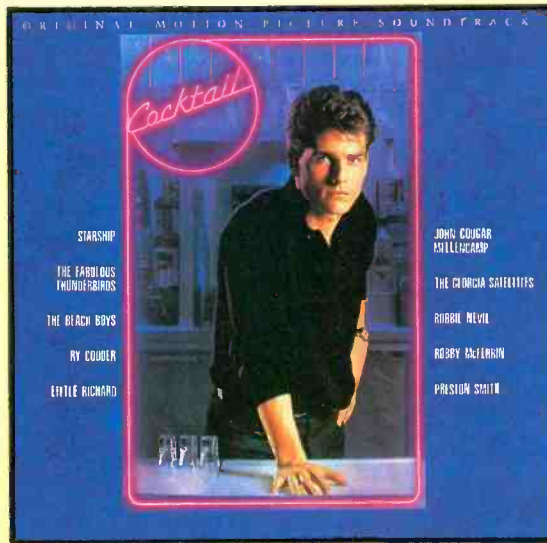
NEW YORK Pay-per-transaction, the controversial shared-revenue video distribution plan that was shrouded in secrecy during National Video Inc.'s two-year test of the concept, has strolled out of Ron Berger's closet and will be offered to dealers outside the NVI franchise.

Berger, chairman of the Portland, Ore.-based NVI, is using the Aug. 7-11 convention of the Video Software Dealers Assn. to introduce a PPT distribution company called Rentrak. The new entity was made possible by NVI's as-yet-unconsummated sale of its 485-store franchise division to Philadelphia-based West Coast Video
(Continued on page 89)

ADVERTISEMENTS



Greatest Hits has those favorite No. 1 singles from 3-time Grammy winners, **The Judds**, including **Mama He's Crazy**, **Rockin' With The Rhythm**, **Grandpa** and more! Plus two new songs! **Give A Little Love** looks like another No. 1 single and video. Watch **The Judds** on HBO this month.



The original motion picture soundtrack **COCKTAIL**, from the movie starring Tom Cruise, includes the hit singles: "DON'T WORRY, BE HAPPY" by BOBBY McFERRIN, "POWERFUL STUFF" by THE FABULOUS THUNDERBIRDS and "KOKOMO" by THE BEACH BOYS. Also brand new music from: John Cougar Mellencamp, The Georgia Satellites, Starship, Robbie Nevil and more. Intoxicating music on Elektra cassettes, compact discs, and records.

Dealers Ponder Downside Of Vid Distrib Cutbacks

This story was prepared by Al Stewart in Los Angeles and Geoff Mayfield in New York.

LOS ANGELES Although most have yet to feel the pinch, retailers are increasingly concerned about the ongoing distributor cutbacks at several large video suppliers. After all, dealers say, won't fewer distributors mean less competition, higher prices, and reduced service?

The concern has been heightened by International Video Entertainment's recent decision to drop three of its 20 distributors: Big State, H.W. Daily, and Universal Records Distribution Corp. MCA Home Video, RCA/Columbia Pictures Home Vid-
(Continued on page 89)

New Footage Added. Only On Videocassette.

SEAN PENN

ROBERT DUVAL

COLORS COLORS COLO
ORS COLORS COLO
COLORS COLORS COLO

"'COLORS' DOES FOR THE INNER CITY COP WHAT 'PLATOON' DID FOR THE FOOT SOLDIER IN VIETNAM... DENNIS HOPPER IS A GENIUS..." —Michael Medved, SNEAK PREVIEWS

In Store November 17.



R

ORION HOME VIDEO

© 1988 Orion Home Video. All rights reserved.

ADVERTISEMENT

Billboard Hot Black Singles SALES & AIRPLAY™

A ranking of the top 40 black singles by sales and airplay, respectively, with reference to each title's composite position on the main Hot Black Singles chart.

THIS WEEK	LAST WEEK	TITLE	ARTIST	HOT BLACK POSITION
1	1	OFF ON YOUR OWN (GIRL)	AL B. SURE!	1
2	2	SIGN YOUR NAME	TERENCE TRENT D'ARBY	5
3	3	MAMACITA	TROOP	2
4	4	LOOSEY'S RAP	RICK JAMES FEATURING ROXANNE SHANTE	3
5	5	GROOVE ME	GUY	4
6	10	OFF THE HOOK (WITH YOUR LOVE)	R.J.'S LATEST ARRIVAL	6
7	16	NICE 'N' SLOW	FREDDIE JACKSON	7
8	9	THE COLOUR OF LOVE	BILLY OCEAN	15
9	15	WATCHING YOU	LOOSE ENDS	8
10	18	MAKE IT LAST FOREVER	KEITH SWEAT (DUET WITH JACCI MCGHEE)	9
11	14	WORK IT	TEENA MARIE	16
12	6	DON'T BE CRUEL	BOBBY BROWN	13
13	19	HUSBAND	SHIRLEY MURDOCK	10
14	7	IF IT ISN'T LOVE	NEW EDITION	20
15	23	LOVE WILL SAVE THE DAY	WHITNEY HOUSTON	11
16	21	FOLLOW THE LEADER	ERIC B. & RAKIM	24
17	24	SHAKE YOUR THANG	SALT-N-PEPA FEATURING E.U.	14
18	8	KNOCKED OUT	PAULA ABDUL	26
19	25	K.I.S.S.I.N.G.	SIEDAH GARRETT	17
20	26	THAT GIRL WANTS TO DANCE WITH ME	GREGORY HINES	12
21	29	MONKEY	GEORGE MICHAEL	18
22	12	IT TAKES TWO	ROB BASE & DJ E-Z ROCK	38
23	11	THE RIGHT STUFF	VANESSA WILLIAMS	41
24	—	DON'T BELIEVE THE HYPE	PUBLIC ENEMY	32
25	28	MARY, MARY	RUN-D.M.C.	29
26	39	IN YOUR EYES	JAMES "D-TRAIN" WILLIAMS	21
27	37	SHAKE YOUR BODY	SUAVE	22
28	—	TAKE YOUR TIME	PEBBLES	23
29	20	ROSES ARE RED	THE MAC BAND/THE MCCAMPBELL BROTHERS	46
30	17	SALLY	STETSASONIC	48
31	—	ANOTHER PART OF ME	MICHAEL JACKSON	19
32	34	ROLL WITH IT	STEVE WINWOOD	36
33	—	I'LL ALWAYS LOVE YOU	TAYLOR DAYNE	28
34	27	JUST GOT PAID	JOHNNY KEMP	64
35	—	ONCE, TWICE, THREE TIMES	HOWARD HEWETT	27
36	30	JOY	TEDDY PENDERGRASS	67
37	13	SYMPTOMS OF TRUE LOVE	TRACIE SPENCER	56
38	—	LET'S GO	KOOL MOE DEE	34
39	22	FOREVER YOURS	TONY TERRY	50
40	36	PARENTS JUST DON'T ..	D.J.JAZZY JEFF/FRESH PRINCE	75

THIS WEEK	LAST WEEK	TITLE	ARTIST	HOT BLACK POSITION
1	3	OFF ON YOUR OWN (GIRL)	AL B. SURE!	1
2	1	MAMACITA	TROOP	2
3	4	GROOVE ME	GUY	4
4	5	LOOSEY'S RAP	RICK JAMES FEATURING ROXANNE SHANTE	3
5	8	WATCHING YOU	LOOSE ENDS	8
6	6	OFF THE HOOK (WITH YOUR LOVE)	R.J.'S LATEST ARRIVAL	6
7	11	NICE 'N' SLOW	FREDDIE JACKSON	7
8	12	MAKE IT LAST FOREVER	KEITH SWEAT (DUET WITH JACCI MCGHEE)	9
9	2	SIGN YOUR NAME	TERENCE TRENT D'ARBY	5
10	10	THAT GIRL WANTS TO DANCE WITH ME	GREGORY HINES	12
11	14	HUSBAND	SHIRLEY MURDOCK	10
12	16	LOVE WILL SAVE THE DAY	WHITNEY HOUSTON	11
13	18	ANOTHER PART OF ME	MICHAEL JACKSON	19
14	19	EVERY SHADE OF LOVE	JESSE JOHNSON	25
15	22	SHAKE YOUR THANG	SALT-N-PEPA FEATURING E.U.	14
16	17	SHAKE YOUR BODY	SUAVE	22
17	20	IN YOUR EYES	JAMES "D-TRAIN" WILLIAMS	21
18	25	MONKEY	GEORGE MICHAEL	18
19	21	K.I.S.S.I.N.G.	SIEDAH GARRETT	17
20	32	STATIC	JAMES BROWN	30
21	7	DON'T BE CRUEL	BOBBY BROWN	13
22	24	ONCE, TWICE, THREE TIMES	HOWARD HEWETT	27
23	27	TAKE YOUR TIME	PEBBLES	23
24	35	SHE'S ON THE LEFT	JEFFREY OSBORNE	37
25	28	I'LL ALWAYS LOVE YOU	TAYLOR DAYNE	28
26	29	THAT'S THE TICKET	CA\$HFLOW	31
27	31	WHEN I FALL IN LOVE	NATALIE COLE	33
28	33	CRAZY	MIKI HOWARD	40
29	38	BORN NOT TO KNOW	TONY! TONI! TONE!	35
30	36	YOU AND I	EARTH, WIND & FIRE	39
31	9	WORK IT	TEENA MARIE	16
32	—	LET'S GO	KOOL MOE DEE	34
33	34	MARY, MARY	RUN-D.M.C.	29
34	13	IF IT ISN'T LOVE	NEW EDITION	20
35	—	HELLO BELOVED	ANGELA WINBUSH	43
36	—	GO FOR YOURS	LISA LISA & CULT JAM FEATURING FULL FORCE	42
37	—	STRAIGHT FROM THE HEART	THE GAP BAND	45
38	—	TEASE ME	GARY TAYLOR	49
39	39	GLAM SLAM	PRINCE	44
40	—	ADDICTED TO YOU	LEVERT	51

©Copyright 1988, Billboard Publications, Inc. No part of this publication may be reproduced, stored in any retrieval system, or transmitted, in any form or by any means, electronic, mechanical, photocopying, recording, or otherwise, without the prior written permission of the publisher.

BLACK SINGLES BY LABEL

A ranking of distributing labels by the number of titles they have on the Hot Black Singles chart.

LABEL	NO. OF TITLES ON CHART
COLUMBIA (10)	11
Def Jam (1)	
E.P.A. (6)	9
Epic (6)	
Scotti Bros. (2)	
Tabu (1)	
MCA (7)	9
Uni (1)	
Uptown (1)	
WARNER BROS. (4)	8
Reprise (2)	
Paisley Park (1)	
Qwest/Reprise (1)	
ARISTA (6)	7
Jive (1)	
CAPITOL	7
POLYGRAM	7
Mercury (2)	
Wing (2)	
Atlanta Artists (1)	
Polydor (1)	
Tin Pan Apple (1)	
ATLANTIC (3)	6
Atco (2)	
Ruthless (1)	
EMI-MANHATTAN (5)	6
Blue Note (1)	
ELEKTRA (4)	5
Vintertainment (1)	
RCA (1)	4
Jive (3)	
A&M	3
VIRGIN	3
PROFILE	2
SLAM	2
Kru'-Cut (1)	
Tri-World (1)	
SLEEPING BAG (1)	2
Fresh (1)	
TOMMY BOY	2
FUTURE	1
ISLAND	1
Mango (1)	
K-TEL	1
Crush (1)	
MOTOWN	1
NEXT PLATEAU	1
SOLAR	1
TOTAL EXPERIENCE	1

BLACK SINGLES A-Z PUBLISHERS/PERFORMANCE RIGHTS/SHEET MUSIC

TITLE (Publisher - Licensing Org.) Sheet Music Dist.	TITLE (Publisher - Licensing Org.) Sheet Music Dist.	TITLE (Publisher - Licensing Org.) Sheet Music Dist.	TITLE (Publisher - Licensing Org.) Sheet Music Dist.
69 1-2-3 (Foreign Imported, BMI) CPP	61 GIVE ME A CHANCE (Crystal Rose, BMI/Montaque, BMI)	72 KISS SERIOUS (Jobete, ASCAP/Gentle General, ASCAP) CPP	75 PARENTS JUST DON'T UNDERSTAND (Zomba, ASCAP)
2 A.M. (Ted-On, BMI/J.Carr, BMI)	44 GLAM SLAM (Controversy, ASCAP)	17 K.I.S.S.I.N.G. (Arista, ASCAP/MCA, ASCAP) CPP	60 PERSONALITY (Najee, ASCAP/Public Eye, ASCAP/Zomba, ASCAP)
51 ADDICTED TO YOU (Ensign, BMI/Willesden, BMI/Trycep, BMI)	42 GO FOR YOURS (Forceful, BMI/Willesden, BMI/Warner-Tamerlane, BMI)	26 KNOCKED OUT (Kermy, BMI/Hip Trip, BMI) CPP	91 QUICKNESS (Bee Germaine, BMI/Jay King IV, BMI)
80 AIN'T MY LOVE ENOUGH (Not Listed)	47 GRAVITY (Rutland Road, ASCAP/WB, ASCAP)	57 LAY YOUR BODY DOWN (Lon-Hop, BMI)	66 RAGS TO RICHES (Sun-In-Child, ASCAP)
19 ANOTHER PART OF ME (Mijac, BMI/Warner-Tamerlane, BMI)	4 GROOVE ME (Cal-Gene, BMI/Virgin Songs, BMI/Donril, ASCAP/Zomba, ASCAP) CPP	79 LET'S DO IT AGAIN (Warner-Tamerlane, BMI)	41 THE RIGHT STUFF (RaceR-ex, ASCAP/Kip Teez, ASCAP/PolyGram, ASCAP)
68 BACK UP (Jobete, ASCAP/R.K.S., ASCAP/Stone Diamond, BMI/Lock Series II) CPP	43 HELLO BELOVED (Angel Notes, ASCAP/WB, ASCAP)	34 LET'S GO (Willesden, BMI)	74 ROCK STEADY (Springtime, BMI)
65 THE BEST OF ME (Kiera's Tuff Music, BMI/Trixie Lou, BMI)	54 HOLD ON TO WHAT YOU'VE GOT (Jobete, ASCAP/R.K.S., ASCAP/Stone Diamond, BMI/Lock Series II, BMI)	3 LOOSEY'S RAP (Stone City, ASCAP/National League, ASCAP) CPP	36 ROLL WITH IT (F.S.Limited, PRS/Warner-Tamerlane, BMI/Willin' David, BMI/Blue Sky Rider, BMI)
93 BETTER DAYS (Wild Honey, ASCAP/Saganious, ASCAP)	10 HUSBAND (Troutman's, BMI/Saja, BMI)	77 LOVE IS A GAME (Ya D Sir, ASCAP/WB, ASCAP/Flyte Tyme, ASCAP)	46 ROSES ARE RED (Kermy, BMI/Hip Trip, BMI) CPP
35 BORN NOT TO KNOW (Two Tuff-Enuff, BMI/PolyGram Songs, BMI)	100 I CAN'T COMPLAIN (Brite Light, BMI/Summa Group, BMI/Gene McFadden, BMI/Careers, BMI) CPP	11 LOVE WILL SAVE THE DAY (House Of Fun, BMI) CPP	48 SALLY (Tee Girl, BMI)
87 CINDERELLA (Hidden Pun, BMI/Blue Mountain, ASCAP)	20 IF IT ISN'T LOVE (Flyte Tyme, ASCAP)	73 LOVING YOU ONLY (Music Corp. Of America, BMI/Kashif, BMI/Irving, BMI/Pamalybo, BMI/Entertaining, BMI)	22 SHAKE YOUR BODY (Colgems-EMI, ASCAP/Outrageous, ASCAP)
15 THE COLOUR OF LOVE (Zomba, ASCAP) HL	28 I'LL ALWAYS LOVE YOU (Auspitz, ASCAP/Lucky-Break, ASCAP)	9 MAKE IT LAST FOREVER (WB, ASCAP/Zomba, ASCAP/E/A, ASCAP/Keith Sweat, ASCAP/Vintertainment, ASCAP/Donril, ASCAP)	14 SHAKE YOUR THANG (Triple Three, ASCAP)
84 COMING TO AMERICA (Ensign, BMI/Tommy Jymi, BMI/Warner-Tamerlane, BMI/Smokin' Dog, BMI) CPP	81 I'LL PROVE IT TO YOU (Grabbitt, BMI/SBK Blackwood, BMI)	2 MAMACITA (Trycep, BMI/Willesden, BMI)	37 SHE'S ON THE LEFT (Sac-Boy, ASCAP/MCA, ASCAP/Chances R, ASCAP/March 9, ASCAP/Almo, ASCAP/Haynestorm, ASCAP)
40 CRAZY (Trycep, BMI/Willesden, BMI)	59 I'M IN LOVE (Duchess, BMI)	29 MARY, MARY (Screen Gems-EMI, BMI)	85 SHOOT 'EM UP MOVIES (Kenny Nolan, ASCAP/Cross Keys, ASCAP)
82 DEEP CHECK (Ackee, ASCAP/Guy Vaughn, ASCAP/Dasterd Deed, BMI)	92 I'M REAL (Forceful, BMI/Willesden, BMI/Godfather Of Soul, BMI)	88 MEN HAVE TO BE TAUGHT (Interior, BMI/Two Tuff-Enuff, BMI)	5 SIGN YOUR NAME (Virgin Songs, BMI/Young Terence, BMI) CPP
13 DON'T BE CRUEL (Hip Trip, BMI/Kear, BMI/Wil-He, BMI) CPP	21 IN YOUR EYES (SBK Blackwood, BMI/Huemar, BMI/Unichappell, BMI/Diesel, BMI)	90 MISSED OPPORTUNITY (Hot-Cha, BMI/Careers, BMI)	53 SINGLE GIRLS (SBK April, ASCAP/Dazzberryjam, ASCAP/SBK Blackwood, BMI/Toyband, BMI)
32 DON'T BELIEVE THE HYPE (Def American, BMI)	98 INDIAN GIVER (WBM Music, SESAC/Rainysongs, SESAC/What Songs, SESAC)	18 MONKEY (Chappell, ASCAP/Morrison Leahy, ASCAP)	52 SLAM (Sunset Burgundy, ASCAP/MCA, ASCAP)
55 DON'T TURN AROUND (Albert Hammond, ASCAP/WB, ASCAP/Additional Sunset, ASCAP)	38 IT TAKES TWO (Protoons, ASCAP/Hikim, ASCAP)	7 NICE 'N' SLOW (Zomba, ASCAP)	78 SO EASY (Mycena, ASCAP)
25 EVERY SHADE OF LOVE (Shockadelica, ASCAP/Almo, ASCAP) CPP	76 IT'S A MIRACLE (Leo Graham, BMI)	71 A NIGHTMARE ON MY STREET (Zomba, ASCAP)	30 STATIC (Forceful, BMI/Willesden, BMI)
94 FALLING ALL OVER AGAIN (Rashida, BMI/Warner-Tamerlane, BMI/Clyde Lieberman, ASCAP/Arista, ASCAP) CPP	96 IT'S GONNA TAKE ALL OUR LOVE (Masseed, BMI)	1 OFF ON YOUR OWN (GIRL) (Across 110th Street, ASCAP/SBK April, ASCAP)	63 STOMP (Tracey Dee, BMI/Davien, BMI/Council Rock, BMI)
24 FOLLOW THE LEADER (SBK April, ASCAP/Eric B & Rakim, ASCAP)	67 JOY (Calloco, BMI/Hip Trip, BMI) CPP	6 OFF THE HOOK (WITH YOUR LOVE) (Arrival, BMI)	45 STRAIGHT FROM THE HEART (Blackwell, ASCAP)
50 FOREVER YOURS (King Henry I, ASCAP/Screen Gems-EMI, BMI/Lifo, BMI)	64 JUST GOT PAID (Mochrie, ASCAP/Cal-Gene, BMI/Virgin Songs, BMI/Zomba, ASCAP) CPP	27 ONCE, TWICE, THREE TIMES (Make It Big, ASCAP/WB, ASCAP/R.K.S., ASCAP/Jobete, ASCAP) CPP	83 SUPERSONIC (Beblica, ASCAP)
86 GET LUCKY (Eee Bee, PRS/WB, ASCAP/Rare Blue, ASCAP)		97 ONE MORE TRY (Chappell, ASCAP/Morrison Leahy, ASCAP)	56 SYMPTOMS OF TRUE LOVE (Larry Spier, ASCAP/Rolf Budde GmbH, BMI)
		95 PARADISE (Angel Music Ltd./Silver Angel, ASCAP/Famous, ASCAP) CPP	23 TAKE YOUR TIME

SHEET MUSIC AGENTS
are listed for piano/vocal sheet music copies and may not represent mixed folio rights.

CLM Cherry Lane
CPP Columbia Pictures
HL Hal Leonard
WBM Warner Bros.

THIS WEEK	LAST WEEK	2 WKS. AGO	WKS. ON CHART	TITLE LABEL & NUMBER/DISTRIBUTING LABEL	ARTIST
				CLUB PLAY Compiled from a national sample of dance club playlists.	
1	2	4	9	THE RIGHT STUFF WING 887 386-1/POLYGRAM	◆ VANESSA WILLIAMS
(2)	3	7	5	LOVE WILL SAVE THE DAY ARISTA ADI-9721	WHITNEY HOUSTON
3	1	2	8	K.I.S.S.I.N.G. (REMIX) QWEST 0-20912/WARNER BROS.	◆ SIEDAH GARRETT
(4)	6	6	6	DOCTORIN' THE HOUSE COLUMBIA 44 07842	◆ COLDCUT FEAT. YAZZ & PLASTIC PEOPLE
(5)	8	8	9	SAY IT'S GONNA RAIN EPIC 49 07589/E.P.A.	WILL TO POWER
(6)	9	10	8	CHAINS OF LOVE SIRE 0-20953/WARNER BROS.	◆ ERASURE
7	7	9	7	PRETTY BOYS AND PRETTY GIRLS SIRE 0-20963/WARNER BROS.	BOOK OF LOVE
8	10	11	6	I DON'T WANNA GO ON WITH YOU LIKE THAT MCA 23870	◆ ELTON JOHN
(9)	17	27	4	NEVER LET YOU GO ATCO 0-96636/ATLANTIC	SWEET SENSATION
10	14	17	6	WHEN WILL I BE FAMOUS? EPIC 49 07826/E.P.A.	◆ BROS
(11)	16	18	6	SO IMPORTANT FINE ART RNTW 70410/RHINO	SPARKS
12	15	14	7	GET LUCKY (REMIX) ARISTA ADI-9715	◆ JERMAINE STEWART
(13)	20	24	5	ANOTHER LOVER A&M SP-12274	GIANT STEPS
14	4	3	10	BASS (HOW LOW CAN YOU GO?) LONDON 886 305-1/POLYGRAM	◆ SIMON HARRIS
15	11	12	8	WALKAWAY SLEEPING BAG SLX 40136	◆ JOYCE SIMS
(16)	24	37	3	MONKEY (REMIX) COLUMBIA 44 07849	◆ GEORGE MICHAEL
17	18	15	8	DANCING ON THE FIRE WARNER BROS. 0-20871	INDIA
(18)	29	32	4	IT TAKES TWO PROFILE PRO-7186	◆ ROB BASE & DJ E-Z ROCK
(19)	30	45	3	WHEN I LOOK INTO YOUR EYES/NIGHTIME VIRGIN 0-96642	PRETTY POISON
20	22	29	11	SYMPTOMS OF TRUE LOVE CAPITOL V-15368	◆ TRACIE SPENCER
(21)	31	38	3	SPRING LOVE LMR 4002	STEVIE B
22	26	31	4	IF IT ISN'T LOVE MCA 23830	◆ NEW EDITION
(23)	36	42	3	FOLLOW THE LEADER UNI UNI-8001/MCA	◆ ERIC B. & RAKIM
24	23	25	6	GROOVE MASTER MANGO 7822/ISLAND	◆ ARROW
25	5	1	8	BEAT DIS 4TH & B'WAY 462/ISLAND	◆ BOMB THE BASS
26	12	13	8	BOOM! THERE SHE WAS WARNER BROS. 0-20870	◆ SCRITTI POLITTI FEATURING ROGER
27	21	23	5	ROLL WITH IT VIRGIN 0-96648	◆ STEVE WINWOOD
28	13	5	10	WHAT'S ON YOUR MIND TOMMY BOY TB-911	◆ INFORMATION SOCIETY
(29)	32	39	3	MARY MARY PROFILE PRO-7211	RUN-D.M.C.
30	25	30	4	LOOSEY'S RAP REPRISE 0-20941/WARNER BROS.	◆ RICK JAMES FEATURING ROXANNE SHANTE
(31)	38	—	2	SHAKE YOUR THANG NEXT PLATEAU NP50077	SALT-N-PEPA
(32)	34	36	4	SIGN YOUR NAME COLUMBIA PROMO	◆ TERENCE TRENT D'ARBY
(33)	37	43	3	I DON'T WANT TO BE A HERO VIRGIN 0-96635	◆ JOHNNY HATES JAZZ
(34)	39	40	4	OFF ON YOUR OWN GIRL WARNER BROS. 0-20952	◆ AL B. SURE!
35	19	16	6	INDIAN GIVER COLUMBIA 44 07820	RAINY DAVIS
(36)	NEW	1	1	LOVE IS THE GUN MCA 23879	BLUE MERCEDES
(37)	42	—	2	WE GOT TO COME TOGETHER MINIMAL MIN-4/CRIMINAL	BROOKLYN FUNK ESSENTIALS
38	35	33	4	GROOVE ME UPTOWN 23830/MCA	◆ GUY
39	44	46	3	LUCRETIA MY REFLECTION ELEKTRA 0-66747	◆ SISTERS OF MERCY
40	43	—	2	OFF THE HOOK (REMIX) EMI-MANHATTAN V-56094	R.J.'S LATEST ARRIVAL
41	45	—	11	BEDS ARE BURNING/THE DEAD HEART COLUMBIA 44 07852	◆ MIDNIGHT OIL
42	50	—	2	CROSS MY BROKEN HEART ATLANTIC 0-86547	SINITTA
(43)	NEW	1	1	STATIC SCOTTI BROS. 429 07863/E.P.A.	JAMES BROWN
(44)	NEW	1	1	WHEN THE FINGERS POINT ISLAND 0-96638	THE CHRISTIANS
(45)	NEW	1	1	DRUM DOWN THE HOUSE CHRYSALIS 4V9 43257	TRASH FUNK
(46)	NEW	1	1	INSIDE OUTSIDE FEVER SF 824/SUTRA	THE COVER GIRLS
(47)	NEW	1	1	SKIN DEEP GEFEN 0-20937	CHER
48	27	26	5	X-RAY VISION TOMMY BOY TB-913	◆ TKA
(49)	NEW	1	1	CAN'T WAIT ON TOMMORROW NEXT PLATEAU NP50081	SYBIL
(50)	NEW	1	1	HOUSEMAN/GERMANY CALLING OAK LAWN OLR-130	VOYOU
BREAKOUTS	1. PEEK-A-BOO SIOUXSIE AND THE BANSHEES GEFEN 2. BROKEN HEART RED FLAG SYNTHICIDE 3. SIYAYILANDA JOHNNY CLEGG & SAVUKA CAPITOL 4. TELL THE TRUTH SEQUAL CAPITOL 5. HOLD ON TO WHAT YOU'VE GOT EVELYN "CHAMPAGNE" KING EMI-MANHATTAN 6. DEEP CHECK FORCE M.D.'S TOMMY BOY 7. SHE BOUGHT LOVE JOHN JAMES ATTIC 8. ANOTHER PART OF ME MICHAEL JACKSON EPIC 9. ARE YOU LOOKIN' FOR SOMEBODY NU NU SHOOZ ATLANTIC				

THIS WEEK	LAST WEEK	2 WKS. AGO	WKS. ON CHART	TITLE LABEL & NUMBER/DISTRIBUTING LABEL	ARTIST
				12-INCH SINGLES SALES Compiled from a national sample of retail store and one-stop sales reports.	
(1)	3	7	7	K.I.S.S.I.N.G. (REMIX) QWEST 0-20912/WARNER BROS.	◆ SIEDAH GARRETT
2	2	5	9	WHAT'S ON YOUR MIND TOMMY BOY TB-911	◆ INFORMATION SOCIETY
3	1	1	10	THE RIGHT STUFF WING 887 386-1/POLYGRAM	◆ VANESSA WILLIAMS
(4)	7	9	6	ROLL WITH IT VIRGIN 0-96648	◆ STEVE WINWOOD
5	4	4	10	THEME FROM S-EXPRESS CAPITOL V-15377	◆ S-EXPRESS
6	5	8	9	SAY IT'S GONNA RAIN EPIC 49 07589/E.P.A.	WILL TO POWER
7	6	10	8	DON'T BE CRUEL MCA 23861	◆ BOBBY BROWN
(8)	14	22	4	SHAKE YOUR THANG NEXT PLATEAU NP50077	◆ SALT-N-PEPA
(9)	15	19	5	SPRING LOVE LMR 4002	STEVIE B
(10)	12	15	5	FOLLOW THE LEADER UNI UNI-8001/MCA	◆ ERIC B. & RAKIM
11	8	12	6	OFF ON YOUR OWN GIRL WARNER BROS. 0-20952	◆ AL B. SURE!
12	10	13	8	IF IT ISN'T LOVE MCA 23830	◆ NEW EDITION
(13)	24	40	3	MONKEY (REMIX) COLUMBIA 44 07849	◆ GEORGE MICHAEL
14	18	17	7	PRETTY BOYS AND PRETTY GIRLS SIRE 0-20963/WARNER BROS.	BOOK OF LOVE
15	9	6	8	ROSES ARE RED MCA 23791	◆ THE MAC BAND FEATURING THE MCCAMPBELL BROTHERS
16	17	18	9	DANCING ON THE FIRE WARNER BROS. 0-20871	INDIA
17	19	24	6	LOOSEY'S RAP REPRISE 0-20941/WARNER BROS.	◆ RICK JAMES FEATURING ROXANNE SHANTE
(18)	27	29	8	GROOVE ME UPTOWN 23852/MCA	◆ GUY
(19)	23	26	5	I DON'T WANNA GO ON WITH YOU LIKE THAT MCA 23870	◆ ELTON JOHN
20	16	3	13	SAYIN' SORRY (DON'T MAKE IT RIGHT) VENDETTA VE-7000	◆ DENISE LOPEZ
21	22	25	6	JINGO (REMIX) CHRYSALIS 4V9-43206	◆ JELLYBEAN
22	13	11	10	KNOCKED OUT VIRGIN 0-96661	◆ PAULA ABDUL
23	26	30	5	MAMACITA ATLANTIC 0-86565	◆ TROOP
24	11	2	16	TROUBLE MERCURY 870 154-1/POLYGRAM	◆ NIA PEEPLES
(25)	42	—	2	WHEN I LOOK INTO YOUR EYES/NIGHTIME VIRGIN 0-96642	PRETTY POISON
(26)	34	—	2	NO RESPECT/LET'S GO JIVE 1117-1-JD/RCA	KOOL MOE DEE
27	25	20	11	IT TAKES TWO PROFILE PRO-7186	◆ ROB BASE & DJ E-Z ROCK
(28)	33	48	3	LOVE WILL SAVE THE DAY ARISTA ADI-9721	WHITNEY HOUSTON
(29)	39	42	4	DOCTORIN' THE HOUSE COLUMBIA 44 07842	◆ COLDCUT FEAT. YAZZ & PLASTIC PEOPLE
30	29	28	5	BOOM! THERE SHE WAS WARNER BROS. 0-20870	◆ SCRITTI POLITTI FEATURING ROGER
31	28	27	7	BEAT DIS 4TH & B'WAY 462/ISLAND	◆ BOMB THE BASS
(32)	36	39	3	INSIDE OUTSIDE FEVER SF 824/SUTRA	THE COVER GIRLS
33	21	16	12	RIGHT BACK TO YOU ATLANTIC 0-86574	TEN CITY
(34)	38	36	5	WATCHING YOU (REMIX) MCA 23854	◆ LOOSE ENDS
35	31	34	5	FOOLISH BEAT ATLANTIC 0-86556	◆ DEBBIE GIBSON
(36)	NEW	1	1	NEVER LET YOU GO ATCO 0-96636/ATLANTIC	SWEET SENSATION
37	37	33	7	HOT STUFF VENDETTA VE-7002	BOYS FROM BRAZIL
38	32	32	8	BASS (HOW LOW CAN YOU GO?) LONDON 886 305-1/POLYGRAM	◆ SIMON HARRIS
39	20	14	14	PARENTS JUST DON'T UNDERSTAND JIVE 1092-1-JD/RCA	◆ D.J. JAZZY JEFF & THE FRESH PRINCE
40	41	35	13	YOU GOT'S TO CHILL FRESH FRE-80118/SLEEPING BAG	◆ EPMD
(41)	NEW	1	1	CHAINS OF LOVE SIRE 0-20953/WARNER BROS.	◆ ERASURE
42	44	45	4	I WANT YOUR (HANDS ON ME) CHRYSALIS 4V9 43256	◆ SINEAD O'CONNOR
43	30	31	6	X-RAY VISION TOMMY BOY TB-913	◆ TKA
44	43	43	4	WHEN WILL I BE FAMOUS? EPIC 49 07826/E.P.A.	◆ BROS
(45)	48	—	2	DON'T BELIEVE THE HYPE DEF JAM 4W97846	PUBLIC ENEMY
46	46	—	2	CAN'T WAIT ON TOMORROW NEXT PLATEAU NP50081	SYBIL
47	35	21	18	JUST GOT PAID COLUMBIA 44 07588	◆ JOHNNY KEMP
48	45	49	3	BEDS ARE BURNING/THE DEAD HEART COLUMBIA 44 07852	◆ MIDNIGHT OIL
(49)	NEW	1	1	BOY, I'VE BEEN TOLD CUTTING 870 514-1/POLYGRAM	SA-FIRE
50	47	47	4	THE TWIST TIN PAN APPLE 887 571-1/POLYGRAM	◆ THE FAT BOYS
BREAKOUTS	1. STATIC JAMES BROWN SCOTTI BROS. 2. DISCO DANCER DEVO ENIGMA 3. ANOTHER PART OF ME MICHAEL JACKSON EPIC 4. PEEK-A-BOO SIOUXSIE AND THE BANSHEES GEFEN				

○ Titles with the greatest sales or club play increase this week. ◆ Videoclip availability. ● Recording Industry Assn. Of America (RIAA) certification for sales of 1 million units. ▲ RIAA certification for sales of 2 million units. Records listed under Club Play are 12-inch unless indicated otherwise.

Salt-N-Pepa Season New Album With Varied Beats

ON THE HIGH TIP: "A Salt With A Deadly Pepa" (Next Plateau, 212-541-7640), the new album from Salt-N-Pepa Featuring Spinderella, begins another chapter for one of rap's most popular and persistent outfits. It's been two years since the females' debut; the more varied and self-conscious selection of material here is a reflection of that relatively long period of time. Although they're still bustin' some hardcore rhymes and beats on fave cuts like "Let The Rhythm Run," "Solo Power (Let's Get Paid)," and "Everybody Get Up," more pop-oriented material ("I Like It Like That"), some of it unnecessary (a cover of "Twist & Shout"), has found its way into the girls' vocabulary. No "Tramp" or "Chick On The Side" here, but the scratch-pumping title cut and the guitar-wielding reading of Joe Tex's "I Gotcha" (it lifts the instrumental riff from Frida's pop hit "I Know There's Something Going On") are also highlights... Recently unleashed is the latest project from Eric B. & Rakim, called "Follow The Leader" (Uni/MCA). As always, it's a pleasure to hear Rakim rhyme over anything, but there are also a number of deft rhythms to accompany his lyrical dexterity. "Microphone Fiend," "Lyrics Of Fury," "To The Listeners," and "The R" are standout selections.

Boogie Down Productions' "Stop The Violence" (Jive) drives a positive message along a serious, reggae-inspired groove that was originally released on an independent label (in a less-polished version, we might add) earlier this year. On its flip, note one of the best safe-sex raps out, called "Jimmy"... Check out "Snow" (Untouchable, 804-461-6905) by Bond T.C.K. Disregard the "crack is whack" rhyme (we've heard it all before), but don't miss the killer instrumental, whose hook is deserving of a rap of equal merit... Amateu-rish but quite appealing nonetheless is "Too Bad For Ya" (Rockaway, 718-520-

7810) by **Shep-Dog**... Of interest this week are new albums by **Schooly D**, "Smoke Some Kill" (Jive); **Raheem**, "The Vigilante" (A&M); and **Gettovetts**, "Missionaries Moving" (Island).

LIT'L MORE BODY ACTION: "The Rumour" (MCA) is **Olivia Newton-John's** return to form. This **Elton**



by Bill Coleman

John co-production (postproduced and mixed by **Shep Pettibone** with **Steve Peck**) somewhat mirrors his own current top 10 single in its hi-NRG/pop flavorings and drive... The new house-inspired remixes of **Will To Power's** "Say It's Gonna Rain" (Epic), as handled by **Justin Strauss & Murray Elias**, really pump... The Douglas siblings who make up **Good Question** debut with "Got A New Love" (Paisley Park/Warner Bros.), a pop-inflected dance track postproduced and mixed by **Robert Clivilles & David Cole**... Also out are the **Phil Harding & Ian Curnow** mix of **Brass Construction's** "Movin'" (Capitol); an extended **Dave "O"** mix of "For The Love Of Frances" (Warner Bros.) by **Club Nouveau**; "Go For Yours" (Columbia) by **Lisa Lisa & Cult Jam**; and "Shout It Out" (Capitol) by **Afrika Bambaataa & the Family**.

ALTERED IMAGES: First off for those requiring something a bit left of center should be the soundtrack to the new **Jonathan Demme** film, "Married To The Mob" (Reprise). As always, Demme has selected a stellar lineup of delicious musical treats to accent his film. From this sampling, don't miss "Jump In The River" from **Sinead O'Connor**, "Liar Liar" by **Debbie Harry**, "Time Bums" by **Ziggy Marley & the Melody Makers**, and "Too Far Gone" by the **Feelies**... Qwest has released "Substance," which does

its best to chronicle the legendary **Joy Division** with 10 selections cut from 1977-80... **Fave Wire** has a new four-song EP featuring a remixed version of the track "Silk Skin Paws" (Enigma, 213-640-6869), handled by **Dave Allen**. If you haven't discovered the band's most recent project, "A Bell Is A Cup Until It Is Struck," you're doing your ears a great disservice... **UB40** has returned with an eponymous collection on A&M. Continuing comfortably with its familiar reggae sound, the band shines on "You're Always Pulling Me Down," "I Would Do It For You," "Cause It Isn't True," the instrumental "Dance With The Devil," and the first single, "Breakfast In Bed," which features **Chrissie Hynde**... Of special note is the album debut of U.K. foursome the **Primitives** on RCA, whose exciting and lively rock is rich in spirit and raw in texture on all of the 14 tracks. Note the new single, "Crash"; "Carry Me Home"; "Stop Killing Me"; "Out Of Reach"; "Nothing Left"; and "Dreamwalk Baby"... "Greatest Mixes" (Arista) is a brand-new compilation of **Thompson Twins** selections. Extended versions of everything from "Lies" to "Get That Love" are present in addition to a fab new remix of the No. 1 classic "In The Name Of Love," courtesy of Pettibone and Peck. The cassette and CD include the extra tracks "You Take Me Up" and "The Gap" (Full disclosure: yours truly wrote the liner notes)... Out are new albums from **Ranking Roger**, "Radical Departure" (I.R.S.); **Hothouse Flowers**, "People" (London); and **In Tua Nua**, "The Long Acre" (Virgin).

RHYTHM METHOD: The Pow Wow label (212-245-3010) has its most satisfying club offering in some time with "Dim Dae" by **Tribal House**. The sinuous rhythm track laced with African chanting is pure excitement for the dance floor... A very appealing number that should be picked up on because it bridges acid house with serious hip-hop inflections is the **Unknown D.J. & D.J. Slip's** "X-Men" (Techno Kut, 213-469-5821)... "We're Out Of

Control" (Fourth Floor, 212-840-9253) by **O.N.I.T.** is agitated club music for all you crazy **Todd Terry** programmers... This break's for you—**Bonesbreaks** (Under World, 718-937-4038) is a 12-inch of six break beats spanning genres from house to Latin hip-hop... Also of interest: "Gimme The Music" (Lower Level, 212-645-7357) by the **Dark Side**; a new remix of **Weeks & Co.'s** "Rock The World" (Gold Qwest,

718-786-8473); the **Tokens** with a contemporary mix of their classic "The Lion Sleeps Tonight" (?!?) (Downtown, 305-226-1499); "Straight From Havana" (Underworld) by **Tone Of The Bass**; and "I Beg Your Pardon" (Revolving, 416-470-7730) by **Kon.Kan**. **Pandisc** (305-948-6466) has released a six-song Miami bass music compilation titled "The Bass That Ate Miami."



B. For Real. Singer/songwriter Tina B., who is riding high with her new Vendetta single "Bodyguard," has just signed with Broadbeard Productions (Debbie Gibson, Regina) for management. Plans for an accompanying album are under way. Shown, from left, are Tom Willits, Broadbeard; Tina B.; and Doug Breitbart, Broadbeard.



CLOCK WATCHIN'. Chrysalis VP of promotion Daniel Glass is shown visiting recording artist Fred Fowler at Sterling Sound studio. Fowler has been shaking up the charts with his new single, "Times Are Changin'." Pictured, from left, are Fowler; Sterling Sound Studio's Jose Rodrigues; and Glass.

NEW DEVO DISK IS FIRST IN 4 YEARS

(Continued from page 26)

worried man's point of view."

In the interim, Casale feels numerous bands have mimicked Devo's out-of-sync sound and image as well as its lyrical lampoons of society's self-destructive tendencies.

Casale chuckles about Prince's "Lovesexy"; coincidentally, Devo's new album includes a song titled "Sexy Luv" and the entire band appears naked (in silhouette) on the back of the "Total Devo" jacket.

"Truth pioneers usually get scalped," Casale says without bitterness. "Rather than complain, we decided to come back, because the world has devolved to the point where our message no longer seems far-out or too shocking."

Casale enjoys dreaming big—he would have liked to produce a theatrical video for this album. "It would be a suite, about 18 minutes long, using the music from 'Somewhere' in 'West Side Story,'" he says. "For us, the song would involve not a boy talking to a girl, but more of a question of

which direction to take the future."

Instead, budget considerations (which curtailed Devowear merchandising) caused Casale to settle on a video of "Disco Dancer."

"It's a picture of how John Travolta would have reacted if he had woken up in his white suit 15 years after falling asleep in the last frame of 'Saturday Night Fever,'" he says.

The video cuts back and forth between Los Angeles and New York. "The difference between the two crowds is like the difference between Disneyland and the characters in 'Blade Runner,'" Casale says.

The band hopes previous stereotypes regarding Devo will vanish. "I like to think we can rise above the cult pigeonhole and move forward," says Mothersbaugh. "If our virus could infect the system, that would make me happy."

Devo is currently preparing to tour the U.S. for the first time in five years. The group's 50-city tour kicks off Aug. 25 in Boulder, Colo.

DANCE/DISCO 12"

(WHOLESALE FOR STORES)
U.S.A. MAJOR & INDEPENDENT LABELS
AND SELECTED IMPORTS

We have a complete selection of all US major & independent label 12" and selected imports
Call us at our new 800 number

LATEST 12" RELEASES

Sign Your Name—T. Trent Darby
You Take My Breath Away—D. Cole
It Would Take A Strong Man—Rick Astley
Nightmare On My Street—DJ Jazzy
Jeff & Fresh Prince
Can't Stop—Hanson & Davis
Strictly Business—EPMD
Out Of Control—On It
Dancing—Glamour Club
Gimme The Music—Dark Side
Popcorn—M+H Band
Big Fun—Inner City
Here We Go—Diaz Bros
Moody—ESG—Remix
I Want Your Love—Victor Romeo
I Can't Stop—Cynthia
It's House—Neil Howard

Machines—Laurent X
Gigolo—Debbie Marks
You'll Never—And More
Broken Promises—Joey Kid
Fantasy Girl—Johnny O
Promise Land—Anthony Thomas
Slaughter House—Funky Ginger
The Party—Kraze
I Need Somebody—Debbie Jacobs
Change On Me—Cynthia
Too Many Times—San
Startracks—Rygar
Jasmin China Girl—Mozzart
No More Tears—Chip Chip
ABCD—Radorama
Jive Into The Night—Green Olives

CALL OUR TOLL FREE 800 NUMBER
(OUTSIDE NEW YORK STATE)
800-992-9011
CALL NOW FOR LATEST 12" RELEASE INFORMATION

CALL FOR OUR NEW FREE CATALOG
Listing All New Records & All Titles We Stock including over 800
DANCE/DISCO CLASSICS

UNIQUE RECORD DIST.
110 DENTON AVE. NEW HYDE PK., N.Y. 11040
Phone (516) 294-5900 (91) • FAX (516) 741-3584

The New Meteor projector delivers all the punch and wonder of this popular low effect and yet being made in America. It's available for only \$497.

Send for details of this exciting new effect and of Meteor's new low-cost projection and fog range -priced from only \$299.

P.O. Box 578, Madison, Alabama 35758
call: 205-772-9626 fax: 205-461-7708

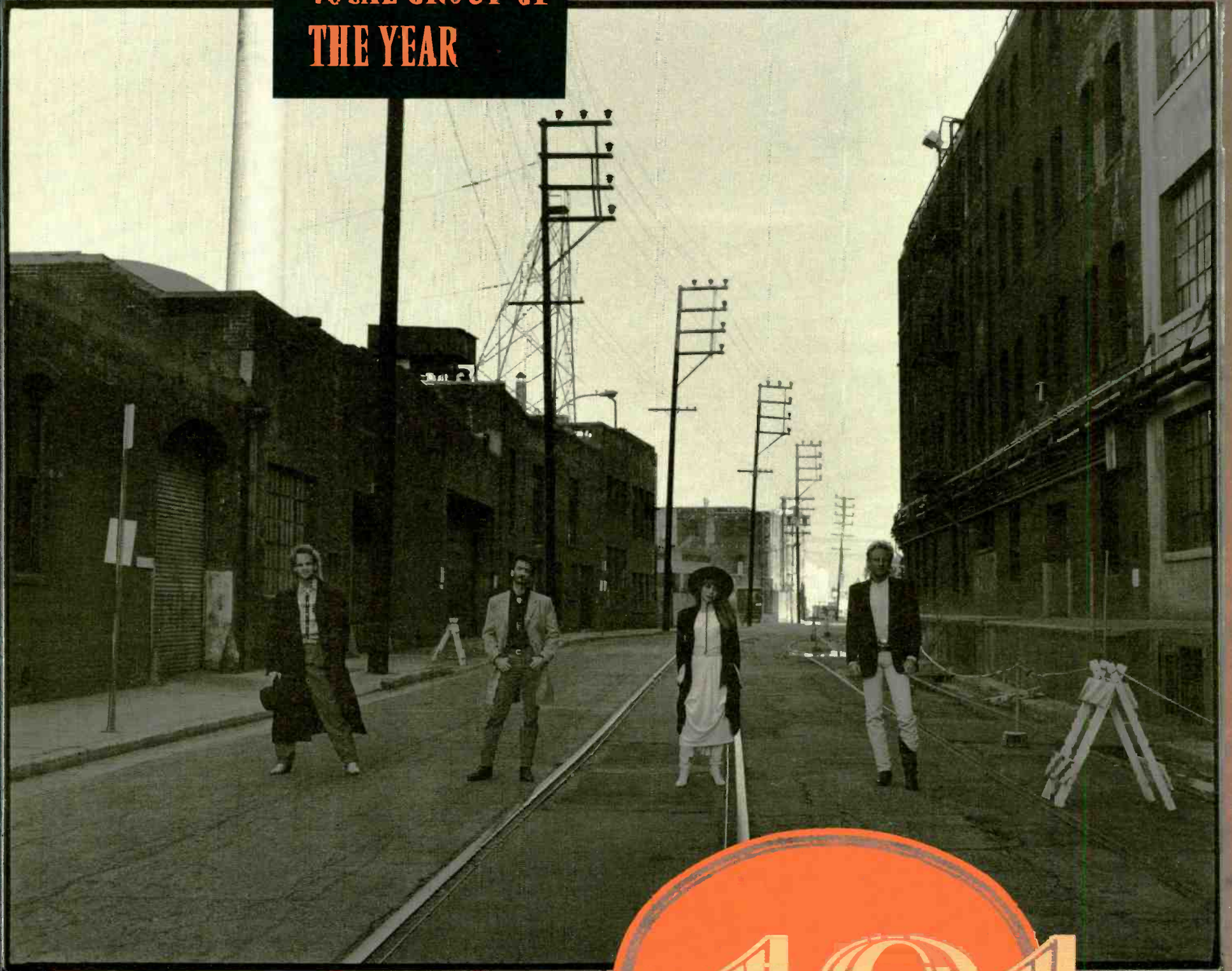
ACADEMY OF
COUNTRY MUSIC
VOCAL GROUP OF
THE YEAR

101²

(4/2/1-25742)

THE NEW ALBUM

PRODUCED BY PAUL WORLEY AND ED SEAY



HIGHWAY 101

FEATURING THE HIT SINGLE



(7-27867)

“(DO YOU LOVE ME) JUST SAY YES”

MANAGEMENT: CHUCK MORRIS, CHUCK MORRIS ENTERTAINMENT
Available Now On Warner Bros. Cassettes, Compact Discs and Records

Airborne Puts Wings On 'Come On Rain' Single

BY GERRY WOOD

NASHVILLE In an era of conglomeration, committee decisions, legal input, and slow recording schedules, Nashville's newest record label, Airborne Records, has shown how to get product out in a hurry. The new Wright Brothers single, "Come On Rain," hit the streets July 28, only two weeks after writer Dennis Linde pitched the song to Ron Chancey, former producer of the Oak Ridge Boys and other major acts.

Because the song's theme is based on the U.S. drought, the time factor in releasing the record was critical. The furious pace by which the single went from raw song to finished vinyl is reminiscent of the pace of the Nashville record business in the early '60s, when timely songs could be re-

leased in a hurry because of handshake deals and a lack of record-business bureaucracy. It also demonstrates one of the advantages of independent labels—in most cases indies can move product out faster than the majors. The fact that the deal took place in a music city where the publisher, producer, studio, record company, and pressing plant are all located within a half-mile radius was also a factor.

Here's the chronology of how the rapid release was achieved:

- Thursday, July 14: Linde, writer of such songs as the Elvis Presley hit "Burnin' Love," finished a demo of a song he had been working on for two months. "I'm real slow," he admits. The idea had started coming to him two years earlier when he thought about the drought that had been

plaguing the nation for several years. When the arid conditions killed his "nice vegetable garden," he gave up horticulture with a vengeance and with visions of the Dust Bowl of the '30s. "This summer's drought was the straw that broke the camel's back," says Linde. He did what any red-blooded Nashville songster would do—he wrote a song about it. A hi-tech tunesmith, Linde composed the song with a music computer and a word processor. Realizing the timeliness of the topic, Linde rushed the demo to producer Chancey. "I figured we'd be knee-deep in rain before it ever got cut," says Linde. Chancey loved the song, pondered what act to cut it with, then decided on the Wright Brothers, a group he had had in the studio that week.

- Friday, July 15: Chancey pro-

duced "Come On Rain" with the Wright Brothers. He notes, "It took us half a day to get the vocals just right." Using 24 tracks, they cut the song at Studio 1111; it was then transferred to digital.

- Saturday, July 16: Chancey went back into the studio to do some post-production work. The song was finished; Chancey made cassettes to pitch the product to labels.

- Sunday, July 17: On the seventh day, everyone in Nashville rested.

- Monday, July 18: Chancey and Linde's publisher, Bob Beckham, made the rounds of the Nashville record companies. Five of the six major labels loved the song (Warner Bros. thought it was just so-so) and felt it was commercially viable but worried that by the time the contracts were approved, schedules set, and other details set, the drought and the record might be old news. So they passed. "It was great hitting the streets with a hot record you believed in," says Beckham, who started in business this way and built Combine Music into one of the nation's publishing giants with the likes of Kris Kristofferson, Tony Joe White, Bob Morrison, and, yes, Linde. Never a corporate type, Beckham was perhaps Nashville's unhappiest multimillionaire after Combine was sold to SBK Entertainment and toed the line under that firm's intense corporate structure. Now preparing to start from the ground up by doing grassroots street pitching again with his own new company, Beckham shed 10 pounds and seemed to shed 10 years in the excitement of riding a red-hot product relentlessly toward a recording climax.

- Tuesday, July 19: Buoyed by the words of encouragement from the majors, Beckham and Chancey took the tape to newly formed Airborne Records, gaining instant access to board chairman Frank Jones and oth-

er top officials. Again the response was positive, and Airborne indicated it could immediately take flight with the Wright Brothers' song about dry skies. A handshake deal was reached on the spot. Linde had a new catalog item; Beckham had a new song published; Chancey had a new production; and the Wright Brothers got a new label: Airborne. And Airborne had a new song to get out in a hell of a hurry. "A big company would be tied up in legal for four months, then scheduling for another three months," states John Lomax, Airborne VP.

- Wednesday, July 20: Chancey spent the day getting the song mastered. He took the master to Airborne, where everyone listened to it and loved it. The record was a go.

- Thursday, July 21: Airborne took the master to United Record Pressing. The company churned into high gear to turn the tape to vinyl while label proofs and labels were made, news releases were written, and mailing lists were prepared.

- Tuesday, July 26: A Herculean effort by United got a test pressing to Airborne by afternoon. Chancey and Airborne execs listened to it and still loved it. United was told to proceed. "United really did us a favor to turn it around that quickly," comments John Jossey, Airborne president.

- Thursday, July 28: Exactly two weeks after Linde pitched the song to Chancey, 3,500 promo copies of the single arrived at Airborne from United and were shipped out to AC, pop, and country radio. A review copy arrived at Billboard. An order was placed for an additional pressing of 10,000 commercial singles to start the flow toward retail.

- Friday, July 28: The writer, publisher, producer, act, label, and presser were praying "Come On Rain" in more ways than one. By 12:46 p.m. it was raining in Nashville.

The King Of Cowboys Blazed An Historic Trail To Fame Roy Rogers Deserves A Spot In The Hall

PARDON ME, ROY, but if I could vote for you, I sure would. The 1988 Country Music Hall of Fame nominees have been announced, and one of the names brought back countless memories: **Roy Rogers**. The King of the Cowboys deserves to ride tall into the hall this fall. His contributions to country music and to American entertainment have been immense and enduring.

He founded the original **Sons Of The Pioneers**, the silver-screen group that included Rogers and was elected to the hall of fame in 1980. That group also yielded such singing and writing greats as **Bob Nolan** and **Tim Spencer**. Nolan wrote the sagebrush saga "Tumbling Tumbleweed" with some help from Rogers, who suggested that title as an improvement on Nolan's original version, "Tumbling Leaves." The song became part of our musical heritage.

If Rogers, born **Leonard Slye** in Cincinnati in 1912, hadn't become such a giant box-office movie star, he probably would have become an even greater songwriter. He wrote some of the songs he sang in the movies, and several of them became part of the Pioneers' repertoire even after he left the group to concentrate on his booming acting career.

Two generations grew up with Rogers on the movie screen, on TV, and on radio, and his impact on the present stature of country music would be hard to estimate and easy to underestimate. Rogers and other singing cowboy heroes—such as **Gene Autry**, **Tex Ritter**, **Rex Allen**, and **Eddie Dean**—taught us that good is better than bad, clean living wins out over dirty dealing, and there's a chance to ride off into the sunset with hope and pride as our sidekicks.

The Roy Rogers/Dale Evans Museum in Apple Valley, Calif., draws some 200,000 tourists annually to see **Trigger** (who is *mounted*, not *stuffed*, Rogers insists) and tons of artifacts and awards, including some from Billboard and the Academy of Country Music. Rogers' impact on several areas of the entertainment business—movies, TV, music, and merchandising—has been as dramatic as the positive influence he's had on all those youngsters who wanted to be Roy Rogers when they grew up. I still do.

The man who formed the Pioneers in the '30s, recorded hit singles in the '40s and '50s, and appeared on TV in the '60s hit the charts again in the '70s when producer **Snuff Garrett** revived his recording career. The Rogers renaissance continues into the '80s and toward the '90s. The album "Roy Rogers," coordinated by the Country Music Foundation, was released as part of the Columbia

Records Historical Edition Series. And those action-packed western movies—*stuffed*, not *mounted*, with country songs and western songs—are reaching millions of new and old fans through "Happy Trails Theatre," one of the most popular shows on The Nashville Network. The show alternates in its daily time slot with Gene Autry's "Melody Ranch Theatre." A highlight of the new season, which kicks off in October, will be when Rogers and Autry visit each other's shows. (During the recent tapings in Knoxville, Tenn., Rogers and Autry met for the first time in 50 years. Ironically, Rogers landed his first leading role when Autry walked off in a contract dispute.)

Rogers' best-known song is "Happy Trails," written by Evans, his wife. Along with Autry, Allen, Dean, and Ritter, they were responsible for the "western" in the term "country & western."

Autry and Ritter have already won the ultimate country music honor—induction into the Country Music Hall of Fame. You'll find a pair of Rogers' boots on display, an old Rogers/Evans movie poster, and a videotape showing Rogers singing with the Sons Of The Pioneers in a 1942 movie. Now we need to get Rogers himself into the hall. On a bronze plaque.

Rogers laughs as he recalls telling Evans that when he dies he wants to be mounted and put atop Trigger so he can smile down on all the visitors to his museum. Let's welcome this wonderful man and creative artist into the hall of fame before that day arrives. Then when he rides into that final sunset, he'll be flanked by his hall of fame saddle mates, Autry and Ritter.

And that will be the happiest trail of them all.

NEWSNOTES: Warner Bros. artist **Gary Morris** has just completed his first Christmas album. Containing standards and some originals, it will be released in September. . . . **Ray Stevens** became the first act to sell out three straight shows at **Dolly Parton's** Dollywood Celebrity Theatre in Pigeon Forge, Tenn.; Stevens did it July 22-24. . . . **Harold Shedd**, producer and owner of the Music Mill, has signed an administration and promotion agreement with the Welk Music Group (see story, page 36). Welk will represent Shedd's five publishing companies.

SIGNINGS: The **Headlights**, a four-piece rock band from Tampa, Fla., to Airborne Records. . . . **Ginny Peters** to Gallery II Records.



by Gerry Wood

FOR WEEK ENDING AUGUST 13, 1988

Billboard ©Copyright 1988, Billboard Publications, Inc. No part of this publication may be reproduced, stored in any retrieval system, or transmitted, in any form or by any means, electronic, mechanical, photocopying, recording, or otherwise, without the prior written permission of the publisher.

HOT COUNTRY SINGLES ACTION RADIO MOST ADDED

	GOLD ADDS 26 REPORTERS	SILVER ADDS 61 REPORTERS	BRONZE/ SECONDARY ADDS 61 REPORTERS	TOTAL ADDS 148 REPORTERS	TOTAL ON
RUNAWAY TRAIN ROSANNE CASH COLUMBIA	5	15	18	38	38
BLUE TO THE BONE SWEETHEARTS OF RODEO COL.	4	10	20	34	73
SATURDAY NIGHT SPECIAL CONWAY TWITTY MCA	4	13	17	34	64
WHAT DO YOU WANT FROM... FOSTER AND LLOYD RCA	2	15	13	30	64
GONNA TAKE A LOT OF RIVER THE OAK RIDGE BOYS MCA	7	9	12	28	106
NEW SHADE OF BLUE SOUTHERN PACIFIC WARNER BROS.	1	8	18	27	61
WHEN YOU PUT YOUR... KENNY ROGERS REPRISE	2	12	10	24	26
DARLENE T. GRAHAM BROWN CAPITOL	6	5	10	21	100
SUMMER WIND DESERT ROSE BAND MCA/CURB	5	4	10	19	101
BUTTON OFF MY SHIRT RONNIE MILSAP RCA	3	7	7	17	130

Radio Most Added is a weekly national compilation of the ten records most added to the playlists of the radio stations reporting to Billboard. The full panel of radio reporters is published periodically as changes are made, or is available by sending a self-addressed stamped envelope to: Billboard Chart Dept., 1515 Broadway, New York, N.Y. 10036.

The Prize: Catalogs From Five Pub. Cos. Harold Shedd, Welk Ink Deal

NASHVILLE Harold Shedd, who produces Alabama and K.T. Oslin, has signed an administration and promotion agreement with Welk Music here. Welk will represent Shedd's five publishing companies: Sheddhouse (ASCAP), Eight-O-Five (ASCAP), Millhouse (BMI), Tag Team (BMI), and Wooden Wonder (SESAC).

The Wooden Wonder catalog contains the K.T. Oslin hits "80's Ladies," "Do Ya," and "I'll Always Come Back" and seven of the

songs on Oslin's upcoming album.

In addition to representing the catalogs, Welk will assist Shedd's staff in promoting the songs and will help fund the cost of signing new writers.

Welk has already arranged to have Shedd's hits printed and distributed through Hal Leonard Publications and has established foreign agreements for the worldwide promotion and administration of the catalogs.



Shoot To The '40s. Reba McEntire positions herself on the video set during the taping of her "Sunday Kind Of Love" video at Nashville's Hermitage Hotel. Jack Cole, left, directed the video, keeping it true to the '40s feel of the song.

ARS, McGuinn To Play Benefit

NASHVILLE The Atlanta Rhythm Section and Roger McGuinn will headline the Classicfest benefit for Vanderbilt Children's Hospital Aug. 21 at the Tennessee State Fairgrounds here. The event is sponsored by radio station WGFX "the Fox."

Tickets are being sold for \$1.04 to spotlight the station's 104.5 FM dial location. All ticket proceeds will be given to the hospital.

Also appearing will be the Fox All Stars Band and guests.

Tickets can be purchased at the gates or from Ticketmaster locations.

FOR WEEK ENDING AUGUST 13, 1988

Billboard. TOP COUNTRY ALBUMS™

©Copyright 1988, Billboard Publications, Inc. No part of this publication may be reproduced, stored in any retrieval system, or transmitted, in any form or by any means, electronic, mechanical, photocopying, recording, or otherwise, without the prior written permission of the publisher.

THIS WEEK	LAST WEEK	2 WKS. AGO	WKS. ON CHART	ARTIST LABEL & NUMBER/DISTRIBUTING LABEL (SUG. LIST PRICE)*	TITLE
				Compiled from a national sample of retail store and one-stop sales reports.	
				★ ★ NO. 1 ★ ★	
1	3	4	5	HANK WILLIAMS, JR. WARNER/CURB 25725/WARNER BROS. (8.98) (CD)	WILD STREAK 1 week at No. One
2	2	1	13	REBA MCENTIRE MCA 42134 (8.98) (CD)	REBA
3	4	6	75	RICKY VAN SHELTON ● COLUMBIA 40602/CBS RECORDS (CD)	WILD EYED DREAM
4	1	2	9	ALABAMA ● RCA 6825-R (8.98) (CD)	ALABAMA LIVE
5	5	5	20	GEORGE STRAIT ● MCA 42114 (8.98) (CD)	IF YOU AIN'T LOVIN' YOU AIN'T LIVIN'
6	17	—	2	RANDY TRAVIS WARNER BROS. 25738 (8.98) (CD)	OLD 8 X 10
7	6	3	64	RANDY TRAVIS ▲ ² WARNER BROS. 25568-1 (8.98) (CD)	ALWAYS & FOREVER
8	9	14	8	KEITH WHITLEY RCA 6494-1 (8.98) (CD)	DON'T CLOSE YOUR EYES
9	7	8	55	ROSANNE CASH COLUMBIA 40777/CBS RECORDS (CD)	KING'S RECORD SHOP
10	10	10	13	K.D. LANG SIRE 25724/WARNER BROS. (8.98) (CD)	SHADOWLAND
11	8	7	27	VERN GOSDIN COLUMBIA 40982/CBS RECORDS (CD)	CHISELED IN STONE
12	11	9	41	BILLY JOE ROYAL ATLANTIC AMERICA 90658-1/ATLANTIC (8.98) (CD)	THE ROYAL TREATMENT
13	13	11	19	MICHAEL MARTIN MURPHEY WARNER BROS. 25644 (8.98) (CD)	RIVER OF TIME
14	16	15	54	K.T. OSLIN ● RCA 5924-1 (8.98) (CD)	80'S LADIES
15	12	12	46	GEORGE STRAIT ▲ MCA 42035 (8.98) (CD)	GREATEST HITS, VOL. 2
16	19	18	15	RODNEY CROWELL COLUMBIA 44076/CBS RECORDS (CD)	DIAMONDS & DIRT
17	15	17	12	SWEETHEARTS OF THE RODEO COLUMBIA 40614/CBS RECORDS (CD)	ONE TIME, ONE NIGHT
18	14	13	55	HANK WILLIAMS, JR. ▲ WARNER/CURB 25593-1/WARNER BROS. (8.98) (CD)	BORN TO BOOGIE
19	18	16	112	RANDY TRAVIS ▲ ² WARNER BROS. 1-25435 (8.98) (CD)	STORMS OF LIFE
20	20	19	38	KATHY MATTEA MERCURY 832 793-1 (CD)	UNTASTED HONEY
21	24	21	18	STEVE WARINER MCA 42130 (8.98) (CD)	I SHOULD BE WITH YOU
22	30	—	2	DAN SEALS CAPITOL 46976 (8.98) (CD)	RAGE ON
23	23	23	18	RICKY SKAGGS EPIC 40623/CBS RECORDS (CD)	COMIN' HOME TO STAY
24	22	22	66	DWIGHT YOAKAM ● REPRISE 25567-1/WARNER BROS. (8.98) (CD)	HILLBILLY DELUXE
25	21	20	35	MERLE HAGGARD EPIC 40986/CBS RECORDS (CD)	CHILL FACTOR
26	25	24	66	REBA MCENTIRE ● MCA 5979 (8.98) (CD)	GREATEST HITS
27	27	25	9	LEE GREENWOOD MCA 42167 (8.98) (CD)	THIS IS MY COUNTRY
28	28	29	9	BECKY HOBBS MTM D1 71067 (8.98) (CD)	ALL KEYED UP
29	26	27	28	LYLE LOVETT MCA/CURB 42028/MCA (CD)	PONTIAC
30	29	26	56	HIGHWAY 101 WARNER BROS. 25608-1 (8.98) (CD)	HIGHWAY 101
31	39	66	3	MARIE OSMOND CAPITOL/CURB 48968/CAPITOL (8.98) (CD)	ALL IN LOVE
32	34	33	77	THE JUDDS ▲ RCA/CURB 5916-1/RCA (8.98) (CD)	HEART LAND
33	35	32	129	ALABAMA ▲ RCA AHL-1-7170 (8.98) (CD)	GREATEST HITS
34	32	28	17	THE O'KANES COLUMBIA 44066/CBS RECORDS (CD)	TIRED OF THE RUNNIN'
35	38	—	2	HOLLY DUNN MTM 71070 (8.98) (CD)	ACROSS THE RIO GRANDE
36	36	35	5	SOUTHERN PACIFIC WARNER BROS. 25609 (8.98) (CD)	ZUMA
37	33	30	19	CONWAY TWITTY MCA 42115 (8.98) (CD)	STILL IN YOUR DREAMS
38	31	31	52	THE STATLER BROTHERS MERCURY 832 404-1 (CD)	MAPLE STREET MEMORIES

THIS WEEK	LAST WEEK	2 WKS. AGO	WKS. ON CHART	ARTIST LABEL & NUMBER/DISTRIBUTING LABEL (SUG. LIST PRICE)*	TITLE
39	42	39	21	MOE BANDY CURB 10600	NO REGRETS
40	37	34	28	PATTY LOVELESS MCA 42092 (CD)	IF MY HEART HAD WINDOWS
41	41	41	88	RESTLESS HEART ● RCA 5648 (8.98) (CD)	WHEELS
42	40	37	18	DAVID SLATER CAPITOL 48307 (8.98)	EXCHANGE OF HEARTS
43	43	38	43	ALABAMA ▲ RCA 6495-1 (8.98) (CD)	JUST US
44	45	40	20	CHARLEY PRIDE 16TH AVENUE 70551 (8.98)	I'M GONNA LOVE HER ON THE RADIO
45	47	48	5	RONNIE MCDOWELL CURB 10602/MCA (8.98) (CD)	I'M STILL MISSING YOU
46	44	44	5	THE MCCARTERS WARNER BROS. 25737 (8.98) (CD)	THE GIFT
47	46	36	73	DOLLY PARTON, LINDA RONSTADT, EMMYLOU HARRIS ▲ WARNER BROS. 1-25491 (9.98) (CD)	TRIO
48	48	56	16	EDDIE RABBITT RCA 6373 (8.98) (CD)	I WANNA DANCE WITH YOU
49	50	50	143	THE JUDDS ▲ RCA/CURB AHL-1-7042/RCA (8.98) (CD)	ROCKIN' WITH THE RHYTHM
50	NEW	▶	1	THE FORESTER SISTERS WARNER BROS. 25746 (8.98) (CD)	SINCERELY
51	49	42	46	REBA MCENTIRE ● MCA 42030 (8.98) (CD)	THE LAST ONE TO KNOW
52	55	51	7	CANYON 16TH AVENUE 70552 (8.98)	I GUESS I JUST MISSED YOU
53	51	45	61	THE DESERT ROSE BAND MCA/CURB 5991/MCA (8.98) (CD)	DESERT ROSE BAND
54	73	71	3	MEL MCDANIEL CAPITOL 48058 (8.98) (CD)	NOW YOU'RE TALKIN'
55	56	54	79	HANK WILLIAMS, JR. ● WARNER/CURB 1-25538/WARNER BROS. (8.98) (CD)	HANK "LIVE"
56	54	59	12	SKIP EWING MCA 42128 (8.98) (CD)	THE COAST OF COLORADO
57	53	47	22	EDDY RAVEN RCA 6815-1 (8.98) (CD)	BEST OF EDDY RAVEN
58	58	53	45	DAVID LYNN JONES MERCURY 832 518-1	HARD TIMES ON EASY STREET
59	64	55	49	GLEN CAMPBELL MCA 42009 (8.98) (CD)	STILL WITHIN THE SOUND OF MY VOICE
60	59	52	196	HANK WILLIAMS, JR. ▲ WARNER/CURB 60193/WARNER BROS. (8.98) (CD)	GREATEST HITS, VOLUME I
61	61	75	79	GEORGE STRAIT ▲ MCA 5913 (8.98) (CD)	OCEAN FRONT PROPERTY
62	62	49	12	EARL THOMAS CONLEY RCA 6824-1 (8.98) (CD)	THE HEART OF IT ALL
63	57	46	52	TANYA TUCKER CAPITOL 46870 (8.98) (CD)	LOVE ME LIKE YOU USED TO
64	70	64	151	ALABAMA ▲ ² RCA AHL-1-4939 (8.98) (CD)	ROLL ON
65	52	43	20	JO-EL SONNIER RCA 6374-1 (8.98) (CD)	COME ON JOE
66	68	—	205	ALABAMA ▲ ² RCA AHL-1-4663 (8.98) (CD)	THE CLOSER YOU GET
67	66	72	10	PATSY CLINE MCA 42142 (8.98) (CD)	LIVE AT THE OPRY
68	60	57	23	NANCI GRIFFITH MCA 42102 (CD)	LITTLE LOVE AFFAIRS
69	RE-ENTRY			ALABAMA ▲ ³ RCA AHL-1-4229 (8.98) (CD)	MOUNTAIN MUSIC
70	RE-ENTRY			LARRY BOONE MERCURY 834 377-1/POLYGRAM (CD)	LARRY BOONE
71	71	74	80	ALABAMA ▲ RCA 5649-1-R (8.98) (CD)	THE TOUCH
72	63	60	43	EXILE EPIC 40901/CBS RECORDS (CD)	SHELTER FROM THE NIGHT
73	72	70	9	LORETTA LYNN MCA 42174 (8.98) (CD)	WHO WAS THAT STRANGER
74	69	58	14	LARRY GATLIN/GATLIN BROTHERS COLUMBIA 40905/CBS RECORDS (CD)	ALIVE & WELL... LIVIN' IN THE LAND OF DREAMS
75	65	65	520	WILLIE NELSON ▲ ³ COLUMBIA FC 35305/CBS RECORDS (CD)	STARDUST

Albums with the greatest sales gains this week. (CD) Compact disk available. ● Recording Industry Assn. Of America (RIAA) certification for sales of 500,000 units. ▲ RIAA certification for sales of 1 million units, with each additional million indicated by a numeral following the symbol. *CBS Records and PolyGram Records do not issue a suggested list price for their product.



THE NEW ALBUM!

K.T. Oslin's first twelve months yielded...

- Gold certification of "80's Ladies"; presently nearing platinum!
- Grammy Award "Best Female Vocalist"/Country and ACM award "Best Video" and "Best New Female".
- Major market tours with Alabama, George Strait, Randy Travis as well as the Marlboro 1988 tour.
- Historic Lp chart debut for a female country act at 15* Billboard.
- #1 country and A/C charting singles with "Do Ya" and "I'll Always Come Back".

- #1 Billboard Lp with "80's Ladies" and still in the Top-10.
- Major media and national TV... covers and features... picks and year-end favorites!

This year looks even bigger...

- *Today Show*, September 1.
- *People Magazine* feature.
- Upcoming features in national consumer and music magazines as well as key appearances on national network and cable TV.
- *Marlboro Fall tour* with Alabama, Restless Heart, Randy Travis.
- *Radio smash* with first single "Money" already a most requested song.

Making Music, Breaking Records

RCA'S NEW BREED



The Moo-vers and The Shakers



TM & © Registered • Marca(s) Registrada(s) RCA Corporation, except BMG logo TM BMG Music • © 1988 BMG Music • Manufactured and Distributed by BMG Music, New York, N.Y. • Printed in U.S.A.



HOT COUNTRY SINGLES™

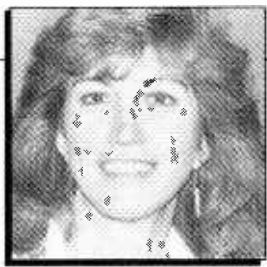
©Copyright 1988, Billboard Publications, Inc. No part of this publication may be reproduced, stored in any retrieval system, or transmitted, in any form or by any means, electronic, mechanical, photocopying, recording, or otherwise, without the prior written permission of the publisher.

THIS WEEK	LAST WEEK	2 WKS AGO	WKS. ON CHART	TITLE PRODUCER (SONGWRITER)	ARTIST LABEL & NUMBER/DISTRIBUTING LABEL
1	2	3	16	★ ★ No. 1 ★ ★ DON'T CLOSE YOUR EYES G.FUNDIS,K.WHITLEY (B.MCDILL)	◆ KEITH WHITLEY RCA 6901-7
2	3	4	13	BLUEST EYES IN TEXAS T.DUBOIS,S.HENDRICKS,RESTLESS HEART (D.ROBBINS, V.STEPHENSON, T.DUBOIS)	◆ RESTLESS HEART RCA 8386-7
3	4	6	12	THE WANDERER R.LANDIS (E.MARESCA)	◆ EDDIE RABBITT RCA 8306-7
4	5	8	10	GIVE A LITTLE LOVE B.MAHER (P.KENNERLEY)	◆ THE JUDDS (WYNONNA & NAOMI) RCA/CURB 8300-7/RCA
5	7	10	10	I COULDN'T LEAVE YOU IF I TRIED T.BROWN,R.CROWELL (R.CROWELL)	◆ RODNEY CROWELL COLUMBIA 38-07918/CBS RECORDS
6	8	11	11	A LITTLE BIT IN LOVE E.GORDY,JR.,T.BROWN (S.EARLE)	PATTY LOVELESS MCA 53333
7	11	17	9	(DO YOU LOVE ME) JUST SAY YES P.WORLEY,E.SEAY (B.DIPERO, J.S.SHERILL, D.ROBBINS)	HIGHWAY 101 WARNER BROS. 7-27867
8	10	15	12	I HAVE YOU J.BOWEN,G.CAMPBELL (G.NELSON, P.NELSON)	GLEN CAMPBELL MCA 53218
9	12	16	14	REAL GOOD FEEL GOOD SONG J.KENNEDY (R.FAGAN, L.LALDERMAN)	◆ MEL MCDANIEL CAPITOL 44158
10	13	19	9	JOE KNOWS HOW TO LIVE B.BECKETT (G.LYLE, T.SALS, M.D.BARNES)	EDDY RAVEN RCA 8303
11	14	20	8	IF THE SOUTH WOULD A WON B.BECKETT,H.WILLIAMS,JR.,J.E.NORMAN (H.WILLIAMS,JR.)	HANK WILLIAMS, JR. WARNER/CURB 7-27862/WARNER BROS.
12	1	2	13	BABY BLUE J.BOWEN,G.STRAIT (A.BARKER)	GEORGE STRAIT MCA 53340
13	15	22	10	THE GIFT P.WORLEY,E.SEAY (N.MONTGOMERY)	THE MCCARTERS WARNER BROS. 7-27868
14	17	23	9	I SHOULD BE WITH YOU J.BOWEN,S.WARINER (S.WARINER)	◆ STEVE WARINER MCA 53347
15	18	27	9	ADDICTED K.LEHNING (C.WHEELER)	DAN SEALS CAPITOL 44130
16	20	25	8	THAT'S WHAT YOUR LOVE DOES TO ME H.DUNN,C.WATERS,W.PETERSON (C.RAINS, B.CASWELL)	HOLLY DUNN MTM 72108
17	21	24	10	THANKS AGAIN NOT LISTED (J.RUSHING)	◆ RICKY SKAGGS EPIC 34-07924/CBS RECORDS
18	22	26	7	WE BELIEVE IN HAPPY ENDINGS E.GORDY,JR.,R.L.SCRUGGS (B.MCDILL)	EARL THOMAS CONLEY WITH EMMYLOU HARRIS RCA 6632-7
19	6	7	15	I'LL GIVE YOU ALL MY LOVE TONIGHT E.GORDY,JR. (D.BELLAMY, W.DENTZ, B.CRAIN)	THE BELLAMY BROTHERS MCA/CURB 53310/MCA
20	24	32	5	STREETS OF BAKERSFIELD PANDERSON (H.JOY)	◆ DWIGHT YOAKAM & BUCK OWENS REPRISE 7-27964/WARNER BROS.
21	27	31	8	LETTER HOME W.WALDMAN (W.WALDMAN)	THE FORESTER SISTERS WARNER BROS. 7-27839
22	28	29	9	DON'T GIVE CANDY TO A STRANGER R.BAKER (L.Boone, J.HINSON, D.GIBSON)	LARRY BOONE MERCURY 870 454
23	26	28	13	EVERYTIME YOU GO OUTSIDE I HOPE IT RAINS D.JOHNSON (H.COLEMAN, K.GIBBONS)	BURCH SISTERS MERCURY 870 362-7
24	31	34	6	UNTOLD STORIES A.REYNOLDS (T.O'BRIEN)	KATHY MATTEA MERCURY 870 476-7
25	29	35	6	MONEY H.SHEDD (K.T.OSLIN)	K.T.OSLIN RCA 8388-7
26	9	1	15	DON'T WE ALL HAVE THE RIGHT S.BUCKINGHAM (R.MILLER)	RICKY VAN SHELTON COLUMBIA 38-07798/CBS RECORDS
★★★POWER PICK/AIRPLAY★★★					
27	33	48	3	HONKY TONK MOON K.LEHNING (D.O'ROURKE)	RANDY TRAVIS WARNER BROS. 7-27833
28	32	36	10	AM I CRAZY? J.KENNEDY (J.FORTUNE)	THE STATLER BROTHERS MERCURY 870 442-7
29	37	44	5	STRONG ENOUGH TO BEND J.CRUTCHFIELD (B.NIELSEN-CHAPMAN, D.SCHLITZ)	◆ TANYA TUCKER CAPITOL 44188
30	35	39	8	I DON'T HAVE FAR TO FALL J.BOWEN,S.EWING (S.EWING, D.SAMPSON)	◆ SKIP EWING MCA 53353
31	39	47	4	BUTTON OFF MY SHIRT R.MILSAP,R.GALBRAITH,K.LEHNING (G.LYLE, B.LIVSEY)	RONNIE MILSAP RCA 8389-7
32	38	46	6	BLUE LOVE J.O'HARA,K.KANE (K.KANE, J.O'HARA)	THE O'KANES COLUMBIA 38-07943/CBS RECORDS
33	40	41	8	THE OTHER GUY R.L.SCRUGGS (GOBLE)	DAVID SLATER CAPITOL 44184
34	16	5	14	SUNDAY KIND OF LOVE J.BOWEN,R.MCENTIRE (B.BELLE, L.PRIMA, A.LEONARD, S.RHODES)	◆ REBA MCENTIRE MCA 53315
35	41	49	5	TEAR STAINED LETTER R.BENNETT,B.HALVERSON (R.THOMPSON)	◆ JO-EL SONNIER RCA 8304-7
36	42	50	6	WE NEVER TOUCH AT ALL K.SUESOV,M.HAGGARD (H.COCHRAN)	MERLE HAGGARD EPIC 34-07944/CBS RECORDS
37	25	21	14	I'M DOWN TO MY LAST CIGARETTE O.BRADLEY (L.HOWARD, B.WALKER)	K.D.LANG SIRE 7-27919/WARNER BROS.
38	43	51	6	IF IT AIN'T BROKE DON'T FIX IT J.BOWEN,J.ANDERSON (J.D.ANDERSON, T.STAMPLEY)	JOHN ANDERSON MCA 53366
39	48	59	3	GONNA TAKE A LOT OF RIVER J.BOWEN (J.KURHAJETZ, M.HENLEY)	THE OAK RIDGE BOYS MCA 53381
40	19	13	15	I'M GONNA LOVE HER ON THE RADIO NOT LISTED (T.BRASFIELD, M.MCANALLY)	CHARLEY PRIDE 16TH AVENUE 70414
41	47	58	3	DARLENE R.CHANCEY (GEIGER, MULLIS, RECTOR)	T. GRAHAM BROWN CAPITOL 44205
42	45	53	5	SUSPICION R.MCDOWELL,RHYTHM KINGS (D.POMUS, M.SHUMAN)	RONNIE MCDOWELL CURB 10508
43	49	65	3	SUMMER WIND P.WORLEY,E.SEAY (C.HILLMAN, S.HILL)	THE DESERT ROSE BAND MCA/CURB 53354/MCA
44	23	9	17	SHE DOESN'T CRY ANYMORE R.HALL,R.BYRNE (R.BYRNE, W.ROBINSON)	SHENANDOAH COLUMBIA 38-07779/CBS RECORDS
45	30	14	17	GIVERS AND TAKERS J.STROUD (C.BICKHARDT)	◆ SCHUYLER, KNOBLOCH AND BICKHARDT MTM 72099
46	50	56	6	THEY ALWAYS LOOK BETTER WHEN THEY'RE LEAVIN' R.BENNETT (B.HOBBS)	BECKY HOBBS MTM 72109
47	52	57	5	I WANTA WAKE UP WITH YOU T.COLLINS (B.PETERS)	JOHNNY RODRIGUEZ CAPITOL 44204
48	34	18	19	SET 'EM UP JOE B.MONTGOMERY (H.COCHRAN, V.GOSDIN, D.DILLON, B.CANNON)	VERN GODDIN COLUMBIA 38-07762/CBS RECORDS
49	67	—	2	BLUE TO THE BONE S.BUCKINGHAM (M.GARVIN, B.JONES)	SWEETHEARTS OF THE RODEO COLUMBIA 38-07985/CBS RECORDS
50	36	12	16	I STILL BELIEVE J.BOWEN,L.GREENWOOD (D.JOHNSON)	LEE GREENWOOD MCA 53312

THIS WEEK	LAST WEEK	2 WKS AGO	WKS. ON CHART	TITLE PRODUCER (SONGWRITER)	ARTIST LABEL & NUMBER/DISTRIBUTING LABEL
51	72	—	2	SATURDAY NIGHT SPECIAL J.BOWEN,C.TWITTY,D.HENRY (D.BLACKWELL, L.BASTIAN)	CONWAY TWITTY MCA 53373
52	70	—	2	WHAT DO YOU WANT FROM ME THIS TIME B.LLOYD,R.FOSTER (R.FOSTER, B.LLOYD)	FOSTER AND LLOYD RCA 8633-7
53	61	69	3	UNDER THE BOARDWALK N.LARKIN (K.YOUNG, A.RESNICK)	LYNN ANDERSON MERCURY 870 528-7
54	60	64	5	I'M YOUR PUPPET L.BUTLER (D.PENN, L.OLDHAM)	MICKEY GILLEY AIRBORNE 10002
55	58	60	6	DON'T THE MORNING ALWAYS COME TOO SOON R.PENNINGTON (J.MCBEY, F.FLEHNER)	RAY PRICE STEP ONE 388
56	69	—	2	NEW SHADE OF BLUE SOUTHERN PACIFIC,J.E.NORMAN (J.MCFEE, A.PESSIS)	SOUTHERN PACIFIC WARNER BROS. 7-27790
57	62	68	4	WALK ON BY R.BENSON (K.HAYES)	ASLEEP AT THE WHEEL EPIC 34-07966/CBS RECORDS
58	65	70	4	BETTY JEAN R.SMITH (R.SMITH, L.SILVER)	RUSSELL SMITH EPIC 34-07972/CBS RECORDS
59	66	79	3	THE ROGUE R.ALBRIGHT,M.RONSON,D.L.JONES (D.L.JONES)	DAVID LYNN JONES MERCURY 870 525-7
60	44	33	20	IF YOU CHANGE YOUR MIND R.CROWELL (R.CASH, H.DEVITO)	ROSANNE CASH COLUMBIA 38-07746/CBS RECORDS
61	NEW	1	1	★★★HOT SHOT DEBUT★★★ RUNAWAY TRAIN R.CROWELL (J.STEWART)	◆ ROSANNE CASH COLUMBIA 38-07988/CBS RECORDS
62	73	80	3	LONESOME FOR YOU G.BROWN (L.CORDLE, L.SHELL)	CHRIS AUSTIN WARNER BROS. 7-27815
63	46	30	18	TALKIN' TO THE WRONG MAN S.GIBSON,J.E.NORMAN (M.MURPHEY)	MICHAEL MARTIN MURPHEY (WITH RYAN MURPHEY) WARNER BROS. 7-27947
64	68	71	4	ANYONE COULD BE SOMEBODY'S FOOL T.BROWN,N.GRIFFITH (N.GRIFFITH)	NANCI GRIFFITH MCA 53374
65	75	81	3	LOVE IN THE HEART D.BURGESS (M.BREWER)	DON MCLEAN CAPITOL 44186
66	71	76	4	LOSING SOMEBODY YOU LOVE T.CHOATE (D.K.EES, R.GRISSOM)	RICK SNYDER CAPITOL 44185
67	53	38	17	JUST ONE KISS E.SCHEINER (S.LEMAIRE, J.PENNINGTON)	EXILE EPIC 34-07775/CBS RECORDS
68	76	83	3	CRY BABY J.MORRIS (J.FOSTER, J.MORRIS, R.LAVOIE)	JOE STAMPLEY EVERGREEN 1075
69	78	86	3	CONGRATULATIONS B.KILLEN (R.HELLARD, M.GARVIN, W.WILSON)	DONNA MEADE MERCURY 870 527-7
70	51	54	7	THE NEW NEVER WORE OFF MY SWEET BABY R.L.SCRUGGS (D.DILLON, D.YCUS, M.EVIS)	◆ DEAN DILLON CAPITOL 44179
71	64	52	19	GOODBYE TIME J.BOWEN,C.TWITTY,D.HENRY (R.MURRAH, J.D.HICKS)	CONWAY TWITTY MCA 53276
72	NEW	1	1	WHEN YOU PUT YOUR HEART IN IT J.E.NORMAN (J.P.DUNNE, A.ROBERTS)	KENNY ROGERS REPRISE 7-27812/WARNER BROS.
73	63	55	20	I WILL WHISPER YOUR NAME B.MAHER (R.VANWARMER)	MICHAEL JOHNSON RCA 6833-7
74	55	43	8	I WANNA KNOW HER AGAIN E.GORDY,JR. (M.WARDEN)	◆ WAGONEERS A&M 1215/RCA
75	54	37	17	FALLIN' AGAIN H.SHEDD,ALABAMA (T.GENTRY, G.FOWLER, R.OWEN)	ALABAMA RCA 6902-7
76	81	—	2	DANGEROUS ROAD B.LOGAN (R.M.BOURKE, M.REID)	MASON DIXON CAPITOL 44189
77	85	—	2	DIVIDED L.MORTON (J.RUSHING, J.JARRARD)	BURBANK STATION PRAIRIE DUST 8841
78	87	—	2	BADLAND PREACHER COCHISE PROD. (D.FEATHERSTONE)	CARLY HARRINGTON OAK 1055
79	82	—	2	AFTER LOVIN' YOU D.MITCHELL (D.GILLON, K.DELEANEY)	MELISSA KAY REED 1119
80	NEW	1	1	DESPERATELY D.WILLIAMS,G.FUNDIS (J.O'HARA, K.WELCH)	DON WILLIAMS CAPITOL 44216
81	56	40	10	HEY LITTLE SISTER J.CRUTCHFIELD (G.E.SCRUGGS)	TOM WOPAT CAPITOL 44144
82	83	—	2	LET'S BE BAD TONIGHT R.ROGERS,W.PETERSON (R.ROGERS)	RONNIE ROGERS MTM 72110
83	NEW	1	1	SOMEDAY, SOMENIGHT N.WILSON,J.MALLOY (A.ESTES, C.HILL)	TRINITY LANE CURB 10511
84	NEW	1	1	I CAN LOVE YOU G.FUNDIS (G.SCRUGGS)	JUDY RODMAN MTM 72112
85	86	—	2	MY HEART'S WAY BEHIND P.PARKER (D.PETERS)	DOUG PETERS COMSTOCK 1895
86	NEW	1	1	ALIVE AND WELL C.YOUNG (L.GATLIN)	LARRY, STEVE, RUDY: THE GATLIN BROTHERS COLUMBIA 38-07998/CBS RECORDS
87	NEW	1	1	I WANT TO BE A COWBOY'S SWEETHEART W.WALDMAN (P.MONTANA)	SUZIE BOGGOSS CAPITOL 44187
88	59	45	18	WORKIN' MAN (NOWHERE TO GO) J.LEO (J.FADDEN)	NITTY GRITTY DIRT BAND WARNER BROS. 7-27940
89	57	42	13	I LOVED YOU YESTERDAY T.BROWN,L.LOVETT (L.LOVETT)	LYLE LOVETT MCA/CURB 53316/MCA
90	77	61	20	IF IT DON'T COME EASY J.CRUTCHFIELD (D.L.GIBSON, C.KARP)	TANYA TUCKER CAPITOL 44142
91	88	78	23	WHAT SHE IS (IS A WOMAN IN LOVE) E.GORDY,JR.,R.L.SCRUGGS,E.T.CONLEY (B.MCDILL, P.HARRISON)	EARL THOMAS CONLEY RCA 6894-7
92	80	62	8	ASHES IN THE WIND J.KENNEY (H.COCHRAN, J.TWEEL)	MOE BANDY CURB 10510
93	90	72	12	I'M STILL MISSING YOU R.MCDOWELL,RHYTHM KINGS (R.MCDOWELL, J.MEADOR, S.SHEPPARD)	RONNIE MCDOWELL CURB 10508
94	74	75	4	THE REQUEST COCHISE PROD. (B.PACK)	BOB PACK OAK 1051
95	84	63	20	SATISFY YOU S.BUCKINGHAM (J.GILL, D.SCHLITZ)	◆ SWEETHEARTS OF THE RODEO COLUMBIA 38-07757/CBS RECORDS
96	93	67	8	I'LL WALK BEFORE I'LL CRAWL S.BUCKINGHAM (L.BUELL, G.BAIRD)	JANIE FRICKIE COLUMBIA 38-07927/CBS RECORDS
97	94	77	15	BENEATH A PAINTED SKY S.BUCKINGHAM (J.CHAMBERS, B.JONES)	◆ TAMMY WYNETTE EPIC 34-07788/CBS RECORDS
98	79	85	3	WILD TEXAS ROSE B.WALKER,R.COCHRAN (B.WALKER, K.WESTBERRY)	BILLY WALKER TALL TEXAN 60
99	91	82	21	LOVE OF A LIFETIME C.YOUNG (L.GATLIN)	LARRY, STEVE, RUDY: THE GATLIN BROTHERS COLUMBIA 38-07747/CBS RECORDS
100	89	84	23	ANOTHER PLACE, ANOTHER TIME D.WILLIAMS,G.FUNDIS (B.MCDILL, P.HARRISON)	DON WILLIAMS CAPITOL 44131

Products with the greatest airplay this week. ◆ Videoclip availability. ● Recording Industry Assn. Of America (RIAA) certification for sales of 1 million units. ▲ RIAA certification for sales of 2 million units.

COUNTRY CORNER



by Marie Ratliff

TEN YEARS AND COUNTING: The Willie Nelson classic "Stardust" (Columbia) this week becomes the first album ever to chalk up 520 weeks of chart action on the Top Country Albums chart. It is currently No. 75.

ANOTHER NEW FACE AT THE TOP: Keith Whitley leads the pack with his first Hot Country Singles chart topper, "Don't Close Your Eyes" (RCA). The song, which is the title cut from Whitley's new album, has spurred the package into the top 10 (No. 8) on the Top Country Albums chart, also a first for Whitley.

SKIP EWING'S SECOND RELEASE on MCA, "I Don't Have Far To Fall," is racking up raves from programmers. "This song should finally get him into the top 10," says PD Tom Samoray, WKQC Saginaw, Mich. "That kid is a talent and a half," adds MD Dale Jones, WDZQ Decatur, Ill. "We are getting a lot of good comments on it." The song is No. 30 on the singles chart.

Jones also points out interesting response to Jim Collins' "Heartache Going Downtown Tonight" (Texas). "I don't know anything about this artist," says Jones, "but it's a good record, and our listeners like it."

THERE'S REAL GOOD CHEMISTRY in this cut," says MD Greg Cole, WPOC Baltimore, of Johnny Rodriguez's "I Wanna Wake Up With You" (Capitol). "We just went on it last week, and already we're getting good phones. It has the potential to really bring him back."

Ditto for Rodriguez on the early phones at KRRV Alexandria, La., says PD Rick Stevens. "It's doing extremely well in this area," he says. The song is No. 47 on this week's chart.

SHE'S IN THE GROOVE, says MD J.D. Cannon, WFMS Indianapolis. "Kathy Mattea is off to a great start with 'Untold Stories' [Mercury]." "It's up-tempo and short," adds MD Mickey Dearstone, WIVK Knoxville, Tenn., "and has a catchy music track. It'll work well here."

Dearstone is also getting unusual early response to Conway Twitty's "Saturday Night Special" (MCA). "People are coming up to me at remotes and asking for it. Looks like his first superhit in a long while." The song is No. 51 in its second week.

MOST-MENTIONED MOVERS: "Streets Of Bakersfield" by Dwight Yoakam & Buck Owens (Reprise) and "Honky Tonk Moon" by Randy Travis (Warner Bros.).

FOR WEEK ENDING AUGUST 13, 1988

Billboard HOT COUNTRY SINGLES™

A ranking of the top 30 country singles by sales with reference to each title's position on the main Hot Country Singles chart.

THIS WEEK	LAST WEEK	TITLE	ARTIST	HOT CTRY POSITION
1	1	BABY BLUE	GEORGE STRAIT	12
2	6	THE WANDERER	EDDIE RABBITT	3
3	2	DON'T WE ALL HAVE THE RIGHT	RICKY VAN SHELTON	26
4	8	I COULDN'T LEAVE YOU IF I TRIED	RODNEY CROWELL	5
5	4	BLUEST EYES IN TEXAS	RESTLESS HEART	2
6	3	SUNDAY KIND OF LOVE	REBA MCENTIRE	34
7	5	DON'T CLOSE YOUR EYES	KEITH WHITLEY	1
8	11	GIVE A LITTLE LOVE	THE JUDDS (WYNONNA & NAOMI)	4
9	10	IF THE SOUTH WOULD A WON	HANK WILLIAMS, JR.	11
10	7	I'M GONNA LOVE HER ON THE RADIO	CHARLEY PRIDE	40
11	18	THANKS AGAIN	RICKY SKAGGS	17
12	19	(DO YOU LOVE ME) JUST SAY YES	HIGHWAY 101	7
13	21	JOE KNOWS HOW TO LIVE	EDDY RAVEN	10
14	9	SET 'EM UP JOE	VERN GOSDIN	48
15	23	WE BELIEVE IN HAPPY... EARL THOMAS CONLEY/EMMYLOU HARRIS		18
16	17	I'M DOWN TO MY LAST CIGARETTE	K.D. LANG	37
17	16	I'LL GIVE YOU ALL MY LOVE TONIGHT	THE BELLAMY BROTHERS	19
18	25	A LITTLE BIT IN LOVE	PATTY LOVELESS	6
19	12	JUST ONE KISS	EXILE	67
20	24	THAT'S WHAT YOUR LOVE DOES TO ME	HOLLY DUNN	16
21	—	STREETS OF BAKERSFIELD	DWIGHT YOAKAM & BUCK OWENS	20
22	—	I SHOULD BE WITH YOU	STEVE WARINER	14
23	—	BLUE LOVE	THE O'KANES	32
24	30	REAL GOOD FEEL GOOD SONG	MEL MCDANIEL	9
25	22	I STILL BELIEVE	LEE GREENWOOD	50
26	28	THEY ALWAYS LOOK BETTER WHEN THEY'RE LEAVIN'	BECKY HOBBS	46
27	—	UNTOLD STORIES	KATHY MATTEA	24
28	—	EVERYTIME YOU GO OUTSIDE I HOPE IT RAINS	BURCH SISTERS	23
29	—	MONEY	K.T. OSLIN	25
30	—	I HAVE YOU	GLEN CAMPBELL	8

©Copyright 1988, Billboard Publications, Inc. No part of this publication may be reproduced, stored in any retrieval system, or transmitted, in any form or by any means, electronic, mechanical, photocopying, recording, or otherwise, without the prior written permission of the publisher.

COUNTRY SINGLES BY LABEL

A ranking of distributing labels by the number of titles they have on the Hot Country Singles chart.

LABEL	NO. OF TITLES ON CHART
CBS RECORDS	18
Columbia (12)	
Epic (6)	
CAPITOL	15
MCA (12)	
MCA/Curb (3)	
RCA (12)	14
A&M (1)	
RCA/Curb (1)	
WARNER BROS. (8)	12
Reprise (2)	
Sire (1)	
Warner/Curb (1)	
MERCURY	7
MTM	5
CURB	4
OAK	2
16TH AVENUE	1
AIRBORNE	1
COMSTOCK	1
EVERGREEN	1
PRAIRIE DUST	1
REED	1
STEP ONE	1
TALL TEXAN	1

COUNTRY SINGLES A-Z PUBLISHERS/PERFORMANCE RIGHTS/SHEET MUSIC

TITLE (Publisher - Licensing Org.) Sheet Music Dist.	7 (DO YOU LOVE ME) JUST SAY YES (Little Big Town, BMI/American Made, BMI/Old Wolf, BMI/Corey Rock, ASCAP/Wee B, ASCAP)	73 I WILL WHISPER YOUR NAME (Song Pantry, ASCAP/VanWarmer, ASCAP) CPP	(Long Tooth, BMI/Endless Frogs, ASCAP)
15 ADDICTED (Blue Gate, ASCAP/C.Wheeler, ASCAP/Bughouse, ASCAP/Bug Music) CPP	1 DON'T CLOSE YOUR EYES (Jack & Bill, ASCAP) HL	38 IF IT AIN'T BROKE DON'T FIX IT (Rural Hip, ASCAP/West Express, BMI)	33 THE OTHER GUY (American Ragtime, BMI)
79 AFTER LOVIN' YOU (Kristen Marie, ASCAP/Princess Muws, BMI)	22 DON'T GIVE CANDY TO A STRANGER (Uncle Artie, ASCAP/Goldline, ASCAP/Silverline, BMI) CPP	90 IF IT DON'T COME EASY (Silverline, BMI/Songmedia, BMI) WBM	9 REAL GOOD FEEL GOOD SONG (Of Music, ASCAP/King Coal, ASCAP/Jack & Bill, ASCAP/Rebel Heart, ASCAP) HL
86 ALIVE AND WELL (Kristoshua, BMI)	55 DON'T THE MORNING ALWAYS COME TOO SOON (Millstone, ASCAP)	11 IF THE SOUTH WOULD A WON (Bocephus, BMI) CPP	94 THE REQUEST (Calente, ASCAP)
28 AM I CRAZY? (Statler Brothers, BMI) CPP	26 DON'T WE ALL HAVE THE RIGHT (Tree, BMI) HL	60 IF YOU CHANGE YOUR MIND (Chelcat, BMI/Almo, ASCAP/Little Almo, ASCAP/Bug, BMI) CPP	59 THE ROGUE (Mighty Nice, BMI/Hat Band, BMI)
100 ANOTHER PLACE, ANOTHER TIME (Jack & Bill, ASCAP/Ranger Bob, ASCAP/Unichappell, BMI) HL	23 EVERYTIME YOU GO OUTSIDE I HOPE IT RAINS (Lowery, BMI/Brother Bill's, ASCAP) CPP	19 I'LL GIVE YOU ALL MY LOVE TONIGHT (Bellamy Bros., ASCAP)	61 RUNAWAY TRAIN (Bugle, BMI)
64 ANYONE COULD BE SOMEBODY'S FOOL (Wing And Wheel, BMI/Bug, BMI)	75 FALLIN' AGAIN (Maypop, BMI) WBM	96 I'LL WALK BEFORE I'LL CRAWL (Tree, BMI/Cross Keys, ASCAP) HL	95 SATISFY YOU (MCA, ASCAP/Don Schlitz, ASCAP/Almo, ASCAP) HL/PPP
92 ASHES IN THE WIND (Tree, BMI) HL	13 THE GIFT (Diamond Dog, ASCAP/Love This Town, ASCAP)	37 I'M DOWN TO MY LAST CIGARETTE (Central Songs, BMI) WBM	51 SATURDAY NIGHT SPECIAL (Jobete, ASCAP/Major Bob, BMI)
12 BABY BLUE (Muy Bueno, BMI/Bill Butler, BMI)	4 GIVE A LITTLE LOVE (Irving, BMI) CPP	40 I'M GONNA LOVE HER ON THE RADIO (Rick Hall, ASCAP/Beginner, ASCAP) WBM	48 SET 'EM UP JOE (Tree, BMI/Sabal, ASCAP/Larry Butler, BMI/SBK Blackwood, BMI/Hookem, ASCAP) HL
78 BADLAND PREACHER (Calente, ASCAP/Kenco, ASCAP)	45 GIVERS AND TAKERS (Colgems-EMI, ASCAP) WBM	93 I'M STILL MISSING YOU (Tree, BMI/Strawberry Lane, BMI) HL	44 SHE DOESN'T CRY ANYMORE (Rick Hall, ASCAP/Alabama Band, ASCAP) WBM
97 BENEATH A PAINTED SKY (Cross Keys, ASCAP) HL	39 GONNA TAKE A LOT OF RIVER (Reynson, BMI/Wrensong, ASCAP)	54 I'M YOUR PUPPET (Fame, BMI)	83 SOMEDAY, SOMENIGHT (Southern Grand Alliance, ASCAP)
58 BETTY JEAN (MCA, ASCAP) HL	71 GOODBYE TIME (Tom Collins, BMI) CPP	10 JOE KNOWS HOW TO LIVE (Good Single, BMI/Irving, BMI/WB, ASCAP/Two Sons, ASCAP/Tree, BMI) HL/PPP	20 STREETS OF BAKERSFIELD (Tree, BMI) HL
32 BLUE LOVE (Cross Keys, ASCAP) HL	81 HEY LITTLE SISTER (Irving, BMI) CPP	67 JUST ONE KISS (Tree, BMI/Pacific Island, BMI) HL/PPP	29 STRONG ENOUGH TO BEND (Uncle Artie, ASCAP/Don Schlitz, ASCAP) CPP
49 BLUE TO THE BONE (Cross Keys, ASCAP/Tree, BMI/Jack & Bill, ASCAP/Mc Bec, ASCAP)	27 HONKY TONK MOON (Hannah Rhodes, BMI)	82 LET'S BE BAD TONIGHT (Lawyer's Daughter, BMI/Ronnie Rogers, BMI)	43 SUMMER WIND (Bar None, BMI/Bug, BMI)
2 BLUEST EYES IN TEXAS (WB, ASCAP/Uncle Beave, ASCAP/Warner-Tamerlane, BMI/Bunch Of Guys, BMI) WBM	84 I CAN LOVE YOU (Irving, BMI)	21 LETTER HOME (Moon & Stars, BMI/Screen Gems-EMI, BMI)	34 SUNDAY KIND OF LOVE (MCA Music) HL
31 BUTTON OFF MY SHIRT (Almo, ASCAP/Quince Music/Chappell, ASCAP/Rondor Music/Good Single Ltd., PRS) HL/PPP	5 I COULDN'T LEAVE YOU IF I TRIED (Coolwell, ASCAP) HL	6 A LITTLE BIT IN LOVE (Goldline, ASCAP)	42 SUSPICION (Elvis Presley, BMI/Rightsong, BMI) HL
69 CONGRATULATIONS (Tree, BMI/Cross Keys, ASCAP)	30 I DON'T HAVE FAR TO FALL (Acuff-Rose, BMI/Golden Reed, ASCAP) CPP	62 LONESOME FOR YOU (Jack & Bill, ASCAP/Amanda-Lin, ASCAP/Millhouse, BMI)	63 TALKIN' TO THE WRONG MAN (Timberwolf, BMI)
68 CRY BABY (Jerry Foster, ASCAP/Johnny Morris, BMI/Jerry & Bill, ASCAP)	8 I HAVE YOU (Warner-Tamerlane, BMI/Believus Or Not, ASCAP/Screen Gems-EMI, BMI)	66 LOSING SOMEBODY YOU LOVE (Tag Team/Eight-O-Five, ASCAP)	35 TEAR STAINED LETTER (Island, BMI)
76 DANGEROUS ROAD (Jack & Bill, ASCAP/Songs De Burgo, ASCAP/Lodge Hall, ASCAP)	89 I LOVED YOU YESTERDAY (Michael H. Goldsen, ASCAP/Lyle Lovett, ASCAP)	65 LOVE IN THE HEART (Sunlover, BMI/Salty Dog, BMI)	17 THANKS AGAIN (Jack & Bill, ASCAP/Amanda-Lin, ASCAP) HL
41 DARLENE (Acuff-Rose, BMI/Milene, ASCAP/It's On Hold, ASCAP)	14 I SHOULD BE WITH YOU (Steve Wariner, BMI)	99 LOVE OF A LIFETIME (Kristoshua, BMI)	16 THAT'S WHAT YOUR LOVE DOES TO ME (Terrace, ASCAP/Cross Keys, ASCAP/Tree, BMI) HL/PPP
80 DESPERATELY (Cross Keys, ASCAP)	50 I STILL BELIEVE (WB, ASCAP/Brother Bill's, ASCAP) CPP/WBM	25 MONEY (Wooden Wonder, SESAC) HL	46 THEY ALWAYS LOOK BETTER WHEN THEY'RE LEAVIN' (Lawyer's Daughter, BMI/Beckaroo, BMI) CPP
77 DIVIDED (Alabama Band, ASCAP)	74 I WANNA KNOW HER AGAIN (Hollywood Avenue, BMI/Irving, BMI) CPP	85 MY HEART'S WAY BEHIND (Doug Peters, BMI)	53 UNDER THE BOARDWALK (Alley, BMI/Trio, BMI)
	87 I WANT TO BE A COWBOY'S SWEETHEART (MCA, ASCAP)	70 THE NEW NEVER WORE OFF MY SWEET BABY (Tree, BMI/Musicor, SESAC/Fast Ball/Gid, ASCAP) HL/PPP	24 UNTOLD STORIES (White Sheep, ASCAP/Colgems-EMI, ASCAP)
	47 I WANTA WAKE UP WITH YOU (Ben Peters, BMI)	56 NEW SHADE OF BLUE	57 WALK ON BY

SHEET MUSIC AGENTS
are listed for piano/vocal sheet music copies and may not represent mixed folio rights.

CLM Cherry Lane
CPP Columbia Pictures
HL Hal Leonard
WBM Warner Bros.

A SPECIAL DELIVERY ALBUM.

FROM FOUR VERY CLOSE FRIENDS.

THE FORESTER SISTERS

(1/4/2-25746)



"LETTER HOME"

(# 27839)

THE HIT SINGLE FROM

THE NEW ALBUM

MANAGEMENT: G. GERALD ROY, NASHVILLE

ON WARNER BROS. RECORDS.

CASSETTES AND COMPACT DISCS



© 1988 WARNER BROS. RECORDS INC

COUNTRY



Tax Talk. Rep. Thomas J. Downey, D-N.Y., visits with songwriters at BMI's Nashville office to discuss the 1986 Tax Reform Act. Downey introduced legislation in the House (H.R. 4473) that if passed would exempt songwriters and other creators from the uniform capitalization rules. Pictured in the rear, from left, are Harry Warner, assistant VP, writer/publisher relations, BMI, and songwriters Thom Schuyler, Bob DiPiero, Roger Murrah, and Mark James. Pictured up front, from left, are Downey and Del Bryant, assistant VP, performing rights, BMI.

Jamboree's Package Deal To Pack 'Em In?

NASHVILLE Jamboree USA in Wheeling, W. Va., is appealing to the serious country music fan with its Double Header Weekend Series package. The deal offers 10 concerts this fall by major country acts for a single price: \$125 for orchestra, mezzanine, or loge seating or \$115 for balcony seats.

The concerts will take place on Friday and Saturday evenings, and each act will play two shows.

The lineup: the Judds, Sept. 2; Gary Morris, Sept. 3; the Oak Ridge Boys, Sept. 30; Ricky

Skaggs, Oct. 1; George Strait, Oct. 21; Roy Clark, Oct. 22; Crystal Gayle, Nov. 4; Larry Gatlin & the Gatlin Brothers, Nov. 5; Reba McEntire, Nov. 11; and Brenda Lee, Nov. 12.

Jamboree promoters say concertgoers can save 11% by buying the package rather than individual tickets for all of the performances.

The Saturday Jamborees are broadcast live on radio station WWVA Wheeling. All the shows are held in the Capitol Music Hall.

Riders In The Sky To Star On Radio Series For NPR

NASHVILLE Cowboy comics Riders In The Sky will transmute their current "Riders Radio Theater" album into a full-fledged National Public Radio series by that title beginning in October. Brenda Loftis, who represents WPLN, the NPR affiliate here, says she will start signing stations to carry the series as soon as contracts are completed between WPLN and the Riders.

Loftis notes, however, that the Riders' two pilot shows, which were presented in May at the NPR convention, elicited enough interest from the network's member stations to convince her the series will be widely carried.

Formed 10 years ago, Riders In The Sky perform a combination of traditional cowboy-movie music from the '30s and '40s and off-center western-oriented comedy sketches. The group's new album, on MCA Records, is the pattern on which the weekly 30-minute programs will be based.

The shows will be recorded in front of live audiences and will feature cowboy songs, comic skits with sound effects, and guest performances. Loftis, who will serve as executive producer of the series, estimates that each show could cost up to \$2,000 to produce, depending on the location. The pilots were recorded at the Tennes-

see Performing Arts Center here, and a representative for the group says that plans are for most of the upcoming programs to be done there also.

Production expenses, according to Loftis, will be covered by grants, ticket sales, and fees from subscribing stations.

The Riders are made up of Doug Green, billed as "Ranger Doug, Idol Of American Youth"; Fred LaBour, "Too Slim, Man Of A Dozen Friends"; and Woody Paul, "King Of The Cowboy Fiddlers."

EDWARD MORRIS

PUBLICITY PRINTS

Lithographed On Heavy Gloss Stock
BLACK & WHITE 8x10's
500 - \$60.00 1000 - 85.00
COLOR
1000 - \$388.00

Above Prices Include Typesetting & Freight
Send 8x10 Photo - Check or M.O.

Full Color & B/W Posters
Composites - Cards - Other Sizes

Send For Catalog & Samples

ABC PICTURES
1867 E. Florida, Dept. 88
Springfield, MO 65803
(417) 869-9433 or 869-3456

'88 TEC Awards Ballot Set With New Hall Of Fame

BY STEVEN DUPLER

NEW YORK Two industry pioneers, guitarist Les Paul and the late engineer/audio consultant Bob Liptin, have been named to the newly established Hall of Fame of the Technical Excellence and Creativity Awards.

The TEC awards have been presented since 1985 by the publishers of the pro audio monthly magazine *Mix* to recognize outstanding achievements by individuals and firms involved in recording and sound reinforcement. Each year, the awards program has also raised funds for audio education scholarships and hearing disability charities. According to the TEC Awards organizers, more than \$50,000 in ticket revenue has been donated to institutions working in the area of hearing research and audio education.

The 1988 TEC Awards will be presented Nov. 3 at the Biltmore Hotel in Los Angeles during the Audio Engineering Society convention. More than 100 pros have been nominated in the three main awards categories—technical, creative, and institutional achievement. The voting occurs via ballots in this month's issue of *Mix*.

A full list of the nominees follows:

TECHNICAL ACHIEVEMENT

- **Signal Processing:** Eventide Ultra-Harmonizer H3000; Yamaha REV-5 digital reverb; ART IEQ Intelligent Equalizer with SmartCurve; Digitech DSP-128 digital signal processor; Alesis MIDIVerb II digital effects processor; Drawmer M-500 dynamics processor.

- **Recording Devices/Storage:** Integrated Media Systems Dyaxis; Lexicon Opus; WaveFrame AudioFrame; Sony PCM-2500 Pro DAT recorder; DAR Soundstation II; Otari TMD DAT/video duplicator.

- **Transducers:** Showco Prism system; Bose Acoustic Wave Cannon; Electro-Voice N/DYM microphones; Tannoy PBM 6.5 monitors; EAW KF-850/SB-850 speakers; Samson Stage 2 wireless microphone.

- **Consoles:** Solid State Logic G Series studio computer; Yamaha DMP7 digital mixing processor; DDA DCM 232 in-line recording console; Amek APC 1000 assignable production console; Ramsa WR-S852 modular sound reinforcement console.

- **Musical Instruments:** Roland D-50 linear synthesizer; Alesis HR-16

high-sample-rate digital drum machine; E-mu Systems Emulator III digital sound reproduction system; Kurzweil PX-1000 professional expander; Ensoniq EPS performance

Les Paul and Bob Liptin are named to the new hall

sampler.

- **Computer Hardware/Software:** Apple Macintosh II computer; Digidesign Q-Sheet automation; Blank Software Alchemy sample editor; Passport Master Tracks Pro (Mac version); C-Lab Creator Atari sequencer.

- **Ancillary Equipment:** Apogee 944-S/944-G digital filters; dbx RTA-1 real-time analyzer; Jensen Twin Servo Mic preamp; Crest 8001 power amp; Yamaha PD2500 power amp.

CREATIVE ACHIEVEMENT

- **Recording Engineer:** Bruce Swedien; Humberto Gatica; Kevin Killen; Neil Dorfman; George Masenburger.

- **Mastering Engineer:** Bob Ludwig; Ted Jensen; Greg Fulginiti; Bernie Grundman; Greg Calbi.

- **Sound Reinforcement Engineer:** Bruce Jackson; M.L. Procise; Dave Kob; Mark Deadmon; Buford Jones.

- **Record Producer:** Daniel Lanois; Narada Michael Walden; Quincy Jones; Neil Dorfman; Jimmy Iovine.

- **Film/Video/Broadcast Production Engineer:** Randy Ezratty; Biff Dawes; David Hewitt; Ron Estes; Bob Liptin.

- **Film/Video/Broadcast Post-production Engineer:** George Johnson; Gerry Humphries; Dominick Tavella; Ken Hahn; Richard Beggs.

INSTITUTIONAL ACHIEVEMENT

- **Acoustic/Studio Design Company:** Perception Inc., Los Angeles, Calif.; Tom Hidley; Joiner-Rose Group, Dallas, Texas; Waterland Design, Hollywood, Calif.; Benchmark Associates, New York, N.Y.

- **Recording Studio:** Universal Recording, Chicago, Ill.; Royal Recorders, Lake Geneva, Wis.; Lion Share, Los Angeles, Calif.; A&M Studios, Hollywood, Calif.; Sync Sound, New York, N.Y.; Village Recorder, West Los Angeles, Calif.

- **Sound Reinforcement Company:** Maryland Sound, Baltimore, Md.; Showco, Dallas, Texas; Ultra Sound, San Rafael, Calif.; Schubert Systems, North Hollywood, Calif.

Audio Analysts, Plattsburg, N.Y.

- **Mastering Facility:** Artisan Sound Recorders, Hollywood, Calif.; Masterdisk, New York, N.Y.; Sterling Sound, New York, N.Y.; Bernie Grundman Mastering, Hollywood, Calif.; Masterfonics, Nashville, Tenn.

- **Remote Recording Facility:** Le Mobile, North Hollywood, Calif.; Remote Recording Services, Lahaska, Pa.; Effanel Music, New York, N.Y.; Westwood One, Culver City, Calif.; Fanta Professional Services, Nashville, Tenn.

- **Recording School/Program:** Middle Tennessee State Univ., Murfreesboro, Tenn.; Univ. Of Miami, Coral Gables, Fla.; Full Sail Center For The Recording Arts, Altamonte Springs, Fla.; Grove School Of Music, Van Nuys, Calif.; Peabody Conservatory Of Music, Baltimore, Md.

AUDIO TRACK

NEW YORK

RCA-NOVUS ARTIST Peter Moffitt was in at Calliope cutting his second album, with **Sue Fisher, Shane Faber, and Chris Julian** at the board. Also, the **Hepburns** recorded tracks with Fisher for MCA. And producer/artist **Winston Jones** produced a dance track for **Pow Wow Records**.

At **Power Play**, artist/producer **T. LaRock** was in working on several new projects, including "You Got The Time," a song produced by **Todd Terry** for **Sleeping Bag Records**. **Norty Cotto** engineered and co-produced. Producer **Tom Moulton** wrapped up production for **Loletta Holloway's** remake of "I Will Survive." **Jeff Lord Alge** ran the board, assisted by **Mike Nuceder** for the **Who Knows/Who Cares** label.

ServiSound Recording completed audio postproduction work on **Rabbit Ears Productions'** version of "The Legend Of Sleepy Hollow." **Glenn Close** narrated and **Chris Nelson** recorded and mixed using **Dolby's SR** noise reduction throughout.

Full Force, the six-man production/writing/performance team,

recorded and mixed two songs for the "Caddyshack II" soundtrack at **Sigma Sound**. The tunes are "Jack Fresh," performed by **Full Force**, and "Go For Yours," by **Lisa Lisa & Cult Jam** with **Full Force**. The group also remixed its own single "Your Love Is So Def" and **LaToya Jackson's** release "You're Gonna Get Rocked" (written and produced by **Full Force**).

Laurie Anderson and producer **Leon Pendarvis** recently cut tracks at **Platinum Island** for Anderson's next album. **James Farber** was behind the board, with **John Herman** assisting. Also, the **Ambitious Lovers—Peter Scherer** and **Arto Lindsay**, both formerly of the **Golden Palominos & Friends**—cut its "Greed" album for **Virgin**. **Roger Moutenot** and **Knut Bohn** were seated at the board, assisted by **Oz Fritz**.

Dave Ogrin produced and recut four tunes for **PolyGram's** "Everything's Kool & The Gang" and two tunes for **Cindy Valentine** at the **New York Music Deli**.

LOS ANGELES

EDDIE HOLLAND OF the **Holland/Dozier/Holland** songwriting/production team was in at **Elumba** producing debut tracks on the group **Kaleidoscope**. **Mike Frenke** was behind the controls.

Berlin zipped by **Secret Sound** to cut two new tracks with producer **Chas Sandford**. **Gary McGachan** ran the board with veteran second **Daren Chadwick**.

Producer **Keith Olsen** worked at **Goodnight LA** on completing tracks for **Ozzy Osbourne's** new album for **Epic**, "No Rest For The Wicked," which is scheduled for release this fall. Olsen also worked on **Fiona's** upcoming album for **Atlantic**. **Mark Segal** engineered on both projects.

Michael Masser (writer on "The Greatest Love Of All" and "Saving All My Love") produced several tracks for **Natalie Cole's** upcoming album at **Hitsville Studio**. **Russ Terrano** engineered.

Albums for rappers **Eazy E, NWA, and Rappenstein** were completed at engineer **Donovan Smith's Audio Achievements** studio. In addition, a single for singer/songwriter **Susan J. Paul** was tracked with **Michael Gayle** producing. And work was done on a recording with songwriter **Louis A. Johnson**, featuring **Louis Price** on vocals, **Ray Fuller** and **Eric Gale** on guitars, **Charles Meeks** on bass, and **Maxie Anderson** on supporting vocals.

Total Access Recording had **Michael Lardie** and **Alan Niven** in remixing tracks by **Australian band the Angels** for **Chrysalis Records**. **Lardie** was at the board. Also, **Don Dokken** and **Wyn Davis** remixed "Thanks For The Angst" by **Chrome Molly**. The tracks, engineered by **Davis**, are scheduled for release on **I.R.S.** And **Mata Hari** recorded and mixed seven songs with producer **Ken Scott**. **Scott** ran the board, assisted by **Eddie Ashworth** and **Kyrsten Dunton**.

NASHVILLE

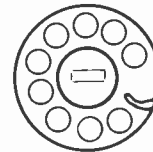
JOHN PRINE STOPPED in at **Richard Adler's Suite 2000** to mix a "live" double album for **Oh Boy Records**. **Jim Rooney** and **Dan Einstein** produced this compilation of concert performances. **Adler** engineered.

At **Digital Records**, **Emmylou Harris** overdubbed guitarist/vocalist **Bonnie Raitt** for Harris' new **Warner Bros.** album. Harris is co-producing with **Richard Bennett**. **Donivan Cowart** engineered. Also, **Virgin's Steve Winwood** was in do-

(Continued on next page)

TOUCH That DIAL!

Get fast results with **ACTION-MART**, the Billboard Classified.



Call our Hotline at (800) 223-7524. and tell Jeff you want to see some Action!

Print your label copy right on your cassette with the apex printer



Forget about paper labels. Print over 7,000 units per hour. Save time, money, trouble, space. Eliminate inventory problems, costly label overruns. Save 4¢ or more per cassette.

Five models to choose from: One manual single color unit. Two semi-automatic one color table top models. Two high production multi-color consoles that print up to three colors in one pass.

Manufactured and distributed in U.S.A. by

apex

apex machine company
3000 n.e. 12th terrace
fort lauderdale, fl 33334 u.s.a.
telephone: (305) 566-1572

Distributed worldwide by

audio

audiomatic corporation
400 madison avenue
new york, new york 10017 u.s.a.
telephone: (212) 308-6888
telex: 12-6419

FOR THE RECORD

A story in *Billboard's* July 30 issue concerning the recall of EVX speakers by manufacturer **Electro-Voice Inc.** was incorrect in stating that E-V was recalling the units "at the request of the U.S. Product Safety Commission." The firm itself initiated the recall after discovering potential fire hazard problems.

NEW PRODUCTS & SERVICES

DRIVE-ON MOVIE: It's so simple and so obvious you wonder why nobody thought of it before. Videobus Inc., a new outfit run by ex-cable executive Ted Racz, has developed a video system that allows bus commuters to view the same edited versions of theatrical film releases to which airline passengers are routinely treated. Working with Sony's professional video division, Videobus concocted a system based on a Sony 8mm video deck using high-quality metal-particle tape. It uses six video monitors strategically placed around the bus. Licensing arrangements have been struck with a number of Hollywood film studios, including MGM, Tri-Star, Paramount, and Columbia, allowing Videobus to show both current hits and movie classics.

Racz says he has established a network of 63 installation companies around the nation and notes that a tour or charter bus can be outfitted with the system in about eight hours.

HILTON IS HOPPING: Hilton Sound, Europe's largest pro audio rental firm, says it has had an incredibly active summer supplying digital machines to record top artists' tour dates throughout the continent. For example, the recent Bruce Springsteen tour was record-

ed on twin Sony PCM-3324s (with Apogee antialiasing filters) obtained from Hilton; the Michael Jackson show at Wembley Stadium in London was tracked with Mitsubishi digital decks; and Sting's dates in Italy, West Germany, and France were recorded on digital machines supplied by Hilton as well. Aside from Hilton's reputation for service excellence, another reason the firm has provided so many digital machines to stars this summer is summed up by company chief Andy Hilton, who wryly notes: "We're the only operation with enough digital recorders in stock to do it."

PRICE RISE: Agfa-Gevaert Inc. reports it has raised prices on its full line of professional audio- and videotape products in order to avoid cutting back on customer service and research and development. According to Maria Curry, VP/GM of Agfa's film division, "The weak dollar is forcing some tape manufacturers to scale back their technical and sales service. Agfa is a customer-oriented company, and we believe our emphasis on technical support and our continuing development of our product line justifies a price increase at this time."

Agfa's new prices went into effect in late July. For further information, contact 201-440-2500.

YAMAHA'S AMAZING little DMP-7 automated digital mixer was the focus of a seminar at Los Ange-

les-based West L.A. Music. Peter Chaikin, production mixer, recording engineer, and Grammy Award winner, took the audience step by step through the unit, billing it as "the perfect tool for professional and home recording studios and postproduction facilities."

API AUDIO PRODUCTS' new model 4032 is the first new API console to be built in five years. The 48-input board is fully automated with a European-built Audio Kinetics Master Mix disk-based system and is outfitted with 32-channel monitoring and up to 14 effects-sends per channel, eight of which can be made into four separate stereo pairs. The console is also decked out with a 600-point patch bay. Contact API at 703-455-8188.

Edited by STEVEN DUPLER

AUDIO TRACK

(Continued from preceding page)

ing drum sampling with Rich Schirmer at the board. And Tom Kimmel was in, overdubbing tracks with English producer Steve Hillage. Nick Froome engineered the PolyGram project.

K.T. Oslin was at the Music Mill, finishing mixes for her new RCA album. Harold Shedd produced with Jim Cotton and Joe Scaife engineering. Also, David Ball worked with producer Mark Wright on overdubs and mixes for a new RCA album. Scaife engineered. And Wayne Massey did overdubs and mixes for his new PolyGram album. Massey and Cotton produced with Cotton and George Clinton engineering.

OTHER CITIES

BERNIE MILLER, Willie Mitchell, and Eric Morgeson mixed tracks on Epic artist Billy Always at Studio A, Dearborn Heights, Mich. The project is for EMP Productions Ltd. John Jaszcz was behind the board with Chris Tabor assisting. Also, producer Michael Powell worked on rhythm tracks in the Synclavier/MIDI room for Elektra's Anita Baker. Randy Poole ran the controls. And Before Or After digitally mixed its new single, "You Make It Hard." The group co-produced with Tony Campana. Jaszcz engineered.

Studio 4 in Philadelphia had Gefen's 7A3 in with Joe "The Butcher" Nicolo completing mixes on the group's first record. Da Pliars was in re-creating some classic music for an upcoming video. Songs on the project include "Walkin' On The Moon," "Brain Damage," and "Eclipse."

Planet Dallas in Dallas had Michael Armand in completing "Bad Boy" with producer Patrick Keel. Rick Rooney was at the console. And Get Off My Records completed tracks and mixes on Nemesis with Rooney co-producing. Intimate Acts completed demos for label shopping.

All material for the Audio Track column should be sent to Debbie Holley, Billboard, Fifth Floor, 49 Music Square W., Nashville, Tenn. 37203.

UP-AND-COMING SPECIAL ISSUES

SPOTLIGHT ISSUE	IN THIS SECTION	AD DEADLINE
HORROR VIDEO	Sept 3 Sept 10 Sept 17 Sept 24	<ul style="list-style-type: none"> • Retailing Tips • Programming Trends • New Product • Special Promotions
ROCKIN' THE COUNTRY—MEMPHIS & NASHVILLE	Sept 10	<ul style="list-style-type: none"> • Rising Talent • Label Action • Concerts & Venues • Memphis Now • Nashville Rocks • Publishers • Songwriters
DIR 15TH ANNIVERSARY	Sept 17	<ul style="list-style-type: none"> • History • Personality Profiles • Programming • TV • Sales
CD	Sept 24	<ul style="list-style-type: none"> • State of CD • Production • Labels & Software • Packaging • New Directions • Retailing • Accessories • International

WHY THEY ARE SPECIAL:

- **SEPTEMBER IS 'HORROR VIDEO MONTH,'** and each week of the month a specially crafted, strategically placed Horror Video column will spotlight the latest developments in this ongoing genre. Each column will be devoted exclusively to a different aspect of the horror phenomenon, and while it's not meant to frighten, it will enlighten all dedicated merchants of mayhem.
- **MEMPHIS & NASHVILLE—ROCKIN' THE COUNTRY** focuses on Tennessee's burst of rising non-country talent aiming for national and international markets. Major labels are again scouring Memphis for rock's future, while Nashville is finding that some of its country-rockers also possess the special kind of crossover appeal to re-ignite the '50s and the '60s in the '80s.
- **DIR BROADCASTING'S 15TH ANNIVERSARY** issue takes radio-wise readers behind-the-scenes at this innovative syndication company. The history of DIR is a veritable how-to of launching contemporary music programs with staying power, that targets its audience and hits the broadcasting bull's-eye in influence and appeal.
- **THE COMPACT DISK STORY** is the saga of an industry rediscovering its wealth by embracing its future. No source has so thoroughly covered CD from its technological beginnings than Billboard, and this year's issue will again pinpoint CD's progress with laser precision, depth and detail.
- **COMING ATTRACTIONS:** VIVA ESPAÑA, BILLBOARD RADIO AWARDS, THE WORLD OF GOSPEL MUSIC, THE WORLD OF COUNTRY MUSIC.

FOR AD DETAILS CONTACT YOUR BILLBOARD SALES REPRESENTATIVE or CALL ANY BILLBOARD OFFICE WORLDWIDE.

NEW YORK: Gene Smith, Ron Willman, Karen O'Callaghan, Ken Karp, Norm Berkowitz. (212) 764-7300 or (212) 536-5018.
LOS ANGELES: Christine Matuchek, Arty Simon, Anne Rehman, Marv Fisher, Emily Vaughn. (213) 273-7040.
NASHVILLE: Lynda Emon, Carole Edwards. (615) 321-4290.
LONDON: Tony Evans 439-9411.

*****RESERVE SPACE TODAY!*****

New York's Royal Navy

The World Yacht fleet is New York's Royal Navy. Welcome aboard, for a taste of elegance and a view you'll never forget.

Corks pop, the menu tempts you and a live band plays on, while all New York floats majestically past your window. This is the Royal treatment, and the only place you'll find it is on a World Yacht Cruise.

Every day of the week, our five magnificent restaurant yachts sail on luncheon and dinner cruises, special midnight dance cruises and Sunday brunch cruises, too. For Dining Reservations, call 212-929-7090.



The Royal charter.

For the most spectacular private party imaginable, for groups from 5 to 500, you can charter one of our luxurious restaurant yachts, or a selection of New York's most impressive privately-owned yachts, available for your inspection at our marina at Pier 62.

There are an additional 200 private power and sailing yachts that may also be chartered through us.

World Yacht Cruises, Pier 62, West 23rd Street at the Hudson River. For private parties and charters, call charter sales: 212-627-2775.



CBS MUSIC VIDEO ENTERPRISES.



T H E C B S S A Y S I T A L L !



**THE BEST ARTISTS. THE BEST MARKETING PEOPLE. AVAILABLE EXCLUSIVELY THROUGH CBS RECORDS DISTRIBUTION.
AT LAST...MUSIC VIDEO YOU'VE BEEN WAITING FOR!**

© 1988 CBS Records Inc.

BET Wagers On Small But Notable Program Moves

BY JIM BESSMAN

NEW YORK As it nears the end of the summer hiatus, Black Entertainment Television is planning few outright programming changes for its fall schedule. Still, Jeff Newman, senior producer of music video programming, says there will be some subtle but important differences in the network's video shows as BET nears its move early next year to its own broadcast facility in Washington, D.C.

BET, which operates out of a production base in Alexandria, Va., is slated to make the move in March. According to Newman, the new headquarters will enable year-round

production of the daily "Video Soul" and "Video LP" programs, which have been on summer break but will return when BET starts its eighth season on Sept. 12.

Also returning are "Video Vibrations" and "Soft Notes," though—unlike "Video Soul" and "Video LP"—these programs have stayed current through this summer (the weekend top 20 countdown programs on "Video Soul" have also remained fresh).

Donnie Simpson resumes his role as host of "Video Soul," the black-music-hits-oriented show that Newman hails as the network's "flagship."

"We'll continue to take an active

role in developing black artists, which is the most important role of music video," says Newman, claiming Jody Watley as a major success last year.

Because of an "influx" of quality rap clips, "Video Vibrations," which programs a broad range of pop music, is starting to feature them more, according to Newman.

"The product is out there," he says. "More and more companies are investing in rappers, and artists like Eric B. & Rakim and Biz Markee are making videos of high quality which we can play in between Prince and Michael Jackson."

Newman adds that clips by hit rappers like Kurtis Blow and L.L. Cool J are generally programmed on "Video Soul." Meanwhile, "Video Vibrations" is also "experimenting" with videos by such artists as Big Audio Dynamite and Elton John, as these clips fit a format also represented by Steve Winwood.

Regarding the daily "Soft Notes" mix of adult and urban contemporary clips with "mellow" and jazz videos, Newman says the slot affords BET the opportunity to program artists like Basia.

"We're able to program more jazz and spread out more because there's more programming time provided by 'Soft Notes,'" he says.

Other returning BET programs

'We'll continue to take an active role in developing black artists'

VIDEO TRACK

OTHER CITIES

LOS ANGELES

THE FAT BOYS teamed up with cult hero slasher **Freddy Kreuger** for the video "Are You Ready For Freddy?" The clip is for the theme song to "A Nightmare On Elm Street, Part IV" and was shot on the movie set. The single is from the act's "Coming Back Hard Again" album.

DIRECTOR Nicholas Brandt and producer **Brigit Blake Wilson**, the team responsible for XTC's excellent "Dear God" video, have done it again with their clip for new **Atlantic Records** band the **Escape Club**. At press time, the video for the single "Wild, Wild West" had been designated MTV's Hip Clip of the week. It was shot over a two-day period in a London studio.

Alabama's latest is a five-mi-
(Continued on page 46)



CDVJs. MTV, VH-1, and WQXR New York radio air talent showed up at the city's Private Eyes nightclub to help PolyGram celebrate the rollout of its first CD video titles. Shown, from left, are VH-1 DJ Roger Rose, MTV jock Adam Curry, Bob Jamieson, executive VP, PolyGram Records, and WQXR's Steve Sullivan. The trio programmed the evening's entertainment, thus earning the title of the world's first CDVJs.

include "Budweiser's Black Showcase," a weekly concert featuring jazz and blues; "Bet News"; the "Going Places" travelog; and the black classic movies series.

Additionally, a pilot for a new game show titled "Tell Me Some-

thing Good" ran last week, and Newman says that the response makes him "90% sure" it will be picked up for the fall schedule.

The show involves home audience participation via an 800 toll-free number, which viewers call in

order to plead their case for winning such prizes as fur coats and diamond rings. A judges panel made up of comedians decides the winners according to how convincing their stories are.

THE EYE



by Steven Dupler

THE INSIDER'S GUIDE?: That's not the way some MTV Networks executives are describing a new book by Bowling Green State Univ. (Huron, Ohio) sociology professor **R. Serge Denisoff** titled "Inside MTV," available from Transaction Books. This dry rendering of the MTV story offers an academic and—to be truthful—pretty damn dull chronology of MTV, beginning with its inception on Aug. 1, 1981, and running to the present. The book purports to trace the various administrations and their achievements (or lack thereof) as well as the nature of the highly competitive cable industry.

So how much of Denisoff's work can be taken for the gospel? Not much, says one highly placed MTV executive. "This guy has been working on this book for years, calling us for interviews," the executive says. "He would do just one interview with you, and now finally you see it in print, scattered throughout the book as if you had had a whole series of conversations with him."

Says another MTV exec: "You're not going to find any revelations in here. Most of what he's used is a matter of public record—a lot of it was culled from stuff in the press. Besides, it's pretty hard for an outsider without any real inside knowledge to discuss what goes on here with any sense of proper context."

MOVIES PLUS MUSIC: Since its inception 18 months ago, **Movietime**, the 24-hour-per-day national satellite-delivered cable channel, has kept to a format that includes mostly trailers and previews of both theatrical film releases and upcoming movies on **Showtime**, **HBO**, **Cinemax**, and other cable movie channels. In addition, **Movietime** also provides "Entertainment Tonight"-type news bites.

This month, however, a new wrinkle has popped up in **Movietime** programming that should be of interest to label video promotion staffers—a new feature called "Music Watch," hosted by **KROQ** Los Angeles DJ **Richard Blade**. "Music Watch" offers a brief (three-four minutes) segment on a new and breaking music act each month. The segment will be repeated several times in a one-month period.

The first band to be featured on the show is **RCA's Kings Of The Sun**. "Music Watch" will feature snippets from an interview with the band filmed at manager **Freddie DeMann's** home as well as pieces culled from the group's videos for the first two singles, "Serpentine" and "Black Leather," from its eponymous debut album.

Movietime is carried on more than 200 cable systems with an audience of approximately 7 million subscribers. Contact the channel at 213-960-5839.

ANOTHER BRICK FOR THE WALL: **Radio Vision International**, the global video acquisition, licensing, and distribution firm headed by chief executive officer **Kevin Wall**, has snared the exclusive worldwide TV distribution rights to "Pink Floyd Live," an 80-minute concert program shot in 1987 at the Omni in Atlanta during the superstar band's Momentary Lapse Of Reason tour.

According to **David Wyler**, senior VP of sales for **RVI**, about 30 international territories have already expressed interest in acquiring the show, which be-

comes available in January.

The Floyd tour is one of the most technologically elaborate aural/visual concert experiences ever committed to film. The shoot for the **RVI** program reportedly employed more cameras than any concert shoot ever, using 18 35mm cameras, 16 16mm cameras for hand-held remotes, a cable camera, and two helmet cameras. The audio was recorded both on Mitsubishi digital multitrack and 24-track analog decks. For information about the Floyd program, contact **Radio Vision** at 213-469-5750.

X-S-IVE PRESENTATION: MTV is joining forces with **Atlantic** act **INXS** to present the third and largest leg of the Australian band's U.S. Calling All Nations tour, which runs from Aug. 7-Sept. 24. As part of the concert-presentation deal, the 24-hour-per-day music channel is exclusively announcing tour dates, airing the world premiere of the band's new clip, "Never Tear Us Apart," providing tour coverage on "MTV News," and offering ticket promotions.

Other elements of the tour presentation include a national on-air contest in which winners will get a chance to see **INXS** perform one date on the tour and an appearance by the band on the Video Music Awards in September in Los Angeles. The joint effort will culminate at the end of September with an on-air weekend devoted to **INXS**.

WET WET & MORE WET: **Uni Records** is trying hard to turn things around in the wake of the disappointing U.S. chart performance of "Wishing I Was Lucky," the debut single of its smash U.K. act **Wet Wet Wet** (the single peaked at No. 58 on the **Billboard Hot 100**).

According to the label's **Sam Kaiser**, Uni is about to service the video for the follow-up single, "Sweet Little Mystery," directed by **Mike Brady**. Kaiser says the video would have been out already if it weren't for a slight bloop: While the crew was shooting footage on a beach in Guyana, a Pepsi sign displayed by a bar on the beach was included in the background shots. Apparently no one noticed until MTV requested the product reference be stricken from the clip, necessitating another week in postproduction.

Meanwhile, Kaiser says, radio support is climbing steadily for "Mystery," with the most recent major add coming from **WXKS Boston**, "a huge supporter of the group."

REMINDER: If your cable or broadcast music video outlet has not been contacted by **Billboard** to send material for use in the "Aircheck Heaven" video programmer's panel at the upcoming **American Video Conference**, Nov. 9-11 in Los Angeles, please call and let us know. We're attempting to get as much material together from as many shows as we can to put on display during the AVC. The **Telegenics Production Crew** in New York, well known for its infamous extended-length video remixes, is overseeing the production of the compilation reel for this panel, and it should be a hot mix.

LAST STUFF: Check out the ultrahigh-style clip for the single "Peek-A-Boo" by **Geffen** act **Siouxsie & the Banshees**. The striking visuals and theatrical makeup and costumes coupled with a strong track spell a sure winner and gets our vote for clip of the week. Also, we have to give a round of applause to **Atlantic** for its recent MTV Hip Clip "Wild, Wild West," the new single from the **Escape Club**. Director **Nicholas Brandt** makes wild use of mirror effects, which create the look of disembodied limbs performing on their own. The result is amazing!

GEORGE MICHAEL



15V 49000

© 1988 CBS Records Inc.

OUR "FAITH" KEEPS GETTING STRONGER!

First the album...four No. 1 singles and one more on the way!

Now the home video! Five hits from the album, including the rarely seen, uncensored version of "I Want Your Sex"...the brand-new video of "Monkey." Plus exclusive interview footage with George Michael.

"Faith," the music video delivers a generous 30+ minutes of George Michael at his phenomenal best, all for the incredibly low suggested retail price of \$15.98!

It's proof that great things keep coming to those with "Faith"!



CBS MUSIC VIDEO ENTERPRISES. THE CBS SAYS IT ALL!



J.J. Goes Clubbin'. Atco's J.J. Fad made an appearance recently on the MTV dance music show "Club MTV," where the act performed its debut single on the label, "Supersonic." Shown on the set, from left, are Atco VP and East Coast GM Margo Knesz; J.J. Fad's MC JB & Baby D; J.J. Fad scratcher Trane; Atlantic Records video promotion coordinator Linda Ferrando; and J.J. Fad's Sassy C.

Billboard THE CLIP LIST™

A SAMPLING OF PLAYLISTS AT NATIONAL VIDEO MUSIC OUTLETS. Lists do not include videos in recurrent or oldies rotation.

NEW VIDEOCLIPS

This weekly listing of new videoclips generally available for programming and/or promotional purposes includes artist, title, album (where applicable), label, producer/production house, and director. Please send information to Billboard, New Videoclips, 1515 Broadway, New York, N.Y. 10036.

- ALL ABOUT EVE**
Every Angel
All About Eve/Mercury
Lynne Miller
Carol Fletcher
- ARROW**
Groovemaster
Knock Dem Dead/Mango
Vanderquest
Bruno Tilley
- BEATNICK BEATCH**
Beatnick Beatch/Atlantic
Jay Blumenfeld
Jay Blumenfeld
- THE CHRISTIANS**
When The Fingers Point
The Christians/Island
Lisa Hollingshead
Nigel Dick
- ROBERT CRAY**
Don't Be Afraid Of The Dark
Don't Be Afraid Of The Dark/Mercury/Hightone
An McGarry
Oley Sassone
- DEAN DILLON**
The New Never Wore Off My Sweet Baby
Slick Nickle/Capitol
Marc Ball/Scene Three Productions
John Lloyd Miller
- EUROPE**
Superstitious
Superstitious/Epic
Fiona O'Mahoney
Nick Morris
- THE FATAL FLOWERS**
Johnny D. Is Back!
Johnny D. Is Back! An Album By The Fatal Flowers/Atlantic
- R. Heynen/Syndicate Of Melodies
Richard Janssen, R. Heynen
- KOOL & THE GANG**
Rags To Riches
Everything Is Kool And The Gang/Mercury
Carolyn Ali
Bill Parker
- L.A. GUNS**
Electric Gypsy
L.A. Guns/Vertigo
David Ross, Dinah Breakell
Ralph Ziman
- ROBIN LEE**
Shine A Light On A Lie
This Old Flame/Atlantic America
Marc Ball/Scene Three Productions
John Lloyd Miller
- THE LOOTERS**
The Border
Flashpoint/Island
Mary Liz Thomson, T.G. Pearson/International Gruffiti
Mary Liz Thomson, T.G. Pearson
- SA-FIRE**
Boy, I've Been Told
Sa-Fire/Cutting/Mercury
Manuel Arce
Carl Haber, Ricardo Betancourt
- SCORPIONS**
Believe In Love
Savage Amusement/Mercury
Marty Callner, John House
Marty Callner
- SPARKS**
So Important
Interior Design/Fine Art/Rhino
Ron Mael, Russell Mael, David Bouza
Bryan Laus
- TONY! TONI! TONÉ!**
Born Not To Know
Who?/Wing
Carolyn Ali
Bill Parker
- TANYA TUCKER**
Strong Enough To Bend
Strong Enough To Bend/Capitol
Marc Ball/Scene Three Productions
Larry Boothby, John Lloyd Miller
- ZODIAC MINDWARP & THE LOVE REACTION**
Planet Girl
Tattooed Beat Messiah/Vertigo
Luc Roeg/VIVID Productions
Tony Vanden Ende

VIDEO TRACK

(Continued from page 44)

nute compilation clip featuring a medley of live performances, including "My Home's In Alabama," "Tennessee River," and "Fireworks." The footage was culled from "My Home's In Alabama," a Dick Clark Productions special for CBS-TV shot in Fort Payne, Ala.

Champagne Motion Pictures of Toronto recently wrapped the video for "Ibu," the debut single from

A&M/Attic Records artist **Roman Grey**. The director was **Kari Skogland**; **Philip Mellows** produced.

Production companies and post-production facilities are welcome to submit information on current projects. Please send material to Video Track, Billboard, 1515 Broadway, New York, N.Y. 10036.



Continuous programming
1775 Broadway, New York, NY 10019

ADDS

Camper Van Beethoven, Eye Of Fatima, Part I
Def Leppard, Love Bites
Femme Fatale, Waiting For The Big One
Foreigner, Heart Turns To Stone
Gentleman Without Weapons, Unconditional Love
Bruce Hornsby & The Range, Look Out Any Window
Holly Knight, Heart Don't Fail Me Now
Ziggy Marley & The Melody Makers, Tumblin' Down
Only Child, Save A Place In Your Heart
Ramones, I Wanna Be Sedated
Joe Satriani, Always With Me, Always With You
Scorpions, Believe In Love
Van Halen, When It's Love

SNEAK PREVIEW

Cheap Trick, Don't Be Cruel
Huey Lewis & The News, Perfect World
INXS, Never Tear Us Apart
Poison, Fallen Angel
Rod Stewart, Forever Young

HEAVY

Aerosmith, Rag Doll
Pat Benatar, All Fired Up
Tracy Chapman, Fast Car
Terence Trent D'Arby, Sign Your Name
Def Leppard, Pour Some Sugar On Me
G. Estefan/MSM, 1-2-3
Europe, Superstitious
Fat Boys, The Twist
Guns N' Roses, Sweet Child O' Mine
Daryl Hall & John Oates, Missed Opportunity
Joan Jett/Blackhearts, I Hate Myself For Loving You
Elton John, I Don't Wanna Go On With You Like That
Richard Marx, Hold On To The Nights
George Michael, Monkey
Robert Palmer, Simply Irresistible
White Lion, Tell Me
Steve Winwood, Roll With It

ACTIVE

Cinderella, Gypsy Road
Crowded House, Better Be Home Soon
The Escape Club, Wild Wild West
The Fabulous Thunderbirds, Powerful Stuff
Information Society, What's On Your Mind
Kenny Loggins, Nobody's Fool
Jimmy Page, Wasting My Time
Talking Heads, Blind

BUZZ BIN

Midnight Oil, The Dead Heart
Patti Smith, People Have The Power
The Smithereens, House We Used To Live In

MEDIUM

Rick Astley, It Would Take A Strong Strong Man
Britny Fox, Long Way To Love
Belinda Carlisle, I Feel Free
The Church, Reptile
Erasure, Chains Of Love
Lita Ford, Back To The Cave
Johnny Kemp, Just Got Paid
Cyndi Lauper, Hole In My Heart
Moody Blues, I Know You're Out There Somewhere
New Kids On The Block, Please Don't Go Girl
Iggy Pop, Cold Metal
Run-D.M.C., Mary Mary
Scritti Politti, Boom! There She Was
REO Speedwagon, Here With Me
Stryper, Always There For You
10,000 Maniacs, What's The Matter Here
Then Jerico, The Motive

BREAKOUTS

Paula Abdul, Knocked Out
The Bible, Crystal Palace
Jimmy Buffett, Homemade Music
Deep Purple, Hush
David Drew, Green Eyed Lady
Glass Tiger, Far Away From Here
Jerry Harrison, Man With A Gun
Debbie Harry, Liar Liar
Hothouse Flowers, Don't Go
Johnny Hates Jazz, I Don't Want To Be A Hero
Paul Kelly & The Messengers, Dumb Things
Kings Of The Sun, Black Leather
John Norum, Back On The Streets
Ranking Roger, So Excited




The Nashville Network

13 Hours Weekly
2806 Opryland Dr., Nashville, TN 37214

CURRENT

Tanya Tucker, Strong Enough To Bend
Charley Pride, I'm Gonna Love Her On The Radio
The Comedy Mill, Our Hometown
Reba McEntire, Sunday Kind Of Love
Desert Rose Band, He's Back And I'm Blue
Randy Travis, I Told You So
Ray Stevens, Surf'n' U.S.S.R.
The Wagoners, I Wanna Know Her Again
Georgia Satellites, Open All Night
Rodney Crowell, I Couldn't Leave You If I Tried
Dean Dillon, The New Never Wore Off My Sweet Baby
Jo-El Sonnier, Tear Stained Letter
Michael Johnson, That's That
Restless Heart, Bluest Eyes In Texas
Keith Whitley, Don't Close Your Eyes
The Judds, Give A Little Love
George Jones, The Old Man No One Loves



Continuous programming
1775 Broadway, New York, NY 10019

ADDS

Bobby McFerrin, Don't Worry, Be Happy
Little River Band, Love Is A Bridge

NOUVEAUX

Robert Cray, Don't Be Afraid Of The Dark

POWER


Breathe, Hands To Heaven
Eric Carmen, Make Me Lose Control
Tracy Chapman, Fast Car
G. Estefan/MSM, 1-2-3
Elton John, I Don't Wanna Go On With You Like That

HEAVY

Rick Astley, It Would Take A Strong Strong Man
Peter Cetera, One Good Woman
The Contours, Do You Love Me
Taylor Dayne, I'll Always Love You
Daryl Hall & John Oates, Missed Opportunity
Bruce Hornsby & The Range, Look Out Any Window
Johnny Hates Jazz, I Don't Want To Be A Hero
Richard Marx, Hold On To The Nights

MEDIUM


10,000 Maniacs, What's The Matter Here
Aswad, Don't Turn Around
Basia, Time And Tide
The Beach Boys, Kokomo
Climie Fisher, Love Changes (Everything)
Crowded House, Better Be Home Soon
Johnny Kemp, Just Got Paid
Kenny Loggins, Nobody's Fool
Moody Blues, I Know You're Out There Somewhere
Olivia Newton-John, The Rumour
Boyz Scaggas, Cool Running
James Taylor, Baby Boom Baby



Five 1/2-hour shows weekly
1000 Laurel Oak, Voorhees, NJ 08043

CURRENT

John Scofield, Tell You What
Grover Washington, Jr., The Look Of Love
Sade, Paradise
G. Estefan/MSM, 1-2-3
The Chick Corea Electric Band, Eternal Child
Herbie Hancock, Vibe Alive
Moody Blues, I Know You're Out There Somewhere
Moody Blues, Running Out Of Love
Moody Blues, Your Wildest Dreams
-X, Fourth Of July
X, See How We Are
X, Devil Doll
Pepsi & Shirlee, Goodbye Stranger
Pepsi & Shirlee, All Right Now
George Michael, Monkey
Lita Ford, Back To The Cave
Lita Ford, Kiss Me Deadly
Cheap Trick, The Flame
Midnight Oil, The Dead Heart
Bryan Ferry, Limbo
Bobby Brown, Don't Be Cruel
Steve Winwood, Roll With It




14 hours weekly
6430 Sunset Blvd., Hollywood, CA 90028

ADDS

Pat Benatar, All Fired Up
New Kids On The Block, Please Don't Go Girl
Michael Jackson, Another Part Of Me

HEAVY

Breathe, Hands To Heaven
Eric Carmen, Make Me Lose Control
The Smithereens, House We Used To Live In
Johnny Kemp, Just Got Paid
George Michael, Monkey
Terence Trent D'Arby, Sign Your Name
Tracy Chapman, Fast Car
Rick Astley, It Would Take A Strong Strong Man
Robert Palmer, Simply Irresistible
G. Estefan/MSM, 1-2-3
Aerosmith, Rag Doll
Guns N' Roses, Sweet Child O' Mine
Elton John, I Don't Wanna Go On With You Like That
Def Leppard, Pour Some Sugar On Me
Fat Boys, The Twist
D.J. Jazzy Jeff/Fresh Prince, Parents Just Don't...
The Contours, Do You Love Me
Steve Winwood, Roll With It
Joan Jett/Blackhearts, I Hate Myself For Loving You



Black Entertainment Television

14 hours daily
4217 Wheeler Ave., Alexandria, VA 22304

ADDS


Go-Go Posse, D.C. Don't Stand For Dodge City
Walter Beasley, Call Me
Kool Moe Dee, No Respect

HEAVY

George Michael, Monkey
Prince, Glam Slam
Siedah Garrett, K.I.S.S.I.N.G.
Freddie Jackson, Nice 'N' Slow
Gregory Hines, That Girl Wants To Dance With Me
Paula Abdul, Knocked Out
Loose Ends, Watching You
Teena Marie, Work It
Guy, Groove Me
Troop, Mamacita
Al B. Sure!, Off On Your Own (Girl)
Shirley Murdock, Husband

MEDIUM

Aswad, Don't Turn Around
Suave, My Girl
The System, Coming To America
Tony Terry, Forever Yours
Bobby Brown, Don't Be Cruel
Steve Winwood, Roll With It
Inc. Thang Band, Body Jackin'
Ca\$hflow, That's The Ticket
Biz Markie, Vapors
Eric B & Rakim, Follow The Leader
Tony! Toni! Toné!, Born Not To Know
Morris Day, Love Is A Game
Billy Ocean, The Colour Of Love




7 hours daily
1000 Louisiana Ave., Houston, TX 77002

ADDS

Bruce Hornsby & The Range, Look Out Any Window
Peter Cetera, One Good Woman
Eric Carmen, Superstitious
New Kids On The Block, Please Don't Go Girl
The Beach Boys, Kokomo
Wet Wet Wet, Sweet Little Mystery
Boyz Scaggas, Cool Running
Basia, Time And Tide
Lita Ford, Back To The Cave

POWER

Terence Trent D'Arby, Sign Your Name
Richard Marx, Hold On To The Nights
Eric Carmen, Make Me Lose Control
Steve Winwood, Roll With It
G. Estefan/MSM, 1-2-3
Elton John, I Don't Wanna Go On With You Like That
Breathe, Hands To Heaven
Johnny Kemp, Just Got Paid
INXS, New Sensation
George Michael, Monkey
Tracy Chapman, Fast Car
Kenny Loggins, Nobody's Fool
REO Speedwagon, Here With Me



Continuous programming
704 18th Ave. South, Nashville, TN 37203

HEAVY

Mel McDaniel, Real Good Feel Good Song
Rodney Crowell, I Couldn't Leave You If I Tried
Eddie Rabbitt, The Wanderer
Steve Wariner, I Should Be With You
Keith Whitley, Don't Close Your Eyes
Skip Ewing, I Don't Have Far To Fall
D. Yoakam/B. Owens, Streets Of Bakersfield
Reba McEntire, Sunday Kind Of Love
Restless Heart, Bluest Eyes In Texas
Rosanne Cash, Runaway Train
Ricky Scaggas, Thanks Again
S-K-B, Givers And Takers
Randy Travis, I Told You So
Iang/Lee/Wells/Lynn, Honky Tonk Angels Medley
The Wagoners, I Wanna Know Her Again
The Judds, Give A Little Love
Tammy Wynette, Beneath A Painted Sky
Robin Lee, Shine A Light On A Lie

TERENCE TRENT D'ARBY

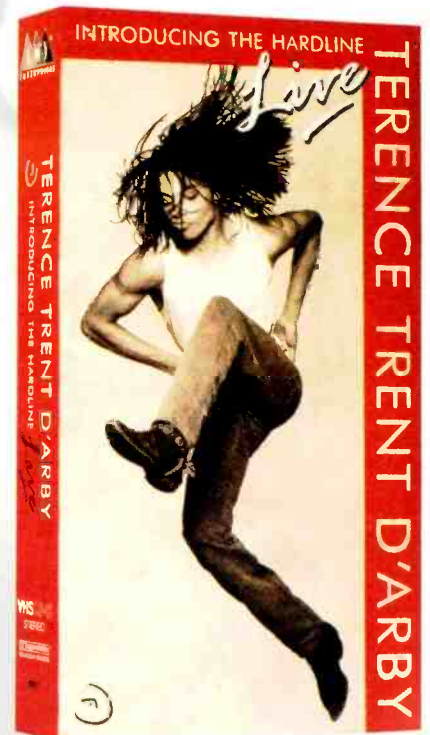
SEE EVERYTHING YOU'VE HEARD ABOUT TTD!

His album is fast approaching double platinum. His live performances have sent waves through the music world. And now, on an astounding 65-minute concert/documentary program, all America will get to see "Introducing The Hardline...Live."

On his first home video, Terence Trent D'Arby lays down the line with electrifying live versions of his No. 1 hit, "Wishing Well," and the current smash, "Sign Your Name."

See Terence as you've never seen him before, with *exclusive* renditions of concert favorites, "Under My Thumb" and "Wonderful World." Plus an intimate, behind-the-scenes look at this year's fastest rising superstar!

This sensational program shot straight to No. 1 on the video charts in the U.K. immediately upon release. Now, at its suggested retail price of \$19.98, expect an encore performance!



19V 49001



CBS MUSIC VIDEO ENTERPRISES. THE CBS SAYS IT ALL!

© 1988 CBS Records Inc.

Welcome. Are you a thief? Please, do visit us some time. But it won't be possible for you to steal anything, except for your own time. Why?



U.S.A.
LIFT
Display Inc.
115 River Rd.
Edgewater NJ
07020
Tel.: 201/
945-8700
Fax: 201/
945-9548

Our store is equipped with the Lift

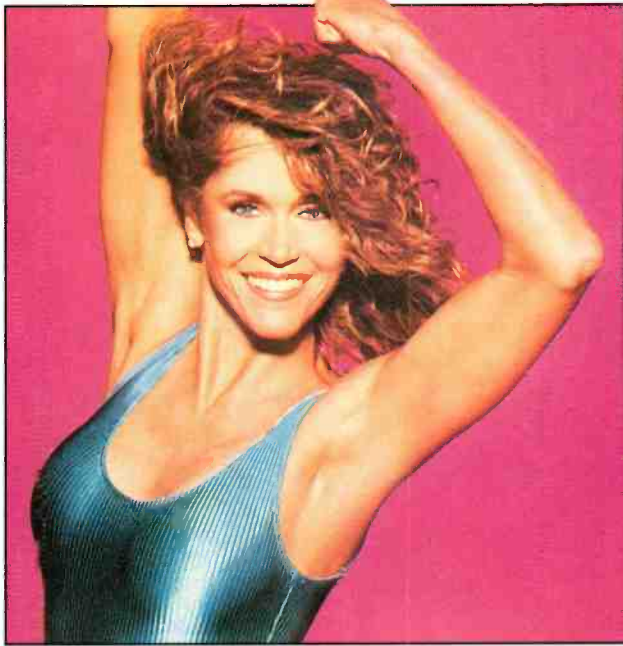


STORE: JUKES, PITTSBURGH, 412-642-2323

vendor system. Only the empty boxes of CDs, music and video & cassettes are presented in the Lift profiles. The customer gets the merchandise at the cash counter after payment is made. **LIFT**[®]

Systems with a future.

SEE US AT VSDA BOOTH #3733.



VSDA 88

Roll Out Those Hit Titles and All Problems Fade to Black, as the Industry Faces a Fourth-Quarter Sell-Through Boom

By JIM McCULLAUGH

A funny thing happened on the way to the second half of the 1988 home video industry.

Software suppliers began to unravel their second-half titles, programs and promotions . . . "E.T.: The Extra Terrestrial" . . . Vestron's Stars & Bars VideoGift . . . "Cinderella" . . . Five Star 8 . . . "Beetlejuice."

Suddenly, vendors cutting distributors, distributors cutting vendors, supplier mergers, depth of copy, pay-per-view, pay-per-transaction, multi-packs, commercials on tape, distributor mailers, co-op, the timing of television advertising and a host of other controversial issues that seemed to be freezing the industry just last April were temporarily shunted to the back burner.

Now, collective industry participants are beginning to focus on one goal: implementing rental and sell-through strategies for the fourth quarter.

"The industry concerns are still there," says one Wall St. analyst, "but they appear to be overshadowed by getting on with what looks like a banner Christmas. Once the programs started being announced, that's where all the focus shifted. I called MCA Home Video in early July and there was only one thing anyone there was doing: Working on selling 'E.T.'"

What are the prognosticators saying?

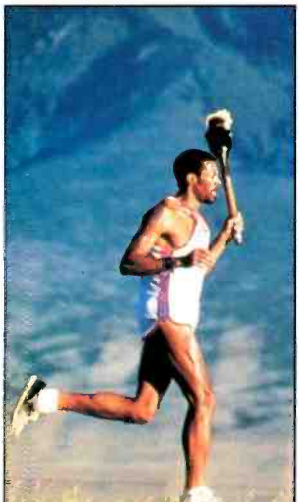
A recent forecast by New York investment bankers Veronis, Suhler & Associates Inc. indicates that home video is heading toward a 103% expansion over the next five years. That forecast is part of a five-year trend predicted by the firm which indicates that spending for filmed entertainment will surpass the \$30 billion mark in 1992, a quantum leap over the 1987 figure of \$18 billion.

The Veronis, Suhler forecast also goes on to say that the video portion of the entertainment business will generate \$13 billion in 1992, an increase of \$6.4 billion over 1987. VCR penetration, they say, is expected to reach 80% or 78 million U.S. households by 1992, with 1987 penetration pegged at 52% or 45.5 million households.

By the end of 1988, according to the Electronic Industries Assn. of America, VCR penetration will be close to 60% as approximately 800,000 to one million VCRs are still being sold monthly into the American market.

The EIA, at the recent Summer Consumer Electronics Show, revised 1988 VCR sales forecasts down by one million units, predicting 1987 totals of 11.6 million units drop-

(Continued on page V-42)



CLOCKWISE FROM TOP LEFT: "Johnny Be Good" (Orion), Jane Fonda (Lorimar), "Moonstruck" (MGM/UA), "The Last Emperor" (Nelson), "Broadcast News" (CBS/Fox), "Suspect" (RCA/Columbia Pictures), "Summer Olympics" (Wood Knapp), "Beetlejuice" (Warner), "Cinderella" (Disney), "Planes, Trains, & Automobiles" (Paramount), "E.T." (MCA), "Best Seller" (Vestron).

One of the
years top stories
comes to
Home Video.



Sell-Through: 'Rentailers' Venturing into Sales Find Ring of Register a Wake-Up Call to Future Growth

By GEOFF MAYFIELD

The retail industry has seen a curious phenomenon as a result of the home video boom—stores, equipped with cash registers, that never ring sales.

Video dealers, many of them people who had no previous experience in retailing, became familiar with the mechanics and economics of renting tapes. But, actually *selling* video appeared to be a foreign enterprise for many stores and chains.

"You tend to avoid what is unknown to you because it's a scary business," says John Farr, VP of sales for Commtron, the industry's largest distributor.

Adds Arthur Morowitz, VSDA president and head of distributor Metro Video, "They give you 10 million excuses why they can't get into sell-through—none of them worthwhile excuses. That's because a lot more of them are comfortable in rental. The guys who make a serious effort really get it done."

One company that has made a serious effort in video sales is Erol's, the Springfield, Va.-based chain that operates more than 150 rental-oriented stores.

To cite just one example of the many sales success stories that Erol's has scored, the web recently presold 21,830 copies of "E.T.:The Extra Terrestrial" during the first five weeks of a major promotional campaign. What makes the accomplishment impressive is that Erol's began ringing those sales in May, while the tape won't hit stores until Oct. 27.

Ron Castell, Erol's VP of advertising, offers a simple but convincing argument as to why so-called "rentailers" should venture into sales: "The simplest reason is that you can make some money," he says.

"We believe that an ever increasing number of individuals are going to collect tapes or buy them as gifts. The first

place I would think a consumer would go to buy video would be a video store," Castell adds.

For West Sacramento, Calif.-based Tower Records, which operates more than 45 video locations and derives at least 30% of its video income from sales, sell-through represents the positioning thrust of its ad campaigns, according to director of video John Thrasher.

"We've found that essentially it's a lot easier to advertise for people to buy video than it is to rent," Thrasher says. "It's very hard to get someone to drive three or four miles to your store to rent a hit title when they can find it at a store that's closer."

One chain that has scored remarkable success is the New York City-based RKO Warner Theatres Video. From the days of its original incarnation—when VSDA prexy Morowitz operated the chain under its original Video Shack logo, through its current regime under the ownership of limited partnership the ALMI Group, the 21-store web has claimed that sales contribute an astonishing 65%-70% to the chain's monthly volume.

Former RKO Warners executive Louis Parks, who is now president and CEO of two other ALMI subsidiaries—RKO International/Adventureland and rackjobber Super Video—says "having faith in yourself as a retailer" is as important as any other factor in determining whether a video dealer can succeed in the sales game.

"A lot of ma-and-pa stores focus on rental to the detriment of sales," says Parks. "They tend to have poor display for sale product, with little indication throughout the store that video is available for sale."

Metro's Morowitz, Commtron's Farr, and Erol's Castell regard sell-through as more than plus business for rental-oriented dealers. They opine that offering video for sale may well be a vital survival tactic. Farr says video retailers who continue to resist sales "just let the mass merchant or sharp video retailer take that business away."

Castell and Morowitz note that the video specialist's reluctance to sell video drove mass merchants into the video sales game; they fear that same momentum will entice mass merchants to jump into the rental arena. "If the rental stores don't start selling, they're going to lose the rental business," Morowitz predicts flatly.

Farr notes one bitter pill that has kept some dealers from joining the sell-through party: Mass merchants often run loss-leader sales on blockbuster titles that place those videos at advertised prices that are lower than the video specialist's wholesale costs.

Farr stresses that the volume discounts that cause such price differentials "are a way of life." But, if video specialists can't compete on price, Farr and other industry observers suggest there are plenty of other means by which video stores can level the playing field. Among their suggestions:

- Farr suggests dealers search for inexpensive ways of "plusing the product," adding premiums to a video purchase that won't be found in other outlets. Prime example:

(Continued on page V-40)

Distribution: Wholesale Changes Bend Pipeline into Pretzel of Confusion

By AL STEWART

Video distributors were sent reeling by the cutbacks announced this year by three major suppliers. Call it a prudent business move, a power play or wake-up call, the purges completely altered supplier/distributor relationships and touched off a wave of questions, most notably: Is the bloodbath over or will more suppliers ax part of their wholesale base? Also, distributors can't help but wonder what they have to do to stave off a supplier's ax.

Of course the cutbacks announced by Vestron Video, MCA Home Video and RCA/Columbia Pictures Home Video weren't the only developments concerning video distribution. They did, however, underscore a sense of frustration on the part of suppliers who want distributors to promote the entire line, not just the hits.

Implicit in the distributor cutbacks is a signal to wholesalers still in the fold: If they don't hit the unit sales volume expected of them, they find themselves left out in the cold.

"They succeeded in shaking things up substantially," says Rand Bleimiester, executive VP of Nelson Entertainment, referring to the companies that scaled back on distributors. "The distributors were getting a little complacent and clearly Vestron, MCA and RCA/Columbia wanted them to pay more attention to their product."

Like the distributors who have criticized the cutbacks as shortsighted, Bleimiester wonders how suppliers can expect to sell as much product with fewer companies pitching retailers. "I have a great deal of respect for RCA/Columbia and MCA, but you can't help but feel they will do less business if they have less people handling their product." Bleimiester notes that Nelson has no plans to alter its distribution network.

Similarly, Bill Mechanic, president of worldwide video and international distribution for Walt Disney Home Video, has pledged to preserve the wholesale status quo. Speaking before an audience of distributors in June, Mechanic even went so far as to assert that suppliers were using distributors as a scapegoat.

During his presentation, Mechanic sardonically told the distributors: "Maybe in a couple of years we'll make a string of stiffs and blame you." To no one's surprise, the 150 wholesalers in attendance erupted into enthusiastic applause.

"We don't make the movies, we're just the distributors," says Gene Fink, VP of Win Records & Video, a company that was dropped by RCA/Columbia. "Now the manufacturers are saying they want to see an increase in the amount of [second tier] product ordered by dealers—these are the same manufacturers that want us to sell more of the hit titles to rectify the depth-of-copy problem."

Arthur Morowitz, president of the distributor Metro Video, a company that was dropped by both RCA/Columbia and MCA, also asserts that distributors have been unfairly assailed. "Distributors are a maligned group, but when you think about it distributors are basically a low-cost way to fill the pipeline—they don't pay enough to do much more than that."

While Morowitz says distributors have gotten a "bum rap" he asserts that the decision to pare down the distributor roster was made by the top brass at MCA and RCA/Columbia and not by the video executives. "They gave us no notice that we were not doing a good job and they were very silent when we were notified of the decision [to drop Metro as a distributor]," says Morowitz of the video execs.

While a number of distributors scratch their heads wondering how video suppliers can expect to increase their unit volume with fewer distributor sales reps pitching their product, most industry insiders say the cutback may prove cost-effective for a number of reasons. Not only will administrative costs be slashed, but suppliers who shed some of their distributors have fewer mailers to advertise in.

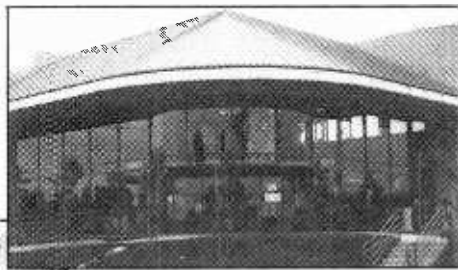
The mailers, which are sent to retailers as a means of advertising the titles available from a distributor in a given month, have earned the wrath of some suppliers who feel pressured into buying ads. "They do have a direct impact on our business, but the quality is very low and there are a lot of mechanical problems. They are very incompatible with the price," says Bleimiester of Nelson.

Whatever factors entered into their decision, the suppliers
(Continued on page V-35)

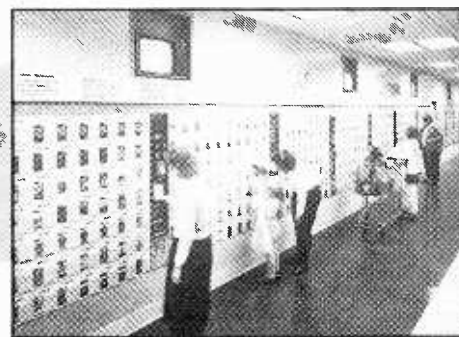


Vestron Video and Nestlé Foods' Christmas co-promotion throws a \$10 million ad budget at sell-through on 17 titles priced from \$14.98 to \$19.98—and "Dirty Dancing" for \$24.98. Customers buy two VideoGift titles and get third free with 10 Nestlé wrappers and proof-of-purchase seals from videos.

Bottom & right: Salzer's Video in Ventura, Calif. epitomizes the video specialist with an aggressive sell-through mentality. In addition to vigorously stressing sell-through product, the store also sells a significant amount of non-video items, such as beer and candy.



A grocery-store video department operated by Super Video, a subsidiary of N.Y.-based ALMI Group, which is also parent of RKO Warner Theatres Video chain.



From Rental to Sell-Through, Hot Summer/Fall Titles Point to Sizzling Fourth Quarter

Broadcast News," "Good Morning, Vietnam," "The Last Emperor," "Moonstruck," "Bright Lights, Big City," "Planes, Trains & Automobiles," "Beetlejuice," "Police Academy 5," "Frantic," and "Batteries Not Included" have all been locked into late summer/fall release schedules.

In addition, such titles as "Three Men And A Baby," "Rambo III," "Big," "Colors," "Bull Durham," "The Presidio," "Coming To America," "Willow," "Red Heat," "Stand And Deliver," "Above The Law," "Funny Farm," "Poltergeist III," "Shoot To Kill" and others loom on the horizon for late 1988 or first part of 1989.

Hollywood's 1987-88 celluloid bumper crop shows no sign of abating for the A-title blockbuster rental side of the business.

On the sell-through side, "E.T.: The Extra Terrestrial" at \$24.95, the highest grossing film of all time and the most awaited home video release to date, would be enough for any one year. But add Disney's "Cinderella" at \$29.95 and Touchstone's "Good Morning, Vietnam" at \$29.95, as well as the most prolific industry collections of \$20 list catalog promotions in the history of the business, and the fourth quarter starts looking like a win, place and show situation for all those involved.

While most of the industry's major titles and campaigns have been previously announced, here's a capsule scorecard of just some of the activity.

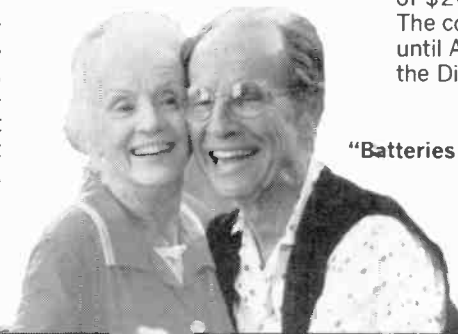
•**MCA:** "E.T.: The Extra Terrestrial" spearheads one of the most massive campaigns in home video industry. It debuts Oct. 27 at a suggested list of \$24.95. A \$5 rebate, however, from the Pepsi Cola Co., drops the price down to \$19.95. The overall marketing effort—embracing television and other media—is placed at \$25 million. The Pepsi rebate offer will require consumers to send in the sales receipt for either three 2-liter bottles, two six-packs of 12-ounce cans, or one six- or eight-pack of 16-ounce bottles of Pepsi, Diet Pepsi, Mountain Dew, or Slice. The retail offer will be promoted not only in video stores but in Pepsi accounts as well. Lest "E.T." overshadow other MCA

Home Video activities, the company is planning such other major titles as "Batteries Not Included" and "The Milagro Beanfield War" for Sept. 15.

For the sell-through market, MCA will also aggressively pursue the \$19.95 price point with a 19-title August horror promotion, and beyond that with such recent and classic titles as "Jaws," "Jaws II," "Holiday Inn" and "Going My Way." A sequel—"Super Callanetics"—to the phenomenal "Callanetics" special interest tape is also slated for fall release.

•**Walt Disney:** "Cinderella" is the cornerstone of a seven-month \$25-million fall marketing campaign involving a pre-sell program and a tie-in with Procter & Gamble. The title is being released during the fall at a special introductory price of \$26.99. After Dec. 1, the title goes to \$29.95. The company plans to make the title available only until April 30, 1989 at which time it is returned to the Disney vaults. Pre-book is Sept. 1 while street

(Continued on page V-12)



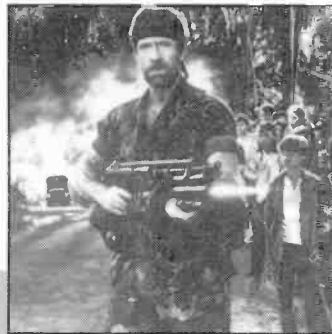
"Batteries Not Included" (MCA)

Below left: "Bright Lights, Big City" (MGM/UA)

"Salsa" (Cannon)



"Braddock: Missing In Action III" (Media)



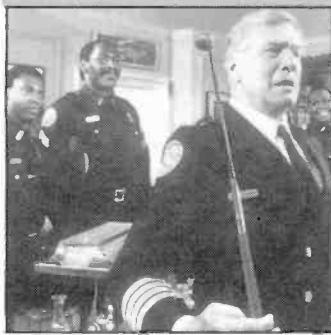
"Colors" (Orion)



"School Daze" (RCA/Columbia Pictures)



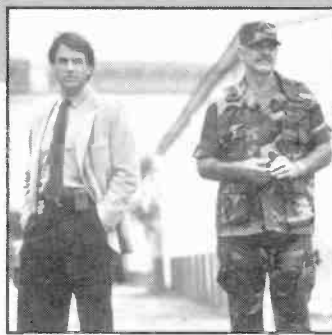
"Police Academy 5" (Warner)



"Frantic" (Warner)



"The Presidio" (Paramount)



"Rambo III" (IVE)



"Empire Of The Sun" (Warner)



Madison Avenue can't seem to decide whether advertising on videocassette is an effective means to make its pitch to consumers.

More often than not, advertising executives say they want to know more about it: How many people are watching? What type of audience demographics can a videocassette offer? Is advertising on videocassette as cost-effective as a standard network TV ad buy?

But even as questions linger, it is clear that viewers don't bristle at the prospect of an ad preceding a movie on videocassette. And, as a result, more and more videos are expected to carry ads. "Dirty Dancing" (Vestron), "Moonstruck" (MGM/UA), "The Last Emperor," and "Hope And Glory" (both from Nelson) either have an ad or, at press time, are expected to carry an ad. Also, Vestron has extended its relationship with Nestlé for a multi-title holiday sell-through push with each company promoting the other's product in its respective ads.

"With network rating down by about 10% this year there is no denying that the VCR has emerged as the way people watch TV," says Betsy Frank, senior VP & associate director of media research for the ad agency Saatchi & Saatchi DFS Compton. "Research has shown that the average VCR household watches between four or five hours of video each

Madison Avenue: Checking the Meter Closely for Video's True Ad Power

By AL STEWART

week. Clearly that time has to come from somewhere."

But even as more and more people choose videocassettes as their entertainment of choice, Frank notes that the biggest problem is determining the reach of a videocassette.

Rand Bleimiester, executive VP of Nelson Entertainment, predicts the advent of a People Meter that can monitor what pre-recorded video is being played. The People Meters placed in a sample of U.S. homes by A.C. Nielsen can determine what tape is being played if the manufacturer has encoded the tape with a signal that is read by the People Meter.

"The fact is the advertising community needs to feel confident that they are getting their money's worth," says Bleimiester, whose company has aggressively pursued ads for its top video releases. "As it is now, they are approaching video advertising with a high degree of caution."

While attaching a value to a video ad has proven elusive, some researchers have taken a stab at estimating a price

tag. In May, the Fairfield Group, an industry watchdog organization, released a report with price tags on a number of hit titles.

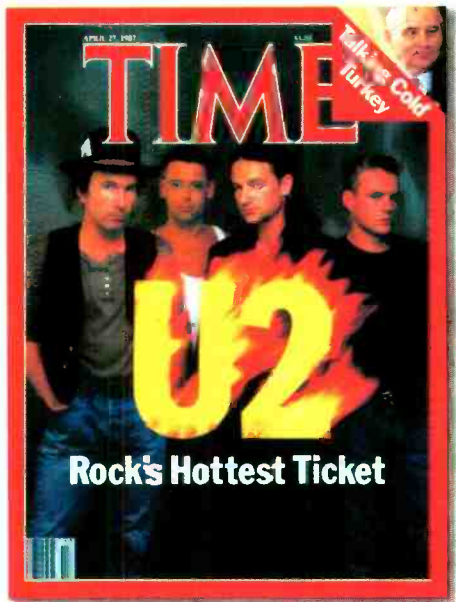
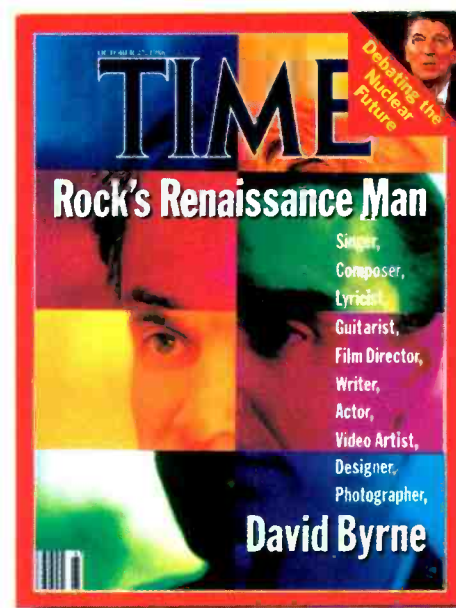
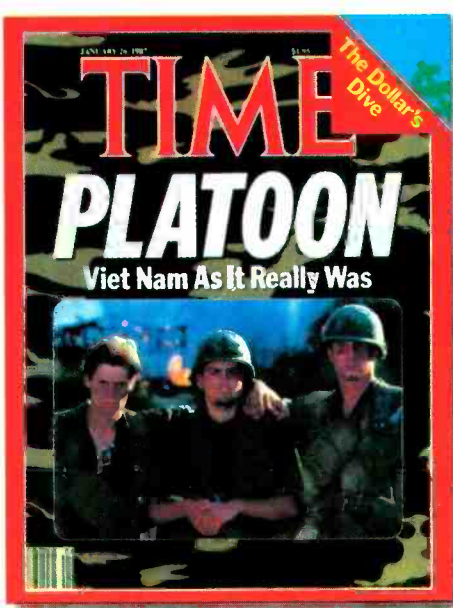
The report, which is available from Fairfield for \$995, asserts that an ad on the hit film "Wall Street" (CBS/Fox) would be worth just over \$1 million since it has a projected audience of 119 million adults. An ad on "The Last Emperor," meanwhile, would have a value of \$588 million.

Of "The Last Emperor," the report says the video can generate 1 billion ad exposures if an ad message is included on the video jacket, the point-of-purchase material, the cassette container taken home by the consumer, and the video itself.

When advertisers do become involved, they tend to seek something more than a standard agreement that places an ad on the video in exchange for a fixed sum of money. "They want to become partners," says Mark Gilula, VP production & acquisition for Media Home Entertainment. "They want a cross-promotion and even though that may not be the first choice [for suppliers] it can be helpful to [the video supplier] since it can open more markets for the video."

Gilula, who is involved in orchestrating sponsorships deals for his company's line of non-theatrical product, says

(Continued on page V-33)



On with the show!

On stage: U2 and Bette Midler. David Byrne and *Platoon*. Cover after cover, week after week, TIME offers the liveliest coverage of the lively arts. With Richard Corliss and Richard Schickel on Cinema, Jay Cocks and Michael Walsh on Music, William A. Henry on Theater.

Behind the scenes, TIME probes the technology that's revolutionizing the way entertainment is recorded and enjoyed, as Richard Zoglin reports on digital audio tape, high-definition television, and CD video.

In the audience? 23 million avid consumers of electronic technology. One out of five TIME subscribers will buy VCRs or compact disc players in the next six months alone — two to four times the norm.

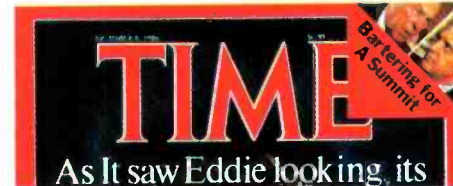
On with the show! TIME opens Mondays in minds near you.



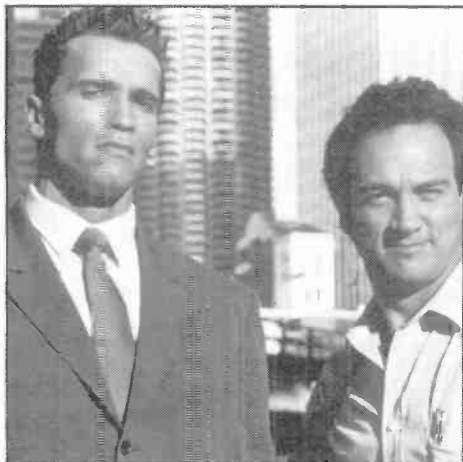
TIME

To get in on the show, call Janice Baio at (212) 522-4368.

Source: Fairfield Group Inc., 1987 • © 1988 Time Inc.

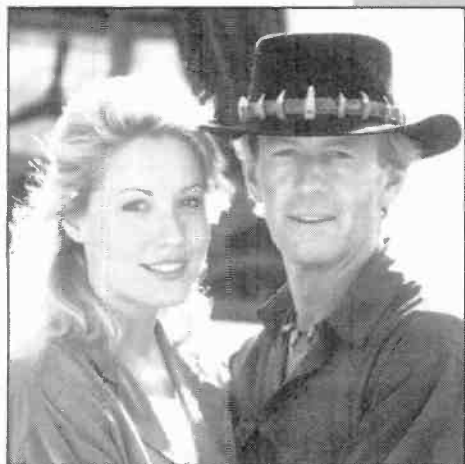


"Red Heat" (IVE)



"Three Men And A Baby" (Touchstone)

"Big Top Pee-Wee" (Paramount)



"Crocodile Dundee II" (Paramount)

HOLLYWOOD BEAT '88-'89 The Hits Continue to Roll

For the second straight summer, Hollywood is experiencing a box-office bonanza that will translate into plus business for the video retailer as today's cinema hits are tomorrow's video store's magnets, attracting droves of customers.

Following is a partial list of some of Hollywood's late summer and fall major theatrical efforts.

- "Cocktail," a drama from Touchstone starring Tom Cruise, directed by Roger Donaldson.
- "Moon Over Parador," a comedy from Universal with Richard Dreyfuss, directed by Paul Mazursky.
- "Tucker: The Man And His Dream," a Paramount drama starring Jeff Bridges, directed by Francis Ford Coppola.
- "The Blob," a science-fiction thriller from Tri-Star starring Kevin Dillon, directed by Chuck Russell.
- "Outer Heat," an adventure thriller from 20th Century Fox starring James Caan, directed by Graham Baker.
- "Young Guns," a Western from 20th Century Fox starring Charlie Sheen, Kiefer Sutherland, Lou Diamond Phillips and Emilio Estevez, directed by Christopher Cain.
- "Die Hard," a fast-paced action-adventure from 20th Century Fox starring Bruce Willis, directed by John McTiernan.
- "Midnight Run," a Universal comedy-adventure buddy film starring Robert De Niro, directed by Martin Brest.
- "Caddyshack II," a comedy sequel from Warner Bros. starring Jackie Mason, directed by Allan Arkush.
- "Big Top Pee-Wee," a comedy from Paramount starring Pee-Wee Herman, directed by Randal Kleiser.
- "The Dead Pool," a new Dirty Harry action thriller from Warner Bros. starring Clint Eastwood, directed by Buddy Van Horn.
- "Short Circuit 2," a comedy sequel from Tri-Star, directed by Kenneth Johnson.
- "Vibes," a comedy-adventure from Columbia starring Cyndi Lauper, directed by Ken Kwapis.
- "Married To The Mob," a gangster comedy from Orion starring Michelle Pfeiffer, directed by Jonathan Demme.
- "Patty," a drama about Patty Hearst from Atlantic Releasing starring Natasha Richardson, directed by Paul Schrader.

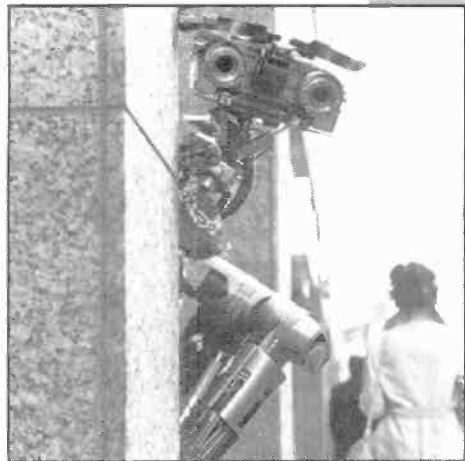


"Cocktail" (Touchstone)

"Bull Durham" (Orion)



"Coming To America" (Paramount)



"Short Circuit 2" (CBS/Fox)

"Bird" (Warner)

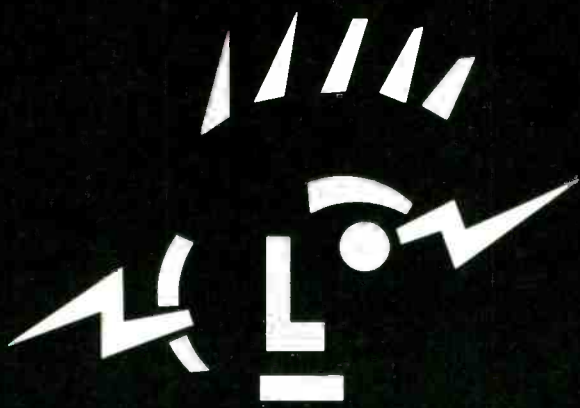


"Caddyshack II" (Warner)



"Tucker: The Man And His Dream" (Paramount)

The new face in the music video business



is an old hand at rock n' roll

RADIO VISION is recognized around the globe as the leader in music video programming—rocking the world with Pink Floyd, Barry Manilow, Eurythmics, Lionel Richie, Cyndi Lauper and Billy Joel just to name a few.

Now, we're rolling into home video in a big way. Join us, front row center.

HIP VID CLIPS
and CONCERTS

priced to sell
\$14.95 and \$9.95
See us at booth #2835

7060 Hollywood Blvd.
Los Angeles, CA 90028
(213) 462 3690

**RADIO
VISION
VIDEO**

an American Radio International
division of
RADIO VISION INTERNATIONAL

CDV Makes Long-Awaited Entree into Channel

By KEN JOY

Despite predictions, in the wake of last summer's lavish CES announcement, that CD video was doomed before it reached the gate, software and hardware manufacturers are positioning product in the marketplace in a show of strength.

In June, thanks to new releases by PolyGram and the WEA group, the number of titles available on CDV jumped to more than 50, with titles from Bach to Bon Jovi. While software is getting its critical launch, hardware manufacturers like Pioneer, Magnavox and Yamaha have been joined in the combi-player arena by Sony, Sharp, Philips, Denon and Hitachi.

Ironically, says Mike Fidler, director of marketing for Pioneer, a forerunner in the combi-player market, Pioneer welcomes the advertisements from competitors like Sony and Yamaha for their new combination players because "it gives the whole format an aura of credibility. It shows the customer the format is here to stay." If hardware sales are any indication, CDV is off to a healthy start: according to Fidler, sales of the new combi-players are exceeding that company's optimistic projections.

But after all is said and done, will consumers buy a disk with only five minutes of video and 20 minutes of audio for just a few dollars less than a low-priced, full-length audio CD would cost?

"Yes," says Fidler. "The consumer is becoming predisposed to the format through extensive advertising that shows the format as a viable entertainment medium. It's the single of the '80s."

Fidler feels that both the 5-inch CDV and the 3-inch CD stand to be successors to the vinyl—even the cassette—single as hardware becomes more portable and less prone to shock from running or jogging.

John Messerschmitt, acting director of CD Video, an association coordinating the promotion of the CDV format, agrees: "It looks like we have the thing rolling. In the next few months there will be a significant number of titles released from PolyGram, MCA and A&M."

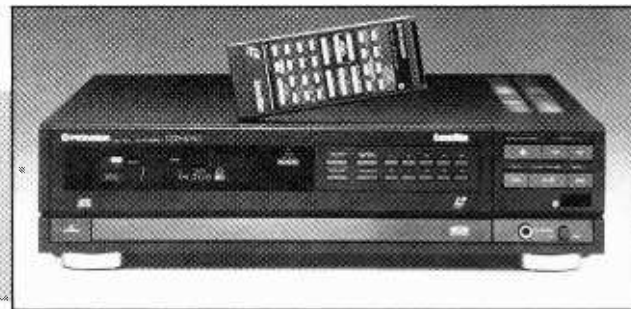
Messerschmitt sees the real key to the success of CDV is the distribution of its software. "You can buy hardware anywhere, but try finding CDV software in small midwestern

towns—it's tough." Production, he says, is not a problem as Sony, Discronics and Philips and Du Pont Optical Co. (PDO) are geared to mass-produce the product.

"Retailer acceptance is a key," Messerschmitt adds, saying because the form is new and the pricing is unusual (5-inch CDVs with 20 minutes of audio and one video clip will retail for \$9.98, while 12-inch longforms range in price from \$24.95 to \$69.95) it may take awhile for the retail channel to fully understand how to market it. The major impetus behind that marketing force continues to be PolyGram who planned to send reps into stores in the top 12 markets sometime in July after the initial shipments have arrived to host listening parties for retailers and press.

Says Messerschmitt: "Whatever we do, we've just got to get out of the way. There's no question that CDV is the future."

Pioneer's CLD-1030 combi-player handles five disk formats—8- and 12-inch laserdiscs, 5-inch CDs, 5-inch CDV and 3-inch CD singles—at 420 lines of resolution. Suggested retail: \$900.



What may also be the future is a configuration of compact disk that finds itself in the same precarious position this year as CDV held last year: CD-interactive (CD-I).

According to Gordon Stulberg, chairman of American Interactive Media (AIM), CD-I is really an extension of the CD itself: "The CD-I player will really be a CD player as we know it, except that it will have the capacity to be hooked up to a television through what we call a digital input/output station."

This does not necessarily mean that consumers will have to purchase a secondary disk player, says Stulberg. "Some of the high-end combi-players already have digital input/output stations that will attach to a CD-I adapter for playing CD-I disks."

The "interactive" part of CD-I, explains Stulberg, comes from the fact that each frame on a CD is individually addressable whereas videocassettes are not. "This makes CD-I perfect for use in accessing reference material."

While a prototype of a CD-I player has yet to be shown in the States, Stulberg and AIM are busy negotiating licensing arrangements to bring such programming as an on-disk version of the Rand McNally atlas, a photography course from Time-Life Books, "A Trip Down Sesame Street" from Children's Television Workshop and a guided tour of the Smithsonian Institute's Air and Space Museum to the market.

"These are all programs in development now," stresses Stulberg. "We currently have 30 titles in development and agreements for another 30 with other co-publishers."

AIM officials say the first CD-I players (made by Kyocera for Philips) will come from Japan "about the first week in October" 1988, while a full commercial launch of CD-I isn't expected until the latter half of 1989 because of the lead time required for producing and mastering the interactive programming.

When CD-I players (called Omni-players) do reach the U.S., says Stulberg, they will be priced around \$1,000 and will "undoubtedly follow the CD player's downward price spiral as demand meets production."

CD-I software is expected to be priced in a similar fashion as video-game cartridges for home systems like Nintendo, \$19.95 to \$39.95.

At last year's convention, concern about pay-per-view solidified into real fear after the VSDA presented the results of its Fairfield Group study. One year later, with PPV penetration growing daily, retailers continue to appeal to the studios for better windows. Although such appeals haven't fallen on deaf ears, most studios maintain that retailers and PPV can and should co-exist.

And, the industry's only organized response to PPV, the pay-per-transaction concept of manufacturer-dealer revenue-sharing, has promoted further lines of division among both dealers and vendors themselves. So, whether it's PPV or PPT, the prospect for any kind of common understanding or industry-wide consensus, at least in the foreseeable future, appears faint.

The VSDA, which naturally sides with dealers on PPV, sees PPV as a potential time bomb. "We don't think that pay-per-view is bad for the industry per se. It's just that we don't want it to impact greatly on those who do rent movies," says Ray Gianchetti, VSDA's director of PR and special projects. "However, from the Fairfield study, we've seen that PPV can affect rental business from 40% to 70%. And, of the 46 million homes that have cable and VCRs, only seven to eight million currently have PPV. There's tremendous room for PPV growth."

VSDA president Arthur Morowitz wrote the major studios last September asking for a 120-day retailer window, including with the request a videotape of advertisements aired promoting home-taping of PPV movies. The VSDA also prints the monthly Pay Per View Report, which provides release and cable airing dates as well as relevant information on the spread of PPV. "All we can really do is keep talking about the problem and help make stores more competitive. And, we've been successful in doing that. There are more and more people concerned about PPV everyday," says VSDA staffer and PPV Reports editor Rick Karpel.

One vendor responsive to dealer appeals on PPV and problems with depth of copy on hit titles is Orion Home Video, which recently announced a four-month PPT test with qualified dealers. "We've tried some other approaches to dealing with PPV, which we view as a cannibalistic rather than an additive influence, and they've presented some problems PPT doesn't. Now's the time to give PPT a national try," says Paul Wagner, VP of public affairs at Orion.

The remaining manufacturers, even those who have test-



PPV or PPT: Dealers Pry Hard to Keep Windows Open

By DAVID WYKOFF

ed PPT on a limited basis like Orion, stand firm with PPV and against PPT. "I think that the market has developed in a fashion that works fairly well and can adapt. PPV doesn't inherently take away business from the retailer; it's the retailer who allows it to happen," says Bill Mechanic, president of worldwide video and international theatrical distribution for Walt Disney Pictures and Television.

Though retail response to Orion's national PPT test "has been strong and the curve is rising," according to Wagner, dealers are not totally convinced that PPT is an answer, either in the short- or long-range.

David Ballstadt, president of the 10-store Adventures In Video operation in Minneapolis and San Francisco, is participating in the Orion test, "but not because I think that PPT is good for any video dealer. With PPT, you won't own what you have in your store. My sole purpose here is a selfish one: it will give me a competitive edge with other area retailers," he says, speaking for many dealers surveyed.

Jim Salzer, owner of Salzer's Video Superstore in Ventura,

Ringmaster Kristopher Antkeier of Ringling Bros. & Barnum & Bailey Circus brought clowns and jugglers to RKO Warner Theatres Video in Coney Island, N.Y. to promote "The 115th Edition of Ringling Bros. & Barnum & Bailey Circus" video.

Calif. and a self-avowed "activist against PPV," voices a concern of other retailers. "PPT scares the hell out of me. I don't want to give Hollywood any control over my store. Look what happened to theaters. The studios now get 125% of the cut now that they're collecting on popcorn and candy. They have no sympathy or understanding of our needs," he says.

"The numbers just don't add up, at least that's how it is for us," says Richard Thorward, president of Home Video Plus, a six-unit web based in Glen Rock, N.J. "To generate the same profit, we'd have to do 23% more rentals per copy. I don't think that the greater depth will increase overall demand to that extent," he says, adding that, although he's skeptical, he will participate in Orion's test.

"The real problem in the short run is selection—somebody has to decide who Orion is going to start with. My bet is that they'll start with the larger chains, who already have a significant advantage in buying in depth," says Frank Lucca, president of the Flagship Entertainment marketing consortium, based in Boston with approximately 300 member stores. Orion's requirement for computerized inventory and transaction systems is another factor that benefits larger chains over independent dealers, he notes, adding that Flagship is currently surveying its dealers on the subject.

And, against this backdrop of debate and disagreement, looms the re-emerging problem of cable piracy. Several surveyed east coast retailers express concern over the growing proliferation of "black boxes," which allow consumers to tap into cable PPV broadcasting free of charge and reportedly run as low as \$100.

"We had three customers comment on buying the devices in the past week," reports Home Video Plus' Thorward. "If it were only PPV and the movies were copy-protected, then we as retailers could compete. The studios are losing control over their product as this problem grows. We've got to convince the studios that they would have better control if they distributed their product through video retailers instead of cable PPV," he says.

Notice:

Notice is hereby given to all companies engaged in unauthorized use of the VHS Logo Trademark.

Victor Company of Japan, Limited ("JVC") is the owner of the VHS Logo Trademark, which is reproduced below:



In response to an increasing number of complaints from consumers, dealers, distributors and VCR manufacturers, JVC has undertaken a program to enforce the VHS Logo Trademark against unauthorized use.

JVC has recorded its federal trademark registration for the VHS Logo Trademark with United States Customs Service to preclude importation into the United States of unlicensed videocassettes bearing the VHS Logo Trademark.

JVC is committed to intensify its advertising and promotional campaign to educate the trade and consumers that the VHS Logo Trademark represents high quality videocassettes manufactured or licensed by JVC. This campaign includes publications aimed at consumers, distributors, dealers, duplicators, manufacturers and mass merchandisers.

JVC has started a surveillance of the videocassette market. Prerecorded and blank videocassettes bearing the VHS Logo Trademark have been and will be purchased at locations throughout the United States in an attempt to identify unlicensed product.

Any person who manufactures, distributes or sells videocassettes bearing the VHS Logo Trademark without the authorization of JVC is in violation of law and may be liable to JVC for such violations.

JVC believes that its enforcement program will help raise the level of quality of videocassettes for the benefit of the industry and the consumer.

JVC®

VICTOR COMPANY OF JAPAN, LIMITED: 8-14, NIHONBASHI-HONCHO 4-CHOME, CHUO-KU, TOKYO 103, JAPAN
TELEPHONE 03-241-7811 TELEFAX 03-246-1547
CABLE VICTOREXPORT TOKYO / TELEX J26222

CONTACT AT VSDA:
Larry Finley
Las Vegas Hilton

NEW YORK:
Larry Finley Associates, Inc.
Phone: (212) 874-5716 Fax: (212) 724-0522

Top Videocassette Sales Hit Chart

Following is a recap chart of the best-selling videocassettes during the eligibility period of July 18, 1987 to July 16, 1988.

Pos. TITLE—Manufacturer

1. **JANE FONDA'S LOW IMPACT AEROBIC WORKOUT**—Lorimar Home Video
2. **CALLANETICS**—MCA Home Video
3. **LADY AND THE TRAMP**—Walt Disney Home Video
4. **JANE FONDA'S NEW WORKOUT**—Lorimar Home Video
5. **AN AMERICAN TAIL**—MCA Home Video
6. **STAR TREK IV—THE VOYAGE HOME**—Paramount Home Video
7. **TOP GUN**—Paramount Home Video
8. **SLEEPING BEAUTY**—Walt Disney Home Video
9. **CROCODILE DUNDEE**—Paramount Home Video
10. **THE SOUND OF MUSIC**—CBS/Fox Video
11. **KATHY SMITH'S BODY BASICS**—JCI Video
12. **THE GODFATHER**—Paramount Home Video
13. **HERE'S MICKEY!**—Walt Disney Home Video
14. **START UP WITH JANE FONDA**—Lorimar Home Video
15. **PINK FLOYD THE WALL**—MGM/UA Home Video
16. **DIRTY DANCING**—Vestron Video
17. **KATHY SMITH'S ULTIMATE VIDEO WORKOUT**—JCI Video
18. **SCARFACE**—MCA Home Video
19. **MARY POPPINS**—Walt Disney Home Video
20. **BEVERLY HILLS COP**—Paramount Home Video
21. **PLAYBOY 1988 PLAYMATE VIDEO CALENDAR**—Lorimar Home Video
22. **PINOCCHIO**—Walt Disney Home Video
23. **STAR TREK III—THE SEARCH FOR SPOCK**—Paramount Home Video
24. **DORF ON GOLF**—J2 Communications
25. **DISNEY SING-ALONG SONGS: HEIGH HO!**—Walt Disney Home Video
26. **KATHY SMITH'S WINNING WORKOUT**—Fox Hills Video
27. **PLAYBOY VIDEO CENTERFOLD # 5 PLAYMATE OF THE YEAR**—Lorimar Home Video
28. **HERE'S DONALD!**—Walt Disney Home Video
29. **PLAYBOY VIDEO CENTERFOLD # 6**—Lorimar Home Video
30. **JANE FONDA'S EASY GOING WORKOUT**—Lorimar Home Video
31. **KATHY SMITH'S STARTING WORKOUT**—Fox Hills Video
32. **THE WIZARD OF OZ**—MGM/UA Home Video
33. **ALICE IN WONDERLAND**—Walt Disney Home Video
34. **YELLOW SUBMARINE**—MGM/UA Home Video
35. **GRATEFUL DEAD-SO FAR**—6 West Home Video
36. **THE COLOR PURPLE**—Warner Home Video
37. **APOCALYPSE NOW**—Paramount Home Video
38. **BEVERLY HILLS COP II**—Paramount Home Video
39. **INDIANA JONES AND THE TEMPLE OF DOOM**—Paramount Home Video
40. **BON JOVI-SLIPPERY WHEN WET**—PolyGram Video
41. **PLATOON**—HBO Video
42. **THE UNTOUCHABLES**—Paramount Home Video
43. **WHITE CHRISTMAS**—Paramount Home Video
44. **BACK TO THE FUTURE**—MCA Home Video
45. **ROBOCOP**—Orion Home Video
46. **A WEEK WITH RAQUEL**—HBO Video
47. **SIGN 'O' THE TIMES**—MCA Home Video
48. **THE DOORS: LIVE AT THE HOLLYWOOD BOWL**—MCA Home Video
49. **JANE FONDA'S WORKOUT WITH WEIGHTS**—Lorimar Home Video
50. **NOT SO GREAT MOMENTS IN SPORTS**—HBO Video
51. **BILL COSBY: 49**—Kodak Video Programs
52. **STAR TREK II—THE WRATH OF KHAN**—Paramount Home Video
53. **LETHAL WEAPON**—Warner Home Video
54. **RETURN OF THE JEDI**—CBS/Fox Video
55. **RAIDERS OF THE LOST ARK**—Paramount Home Video
56. **STAR WARS**—CBS/Fox Video
57. **KISS EXPOSED**—PolyGram Video
58. **PLAYBOY'S 1988 PLAYMATE OF THE YEAR**—HBO Video
59. **KATHY SMITH'S TONEUP**—JCI Video
60. **FATAL ATTRACTION**—Paramount Home Video
61. **LITTLE SHOP OF HORRORS**—Warner Home Video
62. **SUPERBOWL XXII NFC CHAMPIONS: THE WASHINGTON REDSKINS**—Fox Hills Video
63. **MADONNA CIAO ITALIA: LIVE FROM ITALY**—Warner Reprise Video
64. **HERE'S GOOFY!**—Walt Disney Home Video
65. **WINNIE THE POOH AND A DAY FOR EYORE**—Walt Disney Home Video
66. **FROM RUSSIA WITH LOVE**—CBS/Fox Video
67. **THUNDERBALL**—CBS/Fox Video
68. **PREDATOR**—CBS/Fox Video
69. **GENTLEMEN PREFER BLONDES**—CBS/Fox Video
70. **ANIMAL HOUSE**—MCA Home Video
71. **LA BAMBA**—RCA/Columbia Pictures Home Video
72. **WRESTLEMANIA IV**—Coliseum Video
73. **MICKEY COMMEMORATIVE EDITION**—Walt Disney Home Video
74. **THE CURE IN ORANGE**—Elektra Entertainment
75. **STAR TREK: THE MOTION PICTURE**—Paramount Home Video
76. **A NIGHTMARE ON ELM STREET 3: DREAM WARRIORS**—Media Home Entertainment
77. **BLACK WIDOW**—CBS/Fox Video
78. **THE KARATE KID PART II**—RCA/Columbia Pictures Home Video
79. **THE EMPIRE STRIKES BACK**—CBS/Fox Video
80. **THE MISSION**—Warner Home Video
81. **HANNAH AND HER SISTERS**—HBO Video
82. **ALIEN**—CBS/Fox Video
83. **BLUE HAWAII**—Key Video
84. **THE WITCHES OF EASTWICK**—Warner Home Video
85. **THE MAKING OF THE 'TOUCH OF GREY' VIDEO AND MORE**—6 West Home Video
86. **CRIMES OF THE HEART**—Lorimar Home Video
87. **ELVIS '56**—Media Home Entertainment
88. **HEARTBREAK RIDGE**—Warner Home Video
89. **YOU ONLY LIVE TWICE**—CBS/Fox Video
90. **SUPERMAN IV: THE QUEST FOR PEACE**—Warner Home Video
91. **THE THOLIAN WEB**—Paramount Home Video
92. **9 1/2 WEEKS**—MGM/UA Home Video
93. **MANNEQUIN**—Media Home Entertainment
94. **DISNEY'S SING ALONG SONGS: THE BARE NECESSITIES**—Walt Disney Home Video
95. **THE PRINCESS BRIDE**—Nelson Home Entertainment
96. **THE GOLDEN CHILD**—Paramount Home Video
97. **ADVENTURES IN BABYSITTING**—Touchstone Home Video
98. **NO WAY OUT**—HBO Video
99. **OUTRAGEOUS FORTUNE**—Touchstone Home Video
100. **ROXANNE**—RCA/Columbia Pictures Home Video



That's Colleen Fitzpatrick, Debbie Harry, and Sonny Bono in "Hairspray" (RCA/Columbia Pictures).

HOT SUMMER/FALL TITLES

(Continued from page V-6)

date is Oct. 4. The mechanics of the campaign work this way. Those consumers who buy "Cinderella" before the cassette's Oct. 4 street date will receive an original lithograph depicting a scene from "Cinderella," which was especially created for this promotion by veteran Disney animator Marc Davis, one of Walt Disney's original team of animators. In addition, consumers buying Procter & Gamble's Crest toothpaste from Oct. 10 through Dec. 31 can take advantage of a \$3 refund on the "Cinderella" cassette. In addition, Disney is releasing the 1944 "Three Caballeros" at \$29.95 with such other \$29.95 titles as "Dumbo," "Alice In Wonderland," "Sword In The Stone," and "Mary Poppins." Disney will also be offering a number of animated titles at the \$14.95 price point.

•**CBS/Fox:** "Broadcast News" leads a rental slate that also features "Off Limits," "Masquerade," "Bad Dreams" and possibly "Big." Another Five Star campaign is in the works which will include the "Stars Wars" trilogy, each film priced at \$29.98, as well as such other \$29.98 titles as "Aliens," "The Fly," "Cocoon," "Towering Inferno," "The Robe," "The Bible," "The Agony And The Ecstasy," "The African Queen," and "Cleopatra." The company will also promote a great musicals collection including the "Sound Of Music" and "My Fair Lady" at \$29.88, as well as the the following \$19.98 offerings: "All That Jazz," "Cabaret," "Guys & Dolls," "Oklahoma," "South Pacific," "Can Can," "No Business Like Show Business," "The Rose," "Scrooge," "State Fair," "Dr. Doolittle" and "Hello Dolly." A Playhouse Video classic Christmas collection, all at \$19.98, list includes: "Miracle On 34th Street," "Cinderella," "A Tree Grows In Brooklyn," "Raggedy Ann & Andy, A Musical Adventure," "Snoopy Come Home," "A Boy Named Charlie Brown," "Batman, The Movie," "Journey To The Center Of The Earth," "The Adventures Of Tom Sawyer," "Huckleberry Finn," "Here Come The Littles" and "Voyage To The Bottom Of The Sea." A Key Video Mel Brooks spotlight of five films at \$19.98 includes: "Young Frankenstein," "To Be Or Not To Be," "Silent Movie," "High Anxiety," and "History Of The World Part I." Available at stores Aug. 4.

•**Paramount:** "Planes, Trains & Automobiles" is slated for stores Aug. 17 at \$89.95, part of Paramount's ongoing \$10 million "Hits Blitz" campaign that was preceded by "Beverly Hills Cop II," "The Untouchables," "Fatal Attraction," and Eddie Murphy's "Raw." The John Hughes film "She's Having A Baby" rounds out the campaign and is due in the fall. The company is also planning its biggest ever \$19.95 sell-through promotion for Christmas led by "Top Gun" and "Crocodile Dundee." Also slated is a Halloween-oriented repricing to \$19.95 of the first six installments of the "Friday The 13th" series. On the the high-priced rental side, the release schedule should include "Friday The 13th Part 7," "A New Life," "Jack's Back," "A World Apart," "Stormy Monday," "The Presidio" and such strong possibles as "Pee-Wee's Big Top" and "Coming To America."

(Continued on page V-20)

WHAT DO THE FOLLOWING COMPANIES HAVE IN COMMON?

Minute Maid
in the Box

Weight
Watchers

Peugeot

Coca-Cola Foods

Southern Comfort

Mossberg

Lincoln Mercury

SPENCO

Wonder Bread

LEAN CUISINE

GILLETTE

Jazzercise

COORS

PMC AMMO



JCI VIDEO

BRINGING BIG BUSINESS TO VIDEO

Visit us at the VSDA Booth 3361

JCI VIDEO • 5308 Derry Avenue, Agoura Hills, CA 91301
(818) 889-9022 • FAX: (818) 889-0155 • Telex: 856-569 JEITO AGOURA

What's New in 'How To'?—A Question of Deep Special Interest

By CHRIS McGOWAN

With all the hundreds of new special interest titles pouring into the marketplace each month, many retailers are wondering "how to" keep up with the flood of product and how to effectively sell instructional and informational titles. At the moment, mass merchants have a head-start in special-interest sell-through over most video specialists.

"A lot of customers buy such tapes at mass merchants because they didn't know the title was available until they saw it there," says Allan Caplan, president of Applause Video. "And when they buy it there, the video specialist has lost a sale."

"We didn't lose the sell-through business. We gave it away. But now we're going to take it back. I'll be damned if I'll let a mass merchant take away my business." Caplan lectures frequently at seminars to video retailers about sell-through strategies when he is not at home helming the Omaha, Neb.-based Applause Video. The chain currently has 21 corporate-owned stores, 27 franchise outlets and 38 rack-jobbing locations.

"To sell any product in your store, you have to display it or the category. If we want to sell golf tapes, we'll display one or two of them and then have a list of the others. You don't have to carry all of the titles in a store; the customer can order the others. Another example is the Kodak how-to photography tapes. You don't need to carry all 30 titles. We carry the two or three hottest ones, but let the customer know they can order the others through us and that they're available."

"And you don't have to stock a title five deep. Stock it two deep, so that if you sell one, you'll automatically reorder."

"Put a display out on the counter, and let people know you have exercise or Playboy or golf tapes. If you want to sell Earl Anthony bowling tapes, then get a bowling ball, put it in a showcase and surround it with Earl Anthony tapes. Bring the theme home to people. Do something out of the ordinary to catch people's attention."

"A month ago we did a big push with fitness tapes. We had a showcase filled with sand and popped in miniature chaise lounges, a big sunshade-type umbrella and about a dozen different fitness tapes. It caught people's attention and we had backup stock to sell."

Currently, Caplan estimates that the average Applause outlet carries some 150 special-interest titles at any one time, and that the customer can order more than 6,000 other titles through the store. "There are way too many special-interest tapes to view, and that's where a catalog of for-sale titles comes in handy."

Within the special-interest area, the success of different sub-genres varies greatly. "We don't do particularly well in our stores with how-to plumbing or building tapes, but they can be ordered through our catalog." But the risk of selling new or less popular titles can now be somewhat alleviated. "Now, there are companies such as Video Channels that will put tapes on consignment in video stores. We will have a Video Channels rack in our stores this month. They take the risk with titles I won't put my money on because of their low turns."

Erol's, a 160-store chain based in Springfield, Va., is also known for its sell-through success. In 1987, when the company had some 130 outlets, Erol's sold between 450,000 and 500,000 videocassettes, more than half of which were in the special-interest realm, according to Ron Castell, VP marketing & merchandising for Erol's.

"Our biggest categories are exercise, children's tapes and sports," says Castell. Between January and mid-June of this year, eight of Erol's sell-through top 10 for that period were special-interest titles. One of those titles was "How To Get Rich Quick By Beating The Odds," an \$8.95 video (on the Diva label) that was commissioned by Erol's and introduced in November '87. "It gives tips on playing call-in radio shows, lotteries, bingo and so on. It's not for sale anywhere else; we have exclusive rights for one year," says Castell.

How does Erol's pick its special-interest product? "We pick and choose very carefully," comments Castell. "We're very choosy. We look at the advertising behind the tape, at the personalities involved, at the company's track record. We'll test it in a small number of our stores. It has to be something that will interest the customer. There's a glut of

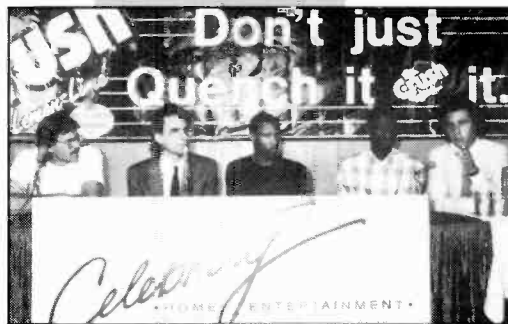
(Continued on page V-30)



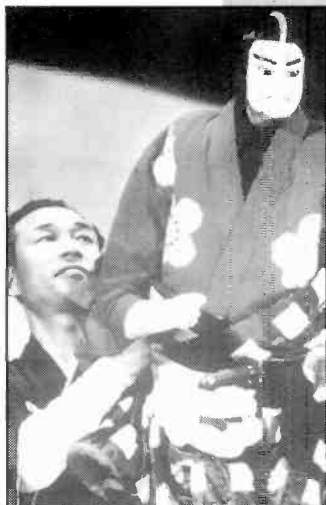
Nancy Lopez and Donna Caponi on fairway during filming of "Nancy Lopez: Golf Made Easy" on Fox Hills.



Dolph Lundgren ventured to RKO Warner Theatres Video store at Broadway & 49th in Manhattan to promote his "Maximum Potential" workout video.



L.A. Laker stars Kurt Rambis, Byron Scott and Michael Cooper join Celebrity Home Entertainment chairman Noel C. Bloom (second from left) and production VP Don Spielvogel (far right) for announcement of "Fast Break: The Fundamentals Of Championship Basketball," filming over the summer. Other Lakers also star.



Continuing the 300-year-old Japanese tradition of bunraku, a puppeteer artfully works a puppet in "National Geographic: Living Treasures Of Japan" on Vestron.

Single-Store Survival and Growth Linked to Service—and a Cutting Edge of Accessories

Morrie Goetz thinks the ideal location of his store in Crown Point, Ind. has been the secret to his seven-year survival as a single store video specialty dealer. Video Haus, the name reflecting Goetz's German background, is right outside the gate of a closed community in the very shadow of the steel mills around East Chicago where Goetz, 67, spent a career.

Yet another survival tactic are the three part-time clerks at Video Haus. "They are great ladies. Our people are never locked behind counters. We go right out there on the floor with the customers," says Goetz, who works in the store every day and calls on his wife, Gloria, as well.

A small store of only 1,000 square feet, Video Haus cannot expand or move. The store carries only 1,500 titles. There are two direct competitors now in Crown Point "plus the convenience stores. We were \$4 until 1986. Now we're \$3. I won't drop any further."

It's a different story for Monica and Albert Diedrich in what some say is the most competitive video specialty retail region in the industry—Orange County, Calif. The natives of Argentina have been in an Anaheim strip center for nine years, now operating a single store after trying to branch out.

The Diedriches go back to the very beginning of home video and were among the original franchisees of Video Station, the empire developed by George Atkinson. The couple still call their store Video Station.

In 1981, the Diedriches branched out and operated a second store in Los Alamitos until 1987 when they closed it and sold off a lot of the stock. During this period of the early, booming '80s, they also purchased a store in Brea. This was 1983. But two years later they sold it to Tower Records.

Concentrating in the one store, expanded to 4,800 square feet with a staff of 15, Albert Diedrich offers three basic secrets of survival. "We have always offered accessories, batteries, tripods, cameras, and everything like that. We learned a long time ago that you cannot survive on rental alone."

"Four years ago we got into 1-hour photo developing. I won't say this has been a lifesaver. But it draws different traffic and it really has helped."

"Our best luck has been with service. We have three service technicians. We have 10 stores lined up and we offer pickup and delivery."

Also credited as basic to Video Station's success is computerization. "I came back from the very first Video Software Dealers Assn. convention and told Monica that we had to computerize. We were the first customer for Bonafide Management."

From Monica's viewpoint, survival has also meant a steady program of fun displays and a willingness to explore merchandising formulas. The store has a tremendous stock, 6,000 titles and 10,000 tapes overall. Hours are not especially long though the store is open seven days a week, 11-8 except noon-6 on Sunday.

A rental formula used presently has a three-day Tuesday-Thursday 99-cent price on all titles except new releases and what Video Station terms "premium titles." New releases rent at \$2.50, premiums at \$3.

This year, Albert and Monica are making what will be only their second trip back to Argentina since becoming video retailers.

Next December, Gail Pierce will mark 10 years in business for single-store Video Exchange in the Tampa suburb of Brandon. For most of that time, the store was situated off the main street and in just 1,000 square feet. In June 1986, Pierce moved to the city's main stem and into 2,000 square feet, 500 of it devoted to the repair shop.

"Discovering repair is the best thing we've ever done. It's 33% of our total volume. You can't buy a VCR repairman," says Pierce of Jim McCabe, who has been with her from the beginning.

Pierce also credits her mother, Dorris Kenney, who operates Brandan Accounting Consultants, for keeping her on the right track.

(Continued on page V-33)

Accessories: Camcorder Helps Play Lead Role in Summer of '88

By EDWARD MORRIS

The summer vacation season has been as salutary for camcorder sales as the Christmas holidays the past few years have been for VCRs. Although camcorders are still relatively high-ticket items—with basic units averaging from \$800 to \$1,200 and up for standard VHS models—they are being advertised and promoted heavily. And the prices are edging down, albeit very slowly. Some simple VHS-C models have dipped into the \$600 range. Even 8mm camcorders are getting their share of the promotional dollar.

The most direct beneficiary of this upsurge in camcorder sales is the blank tape vendor. To induce consumers to buy liberally and to return to the retailer often, many manufacturers are emphasizing multipacking and couponing toward future buys. In a recent promotion, both RCA and GE included free headcleaners in their blank-tape multipacks. RCA also packed a VHS-C Camcorder Battery with two TC-20 VHS-C Tapes (for \$86.95). The tape and battery combo also featured a label that was good for two additional free tapes.

Fuji has a rest-of-the-year offer on four-, eight-, and 12-packs of blank tapes that has the consumer exchange their proofs-of-purchase for \$2-off coupons against future buys.

Also tied into the camcorder push is an RCA unit that packages a Camcorder Lens Care Kit with a Headcleaner (\$24.90). Zenith's
(Continued on page V-41)



Store display for Fuji/Nestlé "Bring The Movie Experience Home" sweepstakes offering \$20 free Nestlé candy with video purchase.

The most loved film of all time will be available on videocassette October 27, 1988.

\$24⁹⁵
SUGGESTED
RETAIL
PRICE



\$19⁹⁵
with
Pepsi® rebate
Obtain your official
\$4.00 rebate form at
participating stores.
Pepsi-Cola®
purchase required.



A STEVEN SPIELBERG FILM
E.T.
THE EXTRA-TERRESTRIAL

A STEVEN SPIELBERG FILM
E.T. THE EXTRA-TERRESTRIAL
DEE WALLACE PETER COYOTE DREW BARRYMORE
HENRY THOMAS AS ELLIOTT
MUSIC BY JOHN WILLIAMS WRITTEN BY MELISSA MATHISON
PRODUCTION DESIGNER JAMES D. BISSELL
DIRECTOR OF PHOTOGRAPHY ALLEN DAVIAU EDITED BY CAROL LITTLETON
PRODUCED BY STEVEN SPIELBERG & KATHLEEN KENNEDY
DIRECTED BY STEVEN SPIELBERG A UNIVERSAL RELEASE
READ THE BERKLEY BOOK

Color/Film: 55 Mins.
VHS Beta HiFi
Stereo Surround
digitally recorded
CLOSED CAPTIONED
Videocassette #77012
Also available in Spanish
Dubbed version #80818

A contribution from the proceeds
of videocassette sales will be made
to the Special Olympics by MCA Home Video,
Amblin Entertainment
and the Pepsi-Cola Company.

Original Soundtrack on 8-track, 9-track, cassette, compact disc
PARENTAL GUIDANCE SUGGESTED
SOME MATERIAL MAY NOT BE SUITABLE FOR CHILDREN

AMBLIN ENTERTAINMENT
MCA HOME VIDEO

1988 Universal City Studios, Inc. All Rights Reserved.

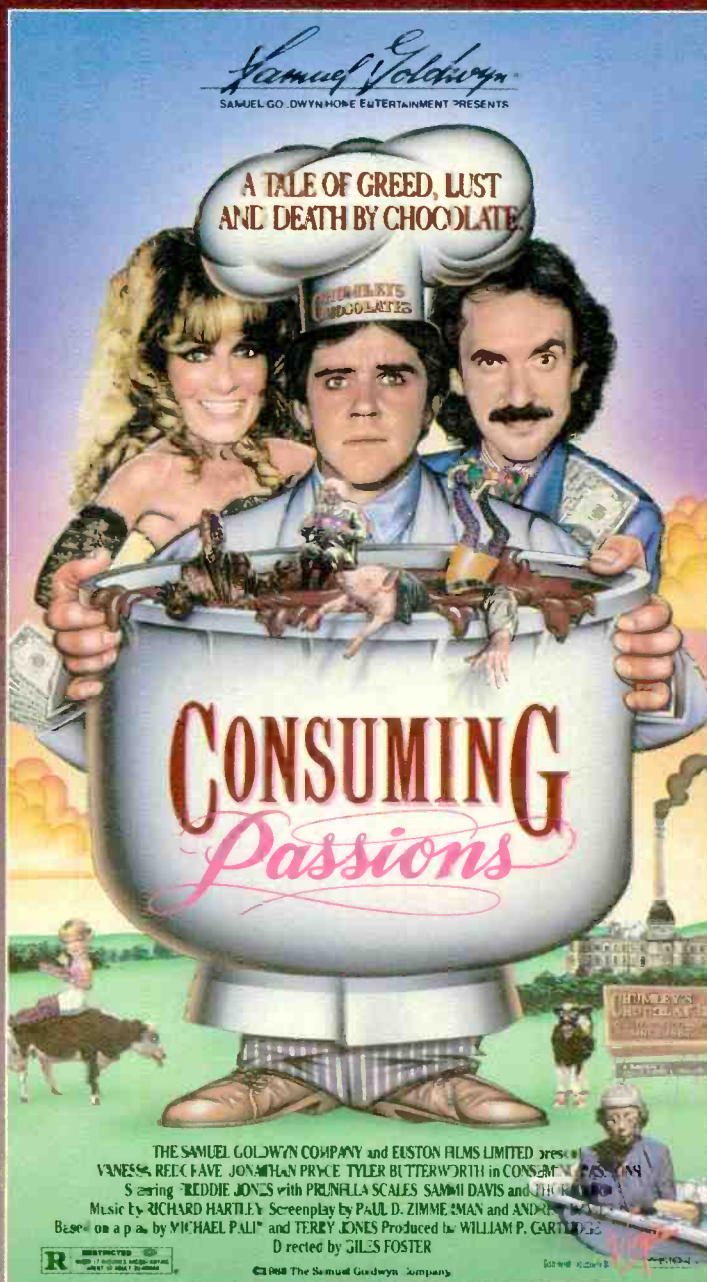
A BILLBOARD SPONSOR

A CHAOTIC COMEDY CONFECTION

- ✓ BASED ON A STORY BY MICHAEL PALIN AND TERRY JONES, TWO OF THE SPARKLING WITS FROM THE MONTY PYTHON TROUPE
- ✓ ALL-STAR CAST: VANESSA REDGRAVE, JONATHAN PRYCE, SAMMI DAVIS
- ✓ 1988 THEATRICAL RELEASE
- ✓ 3 MONTH PAY-PER-VIEW HOLDBACK
- ✓ 1 YEAR PRICE GUARANTEE
- ✓ WAREHOUSE RELEASE DATE: AUGUST 31, 1988



An eager but inept junior executive inadvertently discovers the secret of good taste in **CONSUMING PASSIONS**, a devilishly delicious rags-to-riches comedy.



"DELICIOUSLY DIZZY.
 (From) MICHAEL PALIN and TERRY JONES, those
 wild and crazy guys from Monty Python."
 - Kathleen Carroll, NEW YORK DAILY NEWS

"★★★★ HILARIOUS!"
 - Jack Garner, GANNETT NEWS SERVICE

"EATING RAOUL for sugar freaks!"
 - V.A. Mason, NEW YORK POST



Video Vending: The 'Explosion' Still Just Around the Corner

By DAVID WYKOFF

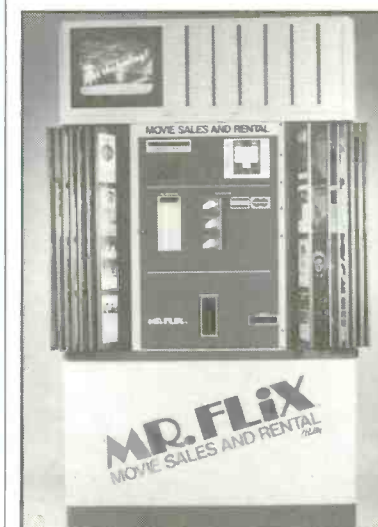
A year ago, video vending machine manufacturers estimated that they would have upwards of 1,500 machines operating in America in 12 months. Today, a liberal estimate only yields one-half that number. Yet, none of the major players back down from their projection that vending machines will emerge as a viable distribution alternative, and most look to 1989 for an "explosion" in machines sales and use.

"We view it just like our experience with automated teller banking machines [ATMs]. It takes people a while to understand the convenience value of the machine," says Randy Wheeler, sales and marketing manager of video dispensing systems at Diebold, America's major ATM vendor and a producer of its own Movie Machine and the Amazing Video Machine for Canadian operator Nelson Vending Technology.

"Acceptance for the new technology is slow, and we have to sell it to both the operators and the ultimate users, the consumers," he says.

Milan D. Boyanich, president of Vend A Video, vendor of a gargantuan 7-foot by 18 1/2-foot by 7-foot machine that holds 878 tapes, offers another perspective, echoed by many other manufacturers. "We've only just put the units into real operation. We weren't ready to put them out on the street until they performed exactly the way we desired, and it took three years of R & D. Everything has to be right for it to fulfill its convenience function," he says. Vend A Video debuted its first two operating units in California earlier this year.

With little or no actual data available for their marketing efforts, many vendors have also become operators, hoping to parlay their own retailing experiences into product sales. "Though it's not our main business, we have decided to
 (Continued on opposite page)



Flixcorp's Mr. Flix Automated Video Vending Machine and System.

operate 100 machines of our own in California and Florida to show people how to make money with our machines," says Jock Terry, president of Keyosk Corp. According to Terry, over 500 of Keyosk's Keyvend units are in operation world-wide.

For most, a year (or less) of operating experience has borne out the proposition that brought them into vending—that convenience really does matter to renters. "The most successful locations are the ones with the greatest traffic, open 24-hours, such as convenience stores and all-night supermarkets," says NVT president John Lack.

"Machines located at the workplace can be successful, but they do suffer from the fact that most offices or plants shut down in the evenings and on weekends, when rental demands are the highest," says Lack, who expects to have replaced the firm's 70-plus operating first-generation units with 200 new machines in mid-July. Unlike its competitors, Nelson aims to set up



Diebold Inc.'s Movie Machine.

its own continent-wide network of video rental machines, not unlike the Cirrus web of ATMs.

"The video vending machine may well be the perfect traffic-builder for convenience stores. They bring people into the stores and generate profits without requiring salespeople," says Lewis Barnes, executive VP of Vertx Marketing, which has signed with Hotel Cinema Corp. to install 1025 vending machines in hotels (another area of potential growth, according to software supplier IVE, which will stock Vertx's units) over three years at the pricey tag of \$10.5 million.

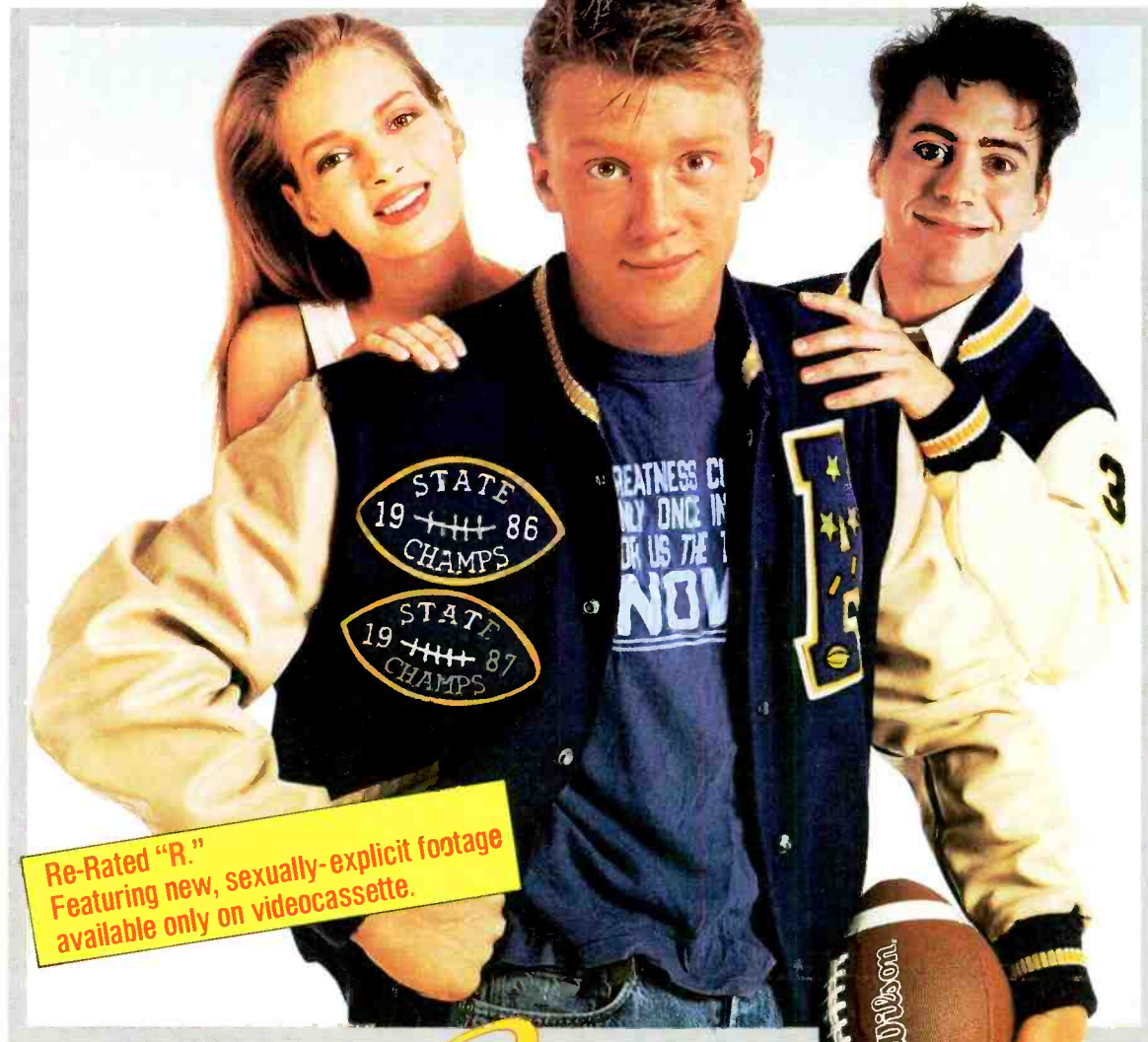
Ironically, an increasing number of video retailers are purchasing vending machines to transform their trade into a 24-hour operation. "Having a machine in a store's vestibule or outside the door gives the video retailers a flexibility that growing labor costs have inhibited," says Larry Adelman, president of Flixcorp of America, a seller of Mr. Flix Machine units made by respected lottery and pinball machine manufacturer Bally.

"Video retailers are a natural market for these machines. They have the experience in merchandising and inventory stocking to know how to make the machines work for them. You don't just put up a machine and watch it make money," says vendor Tredegars Home Entertainment president Walter

(Continued on page V-43)

ANTHONY MICHAEL HALL

ROBERT DOWNEY, JR.



Re-Rated "R."
Featuring new, sexually-explicit footage
available only on videocassette.

Johnny BE GOOD

When He's Good He's Very, Very Good But When He's Bad He's Better

It's an orgy of wine, women and cash kickbacks when two top colleges scramble to get Johnny Walker on their rosters. From lusty limo rides to all-night strip joints, Johnny gets the workout of his life... and an education he'll never forget.

Anthony Michael Hall and Robert Downey, Jr. star in the coming-of-age comedy that knows how to score: "JOHNNY BE GOOD."

Includes the smash music video hit from Judas Priest!

ORDER CUT-OFF DATE: SEPTEMBER 6

STREET DATE SEPTEMBER 22

☐ Closed Captioned. In VHS and Beta. Hi-Fi Stereo.

AN ADAM FIELDS/JEFF BUHAI PRODUCTION ANTHONY MICHAEL HALL "JOHNNY BE GOOD" ROBERT DOWNEY, JR. PAUL GLEASON UMA THURMAN
WITH SPECIAL APPEARANCES BY JIM McMAHON AND HOWARD COSELL ORIGINAL SCORE BY JAY FERGUSON MUSIC SUPERVISOR DICK RUDOLPH DIRECTOR OF PHOTOGRAPHY ROBERT D. YEOMAN CO-PRODUCER JEFFREY CHERNOV
EXECUTIVE PRODUCERS STEVE ZACHARIAS, JEFF BUHAI AND DAVID OBST WRITTEN BY STEVE ZACHARIAS & JEFF BUHAI & DAVID OBST PRODUCED BY ADAM FIELDS DIRECTED BY BUD SMITH PHOTOS BY DEWINE



ORIGINAL SOUNDTRACK ALBUM AVAILABLE ON ATLANTIC RECORDS CASSETTES AND COMPACT DISCS

An ORION PICTURES Release



© 1988 Orion Home Video. All Rights Reserved.

☐ Closed Captioned by NCI. Used with Permission.

New Bells and Whistles for This Year's VCR Crop

By KEN JOY

As VCR penetration begins to slow, electronics manufacturers are pushing the evolution of the ubiquitous machines in order to further pique the curiosity of an ever-maturing market. To that end, manufacturers are loading the new harvest of recorders with such high-end features as flying-erase heads for glitch-free edits, digital picture-in-picture options, and MTS decoders—all as standard fare.

Additionally, new wrinkles in the way VCRs are programmed are luring first (and some second) time buyers into the stores for a closer look. Panasonic now offers the PV-4826 Four-Head VCR which users can program from any touch-tone phone in the world. Along with telephone programmability the unit offers on-screen display programming and a top-of-the-line four-head recording/playback system.

While consumers may not fully appreciate the fact that the PV-4826's new sampling method reads twice as much information from the tape as previous Panasonic 4-head systems, the sparkling special effects (slow motion with no "jitter" between frames, and crystal-clear still motion) are sure to become a standard by which all VCRs are judged. Suggested list: \$550.

Manufacturers are also moving away from 2-head VCRs and into the 4-head arena as standard equipment. On-board MTS decoders, coupled with hi fi stereo playback, is quickly becoming the de facto standard for VCRs in the \$350-plus price range.

Mitsubishi unveiled its new S-VHS machine, the HS-U80, at summer CES, which represents a new trend in marketing VCRs to the upscale videophile. At a suggested list price of \$1699 it belies the direction many manufacturers are taking in their quest for the high-end, and pricey, secondary VCR market. "Once consumers get a taste of what an entry-level VCR can do, they eventually want to have the best," says a spokesperson for Mitsubishi.

Mitsubishi's HS-U80 comes loaded with virtually every feature imaginable: a jog/shuttle wheel for precise cues during editing, flying erase heads, S-VHS recording capability and improved hi fi record and playback. The HS-U80 also moves VCRs into the true 8-bit digital special-effects arena, making last year's buzz-word this year's reality.

Toshiba proffers a glimpse of future VCRs with its SV-970 that provides users with a multi-picture channel search feature that shows still-frames of every broadcast channel on the dial at that moment. Suggested list: \$1600.

The growing desire by consumers for professional editing capa-

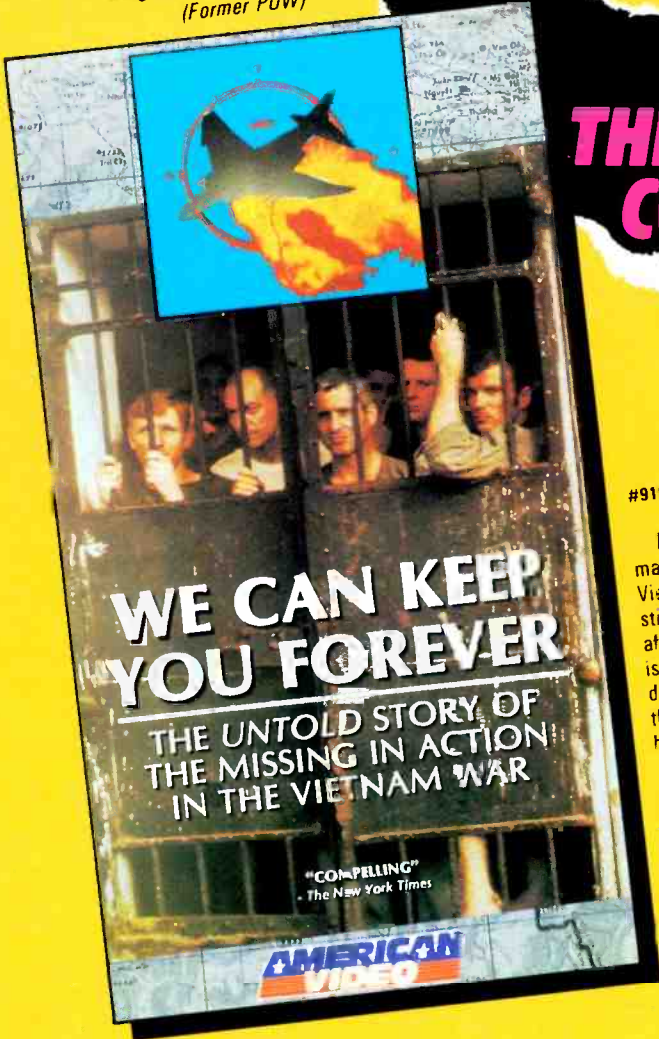
(Continued on opposite page)

PREVIEW THESE AT
VSDA
BOOTH NO. 2872

"Important and Fascinating"
—New York Times

"Convincing"
—Christian Science Monitor

"I wish it could be shown to every American"
—Sen. John McCain, (Former POW)



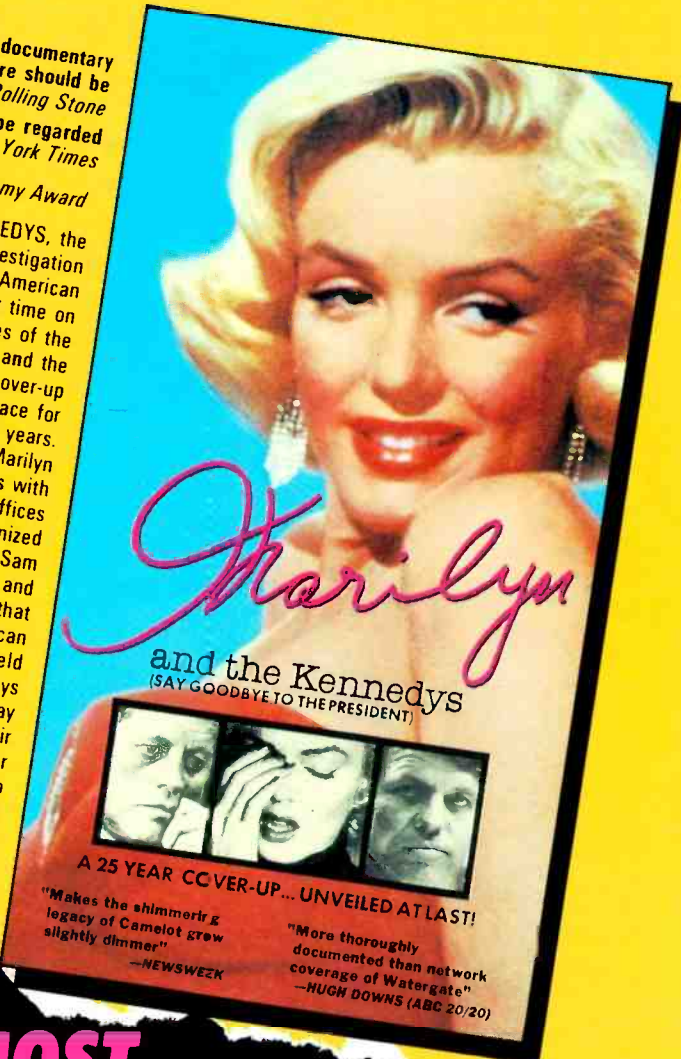
"The kind of documentary that networks here should be producing" — Rolling Stone

"Fascinating... ought to be regarded as a classic" — New York Times

Nominated For a British Academy Award

MARILYN AND THE KENNEDYS, the product of a three-year investigation by senior British and American journalists, reports for the first time on film the true circumstances of the death of Marilyn Monroe, and the cover-up which followed: a cover-up which, incredibly, was kept in place for nearly 25 years.

The evidence shows that Marilyn Monroe had illicit relationships with people in very high political offices and that certain members of organized crime - notably Jimmy Hoffa and Sam Giancana - became aware of them and threatened blackmail. Had that occurred, either the American Government would have been held hostage by the mob or the Kennedys would have been exposed in a way that might have put an end to their careers. To forestall either consequence, Bobby let it be known to Marilyn in the summer of 1962, that she could never see them again. A week later she was dead.



#947, COLOR, 71 MIN.

THE MOST CONTROVERSIAL FILMS OF THE YEAR!

Order Date: 8/19 Street Date: 8/29

\$59⁹⁵
SUGGESTED RETAIL

AVAILABLE FROM YOUR AMERICAN VIDEO DISTRIBUTOR!

#910, COLOR, 75 MIN.

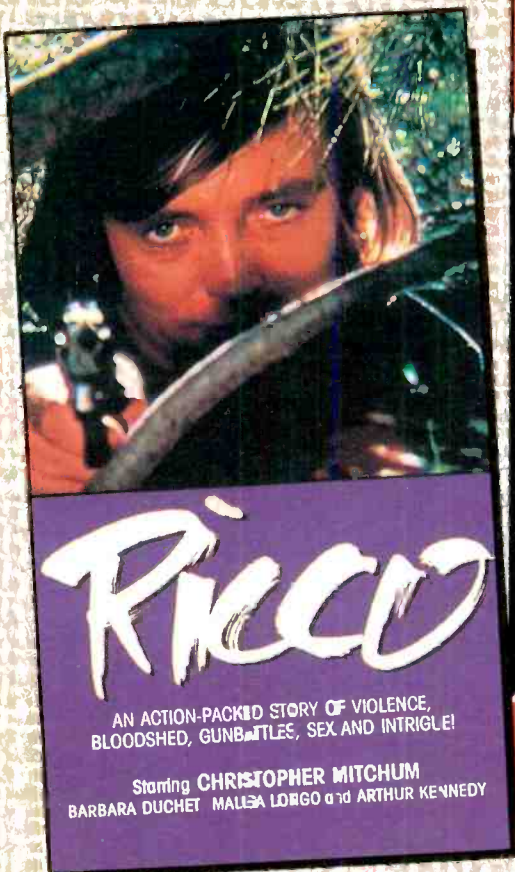
Dramatic evidence abounds that many of the Missing in Action in Vietnam and Laos are still alive - and still being held prisoner - 15 years after the end of the war. But the issue is so sensitive - and potentially so damaging to any American President - that most of the information in the hands of the Government is classified.

Now, for the first time, following a year long investigation all over the world, a group of senior American and British journalists reveals what is already known to American intelligence about those brave servicemen and women of whom the Vietnamese once said, "We Can Keep You Forever."



© Copyright 1988 American Video
A Division of Powersports Video, Inc.
Encino, CA 91436 • Printed in U.S.A.

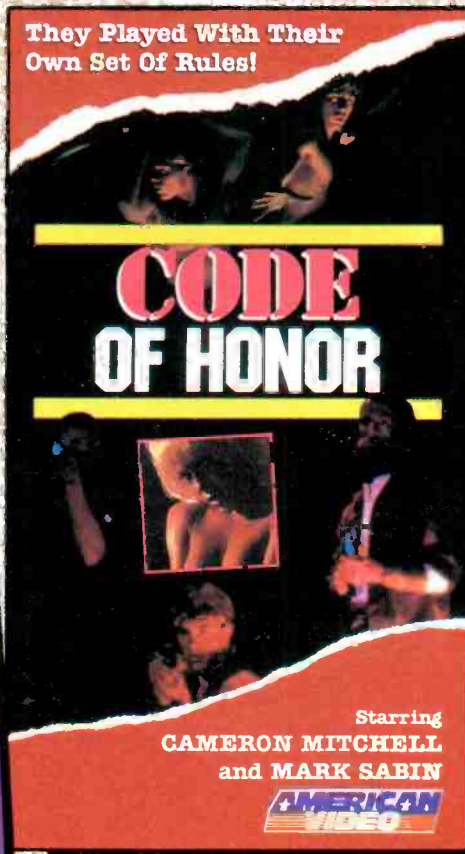
HEAVY HITTERS!



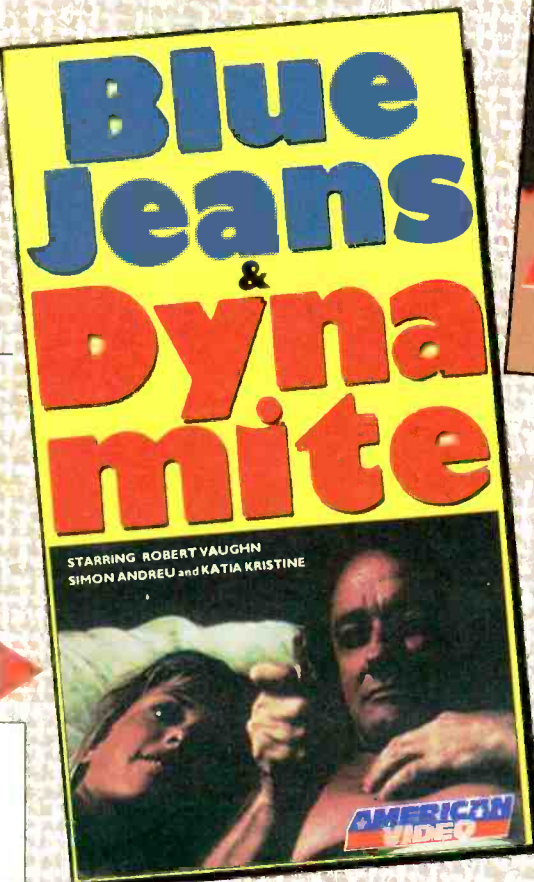
RICCO Starring Christopher Mitchum - Ricco is a young man whose family's mob-related past haunts him daily. After the brutal assassination of his father, Ricco's need to live a "normal" life is shattered and replaced with a savage desire for revenge! "Ricco" is an action-packed story of intrigue, violence and bloodshed, with a backdrop of lush European scenery and a pulse-pounding climax you're not likely to forget.
#1810, Color, 90 Min., Action/Adv.

BLUE JEANS & DYNAMITE Starring Robert Vaughn - An imaginative thriller full of mystery, riddles and hair-breadth escapes. The "Man From Urcle" Robert Vaughn, is at his suave best as he plays a movie stuntman hired to steal the priceless "Golden Mask Of The Inca Tomb." Action and surprises abound as our hero is chased on land, sea, and air, leading to a climax where nothing is truly as it seems.
#1809, Color, 90 Min., Action/Adv.

Order Date: 8/19, Street Date: 8/29
Suggested Retail **\$29⁹⁵**
AVAILABLE FROM YOUR AMERICAN VIDEO DISTRIBUTOR



CODE OF HONOR Starring Cameron Mitchell & Mark Sabin - After refusing to "sell out" their successful electronics business to a large "competitor," Joe and his wife find their American dream shattered by an unfriendly "warning." He is shot and left for dead, and she is raped. Joe, a Vietnam Vet, takes matters into his own hands, when the police prove ineffective. Come along for the rollercoaster ride known as "Code Of Honor." Non-stop action with a surprise twist.
#922, Color, 90 Min., Action/Adv.



ILSA: ABSOLUTE POWER Starring Dyanne Thorne - Ilsa the She Devil of the S.S., the most beautiful and wicked woman who ever stalked the earth. As Commandant of a woman's prison in South America, Ilsa keeps her inmates paralyzed with fear thru brutal torture and "hideous" scientific experiments. WARNING: This film is not for the squeamish or faint of heart. It contains graphic scenes of torture and abuse.
#920, Color, 90 Min., Action/Adv.



© Copyright 1988 American Video
A Division of Powersports Video, Inc.
Encino, CA 91436 • Printed in U.S.A.

VCR CROP

(Continued from page V-18)

bility at home is being met, in part, by Sony's EDV-9500, priced at a hefty \$3300. The price and the features appear to answer a consumer demand for extreme high-end features where price is not important. The EDV-9500 offers features that will undoubtedly filter down to mid-priced units in the next 18-24 months. Features like an improved jog/shuttle wheel, the addition of a second flying-erase head, an automated A&B-roll editing function, and variable-speed slow-motion indicate a growing sophistication in a consumer market with increasingly deeper pockets.

Space efficiency is a new twist in VCR design as many manufacturers have completely abandoned top-load units in favor of sleeker models and designer colors. Sony's entree into the VHS arena signals of the "compact" VHS machine that will fit discreetly into nearly any home entertainment center. The two new units, the SLV-70HF (Suggested list: \$1100) and SLV-50 (Suggested



RCA's VR640 Super-VHS VCR.

list: \$600), are the first units to experience the "trickle-down" of features previously only found in models priced several hundred dollars higher: flying-erase heads, real-time readout, and the ability to monitor either what's being recorded on the tape or the signal being fed it from an outside VCR through the Edit Monitor feature.

The trickle-down theory is being proven this year as nearly 75% of VCRs now offered come equipped with MTS stereo—just a buzz word two years ago—with an increasing percentage sporting hi fi record/playback capability.

The not too distant future, some manufacturers speculate, will marry VCR and computer technology to produce the video processor: units that will not only record selected programs at pre-programmed times, but will also automatically dub them to a second VCR for later viewing, decode videotext message services, transmit their recorded programming to another home VCR across the country, or across the world and, even talk. Sharp's summer CES introduction of a talking remote control that guides users through the programming process is just the beginning of VCRs that use synthesized speech to interact with consumers.

Manufacturers say synthesized speech and computer-like memory that will allow VCRs to retain complex automated instructions will most likely reach consumer shelves by early 1990.



Judge Reinhold in "Vice Versa" (RCA/Columbia Pictures).



"Manon Of The Spring" (Orion).

HOT SUMMER/FALL TITLES

(Continued from page V-12)

•**Vestron:** The company is seizing on both sell-through and the growing acceptance of commercials on tape. A total of 18 titles—including "Dirty Dancing" at a list price of \$24.98—will offer consumers a free video for every two they purchase. The Stars & Bars VideoGift promotion is also the first time a corporate sponsor—Nestlé's—links with a video supplier to promote an entire line. At the heart of the Vestron/Nestlé Foods link is a "buy two get one free" video offer. Except for "Dirty Dancing," all other titles are priced at \$19.98. In order to get a free tape, consumers send in 10 wrappers from Nestlé candy, all brands including Nestlé Crunch and Alpine White, and two proof-of-purchase seals from Vestron VideoGift titles along with the cash register receipt. They then receive a third VideoGift title of their choice free. The \$10 million campaign—including television and other mass media—kicks off in Sept. 14 when the first 18 titles arrive in stores. During November and December, Nestlé Foods will place VCRs in thousands of grocery outlets in the U.S. along with a major point-of-sale display featuring Vestron titles and tear-off coupons with details of the one-free for two promotion. Among titles in the campaign are: "Dirty Dancing," "Prizzi's Honor," "Salvador," "To Live And Die In L.A.," "Easy Money," "The Falcon And The Snowman," "Flamingo Kid," "Light Of Day," "Broadway Danny Rose," "Purple Rose Of Cairo," "Space Camp," "Mr. Mom," "Mad Max," "Care Bears Movie," "My Little Pony—The Movie," "The Point," "Smurfs & Magic Flute." Additional titles are expected to be added in October. Vestron rental titles for the fall include "Best Seller," "The Unholy," "Anna," "The Dead" and "Midnight Crossing." The video rights to "Platoon" and "Hoosiers" also revert back to Vestron which will offer them at \$24.95 and \$19.98 respectively.

•**MGM/UA:** "Moonstruck," "Bright Lights, Big City" and "Poltergeist III" highlight a fall rental slate, but the studio's strong suit is expected to be a massive sell-through campaign on titles from its vast library, many at even lower sell-through prices. A sampling includes "Annie Hall," "Rocky," "North By Northwest," "Raging Bull" and "War Games" at \$19.95; "Ben Hur," "Dr. Zhivago," "Fiddler On The Roof" and "The Great Escape" for \$29.95. A special highlight will be many classic MGM/UA musicals at \$19.95 for the first time such as "An American In Paris," "Meet Me In St. Louis" and "Gigi," "Singin' In The Rain," "On The Town," "Seven Brides For Seven Brothers," "The Unsinkable Molly Brown," "High Society," "That's Entertainment," "Love Me Or Leave Me" and "For Me And My Gal." There's also a Roger Moore-James Bond promotion at \$19.95 featuring "The Man With The Golden Gun," "On Her Majesty's Secret Service," "The Spy Who Loved Me," "For Your Eyes Only," "Live And Let Die," "Octopussy" and "Moonraker."

•**Warner:** Rental titles include the likes of "Police Academy 5," "Empire Of The Sun," "Frantic," "Beetlejuice," "Stand And Deliver," "Above The Law," "Funny Farm," "Tokyo Pop," and "Appointment With Death." On the sell-through side "More Deals, More Steals" promotion adds another 20 titles to Warner's "It's A Deal! It's A Steal!" promotion which has an Aug. 10 street date. The newer titles include the blockbuster "Lethal Weapon" at \$19.98. Among the 17 titles in the first phase are "After Hours," "Altered States," "Arthur," "Caddyshack," "Club Paradise," "Deadly Friend," "Demon Of Paradise," "Divine Madness," "Exorcist II: The Heretic," "Going Hollywood: The War Years," "Goonies," "Gremlins," "Little Shop Of Horrors," "One Crazy Summer," "Police Academy 4," "Wolfen" and "The World According to Garp."

•**RCA/Columbia Pictures:** The company has home video rights to the recent Gerge Lucas smash "Willow" and there is a possibility it may see a pre-Christmas release date. Other fall rental titles include "Hairspray," "Vice Versa" and "School Daze." The company will also augment its ongoing "Wrap Up Hollywood" \$29.95 sell-through efforts. There is also an effort to permanently reduce the titles of such other films to \$19.95 as "Stand By Me" and "Dr. Strangelove."

•**Media Home:** Media is mass marketing 100 titles at \$9.95, a massive sell-through effort with store availability on Aug. 1. The 100 titles are drawn from the company's catalog of films, nostalgia movies, children's, fitness, sports, lifestyle and other original programming. The company plans to sell three million units, resulting in more than \$30 million in retail revenues. The company is also offering the following titles at \$19.95 or less: "Mannequin," "Firewalker," "The Delta Force," "Murphy's Law," "Allan Quartermain," "The Octogon," "A Nightmare On Elm

(Continued on page V-42)

Top Videocassette Rental Hit Chart

Following is a recap chart of the top videocassette rentals during the eligibility period of July 18, 1987 to July 16, 1988.

Pos. TITLE—Manufacturer

1. **LETHAL WEAPON**—Warner Home Video
2. **DIRTY DANCING**—Vestron Video
3. **CROCODILE DUNDEE**—Paramount Home Video
4. **THE COLOR PURPLE**—Warner Home Video
5. **ANGEL HEART**—IVE
6. **PLATOON**—HBO Video
7. **ROBOCOP**—Orion Home Video
8. **RAISING ARIZONA**—CBS/Fox Video
9. **OUTRAGEOUS FORTUNE**—Touchstone Home Video
10. **STAR TREK IV—THE VOYAGE HOME**—Paramount Home Video
11. **TIN MEN**—Touchstone Home Video
12. **STAKEOUT**—Touchstone Home Video
13. **NO WAY OUT**—HBO Video
14. **BEVERLY HILLS COP II**—Paramount Home Video
15. **HARRY AND THE HENDERSONS**—MCA Home Video
16. **BLACK WIDOW**—CBS/Fox Video
17. **ROXANNE**—RCA/Columbia Pictures Home Video
18. **BLIND DATE**—RCA/Columbia Home Video
19. **MANNEQUIN**—Media Home Entertainment
20. **HOOSIERS**—HBO Video
21. **THE UNTOUCHABLES**—Paramount Home Video
22. **THE BEDROOM WINDOW**—Vestron Video
23. **PREDATOR**—CBS/Fox Video
24. **THE GOLDEN CHILD**—Paramount Home Video
25. **AN AMERICAN TAIL**—MCA Home Video
26. **LADY AND THE TRAMP**—Walt Disney Home Video
27. **THE LOST BOYS**—Warner Home Video
28. **THE SECRET OF MY SUCCESS**—MCA Home Video
29. **HANNAH AND HER SISTERS**—HBO Video
30. **THE PRINCESS BRIDE**—Nelson Home Entertainment
31. **LITTLE SHOP OF HORRORS**—Warner Home Video
32. **ADVENTURES IN BABYSITTING**—Touchstone Home Video
33. **BURGLAR**—Warner Home Video
34. **THE WITCHES OF EASTWICK**—Warner Home Video
35. **PROJECT X**—CBS/Fox Video
36. **INNERSPACE**—Warner Home Video
37. **THE MORNING AFTER**—Lorimar Home Video
38. **THE BIG EASY**—HBO Video
39. **CRIMES OF THE HEART**—Lorimar Home Video
40. **FROM THE HIP**—Lorimar Home Video
41. **LA BAMBA**—RCA/Columbia Pictures Home Video
42. **DRAGNET**—MCA Home Video
43. **THE COLOR OF MONEY**—Touchstone Home Video
44. **EXTREME PREJUDICE**—IVE
45. **THE THREE AMIGOS**—HBO Video
46. **SUMMER SCHOOL**—Paramount Home Video
47. **NO MERCY**—RCA/Columbia Home Video
48. **HEARTBREAK RIDGE**—Warner Home Video
49. **JUMPIN' JACK FLASH**—CBS/Fox Video

50. **THE LIVING DAYLIGHTS**—CBS/Fox Video
51. **CHILDREN OF A LESSER GOD**—Paramount Home Video
52. **RIVER'S EDGE**—Nelson Home Entertainment
53. **THE BELIEVERS**—HBO Video
54. **THE FOURTH PROTOCOL**—Lorimar Home Video
55. **GARDENS OF STONE**—CBS/Fox Video
56. **A NIGHTMARE ON ELM STREET 3: DREAM WARRIORS**—Media Home Entertainment
57. **BABY BOOM**—CBS/Fox Video
58. **THE MOSQUITO COAST**—Warner Home Video
59. **SPACEBALLS**—MGM/UA Home Video
60. **THE MISSION**—Warner Home Video
61. **FERRIS BUELLER'S DAY OFF**—Paramount Home Video
62. **THE RUNNING MAN**—Vestron Video
63. **OVER THE TOP**—Warner Home Video
64. **SOME KIND OF WONDERFUL**—Paramount Home Video
65. **SOMEONE TO WATCH OVER ME**—RCA/Columbia Pictures Home Video
66. **HAMBURGER HILL**—Vestron Video
67. **FATAL ATTRACTION**—Paramount Home Video
68. **SUPERMAN IV: THE QUEST FOR PEACE**—Warner Home Video
69. **LIGHT OF DAY**—Vestron Video
70. **LESS THAN ZERO**—CBS/Fox Video
71. **THROW MOMMA FROM THE TRAIN**—Orion Home Video
72. **HOLLYWOOD SHUFFLE**—Virgin Vision
73. **CRITICAL CONDITION**—Paramount Home Video
74. **WANTED DEAD OR ALIVE**—New World Video
75. **PEGGY SUE GOT MARRIED**—CBS/Fox Video
76. **POLICE ACADEMY 4: CITIZENS ON PATROL**—Warner Home Video
77. **ISHTAR**—RCA/Columbia Pictures Home Video
78. **THE PICK-UP ARTIST**—CBS/Fox Video
79. **MAID TO ORDER**—IVE
80. **BLUE VELVET**—Lorimar Home Video
81. **SOMETHING WILD**—HBO Video
82. **MASTERS OF THE UNIVERSE**—Warner Home Video
83. **STAND BY ME**—RCA/Columbia Pictures Home Video
84. **FLOWERS IN THE ATTIC**—New World Video
85. **NADINE**—CBS/Fox Video
86. **REVENGE OF THE NERDS II: NERDS IN PARADISE**—CBS/Fox Video
87. **CAN'T BUY ME LOVE**—Touchstone Home Video
88. **BRIGHTON BEACH MEMOIRS**—MCA Home Video
89. **HEAT**—Paramount Home Video
90. **MALONE**—Orion Home Video
91. **ASSASSINATION**—Media Home Entertainment
92. **WHO'S THAT GIRL**—Warner Home Video
93. **FATAL BEAUTY**—MGM/UA Home Video
94. **RADIO DAYS**—HBO Video
95. **ERNEST GOES TO CAMP**—Touchstone Home Video
96. **DEAD OF WINTER**—CBS/Fox Video
97. **HELLRAISER**—New World Video
98. **WITCHBOARD**—Continental Video
99. **DEATH BEFORE DISHONOR**—New World Video
100. **MAKING MR. RIGHT**—HBO Video



CBS
VIDEO™

**the Leader in
Sell-Through**

An important and rapidly growing segment of the home video industry is sell-through product. In recent years, consumers have been able to walk into stores and buy such blockbuster titles as *Alien*, *Revenge of the Nerds*, and *M*A*S*H* for under \$20; *Aliens*, *The Fly*, *Cocoon*, and *Peggy Sue Got Married* for under \$30; and collect videos from such special series as *Shirley Temple*, *Bette Davis*, *Marlon Brando*, *Henry Fonda*, and *John Wayne* for under \$20 a piece. In addition, consumers have been able to build libraries of sports videos of their favorite teams and athletes, music videos of yesterday's and today's top recording artists, plus a wide range of entertaining and educational non-theatrical videos.

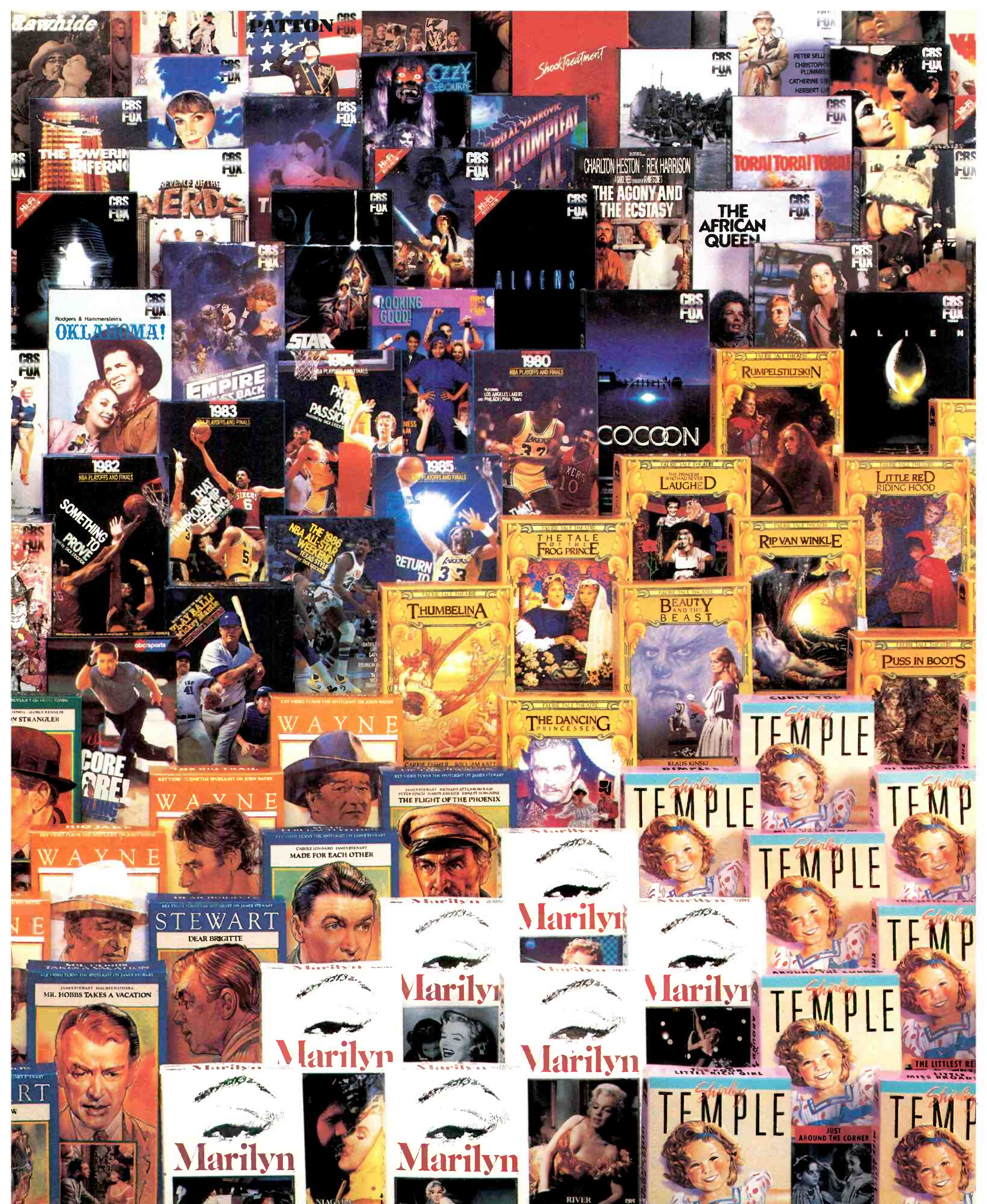
The sell-through market has grown to be a lucrative business, especially for CBS/FOX VIDEO. With their vast catalog of titles and innovative collections, the importance of sell-through has been a major source of revenue.

Studies show that in the past year, a little over 38% of VCR households have purchased video cassettes. Over half of these are reported to have purchased two or more cassettes. All indicators are that this trend will continue to grow.

As one of the first companies to aggressively pursue the sell-through market, CBS/FOX VIDEO takes much pride in the depth and breadth of titles which they have access to.

Sell-through growth has been encouraged by the reduction in prices and by a growing consumer desire to own a movie collection. This desire has been enhanced by the "collectable" nature of the genres and titles being introduced. Special thematic collections such as *Faerie Tale Theatre* and the *Western* collection, a series of *Barbra Streisand* television specials, as well as films around a personality such as *Shirley Temple*, *Henry Fonda*, *Bette Davis*, *Sherlock Holmes*, *Alfred Hitchcock*, *Marilyn Monroe* and *Elvis Presley*, all have done extremely well.





Theatrical

What type of marketing strategies are required for sell-through product? According to Bruce Pfander, Director of Marketing, CBS/FOX VIDEO, "Marketing a sell-through collection can often be challenging. You need to develop a completely new and original marketing campaign for each individual collection."

At CBS/FOX VIDEO, each collection is compiled to appeal to a specific audience interested in an artist, star(s) or genre, i.e. a Western collection, a Sherlock Holmes collection, a Hitchcock collection, a Jimmy Stewart collection, or a Musical collection.

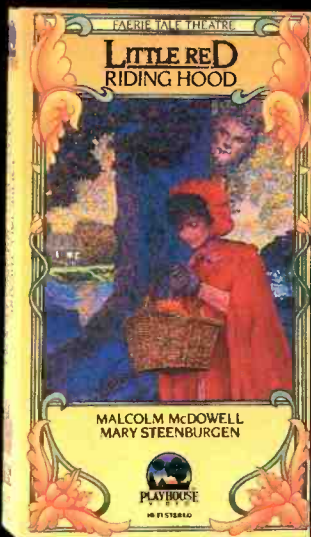


CBS/FOX is constantly monitoring their available titles to identify themes, stars, directors, or any other characterization which might indicate strong potential for a collection or sell-through series. For titles which might not fit a particular theme or collection, selections are periodically made and certain titles are placed in the Five Star Collection series or the newer Super Star Value Collection.



CBS/FOX developed these collections in recognition that sell-through accommodates a variety of marketing and pricing strategies. "We try to match the potential for consumer demand in each collection with the realities of distribution channels and with our need to manage our own properties," comments Pfander.

The **FIVE STAR COLLECTION** is generally comprised of more recent theatrical releases which can meet the demand of a \$29.98 price, (i.e. Aliens, Cocoon, The Fly, Peggy Sue Got Married, Short Circuit, Star Wars, etc.) The new **SUPER STAR COLLECTION** is comprised of blockbuster releases (i.e. Alien, Revenge of the Nerds, M*A*S*H, Porky's, Bachelor Party, etc.) but at a reduced price of \$19.98. Also under the reduced price of \$19.98 will be **THE GREAT MUSICALS COLLECTION** which will be released this fall. This collection consists of fourteen of the best musicals of all time.



"The wide range of collections made available by CBS/FOX and their related labels, KEY and PLAYHOUSE, appeal to people of all ages. One of the most popular family collections, which is available on the Playhouse label, is **FAERIE TALE THEATRE**. Shelley Duvall produced this collection of 26 of the best known American fairy tales. Actors such as Robin Williams, Liza Minnelli, Matthew Broderick, and Mick Jagger star in Faerie Tales such as "The Frog Prince," "The Princess and The Pea," "Cinderella," and "The Nightingale."

The success of any given marketing plan, especially for sell-through product, requires the support of a strong advertising, promotion and publicity campaign. Pfander comments, "from the inception of any marketing plan, we coordinate with the creative, merchandising, sales and publicity teams to provide a solid campaign to support the marketing efforts."

CBS/FOX VIDEO's sell-through collections have been well received across the board and this strong response continues to grow. **THE SHIRLEY TEMPLE COLLECTION**, which is one of the more recent sell-throughs on the Playhouse label, revolves around a specific personality. Pfander reveals, "from our initial introduction in February, we are nearing one-half million units and are still going strong."

Another collection which continues to be a strong seller is the **MARILYN MONROE COLLECTION**. Special packaging was created to commemorate the 25th anniversary of her death. In addition, self liquidating items (i.e. Marilyn coffee mugs, the book "Marilyn" by Gloria Steinem, and original theatrical posters from her earlier releases) were offered to consumers in exchange for proofs of purchase. The response to this 'purchase continuity' offer has exceeded expectation, and is believed to be a strong reason for continuing consumer demand.

Getting the consumer involved in the collecting process and making a film buff/video collector out of the consumer is of paramount importance. One way achieve this goal is through in-pact cards and cross promotional trailers at the head of each title on the collection. In our collection featuring Mel Brooks in four of the films, an in-pact card was inserted with a trivia quiz to test consumers' Mel Brooks Intelligence Quotient." The quiz includes five questions about each of the five films, getting the consumers' interest piqued to buy more of the collection.

"Next year we have exciting plans to expand the scope and the marketing support behind our sell-through business. Considering CBS/FOX VIDEO's vast library of titles, there will be many, many more collections in the future," says Pfander.



MARILYN MONROE: © 1987 Turner Cable, Inc. For Computer. All Rights Reserved. MARILYN: Courtesy of Turner Cable, Inc. For Computer. All Rights Reserved.

Non-theatrical

“**T**here is a true distinction between the non-theatrical and movie on videocassette businesses,” says Ken Ross, Director of Non-Theatrical Programming, CBS/FOX VIDEO. “Everything from programming and production, marketing, promotion and distribution requires a different set of strategies.”

According to Ross, non-theatrical titles are selected in a much different way than theatrical releases are for video sell-through collections. “While the presence of stars and a desirable topic are obviously very important, they do not guarantee success in the non-theatrical area. We also have to follow a set of criteria which requires programs to have several marketing/distribution oriented characteristics.”

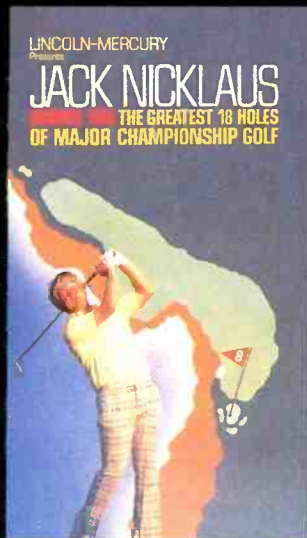
The Non-Theatrical division looks for programs that are sponsorable, have applications to the premium market, and are suitable for alternative channels of distribution in addition to the traditional video distribution. In addition, because non-theatrical is a sell-through versus a rental genre programs which are highly repeatable, interactive, collectable and “those one would want to own or share” are selected. “But, obviously,” Ross continues “in addition to all these marketing oriented characteristics, we care a great deal about program concept, production values, and the talent involved.”

Ross reveals that programs which have built in mail order opportunities are extremely desirable. For example, the NBA distributes the Official NBA Merchandise Catalog which services customers nationwide through direct mail. All of CBS/FOX VIDEO's basketball programs are offered in this catalog.

CBS/FOX also ran direct response commercials for their

recent NBA Championship video during the Finals on the CBS network, and ran 800 number commercials for the World Series video on the ABC network during the World Series games.

Ross points out that the categories which have worked best for CBS/FOX



are sports and music programming. He attributes this primarily to the notion of distributing and promoting product lines versus individual, one-off programs. Working with a number of programs in the same category or genre gives a video company greater credibility at retail, particularly when dealing with non-traditional channels. Offering a flow of related product increases dealer willingness to stock, merchandise and display those programs. In addition, one can benefit from cost efficiencies in marketing and production when working with several related programs.

With few exceptions non-theatrical video product must be priced for sell-through. The anticipated volume from video specialty dealers who focus primarily on rental is not significant. Therefore, product must be priced low for mass merchant and alternative channels which only stock titles for sale. Ross notes that “the most widely accepted price point for non-theatrical titles to date is \$19.98.” However, he also feels that “the interesting thing about price points is that people will usually pay for what they want regardless of the price. Eventually, sell-through video will become a mass marketed industry, where consumer demand will rule. Today, however, the real hurdle is shelf space.” What CBS/FOX has found is that shelf space, particularly in non-theatrical outlets, is more dependent on retailer profit margins than suggested list pricing. Ross is quick to point out that CBS/FOX has now addressed that issue with respect to all of the company's sports tapes. “We realize that asking outlets such as sporting goods stores and concessionaires to conform to video industry terms of sale is a bit unrealistic. Therefore, we've come up with some new policies for sports videos we hope will broaden our distribution and help maximize sales through traditional channels as well.”

CBS/FOX has always been and intends to remain an innovator and leader in the non-theatrical area. The company continues to seek out new forms of distribution while experimenting with a variety of marketing and promotional techniques. Many exciting original programs are on the horizon which will help to firmly establish both the non-theatrical and sell-through businesses.



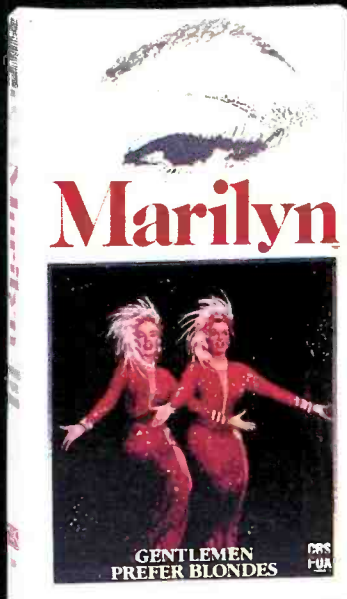
Creative Services

Dick Davi, Director of Advertising and Creative Services for CBS/FOX VIDEO, likes to emphasize the "creative" element of his department. "We're a truly conceptual, creative team that works in tandem with the marketing department to develop material for all our products."

A key element in the creative process is package design. "The public image of our sell-through product depends, to a considerable degree, on the visual impact implanted through its design." Thus, for collections, CBS/FOX VIDEO strives to create both a single, unified identity for all the titles in a given collection, as well as a look that differentiates each individual title and makes it stand out as a separate entity in the consumer's mind.



In order to provide optimum merchandising impact, the package must separate itself from its competition and environment, and project sales messages quickly and efficiently. It must convey a favorable impression of itself and its producer to the potential consumer," says Davi.



MARILYN

THE LADY
BEHIND
THE LEGEND

MONKEY BUSINESS
NIAGARA
HOW TO MARRY
A MILLIONAIRE
GENTLEMEN
PREFER BLONDES
RIVER OF NO RETURN
THE SEVEN YEAR ITCH
BUS STOP
SOME LIKE IT HOT
LET'S MAKE LOVE
THE MISFITS



Another crucial sell-through element is point of purchase material. This is an area where CBS/FOX VIDEO is especially active. As Davi points out, "with sell-through support material, we generally try to maintain graphic continuity with packaging. In the case of a collection, this concentration on unity of graphics and marketing message becomes more important than with single titles. With direction from the Marketing Department, the materials are designed as a campaign to impress both the retailer and the consumer with the importance of the collections."

Davi sums up the creative process of CBS/FOX VIDEO, in the area of sell-through, by pointing out that "everything we undertake is all based on established standards of excellence. As marketing communications specialists, we strive for the very best in everything we create, so that the look of all CBS/FOX products will always be the look of excellence."

STAR WARS
Kiloby



Sales

Any sell-through program needs a strong sales support program. CBS/FOX's Marketing and Sales management personnel meet twice a month, once in their Regional Sales office in Chicago and once in their New York office, to plan and orchestrate all future release events. "We have placed much more emphasis on this important marketing and sales coordination in the past year, and have witnessed the benefits of



better planning," says Sam Puleo, Group Vice-President, Sales, CBS/FOX VIDEO.

CBS/FOX VIDEO's sales division views sell-through as a natural progression for the industry. With the growing importance of this segment of home video, the sales team attributes its success in part to their Chicago based office. "Location is key," says Puleo, "we're the only studio who has sales centralized and not based on the east or west coast. We can cover the entire country, virtually unaffected by the time differences."

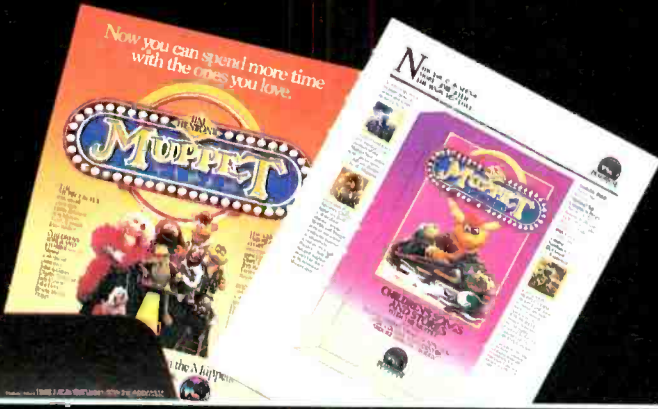
The sales division is divided into two segments: rental and sales. Usually, once a rental product is out for a year or more, it will be sold at specially reduced prices. Puleo points out, "The sales process for these titles focuses attention on the star rather than the series. This results in a tremendous amount of mileage. No other company has done this or has approached the amount of sell-through products as CBS/FOX."

Sell-through is instrumental in kicking off a star in a series. The sales force will pitch the star in the series, e.g. Shirley Temple, and then push the titles, e.g. "Heidi." "The successful results of this sales strategy can be seen when reading *Billboard's*, *Twice* or *Video Insider's* video chart, where "Heidi" has remained as one of the top ten videos," adds Puleo.

Puleo explains that the idea of a collection is extremely appealing to consumers, distributors, retailers, and mass merchants. As soon as it is known that a particular star is being featured, the entire collection is in demand. And if the collection is available in special collector's packaging, such as the Monroe series, there is no question of its success. "The genre of the star versus the dollar figure of classic titles is very important."

Sell-through titles turn consumers into "library" collectors. However, how well a title does relates to the length of success of the star. "At this point, one of the most popular series is the Shirley Temple Collection, also, the John Wayne Collection is doing extremely well, especially "Big Jake," which was jumped on immediately," says Puleo.

For CBS/FOX VIDEO, more people are involved in product sales than ever before. To approach the needs of the market place, CBS/FOX had divided the country into eastern and western regions, thus enabling the sales force to concentrate their efforts not only with the distributor but with the retail base as well. The Eastern Zone is headed by Larry Andjulis, Director of Sales and Mary Thompson, Eastern Zone Manager. The Western Zone is headed by Don Rosenberg, Director of Sales, and Bill Bridges, Western Zone Manager. Jan Paros Novak is Director, National Accounts and her prime objective is sell-through to the mass merchandising market. This talented sales team has been carefully formed over a period of two years and Puleo believes it provides CBS/FOX with tremendous balance.



Merchandising

Merchandising

CBS/FOX VIDEO prides itself in having an extremely aggressive merchandising team which is headed up by Laura Taylor, Director of Merchandising. With a network of over 4300 retailers to service, merchandising plays an integral role in the sales division.



CBS/FOX VIDEO places great emphasis on the creative displays which center around the titles. Sell-through products are customized with individual artwork for each title. Taylor explains, "Instead of creating one poster displaying all the titles in a single collection, which minimizes the impact of the titles carried in the store, retailers receive a customized display of each title carried by the retailer."

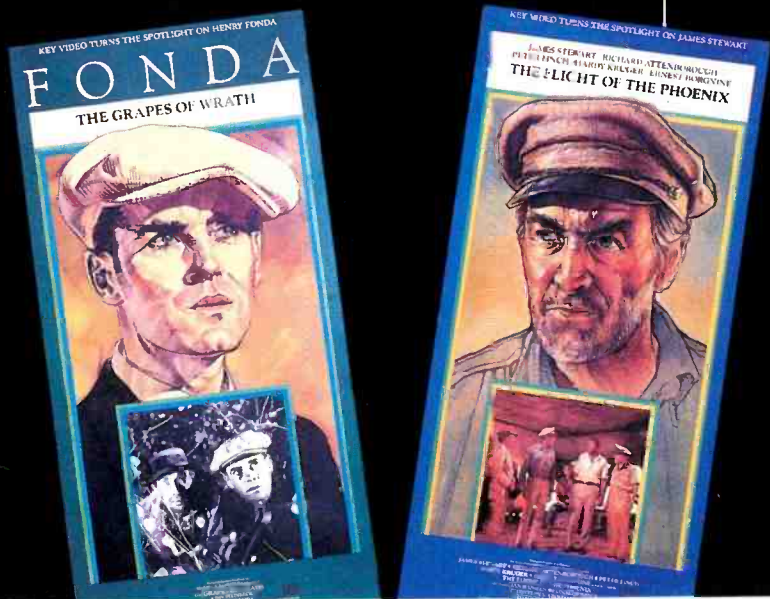
According to Taylor, consumer response to the "customized service" has been highly favorable. Retailers have found that their customers are asking for additional titles from a certain sell-through collection after having rented one

from a collection. In turn, the retailer will expand on each title.

"Our merchandising efforts have been extremely successful, especially for sell-through titles. When consumers walk into a store, they know there is a sell-through section," says Taylor. "Consumers need information. If sell-through products are shelved without a display, consumers won't know that they exist" CBS/FOX positions their sell-through displays next to the product. The success of merchandising is especially evident in such collections as Henry Fonda, Jimmy Stewart, and Shirley Temple.

Point-of-purchase items such as posters, counter top and life-size standees, are key merchandising tools. According to Taylor, "Merchandising contests kill two birds with one stone, drawing special attention to the consumer while emphasizing product to the retailer." Sell-through contests focus the variety of sell-through product available to the consumer.

Looking to the future, CBS/FOX VIDEO continues to see this segment of the industry to flourish. With their extensive video library and strong team of professionals, their sell-through product will continue to experience the enormous success already demonstrated.



1988 NATIONAL HOME VIDEO DISTRIBUTION INDEX

HOW TO USE THIS LIST

Geography: The U.S. is divided into the nine standard geographical regions. This assists retailers in quickly checking sources in their immediate region rather than going back and forth in a list of states arranged alphabetically. Regions are sequenced East to West, first being New England. A sequence key is found following this introductory text to assist in looking for a particular state. At end of list Canadian video wholesalers are offered as well.

Product Lines: As for identifying lines handled, many distributors carry specialty product. A key that a distributor handles a wider assortment as well as prerecorded movies from the major studios is offered by identifying membership in the wholesaler-only group, National Assn. of Video Distributors (see address Washington, D.C.). Such NAVD identification is offered with firm's headquarters listing.

Headquarters vs. Branches: All multiple-branch distributors' local listings identify where the headquarters is located. Similarly, when a headquarters facility is listed, all branches are identified as to location.

Major Home Video Distribution: Some VSDA associate member vendors maintain their own distribution branches, such as MCA Home Video and Warner Home Video. Such branches also offer prerecorded audio, another element of this distributor list in that many video specialty stores are now adding audio. The major firms' branches are presented as currently listed in Billboard's Buyer's Guide.

Independent Label Prerecorded Audio: A brief listing of wholesale firms (headquarters only) offering independent audio brands not distributed by major labels is also presented (see notice of membership in National Assn. of Recording Merchandisers, an affiliate group of VSDA). Listed also (again, headquarters not branches, too) are NARM member rackjobbers, and one-stops, many of which, racks especially, have significant video involvement.

Accuracy, Comprehensiveness: All listings are a result of a mailed questionnaire, telephone inquiry, or trade group registration lists and subject to the accuracy and comprehensiveness of the firms supplying the data.

Regions/States Breakdown: 1.) **NEW ENGLAND** (Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont); 2.) **MID ATLANTIC** (New Jersey, New York, Pennsylvania); 3.) **SOUTH ATLANTIC** (Delaware, Florida, Georgia, Maryland, N. Carolina, S. Carolina, Virginia, W. Virginia, Puerto Rico, Washington, D.C.); 4.) **SOUTH CENTRAL** (Alabama, Kentucky, Mississippi, Tennessee); 5.) **NORTH EAST CENTRAL** (Illinois, Indiana, Michigan, Ohio, Wisconsin); 6.) **WEST NORTH CENTRAL** (Iowa, Kansas, Minnesota, Missouri, Nebraska, S. Dakota, N. Dakota); 7.) **SOUTH WEST** (Arizona, Arkansas, Louisiana, New Mexico, Oklahoma, Texas); 8.) **MOUNTAIN** (Colorado, Idaho, Montana, Nevada, Utah, Wyoming); 9.) **WEST COAST** (Alaska, California, Hawaii, Oregon, Washington).

NEW ENGLAND (Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont)

Connecticut

ARTEC; 465 Smith St.; Middletown, Conn. 06457; (203) 632-0696; Branch Mgr.: Les Owen; Hdqtrs.: Shelburne, Vt. **CD ONE STOP;** 21 Berkshire Blvd.; Bethel, Conn. 06801; (203) 544-8391; Alan Meltzer; NARM One Stop. **DISCOUNT VIDEO;** P.O. Box 15403; Stamford, Conn. 06901; (800) 962-9099; (203) 323-9099; Dir. of Sales: George W. McKulla; Senior Sales Rep: Ted Hebert. **SPORTS BOOKSHELF;** P.O. Box 392; Ridgefield, Conn. 06877; (203) 438-3055; President: Richard Cohen; Dir. of Sales: Richard Cohen.

Massachusetts

ARTEC, INC.; Shawmut Industrial Park; 65 Shawmut Rd.; Bay 7, Canton, Mass. 02021; (617) 821-2700; Branch Mgr.: William Couture; Hdqtrs.: Shelburne, Vt. **BAKER & TAYLOR VIDEO;** 960 Turnpike St.; Canton, Mass. 02021; (617) 821-2730; 800-245-1172; Operations Manager: Marty Sinicrope; Sales Manager Rick Ripley; Hdqtrs.: Morton Grove, Ill. **CBS RECORDS;** 81 Hatwell, Lexington, Mass. 02173; (617) 861-6180; Hdqtrs.: N.Y. **G.G. COMMUNICATIONS;** 111 French Ave.; Braintree, Mass. 02184; (617) 843-4860; Fax # (617) 848-5894; President: Paul Brousseau; Dir. of Sales: Joseph M. Ron-

(With supplemental reference for audio product)

tondo; VP: Rick Russo; Buyer: Elizabeth Durant. **LEADING EDGE VIDEO PRODUCTS;** 225 Turnpike St.; Canton, Mass. 02021; (800) 544-4888; Fax # (617) 828-1816; President: William Sellers; Dir. of Sales: Cathy DiGiulio; Product Acquisitions Mgr.: Martha MacPherson; NAVD; VSDA; SIVA.

MCA DISTRIBUTING CORP.; 400 W. Cummings Park; Woburn, Mass. 01801; (617) 933-9290; Hdqtrs.: Universal City.

BMG DISTRIBUTION; 886 Washington St., Suite 340; Dedham, Mass. 02026; (617) 461-0960; Hdqtrs.: N.Y.

STAR VIDEO ENTERTAINMENT; 25 South Street; Hopkinton, Mass. 01748; (617) 435-9701; VP: Wayne Mogel; Hdqtrs.; Jersey City, N.J.; Hdqtrs.: Jersey City, N.J.

WARNER/ELEKTRA/ATLANTIC CORP.; 8 Winchester Place; Winchester, Mass. 01890; (617) 721-1991; Hdqtrs.: Burbank, Calif.

Rhode Island

THE INTERSTATE GROUP, INC.; 4 Court Dr.; Lincoln, R.I. 02865; (401) 333-3921; (401) 333-6228; Branch Mgr.: Vic Tremmel; Hdqtrs.: Hagerstown, Md.

Vermont

ARTEC, INC.; One Pine Haven Shore Rd.; Shelburne, Vt. 05482; (800) 451-5160; (802) 985-8401; Fax # (802) 985-3403; President & CEO: Martin F. Gold; Chief Financial Officer: Howard R. Goldberg; Sr. VP Operations: Matt Brown; Sr. VP Sales & Marketing: Ken Miller; Dir. of Marketing: Judy Raven; Dir. of Sales Development: Dan Beaton; Branches: Williston, Vt.; Canton, Mass.; West Babylon, N.Y.; Middletown, Ct.; Pittsburgh, Pa. NAVD.

ARTEC, INC.; 17 Avenue D; Williston, Vt. 05495; (802) 864-3910; Branch Mgr.: Craig Decater; Hdqtrs.: Shelburne, Vt.

MID ATLANTIC (New Jersey, New York, Pennsylvania)

New Jersey

BAKER & TAYLOR VIDEO; 22 J Worlds Fair Dr.; Somerset, N.J. 08873; (201) 271-8100; 800-331-1407; Regional Sales Manager: David Rand; Hdqtrs.: Morton Grove, Ill.

HOME & INDUSTRIAL VIDEO DIST.; 300-1 Route 17 S; Lodi, N.J. 07644; (201) 777-4700; Fax # (201) 778-1257; President: Stephen M. Cantor; Dir. of Sales: Stu Sable; CFO & Branch Mgr.: Johnathan Coffino; Purchasing Mgr.: Tom T.C. Croghan; NAVD.

KAROL VIDEO; 22 Riverview Dr.; Wayne, N.J. 07470; (201) 628-9111; President: Fontaine Kincheloe; Dir. of Sales: Paul Rosequist; Hdqtrs.; Branches: Kansas City, Mo., Fullerton, Calif.

KULTUR VIDEO; 121 HWY 36; West Long Branch, N.J. 07764; (201) 229-2343; Fax # (201) 870-4600; President: Dennis Hedlund; Dir. of Sales: Johanna Spaans.

LIGHT VIDEO DISTRIBUTORS; 21 Highland Circle; Needham Heights, N.J. 07604; Martha MacPherson; (617) 449-7770; NAVD.

MCA DISTRIBUTING CORP.; 900 Hadonna Ave.; Collingswood, N.J. 08108; (609) 854-5810; Hdqtrs.: Universal City, Calif.

METRO VIDEO DIST., INC.; P.O. Box 820; 92 Railroad Ave.; Hasbrouck Heights, N.J. 07604; (201) 288-0400; Fax (201) 288-5503; President: Arthur Morowitz; Sr. VP: Hank Schwartzstein; Sales Mgr.: Martin Pilossoph; Hdqtrs.; Branches: Los Angeles, Minneapolis, Phoenix, Pompano Beach, FL, Puerto Nuevo, Puerto Rico, San Diego.

POLYGRAM DISTRIBUTING; 10 Distribution Blvd., Edison, N.J. 08817; (201) 287-3100; (800) 526-7532; Hdqtrs.; New York.

RICHMAN BROTHERS RECORDS, INC.; 6935 Airport Hwy.; Pennsauken, N.J. 08109; (609) 665-8085; Fax # (609) 665-6358; Principals: Jerry Richman; Richie Richman; Alan Richman; Hdqtrs.; Branches: Silver Spring, Md.; Washington, D.C.; NARM One Stop; NARM Independent Distributor.

SCHWARTZ BROTHERS, INC.; 1165 Marlkrass Rd.; Cherry Hill, N.J. 08003; (609) 424-2211; Branch Mgr.: Richard Salvador; Hdqtrs; Lanham, Md.

SCHWARTZ BROTHERS, INC.; 1129 Bloomfield Ave.; West Caldwell, N.J. 07006; (201) 882-2955; Branch Mgr.: Andrew Miele; Hdqtrs; Lanham, Md.

SCORPIO MUSIC, INC.; 2500 E. State St.; Trenton, N.J. 08619; (609) 890-6000; John T. Gervasoni; Steven Parel-

man; NARM Rack jobber; NARM Independent Distributor. **STAR VIDEO ENTERTAINMENT;** 550 Grand St.; Jersey City, N.J. 07302-4112; (201) 333-4600; Fax #: (201) 333-4600 X-213; President: Bernard Herman; Dir. of Sales: Daniel Miron; VP: Arthur Bach; Branches; Boston, Philadelphia; NAVD.

VIDEOTAKES, INC.; 187 Parker Ave.; Manasquan, N.J. 08736; (201) 528-5000; President: Joe Kennedy; VP: Jennifer Peters; National Sales Mgr.: Dru Peters **WARNER/ELEKTRA/ATLANTIC CORP.;** 500 Lincoln Dr. E.; Marlton, N.J. 08053; (609) 596-1200; Hdqtrs.: Burbank.

New York

ARTEC, INC.; 21 Lamer St.; West Babylon, N.Y. 11704; (516) 491-4600; Branch Mgr.: Dominic Vilella; Hdqtrs.: Shelburne, Vt.

BMG DISTRIBUTION; 1133 Ave. of the Americas; New York, N.Y. 10036-6758; (212) 930-4000; Branches: New York; Denham, Mass.; Atlanta; Greenbelt, Md.; Nashville; Edina, Minn.; Troy, Mich.; East Oak Brook, Ill.; Independence, Ohio; San Francisco and Hollywood, Calif.; Seattle; NARM associate major label.

BMG DISTRIBUTION; same address as above; (212) 930-4616.

CBS RECORDS; 51 W. 52nd St.; New York, N.Y. 10019-6188; (212) 975-4321; Branches: Lexington, Mass.; Rego Park, N.Y.; Beltsville, Md.; Atlanta; Beechwood, Ohio; San Rafael and Century City, Calif.; NARM associate major label. **CBS RECORDS;** 9525 Queens Blvd.; Rego Park, N.Y. 11384; (718) 830-3600; Hdqtrs.: New York.

CAPITOL RECORDS; 1370 Ave. of the Americas; New York, N.Y. 10019; (212) 757-7470; Hdqtrs.: Hollywood.

COMMTRON CORP.; 400 Airport Exec. Park; Spring Valley, N.Y. 10977; (800) 621-1333; (914) 425-3191; Fax # (914) 425-7521; Mgr.: Jim Law; Hdqtrs.: Des Moines.

COMPASS DIST. CO.; P.O. Box 836; Nyack, N.Y. 10960; Gordon Anderson; Michael Rakusin; Stan Snyder; NARM Independent Manufacturer.

ENCORE DIST.; 38-19 24th St.; Long Island, N.Y. 11101-3619; (718) 706-6300; Nick Campanella; NARM Independent Distributor.

THE INTERSTATE GROUP, INC.; 632 Plank Road Center #207; Clifton Park, N.Y. 12065; (518) 371-4457; (518) 371-4458; V.P. Customer Relations: Frank Griffin; Hdqtrs.; Hagerstown, Md. NARM Rack jobber.

LANDMARK DISTRIBUTORS, INC.; 12-20 36th Ave.; Long Island City, N.Y. 11106; (718) 937-6363; Gus Drakas; Pat Monaco; Harvey Rosen; NARM Independent Distributor.

MALVERNE DISTRIBUTORS; 35-35 35th St.; Long Island City, N.Y. 11106-1608; (718) 392-5700; Joseph Del Medico; Stanley Goodman; Duane Martuge; Anthony Mascia; Jerry Winston; NARM Independent Distributor.

NEW YORK VIDEO EXCHANGE; 7212 New Utrecht Ave.; Brooklyn, N.Y. 11228; (718) 256-2400; President: Bob LaFerriere; Dir. of Sales: Bob LaFerriere; Partner: Lou Guadagni.

OLYMPIA RECORD INDUSTRIES; 239 W. 18th St.; New York, N.Y. 10011-4502; (212) 989-7200; Larry Lipp; Ervin Litkei; Henry Rosenberg; NARM Rackjobber.

ONE WAY RECORDS, INC.; 1 Prospect Ave.; P.O. Box 6429; Albany, N.Y. 12206-2239; (518) 489-3288; David Schlang; NARM Rackjobber.

POLYGRAM RECORDS; 810 Seventh Ave.; New York, N.Y. 10019-5818; (212) 333-8000; Fax # (212) 333-8268. NARM associate major label.

PRO-EL ENTERPRISES LTD.; 53A Otis St.; W. Babylon, N.Y. 11704; (516) 491-5421; Fax # (516) 491-5775; President: Chuck Gitlin; Dir. of Sales: Jordan Gitlin.

PW WHOLESALER; 418 Huntington Ave.; Buffalo, N.Y. 14214 (716) 833-6011; President: Paul Leibelshon; Dir. of Sales: Sue Leibelshon.

RASHID SALES COMPANY; 191 Atlantic Ave.; Brooklyn, N.Y. 11201; (718) 852-3295; Fax # (718) 643-9522; President: Albert Rashid; Dir. of Sales: Stanley Rashid.

VIDEO BROKERS INTERNATIONAL; 56-69 58th St.; Maspeth, N.Y. 11378; (718) 417-7300; Fax (718) 417-3900; President: Shep Alster; Director of Sales: Mitch Supovitz; Branch manager: Walter Lader.

WARNER/ELEKTRA/ATLANTIC CORP.; 1700 Broadway; New York, N.Y. 10019; (212) 757-3939; Hdqtrs.: Burbank.

WIN RECORDS & VIDEO, INC.; 76-05 51st Ave.; Elmhurst, (Continued on page V-32)

SPECIAL INTEREST
(Continued from page V-14)

tapes now, but if we think a new title from a small label is worthwhile, then we're pleased to help a non-major company get started. We'll talk to anyone."

Castell attributes much of Erol's success with special-interest videos to the chain's aggressiveness. "We merchandise the tapes, we want to sell them. We publish a monthly magazine that now goes out to 800,000 video-club members. We feature sales tapes. It makes the customer more aware that these titles are available.

"In rentals, special-interest tapes are a flyspeck, but in sales they're top. They are tapes that are repeatable. We think special-interest video will do nothing but grow."

At Walden Books, a 1,100-store chain based in Stamford, Conn., the huge success of sell-through video as a whole is threatening to crimp the growth of special-interest titles. "We do quite well with special-interest video," says Beth Bornhurst, senior manager of Walden Video. "But shelf space is decreasing for special interest in many of our stores because so many good movies are coming out at a great sell-through price.

"Not all special-interest titles work for us. We tend to stick with sure-fire categories such as exercise, comedy and golf, our biggest areas." Bornhurst hasn't seen a significant change in genre popularity over the last year or so. "But the quality of these tapes is definitely better and pricing has improved."

Label support remains key. "When a company like J2 brings out 'Dorf' and stands behind it, then we'll support them. If manufacturers really promote, advertise or put co-op money behind a title, and if a well-known person is in the tape, it really helps.

"A lot of people will put out tapes and just expect the dollars to roll in. But they're fooling themselves. Many special-interest producers don't think of the market when they do their packaging and pricing. Or they try to copy what someone else has done. They say, 'I saw what you did with that tape, now here do it with this one.' But it's not that easy."

Another major player in the sell-through market is Tower Video, a 42-outlet chain based in Sacramento, Calif. Most Tower stores carry about 500-600 special-interest titles for rent and about 600 for sale. Each store has a sports & fitness section and a special-interest section, with various sub-sections demarcated within the latter.

"About 25% of our sell-through business is from special-interest titles, but we don't break it down," says Jennifer Birner, VP video operations for Tower. "Sales are increasing and people are starting to realize that these tapes are available. They've seen the video advertised on TV or they've viewed it

(Continued on opposite page)

VES

VESTRON AND NESTLÉ—A SWEET COMBINATION.

Vestron and Nestlé Foods are joining forces to bring you STARS & BARS, a major co-promotion! We'll be packing STARS & BARS with a \$10,000,000 punch which will drive more customers into your store to buy video this holiday season. Vestron and Nestlé will be a sweet combination... for you! Here's the deal: Your customers buy any two STARS & BARS VideoGift titles, and they get a third one free! They just send in 10 wrappers* from Nestlé candy, two proof-of-purchase seals from their VideoGift titles and their cash register receipts from the place of video

VideoGift PRESENTS
• More consumer awareness with television advertising on all the major networks during the prime holiday buying period!

STARS & BARS

• Heavy co-promotion with Nestlé and the multi-million dollar STARS & BARS giveaway!

• Extensive consumer print advertising in TV GUIDE, ROLLING STONE, PREMIERE, COMING ATTRACTIONS, USA TODAY and others!

• A full-page Free Standing Insert on Sunday



purchase and we send them the VideoGift title of their choice free!
This year everyone will know about STARS & BARS VideoGift—here's why:



Nestlé

SPECIAL INTEREST

(Continued from opposite page)

over at a friend's house. "And just having a large sell-through special-interest section gets people to thinking about buying or renting. Sometimes video stores only have a glass case with maybe about 20 tapes for sale. But we devote half our store to sell-through. We have aisles of it."

Hot special-interest categories for Tower include: exercise, golf, Playboy, hunting, fishing, sports, nature, travel and documentaries. "Cooking is pretty slow and how-to is very limited. You're extremely lucky if the guy who wants to build a redwood deck happens to stumble into your store."

"What we look for in special-interest titles is quality programming, subject matter, attractive packaging, perhaps a well-known name, price. Is there a need for the item? Maybe if you've already got 20 fishing tapes then you don't need one more fishing video. We solicit our stores and recommend some titles to them, and our manager pick out what they want."

Tower is also about to introduce a video magazine, a video counterpart to its "Pulse" publication. "The main thrust will be sell-through and it will have an 800 number and a special order form."

Info-To-Go is a Seattle, Wash. video store that carries nothing but special-interest titles. Owner Allen Weiner says that Info-To-Go carries some 5,000 different titles and that he will open three more outlets by the end of '88. Weiner is a retailer who meets the flood of special-interest product head on.

"I look at every tape and I view about 10 to 15 videos a day. I probably select about 15% out of what I view. We're very careful in what we carry. There's a lot of crap out there."

In Weiner's store, you can't help but know that special-interest product is available. There are 25 different special-interest sections in the store, as well as extensive information on all titles available through a desktop computer system. In addition, four TV monitors play four different special-interest tapes at all times. "We make sure that everyone who works here knows what's good and what's not," says Weiner.

Promotions, such as in-stores, are always helpful to pushing special-interest product. Applause will bring in Willie Stargell for an in-store tied to HBO's new "Power" tape. Callan Pinckney pushed "Callanetics" to the top with her in-stores at Walden Books, Tower Video and other outlets, and her numerous TV and radio appearances.

With special-interest product, the challenge is "how to" let the public know that such titles exist. Says Applause Video's Caplan, "We want the customer to know that the video specialty store is the place to get these kinds of tapes."

A Billboard Spotlight

TOWER

NOW WE'VE GOT A DEAL THAT'S EVEN SWEETER!

December 4 which will have a circulation of 38,000,000 households!

- Plus, we give you in-store support with posters, oversized video boxes, and a dazzling 5-foot floor standee featuring complete STARS & BARS consumer giveaway information!



- DIRTY DANCING
- PLATOON
- HOOSIERS
- PRIZZI'S HONOR
- LIGHT OF DAY
- THE FLAMINGO KID
- SALVADOR
- THE PURPLE ROSE OF CAIRO
- BROADWAY DANNY ROSE
- MR. MOM
- THE FALCON AND THE SNOWMAN
- THE POINT
- MY LITTLE PONY—THE MOVIE
- MAD MAX
- THE CARE BEARS MOVIE
- SPACECAMP
- TO LIVE AND DIE IN L.A.
- THE BEDROOM WINDOW
- EASY MONEY
- SMURFS AND THE MAGIC FLUTE

We'll be reaching the people who buy video—you should be prepared for unprecedented demand! Contact your Vestron Advantage Distributor today!

Don't forget CHILDREN'S VIDEOGIFT! Give kids the stars with nine children's video classics including Teddy Ruxpin, Wrinkles, Babar, Santa Bear, Benji, and others—now only \$14.98 to \$19.98!

DIRTY DANCING, PLATOON, HOOSIERS and 17 other top hits at our lowest prices ever! Give your customers their favorite stars in their favorite films at your favorite price! These proven performers are set to be a sell-thru success story this holiday season.

NATIONAL RELEASE DATE: OCTOBER 12, 1988.

SALE



© 1988 Vestron Video. P. O. Box 4000, Stamford, CT 06907
 *1 Ounce size or larger. "Nestlé" is a registered trademark of Nestlé Foods Corp.
 All prices shown are suggested retail. VideoGift offer expires December 31, 1988.

NATIONAL HOME VIDEO INDEX

(Continued from page V-29)

N.Y. 11373; (718) 335-2112; Fax # (718) 335-2184; Owner: Sam Weiss; VP Video Sales: Michael Pollack; VP Operations: Gene Fink; NAVD.

Pennsylvania

ARTEC, INC.; 1509 Parkway View Dr.; Pittsburgh, Pa. 15205; (412) 788-1399; Hdqts.: Shelbourne, Vt.
BAKER & TAYLOR VIDEO; 100 Business Center Dr.; Pittsburgh, Pa. 15205; (412) 787-8890; 800-245-1172; Branch Manager: Ralph De Bucci; Regional Sales Manager: Chris Arns; Hdqts.: Morton Grove, Ill.
CAPITOL RECORDS; 2980 Ave. B.; Lehigh Valley Ind. Park; Bethlehem, Pa. 18017; (215) 868-1401; Hdqts.: Hollywood.
D&H DISTRIBUTING CO.; 2525 N. 7th St.; Harrisburg, Pa. 17110; (717) 236-3001; Fax (717) 255-7838; President: Stanley Livine; Director of Sales: George DeMartyn; also rackjobber.
LIBRARY VIDEO CO.; 16 Letitia St.; Philadelphia, Pa. 19106; (800) 843-3620; President: Andrew Schlessinger; Dir. of Sales: Tricia Donovan; Catalog Buyer: Gail Robbins.
SERV-RITE RECORD & TAPE CO.; 65 Richard Rd.; Ivyland, Pa. 18974-1512; (215) 674-5410; Dennis Atkinson; Stuart Borden; Sylvan Gross; NARM Rackjobber.
STAR VIDEO ENTERTAINMENT; 1311 Ford Rd.; Philadelphia, Pa. 19020; (215) 638-1350; VP: Phil Balsam; Hdqts.: Jersey City, N.J.
THE MOVIE EXCHANGE, INC.; P.O. Box 61; Audubon, Pa. 19403; (215) 265-0150; President: Shelia Tibbits; Dir., Store Operations: Glen Gasser; Chairman of Board: Landon Tibbits; Dir. Field Operations: Brian K. Ward.
UNIVERSAL RECORD DIST. CORP.; 919 N. Broad St. Philadelphia, Pa. 19123; (215) 232-3333; Fax # (215) 763-1223; President: Harold B. Lipsius; Dir. of Sales: Len Rakliff; NARM One-stop.
VIDEO CHANNELS; 730 Holiday Dr.; Pittsburgh, Pa. 15220; (412) 922-4545; rackjobber.

SOUTH ATLANTIC (Delaware, Florida, Georgia, Maryland, N. Carolina, S. Carolina, Virginia, W. Virginia, Puerto Rico, Washington, D.C.)

Florida

BAKER & TAYLOR VIDEO; 15825 NW 15th Ave.; Miami, Fla. 33169; (305) 624-3404; 800-432-0118; Branch Manager: Robert Kletz; Operations Manager: Tony Bonos; Sales Manager: Barry Erra; Hdqts.: Morton Grove, Ill.
BAKER & TAYLOR VIDEO; 7307 President's Dr.; Orlando, Fla. 32809; (407) 859-0814; 800-245-1172; Operations Manager: Mickey Staska; Hdqts.: Morton Grove, Ill.
MAJOR VIDEO CONCEPTS; 12001 31st St. Court; St. Petersburg, Fla. 33702; (813) 573-2896; Colin Wood-Bradley; Hdqts.: Indianapolis, Ind.
COMMTRON CORP.; 5580 Miami Lakes Dr.; Miami Lakes, Fla. 33014; (800) 621-1333 (305) 823-1663; Fax # (305) 821-7408; Mgr.: John McClure; Hdqts.: Des Moines.
EXPRESS VIDEO PRODUCTS; 2496 64th St. N.; St. Petersburg, Fla. 33710; (813) 381-2557; Fax (813) 381-2557; President: Michael E. Davis
4 SIGHT; 1413 N.W. 40th Ave.; Ft. Lauderdale, Fla. 33313; William Hines; Vannis Lopez; NARM Independent Manufacturer.
GLOBAL VIDEO DISTRIBUTORS; 7213 NW 79th Terrac-medley, Fla. 33166; (305) 887-1986; President: Angel Tamargo; Dir. of Sales: Angel Tamargo.
GLOBE COMMUNICATIONS CORP.; Arvida Park of Commerce; 5401 N.W. Broken Sound Blvd.; Boca Raton, Fla. 33431; (305) 997-7733; James Gillis; NARM Rackjobber.

JFL DISTRIBUTORS; 2035 NW 23 Ave.; Miami, Fla. 33142; (305) 635-5033; Jerry Suarez; NARM Independent Distributor.
METRO VIDEO DIST., INC.; 1985 NW 18th St.; Pompano Beach, Fla. 33309; (305) 960-0006; Sales Manager: Hilton Torres; Hdqts.: Hasbrouck Heights, N.J.
VIDEO SOUTH DISTRIBUTING, INC.; 12555 Biscayne Blvd. Suite 815; N. Miami, Fla. 33181; (305) 893-1673; Fax (305) 891-2045; Richard Zeeman.
VIDEO TREND, INC.; 6103 Johns Rd.; Tampa, Fla. 33614; (813) 884-4050; Branch Mgr.: John Gallagher; Hdqts.: Des Plains, Ill.

Georgia

ATV; 1000 Johnson Ferry Rd, Suite F130; Marietta, Ga. 30068; (404) 977-0534; Branch Mgr.: Sid Wilson.

BAKER & TAYLOR VIDEO; 5801 B. Goshen Springs Rd.; Norcross, Ga. 30071; (404) 447-6700; 800-288-4336; Sales Manager: Chris Buff; Operations Manager: Mike Nabors; Regional Sales Manager: Tony Lenz; Hdqts.: Morton Grove, Ill.
CAPITOL RECORDS; 3220 Pointe Parkway; Norcross, Ga. 30092; (404) 447-0940; Hdqts.: Hollywood.
CBS RECORDS; 18 Executive Park Dr.; Atlanta, Ga. 30329; (404) 321-4553; Hdqts.: New York.
COMMTRON CORP.; 4703 Fulton Industrial Blvd.; Atlanta, Ga. 30336; (800) 621-1333; (404) 691-6280; Fax # (404) 696-3944; Mgr.; Ken Anderson; Hdqts.: Des Moines.
GEMINI DISTRIBUTING; 6299 McDonough Dr.; Norcross, Ga. 30093; (404) 441-1868; Mike Walker; NARM One-stop.
INGRAM VIDEO; 6230 Regency Parkway, Suite 404; Norcross, Ga. 30071-2334; (404) 447-4663; Speed Call #6213; Fax (404) 449-6904; Order # 1-800-824-4663; Box # 101; Manager: Jim Duggan; Sales Manager: Nancy DeNucci; Hdqts.: Nashville; NAVD.
JUSTIN ENTERTAINMENT; 2775 E. Bankers Industrial Dr.; Atlanta, Ga. 30360-2711; (404) 448-7772; Fred Held; NARM Independent Distributor (also one-stop).

MCA DISTRIBUTING CORP.; 6115 E. Northbelt Dr.; Norcross, Ga. 30071; (404) 447-6405; Hdqts.: Universal City.
BMG DISTRIBUTION; 3393 NE Expressway; Atlanta, Ga. 30341-4084; (404) 452-2300; Hdqts.: New York.
ROCK BOTTOM, INC.; 3893 Glen Meadow Dr.; Norcross, Ga. 30092; (404) 448-8439; Frank Rochman; Jeff Scheible; NARM Independent Distributor.
SOUTHEASTERN TAPE DIST.; 3850 Peachtree Ind. Blvd.; Duluth, Ga. 30136-4847; (404) 476-5600; John M. Brenner; Steve Kuranoff; NARM Rackjobber.
VIDEO GOLD; 1395 Marietta Pkwy; Suite 104; Marietta, Ga. 30067; (800) 227-6522; President: Don Bexten.

Maryland

CBS RECORDS; 11710 Beltsville Dr., Suite 170; Beltsville, Md. 20705; (301) 572-2444; Hdqts.: New York.
CAPITOL RECORDS; 20010 Century Blvd.; Germantown, Md. 20874; (301) 428-0790; Hdqts.: Hollywood.
GREAT BAY DIST., INC.; 1400 Aliceanna St.; Baltimore, Md. 21231-2801; (301) 675-7855; Merle Lucado; Joyce Lynn; NARM Independent Distributor.
INGRAM VIDEO; 8316 Sherwick Ct.; Jessup, Md. 20794-9643; (301) 792-9242; Fax (301) 490-3866; Order: 800-759-5000; Box 78; Hdqts.: Nashville.
THE INTERSTATE GROUP, INC.; 29 N. Prospect St.; Hagerstown, Md. 21740; (301) 733-1378; Fax # (301) 797-0341; President: Richard Greenwald; Exec. VP: Stephen Kugel; Dir. of Marketing: Ed Berson; Branches: Lincoln, R.I.; Clifton Park, N.Y.; NARM Rackjobber.
JFK; 1400 Aliceanna St.; Baltimore, Md. 21231; (301) 675-7300; Jim Grady; John E. Kmiec; NARM One-stop.
MCA DISTRIBUTING CORP.; 9160 Red Branch Rd.; Columbia, Md. 21045; (301) 992-0020; Hdqts.: Universal City.
MUSIC SALES, INC.; 40 S. Carolina St.; Baltimore, Md. 21231; (301) 675-1400; Molly Bereson; NARM One-stop.
BMG DISTRIBUTION; Baltimore (301) 792-7205; address same as below.
BMG DISTRIBUTION; 6411 Ivy Lane, Suite 120; Greenbelt, Md. 20770; (301) 441-1900; Hdqts.: New York.
POLYGRAM DISTRIBUTING; The Commerce Center, 7701 Greenbelt Rd., Suite 206, Greenbelt, Md. 20770; (301) 441-1670; Branch Mgr.: Curt Eddy; Hdqts.: New York.
RICHMAN BROTHER RECORDS, INC.; 2 Serpentine Court; Silver Spring, Md. 20904; (301) 384-8833; Branch Mgr.: Howard Rosenthal; Hdqts.: Pennsauken, N.J.
SCHWARTZ BROTHERS, INC.; 4901 Forbes Blvd.; Lanham, Md. 20706; (301) 459-8000; Fax # (301) 459-6418; President: James Schwartz; Dir. of Sales: Jake Lamb; Chairman Of The Board; Stuart Schwartz; Branches: Cherry Hill, N.J.; Caldwell, N.J.; Charlotte, N.C.; Richmond, Va.; Cleveland; NAVD; NARM Independent Distributor.
VIDEO SHOWTIME, INC.; 8608 Pilsen Rd; Randallstown, Md. 21133; (301) 655-6575; President: Barry Stadel. Racks pharmacies.
WARNER/ELEKTRA/ATLANTIC CORP.; 4640 Forbes Rd.; Lanham, Md. 20706; (301) 792-7540; Hdqts.: Burbank.

North Carolina

BAKER & TAYLOR VIDEO; 3400 C Woodpark Blvd.; Charlotte, N.C. 28206; (704) 596-5986; 800-245-1172; Regional Sales Manager: David Rand; Hdqts.: Morton Grove, Ill.

EAST TEXAS DISTRIBUTING; 502 Radar Rd.; Greensboro, N.C. 27410; (800) 321-5999; GM Rick Peters.; Hdqts.: Houston.

MAJOR VIDEO CONCEPTS; 2940 Interstate St.; Charlotte, N.C. 28208; (704) 399-4660; Sales Mgr.: Scott Broadway; Operations Mgr. Ronda Widner; Hdqts.: Indianapolis.
SCHWARTZ BROS.; 7316 Walnut Woods Dr.; Charlotte, N.C. 28212; (704) 535-3034; Branch Manager: Sales Manager: Vernon Shelton; Hdqts.: Lanham, Md.

South Carolina

MAJOR VIDEO CONCEPTS, INC.; 1135 Walter Price Rd.; Cayce, S.C. 29033; (803) 796-2780; Hdqts.: Indianapolis.

Puerto Rico

METRO VIDEO DIST., INC.; Calle B - Lot 67; Urb Industrial Mario Julia; Puerto Nuevo, P.R. 00922; (809) 793-3232; Sales Mgr. Derek Rogers; Hdqts.: Hasbrouck Heights, N.J.

Virginia

MAJOR VIDEO CONCEPTS; 2836 E. Parham Rd.; Richmond, Va. 23228; (804) 262-0394; Branch Mgr.: Bill Du-bois; Hdqts.: Indianapolis.
SCHWARTZ BROS.; 10132 Deepwood Circle; Richmond, Va. 23233; (804) 741-7402; Sales Manager: Mike Newton; Hdqts.: Lanham, Md..

Washington, D.C.

NATIONAL ASSN. OF VIDEO DISTRIBUTORS; 1255 23rd St. NW; Washington, D.C. 20037; (202) 452-8100; Executive Director: Sheldon Hauck; Director of Member Services: Mark Engle; a national trade group.
RICHMAN BROTHERS RECORDS, INC.; 1741 Lanier Pl. NW Apt. 4; Washington, D.C., 20009; Branch Mgr.: Ritchie Porter; Hdqts.: Pennsauken, N.J.

SOUTH CENTRAL (Alabama, Kentucky, Tennessee.)

Alabama

MAJOR VIDEO CONCEPTS; 2620 Commerce Square Dr.; Birmingham, Ala. 35210; (205) 956-9611; Branch Mgr.: Regina Lacey; Hdqts.: Indianapolis.
TRI-COAST VIDEO, INC.; 134 Westgate Pkwy.; Donhan, Ala. 36303; (205) 677-1111; (205) 677-2808; President: C.A. Malugen; Dir. of Sales; Elana R. Hamm.

Kentucky

WAX WORKS; 325 E. Third St.; Owensboro, Ky. 42301-0909; (502) 926-0008; Terry Woodward; NAVD; NARM One-stop.

Tennessee

CAPITOL RECORDS; 1111 16th Ave. S.; Nashville, Tenn. 37212; (615) 320-5009; Hdqts.: Hollywood.
CENTRAL SOUTH MUSIC SALES; 3730 Vulcan Dr.; Nashville, Tenn. 37211-3385; (615) 833-5960; Greg Davidson; Randall Davidson; NARM One-stop.
INGRAM VIDEO; 347 Reedwood St.; Nashville, Tenn. 37217-2919; (615) 361-5000; Fax (615) 361-0236 Order 800-759-5000; President: John Taylor; Director of Sales: Ed Jackson; Branches: Atlanta; City of Industry, CA; Dallas; Ft. Wayne, Ind.; Jessup, Md.; Kansas City, Mo.; Minneapolis; Nashville; Portland, Ore.; NAVD.
MCA DISTRIBUTING CORP.; 1701 West End Ave., Suite 400; Nashville, Tenn. 37203; (615) 244-8944; Hdqts.: Universal City.
MAJOR VIDEO CONCEPTS; 1100 Hillsboro Rd.; Franklin, Tenn. 37604; (615) 790-5300; Branch Mgr. Don Smith; Hdqts.: Indianapolis.
POLYGRAM DISTRIBUTING; 901 18th Ave. South, Nashville, Tenn. 37212; (615) 320-0110; Hdqts.: New York.
WAX WORKS/VIDEO WORKS; 4011 Winchester Rd.; Memphis, Tenn. 38118; (901) 366-4088; Director of Sales: Sue Gatewood; Hdqts.: Owensboro, Ky.

NORTH EAST CENTRAL (Illinois, Indiana, Michigan, Ohio, Wisconsin)

Illinois

BAKER & TAYLOR; 7000 N. Austin; Niles, Ill. 60748-4685; (312) 647-0800; 800-323-4243; Branch Manager: Mark Huth; Sales Manager: Lou Gold; Hdqts.: Morton Grove, Ill.; audio one-stop also.
BAKER & TAYLOR VIDEO (Corporate Headquarters); 8140 N. Lehigh Ave.; Morton Grove, Ill. 60053; (312) 965-8060; President: Jim Warburton; VP Purchasing: Stan Mey-
(Continued on page V-36)

MADISON AVENUE

(Continued from page V-6)

an outright ad buy is more favorable to the supplier since the object of a sponsorship deal is to beef up the bottom line. Still, he adds that ad agencies are reluctant to make an outright buy.

"There are so many people going to every company imaginable in the hope of getting a sponsorship deal," says Gilula. "A lot of [advertisers] have been sold a bill of goods but they really don't know how many impressions their ad will generate."

One of the keys to success, says Frank of Saatchi & Saatchi DFS Compton, is to include an ad people don't want to fast-forward through. "Most of the ads have been pretty well done, pretty entertaining." Asked if she believes ads will ever be inserted in the middle of a video, Frank responds with a stern "Never!" but slyly adds, "I'm probably wrong though."

Bleimiester of Nelson adds that, as far as feature films are concerned, only the top hits lend themselves to ads. "Advertisers are looking for hit films to become associated with. So when you consider the fact that only 33 films released on video last year did over \$30 million at the box office, it suggests a limited market." For this reason Bleimiester suggests a "boutique approach" to video advertising. "I would hate to see a world where every video had an ad."



The "Blockbuster Kids" meet franchise owners and shareholders at Blockbuster Entertainment Corp.'s recent Ft. Lauderdale meet. From left: "Rewind"; Thomas A. Gruber, Blockbuster Sr. VP & CMO; H. Wayne Huizenga, Blockbuster chairman & CEO; and "Stopper."

SINGLE STORE

(Continued from page V-14)

Pierce, 32, exuded such enthusiasm that she was elected to the board of VSDA after the first convention in Dallas but afterward resigned in what became a very painful period. A second store was gutted by thieves. Pierce survived this setback and started rebuilding slowly.

The larger store now stock 5,000 titles. Rental is a far cry from the near monopoly days of the early '80s. Children's is \$1, everything else is \$2, with the exception of new releases and adult which is \$3.

Aside from the repair service, Video Exchange still features a wide array of video cameras and accessories and other ancillary services. "We do wedding productions, for example," says Pierce, who sounds as enthusiastic today as when she just opened, like a child on Christmas morning.



A Billboard Spotlight

If you think this is all Discwasher sells,

Our D4+™ record care system set the standard for home entertainment care products back in 1971. So it's no great surprise that as the industry advanced, so did our product line.

We now make CD cleaners, and CD storage systems. Tape deck cleaners and tape deck demagnetizers. Wet and dry video head cleaners. Cable TV/VCR adapter kits. Audio/Video connectors and cable. Even a surge suppression device to protect your customers from too much power.

And we still make our D4+™ record care system, a stylus care system, an antistatic gun, antistatic mats, and special record protecting sleeves, for that profitable,

you're not cleaning up like you should.

increasingly novel item. The vinyl L.P.

Sure, you can still make a lot of money just by stocking our record care products. But by carrying our other high profit margin accessories, you'll clean up even more.

If you want to learn more about our company and products write Discwasher, Inc., Department 4, 4310 Transworld Rd., Schiller Park, Illinois 60176. Or call Ed Maty at (312) 678-9600.

The new **discwasher**®
for sparkling performances.



- The Berenstain Bears and the Messy Room + The Berenstain Bears and the Terrible Termite
- The Berenstain Bears Get in a Fight + The Berenstain Bears and the Bigpaw Problem
- The Berenstain Bears Learn About Strangers + The Berenstain Bears and the Disappearing Honey
- The Berenstain Bears and the Truth + The Berenstain Bears Save the Bees

The Berenstain Bears—the perfect choice for children, ages 3-6 years. Lovable, entertaining and oh so wise, the Berenstain Bears successfully deal with everyday learning crises, and then take off for some great Bear Country adventures!

Each cassette features ONE First Time Story + ONE Berenstain Bears Adventure. Fully animated. 30 minutes.

RANDOM HOUSE HOME VIDEO
201 East 50th Street, New York, NY 10022
VSDA Booth 2966

Crackdown on Piracy Is Getting Message Across

By BILL HOLLAND

Americans, for some strange reason, think they have a right to steal certain things. Not jewels, not autos, not clothes, but valuable items nevertheless.

The items are collected under the umbrella term of intellectual property, a phrase that is about as descriptive as a rock. People can't relate to that, even though intellectual property includes what the copyright law calls sound recordings and audio-visual works—records, tapes, and videocassettes to you and me. And while the courts have decided that VCR owners may copy off-the-air programs for time-shifting purposes, the issue of home taping is still murky.

But what is crystal clear is commercial copying—copying copyrighted works in order to sell the copies. That's against the law. It's a federal criminal offense. It's called piracy. And VSDA and MPAA have been at work in Washington and throughout the country to crack down on pirates.

Actually, much of MPAA's focus has been the international arena, where, in developing countries in the far east and in Africa, there is rampant counterfeiting and piracy. Estimates of annual lost revenues to overseas pirates come close to \$1 billion.

In 1988, piracy in the U.S. will account for a loss of at least \$150 million.

On the home front, the VSDA's Enforcement Program is out to stop the illegal duplication of videocassettes. Now, piracy can be in several forms—the theft and distribution of films, unauthorized public performance, and illegal duplication from satellite reception, but the main focus of the program, headed by former FBI agent Jim Murphy, is back-room and large-scale illegal duplication of videocassettes.

VSDA started the program and hired Murphy for several reasons. One, there was a need for the retailer and distributor to be represented in anti-piracy actions, and two, many independent video companies, associate VSDA members, were not being represented by MPAA.

The program has been in existence since January. Here's how it operates. There's a 24-hour toll-free piracy hotline. Anonymity is honored. Then a complaint form is filed detailing the name and address of the suspected pirate, the size of the problem, suspected titles, and the basis for allegation.

"The complainant will also be asked to provide a sample piece of evidence," says Murphy, "to insure that the complaint is legitimate. The VSDA tests the tapes to determine whether the tapes are legit."

If the sample is an illegal duplication, then VSDA starts an investigation, involving on-site rental or purchase of several tapes for evi-

dence, and perhaps an examination of business and corporate records. If enough evidence is found, then VSDA begins enforcement action, which could consist of a cease and desist letter, the filing of a civil lawsuit for copyright infringement, or referral of the case to criminal authorities. "We'll take the most appropriate action to solve the problem as quickly as possible," Murphy states.

Often the cease and desist letter is enough. But sometimes the problem goes away for awhile and then returns. So will VSDA, Murphy warns.

Tips for identifying pirated product:

- **Spine labels.** Legit tapes will look professional; illegal duplicates will not.

- **Face labels.** Once again, the rip-offs will be of inferior quality, with murky or out-of-focus graphics, bad color, sometimes in black and white, almost never heat-stamped onto the plastic tape shell.

- **Presence of an erasure tab on the videocassette.**

- **Brand-name tape shells.** Legit manufacturers don't use them.

The VSDA Board of Directors have also adopted strict anti-piracy by-laws, which will provide the board with the ability to suspend current members involved in piracy suits.

The new provisions call for a five-year suspension of any member convicted of civil or criminal piracy offenses, and a suspension of three years for a member found guilty of civil copyright infringement, and a one-year suspension for a member who admits to piracy activities in a settled suit. A final section makes it incumbent upon any member or applicant involved in a civil suit or criminal matter to notify VSDA headquarters—or face a one-to-five year suspension.

Tough stuff for a tough problem. But VSDA is committed to making it clear that illegal copying—piracy—is not any different than stealing anything else. The work of artists, the copyrighted product of the creative arts industry, is just as valuable as more utilitarian products, and deserves equal protection. Video piracy hurts everyone—including retailers.

DISTRIBUTION

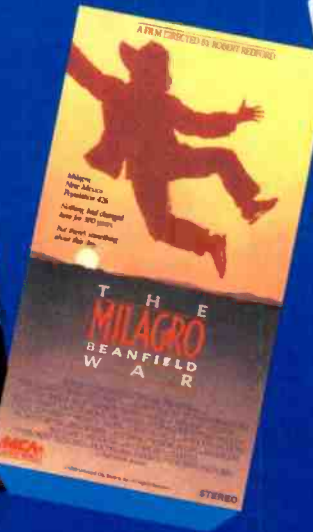
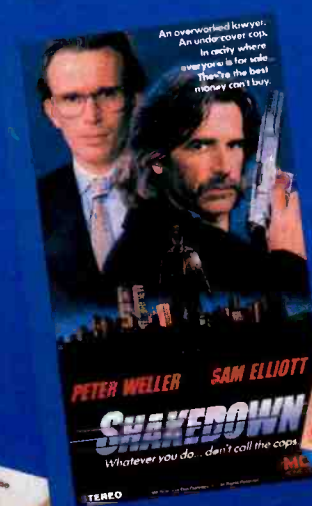
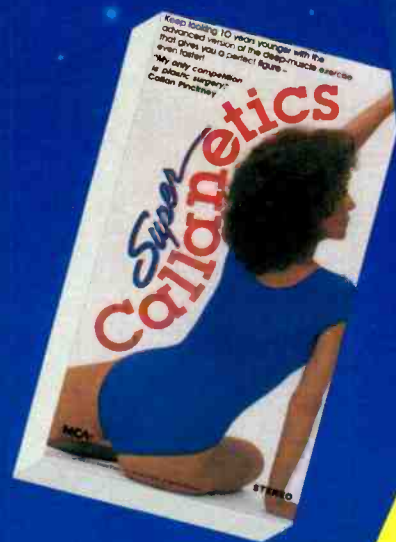
(Continued from page V-5)

ers involved have not fully spelled out their rationale for dropping part of their wholesale network—RCA/Columbia said it was to "achieve greater efficiency" while MCA said it was to "maximize the efficiency of the marketing structure."

Whatever their reasons, "it seems altruistic for the remaining distributors and punishment for the others," says Dave Balgen a GM for Artec distributors. Asked if he believes it's a good time to be a distributor, Balgen says: "It's an interesting time to be a distributor. It's a very tough business but it's not any rougher than it was two or three years ago. Any time you have to deal with changes, people will be uncomfortable."

EVERYONE'S
WATCHING

MCA



MCA
HOME VIDEO

70 Universal City Plaza
Universal City, CA 91608

©1988 MCA Home Video, Inc. All Rights Reserved.

NATIONAL HOME VIDEO INDEX

(Continued from page V-32)

ers; VP Sales: Frank Wolbert; VP Marketing: Jim Ulsamer; VP Advertising & Promotion: Jeff Tuckman; Branches: Niles, Ill.; Canton, Mass.; Charlotte, N.C.; Denver; Miami; Orlando; Atlanta; Phoenix; Pittsburgh; Portland, Ore.; Somerset, N.J.; Sun Valley, Calif.; NAVD.
CAPITOL RECORDS; 1400 Renaissance; Park Ridge, Ill. 60068; (312) 298-0800; Hdqtrs.: Hollywood.
COMMTRON CORP.; 1842 Brummel Dr.; Elk Grove, Ill. 60007; (800) 621-1333; (312) 956-0222; Fax # (312) 956-0431; Mgr.; Dan Hanrahan; Hdqtrs.: Des Moines.
COMPUTER BOOK SERVICE; 4201 Raymond Dr.; Hillside, Ill. 60162; (312) 547-4413; Steve Furman; Carol Kloster; David Moscow; NARM Rackjobber.
MCA DISTRIBUTING CORP.; 10700 W. Higgins Rd. Suite 100; Rosemont, Ill. 60018; (312) 298-6600; Hdqtrs.: Universal City.
M.S. DISTRIBUTING CO.; 1050 Arthur Ave.; Elk Grove, Ill. 60007-5219; (312) 364-2888; Richard Chrzan; Tony Dalesandro; John Salstrone; Todd Van Gorp; NARM Independent Distributor.
NEW AGE TECHNOLOGY, INC.; 622 Milwaukee Ave.; Prospect Heights, Ill. 60070; (312) 537-8700; Fax # (312) 537-8954; President: Joe Manning; Dir. of Sales: Joe Manning; Hdqtrs.; Branches; SA Marketing, St. Charles, Mo., ATV, Manetta, Ga., Automated Video Systems, Saginaw, Mich.
BMG DISTRIBUTION; 2809 Butterfield Rd., Suite 180; Oak Brook, Ill. 60521-1151; (312) 571-8300; Hdqtrs.: N.Y.
SELECTRAK FAMILY VIDEO; 4211 Madison Ave.; Hillside, Ill. 60162; (312) 547-6100; Fax # (312) 547-4503; General Mgr.; Rhonda Rose; Sales Mgr. Eric Hayley; Buyer/Merchandising Mgr.: Steven Bulzoni.
VIDEO TREND, INC.; 1011 E. Touhy Ave., Suite 500; Des Plaines, Ill. 60018-2806; (312) 635-7100; Senior VP: Glenn Greene; VP Sales & Marketing: Robert Tollini; VP Western Region: James Weiss; Sales Mgr. Western Region: Robert Johnson; Hdqtrs.; Livonia, Mich.; Rosemont, Ill.; Sacramento; Salt Lake City; Seattle; Tampa; NAVD.
VIDEO TREND, INC.; 5490 Milton Parkway; Rosemont, Ill. 60018; (312) 678-3700; Branch Mgr.: Robert Stubentrauch; Hdqtrs.: Des Plaines.
VSI DISTRIBUTORS, INC.; 3333 Commercial Ave.; Northbrook, Ill. 60062; (312) 498-4130; Fax # (312) 498-4487; President: Steven R. Weitzman; Dir. of Sales: Steven R. Weitzman.
WARNER/ELEKTRA/ATLANTIC CORP.; 222 W. Sivert Ct.; Bensenville, Ill. 60106; (312) 595-6000; Hdqtrs.: Burbank.
WHITE JANSSEN, INC.; 604 Davis St.; Evanston, Ill. 60201; (312) 328-2221; President: Stephan Janssen; CEO; Matthew White.

Indiana
AUTOMATED VIDEO BUSINESS CORP.; 3512 Rockville Rd., Suite 139-C; Indianapolis, Ind. 46222; (317) 244-4287; President: John E. Fisher; Dir. of Sales: Thomas J. Broderick.
INGRAM VIDEO; 315 E. Wallace St.; Ft. Wayne, Ind. 46803-2342; (219) 744-1335; Fax (219) 456-6897; Speed 6273; Order 800-759-500; Box 84; Manager: David Solomon; Hdqtrs.: Nashville.
MAJOR VIDEO CONCEPTS; 8399 Zionville Rd.; Indianapolis, Ind. 46268; (317) 875-8000; (317) 872-7067; President: Walter S. Wiseman; Exec. VP Marketing: Eric H. Smith; Sr. VP Operations: Doug Meadows; Branches; Columbus; Charlotte, N.C.; Franklin, Ind.; Richmond, Va.; St. Petersburg, Fla.; NAVD.
POLYGRAM RECORDS; 6220 Churchman Bypass; Indianapolis, Ind. 46203; (317) 788-9913; (800) 428-4437; Hdqtrs.: New York.

Michigan
AUTOMATED VIDEO SYSTEMS; 9469 Feigreen Dr.; Saginaw, Mich. 48603; (517) 781-4218; Branch Mgr.: Jim Theisen.
COMMTRON CORP.; 35245 Schoolcraft, Livonia, Mich. 48150; (800) 621-1333; (313) 422-9955; Fax # (313) 422-1171; Mgr.; Bill Zolman; Hdqtrs.: Des Moines.
HANDELMAN CO.; 500 Kirts Blvd.; Troy, Mich. 48084-5299; (313) 362-4400; Mario DeFilippo; Frank Hennessey; James Powers; Steve Salsberg; Stephen Strome; NARM Rackjobber.
MICHIGAN VIDEO SUPPLY; 16141 W. Eight Mile Rd.; Detroit, Mich. 48235; (313) 835-9800; President: Harry Qashat; Dir. of Sales: Harry Qashat.

MOTOR CITY MUSIC DISTRIBUTOR; 2628 Puritan Ave.; Detroit, Mich. 48238-1420; (313) 342-5550; Gordon Prince; NARM Independent Distributor.
BMG DISTRIBUTION; 2265 Livernois, Suite 900; Troy, Mich. 48083; (313) 362-2985; Hdqtrs.: New York.
STATE WIDE DISTRIBUTING; 2370 Brookmead Way; Charlotte, Mich. 48813-9762; (517) 543-0097; Mark A. Matens; Norman E. Martens; NARM One-stop.
VIDEO TREND, INC.; 12900 Richfield Ct.; Livonia, Mich. 48150; (313) 591-0200; Branch Mgr.: Robert Fortune; Hdqtrs.: Des Plaines, Ill.
VINYL VENDORS; 7870 Sprinkle Rd.; Kalamazoo, Mich. 49001-9736; (313) 357-7800; Jeffrey Boyd; Les Norris; NARM One-stop.
WARNER/ELEKTRA/ATLANTIC CORP.; 17500 Northland Park Ct. #2; Southfield, Mich. 48075; (313) 569-4822; Hdqtrs.: Burbank.

Ohio
ACTION MUSIC SALES; 6541 Eastland Park; Cleveland, Ohio 44142-1319; (216) 243-0300; Dennis Baker; Dave Colson; Clay Pasternack; NARM Independent Distributor.
ARROW DISTRIBUTING CO.; 30400 Bruce Industrial Parkway; Solon, Ohio 44139-3940; (216) 349-3000; Ken Corum; Don Weiss; NARM Rackjobber.
CBS RECORDS; 23215 Commerce Park Dr., Suite 316; Beachwood, Ohio 44122; (216) 464-7020; Hdqtrs.: New York.
COMMTRON CORP.; 5265 Naiman Parkway; Solon, Ohio 44139; (800) 621-1333; (216) 248-1660; Fax # (216) 248-4393; Mgr.; Tom Ryans; Hdqtrs.: Des Moines.
MCA DISTRIBUTING CORP.; 1436 E. 17th St.; Cleveland, Ohio 44144; (216) 621-9770; Hdqtrs.: Universal City.
BMG DISTRIBUTION; 500 Rockside Rd.; Independence, Ohio 44131; (216) 447-1400; Hdqtrs.: New York.
MAJOR VIDEO CONCEPTS; 1827 O'Brien Rd.; Columbus, Ohio 43228; (614) 876-0137; Branch Mgr. Ron Catron; Hdqtrs.: Indianapolis.
SCHWARTZ BROTHERS, INC.; 1231 East 26th St.; Cleveland, Ohio 44114; (216) 696-2701; Branch Mgr.: Harvey Korman; Hdqtrs.: Lanham, Md.
WARNER/ELEKTRA/ATLANTIC CORP.; Rock Run. S., 5800 Lombardo Center; Seven Hills, Ohio 44131; (216) 524-3200; Hdqtrs.: Burbank.
ZBS INDUSTRIES; 701 Beta Dr.; Mayfield Village, Ohio 44143; (800) 321-8774; Lawrence Beyer; NAVD.

Iowa
COMMTRON CORP.; 1501 50th St.; W. Des Moines, Iowa 50265; (515) 224-1784; Fax # (515) 225-1047; President: Gary Rockhold, VP Sales: John Farr; VP Merchandising: Vern Fross; Branches: Atlanta; Chicago; Cleveland; Dallas; Denver; Des Moines; Detroit; Hayward, Calif.; Houston; Miami; Phoenix; Portland, Ore.; Santa Ana, Calif.; Spring Valley, N.Y.; Seattle; Van Nuys, Calif.; NAVD.
COMMTRON CORP.; 2450 Bell Ave.; Des Moines, Iowa 50321; (800) 621-1333; Mgr.; Floyd Schrodt; Hdqtrs.: Des Moines.
COMMTRON CORP. (Corporate Annex); 2603 Bell Ave.; Des Moines, Iowa 50321; (515) 246-1205; Fax # (515) 243-3561.

Minnesota
CAPITOL RECORDS; 10800 Lyndale Ave., Suite 200; S. Bloomington, Minn. 55420; (612) 884-0444; Hdqtrs.: Hollywood.
INGRAM VIDEO; 2100 W. 96th St.; Minneapolis, Minn. 55431-2532; (612) 887-9500; Fax (612) 887-9483; Speed: 6217; Order 800-824-4663; Box 105; Manager: David Solomon; Sales Manager: Marty Linden; Hdqtrs.: Nashville.
LIEBERMAN ENTERPRISES; 9549 Penn Ave. South; Minneapolis, Minn. 55431-2596; (612) 887-5300; Dusty Bowling; David Lieberman; Joe Pagano; Sylvester Vanyo; NARM Rackjobber.
MCA DISTRIBUTING CORP.; 4530 W. 77th St.; Edina, Minn. 55435; (612) 835-6020; Hdqtrs.: Universal City.
METRO VIDEO DIST., INC.; 2724 Summer St. NE; Minneapolis, Minn. 35413; (612) 331-1590; Sales Mgr.: Larry Holmberg; Hdqtrs.: Hasbrouck Heights, N.J.
NAVARRE CORP.; 7300 32nd Ave. North; Crystal, Minn. 55427-2836; (612) 535-8333; Mike Gaffney; Eric Paulson; NARM Independent Distributor.
BMG DISTRIBUTION; 7245 Ohms Lane; Edina Minn.; (612) 896-1300; Hdqtrs.: New York.
VIDEO MARKETING & DISTRIBUTING; 4301 HWY 7; St. Louis Park, Minn. 55416; (612) 920-8400; President: Mark Saliterman.

WARNER/ELEKTRA/ATLANTIC CORP.; 7107 Ohms Ln.; Edina, Minn. 55435; (612) 835-7255; Hdqtrs.: Burbank.

Missouri
INGRAM VIDEO; 6129 Deramus Rd.; Kansas City, Mo. 64120-1215; (816) 231-3300; Fax (816) 231-4183; Speed 6216; Order 800-824-4663; Box 104; Manager: Elmer Fink; Sales Manager: Gary Christian; Hdqtrs.: Nashville.
KAROL VIDEO; 3150 Mevcier, Suite 516; Kansas City, Mo. 64111; (816) 753-3659; Branch Mgr.: Bob Smith.
MCA DISTRIBUTING CORP.; 9666 Olive St., Suite 100; St. Louis, Mo. 63132; (314) 991-3015; Hdqtrs.: Universal City.
MID-AMERICAN VIDEO; 408 West 74th Terrace; Kansas City, Mo. 64114; (800) 821-3496; (800) 892-3021; (816) 444-7082; President: Karl Roscoe; Dir. of Sales: Kay Scott; Buyer: Lynn Pruitt.
SIGHT & SOUND DISTRIBUTORS; 2055 Walton Rd.; St. Louis, Mo. 63114; (314) 426-22388; President: John Mandelker; Branches: Kansas City, Kan.; Little Rock, Ark.; NAVD.
SIGHT & SOUND DISTRIBUTORS; 1144 Booth; Kansas City, Kan. 66103; (913) 371-0428; Fax (913) 371-0428; Branch Manager: Dan Morice; Hdqtrs.: St. Louis.
USA MARKETING; 1620 Country Club Plaza Dr.; St. Charles, Mo. 63303; (314) 947-2585; Branch Mgr.: Robert Beal.
WARNER/ELEKTRA/ATLANTIC CORP.; Plaza Center Bldg., Suite 323; Kansas City, Mo. 64112; (816) 421-8499; Hdqtrs.: Burbank.

Nebraska
RTI HOMER'S, INC.; 13533 "I" Circle; Omaha, Neb. 68137-1121; (402) 330-3013; Bruce Hoberman; Steve Hoberman; NARM One-stop.

SOUTHWEST (Arizona, Arkansas, Louisiana, New Mexico, Oklahoma, Texas)
Arizona
ASSOCIATED DISTRIBUTORS; 3803 N. 36th Ave.; Phoenix, Ariz. 85018; (602) 278-5584; Leonard Singer; NARM One-stop.
BAKER & TAYLOR VIDEO; 3108 W. Thomas Rd. Suite 1202; Phoenix, Ariz. 85017; (602) 269-1407; 800-843-9456; Branch Manager: Dwayne Witten; Hdqtrs.: Morton Grove, Ill.
COMMTRON CORP.; 2611 S. Roosevelt, Suite 102; Tempe, Ariz. 85282; (800) 621-1333; (602) 966-6691; Fax # (602) 894-0329; Mgr.; Ed William; Hdqtrs.: Des Moines.
EAST TEXAS DISTRIBUTING; 2732 W. McDowell; Phoenix, Ariz. 85009; (800) 231-3218; GM Mario Henriquez; Hdqtrs.: Houston.
METRO VIDEO DIST., INC.; 3128 W. Thomas #202; Phoenix, Ariz. 80517; (602) 996-5797; Sales Mgr.: Robert Durkin; Hdqtrs.: Hasbrouck Heights, N.J.
MUSIC MERCHANDISERS OF AMERICA; 3330 W. Flower St.; Phoenix, Ariz. 85017-4801; (602) 269-6871; Cary Budin; Bill Glaseman; Wayne Yochum; NARM Rackjobber.

Arkansas
SIGHT & SOUND DISTRIBUTORS; 2201 Brookwood Dr.; Little Rock, Ark. 72202; (501) 664-1630; Fax (501) 664-4996; Branch Manager: Randy Shure; Hdqtrs.: St. Louis.

Louisiana
EAST TEXAS DISTRIBUTING; 1008 Harimaw Ct. West; Metairie, La. 70001; (504) 836-2855; Branch Mgr.: Steve Le Bourgeois; Hdqtrs.: Houston.

Oklahoma
BEST VIDEO, INC.; 50 NW 44th; Oklahoma City, Okla. 73118; (405) 557-0066; (405) 525-5741; President: J. David Bronstad; Exec. VP: Jim Pollan; VP, Finance & Operations: W. Ross Hensley; Branches; Dallas, Salt Lake City, San Antonio; NAVD.

Texas
BEST VIDEO, INC.; 10580 Newkirk St., Bldg. #3; Dallas, Tex. 75220; (214) 869-9641; Branch Mgr.: Dan Merrill; Hdqtrs.: Oklahoma City.
BEST VIDEO, INC.; 11849 Starcrest Dr.; San Antonio, Tex. 78247; (512) 496-3832; Branch Mgr.: Stuart Klein; Hdqtrs.: Oklahoma City.
BIG STATE DISTRIBUTING; 4830 Lakawana, #121; Dallas, Tex. 75247; (214) 631-1100; Fax # (214) 630-2866; President: Billy Emerson; Dir. of Sales: Larry Howell; (Continued on page V-38)

Sports Video: Fans Will Pay the Ticket

By AL STEWART

A true sports fan—the season-ticket-carrying, no-weather's-too-cold, no-rain-delay's-too-long type—just can't get enough. To him or her, sports is not merely entertainment, it's a lifestyle, an object of unrelenting passion and an excuse to get out of bed in the morning. They want sports. Live, on TV, in print and, yes, on videocassette.

The videocassette end of the game has indeed emerged as a strong contender for the sell-through dollar. Though video specialty stores are still playing second string to sporting goods stores and mass merchants who aggressively market their sport cassettes alongside compatible sports equipment, suppliers playing in the sports video arena say the numbers are growing across the board. It's only a question of time, they say, before video stores realize that sports is big business. Not just at the stadium turnstile, but at the video counter cash register as well.

"Sports fans are passionate," says Henry McGee, VP of HBO Video. "It's a strong niche with broad appeal—for a lot of these fans it's life or death."

McKee points out that most sports video are a natural. "They are eminently collectable and this is exactly what the fan wants—he wants to be able to watch it over and over."

Even a tape of the Mike Tyson-Michael Spinks fight—a bout that lasted only 91 seconds—can make a strong showing, says McKee. "Fight fans want to own a copy of that fight," he says "It's that simple."

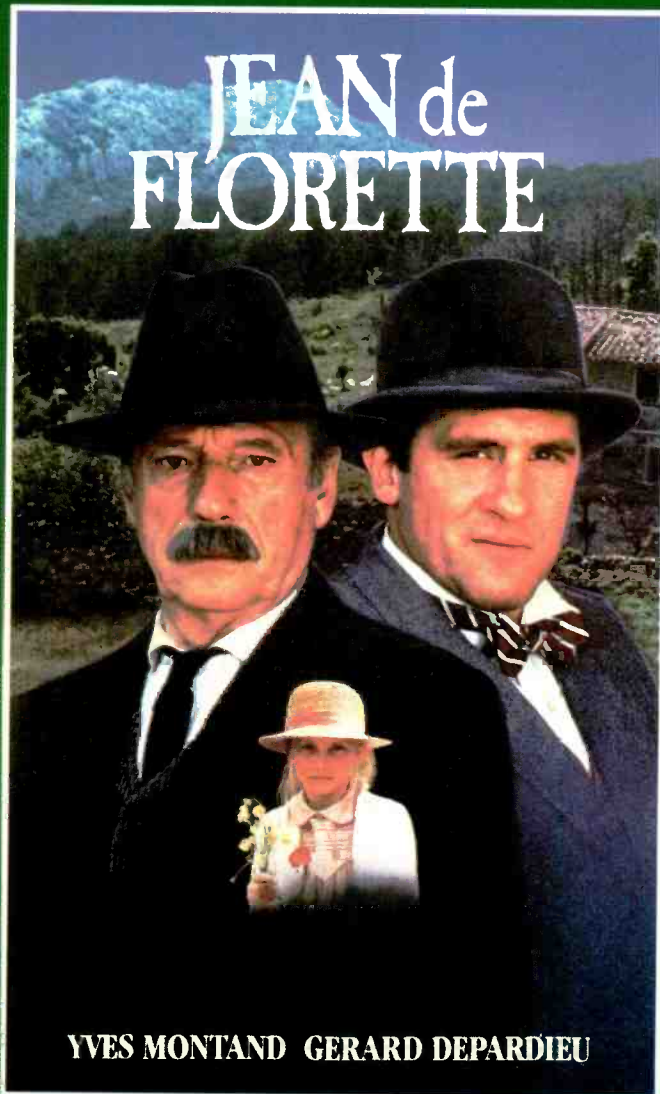
Sports fanaticism also breeds a marketplace where consumers tend not to be as cost-conscious as other areas of video. Fans who will pay upwards of \$20 to buy a ticket to a sports event—not to mention \$5 for a beer and a hot dog—aren't likely to balk at a \$29.95 video of their favorite team. The trouble is, many mass merchants won't touch video product that is priced higher than \$19.95.

"That's one of the most surprising things about sports video," says Mark Gilula, VP of production & acquisition for Media Home Entertainment, the exclusive supplier of programming from the National Football League. "We have product priced from \$14.95 to \$29.95 and we have found that the consumers are not all that price sensitive, but a lot of stores resist the higher price points."

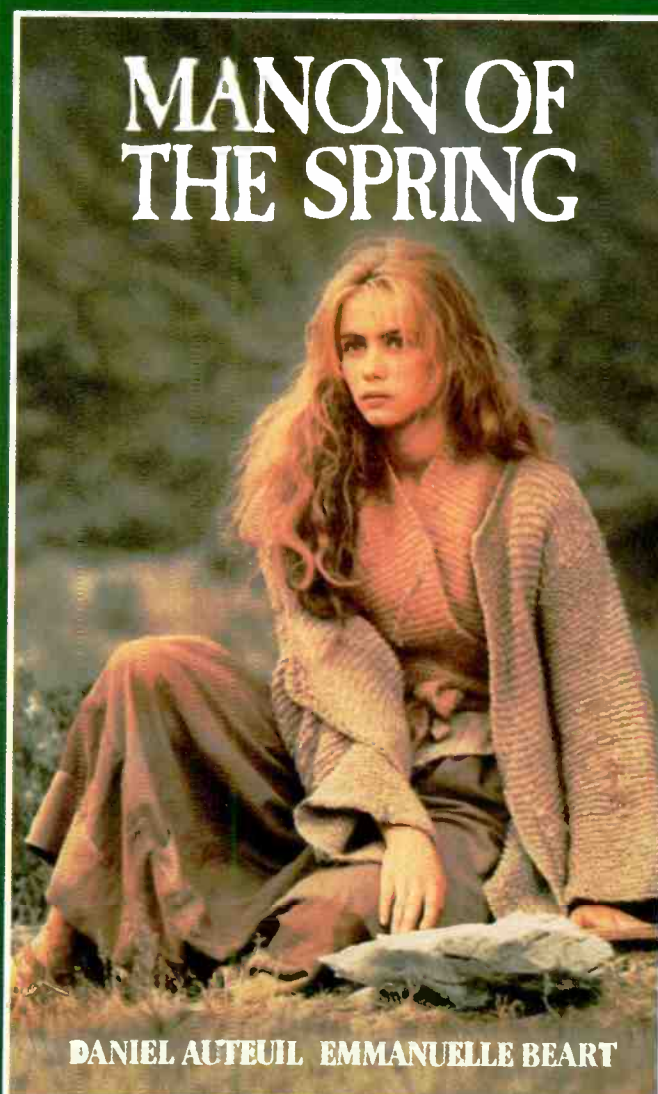
Gilula estimates that video specialty stores account for about 15% for the total sports video unit volume and, like most suppliers, he maintains that video dealers are missing out on a significant product category. "It's a real fight for shelf space," he says. "They bring in a few copies of a title after a ma-

(Continued on page V-39)

TWO EXTRAORDINARY FILMS THAT SPAN THREE GENERATIONS AND TELL THE STORY OF A LIFETIME.



YVES MONTAND GERARD DEPARDIEU



DANIEL AUTEUIL EMMANUELLE BEART

★★★★★
(HIGHEST RATING)

— GANNETT NEWS SERVICE
— Richard Freedman, NEWHOUSE NEWSPAPERS
— Bruce Williamson, PLAYBOY

"SENSATIONAL — ONE OF MY FAVORITES THIS YEAR."

— Gene Siskel, NISKEL & EBERT AT THE MOVIES

★★★★★
(HIGHEST RATING)

— Jay Carr, THE BOSTON GLOBE
— Jack Garner, GANNETT NEWS SERVICE
— Bruce Williamson, PLAYBOY

"A RICH AND DELICIOUS FABLE OF GREED AND AMBITION, LOVE AND REVENGE..."

— Stewart Klein, WNYW-TV

The legendary Yves Montand stars in the greatest role of his career as a wily and wicked farmer who, together with his hapless nephew, conspires to steal a hunchback's land by damming up his hidden source of water. When they succeed, they destroy the man's life. But 10 years later, his daughter—a shepherdess living in the rugged hills—finds a way to expose their guilt, destroying the old man's family and leaving him heartbroken and alone.

FRENCH WITH YELLOW ENGLISH SUBTITLES

HI-FI STEREO. IN VHS AND BETA

ORION
HOME VIDEO

ORDER CUT OFF DATE: SEPTEMBER 6th

STREET DATE: SEPTEMBER 22nd

© 1988 Orion Home Video. All rights reserved.

NATIONAL HOME VIDEO INDEX

(Continued from page V-36)

NAVD; NARM Independent Distributor.

CBS RECORDS; 8700 Stemmons, Fwy.; Dallas, Tex. 75247; (214) 634-1700; Hdqtrs.: New York.

CAPITOL RECORDS; 2540 Walnut Hills Ln.; Dallas, Tex. 75229; (214) 352-1700; Hdqtrs.: Hollywood.

COMMTRON CORP.; 2738 Satsuma Dr.; Dallas Tex. 75229; (800) 527-0311; (800) 442-1255; (214) 243-0808; Fax # (214) 247-2729; Mgr.: Al Corscadden; Hdqtrs.: Des Moines.

COMMTRON CORP.; 15002 Sommermeyer; Houston, Tex. 77041; (800) 231-8122; (800) 392-6441; (713) 937-3600; Fax # (713) 466-4316; Mgr.: Ken Frankel; Hdqtrs.: Des Moines.

H.W. DAILY'S; 3409 Brinkman St.; Houston, Tex. 77108; (713) 861-9251; Bud Daily; NAVD.

EAST TEXAS DISTRIBUTING; 7171 Grand Blvd.; Houston, Tex. 77230; (713) 748-8120; President: Ron Eisenberg; GM: Hector Gonzales; Branches: Metairie, La.; Greensboro, N.C.; Denver; Phoenix; San Diego; NAVD.

INGRAM VIDEO; 13446 Jupiter Rd.; Dallas, Tex. 75238-2403; (214) 340-7500; Fax (214) 340-9241; Speed 6214; Order 800-824-4663; Box 102; Manager: Harvey Hoffner; Sales Manager: Richard Price; Hdqtrs.: Nashville.

MUSIC DISTRIBUTORS, INC.; 1174 113th St.; Grand Prairie, Tex. 75050; (219) 660-1976; Roger Christian; Bobby Dennis; Don Gillespie; NARM Independent Distributor.

NORTHLAND VIDEO DIST.; 1903 Lawrence; Houston, Tex. 77008; (800) 538-8013; (713) 864-8538; President: Daniel M. Mireles. Dir. of Sales: Daniel M. Mireles

BMG DISTRIBUTION; 11845 Forestgate Dr.; Dallas, Tex. 75243-5414; (214) 480-0501; Hdqtrs.: New York.

VIDEO BY CYCLING; 10610 Metric Dr. Suite 179; Dallas, Tex. 75243 (214) 349-4466; President: Dave Canelstein; Dir. of Sales: Scott Sprague.

WESTERN MERCHANDISERS, INC.; P.O. Box 32270; Amarillo, Tex. 79120-2270; (806) 376-6251; Jerry Hopkins; Steve Marmaduke; Robert Scheider; NARM Rackjobber.

MOUNTAIN (Colorado, Idaho, Montana, Nevada, Utah, Wyoming)

Colorado

BAKER & TAYLOR VIDEO; 1441 W. Bayaud Ave.; Denver, Colo. 80223; (303) 698-0484; 800-525-6094; Operations Manager: Manny Martinez; Regional Sales Manager: Richie Bakove; Hdqtrs.: Morton Grove, Ill.

COMMTRON CORP.; 11101 East 53rd Ave. "A"; Denver, Colo. 80239; (800) 621-1333; (303) 371-8372; Fax # (303) 373-4583; Mgr.: Rene LaBelle; Hdqtrs.: Des Moines.

EAST TEXAS DISTRIBUTING; 6776 E. 47th Ave. Dr.; Denver, Colo. 80216; (303) 393-1400; GM: Craig Warnemont; Hdqtrs.: Houston.

NUTRI-BOOKS CORP.; 790 W. Tennessee Ave.; Denver, Colo. 80223; (303) 778-8383; Fax # (303) 744-9383; President: Roger Willbanks; Dir. of Sales: Phil Marnell.

MCA DISTRIBUTING CORP.; 2323 S. Troy St., Suite 107; Aurora, Colo. 80014; (303) 755-6470; Hdqtrs.: Universal City.

Nevada

KING OF VIDEO, INC.; 3529 S. Valley View Blvd.; Las Vegas, Nev. 89103; (702) 362-2520; President: Steve Vincent; VP, Sales; John J. Lago; VP: Nancy E. Kelly.

Utah

BEST VIDEO, INC.; 2775 South 170 West; Salt Lake City, Utah 84115; (801) 487-8888; Branch Mgr. Eric Jensen; Hdqtrs.: Oklahoma City.

KSG DISTRIBUTING; 901 E. Highway 193; Layton, Utah 84041-8650; (801) 776-4053; Kevin Garn; Greg Sanders; NARM Rackjobber.

VIDEO TREND, INC.; 1268 S 500 West; Salt Lake City, Utah 84101; (801) 973-0900; Branch Mgr.: Noel Cahoon; Hdqtrs.: Des Plains, Ill.

WEST COAST (Alaska, Calif., Hawaii, Oregon, Washington)

California

ABBEY ROAD DISTRIBUTORS; 1721 Newport Circle; Santa Ana, Calif. 92705; (714) 972-1661; Craig Doucette; George Hunter; John Kundrat; Bruce Ogilvie; NARM One-stop.

AMERICAN VIDEO NETWORK; 630 S. Myrtle; Monrovia, Calif. 91016; (818) 358-7761; President: Mike Kelley; Dir. of Sales: Tom Riordan; Purchasing Dir.: Tom Nabhan.

ARROW FILM & VIDEO; 9748 Cozycraft Ave.; Chatsworth, Calif. 91311; (818) 407-0900; President: John M. Ar-

none; Dir. of Sales: John M. Arnone; Hdqtrs.; Branches; Penn Valley, Calif.

ARROW FILM & VIDEO NORTH; 11270 Pleasant Valley Rd.; Penn Valley, Calif. 95946; (916) 432-3471; Branch Mgr.: Alan Spindeli.

BAKER & TAYLOR VIDEO; 8501 Telfair Ave.; Sun Valley, Calif. 91352; 800-621-5290; Regional Sales Manager: Bear Racoff; Sales Manager: Mary Flynn; Operations Manager: Dan Friedman; Hdqtrs.: Morton Grove, Ill.

BLACKHAWK CATALOG; 12636 Beatrice St.; Los Angeles, Calif. 90066; (213) 306-4040; Fax (213) 301-0142; VP: Philip Kromnick; Operations Coordinator: Kimberly Baker.

CBS RECORDS; 1930 Century Park West; Century City, Calif. 90067; (213) 556-4708; Hdqtrs.: New York.

CBS RECORDS; 175 N. Redwood Dr., Suite 130; San Rafael, Calif. 94903; (415) 499-9450; Hdqtrs.: New York

CALIFORNIA RECORD DISTRIBUTORS; 1242 Los Angeles St.; Glendale, Calif. 91204-2487; (213) 245-6464; Wendell Bates; Sanchez Chapman; George Hocutt; NARM Independent Distributor.

CAPITOL RECORDS; 1750 N. Vine St.; Hollywood, Calif. 90028-5274; (213) 462-6252; Branches: New York; Bethlehem, Pa.; Norcross, Ga.; Germantown, Md.; Nashville; E. Bloomington, Minn.; Dallas; Park Ridge, Ill.; NARM associate major label.

CAPITOL RECORDS; 100 Oak St., Suite 150; Oakland, Calif. 94607; (415) 839-5757; Hdqtrs.: Hollywood.

CAMEL RECORDS; 4421 Lankershim Blvd.; N. Hollywood, Calif. 91602; (818) 761-3200; Frank Day; NARM Independent Manufacturer.

CEVAXS; 26 Centerpointe Dr.; LaPalma, Calif. 90623; (714) 522-4472; Fax (714) 522-2640; Branch Manager: Dave Marsic; Hdqtrs.: Vancouver, B.C.

CITY ONE STOP; 2551 S. Alameda St.; Los Angeles, Calif. 90058-1309; (213) 234-3336; Sam Ginsburg; Chris Hol-las; Clayton Moreland; Patricia Moreland; NARM One-stop.

COMMTRON CORP.; 2365 Industrial Parkway West; Hayward, Calif. 94545; (800) 621-1333; (415) 785-3730; Fax # (415) 785-5407; Mgr.: John Badostain; Hdqtrs.: Des Moines.

COMMTRON CORP.; 2900 S. Fairview Bldg. 21; Santa Ana, Calif. 92704; (800) 854-0297; (800) 432-7298; (714) 751-9011; Fax # (714) 540-0978; Mgr.: Rupe Ault; Hdqtrs.: Des Moines.

COMMTRON CORP.; 7900 Sepulveda Blvd.; Van Nuys, Calif. 91405; (800) 621-1333; (818) 988-9020; Fax # (818) 785-0454; Mgr.: Ron Lehman; Hdqtrs.: Des Moines.

CINDERELLA DIST.; 8021 Remmet Ave.; Canoga Park, Calif. 91304; (818) 884-6681; Fax # (818) 884-0921; President: Charles Brickman; Dir. of Sales: Bill Ryan; VP, General Mgr: Jack Michaelson.

COAST VIDEO DISTRIBUTING; 500 N. Ventu Park Rd; Newbury Park, Calif. 91320; (800) 362-6278; (800) 322-6278; Fax # (805) 498-3852; Dir. of Sales: Patrick Sierchio; Sales Operations Administrator: Lynn Plafker.

DOUGLAS VIDEO; 13659 Victory Blvd., Suite 133; Van Nuys, Calif. 91401; (800) 367-4927; (818) 348-1598.

EAST TEXAS DISTRIBUTING; 9260 Trade Place; San Diego, Calif. 92126; (800) 654-0658; GM: John Eplett; Hdqtrs.: Houston.

EUROPEAN VIDEO DISTRIBUTORS; 2321 W. Olive Ave., #C; Burbank, Calif. 91506; (800) 423-6752; (818) 848-5902 Contact: Bonnie Anderle.

FIRST VIDEO EXCHANGE; 17503 S. Figueroa; Gardena, Calif. 90248; (213) 516-6422; President: Jeff Leyton.

GREENLEAF VIDEO, INC.; 3230 Nebraska Ave. Santa Monica, Calif. 90404; (213) 829-7675; President: Barbara Greenleaf; Dir. of Sales: Robin Benson.

INDEPENDENT VIDEO; 10364 Rockingham Dr.; Sacramento, Calif. 95827; (916) 361-7181; Fax # (916) 362-0374; President: Glen Halvorsen; Dir. of Sales: Glen Halvorsen; Sales Manager; Terry Moga.

INGRAM VIDEO; 16175 Stephens St.; City of Industry, Calif. 91745-1784; (818) 330-8158; Fax (818) 330-9422; Speed 6280; Order 800-759-5000; Box 81; Manager Jim Fisher; Hdqtrs.: Nashville.

INTROPICS VIDEO; 7131 Owensmouth Ave, Suite 104B; Canoga Park, Calif. 9130; (800) 322-7672; (818) 713-1185; Fax # (818) 883-9836; President: Dick Miller; Dir. of Sales: Claudia Morgan Cole; Hdqtrs.; Branch; Douglas Video, Van Nuys, Calif.

KAROL VIDEO; 337 S. State College Blvd., Fullerton, Calif. 92633; (714) 738-8869; Branch Mgr.: Bryan Reed.

LE SALON, INC.; 1120 Revere Ave.; San Francisco, Calif. 94124; (415) 822-1611; President: Robert Boudreaull; Dir. of Sales/General Mgr.; Martin Ross.

MCA DISTRIBUTING CORP.; 70 Universal City Plaza; Uni-

versal City, Calif. 91608; (818) 777-4000; VSDA/NARM associate major label; Branches: San Mateo and Sun Valley, Calif.; Aurora, Colo.; Norcross, Ga.; Rosemont, Ill.; Columbus, Md.; Woburn, Mass.; Edina, Minn.; St. Louis, Mo.; Collingswood, N.J.; New York; Nashville; Irving, Tex.

MCA DISTRIBUTING CORP.; 430 Peninsula Ave., Suite 2; San Mateo, Calif. 94401; (415) 343-0200; Hdqtrs.: Universal City.

MCA DISTRIBUTING CORP.; 11312 Penrose St.; Sun Valley, Calif. 91352; (818) 768-3520; Hdqtrs.: Universal City.

METRO VIDEO DIST.; 5441 W. 104th St.; L.A., Calif. 90045; (213) 417-8447; National Credit Mgr.; Al Westphal; Sales Mgr.: Stephanie Ponce; Hdqtrs.: Hasbrouck Heights, N.J.

METRO VIDEO DIST.; 7853 El Cajon Blvd.; La Mesa, Calif. 92041; (619) 463-7757; Sales Mgr.: Brad Craine; Asst. Branch Mgr.: Rich Hubeny; Hdqtrs.: Hasbrouck Heights, N.J.

MILLION DOLLAR VIDEO CORP.; 5947 Burchard Ave.; L.A., Calif. 90034; (213) 935-1988; Fax # (213) 935-6460; President: Miguel Kahan; Marketing Dir.: Gerardo E. Dominguez; VP: Juan Almazan; VP: Alberto Abdo; Hdqtrs.: Branch; Selma, Calif.

MILLION DOLLAR VIDEO CORP.; 2020 High St.; Selma, Calif. 93662; (209) 896-1529; Branch Mgr.: Esther Friz-zell.

MIRAGE VIDEO; 325 9th St., 2nd Floor; San Francisco, Calif. 94103; (415) 626-5324; President: Mike D. Weldon; Dir. Sales: Rus Mitchell.

POLYGRAM DISTRIBUTING; 139 Townsend St., Suite M-100, San Francisco, Calif. 94107; (415) 957-5867; Branch Mgr.: Gerry Kopecky; Hdqtrs.: New York.

POLYGRAM DISTRIBUTING; 3800 Alameda Ave., Suite 1500, Burbank, Calif. 91505; (818) 955-5200. Hdqtrs.: New York.

BMG DISTRIBUTION; 6363 Sunset Blvd.; Hollywood, Calif. 90029; (213) 468-4066; Hdqtrs.: New York.

BMG DISTRIBUTION; #5 Thomas Mellon Cir. Suite 130; San Francisco, Calif. 94134; (415) 330-0200; Hdqtrs.: New York.

SIERRA AMUSEMENT; 11500 Sunrise Gold Circle; Rancho Cordova, Calif. 95742; (916) 637-3601; Fax # (916) 638-3905; President: Paul Puliz; Dir. of Sales: Kathy Gifford.

STARS TO GO, INC.; 4751 Wilshire Blvd.; Suite 140; L.A., Calif. 90010; (213) 930-9300; Fax (213) 933-0946.

TAMARELLE'S INTERNATIONAL FILMS; 110 Cohasset Stage; Chico, Calif. 95926; (916) 895-3429; Fax # (916) 343-9144; President: Claire Tamarelle; Dir. of Sales: Patrick J. Cotton.

VC DISTRIBUTING; 4266 Broadway; Oakland, Calif. 94611; (415) 428-0202; Director of Sales: Bob Brown.

VIDEO MOVIE BROKERS; 7640 Gloria #C; Van Nuys, Calif. 91406; (818) 908-8966; President: Jerome Rosenberg; Dir. of Sales: Nancy Taylor; General Mgr.; Blake Skyume.

VIDEO PRODUCTS DISTRIBUTORS, INC.; 2428 Glendale Lane; Sacramento, Calif. 95825; (916) 971-1809; Tim Shanmahan; Branches: Long Beach & Ontario, Calif.; NAVD.

VIDEO PRODUCTS DISTRIBUTORS; 2350 Artesia; Long Beach, Calif. 90805; (213) 423-5969; Branch Manager: Fred LePore; Hdqtrs.: Sacramento.

VIDEO PRODUCTS DISTRIBUTORS; 4551 Brickell Pro-vado; Ontario, Calif. 91761; (714) 988-0065; Branch Manager: Joe Labue; Hdqtrs.: Sacramento.

VIDEO SCHOOL HOUSE; 167 Central Ave.; Pacific Grove, Calif. 93950; (408) 375-4474; President: Nicholas Lapham; VP of Sales; Leslie Roschke.

VIDEO TREND, INC.; 1143 N. Market Blvd, #2; Sacramento, Calif. 95834; (916) 920026; Branch Mgr.: Dave Long; Hdqtrs.: Des Plains, Ill.

VIDEO TREND, INC.; 383 Vintage Park Dr.; Foster City, Calif. 94404; (415) 345-8866; Branch Mgr.: Joene McGerr; Hdqtrs.: Des Plains, Ill..

WARNER/ELEKTRA/ATLANTIC CORP.; 111 N. Hollywood Way; Burbank, Calif. 91505-4356; Branches: Winchester, Mass.; New York; Seven Hills, Ohio; Marlton, N.J.; Edina, Minn.; Kansas City, Mo.; Southfield, Mich.; Lanham, Md.; Bensenville, Ill.; San Francisco; NARM associate major label.

WARNER/ELEKTRA/ATLANTIC CORP.; 185 Berry St., Suite 6312; San Francisco, Calif. 94107; Hdqtrs.: Burbank.

WISHING WELL DISTRIBUTING; P.O. Box 529; Graton, Calif. 95444; (707) 823-9355; President: Debra Giusti;

(Continued on page V-40)

SPORTS VIDEO

(Continued from page V-37)

major sporting event but that's usually about it."

Major events like the National Basketball Assn. championship series have, in fact, become a "mini-phenomenon" in the sports market, according to Ken Ross, director of non-theatrical programming for CBS/Fox Home Video. "Even though they lost, we'll sell a lot of Pistons' tapes in Detroit," says Ross who estimates that as much as 95% of the total unit volume on a Pistons' highlight video will come from the Detroit area.

CBS/Fox, which has an exclusive video-rights agreement with the NBA and recently inked a deal with ABC for Wide World of Sports videos, is the only major supplier that has made a substantial commitment to sports programming.

Says Ross: "We believe the whole non-theatrical business has to be a product-line business that requires alternative forms of distribution. The only way to accomplish that is to have a flow of product."

Perhaps the most sports-oriented company in home video is Coliseum Video, a relatively small N.Y.-based supplier that has succeeded by releasing videos of professional wrestling, particularly after a major event like Wrestlemania.

"We continually promote ourselves through [wrestling] events that are seen by millions of people each week on TV," says Harold Farber, president of Coliseum. "When NBC televised a wrestling match on prime-time television, it was seen by 37 million people. That's a tremendous amount of exposure."

He says Coliseum plans to put out 19 wrestling videos next year to add to a catalog that currently stands at 55 titles. While the tapes have proven to be stronger sellers—"Wrestlemania IV" for example sold more than 50,000 units—Farber notes that "many retailers don't realize just how popular wrestling is."

Most supplying sports videos stress that educating retailers is paramount to growth of the category. Clearly, the passion fans feel for sports is not shared by dealers who are inundated with new releases clamoring for shelf space. As a result, suppliers say, the lion's share of the sales will continue to come from mass merchants and sports stores. But that, they add, may well change as sports videos continue to emerge as a growth area in the non-theatrical market.



N.Y. Islanders goaltender Kelly Hruddy signed over 1,000 autographs at West Coast Video's June store-opening in Hicksville, L.I., N.Y.

Put your special interest video into 20 million mailboxes this year.

Most video producers will agree — there are fewer headaches in producing a great special interest video than in selling it. Video stores stock best-sellers, movie classics and a handful of hot exercise videos. But they don't have the shelf space or the financing for your special interest video. You're locked out.

Now, there's a better way. The S.I. Video Catalog. It's colorful, involving,

and readable. And it sells special interest videos to millions of proven buyers. Videos ranging from travel safaris to scuba diving. Cajun cuisine to computer classes.

This fall, over 5 million buyers will open their mailboxes and discover the catalog. Make sure they discover your video too. There is a home for your special interest video. In the S.I. Video Catalog. And in 20 million mailboxes this year. Call today to find out more. Call Roger Leonard, Director of Sales, now: (818) 845-5599.

SPECIAL INTEREST VIDEO CATALOG

4111 Alameda Ave. Suite 508,
Burbank, CA 91505

818-845-5599

Telefax (818) 845-0113



A Billboard Spotlight

VIDEO INDEX

(Continued from page V-38)

Dir. of Sales: Sue Lancaster.

Oregon

BAKER & TAYLOR VIDEO; 5769 NE Columbia Blvd.; Portland, Ore. 97218; (503) 249-8397; 800-547-4570; Sales Manager: Bob Friedler; Operations Manager: Dave Slater; Hdqtrs.: Morton Grove, Ill.

EGNER ENTERPRISES, INC.; 2575 N.E. Kathryn; Hillsboro, Ore. 97124; (503) 693-1492; Fax # (503) 693-1282; President: Corey Egner.

INGRAM VIDEO; 6635 NE 59th Place; Portland, Ore. 97218-2709; (503) 284-3313; Fax (503) 285-9694; Speed 6218; Order 800-824-4663; Box 106; Manager: Fran Salamon; Hdqtrs.: Nashville.

NATIONAL VIDEO; 7325 NE 55th Ave.; Portland, Ore. 97218; (503) 284-2965; President: Ron Berger; Executive VP: Troy Cooper.

VIDEO GROUP; 6600 NE 78th St., #B2; Ore. 97218; (503) 255-7140; Fax # (503) 253-2360; President: Bruce Wattles.

Washington

COMMTRON CORP.; 6411 South 216th; Kent, Wash. 98032; (800) 621-1333; (206) 395-3515; Fax # (206) 395-0650; Mgr.: Joe Campbell; Hdqtrs.: Des Moines.

BMG DISTRIBUTION; 925 Industry Dr.; Seattle, Wash. 98188-

3478; (206) 575-1410; Hdqtrs.: New York.

VIDEO TREND, INC.; 1600 124th Ave. N.E.; Bellevue, Wash.; (206) 454-5992; Branch Mgr.: James Weiss; Hdqtrs.: Des Plaines, Ill.

WARNER/ELEKTRA/ATLANTIC CORP.; 1156 Industry Dr.; Seattle, Wash. 98188; (206) 575-0190; Hdqtrs.: Burbank.

CANADA

Alberta

C*L*R MOVIE DISTRIBUTORS LTD.; 6019 - 1A St. S.W.; Calgary, Alberta, Canada T2H 0G5; (403) 255-4463; Branch Mgr.: Robert Rosenberg; Hdqtrs.: Winnipeg, Manitoba; Branch; Edmonton; NAVD.

C*L*R MOVIE DISTRIBUTORS LTD.; 14925 - 112th Ave.; Edmonton, Alberta, Canada T5M 2V6; (403) 455-9300; NAVD.

THE SHANNOCK CORP.; # 8 - 6120 Third St. S.E.; Calgary, Alberta, Canada T2H 1K4; (403) 253-2113; Branch Mgr.: Bill Bouvette; Hdqtrs.: Burnaby, B.C.; Branches; Don Mills, Ontario; NAVD.

VIDEO ONE CANADA LTD.; B-18 6020 2nd St., S.E.; Calgary, Alberta, Canada T2H 2L8; (800) 352-8245; (403) 258-3880; General Mgr.; Gordon Rix; Hdqtrs.: Etobicoke, Ontario; Branches; Edmonton, Alberta, Burnaby, B.C., Winnipeg, Manitoba, St. John's Newfoundland, Moncton, New Brunswick, Dartmouth, Nova Sco-

tia, London, Ontario, Ottawa, Ontario, Toronto, Ontario, Saskatoon, Saskatchewan; NAVD.

VIDEO ONE CANADA LTD.; 11616-149th St.; Edmonton, Alberta, Canada, T5M 3R3; (403) 451-9060; (800) 661-9635; General Mgr.; Sue MacArthur; NAVD.

British Columbia

CEVAXS; 1030 W. Georgia; Vancouver, B.C. V6E 4J3; (604) 688-4333; Fax (604) 688-9807; President: Chris Schwartz; Executive VP: Davie Rae; VP: Mike Powell; Branch: Los Angeles; convenience store rackjobber.

THE SHANNOCK CORP.; 4222 Manor St.; Burnaby, B.C., Canada V5G 1B2; (604) 433-3331; Fax # (604) 433-4815; President: Bill McCartney; Hdqtrs.; Branches; Calgary, Don Mills.

VIDEO ONE CANADA LTD.; #105-2550 Boundary Rd; Burnaby, B.C., Canada V5M 3Z3; (800) 242-0648; (604) 437-4473; General Mgr.; Paul Atzema; NAVD.

Manitoba

C*L*R* MOVIE DISTRIBUTORS LTD.; 26 - 1313 Border St.; Winnipeg, Manitoba, Canada R3H 0X4; (204) 632-0581; Fax # (204) 632-7855; President: Leo Rosenberg; Dir. of Sales: Don Coward; Hdqtrs; Branches; Calgary, Edmonton, Saskatoon; NAVD.

VIDEO ONE CANADA LTD.; Unit

12 1832 King Edward; Winnipeg, Manitoba, Canada R2R 0N1; (204) 694-6007; General Mgr.; Gerry Ward.

New Brunswick

VIDEO ONE CANADA; 520 Edinburgh Dr.; Moncton, New Brunswick, Canada E1E 4C6; (506) 857-2917; General Mgr.; Gerry Boulay.

Newfoundland

VIDEO ONE CANADA.; Unit 102 - 20 Hallet Crescent; St. John's, Newfoundland, Canada A1B 4A5; (709) 739-5924; Sales Mgr.: Barry James.

Nova Scotia

VIDEO ONE CANADA; Unit 40 - 10 Morris Dr.; Dartmouth, Nova Scotia B3B 1K8; (902) 469-0661; General Mgr.; Kathy Day.

Ontario

BELLEVUE HOME ENTERTAINMENT; 98 Orfus Rd.; Toronto, Ontario, Canada M6A 1L9; (416) 785-5580; Fax # (416) 785-1219; President: Sidney Greenberg; Dir. of Sales: Dave Desourdy; Asst. VP Marketing; Barry Booker; VP Marketing; Paul Broneman; Hdqtrs.: Montreal.

THE SHANNOCK CORP.; # 23 - 156 Duncan Mill Rd.; Don Mills, Ontario, Canada M3B 3N2; (416) 445-3906; Branch Mgr.: Helene Vail.

MMC VIDEO ONE CANADA LTD.; 93 Skyway Ave., Unit 101 Bldg. B; Etobicoke, Ontario, Canada M9W

6C7; (416) 674-0192; Fax # (416) 674-8725; President: Bob McCloskey; VP Sales & Marketing; George Evans; Hdqtrs.; NAVD.

VIDEO ONE CANADA (ONT) LTD.; 1110 Dearness Dr., Unit 12; London, Ontario, Canada N6E 1N9; (800) 265-6054; (519) 685-1502; GM: Karen Maxwell.

VIDEO ONE CANADA (ONT) LTD.; 2285 St. Laurent Blvd., Bldg. A, Unit 11 & 13; Ottawa, Ontario, Canada K1G 4Z4; (613) 521-1202; General Mgr.; Lyn Bissonnette.

VIDEO ONE CANADA (ONT) LTD.; 1 Mobile Dr.; Toronto, Ontario, Canada M4A 1H5; (800) 387-4535; (416) 751-9600; General Mgr.: Bill Miller; Sales Mgr.: Scott McGregor.

Quebec

VIDEO GLOBE ONE; 341 Isabey; Ville St. Laurent, Quebec, Canada H4T 1Y2; (800) 361-7151; (514) 738-6665; General Mgr.; Jean Trudel; Sales Mgr.: Francois Guidi.

Saskatchewan

C*L*R MOVIE DISTRIBUTORS LTD.; Bay 2 112 Ave. E North; Saskatoon; Saskatchewan, Canada S7L 6H4; (306) 652-3553; Stanford Digneau; NAVD.

VIDEO ONE CANADA LTD.; 515 - 45th St. West; Saskatoon, Saskatchewan, Canada S7L 5Z9; (306) 933-4930; General Mgr.; Donna Fraser.

STRIKE GOLD WITH ANGELA!

The vivacious Ms Lansbury shares her secrets and simple techniques for building strength, stamina and a healthy mental outlook in this delightful, original video, entitled "ANGELA LANSBURY'S POSITIVE MOVES: A Personal Plan for Fitness and Well-being at Any Age." Filmed at her beautiful California home and on location.

Great Consumer Appeal and Great Sales Support!

Place your order now! Call Rick Margolis, Director of National Sales, at (212) 983-8192 or see us at VSDA, Booth No. 2672.

Wood Knapp Video

140 East 45th Street, New York, NY 10017 (212) 983-8192

SELL-THROUGH

(Continued from page V-5)

Omaha, Neb.-based Applause Video and Erol's each offered free E.T. dolls with their pre-order sales on "E.T." Morowitz suggests that video stores offer free rentals to customers who buy tapes from them, an option that most mass merchants don't readily have.

• RKO's Parks stresses that dealers must create an environment that suggests sales. As an extreme example, he points out that at RKO Warners' flagship store near Times Square, "We've got an entire floor of sell-through product." He and others lament that since so many rental stores have avoided sales, some consumers are still not aware that video tapes can indeed be purchased.

• Suggestive selling is a key tactic, says Farr, even if the pitch is as subtle as training your sales staff to ask rental browsers, "Do you collect videos?" And, he stresses that suggestive selling strategies are enhanced when you move some of your clerks from behind the counter out onto the floor.

• Tower's Thrasher emphasizes offering a variety of titles. "You have to have a good selection. You can't just stock top 10 titles and expect to sell the stuff. People need to be able to pick and choose the way they do when they buy records." Farr adds that video specialists should stock sale-priced titles that lowballing mass merchants don't stock.

• When store owners say they don't have enough capital to invest in a sell-through inventory, Morowitz suggests they get started

by selling pre-orders on hit titles. "It doesn't cost a dime to sell pre-orders," he observes.

If specialist chains have the wherewithal to sell video, are independent dealers left out in the cold? "No!" is the firm answer from Richard Rostenberg, who owns single-store operation Hollywood At Home in the Kansas City, Kan., suburb Overland Park.

Rostenberg says he's sold tapes "since the day we opened" in 1980. "Practically our first transaction was a sale." That was well before the days when manufacturers began exploring sell-through pricing. Right off the bat, in its first week of business, Rostenberg says Hollywood At Home moved 10 tapes at the hefty \$80 mark.

"One of the advantages of selling it is that it makes you a real retail store. It gives your sales staff confidence," says Rostenberg. And, he asks rhetorically, "Can you imagine a retail business where you never sold any goods?"

Unfortunately, according to Morowitz and Farr, too many video retailers do envision stores that don't sell. "I am seeing more retailers take an anti-sale position, much to their detriment," says Morowitz.

Says Farr, "I think the two sides of the camp are widening. The ones who feel they can't sell are more convinced than ever that they can't."

Erol's Castell counters that an overwhelming body of evidence suggests rental-only stores should test the sell-through waters. "Facts, figures, and reports indicate that video sales are on the increase," he says. "If you don't sell, someone else will."

ACCESSORIES

(Continued from page V-15)

Camcorder Care Kit (\$39.95) features a reusable case, stocked with a lens care device, headcleaning unit, and a blank tape.

Theorizing that camcorder owners will eventually be at a loss of what to shoot, Hollywood Make A Movie is marketing a Home Movie-making Kit (\$49.95) that contains scripts, props, titles and graphics, a sound-effects tape, and music. Debuting with a comedy series, the company aims to offer packages for the horror, children's, short-takes, commercials, and animation genres. The end products are movies that run 3 to 5 minutes or less.

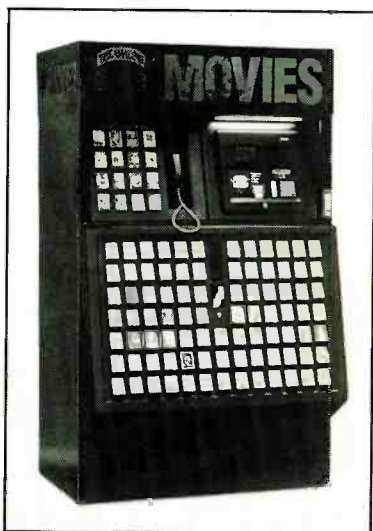
For the zealous home-movie maker, RCA has a Character Generator (\$299.95) that, among other features, stores frequently used words and create such effects as scrolling, curtain wipe, and window wipe. A companion package is the RCA Special Effects Lens Kit (\$59.95) for center-focus, rainbow, four-point starburst, and polarizing.

Other handy and hot video accessories:

- Hartzell's Video Game Organizer (\$34.95) to store and protect the Nintendo, Sega, Atari 2600, and Atari 7800 systems. It enables players to use the games while they are still housed in the unit, and they feature no-mar rubber feet.

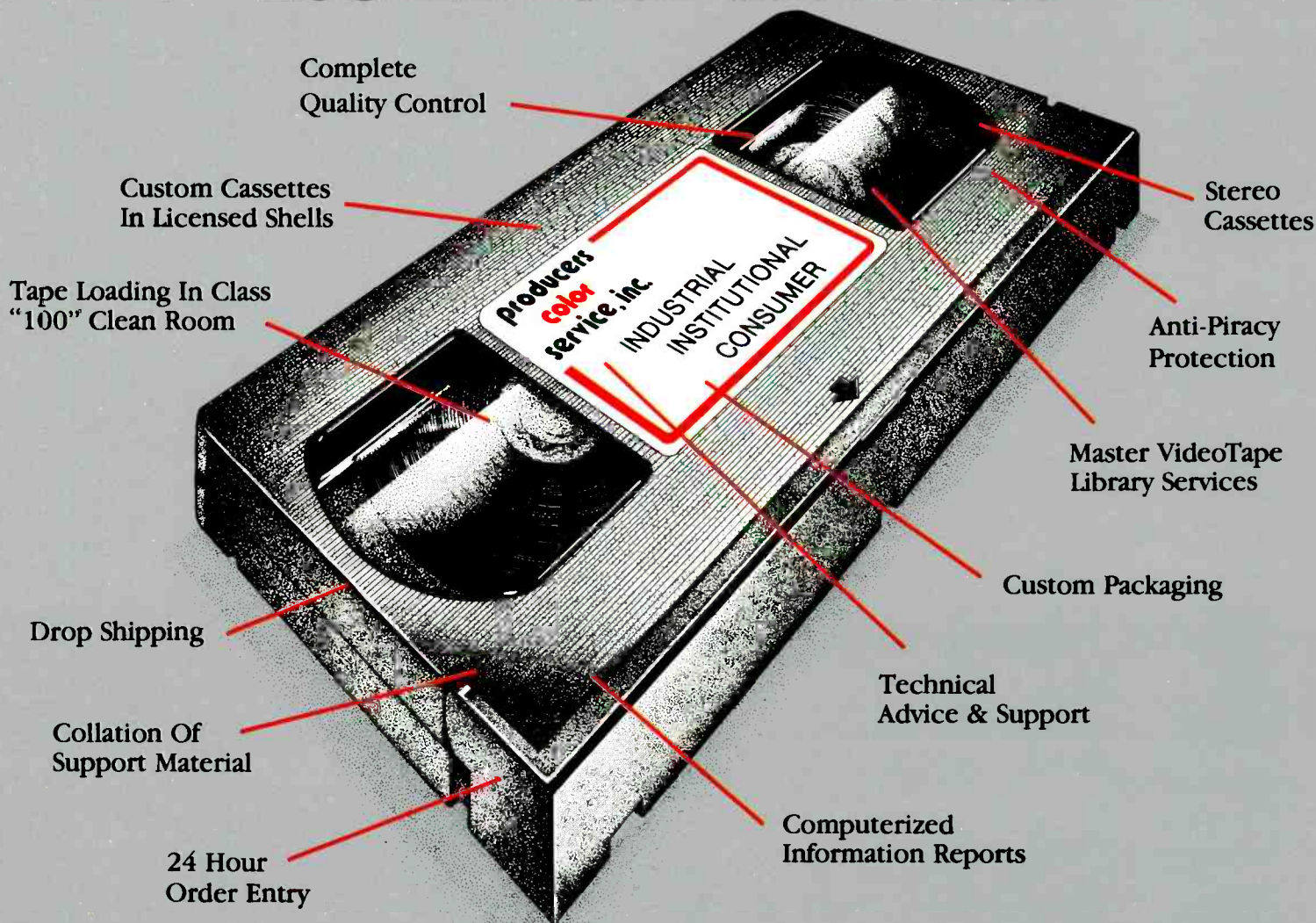
- Gemini's VCR Dust Cover (\$4.99) for consumers with new "slimline" machines. The cover has a see-through front panel and measures 17-inch x 14-inch x 4 1/2-inch.

- Discwasher's Professional Video-cassette Labeling System (\$3.99) for consumers who do lots of home-taping. Designed to label the cassette as well as the case, the kit features a plastic label sleeve that attaches to the spine of the cassette. The user inserts properly marked paper labels into the sleeve, then change them when the cassette is reused for new tapings. Each pack contains five label holders and 15 paper labels.



Nelson Vending Technology Limited's second-generation Amazing Video Machine.

The Best Way To Look At Our Cassette Duplication...Take A Close Look At Our Cassettes



Complete Quality Control

Custom Cassettes In Licensed Shells

Tape Loading In Class "100" Clean Room

Drop Shipping

Collation Of Support Material

24 Hour Order Entry

Stereo Cassettes

Anti-Piracy Protection

Master VideoTape Library Services

Custom Packaging

Technical Advice & Support

Computerized Information Reports

Producers Color Service Cassette Duplication services a diverse list of clients that have a reputation for rigid quality standards. Companies that depend on video communications to motivate people, sell products and entertain. Companies that demand the highest grade of

video duplication from a comprehensive full service facility and a totally dedicated staff. If you're looking for the competitive edge in video duplication, take a close look at what clients get from **Producers Color Service**. For more information contact *Dana McPherson*.

producers color service, inc. Cassette Duplication

A Company Worth Looking Into

PCS Video Communications

Videofape production
Videotape post production
Teleconferencing

PCS Motion Picture Laboratory

Film processing and printing
Transfer of film and videotape

Technidisc Inc.

Videodisc and compact disc mastering and replication

16210 Meyers Rd., Detroit, Michigan 48235-4107 Toll Free: 1-800-521-7002, Tel: 313-345-4868, Fax: 313-345-7910

FADE TO BLACK

(Continued from page V-1)

ping 9% to 10.5 million for 1988. But though VCR sales have slowed down, "that's still a positive statistic everyone forgets," notes Herb Fisher, senior VP of MGM/UA Home Video. "We're continually adding new consumers every month. The increasing potential for rental and sell-through is very optimistic."

At a recent Arthur Young Entertainment Symposium, Peter Pirner, president of Media Home Entertainment, placed 1988 total home video industry revenues at \$2.75 billion, with \$1.75 billion coming from rental and \$1 billion emanating from sales.

By 1993, forecast Pirner, total industry revenues would be \$4.5 billion, a 65% increase. Of that, rental revenue would make up \$2.6 billion, an approximate 50%, while sell-through would consist of \$1.9 billion, an approximate 90% increase.

The total video specialty store universe, he claimed, will shrink from 25,000 to 18,000 dealers, but those remaining would be well capitalized, fueling the industry with open to buy dollars.

According to West Coast-based video analyst Tim Baskerville, the industry's total retail dollar market should reach the \$7.1 billion mark by the end of 1988. Of that, \$4.5 billion should come from rental,

while \$2.6 billion comes from sell-through. That's contrasted, he says, from 1987 which generated a total of \$6.5 billion, with \$4.2 billion coming from rental and \$2.3 billion from sell-through. He estimates that 64% of the total retail dollar market came from rental in 1987, a figure which is not expected to shift dramatically in the next several years.

The EIA is projecting that prerecorded cassette sales will be 135 million units in 1988, a 4% increase over the 130 million the EIA projected last February and 14% higher than last year's 110 million unit figure. Just how many more units will be sold through the special interest market, for the most part untracked by industry statistics, is open to speculation.

According to many observers, the arrival of "E.T." signals an important watershed for the sell-through side of the business and may be remembered as the single most significant development of the 1988 home video business.

"The thing to remember," says Baskerville, "about sell-through statistics is that they tend to be clustered. A buying household will buy six or seven cassettes. Most households don't buy any. But if there's ever a title that can turn a non-buying household into a buying household, it's 'E.T.' You create a customer where one didn't exist previously. That's why that title is a watershed landmark. It will trans-

form non-buyers into buyers. Once you can do that you get purchasing habits established. Conceivably you can double your cassette buying base.

"All studios want that first time buyer because he becomes a multiple buyer. It's the same principle as the mail order business which almost always loses money on the first customer but then makes its profit on the back end.

"I'm very optimistic about the fourth quarter," continues analyst Baskerville. "Some of the disappointment in the past has been due to unrealistic expectations. But all those folks who thought they were going to make a fortune overnight mimicking Jane Fonda have been shaken out of the business. What we are beginning to see is a real sell-through market emerge at its own pace."

And for the most part, that sell-through business has become a movie business.

"It is the movie business," says another analyst. "In the early 1980s people were asking what Jane Fonda really meant. Nobody talks about that anymore. Home video has become part of the motion picture release scheme. That's why it's such a waste for retailers and distributors to rant and rave about pay-per-view. What they say will have zero impact on how and when it happens. The studio moguls pay no attention and they shouldn't. They are creating an as-

set by putting money at risk and maximizing the value of the film. That's all they look at. What we have also learned is that there is not a lot of demand for schlock product. The industry will absorb product. Hypothetically, if there was another 'E.T.' coming out three months after MCA's, it would do equally as well. And in the last two years there has been a bumper crop of great films. Every month there are at least a couple of A titles to keep consumers churning into stores."

Key questions running through the minds of many in the business in the face of a sell-through fourth-quarter boom is just how much profit and margin can go around, and perhaps most importantly, where will the bulk of product be sold.

"With profits," says Baskerville, "that depends on where you come from. If you are a mass merchant used to moving product at a certain velocity, you can deal with margins that others can't. I don't think the problems are any worse than in any other classes of trade.

"The real key question is how much will the specialty stores sell. Right now that's open to speculation. That will tell you more about where the industry is going than anything else. Will the specialists really make a serious effort at sell-through or will they let the larger players take a bigger share? If the share of the video specialists keeps declining you have to wonder where they are going to be in four or five years."

Tied to that observation is to what extent mass merchants will treat video as a fourth-quarter phenomenon. But in many cases last year a great many mass merchants did treat home video as a year round item and made substantial commitments.

"That's been very significant. Nobody talks about it but that was a very important development," says MGM/UA's Fisher. "That's a

lot of shelf space and a lot of traffic."

Despite the rosy side of the business, the dark side is still present. Media's Pirner says the industry will continue to grapple with four major considerations through the growth: distribution consolidation, depth-of-copy, pay-per-view and revenue sharing.

"There will be further distribution consolidation," says Baskerville. "We haven't seen the end of it yet. At what pace it will proceed is hard to gauge. But there's no going back."

One fallout of distributor consolidation, notes another observer, is the effect at retail.

"Their source of supply," he says, "has contracted as their distributor sources can't get access to product. That's an interesting wrinkle that didn't get a lot of attention but it's affecting retailers.

"The upshot is controlled distribution. Sources are limited but that keeps margins healthy. But that's really a euphemism for raising prices. Retailers are beginning to realize that on average they are paying more for product. And that's probably good for the business. Raising prices, in effect, and controlling distribution should allow the studios to increase services down through the distribution chain. In theory at least those activities should be straightened out."

In terms of distribution longterm, a number of observers still predict the record industry paradigm, where four or five powerhouse distributors will emerge, acquiring more and more independent product, something predicted at last April's National Association Of Video Distributors meet.

If that scenario develops, also say observers, it could play a key role in the industry's move toward revenue sharing, which many predict will become much more prevalent in the next 12 to 24 months.

STRIKE OLYMPIC GOLD!

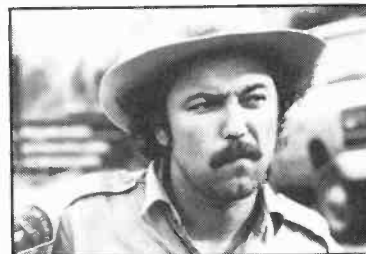
Profit from a golden sales opportunity this fall with 7 great video collectibles on the upcoming Olympic Games, featuring a 90-minute NBC Sports tape of the finest moments from their full coverage, entitled "HERE'S TO THE WINNERS: Highlights of the 1988 Summer Olympics." There are also 6 Sports-Specific tapes of selected events, such as basketball, boxing and water sports.

Great Consumer Appeal and Great Sales Support!

Place your order now! Call Rick Margolis, Director of National Sales, at (212) 983-8192 or see us at VSDA, Booth No. 2672.

Wood Knapp Video

140 East 45th Street, New York, NY 10017 (212) 983-8192



Ruben Blades in "The Milagro Beanfield War" (MCA).



Meg Ryan, Kiefer Sutherland, Tracy Pollan and Jason Gedrick in "The Promised Land" (Vestron).

HOT FALL

(Continued from page V-20)

Street," "A Nightmare On Elm Street 2: Freddy's Revenge," "A Nightmare On Elm Street 3: Dream Warriors," "The Texas Chainsaw Massacre Part 2," "Santa Claus: The Movie" and others.

•International Video Entertainment: IVE has Sly Stallone in its corner. Oct. 6 has been set for the release of "Rambo III" at \$89.95. It will be supported with an aggressive sales and rebate program for distributors who achieve specified sales objectives. The film will also be backed by a \$2 million marketing campaign which will run a full

eight weeks after street date. Enhancing the interest in the tape, IVE is also releasing "Rambo: First Blood, Part II" at \$14.95 list. Another recent box-office smash, "Red Heat," starring Arnold Schwarzenegger and Jim Belushi, is also on the back burner as a possible pre-Christmas rental title. The company will also be offering more than 20 other theatrical titles at \$19.95, including "Angel Heart," "Extreme Prejudice," "Eye Of The Tiger," "Silent Night, Deadly Night," "Pirates," "Breaker Morant," "Bolero" and others. IVE's children's division, Family Home Entertainment, is offering a Christ-

(Continued on opposite page)

VIDEO VENDING

(Continued from page V-17)

Wober. However, if an operator wishes to leave stocking and inventory purchases to another, a fledgling crop of tape suppliers, such as the Van Nuys, Calif.-based Videos Coast-to-Coast firm, which now supplies some 60 Keyosk units, have arisen to fulfill this need.

Though extensive R&D efforts, particularly in interactive software applications, and conservative investment resources behind buyers have most vendors three to six months behind projections, all industry figures surveyed agree machine proliferation is only 18 to 24 months away.

"1989 looks to be the year when sales will take off. By then the machines will be sufficiently accepted by the public to spur sales," says Vertx's Barnes, who offers what he calls a conservative estimate of 1,500 to 2,000 Vertx units in operation in late 1989.

"I'd say that it would be a pretty safe guess that we'll sell about 500 machines between now and then, and that's in addition to the 200 we've contracted with Nelson for," says Diebold's Wheeler, adding that, "however, if we happen to



Keyosk Corp.'s Keyosk Video Rental Center.

HOT FALL

(Continued from opposite page)

mas promotion on eight of its top children's releases. Each title is priced at \$14.95 and will be shrink-wrapped with a package of four Crayola Crayons. Also available is a 48-piece floor display for a suggested list of \$717.60. Titles include: "Wild Puffalumps," "A Baby Comes To Mapletown," "Velveteen Rabbit," "Pound Puppies: Fairy Dogmother," "Teenage Mutant Ninja Turtles: Heroes On The Half Shell," "Mad Scientist: Experiment In Error," "Thundercats: Safari Joe" and "Gumby And The Moon Boggles."

•**Virgin Vision:** "Consuming Passions" is set for an Aug. 31 warehouse release date, while "Lady in White" is set for a Sept. 14 warehouse release date. October sees "Da" and "Deadly Dreams."

CREDITS: *Special Issues Editors, Ed Ochs & Robyn Wells; Editorial Assistance, Jim McCullough; Editorial by Billboard editors, except "VCRs," "Stereo TV," and "CDV" by Ken Joy, and "Special Interest" by Chris McGowan, both L.A. freelance writers; Design, Steve Stewart; Cover, Jeff Nisbet.*

land any of a number of accounts we're currently negotiating on, that number could double or triple."

According to Lack from NVT, the firm should have another 200 Diebold-produced machines in operation in Canada (generally around Toronto) by the end of this year. Lack anticipates moving into the U.S. market—"perhaps through Buffalo," he notes—in mid-1989.

Though Keyosk's Terry looks to 1990 for an kind of "explosion," he does anticipate the surge to be significant, in the range of 400-500 units monthly.



The Vend A Video machine.

THE LIGHTHOUSE NATIONAL CENTER FOR VISION AND AGING

Wishes to Congratulate

THE VISION FUND OF AMERICA

and Its 1988 Honorees



JAMES JIMIRRO
President
J2 Communications



&



NEIL VANDER DUSSEN
President & CEO
Sony Corporation of America

Its Officers, Directors and Management Council

OFFICERS				
WILLIAM FOLLETT <i>Chairman</i>	JOHN MCPHERSON <i>President</i>	JOSEPH J. OLEWITZ <i>Vice President</i>		
ELIOT MINSKER <i>Secretary</i>	CHARLES VAN HORN <i>Treasurer</i>	BENITA ROUMANIS <i>Corresponding Secretary</i>		
BOARD OF DIRECTORS				
HENRY BRIEF <i>International Tape Association</i>	JOSEPH CAYRE <i>Goodtimes/Kids Classics Home Video</i>	TOM DEMAEYER <i>VCA/Teletronics</i>	HERBERT FISCHER <i>MGM/UA</i>	MARTIN IRWIN <i>Video Services Corporation</i>
DAVID LAZER <i>Henson Productions (Muppets)</i>	JULES LENI <i>Comprehensive Video Supply Corp.</i>	ROBIN MONTGOMERY <i>Cinema Group Entertainment</i>	NICK NISHI <i>Ikegami Electronics</i>	ROBERT PFANNKUCH <i>Bell & Howell/Columbia Paramount</i>
PETER PIRNER <i>Media Home Entertainment</i>	DANIEL D. ROBERTS <i>JVC Company of America</i>	NICHOLAS SANTRIZOS <i>Vista Home Video</i>	ADRIANA SHAW <i>Today Home Entertainment</i>	J. PHILIP STACK <i>Sony Corporation of America</i>
	JOSEPH M. SWIDERSKI III <i>Swiderski Electronics, Inc.</i>	STEVE YUHAS <i>Panasonic Industrial Co., Inc.</i>		
MANAGEMENT COUNCIL				
HOWARD E. GELTZER <i>Geltzer & Company, Inc.</i>	RICHARD KELLY <i>Cambridge Associates</i>	JANET LUHRS <i>International Teleproduction Society</i>	JOHN J. McDONNELL <i>Panasonic Company</i>	
BILL MCGORRY <i>Cablevision Magazine</i>	JOHN O'DONNELL <i>Sony Video Software Company</i>	GEORGE RICCI <i>Premier AVD Corp.</i>	JAMES RINGWOOD <i>Maxell Corporation</i>	DAVID SHEFRIN <i>David Shefrin & Associates</i>
ROBERT SIGMAN <i>Goodtimes/Kids Classics Home Video</i>	CHARLES TEPFER <i>Tepfer Publishing, Inc.</i>	DICK TURCHEN <i>Communications Mktg. & Consulting</i>	HAROLD WEITZBERG <i>Child's Play Video</i>	

The Lighthouse National Center for Vision & Aging receives generous support from The Vision Fund of America.

Stereo TV Is Here—Where Is the ‘Software’?

By KEN JOY

In Stereo—Where Available . . . Although Multi-channel Television Sound (MTS) broadcasts have been a reality in the U.S. for nearly four years, the above four words continue to be the bane of this advanced audio technology known as stereo television.

Networks and their affiliate stations—and even some cable systems—switchboards are regularly

deluged with calls from irate viewers wanting to know why their favorite show isn't available in stereo in their area.

"Some of it is economics," says an ABC network spokesman. "It's very expensive. It can cost upwards of \$250,000 to convert a station to give it the ability to broadcast stereo." The spokesman, who asked not to be identified, says KABC, the Los Angeles affiliate of American Broadcasting Co., would

be "thinking" about converting the Southern California flagship station to stereo sometime in 1989, but notes that plans aren't "definite." "We don't see that adding the cost of stereo broadcasting in the Los Angeles market will significantly improve our ratings in the near future," the spokesman offers.

ABC, in general, has lagged behind CBS and the adventurous NBC which lays claim to the first national stereo broadcast with a

"stereocast" of the "Tonight Show Starring Johnny Carson" in June of 1984. "ABC could have been the first on the air in stereo," says Ron Estes, senior audio engineer for the "Tonight Show," "but word leaked to NBC that ABC was going to air the opening ceremonies of the Summer Olympics in stereo in the Los Angeles market, and the brass at NBC decided to beat them to the punch." Estes had already been recording the "Tonight Show" in stereo for nearly two years, making the transition to broadcast very simple.

Since that time, NBC has broadcast nearly 90% of its prime-time schedule in stereo to its affiliates, the lion's share of whom are equipped to re-broadcast it to their markets.

CBS, conversely, has previously been lukewarm to stereo broadcasting, until this year when the decision was made to broadcast as much of the fall schedule (pending a resolution of the writer's strike) in stereo as possible.

Despite the overall lack of stereo transmission in the U.S., consumers are buying televisions with built-in stereo in record numbers according to the Electronics Industries Assn. (EIA), and most of those sets are 25-inches or larger.

"It's almost impossible to find a TV larger than 25-inches that doesn't include built-in MTS," says EIA spokesperson Cynthia Saraniti, adding that 98% of American households own a television of some sort, 94% of those are color sets 19-inches or larger, and 41% of those have built-in MTS.

The sales trend of MTS-ready televisions—those which have jacks that will accept an MTS decoder like Recoton's F.R.E.D.—is on the decline as consumers prefer to buy their sets ready to go with no additional equipment needed.

The EIA expects that sales of televisions with built-in MTS will grow nearly 45% by the end of next year to 6,200,000 units compared with 4,349,000 units sold in 1987.

Conversely, sales of stereo adaptable televisions will decline 30% to unit sales of 2.9 million in 1989 compared with the 3.8 millions units sold in 1987.

Some of the consumer acceptance of stereo television hardware—in spite of a lack of available stereo broadcasts in a large percentage of the country—has been fueled, in part, by steadily decreasing hardware prices.

Color televisions with 20-inch screens and built-in stereo can now be routinely found for under \$600.

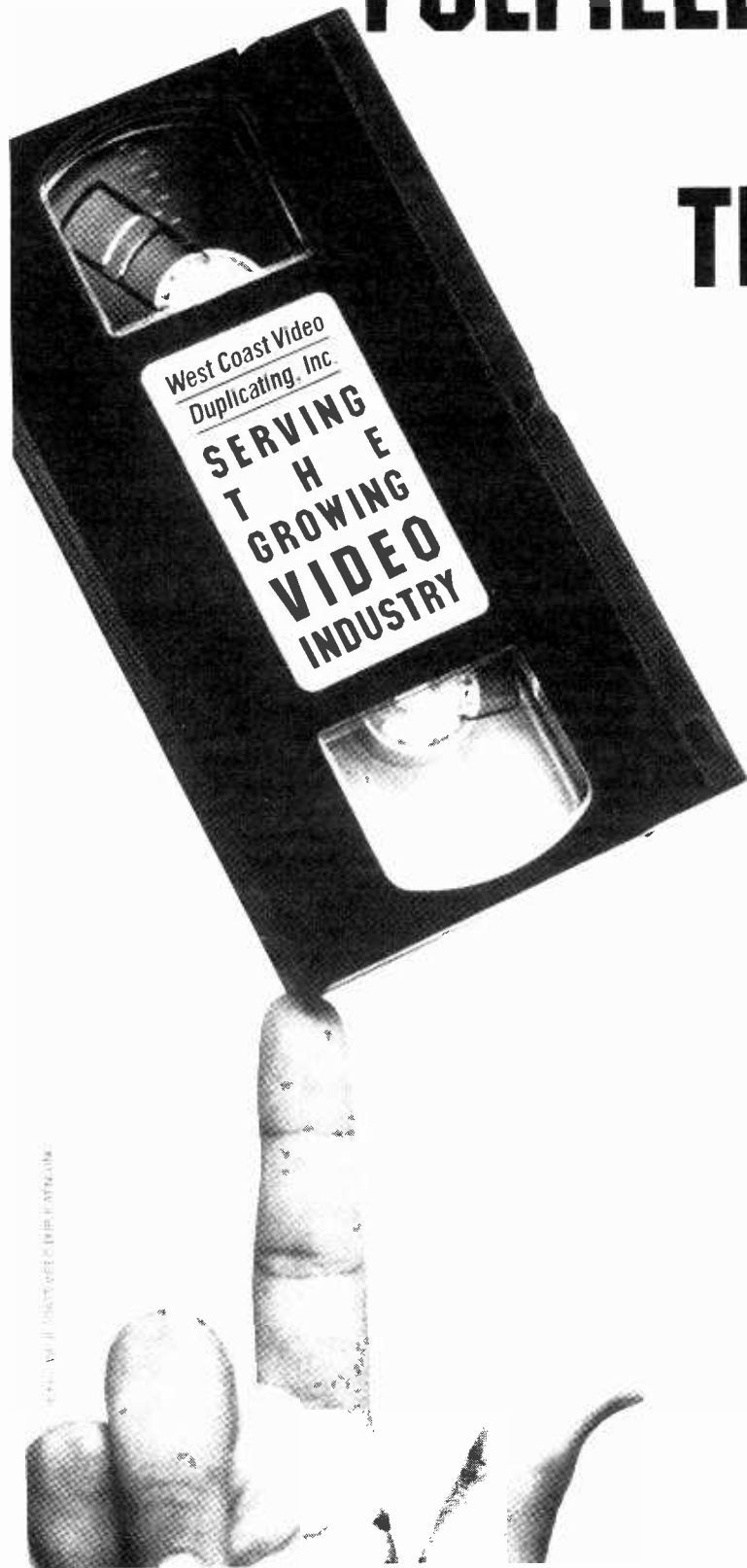
A good example is Hitachi's top-of-the-line CT-2079 which features 181 channels (125 cable ready), 35-button wireless remote, large channel recall, built-in MTS, audio/video inputs and side mount-front firing speakers with a suggested list of \$549. Hitachi's other top unit, the CT-2077W/B has built-in MTS, 119 channels and lists for \$499.

Emerson Radio Corp. follows suit with a 19-inch color monitor with its model MS 1980R that contains built-in MTS for \$499.95.

"Large-screen table models continue to be the largest-growing category in color TV," says Joseph Clayton, VP product management for General Electric. "Consumers are looking for a space-saving cabinet with a large-screen picture, and many are also interested in stereo sound," he says, noting that GE introduced two 20-inch stereo models for under \$450, and three 26-inch stereo table models for under \$700 at summer CES in Chicago.

GE's daughter company, RCA, also introduced a new 20-inch stereo model in its Dimensia line for under \$500 at summer CES.

VIDEO DUPLICATION AND FULFILLMENT SERVICES THAT MEET THE CHALLENGES OF TODAY'S INDUSTRY



FULL-SERVICE DUPLICATOR

West Coast Video Duplicating, Inc.'s expanded facilities offer unparalleled fast turnaround of mass duplication. We provide our customers with quality that meets or exceeds their standards. Automated labeling and packaging lines assemble your product to perfection. We offer fulfillment with computerized reporting. Inventory, maintained to your specifications, enables your order to be processed promptly.

QUALITY ASSURANCE

Quality at West Coast Video Duplicating, Inc. is assured by a total system of in-process checks and balances that begins at the "front door". A master evaluation is performed prior to duplication. Computerized in-line testing systems has been custom-designed to reject cassettes that do not meet our standards.

COMMITMENT TO SERVICE

Unquestionably, competitive pricing, as well as the ability to mass duplicate under strict quality control, attracts customers. We maintain accessibility with our customers and are aware of their concerns and needs.

WEST COAST VIDEO DUPLICATING, INC. MEETS THE CHALLENGE IN TODAY'S VIDEO INDUSTRY BY PROVIDING COMPETITIVE PRICES, MASS DUPLICATION, FAST TURNAROUND, STRICT QUALITY CONTROL AND A COMMITMENT TO SERVICE.



West Coast Video Duplicating, Inc.

385 VALLEY DRIVE, BRISBANE, CALIFORNIA 94005
(415) 468-7330 FAX (415) 468-1386

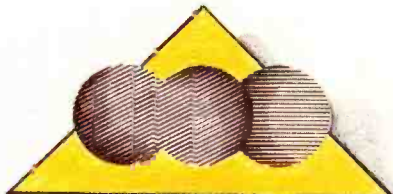
Who framed
ROGER RABBIT
SHIRTS!



P-P-Please
Look at our
Designs!



Here are just a
few of our hot
new ideas! There
are many more—
just Call!



Great Southern Company

501 COLLEGE STREET MACON, GEORGIA 31201

1-800-221-2771

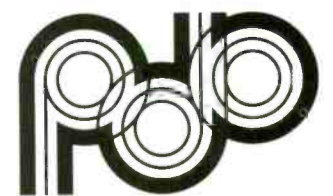
©1987 The Walt Disney Company and Amblin Entertainment Inc.

The future is
now in sight.
And sound.

CD Video. It heralds the arrival of theater-quality entertainment in the home. Rock videos. Bach videos. And all that jazz. The magic of movies, operas, and ballet. Combining highest quality video and pure digital audio in a single playback system. On 5", 8", and 12" discs.

Philips and Du Pont Optical, the leader in CD replication, is now leading the way for CD Video. Combining talent, technology, and personalized service, for the highest quality disc replication.

PDO and CD Video. It's your future, here and now. In sight. And sound.



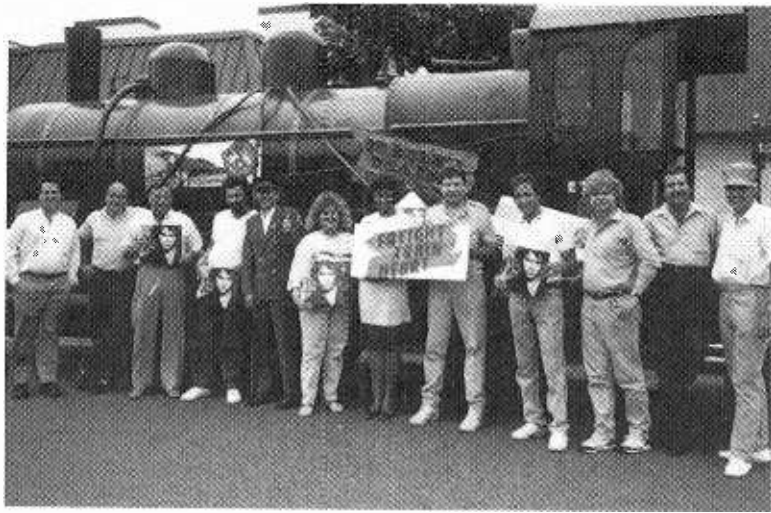
1251 Avenue of the Americas
22nd Floor
New York, NY 10020
Telephone (212) 764-4040
Telefax (212) 764-4079

Buizerdlaan 2, 3435 SE
Nieuwegein, The Netherlands
Telephone 011-31 3402-78911
Telefax 011-31 3402-34815



PHILIPS AND DUPONT OPTICAL





Pennsylvania Railroad. In support of Jimmy Barnes' Geffen album "Freight Train Heart," WEA's Philadelphia branch toured Delaware Valley streets in a locomotive-shape vehicle that made stops at key retail, radio, and wholesale stations, including the headquarters of 96-store Wall-To-Wall Sound & Video. Riding that train, from left, are Kevin Weinfeld, Wall-To-Wall VP of marketing; Steve Bell, senior VP; Jerry Shulman, president and chief executive officer; Bob Brent, singles buyer; Rick Cohen, train "conductor" and WEA regional branch manager; Sue Costello, WEA marketing coordinator; Sheila Artist, Wall-To-Wall office staffer; Rich Swede, special orders buyer; Gary Shulman, VP of music; Brian McEvoy and Brian Podell, marketing/merchandising coordinators; and Ray Milanese, WEA Philadelphia sales manager.

Jamaican Dealers Boycott Labels Over Hike In Vinyl \$\$

BY MAUREEN SHERIDAN

KINGSTON, Jamaica Retailers and independent producers here are boycotting major manufacturers amid controversy over a 20% hike in vinyl prices imposed by the Jamaican Record Manufacturers' Assn. The increase, the first since 1985, is said to be the result of rising U.S. vinyl costs.

JRMA president Ruel Thomson says, "Examination of profit earnings in the industry shows that traditionally retailers enjoy the highest earnings without having to assume much of the risk and financial outlay associated with the business."

Herman Chin Loy of Aquarius Records, speaking on behalf of the independent producers and retailers, says no one disputes the need

for price increases. What is at issue, he says, is the unilateral action taken by the JRMA without prior notice or discussion.

The boycott, which is supported by club and jukebox owners and sound-system operations, was called to protest what the boycotters call the insensitivity of the major manufacturers to the needs of small manufacturing companies and other areas of the industry.

The new prices for singles are \$1.30 for local releases and \$1.45 for foreign titles. For albums, the new prices are \$6 for local product and \$7 for foreign. There are fears that the new price levels may prove prohibitive for Jamaican consumers and thus endanger the health of the domestic prerecorded music market.

CD Store Makes Its Mark Cleveland Unit Touts Selection

BY CARLO WOLFF

CLEVELAND They haven't conducted a study, but Mark Kaufman and Howard Axe, co-owners of Mark's Compact Disc, are convinced their small store carries an inventory that would loom large in any context.

"I would have to guess we carry the largest selection east of the Mississippi," the red-haired Axe claims. "Certainly in the Midwest," Kaufman asserts.

"Boston Compact Disc claims to carry only 7,000 or 8,000 titles," Axe adds. Mark's Compact Disc claims it stocks 13,000 titles—all in a tiny, 390-square-foot space.

Another distinction is a display system that only exhibits CD inserts. "We felt if we displayed only the booklet, the jewel boxes

wouldn't be handled; neither would the CDs," says Kaufman. "Also, we can display six or seven booklets in the space of one jewel box."

Founded three years ago, Mark's Compact Disc occupies cramped yet comfortable quarters on the second floor of the Arcade, a 98-year-old brass and marble structure that is the oldest indoor shopping mall in the country, located just east of downtown Cleveland's Public Square. The offices of Mark's Compact Disc, which include crates of returns and the business books, fill another small space, on the third floor.

Tenants of this unique downtown mall pay \$20-\$40 per square foot. While Kaufman refuses to reveal what he pays, he does say that "we pay substantially less rent than the
(Continued on page 53)

Web's Year-Old Logo Sticks NRM 'Waves' Hello To The Future

BY GEOFF MAYFIELD

PITTSBURGH The National Record Mart chain is making Waves, and president Frank Fischer is pleased with the splash the year-old store logo has made thus far.

NRM opened its first Waves last August in the Columbus, Ohio, suburb Worthington (Billboard, Sept. 19). There are now seven Waves, and the web expects to have 10 stores operating under that name by the time the fourth quarter begins.

At the same time, the Pittsburgh-based chain continues to develop another new marketing identity—NRM Plus—the superstore banner that the company first rolled out in March in Louisville, Ky. (Billboard, April 30). The retailer is in the process of converting its nine freestanding Oasis Music & Video stores, most of which are located in the Pittsburgh area, to the NRM Plus banner.

The NRM Plus conversions will draw the curtains on another logo—Surplus Sounds. Surplus was designed for off-price centers, but NRM has never been satisfied with the performance of its two Surplus stores. Thus, both will be changed NRM Plus.

According to Fischer, the multi-logo attack increases NRM's expansion and marketing strategies, allowing the chain to fit different store concepts into appropriate situations.

The flagship logo, NRM, represents what Fischer calls a "traditional" record store. It remains the 12-state chain's most frequently used banner, and most NRMs will likely open in enclosed malls. NRM Plus denotes a big-store, full-catalog concept that lends itself to freestanding and strip-center locations.

The Waves stores represent the chain's step into the future—an upscale entertainment store with an emphasis on laser-read software. Thus, CD is the logo's emphasized music medium, and it is in these stores that Fischer plans to build a market for CD video and laserdisks. Waves stores do carry some of the product lines that one would find in a standard NRM store, but do not carry vinyl.

"We have managed to convince the [mall] developers that the Waves concept is not just another music store," says Fischer.

"It's a specialized music store geared toward the adult consumer. Effectively, we've had the opportunity to show them that you can service all general music store needs with a traditional store but create additional volume through a specialized store."

The "specialized" concept represents more than a marketing position. It also creates a wedge that helps NRM get into malls that already house traditional music stores. And in some cases—as has already happened at Franklin Park Mall in Toledo, Ohio—it allows NRM to operate two of its own stores in the same center.

Fischer acknowledges that Albany, N.Y.-based Trans World Music Corp. and its president, Bob Higgins, blazed the trail that finds music chains opening different logos within the same mall.

"Bob Higgins has done it very effectively. There's no question about it, and he deserves credit. I don't like it. I know what he's done—he's taken the cream off some things—but it was a smart marketing move," Fischer says.

"Our move is different from what Bob Higgins did. We are putting emphasis on these Waves stores not as a music store that carries the same product as a traditional store but as a store that will focus more on the adult consumer."

In the case of Toledo's Franklin Park, Fischer says mall developer the Rouse Co. solicited the Waves store. "They came to us on that," he says. The NRM store in that mall occupies 3,000 square feet, while the Waves store in that center—formerly a shoe store—is 1,500 square feet.

The biggest Waves yet, at 4,000 square feet, will open shortly in the Chicago-area at the huge, four-floor Woodfield Mall, which Fischer calls "probably the mall in that area." According to Fischer, Woodfield landlord the Taubman Co., known as a particular developer, was eager to add Waves to its store mix. "They're looking for this to be a feather in their cap," he says.

Fischer says Waves' inventory mix is still evolving. Based on sales to date, NRM will increase Waves' stock of prerecorded cassettes. A larger portion of sell-through-priced videocassettes will

also be added to those stores.

There have been some surprises. For example, in Holyoke, Mass., a new market for NRM, Waves customers have a larger appetite for country music than had been anticipated. The chain's recently implemented automated inventory systems help determine such adjustments, says Fischer.

Since the November rollout of its computerized system, NRM has been reshaping its inventory at all of its stores. Gone, says Fischer, are the days when the web tried to maintain "a pretty constant inventory" throughout the chain.

"I think certainly the inventory levels have to vary according to the market you're in. In our situation, we have a wide diversity of markets. There are a great many small markets that don't do high volumes but do produce profitable stores. On the other hand, in larger metropolitan markets, you do
(Continued on page 64)

Now at our NEW LOCATION

IMPRESSIVE IMPRINTS INC.
DIVIDER CARD & PROMOTIONAL IMPRINTING COMPANY

We Specialize in Silk Screening & Hot Stamping, Impressive Imprinting of 1000's of Promotional Items.

Our Customers are Leading Chains, Record & Tape Retailers, Major Distributors, Record Companies and Home Entertainment Manufacturers.

195N Central Avenue
East Farmingdale, N.Y. 11735
(516) 293-6161

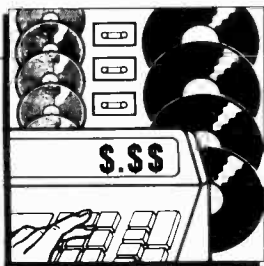
America's Largest CD Distributor HERE'S WHY:

- **PRICE**—Low everyday prices, incredible weekly sales.
- **FILL**—Best fill in the industry.
- **SERVICE**—100% computerized inventory. The order you place is the order you get. No disappointments!! No surprises!!
- **DELIVERY**—guaranteed 1-2 day delivery anywhere in the U.S. at no extra charge to you.

CALL NOW for our spectacular catalog of THOUSANDS of CD's ACTUALLY IN STOCK!!

New York (212) 517-3737	Toll Free (800) 826-0079	Los Angeles (213) 388-9834
Connecticut (203) 798-6590	DEALERS ONLY	FAX (203) 798-8352

RETAIL TRACK



by Earl Paige

VIDEO IN CD STORES: A lot of CD-only stores have talked about it: the evolution into video. As CD becomes a regular configuration, how do CD-exclusive stores position themselves?

In L.A., **Compact Disc-Count**, a store owned by **Earl Mindell**, is diversifying into laserdiscs. "Our movies will be mostly cult and those revolving around music," says **Simon Romero**, manager of the small initial inventory of both 12-inch and 8-inch videodisks. **Romero** and **Sue Noorthoek**, assistant manager, are more enthusiastic about the 5-inch CD video format. **Romero** hopes for a price range of \$7.99-\$20. "A lot of customers are asking for them," says **Noorthoek** of CDVs.

Noorthoek has some distribution perspective from her stint at the ill-fated **Digital Waves**, a one-stop in suburban L.A. that also confronted the limitations of confining a company's business to a single product line. Both **Romero** and **Noorthoek** believe the **Westwood** outlet is well positioned. Used CDs are important, too.

Also focusing on laserdisk and CDV is **Ted Vinson**, who heads **Dallas Digital**, the corporate name for a six-store operation. **Vinson** is also excited about 3-inch CDs. "They're blowing out of our stores," he says. **Vinson** will acknowledge that compared with a year or more ago, the CD-only business has matured "from the point of the initial explosion."

At **Compact Disc Emporium**, **East Lansing, Mich.**, manager **Greg Walton** agrees CDV is starting to make a mark, but he believes the CD-specialty store can flour-

ish and grow without video products. "Sure, I've been reading about the CD-only stores that are closing up," he says. "It's tough. But we're growing—we just expanded into another 500 square feet. Selection, having the obscure titles, and service are what we stress."

Compact Disc Emporium owner **Steve Bergman** also owns **Schoolkids Records** in **Ann Arbor, Mich.**

Vital for **Compact Disc Emporium** is special-orders service. "We mail-order all over the U.S. A lot of this is from college students who go back home and have our card and tell friends about our selection. The big chains won't listen to you if you want to order something and then call you when it comes in."

The view of a new store owner comes from **Bill Keffury**, who opened **The CD Seller** eight months ago. **Keffury** says he's yet to see the need to diversify. "We're meeting our initial projections," he says. One factor he cites is keying on price. "Our customers say we are very competitive for a specialty store, compared with what the chains are doing around us. We can't compete when they do new releases at \$12.99. But we are competitive in a lot of price areas—and of course we offer service."

AT THE ONE-STOP: **John Kmiec**, VP at Baltimore one-stop **JEK**, wonders about the fate of the 3-inch CD. "We have them in a kind of limbo area," he says. "Essentially, we believe in the configuration, but there are a lot of uncertainties, and it just adds to the amount of items we have to carry. The worst thing has been the adapters. At least **Rounder** packs an adapter with the record. **CBS** is a hodgepodge; they are offering an adapter with every five disks. What do we do when an account buys less than five of an item?"

At a time when one-stops are still carrying the ball in vinyl LPs in addition to carrying more and more CDs and cassettes, there arrives the cassette maxie single "and now the CD single," says **Kmiec**. At least the cassette album is picking up: "We're

(Continued on page 52)

COMPACT DISCS & ACCESSORIES

LOW PRICES-WEEKLY SPECIALS ON CD'S!

- NEW LARGER INVENTORY
- SAME DAY SHIPMENT
- COMPUTERIZED ORDER PROCESSING
- IMMEDIATE ACCESS TO YOUR PERSONAL SALES REP

CALL TODAY... WE WANT TO SERVE YOU!



ALL DISC TRADING
41 MONROE TURNPIKE, TRUMBULL, CT 06611
1-800-255-3472 • IN CT 203-452-0203 • FAX 203-452-1843

WE MAINTAIN A CURRENT ARTIST LIST WITH OVER 1300 NAMES. WHEN YOU THINK OF DIVIDER CARDS THINK OF GOPHER.



FOR A FREE CATALOG CALL 800/648-0958
GOPHER PRODUCTS

If any CD performer on this page is worth an award, it's this one.



Our CD compact disc cleaning system is the only one with true radial cleaning. It cleans your customers' CD's perfectly every time they use it. An outstanding achievement in music.

For more information on our company and products write Discwasher, Inc., 4310 Transworld Rd, Schiller Park, Illinois 60176. Or call (312) 678-9600.

D4 discwasher
for sparkling performances.

FOR WEEK ENDING AUGUST 13, 1988

Billboard®

©Copyright 1988, Billboard Publications, Inc. No part of this publication may be reproduced, stored in any retrieval system, or transmitted, in any form or by any means, electronic, mechanical, photocopying, recording, or otherwise, without the prior written permission of the publisher.

TOP COMPACT DISKS™

THIS WEEK	LAST WEEK	2 WKS. AGO	WKS. ON CHART	POP™	
				ARTIST LABEL & NUMBER/DISTRIBUTING LABEL	TITLE
				★★ NO. 1 ★★	
1	2	1	14	TRACY CHAPMAN TRACY CHAPMAN	ELEKTRA 2-60774
2	1	2	6	STEVE WINWOOD ROLL WITH IT	VIRGIN 2-90946
3	3	6	23	GUNS N' ROSES APPETITE FOR DESTRUCTION	GEFFEN 2-24148
4	4	3	11	SADE STRONGER THAN PRIDE	EPIC EK 44210/E.P.A.
5	5	8	49	DEF LEPPARD HYSTERIA	MERCURY 830 675 2/POLYGRAM
6	6	7	6	ELTON JOHN REG STRIKES BACK	MCA MCAD 6240
7	7	4	13	BRUCE HORNSBY & THE RANGE SCENES FROM THE SOUTHSIDE	RCA 6686-2-R
8	8	5	10	VAN HALEN OU812	WARNER BROS. 2-25732
9	9	12	5	ROBERT PALMER HEAVY NOVA	EMI-MANHATTAN E2-48057
10	12	9	39	GEORGE MICHAEL FAITH	COLUMBIA CK 40867
11	10	11	47	SOUNDTRACK DIRTY DANCING	RCA 6408-2-R
12	14	14	4	CINDERELLA LONG COLD WINTER	MERCURY 834 612 2/POLYGRAM
13	20	21	3	BRIAN WILSON BRIAN WILSON	SIRE 2-25669/REPRISE
14	11	10	6	JIMMY PAGE OUTRIDER	GEFFEN GHS 2-24188
15	15	16	23	TERENCE TRENT D'ARBY THE HARDLINE ACCORDING TO TERENCE TRENT D'ARBY	COLUMBIA CK 40964
16	21	15	23	ROBERT PLANT NOW AND ZEN	ESPARANZA 2-90863/ATLANTIC
17	18	20	17	GLORIA ESTEFAN/MIAMI SOUND LET IT LOOSE	EPIC EK 40769/E.P.A.
18	19	19	5	JIMMY BUFFETT HOT WATER	MCA MCAD 42093
19	28	—	4	RICHARD MARX RICHARD MARX	EMI-MANHATTAN E2-46760
20	17	23	6	DAVID SANBORN CLOSE-UP	REPRISE 2-25715
21	13	13	4	CROWDED HOUSE TEMPLE OF LOW MEN	CAPITOL C2-48763
22	22	27	3	PATTI SMITH DREAM OF LIFE	ARISTA ARCD 8453
23	25	24	39	INXS KICK	ATLANTIC 2-81796
24	24	17	17	MIDNIGHT OIL DIESEL & DUST	COLUMBIA CK 40967
25	27	30	3	NAJEE DAY BY DAY	EMI-MANHATTAN E2-90096
26	23	26	15	10,000 MANIACS IN MY TRIBE	ELEKTRA 2-60738
27	16	22	15	ZIGGY MARLEY & THE MELODY MAKERS CONSCIOUS PARTY	VIRGIN 2-90878
28	26	25	21	SOUNDTRACK MORE DIRTY DANCING	RCA 6965-2-R
29	30	—	2	VAN MORRISON/CHEIFTAINS IRISH HEARTBEAT	MERCURY 834 496 2/POLYGRAM
30	NEW ▶	—	1	JETHRO TULL 20 YEARS OF JETHRO TULL	CHRYSALIS V3K 41653

COMPACT DISCS, TAPES RECORDS & LASER DISCS

CALL TOLL FREE IN U.S. 1-800 843-0955
IN CALIF. 1-800 222-3973 FOR OUR FREE MAILER & INFORMATION...
ASK FOR JERRY!

RETAIL COMPUTER SOFTWARE AVAILABLE!

ABBEEY ROAD
WHOLESALE ONESTOP
DISTRIBUTORS

PHONE 1-800 843-0955
IN UNITED STATES
1-800 222-3973
IN CALIFORNIA
(714) 546-7177

WORLDWIDE EXPORT... WIDE ACCESSORY SELECTION
ORDERS COMPUTER FILLED FAX(714) 846-0837 TLX 3781792

Finally – LIFT comes to Canada.

LIFT brings new life to
your music or video shop.

A complete merchandising
system that provides the ulti-

mate display and storage capability while
securing your business against shoplifting.



LIFT Ltd.
Canada
37 Main Street S.
Kenora,
Ontario
P9N1S8
Tel: 800/465/
7777
Fax: 807/468/
9147



Hastinger, Keck.

Proven success throughout the world.
LIFT vendor systems guarantee a perfect
flow of merchandise in your store. Your
new partner in Canada: LIFT Canada
37 Main Street S. Kenora, Ontario P9N 1S8

Tel: 800 – 465 – 7777 Fax: 807 – 468 – 9147

LIFT[®]
Systems with future.

Somebody is going to make a lot of money continuing to sell replacement needles and cartridges for the 60,000,000 turntables out there now ...and the 4,600,000 that will be sold this year. Why not you?

Pfanstiehl can show you how. Write today.

Please send me details on your Replacement Needles Program for Profit:

Name _____
 Address _____
 City _____ State _____ Zip _____
 Your Phone Number () _____
 Type of retail outlet _____

Mail to: **Pfanstiehl**
 3300 Washington St., Waukegan, IL 60085
 Tel: 1 (800) 323-9446

Rykodisc Plans DAT Release In Sept.

BY JEAN ROSENBLUTH

SEEDS & SPROUTS: Rykodisc will become a four-configuration company in September with the release of "Steal This DAT," a compilation along the lines of Ryko's two "Steal This Disk" CD collections. The 4-year-old label, which began as a CD-only outfit, recently began producing LPs and cassettes as well—though not quite on schedule. Analog product was originally due at the end of June; it should be out by the time you read this. A company spokesman says the label "is just testing the DAT waters" and has no plans for any other releases in the configuration.

Fairport Associates' video "It All Comes 'Round Again" is a fact- and trivia-filled documentary about Fairport Convention featuring rare footage from 1968-74 (in-

cluding the only known live shots of Fairport with Sandy Denny; interviews with members past and present; and excerpts from the folk-rock group's recent 20th-anniversary reunion concert. Even casual fans should find the video en-



tertaining; of its 110 minutes, 70 are music. Write Fairport Associates, Suite 1156, 163 Joralemon St., Brooklyn, N.Y. 11201 for ordering information.

Chip and Tony Kinman, the guiding lights behind punk sensationists the Dils and later the anything-but Rank & File, have formed Blackbird. The group's self-titled debut on Iloki (P.O. Box 49593, Los Angeles 90049) owes more to Throbbing Gristle than either of the brothers' former out-

fits; instrumental drone is occasionally punctuated by relatively sane vocals. With some remixing, tracks could challenge dance-floor denizens.

All of the performers scheduled as of press time to appear at the 16th Annual San Francisco Blues Festival Sept. 10-11 record for independent labels, which is not much of a surprise when you consider that Robert Cray is *not* on the bill. Among those who will be on hand during the fest, which takes place from 11:30 a.m.-6 p.m. each day at the Great Meadow at Fort Mason, are Johnny Copeland (Rounder); Elvin Bishop, Albert Collins, Koko Taylor, and Lil Ed & the Blues Imperials (Alligator); Bobby Bland (Malaco); C.J. Chenier & His Red Hot Louisiana Band (Arhoolie); John Lee Hooker (Pausa); Joe Louis Walker (HighTone); and Ron Thompson & the Resistors (Blind Pig). As for Cray, he did join Collins on stage at last year's show, so who knows?

RETAIL TRACK

(Continued from page 50)

seeing it 3-to-1 compared to LP," he says. "Cassette is finally catching on. Only in black and country is it lagging."

HERE'S A TWIST: Musicland and host stations in nine markets conducted a contest promotion for the Fat Boys' single "The Twist." The act hosted the events in four markets. The markets and stations: Minneapolis (Southdale Mall), WLOL; San Francisco (Serramonte Center) KMEL; Nashville (Fountain Square Mall), WYHY; Detroit (Livonia Mall), WHYT; Los Angeles (Sherman Oaks Galleria), KPWR; Dallas (Irving Mall), KKDA; Philadelphia (Montgomery Mall), WEEX; Washington (Prince George Plaza), WAVA; San Diego (Sea World) KKLQ. The grand prize is a party at the winner's home with the Fat Boys. The national "Twist Off" was scheduled at a New York area beach, where, interestingly enough, a regional contest had to be rescheduled, says a spokeswoman at label Tin Pan Apple.

If you're tired of this column hyping compact disk stores call Earl Paige at 213-273-7040.

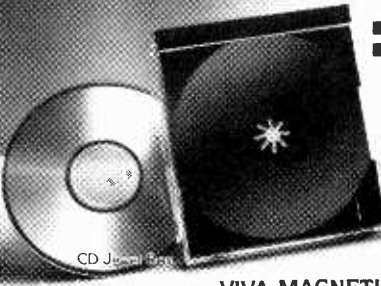
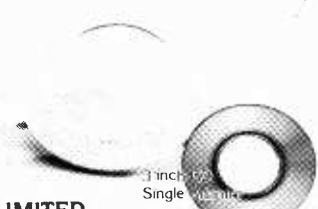



Scruff Enough. Life During Wartime, a cassette and CD store in Sioux Falls, S.D., was the scene in June of an acoustic set by Relativity recording act Scruffy The Cat, shown above. About 150 fans turned out for the show, autographs, and T-shirts stenciled with the band's album artwork.

ORIGINAL CD JEWEL BOX AND 3-INCH CD SINGLE ADAPTOR

Besides the standard CD Jewel Box, we offer you 2-piece CD Box and 3-inch CD single adaptor.

- Licence of CD Jewel Box manufacturing according to Polygram specification. Accurate dimension for CD automatic packaging machine.
- Available in 2-piece CD, Single Box and Multipack case (for 2 CDs, 3 CDs, 4 CDs)
- 3-inch CD single adaptor for 3-inch CD single
- Competitive Price with prompt delivery.

VIVA MAGNETICS LIMITED
 16th Fl. E on Fty Bldg., 14 Wong Chuk Hang Road, Hong Kong.
 Tel: 5-530285 Telex: 83234 VIVA HX FAX: 852-5-8731041

Carrefour: Philly's French Connection

BY BRUCE HARING

NEW YORK Carrefour, one of France's leading discount department stores, opened its first U.S. "hypermarket" earlier this year in a Philadelphia suburb.

The 330,000-square-foot store is located in an office/retail complex under construction on a site that formerly housed the Liberty Bell Race-track. Open since Feb. 2, the store offers a limited selection of more than 50,000 different products, discounting through volume purchasing. Roller-skating clerks provide aid to customers. And yes, in all that vast space they sell audio and video software, too.

Carrefour, which means "crossroads" in French, is protected by the Knogo Corp.'s Electronic Article Surveillance system, which uses hard-to-detect "electro thread" to activate a scanning alarm system. The store tags approximately 35%-40% of its goods.

Racked by Handelman Co. of Detroit, the store sells LPs, cassettes, and CDs and offers videos for sale or rent. Also featured are an array of blank tapes and accessories and a limited selection of electronic hardware. The multifaceted Carrefour also carries groceries, clothing, jewelry, and linens. The firm has stores in France and Spain and throughout South America.

The company has been under fire in Philadelphia from the United Food and Commercial Workers Union, which through a leaflet campaign

urges store patrons to "buy American." The firm is accused by the union of destroying local small businesses, paying U.S. workers wages below that of area supermarket clerks, and "charging consumers the highest prices they can on a limited selection of products," according to a union-sponsored flier distributed outside the store. Store officials declined to comment on the handout or other business practices.

A quick visual examination of Carrefour's audio/video department revealed budget cassettes starting at \$1.49, with front-line cassettes ranging from \$6.99-\$7.49; midline classical and jazz CDs from \$7.99-\$8.99; front-line CDs at \$12.99; and new LPs priced at \$7.49 (Hall & Oates) to \$7.99 (INXS).

Videos, stocked from five-16 deep, rent for \$1.58 per day, according to a

clerk. Life membership in the store's video club costs \$9.99 and offers customers eight free rentals and no security deposit on up to three rentals with two forms of ID.

Blank videotape is offered at low-ball prices: from \$3.49 (Scotch T-120) to \$4.99 (Maxell Gold). Sale prices on prerecorded videocassettes range from a typical \$18.99 for "This Is Elvis" to \$24.99 for Disney's "Lady And The Tramp" and Paramount Home Video's "Crocodylle Dundee."

The Philadelphia store grosses approximately \$30,000-\$40,000 on a weekday and upward of \$100,000 on a busy weekend, according to a company official. The store is open 9 a.m.-10 p.m. daily.

The French company plans to open another hypermart in Setauket, N.Y., within the next 12 months, according to a store official.



With 330,000 square feet and more than 60 cash register lanes, the Philadelphia area's Carrefour has plenty of room to accommodate its music and video products, which are racked by the Handelman Co. This store is the first in the U.S. for the French retailer, which plans to open another location in the States within the year.

CLEVELAND CD STORE MAKES ITS MARK

(Continued from page 49)

other retailers in this building."

"We were profitable from the first day we opened," says Axe. "We netted \$75 the first day, after all our expenses.

"And that's with no advertising, no nothing," says Kaufman, who met Axe years ago. Kaufman, 40, and Axe, 29, are both natives of the east side suburb Cleveland Heights. Each acquired CD players "early on," says Kaufman.

"We'll probably hit \$1 million in gross sales this year," Kaufman predicts, adding that he and Axe plan to acquire warehouse space soon for their fledgling wholesale operation, TBW (as in This Beats Working).

"We're the only independent all-CD store in the city," claims Kaufman. "We're probably one of the oldest all-CD retailers in the country."

They buy from all different kinds of wholesalers, says Kaufman. "We buy from 75 different vendors all over the world—except CBS," he says, adding they often buy direct, bypassing one-stops.

"That way we get a better fill and more accurate inventory," says Axe.

"If some major label came out with a big promotion and offered a 15% discount on, say, a Tiny Tim record, we'd consider it," Kaufman says.

"We can always use a cheaper price to pass on to our customers," says Axe. "And if the customer doesn't want it, who cares?"

"When we take chances on quantity buying of a particular title, we'll do it on something that we value highly and communicate to our customers," Kaufman says. "Case in point: the Ahmet Ertegun four-CD set of New York cabaret, of which we've sold dozens at more than \$40 per. That's a guaranteed

money loser for the record company."

That exotic Atlantic Records set may be found behind the front counter. A sales clerk there is in reach of five solid walls of CDs, lined up in neat rows up to the 13-foot-high ceiling. The CDs are arranged by first manufacturer, then by catalog number. Other CDs occupy shelves beneath the insert displays that ring the walls, and still more are stored in a separate L-shaped room off the customer section.

"Our computer can track about 120,000 titles," says Kaufman. "We have about 19,000 in the computer now, but we don't stock that many."

There are separate categories for classical, opera, 20th century, new age, jazz, rock, and country. "Then it gets interesting," says Kaufman, noting special sections for various countries and, of course, reggae. "We plan to have a tango section, too," he says, adding that a third of the store's customers buy classical disks. Further breakdown is difficult because "our customers buy everything."

Mark's is open Mondays-Fridays 10 a.m.-5:30 p.m. and Saturdays 11 a.m.-5 p.m. Single disks range from \$13.99-\$21.99.

Mark's also sells Magnavox CD players, Monster Cable products, and jewel boxes. "We like carrying accessories that can make an impact on the sound quality of the system," Kaufman says.

The store employs five full-timers and one part-timer, says Kaufman.



Partners Mark Kaufman, and Howard Axe claim they stock some 13,000 CD titles in their tiny, 390-square-foot Mark's Compact Disc shop. The store is located in downtown Cleveland's Arcade, which is said to be the oldest indoor shopping mall in the U.S. (Photo: Carlo Wolff)

1988 CBS Sports' Coverage of

TOUR DE FRANCE



Music Composed and Produced by

JOHN TESH

1987 Emmy Award Winner



Private Music®

Private Music is available on Audio-tape, Vinyl, Chrome Cassette and Compact Disc.

Manufactured and distributed by RCA in the USA.

ALBUM RELEASES

The following configuration abbreviations are used: LP—album; EP—extended play; CA—cassette; NA—price not available. Multiple records and/or tapes in a set appear within parentheses following the manufacturer number. ◆=Simultaneous release on CD.

POP/ROCK

PATTI AUSTIN
The Real Me

◆ LP Qwest 1-25696/NA
CA 4-25696/NA

MICHAEL CRAWFORD
Songs From The Stage

◆ LP Columbia OC-44321/NA
CA OCT-44321/NA

DAVID DREW
Safety Love

◆ LP MCA 42171/NA
CA MCAC-42171/NA

KOOL & THE GANG
Everything's Kool & The Gang: Greatest Hits & More

◆ LP Mercury 834 780-1/NA
CA 834 780-4/NA

KENNY LOGGINS
Back To Avalon

◆ LP Columbia OC-40535/NA
CA OCT-40535/NA

STEVE MILLER
Born 2 B Blue

◆ LP Capitol C1-48303/NA
CA C4-48303/NA

OMAR & THE HOWLERS
Wall Of Pride

◆ LP Columbia FC-44102/NA
CA FCT-44102/NA

PSYCHEDELIC FURS
All Of This & Nothing

◆ LP Columbia FC-44377/NA
CA FCT-44377/NA

RED HOT CHILI PEPPERS
Abbey Road E.P.

◆ LP EMI-Manhattan E1-90869/NA
CA E4-90869/NA

VIXEN
Vixen

◆ LP EMI-Manhattan E1-46991/NA
CA E4-46991/NA

BRIAN WILSON
Brian Wilson

◆ LP Sire/Reprise 1-25669/NA
CA 4-25669/NA

JAZZ

JOHN BOLIVAR
Bolivar

◆ LP Optimism OP-3204/NA
CA OP C-3204/NA

BENNY CARTER QUINTET FEATURING DIZZY GILLESPIE
In The Mood For Swing

◆ LP Musicmasters CIJ 20144X/NA
CA CIJC 40144W/NA

LUIS CONTE
La Cocina Caliente

◆ CD Denon CY-30001/NA
CA CC-72237/NA

KENNY DAVERN
One Hour Tonight

◆ LP Musicmasters CIJ 20148A/NA
CA CIJC 40148Z/NA

JOHNNY GRIFFIN
Blowing Session

◆ LP Blue Note B1-81559/NA
CA B4-81559/NA

DEFUNKT
Avoid The Funk/A Defunkt Anthology

◆ LP Hannibal HNBL 1320/\$9.98
CA 1320/\$9.98

BENNY GOODMAN
Yale Collection, Vol. I

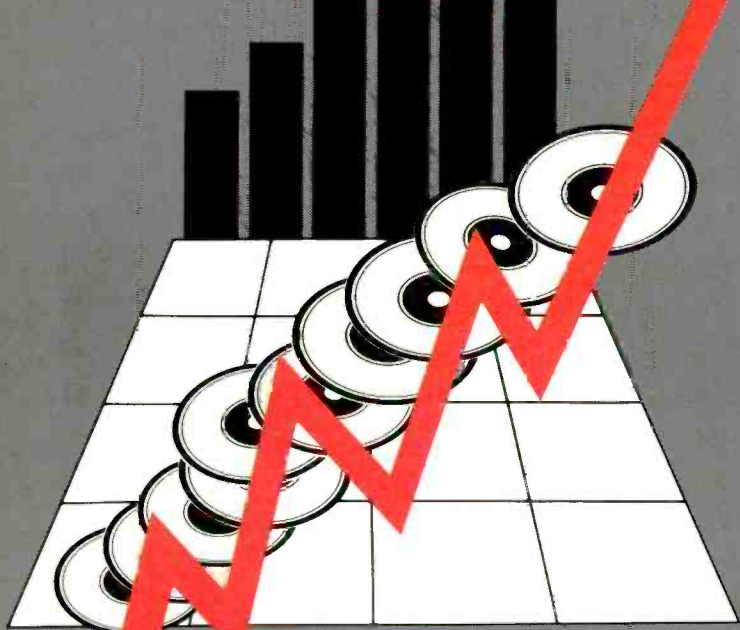
◆ LP Musicmasters CIJ 20142F/NA
CA CIJ 40142A/NA

THE GREENE STRING QUARTET
Molly On The Shore

◆ LP Hannibal HNBL 1333/\$9.98
CA 1333/\$9.98

DICK HYMAN
Face The Music: A Century Of Irving Berlin

A BILLBOARD SPOTLIGHT
IT'S A BULLISH MARKET...
CDs ARE GROWING!!



Now is the time to invest your music dollars. The CD rage isn't slowing down. It's multiplying every week, every month—the most incredible piece of audio technology to come along in decades. Billboard's CD Spotlight is more important than ever this year. It can bring the timeless CD future and its profit to you.

IN THIS ISSUE:

THE LATEST MARKET DATA: top sellers, current releases, upcoming products, best selling accessories.

FUTURE DIRECTIONS: CD-Technology, CD-Video, CD-Interactive, DAT vs. CD.

INTERNATIONAL: overview of CD developments in the UK and Europe.

PRODUCTION: analysis of duplication and replication of CDs at the manufacturing level.

RETAILING IDEAS: display and promotion ideas, success stories.

ISSUE DATE:

SEPTEMBER 24

AD CLOSING:

AUGUST 30

FOR AD DETAILS CONTACT:

RON WILLMAN
DIRECTOR OF SALES: VIDEO/SOUND
212 536 5025

NORM BERKOWITZ
212 536 5016

◆ LP Musicmasters MMD 20147H/NA
CA MMC 40147F/NA

ANDY LAVERNE
Jazz Piano Lineage

◆ CD DMP CD-463/NA

MISS PEGGY LEE
Peggy Sings The Blues

◆ LP Musicmasters CIJ 20155K/NA
CA CIJC 40155H/NA

CAROL JOY ROBINS
Joy Since The Blues

◆ LP Optimism OP-3202/NA
CA OP C-3202/NA

VARIOUS ARTISTS
Optimism Sampler

◆ CD Optimism CD-3109/\$11.98
CA OP C-3109/\$5.98

To get your company's new releases listed, send release sheets or type the information in the above format on your letterhead. Please include suggested list price whenever possible. Send to New Releases, Billboard, 1515 Broadway, New York, N.Y. 10036.

THE COMPLETE STORY OF 1987 IN MUSIC & VIDEO!

Every Single, Album & Videocassette That Debuted On Billboard's Pop, Country, Black, Adult Contemporary, Rock Tracks, Compact Disk and Videocassette Sales and Rentals Charts in 1987.

SINGLES, ALBUMS & COMPACT DISK SECTIONS list each record's peak chart position, date of first chart appearance, total weeks on the charts, original label and record number, plus new artist biographical notes, and more.

VIDEOCASSETTES SECTION lists each video's peak chart position, date of first chart appearance, total weeks on the charts, principal stars, director, producer, subject category, plot description, running time, and more.

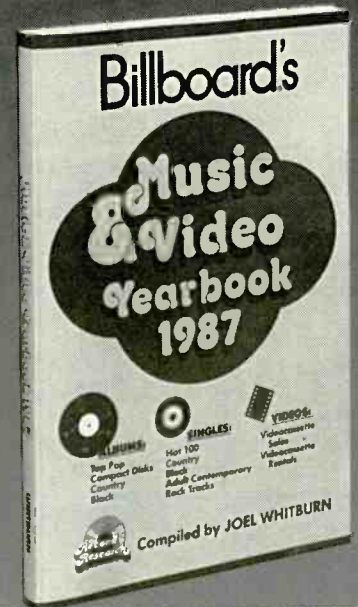
TIME CAPSULE covers the year's highlights in sports, movies, television, the news, and more.

POP ANNUAL SECTION numerically ranks all singles that peaked on the "Hot 100" according to chart performance.

SONG TITLE SECTION lists all singles titles in alphabetical order.

#1 HITS SECTION lists all #1 records on other major Billboard charts: Dance Music, Jazz, Classical, Gospel.

Softcover. 240 pages.



Over 1,760 Singles, 860 Albums & Nearly 200 Videocassettes From The Year's Biggest Charts!



The World's Leading Authority On Recorded Entertainment
P.O. Box 200
Menomonee Falls, WI 53051
414-251-5408

ORDER ENTERTAINMENT'S ULTIMATE YEARBOOK

Music & Video Yearbook 1987 \$30.00
Shipping & Handling \$ 4.00
Total Payment \$ _____

All orders must include payment by check or money order in U.S. dollars. MasterCard and VISA charge are available (send card name, number, expiration date and signature.)

Please send me more information on the complete line of Record Research music reference books.

Name _____

Address _____

City _____ State _____ Zip _____

Mail to: Record Research Inc., Dept. BB11, P.O. Box 200, Menomonee Falls, WI 53051.

Jerry Garcia 1st Solo
Featuring "Deal", "Sugaree", "Wheel".
CD In Stock

Also

Wake Of The Flood
Blues For Allah
Bob Weir - Ace

10.75

North American Digital
1-800-367-5422

How do you say
fully secured video rental
transactions, complete
consumer financial service
and traffic generating
direct marketing programs
in just one word?



Alliance.

Simply hanging out a sign that says "Video Rental" is not enough in today's competitive world. You need computerized management services, automated payment methods and exciting consumer marketing. You need an alliance of services.

From financial services, credit card and transactional services, to inventory management and nationwide consumer services, the Alliance Entertainment System[®] has been designed exclusively for video rental merchandising. Not only that, Alliance provides you these critical services in one easy to use, low-cost, fully integrated package.

An Alliance that hits you in the bottom line.

Credit card discount rates from 1.98% and below. A national check guarantee program at 1.75% on checks (local, out of town or out of state) up to \$2,000.00. Electronic Check writing services (similar to ATM debit) including auto-

matic deposit of funds and no charge backs. Full credit card servicing by one of the nation's largest settlement banks, including automatic next day deposit of credit funds.

An Alliance that protects.

A fully protected loss prevention and theft insurance program covering up to \$1,500 in retail product value on each rental transaction. The cost? Nothing.

It's provided by Alliance because it's a critical service you shouldn't have to pay extra to have.

An Alliance that helps manage.

The most comprehensive stand alone or add-on system ever presented to video rental and merchandising operations. All operations driven from a small transaction terminal fea-

The Integra/Alliance 36 key terminal has 128K of memory expandable to 1M, terminal to terminal LAN capacity, a small footprint (less than 8x4 inches), 300/1200 baud dial-up/answerable modem, external "PIN" pad,

RS 232 external devices port, internal bar code reader circuit, two line 40 column read out screen and dedicated printer port on Epson standard.

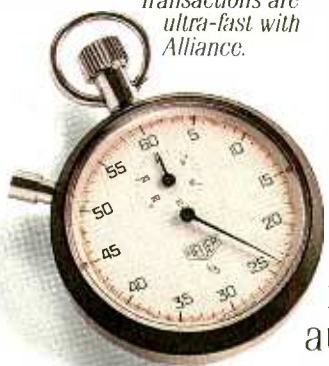
All components in the system are IBM PC compatible and integrated for cross utilization.

The unusually small, Epson 40 column dot matrix roll printer generates two copy NCR paper rental receipts and contracts. Footprint is approximately the size of a VHS tape cassette.



Light pen for reading bar codes. Will auto-discern code types including Code 39 and UPC.

Transactions are ultra-fast with Alliance.



turing high speed processing and the convenience of automation. Clerk training time on the self-prompting system is under two hours.

The electronic transaction system includes automatic price look-up, security authorization, check, debit, credit approvals and printing of completed contracts, all in less than 30 seconds. The Alliance Entertainment System provides a complete operational data service including chain and individual store reporting; delinquency reports; daily, weekly and monthly activity recaps; full audit reporting and 24 hour a day, 7 day a week access to all chain activity reports.

An Alliance committed to promoting traffic building customer services in your store.

All of Alliance's national consumer advertising, direct mail and direct marketing efforts are designed with one goal in mind. Send you more customers, more often. And continue to keep your customers coming back again and again. An aggressive consumer direct mail program goes to each of your customers, then to VCR owners, saturating your trade area by zip code.

Compelling in-store promotions keep your customer coming back. A frequent customer sweepstakes with quarterly winners and a high value "Entertainment Passport" create an atmosphere that makes your store the focal point for system access and the outlet for all promotionally driven activities. Point of sale products help you tell the story in a visually exciting style.

An Alliance of consumer benefits from major national companies.

With the "Alliance Entertainment Passport" you get to present your customers valuable discounts on merchandise and services in your

store. Discounts from major national entertainment related companies like Lorimar Home Video, Carnival Cruise Lines, ComponentGuard, ESPN Home Video, Allsop, Golden Book Videos, Home Entertainment Magazine and many more.

Imagine your customer and three of their friends winning an exciting vacation for four to Hawaii for a full week, courtesy of American Express Vacations and American Airlines in the Alliance Entertainment Sweepstakes. Or your customer and their companion for a long weekend, highlighted by a VIP tour through Universal Studios and



The Alliance Entertainment System® offers a full spectrum of national consumer card services and in-store promotional services.

Paramount's Star Trek® exhibit and capped by dinner with a celebrity. All because your customer visited your store over and over again!

The Alliance Entertainment System. It's easy, it's fast, and it's a great way to increase your customer base. To become part of an Alliance that will help you compete successfully into the twenty-first century, call us at 1-800-346-0927.



The Alliance Entertainment System®

1988 Annual: New Vid Franchises Take Big Bucks

This story was prepared by Bruce Haring with assistance from Matthew Koomey.

NEW YORK Video franchising with the big boys is no longer a poor man's game, according to the 1988 Franchise Annual published by Info Press Inc. of Lewiston, N.Y.

Total initial investment figures, such as \$250,000 for Applause Video of Omaha, Neb., and \$650,000 for a piece of Fort Lauderdale, Fla.-based Blockbuster Video, are among the significant high watermarks offered by the book, which lists franchise opportunities in various businesses around the country.

Franchise fees for the video industry average \$10,000-\$20,000, according to the annual, with Blockbuster and Palmer Video of Union, N.J., leading the pack with requests for \$35,000 and \$29,000, respectively. That makes the video pool an expensive place to play for the first-time businessman.

Industry consolidation—Major Video's pending merger with Blockbuster Video and the proposed buyout of National Video by West Coast Video—creates missing pieces in the chart that follows. Both actions are pending; both will ultimately have a significant impact on future video franchising.

While the video business awaits the fates of Major and National, officials at both companies say they are not actively soliciting franchise prospects.

One of the lower-priced options for would-be video franchisees is offered by Network Video of Sarasota, Fla., which asks for a one-time fee of \$70,000 for what amounts to a turnkey operation. The web has licensed over 380 participants since 1982. Also, the 61-outlet Video Paradise of Westboro, Mass., offers an entry to the video industry for about \$100,000.

For the car conscious, Vidtron Drive Through Movie Rentals of Granbury, Texas, puts you in the driver's seat for a rock-bottom \$5,000 franchise fee, with a total investment in a local store pegged at about \$30,000.

Royalty rates are as varied as the franchisees, ranging from 4% at Mr. Movies Inc. of Eden Prairie, Minn., and 20/20 of Santa Monica, Calif., to 7% at West Coast Video of Philadelphia and Video's 1st of Albany, N.Y. Of course, royalty figures do not in-

clude mandatory advertising contributions by franchisees, which average 1%-2%.

A-One Video
Cleveland 216-229-7601
Established: 1984
Franchising Since: 1986
Units: three
Franchise Fee: \$13,500
Total Investment: \$56,000
Royalty: 5% plus 1% advertising
Financing: none

Adventureland Video
New York 212-769-6400
Established: 1981
Franchising Since: 1982
Units: 265
Franchise Fee: \$24,500
Royalty: 4.5%
Total Investment: \$275,000
Financing: none

Applause Video
Omaha, Neb. 402-330-1000
Established: 1983
Franchising Since: 1984
Units—company owned: 21; franchised: 26
Franchise Fee: \$15,000
Royalty: 5%
Total Investment: \$200,000-\$250,000
Financing: none

Blockbuster Video
Dallas 214-503-9222
Established: 1985
Franchising Since: 1986
Units—company owned: 118; franchised: 85
Franchise Fee: \$35,000
Royalty: 7%
Total Investment: \$550,000-\$600,000
Financing: none

C&M Video
Effingham, Ill. 217-347-5651
Established: 1983
Franchising Since: 1985
Units—company owned: three; franchised: nine
Franchise Fee: \$13,500
Total Investment: \$39,000
Royalty: 6%
Financing: will assist in obtaining

Curtis Mathes Home Entertainment Centers
Irving, Texas 214-550-8050
Established: 1920
Franchising Since: 1982
Units—company owned: 40; franchised: 610
Franchise Fee: \$25,000
Total Investment: \$125,000

Financing: indirectly through third parties

Mr. Movies Inc.
Eden Prairie, Minn. 612-934-7088
Established: 1985
Franchising Since: 1985
Units: 44
Franchise Fee: \$16,500
Royalty: 4% plus 2% advertising
Total Investment: \$65,000-\$144,000
Financing: none

National Video
Portland, Ore. 503-284-2965
Established: 1981
Franchising Since: 1981
Units—company owned: two; franchised: 478
Franchise Fee: \$29,900
Royalty: 4.9% plus 3% advertising
Total Investment: \$180,000-\$350,000
Financing: none

Neighborhood Video
Northridge, Calif. 818-885-7887
Established: 1984
Franchising Since: 1984
Units: 13
Franchise Fee: not franchising at this time; expect to start again
Royalty: not available
Total Investment: n/a
Financing: n/a

Network Video
Sarasota, Fla. 813-966-3226
Established: 1981
Licensing Since: 1982
Units—company owned: 12; franchised: 230
Franchise Fee: one-time cost for license, \$70,000
Total Investment: \$70,000
Financing: none

Palmer Video Stores
Union, N.J. 201-686-3030
Established: 1981
Franchising Since: 1983
Units—company owned: 24; franchised: 70
Franchise Fee: \$29,000
Royalty: 5%
Total Investment: \$235,000-\$375,000
Financing: available to qualified applicants

Silver Screen Video Inc.
Valdosta, Ga. 912-242-7578
Established: 1984
Franchising Since: 1984
Units—company owned: five; franchised: five
Franchise Fee: \$5,000
Royalty: \$100 per month

Total Investment: \$50,000-\$75,000
Financing: some

Starlite Video Inc.
Phoenix, Ariz. 602-998-9005
Established: 1980
Franchising Since: n/a
Units: 23
Franchise Fee: \$17,500
Royalty: n/a
Total Investment: varies
Financing: assistance in obtaining

20/20 Video
Santa Monica, Calif. 213-829-2020
Established: 1981

Franchising Since: 1985
Units—company owned: eight; franchised: eight
Franchise Fee: \$15,000
Total Investment: \$275,000
Royalty: 4%
Financing: none

Universal Video Inc.
(Continued on page 64)

Reprinted with permission from The 1988 Franchise Annual, Info Press, Inc. Lewiston, N.Y., 14092. Data was updated by Billboard.

FOR WEEK ENDING AUGUST 13, 1988

Billboard

©Copyright 1988, Billboard Publications, Inc. No part of this publication may be reproduced, stored in any retrieval system, or transmitted, in any form or by any means, electronic, mechanical, photocopying, recording, or otherwise, without the prior written permission of the publisher.

TOP KID VIDEO SALES

THIS WEEK	LAST WEEK	WKS. ON CHART	Compiled from a national sample of retail store sales reports.	
			TITLE Copyright Owner, Manufacturer, Catalog Number	Year of Release Suggested List Price
1	1	8	★ ★ NO. 1 ★ ★ MICKEY COMMEMORATIVE EDITION Walt Disney Home Video 690	1988 14.95
2	2	43	LADY AND THE TRAMP Walt Disney Home Video 582	1955 29.95
3	3	8	DUCKTALES: DAREDEVIL DUCKS Walt Disney Home Video 694	1988 14.95
4	4	8	MICKEY AND THE BEANSTALK Walt Disney Home Video 691	1988 14.95
5	6	47	AN AMERICAN TAIL ◊ Amblin Entertainment/MCA Home Video 80536	1986 29.95
6	8	8	DISNEY'S SING ALONG SONGS: YOU CAN FLY! Walt Disney Home Video 662	1988 14.95
7	7	94	SLEEPING BEAUTY ♦ Walt Disney Home Video 476	1959 29.95
8	5	8	DUCKTALES: FEARLESS FORTUNE HUNTER Walt Disney Home Video 693	1988 14.95
9	9	150	PINOCCHIO ♦ Walt Disney Home Video 239	1940 29.95
10	10	21	BUGS! MGM/UA Home Video M201233	1988 14.95
11	11	8	DUCKTALES: HIGH-FLYING HERO Walt Disney Home Video 695	1988 14.95
12	RE-ENTRY		HERE'S MICKEY! Walt Disney Home Video 526	1987 14.95
13	13	113	ALICE IN WONDERLAND ▲ ♦ Walt Disney Home Video 36	1951 29.95
14	12	113	WINNIE THE POOH AND TIGGER TOO ♦ Walt Disney Home Video 64	1974 14.95
15	14	150	DUMBO ▲ ♦ Walt Disney Home Video 24	1941 29.95
16	17	62	DISNEY'S SING ALONG SONGS: HEIGH-HO! Walt Disney Home Video 531	1987 14.95
17	21	116	THE SWORD IN THE STONE ♦ Walt Disney Home Video 229	1963 29.95
18	15	8	DONALD IN MATHMAGIC LAND Walt Disney Home Video 692	1988 14.95
19	20	19	BUGS BUNNY SUPERSTAR MGM/UA Home Video M201323	1988 19.95
20	23	64	DISNEY'S SING ALONG SONGS: ZIP-A-DEE-DOO-DAH ◊ Walt Disney Home Video 480	1986 14.95
21	24	19	DAFFY! MGM/UA Home Video M201232	1988 14.95
22	NEW ▶		PEE WEE'S PLAYHOUSE, VOL. 4 BEAUTY MAKEOVER Hi-Tops Video HT-0125	1988 14.95
23	16	111	WINNIE THE POOH AND THE BLUSTERY DAY ♦ Walt Disney Home Video 63	1968 14.95
24	19	59	WINNIE THE POOH AND A DAY FOR EYORE Walt Disney Home Video 65	1983 14.95
25	25	41	MICKEY & MINNIE Walt Disney Home Video 576	1987 14.95

♦ ITA gold certification for a minimum sale of 125,000 units or a dollar volume of \$9 million at retail for theatrically released programs, or of at least 250,000 units or \$1 million at suggested retail for nontheatrical titles. ◊ ITA platinum certification for a minimum sale of 25,000 units or a dollar volume of \$18 million at retail for theatrically released programs, and of at least 50,000 units and \$2 million at suggested retail for nontheatrical titles. SF short-form. LF long-form. C concert. D documentary.

Vid Seller Takes Prize For Integrity

BY BILL HOLLAND

WASHINGTON The best-known stories about Erol Onaran paint a clear and appealing portrait of this year's Billboard/Time magazine Man of the Year/VSDA Retailer as a man with foresight and a belief that old-fashioned business and personal values still work. He will receive the award at a private reception in Las Vegas Monday (8) afternoon.

As chairman and chief executive officer of Erol's—a 160-store chain that is the largest privately owned video web in the country—

Onaran has forged a business that has rented more than 100 million tapes to 960,000 club members and sold more than a couple of VCRs and TVs along the way as well.

His is a classic rags-to-riches story. Onaran arrived in this country in 1960 as a Turkish immigrant with only \$16. He went to work as a TV repairman. Onaran emphasizes that his new employers helped him with his English and helped him get his feet on the ground. He never forgot that.

Onaran soon learned enough to start his own repair business here.

(Continued on page 66)



Erol Onaran, founder, chairman, and chief executive officer of the Springfield, Va.-based Erol's chain, will receive the Billboard/Time Magazine Man Of The Year/VSDA Retailer Award at a private reception Monday (8).

VSDA Elects Board Members

BY GEOFF MAYFIELD

NEW YORK Incumbents won three of five seats in the recently concluded Video Software Dealers Assn. board-of-directors election.

Re-elected were Gary Messenger, president of Durham, N.C.-based North American Video; Jack Messer, president of Cincinnati-based The Video Store; and Brad Burnside, president of Chicago's Video Adventure.

New board members who gained seats in the mail-ballot election are Sharon House, partner of Lakeville, Minn. single-store operation Video Crossings, and Steve Rosenberg, principal of Atlanta-area chain Premiere Video, which is based in Marietta, Ga.

Only two of the five, Messenger and Rosenberg, were on the slate of five candidates named by VSDA's Nominating Committee (Billboard, April 16). The other three were at-large candidates, each nominated by at least 25 members from the group's overall enrollment (Billboard, June 4).

Messer, Messenger, Burnside, and House were elected to three-year terms (1988-91). Rosenberg gained a one-year term (1988-89) because he had the fewest votes of the five.

Nominating Committee candidate Lou Fogelman, president of Los Angeles-based Show Industries, did not win an elected seat but will continue serving on the board as an appointee from affiliated trade group the National Assn. of Recording Merchandisers. Show operates Southern California music/video chain Music Plus and wholesaler City-1-Stop.

The other losers were Dick Kerin, VP of video club operations for high-profile chain Erol's, based in Springfield, Va., and Kelly Grover, owner of Boulder, Colo., store Video Grove.

Kerin is filling out a vacated seat on VSDA's 1987-88 board, is chairman of this year's convention, and with fellow Erol's VP Ron Castell was a keynote speaker at last year's VSDA meet. Given his visible position, some insiders had considered his election a shoo-in.

Conversely, the victory by Messer proves that VSDA's current VP was not harmed by his company's affiliation with its parent, Vestron Video. Messer's chain was acquired by the video publisher within the past year. His company's tie with a manufacturer has been a serious bone of contention with some VSDA members.

VIDEO MARKETING NEWSLETTER

SEND TODAY FOR YOUR FREE SAMPLE ISSUE

DISCOVER THE LATEST:

- PRERECORDED DISTRIBUTION
- SURVEYS
- FORECASTS
- PROGRAM TRENDS
- ANALYSIS SPONSORED VIDEO
- MAIL ORDER VIDEO
- STATISTICS

VIDEO MARKETING 1680 VINE STREET HOLLYWOOD, CA 90028 (213) 462-6350

FROM THE INDUSTRY LEADER IN AUDIO AND VIDEO MERCHANDISERS



9000 SERIES
**MUSIC SOFTWARE
 MERCHANDISING SYSTEM**
 COMPACT DISCS • AUDIO CASSETTES
 LP's • LASER DISCS • MUSIC VIDEOS
 One Display Fixture Does It All!

FREE STORE PLANNING

We offer this service at no cost or obligation.

LOW COST MUSIC DISPLAY EQUIPMENT

Factory Direct Prices • No Salesmen • Leasing

FIXTURES MANUFACTURED

'CD' & Album Displayers • 8000 Series Video Island & 4-Way Merchandisers, Free Standing Wall System

ASK FOR YOUR FREE STORE PLANNING MANUAL

TOLL FREE 1-800-433-3543



STORE
 EQUIPMENT, INC.

CORPORATE OFFICES:
 1920 East 7th Street
 Los Angeles, CA 90021

EASTERN REGIONAL SHOWROOM:
 30-05 38th Avenue
 Long Island City, NY 11101

213 • 623-4316

718 • 786-8922

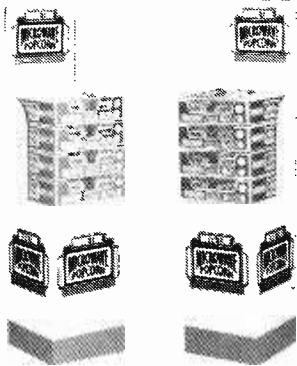
VIDEO STORE CONCESSION SUCCESS

Golden Valley Microwave Foods Develops Exclusive Popcorn Label for Video Stores

MOVIETIME® MICROWAVE POPCORN is a delicious new microwave popcorn label available through Golden Valley Microwave Foods, Inc. MOVIETIME® will not be available anywhere other than Video Stores, which means you'll never have to worry about competition from retail outlets or convenience stores (Nationwide). And there won't be any discount chains cutting into your profits either!

Golden Valley Microwave Foods Video Division, offers a full Video Retail Support Program that includes:

- Video Store Exclusivity
- Frequent Buyers Program
- Free Subscription to *Video Store Concession Success*™
- 30 Day Buy Back
- P.O.P. (Counter & Floor Displays)
- ACT II® Technology
- Buy Direct from Manufacturer
- Rapid Delivery (Within 48 Hours)
- One Low Shipping and Handling Fee \$2.95 (1 Case - Semi Load)
- Choice of Natural or Butter Flavor



Brad Miley of GVMF expects to create exclusive brand image and recognition for MOVIETIME® and the Video Stores that carry the label. Brad says, "This division has the full support of the most comprehensive direct marketers in the country. I plan to utilize them to



The Cat's out of the bag!

drive hundreds of customers into the *smallest* of video stores nationwide. Now that the cat is out of the bag, the only thing that Video Stores need worry about is where to set their profit margins. They can use MOVIETIME® as a premium or as a profit builder. Profit potential is between 50% - 160% at retail price points of under a \$1.00."

MOVIETIME® Microwave Popcorn will be unveiled at the VSDA convention in Las Vegas (Booth #4011) Free Samples and literature will be available. If you're not attending the VSDA you may obtain a Video Retailers Kit called *I WANT IT ALL SUPER FALL*, by calling or writing GVMF Video Division.

FOR MORE INFORMATION CALL OR WRITE

1-800-553-3011

JUST SAY I WANT IT ALL SUPER FALL

FREE FACT KIT & FREE POPCORN
PLUS YOUR FREE SUBSCRIPTION TO:
VIDEO STORE CONCESSION SUCCESS

P.S Your First Order Automatically Enrolls you
in our Frequent Buyer's Program

ANY ORDERS INCLUDE AN EXCLUSIVE 30 DAY BUY-BACK

YES, I WANT IT ALL SUPER FALL

Name _____
Company _____
Division _____
Address _____
City _____
State _____ Zip _____
Phone (____) _____

Mail Today To:

Golden Valley Microwave Foods, Inc.
c/o Brad Miley
7450 Metro Blvd.
Edina, MN 55435

FOR WEEK ENDING AUGUST 13, 1988

Billboard®

©Copyright 1988, Billboard Publications, Inc. No part of this publication may be reproduced, stored in any retrieval system, or transmitted, in any form or by any means, electronic, mechanical, photocopying, recording, or otherwise, without the prior written permission of the publisher.

TOP VIDEOCASSETTES RENTALS™

Compiled from a national sample of retail store rental reports.

THIS WEEK	LAST WEEK	WKS. ON CHART	TITLE	Copyright Owner, Manufacturer, Catalog Number	Principal Performers	Year of Release	Rating
				★ ★ NO. 1 ★ ★			
1	1	8	FATAL ATTRACTION ♦	Paramount Pictures Paramount Home Video 1762	Michael Douglas Glenn Close	1987	R
2	3	3	WALL STREET ◇	CBS-Fox Video 1653	Michael Douglas Charlie Sheen	1987	R
3	2	5	FULL METAL JACKET	Warner Bros. Inc. Warner Home Video 11760	Matthew Modine Adam Baldwin	1987	R
4	6	9	THROW MOMMA FROM THE TRAIN ◇	Orion Pictures Orion Home Video 8719	Danny DeVito Billy Crystal	1987	PG-13
5	4	6	NUTS	Warner Bros. Inc. Warner Home Video 11756	Barbra Streisand Richard Dreyfuss	1987	R
6	5	7	OVERBOARD ♦	CBS-Fox Video 4746	Goldie Hawn Kurt Russell	1987	PG
7	12	2	ACTION JACKSON	Lorimar Film Entertainment Lorimar Home Video 816	Carl Weathers Vanity	1988	R
8	7	6	LIKE FATHER LIKE SON	Tri-Star Pictures RCA/Columbia Home Video 6-27001	Dudley Moore Kirk Cameron	1987	PG-13
9	11	11	BABY BOOM ♦	CBS-Fox Video 4744	Diane Keaton Sam Shepard	1987	PG
10	8	13	THE WITCHES OF EASTWICK	Warner Bros. Inc. Warner Home Video 11741	Jack Nicholson Cher	1987	R
11	9	5	THE COUCH TRIP	Orion Pictures Orion Home Video 8713	Dan Aykroyd Walter Matthau	1987	R
12	10	2	EDDIE MURPHY RAW	Paramount Pictures Paramount Home Video 32037	Eddie Murphy	1987	R
13	13	14	THE UNTOUCHABLES	Paramount Pictures Paramount Home Video 1886	Kevin Costner Sean Connery	1987	R
14	14	5	HELLO AGAIN	Touchstone Pictures Touchstone Home Video 656	Shelley Long	1987	PG
15	15	5	IRONWEED	Tri-Star Pictures Vestron Video 6022	Jack Nicholson Meryl Streep	1987	R
16	NEW ▶		SUSPECT	Tri-Star Pictures RCA/Columbia Home Video 6-27002	Cher Dennis Quaid	1987	R
17	18	9	THE PRINCIPAL	Tri-Star Pictures Tri-Star Video 6-27000	James Belushi Louis Gossett Jr.	1987	R
18	20	8	HOPE AND GLORY	Nelson Home Entertainment 7713	Sarah Miles David Hayman	1987	PG-13
19	NEW ▶		D.O.A.	Touchstone Pictures Touchstone Home Video 698	Dennis Quaid Meg Ryan	1988	R
20	16	15	ADVENTURES IN BABYSITTING	Touchstone Pictures Touchstone Home Video 595	Elisabeth Shue	1987	PG-13
21	17	11	THE RUNNING MAN	Tri-Star Pictures Vestron Video 6021	A. Schwarzenegger	1987	R
22	23	2	MOVING	Warner Bros. Inc. Warner Home Video 11789	Richard Pryor	1988	R
23	25	6	CRY FREEDOM	Universal City Studios MCA Home Video 80763	Kevin Kline Denzel Washington	1987	PG
24	19	9	FATAL BEAUTY	MGM/UA Home Video 901134	Whoopi Goldberg Sam Elliott	1987	R
25	21	13	SOMEONE TO WATCH OVER ME	RCA/Columbia Pictures Home Video 6-20877	Tom Berenger Mimi Rogers	1987	R
26	30	17	THE PRINCESS BRIDE	Twentieth Century Fox Nelson Home Entertainment 7709	Cary Ewes Robin Wright	1987	PG
27	28	9	BARFLY	Cannon Films Inc. Warner Home Video 37212	Mickey Rourke Faye Dunaway	1987	R
28	22	10	CAN'T BUY ME LOVE	Touchstone Pictures Touchstone Home Video 597	Patrick Dempsey Amanda Peterson	1987	PG-13
29	26	5	TEEN WOLF TOO	Atlantic Releasing Corp. Paramount Home Video 12630	Jason Bateman	1987	PG
30	34	2	PRINCE OF DARKNESS	Universal City Studios MCA Home Video 80761	Donald Pleasence Alice Cooper	1987	R
31	27	19	STAKEOUT	Touchstone Pictures Touchstone Home Video 599	Richard Dreyfuss Emilio Estevez	1987	R
32	31	14	MY LIFE AS A DOG	Skouras Pictures, Inc. Paramount Home Video 12651	Anton Glanzelius Tomas von Bromssen	1987	NR
33	24	29	DIRTY DANCING	Vestron Pictures Inc. Vestron Video 6013	Patrick Swayze Jennifer Grey	1987	PG-13
34	29	17	INNERSPACE	Amblin Entertainment Warner Home Video 11754	Dennis Quaid Martin Short	1987	PG
35	33	8	RENT-A-COP	Kings Road Entertainment HBO Video 0070	Burt Reynolds Liza Minnelli	1987	R
36	32	3	HOUSEKEEPING	RCA/Columbia Pictures Home Video 6-20878	Christine Lahti	1987	PG
37	38	21	BEVERLY HILLS COP II	Paramount Pictures Paramount Home Video 1860	Eddie Murphy	1987	R
38	37	25	NO WAY OUT	Orion Pictures HBO Video 0051	Kevin Costner Gene Hackman	1987	R
39	36	10	HOUSE OF GAMES	Orion Pictures HBO Video 0063	Joe Mantegna Lindsay Crouse	1987	R
40	35	2	SIESTA	Lorimar Motion Pictures Lorimar Home Video 474	Ellen Barkin Gabriel Byrne	1987	R

♦ ITA gold certification for a minimum sale of 125,000 units or a dollar volume of \$9 million at retail for theatrically released programs, or of at least 250,000 units or \$1 million at suggested retail for nontheatrical titles. ◇ ITA platinum certification for a minimum sale of 250,000 units or a dollar volume of \$18 million at retail for theatrically released programs, and of at least 50,000 units and \$2 million at suggested retail for nontheatrical titles. SF short-form. LF long-form. C concert. D documentary.

VIDEO RELEASES

Symbols for formats are
 ◆ = Beta, ♥ = VHS, and ♣ = LV.
 Suggested list price, prebook
 cutoff, and street date are given
 when available.

AMERICAN GOTHIC

Rod Steiger, Yvonne DeCarlo
 ◆♥ Vidmark/\$89.95
 Prebook cutoff: 8/23/88; Street: 9/7/88

BATTERIES NOT INCLUDED

Hume Cronyn, Jessica Tandy
 ◆♥ MCA/\$89.95
 Prebook cutoff: 8/12/88; Street: 9/15/88

BROADWAY DANNY ROSE

Woody Allen, Mia Farrow, Nick Apollo
 Forte

◆♥ Vestron/\$19.98
 Prebook cutoff: 8/12/88; Street: 9/14/88

THE CARE BEARS MOVIE

Children
 ◆♥ Vestron/\$19.98
 Prebook cutoff: 8/12/88; Street: 9/14/88

DAD'S ARMY: ASLEEP IN THE DEEP

Comedy
 ◆♥ BFS/\$29.95
 Prebook cutoff: 7/22/88; Street: 7/27/88

DAD'S ARMY: THE DAY THE BALLOON

WENT UP
 Comedy
 ◆♥ BFS/\$29.95
 Prebook cutoff: 7/22/88; Street: 7/27/88

DIXIE LANES

Hoyt Axton, Karen Black, Ruth Buzzi
 ◆♥ Celebrity/\$79.95
 Prebook cutoff: 8/16/88; Street: 8/30/88

DR. HEIMLICH'S HOME FIRST-AID

VIDEO
 Instructional
 ◆♥ MCA/\$19.95
 Prebook cutoff: 8/12/88; Street: 9/15/88

GAMERA VS. GUIRON

Science Fiction
 ◆♥ Just For Kids/\$39.95
 Prebook cutoff: 8/16/88; Street: 8/30/88

THE GREAT NORTHFIELD MINNESOTA

RAID
 Cliff Robertson, Robert Duvall
 ◆♥ MCA/\$29.95
 Prebook cutoff: 8/12/88; Street: 9/15/88

HEARTS OF FIRE

Bob Dylan, Fiona, Rupert Everett
 ◆♥ Lorimar/\$79.95
 Prebook cutoff: 8/22/88; Street: 9/14/88

IT ALL COMES 'ROUND AGAIN

Fairport Convention
 ◆♥ Fairport Associates/\$29.95
 Prebook cutoff: none; Street: none

MAD MAX

Mel Gibson
 ◆♥ Vestron/\$19.98
 Prebook cutoff: 8/12/88; Street: 9/14/88

THE MILAGRO BEANFIELD WAR

Ruben Blades, Richard Bradford, Sonia
 Braga
 ◆♥ MCA/\$89.95
 Prebook cutoff: 8/12/88; Street: 9/15/88

MR. MOM

Michael Keaton
 ◆♥ Vestron/\$19.98
 Prebook cutoff: 8/12/88; Street: 9/14/88

MORECAMBE & WISE

Comedy
 ◆♥ BFS/\$29.95
 Prebook cutoff: 7/22/88; Street: 7/27/88

MY LITTLE PONY MOVIE

Children
 ◆♥ Vestron/\$19.98
 Prebook cutoff: 8/12/88; Street: 9/14/88

THE POINT

Children
 ◆♥ Vestron/\$19.98
 Prebook cutoff: 8/12/88; Street: 9/14/88

RYDER, P.I.

Dave Hawthorne, Bob Nelson, Frances
 Raines
 ◆♥ Forum/\$79.98
 Prebook cutoff: 8/17/88; Street: 8/31/88

SHADOW OF A DOUBT

Joseph Cotten, Teresa Wright
 ◆♥ MCA/\$29.95
 Prebook cutoff: 8/12/88; Street: 9/15/88

SPACE CAMP

Kate Capshaw, Lea Thompson
 ◆♥ Vestron/\$19.98
 Prebook cutoff: 8/12/88; Street: 9/14/88

STEPTOE & SON: DIVIDED WE STAND

Comedy
 ◆♥ BFS/\$29.95
 Prebook cutoff: 7/22/88; Street: 7/27/88

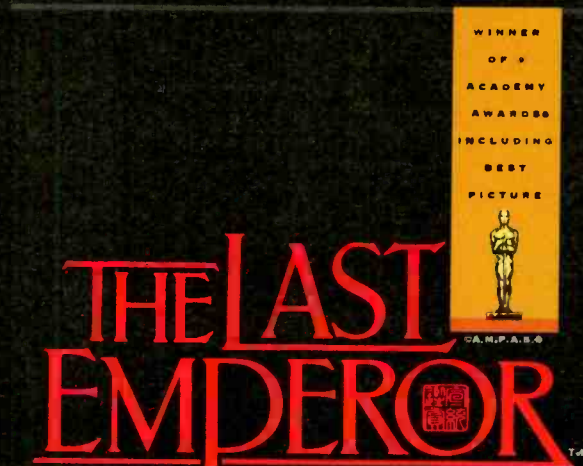
STEPTOE & SON: MEN OF LETTERS

Comedy
 ◆♥ BFS/\$29.95
 Prebook cutoff: 7/22/88; Street: 7/27/88

SYKES

Comedy
 ◆♥ BFS/\$29.95
 Prebook cutoff: 7/22/88; Street: 7/27/88

EMPEROR. PLAYBOY. PRISONER. MAN. AN ADVENTURE LIKE THIS COMES ALONG ONLY ONCE IN 10,000 YEARS.



HEMADALE FILM CORPORATION Presents A JEREMY THOMAS Production
 A Film By BERNARDO BERTOLUCCI JOHN LONE • JOAN CHEN
 PETER O'TOOLE as RJ
 "THE LAST EMPEROR" YING RUCHENG • VICTOR WONG • DENNIS DUN and RYUICHI SAKAMOTO
 Associate Producer GUY D'ARCY HERLBY Costume JAMES HINESON
 Production Designer FERNANDO SCARFOTTI Editor CABBELLA CRISTANI
 Photography by VITTORIO STORARO (A.C.) Music by RYUICHI SAKAMOTO DAVID BYRNE and CONG SU
 Associate Producer FRANCO GIOVALE Screenplay MARK PELOE with BERNARDO BERTOLUCCI
 Producer JEREMY THOMAS Director BERNARDO BERTOLUCCI
 Entomani Color Technicolor Camera & Lenses Technicolor (CROME) A.C. Columbia Pictures Release Soundtrack Album
 "The Last Emperor" Available on VHS, Laserdisc, and CD • © 1987 Columbia Pictures Industries, Inc. All Rights Reserved

He was crowned Lord of 10,000 years. Son of
 Heaven. The living god of half the world's population.
 He was three years old.

This is the extraordinary true life story of Pu Yi.
 An epic adventure full of warlords and concubines,
 conspiracy, seduction and intrigue. In 1908 he toddled
 to the Imperial Dragon Throne to become China's last
 emperor. And the rest, as they say, is history:

Winner of 9 Academy Awards,* including
 Best Picture 1987. The most honored film in 25 years.

AVAILABLE ON VIDEOCASSETTE
 AND LASER VIDEODISC AUGUST 31, 1988



This registered service mark identifies programs closed captioned by the National Captioning Institute. Used with permission. Academy Award® is the registered trademark of the Academy of Motion Picture Arts and Sciences.
 ART WORK AND DESIGN © 1988 NELSON ENTERTAINMENT, INC.™

Who's Who At VSDA Chapters In U.S., Canada

The following is a comprehensive list of local Video Software Dealers Assn. chapters, including the trade group's new Canadian affiliates. The complete mailing address for each chapter president is provided, along with the names of each unit's officers, directors, and—if available—attorney. Meeting schedules are also listed where available. Assistance in compiling this list was provided by Rick Karpel, VSDA regional director.

ALABAMA

Mobile

Bob Smith, The Color Shop, 4624 Springhill Ave., Mobile, Ala. 36608; 205-633-5053.

Meets every three months on Wednesdays at the Hilton Hotel. Spring Fling every year in May in Gulf Shores, Ala.

Officers/Directors: Smith, president; Jeannie Cotton, Cotton's TV, Appliance & Video, VP; Pam Miller, Pro Video, secretary; Steve Terry, attorney; Ed Chamblee, Star Video Inc., director; Jim Rush, Gulf Shores Video, director; Cindy Smith, Major Video Concepts Inc., director; Frank Thomas, Commtron Corp., director; Nick Mitchell, National Video, director; Ron Warren, Ingram Video, director.

ARIZONA

Phoenix

Ted Sarandos, East Distributing, 2732 W. McDowell, Phoenix, Ariz. 85009; 602-233-3741.

Officers/Directors: Sarandos, president; John Moorefield, Sounds East Video, VP; Bob Mulvihill, Video Cove, secretary; Robert Grown, Video + VI, director; Richard Leopold, Tele-Vid Rentals Inc., director; Jeanne Smith, Video Viewing, director.

Southern Arizona

Katherine Meisenburg, Critics Choice Video, 7012 E. Golf Links Road, Tucson, Ariz. 85730; 602-745-9115.

Meets every two months on Thursday evenings at Hotel Park, 5151 E. Grant Road, Tucson, Ariz.

Officers/Directors: Meisenburg, president; Phyllis Millar, Baker & Taylor, VP; Virginia Barkulis, Home Video Square, secretary; Michael Jorgensen, Video Spotlight, treasurer; Jackson Gallup, Richards & Eisenstein, attorney; Edward Hoffman, Movie Shack, director; Nini Sickler, Movie Time Video, director; Susan Babit, Video Tape Library, director; Terry Harper, Bijou Movie Rental, director; Tom Elliott, East Texas Distributors, director.

ARKANSAS

Vincent Insalaco, Family Video Centers, 2001 E. Kiehl, Sherwood, Ark. 72116; 501-835-6290.

Officers/Directors: Insalaco, president; William D. Belknap, Arkansas Video Exchange, director; Robert Campbell, National Video, director; Lloyd Howerton, Otter Creek Video, director; Randy Shore, Sight & Sound Distributors, director; Henry Turner, National Video, director.

CALIFORNIA

Los Angeles

Jeff Leyton, First Video Exchange, 17503 S. Figueroa, Gardena, Calif. 90248; 213-516-6422.

Meets quarterly at the Sheraton Universal Hotel. **Officers/Directors:** Leyton, president; Fina Damian, Vidmark, secretary; Steve Garwood, MCA, director; Bear Racoff, Baker & Taylor, director.

Northern California

Mitch Lowe, Video Droid, 215 Shoreline Highway, Mill Valley, Calif. 94941; 415-381-9315.

Officers/Directors: Lowe, president; Bill Hohl, Pleasanton Video Inc., VP; Robert Hendrix, The

(Continued on next page)

STOP GIVING YOUR CUSTOMERS THE SAME OLD SONG AND DANCE...

Give Them THE GREAT MUSICALS COLLECTION, From CBS/FOX VIDEO.

It's a grand total of fourteen of the most popular musical films ever produced! Together, they represent a grand total of 58 Oscar nominations and 33 Academy Awards!

Priced to sell for unlimited encores at only \$19.98*. Double cassettes priced at \$29.98* each (MY FAIR LADY, THE SOUND OF MUSIC).

P.O.S. Includes Flats and Musical Notes Banners. Contact your distributor for details. Supported by Print Advertising.

ORDER DATE TO GUARANTEE STREET DATE: 9/2

STREET DATE: 9/22



*Suggested Retail Price © 1988 The CBS/FOX Company. All Rights Reserved. Except in Canada CBS™ is a trademark of CBS Inc. used under license. In Canada CBS™ is a trademark of CBS Records Canada Ltd. used under license. FOX™ is a trademark of Twentieth Century Fox Film Corporation used under license.



ALL THAT JAZZ



HELLO, DOLLY!



MY FAIR LADY



SOUTH PACIFIC

VSDA CHAPTERS

(Continued from preceding page)

Movie Place, secretary; Barbara Simmerman, Virginia Hills Video, treasurer; William Bradley, Bradley Video, director; Larry Clayman, Front Row Video, director; Ken Dorrance, Video Station, director; Eugene Lemon, Video Network, director; Ray Picchi, Ray's Video Showcase, director; Alice Raffi, Video Products, director; Al Robbins, Video Station of Campbell, director.

Sacramento

Bernie Rawitch, Sierra Amusement Corp., 11500 Sunrise Gold Circle, Rancho Cordova, Calif. 95670; 916-638-3601.

Officers/Directors: Rawitch, president; Dennis Brajkovich, Video Products Inc., VP; Linda Forsythe, Instant Replay Video Cassette, secretary; Tami Walker, Box Office Video, treasurer; Kathy Gifford, Sierra Amusement Corp., director; Linda Rajotte, Commtron Corp., director; John Simmons, Penn Valley Video, director; Diane Strong, Take Three Video, director.

San Diego

Howard Bregstein, Video Cafe, 5575 Baltimore Drive, La Mesa, Calif. 92041; 619-698-4336 or 619-494-9322.

Officers/Directors: Bregstein, president; Reitha Canty, Video City & Copy Quik, VP; John Eplett, East Texas Distributing, secretary; Karen Polk, Video Allstars, treasurer; Stephen Cohen, Video Gallery Inc., director; Thomas Egelhoff, D-Tech, director; Chuck Michie, Systems Sales Video, director; Rick Simon, Ashford Video, director.

Southern California

Sidney Spinak, Video Zone, 3461 Via Lido, Newport Beach, Calif. 92663; 714-968-2419.

Meets quarterly at Griswold's in Fullerton, Calif. **Officers/Directors:** Spinak, president; Joe Lobue, VP; Linda Papke, Video Etc., secretary; Dave Nay, Carmen Video, director; John Pough, Video Cassettes Unlimited, director; Sheldon Feldman, Picture Show, director; Monica Dietrich, Video Station, director.

COLORADO

Denver

Kelly Grover, Video Grove, 4477 N. Broadway, Boulder, Colo. 80302; 303-442-3996.

Meets every three months on the third Wednesday at the Denver Airport Sheraton. Annual tape swap.

Officers/Directors: Grover, president; Patrick Gooch, The Movie Merchants Inc., VP; Richie Bakove, Baker & Taylor Video/Audio, secretary; John Heim, National Video, treasurer; Michael Buetz, Michael Buetz & Associates, attorney; Jerry Dobbs, Video Out Takes, director; Janet Gifford, Video Country Inc., director; John Heim, National Video, director; Paula Thompson, Video Variations, director; Rick Grimm, A.R.G. Distributing, director; Rene LaBelle, Commtron, director.

CONNECTICUT

Kevin Bradley, Peltron's Video Express, 100 Main St., Middletown, Conn. 06457; 203-346-8601.

Officers/Directors: Bradley, president; Ron Maslowski, Take 1 Video Inc., VP; Robert Vander Wiede, Video Library, secretary; Joel Jacobson, Cinema Concepts Video, treasurer; David Amster, Video Studio Six, director; Ronald Davis, Video Box Office Inc., director; Roger Gould Jr., Valley-Shore Video, director; George Sauer, Moviehome Video, director; William Stone, House of Video, director.

FLORIDA

Northeast

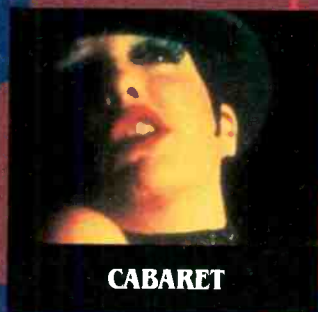
Barry Freilich, Granada Video, 219 E. Granada Blvd., Ormond Beach, Fla. 32074; 904-672-5113. Meets every three months on the third Tuesday at the Inn At Indigo in Daytona Beach, Fla.

Officers/Directors: Freilich, president; Thomas Zavalick, Movie World, VP; Rose Mary Iocco, Video Mania, secretary; Kevin Kilroy, Kilroy Was Here Entertainment, treasurer; Sylvan Wells, attorney;

(Continued on page 71)



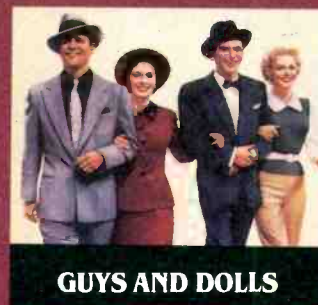
CAN-CAN



CABARET



DOCTOR DOLITTLE



GUYS AND DOLLS



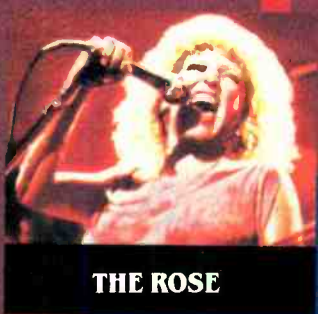
OKLAHOMA!



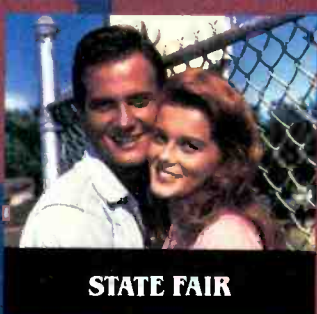
THERE'S NO BUSINESS LIKE SHOW BUSINESS



THE SOUND OF MUSIC



THE ROSE

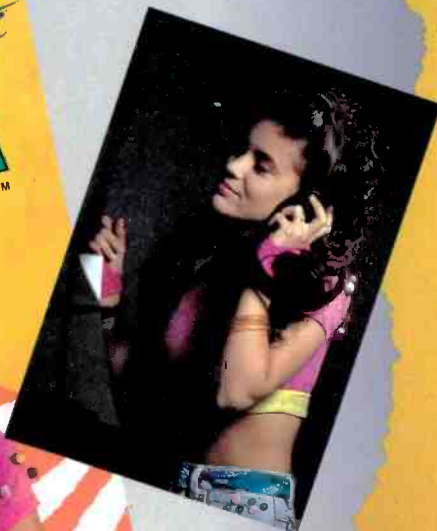
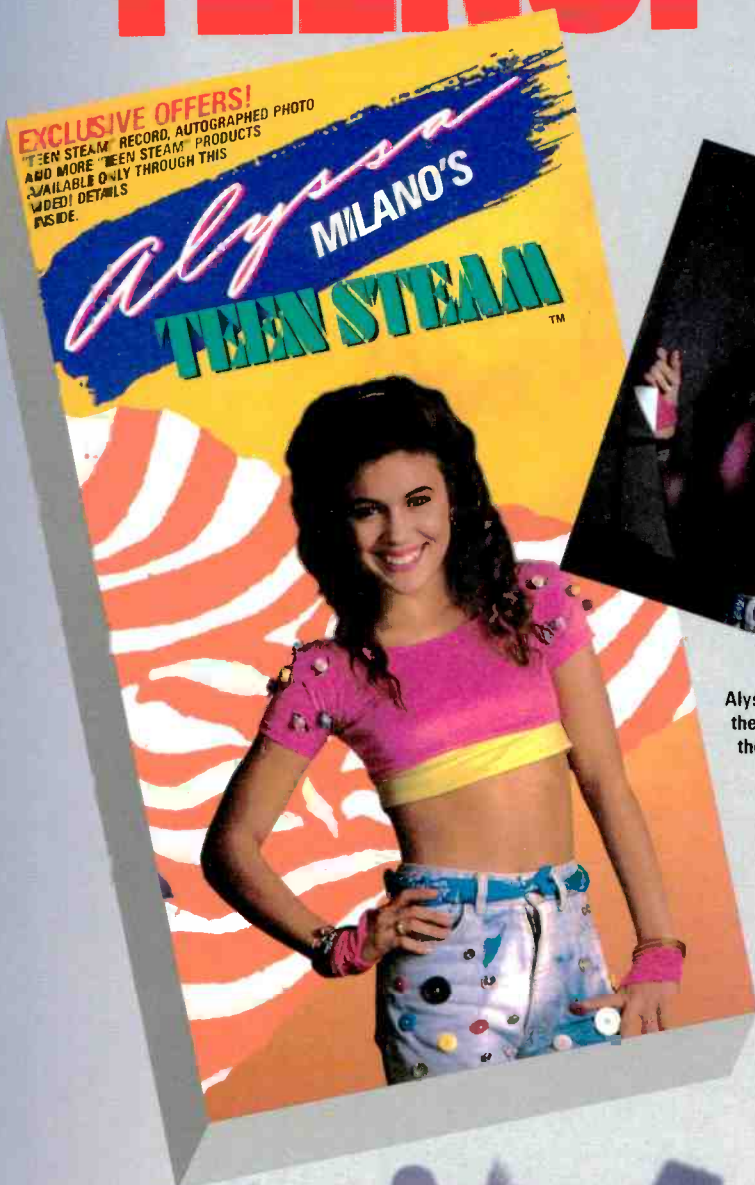


STATE FAIR



SCROOGE

TARGET: TEENS!



Alyssa records the "Teen Steam" theme song.

American teens have their own sense of style. That's why they'll spend \$78 billion this year on *their* kind of clothes, food, music and movies.

And now there's TEEN STEAM—*their* kind of video.

TEEN STEAM stars Alyssa Milano, major teen idol and one of television's most popular young personalities. She's conquered hearts everywhere:

- Named Favorite TV Actress in Nickelodeon's "Kids' Choice" poll
- Stars in "Who's the Boss?," top-10 ABC-TV series
- Appears on dozens of magazine covers every year, including *TV Guide*, *Tiger Beat*, *Bop*, *Teen*, and *The Big Bopper*
- Receives 7,000 fan letters each week
- Stars in the NBC-TV movie "The Prom"

TEEN STEAM brings Alyssa's remarkable power and appeal to video for the first time! It's a natural blockbuster, featuring a hip original soundtrack, exciting choreography and a theme song performed by Alyssa herself. Kids will dance with her, work out with her, and just hang around and laugh with Alyssa and her friends!

This video is being promoted where kids shop, play, work and eat with J2's most innovative marketing campaign yet. Corporations are clamoring for a piece of the action, and tie-ins include:

- 25-city promotion with movie theatre chains and major retailers
- Joint promotion with famous-name teen watch manufacturer
- *Teen Steam* shopping mall shows
- Exclusive teen magazine photo features
- Cross-couponing with national brand cosmetics manufacturer

And there's more: an Alyssa Milano media tour encompassing national television, radio and newspapers; retailer POP; and contests and giveaways! It's a marketing bonanza designed so that every teen will know about TEEN STEAM and want his or her own copy.

So get ready for the rush. When it comes to grabbing the big-spending teen market, TEEN STEAM is right on target!

TEEN STEAM \$19.95 *sugg. retail*
 Prebook: August 23 Release date: Sept. 8
 #J2-0029 ISBN 1-55875-029-0
 Running time: approx. 45 minutes
 ©1988 J2 Communications

EXCLUSIVE CONSUMER OFFER!
 45 rpm TEEN STEAM theme song
 and autographed photo of Alyssa
 available only with the video!

NATIONAL RECORD MART

(Continued from page 64)

very high volumes and obviously can carry much heavier inventories," Fischer says.

"For the past couple of years, we've realized that to maximize the opportunities we have, we've had to readjust our inventories, which means building a base inventory for larger stores and then down-inventorying some of our smaller stores."

NRM has opened new markets, including Holyoke, Mass., and Charlotte, N.C., and Fischer has his eye on gaining more territory. During the chain's July 17-20 convention at Seven Springs Mountain Resort in Champion, Pa., management promised its suppliers that the chain's store count will rise from 84 to at least 94 by the time the holiday selling season begins (Billboard, July 30). Fischer says there's a chance that NRM will hit the 100-store mark by year's end.

In the two years since NRM's ownership switched from the founding Shapiro family to a management/investment group headed by Fischer, the chain has geared for growth. Not the least of those steps has been the hiring of Ken Neuhauser as director of real estate.

"The past two years have been ones where we pretty much prepared and fertilized the ground and sowed our seeds, and I think you'll see us opening more new markets this fall," Fischer says.

As for the future, Fischer says, "We're focusing primarily on east of the Mississippi," with an eye toward continuing development in upstate New York, New England, and East Coast markets, possibly including the Carolinas.

Says Fischer, "Our main focus is still malls. I know our competition in many instances is doing free-standing stores, but we still feel that we're a good mall operator, that we produce for mall developers, and we're still looking for that as our prime source of expansion."

FRANCHISE LISTING

(Continued from page 58)

Canby, Ore. 503-645-8747
 Established: 1981
 Franchising Since: 1981
 Units: 13
 Franchise Fee: \$9,900
 Total Investment: \$58,000-\$95,000
 Royalty: 5% of adjusted monthly gross
 Financing: none

Video Exchange Inc.
 Lakewood, Colo. 303-988-8540
 Established: 1980
 Franchising Since: 1981
 Units—company owned: three; franchised: 67
 Franchise Fee: \$15,000
 Total Investment: \$150,000-\$350,000
 Royalty: 4% plus 2% advertising
 Financing: none

Video Paradise Inc.
 Westboro, Mass. 617-435-6804

(Continued on page 67)

Reprinted with permission from
 The 1988 Franchise Annual, Info
 Press, Inc. Lewiston, N.Y., 14092.
 Data was updated by Billboard.



Meet Alyssa and get your free autographed photo at VSDA!
 J2 booth #3566, 1-2:30 PM, Sunday, August 7.

J2 Communications 10850 Wilshire Boulevard Suite 1000 Los Angeles, CA 90024

Vestron To Issue 'Platoon,' 'Hoosiers' In October

BY AL STEWART

NEW YORK Vestron Video, which waged a bitter battle over the video rights to "Platoon" and "Hoosiers," will finally take a crack at marketing the coveted titles.

The company plans to release both films Oct. 12 at sell-through price points: \$24.98 for "Platoon" and \$19.98 for "Hoosiers." The two titles were first released on video by HBO Video Jan. 22 for \$99.95 and \$89.95, respectively. (Billboard, Jan. 30).

Vestron will tie the films into the previously announced Star & Bars Videogift promotion (Billboard, June 25). The fourth-quarter sell-through push will offer consumers a free video from the collection when they buy any two of the 20 titles in the promotion and 10 Nestlé candy bars. Consumers must send proofs of purchase and sales receipts for the videos together with the candy bar wrappers to receive the free video.

The combined marketing effort of Vestron and Nestlé is valued at \$10 million. Nestlé has the option to put commercials on any or all of the tapes but has not announced which titles will carry ads for Nestlé product.

"The addition of 'Platoon' and 'Hoosiers' will dramatically strengthen the Videogift promotion," says Al Reuben, Vestron's senior VP, marketing and sales, who predicts that the 20 titles in the promotion will collectively generate sales of 2 million

units. "Remember, neither of these titles has ever been dropped in price, and both are highly collectible, especially when you consider that 'Platoon' won an Academy Award."

The release of "Platoon" and "Hoosiers" by Vestron appears to be the final chapter in a legal bout that started immediately after "Platoon" took best-picture honors at the Academy Awards ceremonies in April 1987.



Jon Peisinger, president of Vestron Video, donned a combat helmet at last year's Video Software Dealers Assn. convention and promised to fight for the rights to "Platoon."

"Platoon" and "Hoosiers" were sold as a package deal by their producer, Hemdale Film Corp. Before the films were theatrically released, Vestron agreed to pay a reported \$7.4 million for the North American home video rights to the two films.

Shortly after "Platoon" became a runaway hit, Hemdale charged that Vestron had not lived up to the financial terms of the deal and declared the prebuy agreement invalid. Hemdale then sold the rights to HBO Video for approximately \$14 million.

The matter was litigated in both state and federal courts, and a bevy of charges and countercharges swirled for months. The dispute over rights to "Platoon" also took center stage at last year's Video Software Dealers Assn. convention.

HBO Video brought in a jeep, some sandbags, and even a few palm trees to bring a taste of Vietnam to Las Vegas. But even as HBO adopted a "Platoon" theme for its booth, Vestron officials stood by vowing to fight for the right to release "Platoon" and "Hoosiers" (Billboard, Aug. 29).

During a lunch sponsored by Vestron at last year's VSDA, Vestron president Jon Peisinger touched off a furor by threatening retailers with legal action should they rent or sell HBO-supplied copies of the two titles.

Peisinger, who donned a combat helmet during his speech, said HBO's plan to ship the titles

amounted to a violation of Vestron's copyright and added, "Anyone selling or renting copies of the cassette is equally liable for copyright infringement."

While the settlement ultimately permitted HBO to release the tape Jan. 22, it also stipulated that the rights revert to Vestron after Aug. 31 (Billboard, Jan. 30). The agreement mandated that Vestron wait until Oct. 14 to ship the titles (a date that was later moved up by two days to accommodate Vestron's shipping schedule).

By all appearances, Hemdale came out with the short end of the stick. Though complete details of the out-of-court settlement were not made available, sources close to case say that Hemdale recognized that it was on the brink of losing. They say Hemdale agreed to pay a substantial settlement to HBO, since HBO was forced to pull the tape off the market after seven months, and an even greater sum to Vestron, believed to be in the neighborhood of \$15 million.



Like the Vietnam War itself, the battle over home video rights to "Platoon" was a long and often ugly affair with plenty of losers. Pictured in this scene from the film are, from left, Willem Dafoe, Charlie Sheen, and Tom Berenger. Beginning Oct. 12, the war epic will be available from Vestron Video for a list price of \$24.98.

Anticopying Device Mars Taped Image Macrovision Protects PPV

BY JIM McCULLAUGH

LOS ANGELES Macrovision, the company that has pioneered anticopying technology for videocassettes, has developed an anticopying system aimed at the emerging pay-per-view market.

When this newer technology—in the form of a circuit board—is installed at cable-system head ends, says Macrovision president Gene Eidenberg, the signal being fed to residences or hotels will inhibit video recorders from making unauthorized

copies by causing "significantly degraded picture quality" in copies made from that signal.

"It will produce a picture where the entertainment value has been lost," says Eidenberg. "You might be able to tell what it was, such as a fight or a movie, but the picture will be unwatchable."

If accepted by the cable industry, says Eidenberg, PPV which was a major focal point and controversial issue at last year's Video Software Dealer's Assn. convention, will be
(Continued on page 70)

VIDEO PEOPLE

Video People is a weekly column spotlighting personnel changes and promotions announced by prerecorded-video suppliers, distributors, duplicators, retailers, and hardware manufacturers. Announcements should be sent to *Video People*, Billboard, 1515 Broadway, New York, N.Y. 10036.

John Quinn is named VP of sales for Warner Home Video, Los Angeles. He succeeds **David Mount**, who recently joined International Video Entertainment. Most recently, Quinn was director of retail operations for Sound Warehouse. Prior to that, he had served as Midwest regional sales manager and later national accounts sales manager for Warner Home Video from 1983-86.

Michael DuBusk is named director, national credit, for Paramount Home Video, Los Angeles. He was national credit manager at ABC for nine years.

Blockbuster Video in Fort Lauderdale, Fla., makes the following appointments in regional marketing management: **Andrea Beaudoin**, Midwest; **Therese Larrea**, West; **Leslie Lieberman**, Central; **Vicki Kotis**, Northeast; and **Michelle Wilkinson**, Southeast. Beaudoin was with Kerlig, Switzer & Johnson Advertising; Larrea was component advertising manager for Siemens; Lieberman was with Bozell & Jacobs; Kotis was with Friendly Video; and Wilkinson was with Winius-Branson Advertising.

THE 2nd ANNUAL AMERICAN VIDEO CONFERENCE AND AWARDS

CALL FOR ENTRIES

For Special Interest videotapes released to the U.S. and/or Canadian home markets between October 1, 1987 and November 1, 1988

ENTRY DEADLINE: SEPTEMBER 1, 1988

For conference registration
and AVC Awards entry forms, contact:

THE AMERICAN VIDEO CONFERENCE
The American Film Institute
2021 North Western Avenue
Los Angeles, CA 90027
213/856-7743

Presented by:  The American Film Institute with  Billboard and  THE VIDEO REPORTER

STRIKE HOLLYWOOD GOLD!

The stuff that collectibles are made of—12 great film titles for the movie buff. Unusual roles and unforgettable performances by famous stars, including Rod Steiger, Michael Caine, Genevieve Bujold and a very young Brooke Shields. Beautiful productions and engrossing themes span the generation gap.

Great Consumer Appeal and Great Sales Support!

Place your order now! Call Rick Margolis, Director of National Sales, at (212) 983-8192 or see us at VSDA, Booth No. 2672.

Wood Knapp Video

140 East 45th Street, New York, NY 10017 (212) 983-8192

newsline...

CABIN FEVER ENTERTAINMENT is a new player in the special-interest-video market. Beginning in September, the Greenwich, Conn.-based company will market such titles as "The 500 Home Run Club," hosted by Mickey Mantle and sports broadcaster Bob Costas; "Lynyrd Skynyrd '88 Tribute Tour"; "The 'TLC' Way To Train Your Dog"; "Why Fish Strike! Why They Don't!"; "Thanks, Troubadour, Thanks," the life story of country legend Ernest Tubbs; and "Meet Babe Ruth." Future cassettes will cover country music, rodeo, children's video, motor sports, and U.S. history, according to Tom A. Molito, president. The company is a division of UST Enterprises.

NEW AGE VIDEO. Look for the new Cinery Entertainment label to make its mark in the special-interest market. Begun by founder and former president of Today Home Entertainment Adriana Shaw, the label plans to focus on new age material and upscale children's programming. Among the initial titles planned are "Psychocalisthenics," Lindsay Wagner's stress-management exercise program; "Yoga Video Course" with Ron Hittleman; and "The Arthur Young/Changing Times Magazine Guide To Personal Finance." The company also plans to rerelease the documentary "Mother Teresa" for \$29.95, down from the original \$59.95 price. That title, released originally on Today Home Entertainment, won the 1987 best-documentary award at the first American Film Institute/Billboard American Video Conference.

MONOGRAM ENTERTAINMENT GROUP has been formed in Los Angeles as an independent video supplier. Its initial releases include "Kids' Talk," a three-tape child/parent communication series (each tape sells for \$14.95) "Clarence And Angel"; "Drive-In Matinee"; and "Lunch Meat." According to Don Kitzmiller, president, the company plans to release as many as 20 titles in the first year aimed at both the sell-through and rental markets. Bill Karl is executive VP and Scott Karl is marketing VP. Both are former executives of Karl Lorimar and cousins of Stuart Karl.

Erol Onaran

(Continued from page 58)

Then, in 1980, early in the video game, he took a chance by expanding the operation to include a small video rental booth at the back of the store.

Onaran hired staffers who weren't afraid of taking risks and fashioned a family business that did not carry X-rated product. He decided that Erol's Inc. would grow because of employee input and customer satisfaction.

Onaran elected to stay in the background, shying away from growing public awareness of his enterprise. He operated on the principle that suppliers and distributors, producers, and studios were partners in the increasingly symbiotic home entertainment industry.

So it came as no surprise that between 1982, when Onaran had seven video stores, and 1984, Erol's Inc. virtually exploded into a 40-store operation with 1,500 employees, an advertising budget of more than \$1 million, and more than 150,000 members. It was already one of the top five chains in the country.

Since then, the company has expanded fourfold. Looking back—and in the video business, the distant past is sometimes only four or five years—it's clear that this phenomenal growth is as attributable to adventuresome management as it is to the competent and friendly staff at the stores.

It's a well-oiled machine, Erol's Inc. is. Newcomers are often skeptical of the genuine enthusiasm one finds in all areas of the operation.

After all, it's a sad truth that too many businesses, big and small,

lack such a vital positive attitude, overlooking a simple fact that Onaran realized early on: Give your employees a chance to contribute, a reason to care, and a chance to grow, and the resulting energy and ideas will profit everyone.

Onaran is a quiet-spoken man who has never wanted the spotlight. That's not to say that the company hasn't made the most of his mystique—after all, this is the age of image—but in his case, the

A Turkish immigrant, Onaran arrived in the U.S. in 1960 with \$16

image is real, not dreamed up in some public-relations brainstorming session. One can see Onaran's mark—his decisions, his risks, his choices—everywhere in the company, from the look of his print and TV ads to the annual family day staff outing to the in-house English-as-a-second-language program for immigrant employees.

Not a month goes by without an announcement from Erol's Inc. headquarters heralding yet another new departure—witness the recently introduced Discovery Program for great but little-known movies (Billboard, June 11) and the new "The Book Of Video Lists," which orders movies by subject and star. (Billboard, Aug. 6).

Such a wealth of new ideas, such growth and success cannot come from bored or uninvolved employees. Onaran knew that early on, and we salute him.

FOR WEEK ENDING AUGUST 13, 1988

Billboard

©Copyright 1988, Billboard Publications, Inc. No part of this publication may be reproduced, stored in any retrieval system, or transmitted, in any form or by any means, electronic, mechanical, photocopying, recording, or otherwise, without the prior written permission of the publisher.

TOP VIDEODISKS™

THIS WEEK	2 WKS. AGO	WKS. ON CHART	TITLE	Copyright Owner, Manufacturer, Catalog Number	Principal Performers	Year of Release	Rating	Suggested List Price
			Compiled from a national sample of retail store sales reports.					
			★★ NO. 1 ★★					
1	1	7	THE UNTOUCHABLES	Paramount Pictures Paramount Home Video 1886	Kevin Costner Sean Connery	1987	R	34.95
2	6	9	THE PRINCESS BRIOE	Twentieth Century Fox Image Entertainment CC110L	Cary Ewes Robin Wright	1987	PG	34.95
3	9	5	THE WITCHES OF EASTWICK	Warner Bros. Inc. Warner Home Video 11741	Jack Nicholson Cher	1987	R	34.95
4	2	25	DIRTY DANCING	Vestron Pictures Inc. Vestron Video 6013	Patrick Swayze Jennifer Grey	1987	PG-13	39.95
5	3	21	ROBOCOP	Orion Pictures Orion Home Video 0040	Peter Weller Nancy Allen	1987	R	39.95
6	4	13	BEVERLY HILLS COP II	Paramount Pictures Paramount Home Video 1860	Eddie Murphy	1987	R	34.95
7	8	15	PREDATOR	CBS-Fox Video 1526	A. Schwarzenegger	1987	R	34.95
8	5	3	THROW MOMMA FROM THE TRAIN ◇	Orion Pictures Image Entertainment 5231	Danny DeVito Billy Crystal	1987	PG-13	36.95
9	NEW		INNERSPACE	Amblin Entertainment Warner Home Video 11754	Dennis Quaid Martin Short	1987	PG	34.95
10	7	23	PLATOON	Hemdale Film Corp. HBO Video 0040	Tom Berenger Charlie Sheen	1986	R	39.95

◆ ITA gold certification for a minimum sale of 125,000 units or a dollar volume of \$9 million at retail for theatrically released programs, or of at least 250,000 units or \$1 million at suggested retail for nontheatrical titles. ◇ ITA platinum certification for a minimum sale of 25,000 units or a dollar volume of \$18 million at retail for theatrically released programs, and of at least, 50,000 units and \$2 million at suggested retail for nontheatrical titles. SF short-form. LF long-form. C concert. D documentary.

VIDEO REVIEWS

This column offers a critical look at recent nontheatrical video releases. Suppliers interested in seeing their cassettes reviewed in this column should send VHS cassettes to Al Stewart, Billboard, 1515 Broadway, New York, N.Y. 10036. Please include the running time and suggested retail price.

FRANCHISE LISTING

(Continued from page 64)

Established: 1980
Franchising Since: 1981
Units: 61
Franchise Fee: \$15,000 variable
Total Investment: \$100,000 variable
Financing: none

Video Update Inc.

St. Paul, Minn. 612-222-0006
Established: 1982
Franchising Since: 1983
Units—company owned: three; franchised: 82
Total Investment: \$100,000-\$150,000
Royalty: 5% plus 3% advertising

Video Village

Huntington Valley, Pa. 215-947-9702
Established: 1980
Franchising Since: 1982
Units—company owned: five; franchised: 13
Franchise Fee: \$7,500
Total Investment: \$100,000-\$150,000
Royalty: \$100 weekly

Video's 1st

Albany, N.Y. 800-346-8488
Established: 1986
Franchising Since: 1987
Units—company owned: two; franchised: nine
Franchise Fee: \$13,500
Total Investment: \$80,000
Royalty: 7% plus 1% national advertising and 2% local
Financing: none

Vidtron Drive Through Movie Rentals

Granbury, Texas 817-556-3888
Established: 1986
Franchising Since: 1987
Units—company owned: one; franchised: three
Franchise Fee: \$5,000 local; \$25,000 regional
Total Investment: \$30,000-\$45,000
Royalty: \$87.50 per week until store attains gross of \$6,000; then 7.5% gross plus 5% advertising
Financing: none

West Coast Video

Philadelphia 800-433-5171
Established: 1983
Franchising Since: 1985
Units—company owned: 60; franchised: 270
Franchise Fee: \$32,500
Royalty: 5% plus 1% national advertising and 1% regional
Total Investment: \$175,000-\$250,000
Financing: assistance in obtaining

Reprinted with permission from The 1988 Franchise Annual, Info Press, Inc. Lewiston, N.Y., 14092. Data was updated by Billboard.

"Firestone Auto Dimensions," Congress Video, 45 minutes, \$16.95.

For those viewers who never took auto shop in high school and haven't a clue as to what makes their car run, this is an excellent educational tool. The premise is a bit cute—while a nosy neighbor fiddles alarmingly with his clunking engine, nervous Mr. Auto Owner is magically sucked into the

pages of his Firestone manual—but the information is thorough and top-notch. With the help of a uniformed guide, the auto owner and the viewer are taken on a first-hand tour of the car's electrical, ignition and fuel, steering and suspension, cooling, and brake systems and are given a complete preventive maintenance checklist.

Some viewers may be disappointed that the program doesn't

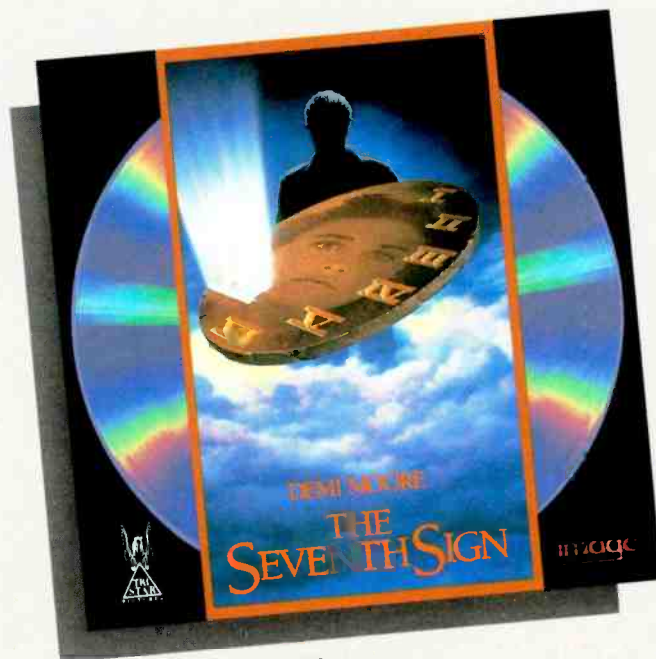
give tips for do-it-yourself repairs; instead, it recommends consulting professional service people. This idea, pushed constantly, is actually sage advice. And the tape does explain auto "plumbing" in easily understandable terms with plenty of diagrams and gives viewers an idea of which symptoms could spell trouble. Though Firestone Tires is behind this production, the furthest the tape goes in plugging

the company is in showing a few logos here and there—no heavy hype. Sell-through activity should be steady on this one.

J.C. McADAMS

"Vietnam: Air Cavalry," Spinnaker Software Corp., 30 minutes, \$9.95.

In many ways, our involvement in Vietnam revolutionized convention-
(Continued on page 70)



THE SEVENTH SIGN ID6100TS



JOHNNY BE GOOD ID61490R



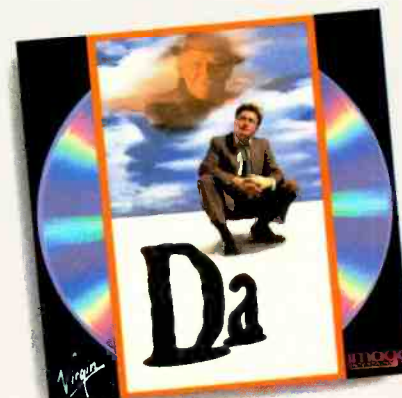
DEAD HEAT ID6090NW



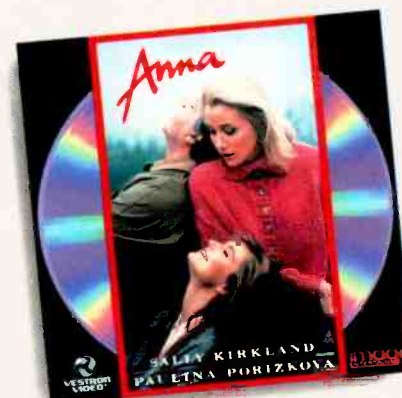
AND GOD CREATED WOMAN ID6094VE



LADY IN WHITE ID6018VV



DA ID6111VE



ANNA ID6095VE

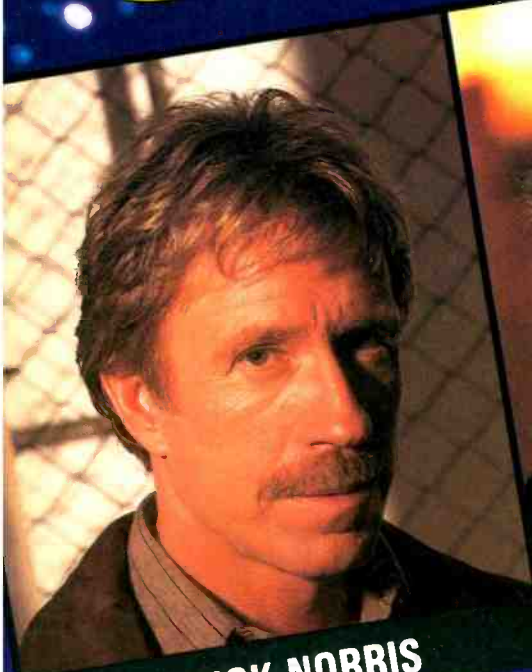
The Finest In Laser Videodiscs

Come visit us at VSDA — Booth #2737
6311 ROMAINE STREET HOLLYWOOD, CA 90038
(213) 468-8867 FAX: (213) 468-9236
Natl. Toll Free 800-421-4585 Calif. Toll Free 800-633-DISK

© 1988 IMAGE ENTERTAINMENT, INC.

image
ENTERTAINMENT
The Finest In Laser Videodiscs

THE BIGGEST ACTION STARS ARE COMING TO...
CANNON VIDEO



CHUCK NORRIS



CHARLES BRONSON



MICHAEL DUDIKOFF



VAN DAMME

AVAILABLE IN OCTOBER...

The Sun Goes Down
The Lights Come Up
The World Turns On To...



Salsa
The Motion Picture™

IT'S HOT!



CANNON VIDEO
640 South San Vicente Boulevard
Los Angeles, California 90048
(213) 658-2100

AVAILABLE THROUGH



WARNER HOME VIDEO

LOOK FOR US AT THE VSDA • BOOTH 2978

TOP VIDEOCASSETTES SALES™

Compiled from a national sample of retail store sales reports.

THIS WEEK	LAST WEEK	WKS. ON CHART	TITLE	Copyright Owner, Manufacturer, Catalog Number	Principal Performers	Year of Release	Rating	Suggested List Price
			★ ★ NO. 1 ★ ★					
1	1	82	CALLANETICS ▲ ◇	Callan Productions Corp. MCA Home Video 80429	Callan Pinckney	1986	NR	24.95
2	2	21	START UP WITH JANE FONDA	Lorimar/LightYear Ent. Lorimar Home Video 077	Jane Fonda	1988	NR	19.95
3	3	43	LADY AND THE TRAMP	Walt Disney Home Video 582	Animated	1955	G	29.95
4	4	95	JANE FONDA'S LOW IMPACT AEROBIC WORKOUT ▲ ◆	Lorimar/LightYear Ent. Lorimar Home Video 070	Jane Fonda	1986	NR	39.95
5	6	34	PINK FLOYD THE WALL	MGM/UA Home Video 400268	Bob Geldof	1982	R	19.95
6	11	9	MADONNA CIAO ITALIA: LIVE FROM ITALY	Sire Records Warner Reprise Video 38141-3	Madonna	1988	NR	29.98
7	5	8	MICKY COMMEMORATIVE EDITION	Walt Disney Home Video 690	Animated	1988	NR	14.95
8	7	48	AN AMERICAN TAIL ◇	Amblin Entertainment MCA Home Video 80536	Animated	1986	G	29.95
9	13	8	DUCKTALES: DAREDEVIL DUCKS	Walt Disney Home Video 694	Animated	1988	NR	14.95
10	8	43	STAR TREK IV-THE VOYAGE HOME	Paramount Pictures Paramount Home Video 1797	William Shatner Leonard Nimoy	1986	PG	29.95
11	9	145	JANE FONDA'S NEW WORKOUT ▲ ◆	Lorimar/LightYear Ent. Lorimar Home Video 069	Jane Fonda	1985	NR	39.95
12	27	112	KATHY SMITH'S BODY BASICS ▲	JCI Video Inc. JCI Video 8111	Kathy Smith	1985	NR	29.95
13	10	29	DIRTY DANCING	Vestron Pictures Inc. Vestron Video 6013	Patrick Swayze Jennifer Grey	1987	PG-13	89.98
14	32	3	DUCKTALES: FEARLESS FORTUNE HUNTER	Walt Disney Home Video 693	Animated	1988	NR	14.95
15	18	11	PLAYBOY'S 1988 PLAYMATE OF THE YEAR	HBO Video 0078	India Allen	1988	NR	14.99
16	25	164	JANE FONDA'S EASY GOING WORKOUT ▲ ◆	Lorimar/LightYear Ent. Lorimar Home Video 058	Jane Fonda	1984	NR	39.95
17	33	47	DORF ON GOLF ◆	J2 Communications J2-0009	Tim Conway	1987	NR	29.95
18	17	8	FATAL ATTRACTION	Paramount Pictures Paramount Home Video 1762	Michael Douglas Glenn Close	1987	R	89.95
19	40	139	KATHY SMITH'S ULTIMATE VIDEO WORKOUT ▲	JCI Video Inc. JCI Video 8100	Kathy Smith	1984	NR	29.95
20	12	6	MICKY AND THE BEANSTALK	Walt Disney Home Video 691	Animated	1988	NR	14.95
21	29	34	ANIMAL HOUSE ◇	Universal City Studios MCA Home Video 66000	John Belushi Tom Hulce	1976	R	19.95
22	38	93	SLEEPING BEAUTY ◆	Walt Disney Home Video 476	Animated	1959	G	29.95
23	23	44	KATHY SMITH'S WINNING WORKOUT ◇	Fox Hills Video FH1012	Kathy Smith	1987	NR	29.95
24	21	42	PLAYBOY 1988 PLAYMATE VIDEO CALENDAR	Lorimar Home Video 524	Various Artists	1987	NR	24.95
25	22	113	MARY POPPINS ● ◆	Walt Disney Home Video 23	Julie Andrews Dick Van Dyke	1964	G	29.95
26	14	6	DISNEY SING ALONG SONGS: YOU CAN FLY!	Walt Disney Home Video 662	Animated	1988	NR	14.95
27	35	12	SIGN O' THE TIMES	Purple Films Company MCA Home Video 80797	Prince	1987	PG-13	29.95
28	36	91	SCARFACE ▲ ◆	Universal City Studios MCA Home Video 80047	Al Pacino	1983	R	24.95
29	16	73	TOP GUN	Paramount Pictures Paramount Home Video 1629	Tom Cruise Kelly McGillis	1986	PG	26.95
30	28	2	DEF LEPPARD: HISTORIA	Polygram Records Inc. Polygram Video 080359-3	Def Leppard	1988	NR	24.95
31	24	89	THE GODFATHER	Paramount Pictures Paramount Home Video 8049	Marlon Brando Al Pacino	1972	R	29.95
32	30	26	KATHY SMITH'S STARTING OUT	Fox Hills Video FH1027	Kathy Smith	1987	NR	19.95
33	20	5	FULL METAL JACKET	Warner Bros. Inc. Warner Home Video 11760	Matthew Modine Adam Baldwin	1987	R	89.95
34	NEW ▶		SUSPECT	Tri-Star Pictures RCA/Columbia Home Video 6-27002	Cher Dennis Quaid	1987	R	89.95
35	15	3	WALL STREET ◇	CBS-Fox Video 1653	Michael Douglas Charlie Sheen	1987	R	89.98
36	19	71	THE WIZARD OF OZ ▲ ◆	MGM/UA Home Video 60001	Judy Garland Ray Bolger	1939	G	29.95
37	34	158	THE SOUND OF MUSIC ▲ ◆	CBS-Fox Video 1051	Julie Andrews Christopher Plummer	1965	G	29.98
38	37	2	ACTION JACKSON	Lorimar Film Entertainment Lorimar Home Video 816	Carl Weathers Vanity	1988	R	89.95
39	26	2	EDDIE MURPHY RAW	Paramount Pictures Paramount Home Video 32037	Eddie Murphy	1987	R	89.95
40	31	28	PLAYBOY VIDEO CENTERFOLD #6	Lorimar Home Video 526	Lynne Austin	1987	NR	12.95

◆ ITA gold certification for a minimum sale of 125,000 units or a dollar volume of \$9 million at retail for theatrically released programs, or of at least 250,000 units or \$1 million at suggested retail for nontheatrical titles. ◇ ITA platinum certification for a minimum sale of 25,000 units or a dollar volume of \$18 million at retail for theatrically released programs, and of at least 50,000 units and \$2 million at suggested retail for nontheatrical titles. SF short-form. LF long-form. C concert. D documentary.



Best Video Pre-Packs...
quality titles, creative merchandising and low prices.
Plus - 100% stock balancing for no risk to you.

Children Pre-school - 9 years
* #1 Brand Name - Family Circle
* Great quality animated featurettes - over 100 million TV exposures
* Animated Bible Stories for the holiday season
* Special pre-school productions for fun and learning
Pre-pack #8803



Great Body Exercise
* Over 350,000 SOLD
* Esquire quality and appeal.
* Stars Deborah Crocker, the #4 leading lady of fitness
* Sensational Packaging
* Plus Marty Liquori and Bruce Jenner
Pre-pack #8802



Rand McNally
* #1 Name in Travel
* Award Winning Productions
* Colorful Packaging for impulse sales
* The most popular travel destinations
* Hosted by top celebrities
Pre-pack #8801

Sell the Best this year... with 3 ready-to-sell Pre-packs in the top non-movie categories, or select from over 120 other top chart selling titles...
All priced to sell. We guarantee it!

Call Direct (800) 527-2189

or contact your Best Film & Video Distributor for details

Best Film & Video ★

VIDEO REVIEWS

(Continued from page 67)

al warfare; however, perhaps no change was as startling or far-reaching as that of the development of the air cavalry. Logic once dictated that the horse give way to mechanized vehicles; during Vietnam, the next logical step in the development of the cavalry was the use of the helicopter. In Vietnam, for the first time, the U.S. Army counted on airmobile units to carry the fight to the enemy.

The sky troopers of the 1st Air Cavalry Division are profiled in this

thoroughly engrossing narrative. We follow their exploits as they drop from helicopters to support troops already engaged with the enemy or to begin an entirely new offensive.

Although the war has long been over, Vietnam will never be forgotten. This tape is a must see for veterans and students of both military and recent history. Considering the low price, there is much sell-through potential here.

RICHARD T. RYAN

MACROVISION DEVICE TO BLOCK PPV COPYING

(Continued from page 65)

come a moot point.

The technology, he says, is aimed strictly at PPV and not pay-television services. Ultimately, he says, the technology could produce more diversified PPV programming.

"There could be some negative feedback from PPV customers since uninhibited copying exists today," says Eidenberg, "but the tradeoff over time should be a richer diversity of PPV program choices."

Eidenberg says Macrovision has been working on this technology for two years, "and we think we have a very powerful technology that is custom-designed for PPV applications."

Essentially, says Eidenberg, the technology is an "enhanced version" of the technology the company has used in the videocassette environment.

"But we are able to strengthen it," Eidenberg says, "because you can do things differently in a transmitted-signal environment where you are working against a single copier as contrasted with the circuitry of two VCRs and back-to-back copying. In addition to enhancing the strength of the basic cassette system, we've added to it a system called the 'color-stripe process' which will produce contrasting rolling color bars running continuously through the program material on an illegal dub." The system will work on all video hardware formats, he says.

Field testing has been completed, at a cable company on the West Coast, and, says Eidenberg, "We will have the technology on display for the industry at VSDA."

During the August-September period, he says, the company is prepared to install the technology at the head ends of cable systems, where it is also compatible with all major scrambling techniques used in that industry today.

"We can't expect to roll this out overnight," he says, referring to the 8,000 head ends in the U.S. "We will have to roll it out on a scheduled basis. The first step is to have the copyright holders and selected cable companies run some on-line demonstrations."

Gauging initial reaction, Eidenberg says, "Copyright holders are very interested, as is the video software dealer industry. We have not had that much contact yet with the cable industry, but we got very good reaction from our field testing. We were gathering data to test the effectiveness of the technology, not to get a reaction per se about the long-term effects on PPV from the cable system where our test was conducted.

"We have made contact with a number of cable companies, and we are in the early stages of exploring their interest. The cable industry should be pleased with this technology on the one hand because of its ease of installation and operation. Nor will it present any difficulties or complications at the management of the cable networks. And it will be utterly transparent to the subscribers so there will be no customer-service problems.

"But the downside from the cable company perspective is that many cable companies advertise home taping for some of their movie services," concedes Eidenberg. "No doubt the industry will have to go through a learning process as anticopying technology is introduced into the marketplace. Like the cassette industry, it is likely to operate at different levels. Realistically, not every PPV program will be copy-protected. There will be a rolling out, and both a cable-company and customer-education process will have to take place."

The cost to the cable company for the technology and its installation will be "nominal," says Eidenberg. "We do not propose to make our money in the process by simply selling the technology. Our expectation from a business standpoint is to participate in the PPV market on a per-buy basis because no one can predict how rapidly the industry will grow.

"We don't want the cost of the technology to be an obstacle to getting it distributed and made available in appropriate circumstances. Our aim is to get it out there and penetrate the marketplace. If the PPV industry gets rolled out on a rapid basis, then the industry will grow and so will our revenue. Alternatively, we will be sharing the risk if the market does not grow fast."

Currently, according to Macrovision, there are more than 70 million videocassettes encoded with the company's anticopying process.

Among home video companies using the technology are CBS/Fox Video, MCA Home Video, MGM/UA Home Video, Warner Home Video, Disney Home Video, HBO Video, and Media Home Entertainment. Bell & Howell/Columbia Pictures Video Services and Allied Film and Video Services are duplicators that also use the technology.

It is also utilized abroad, according to the company, in such territories as the U.K., West Germany, Sweden, the Benelux countries, Austria, Switzerland, and Italy as well as Japan and Canada.

FOR WEEK ENDING AUGUST 13, 1988

Billboard

©Copyright 1988, Billboard Publications, Inc. No part of this publication may be reproduced, stored in any retrieval system, or transmitted, in any form or by any means, electronic, mechanical, photocopying, recording, or otherwise, without the prior written permission of the publisher.

TOP SPECIAL INTEREST VIDEOCASSETTES SALES

THIS WEEK	2 WKS. AGO	WKS. ON CHART	TITLE	Copyright Owner, Manufacturer, Catalog Number	Remarks	Suggested List Price
HEALTH AND FITNESS™						
★★ NO. 1 ★★						
1	1	83	CALLANETICS ♦	Callan Productions Corp. MCA Home Video 80429	Callan Pinckney presents deep muscle exercise techniques.	24.95
2	3	83	JANE FONDA'S LOW IMPACT AEROBIC WORKOUT ♦	Lorimar/LightYear Ent. Lorimar Home Video 070	A fun and effective alternative to traditional dance aerobics.	39.95
3	4	21	START UP WITH JANE FONDA	Lorimar/LightYear Ent. Lorimar Home Video 077	This 25-minute video is more than a warm-up and less than a full workout.	19.95
4	2	83	JANE FONDA'S NEW WORKOUT ♦	Lorimar/LightYear Ent. Lorimar Home Video 069	Beginner and advanced routines designed to strengthen and tone.	39.95
5	6	83	KATHY SMITH'S ULTIMATE VIDEO WORKOUT	JCI Video Inc. JCI Video 8100	Strenuous program designed for intermediate and advanced exercisers.	29.95
6	5	83	KATHY SMITH'S BODY BASICS	JCI Video Inc. JCI Video 8111	Fitness video gets down to basics and is designed for the beginner.	29.95
7	7	25	KATHY SMITH'S STARTING OUT	Fox Hills Video FH1027	Kathy Smith's easy-to-do workout for beginners.	19.95
8	9	83	20 MINUTE WORKOUT	Vestron Video 1033	Bess Motta's three workouts include aerobics, stretching and more.	29.95
9	8	83	RICHARD SIMMONS AND THE SILVER FOXES	Lorimar Home Video 158	Fitness program for people over 50 includes warm-ups and aerobics.	24.95
10	16	69	A WEEK WITH RAQUEL	Total Video, Inc. HBO Video TVA9965	Extensive weekly exercise and yoga program designed by Raquel Welch.	29.95
11	10	45	KATHY SMITH'S WINNING WORKOUT ♦	Fox Hills Video FH1012	Combines aerobic exercise with free weight training in a 12 week program.	29.95
12	17	79	RAQUEL, TOTAL BEAUTY AND FITNESS	Total Video, Inc. HBO Video 2651	Raquel Welch combines exercise and yoga with tips on staying youthful.	19.95
13	RE-ENTRY		JAZZERCISE ♦	MCA Home Video 55089	Judi Sheppard Missett's original exercise program with a jazz dance emphasis.	39.95
14	12	5	JUMP TO IT!	JCI Video Inc. JCI Video 8113	Use of mini-trampoline to build strength & agility without stress to joints.	19.99
15	13	31	DO IT DEBBIE'S WAY	Raymax Prod. P. Brownstein Prod. VidAmerica 1008	Debbie Reynolds leads three separate workouts set to big band music.	29.98
16	14	77	THE JANE FONDA'S WORKOUT CHALLENGE	Lorimar/LightYear Ent. Lorimar Home Video 051	Strenuous exercise program designed for experienced exercisers.	39.95
17	11	83	DONNA MILLS: THE EYES HAVE IT ♦	Donna Mills Inc. MCA Home Video 80384	Donna Mills shares her make-up, beauty and skin-care secrets.	19.95
18	20	83	JANE FONDA'S EASY GOING WORKOUT ♦	Lorimar/LightYear Ent. Lorimar Home Video 058	Calisthenics and aerobics for any age at a slow and easy pace.	39.95
19	18	77	JANE FONDA'S P. B. & R. WORKOUT	Lorimar/LightYear Ent. Lorimar Home Video 046	Designed for pregnant women who want to keep in shape.	39.95
20	15	3	ESQUIRE DANCE AWAY 80'S	Esquire Video	Combination of low-impact aerobics with the hottest music of the decade.	17.95
BUSINESS AND EDUCATION™						
★★ NO. 1 ★★						
1	6	83	STRONG KIDS, SAFE KIDS	Paramount Pictures Paramount Home Video 85037	Henry Winkler educates parents and children about child abuse.	24.95
2	2	79	PERSUASIVE SPEAKING	Polaris Communication	Successful public speaking through use of body language & eye contact.	19.95
3	8	71	THE VIDEO SAT REVIEW	Random House Home Video	Improve test-taking skills for those important college-entry SAT tests.	69.95
4	10	45	SHATTERED	MCA Home Video 80430	The problems and solutions of teenage drug addiction are discussed.	24.95
5	3	79	SAY IT BY SIGNING	Crown Publishing Corp. Crown Video	Basics of sign language with emphasis on useful words & phrases.	29.95
6	11	21	HELLO PC	Gregory A. Howard Morris Video 3102	Video eases you through every basic function right up to using the printer.	29.95
7	5	81	CONSUMER REPORTS: CARS	Lorimar Home Video 074	Information on shopping for and selecting a new or used car.	19.85
8	12	47	AMERICAN HISTORY: THE CIVIL WAR	Increase Video IV015	Famous events from the Civil War are recounted and analyzed.	29.95
9	7	51	THE WINNING JOB INTERVIEW	Star Video Prod.	Improvement in interviewing skills and career development.	39.95
10	13	7	HELLO WORDSTAR	Gregory A. Howard Morris Video 3103	The handy WORDSTAR program gives professional executive-style documents.	29.95
11	1	81	CAREER STRATEGIES 1	Polaris Communication	Development of managerial skills & mental exercises are taught.	19.95
12	9	45	DRUG FREE KIDS: A PARENT'S GUIDE	LCA	A look at drug abuse and the techniques parents can use to solve it.	29.95
13	14	23	INC. MAGAZINE: HOW TO REALLY START YOUR OWN BUSINESS	Lorimar Home Video 081	Topics include getting the idea, finding investors and making the deals.	29.95
14	15	43	CAREER STRATEGIES 2	Polaris Communication	Learn when and how to move to get the most out of a new position.	19.95
15	4	57	HOW TO USE YOUR IBM PC-IN TEN EASY LESSONS	Kennon Publishing Corp. Kennon Video	Basic knowledge to make the IBM-PC work in countless ways.	79.95

♦ ITA gold certification for a minimum sale of 125,000 units or a dollar volume of \$9 million at retail for theatrically released programs, or of at least 250,000 units or \$1 million at suggested retail for nontheatrical titles. ♦ ITA platinum certification for a minimum sale of 25,000 units or a dollar volume of \$18 million at retail for theatrically released programs, and of at least 50,000 units and \$2 million at suggested retail for nontheatrical titles. SF short-form. LF long-form. C concert. D documentary. Next week: Recreational Sports; Hobbies And Crafts.

VSDA CHAPTERS IN U.S., CANADA LISTED

(Continued from page 63)

Pat Gebicki, Video Review III, director; Jerry Cooper, Jerry's General Store, director; Bob Mosca, Jackson Supply, director, JR Miltstead, Box Office Movies, director; Ben Bach, Bach's Office Video, director; Pete Patel, Movie Gallery, director.

Suncoast

Mary Chase, Northside Video; 5500 Fourth St. N.; St. Petersburg, Fla. 33703; 813-525-4224 or 813-527-8882.

Meets every two months on the second Wednesday at the Tampa Airport Hilton, Tampa, Fla. Will host video retailers and distributors and related-industry personnel from Germany in late September.

Officers/Directors: Chase, president; Tim Wiley, Video Trend Inc., VP; Jackie Yacovelli, Video Show, secretary/treasurer; Ben Morris, Morris McMichael, Wilcox & Mora, attorney; Shawn M. Nirmul, Universal Video Inc., director; Steve Becker, Network Video, director; Michael Agency, Video Empire, director; Rick Whittle, Pik-A-Flik II, director; Jerry Claiborne, JVC Industries, director.

GEORGIA

Atlanta

Steve Rosenburg, Premiere Video, 3390 Canton Highway, Marietta, Ga. 30066; 404-423-9508 or 404-423-7145.

Meets every two months, various sites.

Officers/Directors: Rosenburg, president; William Patterson, Columbus Tape, VP; Pat Logue, Video Connection, secretary; Barbara Myers, Shows To Go, treasurer; Shelia Zbosnik, Home Video, director; Bill Duckwell, Flicks Video, director; Jack Pepper, Ingram Video, director.

IDAHO

Lorna Gillette, House of Video, 519 Overland Ave., Burley, Idaho 83318; 208-678-8219.

Officers/Directors: Gillette, president; Bob Watts, K&B Kwik Stop, VP; Judy House, Video West, secretary; Carrie Barnes, I.V. Video, director; Ina Kay Bradford, Video Place Inc., director; Dale Durbin, Video Flicks, director; Kaye Perkins, Video Express, director; Don Robinson, K&B Kwik Stop, director.

ILLINOIS

Chicago

Elaine J. Zizas, Movies In Motion, 8752 W. 159th St.; Orland Park, Ill. 60462; 312-460-0958.

Meets four to six times a year.

Officers/Directors: Zizas, president; Will Mattingly, Park Video, VP; Stan Banaszak, Take One Video, treasurer; Stefaan Janssen, White-Janssen Inc., secretary; Frank Belcastro, Enterprises, board member; Sandy Goldman, The Video Advantage, board member; Lee Gimbel, Baker & Taylor, board member; Lee Goldstein, Video Trend Inc., board member; Richard Togliatti, Pattog Corp./Just Video, board member; Dennis Knipp, attorney.

INDIANA

Mary Bender, Video Memories of Indiana, 1010 25th St., Columbus, Ind. 47201; 812-379-1055 or 812-372-4068.

Meets on the third Thursday in January, April, July, and October at the Indianapolis Holiday Inn. Casino Night every July.

Officers/Directors: Bender, president; Frank Mazelin, Video Trax, VP; Pat Johnson, Classic Video, secretary; Pete Roberts, Major Video Concepts, treasurer; Thomas Bigley, Sharpnack, Bigley, David & Rumble, attorney; James Ibaugh, Four Star Video, director; Dolores "Tinker" Shepherd-Smith, Tinkers Video World, director; William E. Denton, B&J Countryside Video, director; Janet Rettig, Movie Madness Video, director; Carol Hoskins, Stop One Video, director.

KENTUCKY

Bill Crouch, Video Village, 1455 Jamke Drive, Erlanger, Ky. 41018; 606-233-1611.

Officers/Directors: Crouch, president; Charles Epstein, Major Video Concepts Inc., director; Jerome

Hutchinson Jr., Movies Plus Inc., director; Jim Jones, WK Video Inc., director; Christopher Klapehe, Premier Video, director; Ray Martin, Wax Works/Video Works Inc., director; Marsha Mulcahy, Video Attractions, director; Terry Schneider, Roadrunner Video Entertainment Inc., director; Stephen Spero, Movies To Go, director.

MARYLAND

Baltimore

Kathy Hurley, Shows To Go, P.O. Box 465, Federalsburg, Md. 21632; 310-754-8184.

Officers/Directors: Hurley, president; Cherie Glasev, Barry's Video, secretary; Gary Boyd, Countryside Video, treasurer; Michael Bereson, MSV Distributors, director; Mark Pernia, Ingram Video, director; Alan Rosofsky, Budget Video Inc., director; Robert White, VSA Video Clubs Inc., director.

MICHIGAN

James Bevak, Video Vista, 33266 W. Seven Mile Road, Livonia, Mich. 48152; 313-474-5484.

Meets every three months on the second or third week at the Novi Hilton Hotel in Novi, Mich.

Officers/Directors: Bevak, president; Mary Oleskiak, Video Station, VP; Jay B. Shah, Video Showcase, secretary; Nancy Hill, Stage And Screen Video, treasurer; Sheldon Kohn, Fried, Saderstein, Devine & Kohn, attorney; Gerald Dervish, Troy Video, director; Dennis Bowdoin, Movieland Inc., director; Barbara Koon, Showtime Video, director; Tom Leach, Video To Go, director; Thomas Leach Sr., Projection Plus Inc., director; Tony Sciarrotto, Video Trend Inc., director.

MINNESOTA

Sharon House, Video Crossings, 17721 Kenwood Trail, Lakeville, Minn. 55044; 612-435-7068 or 612-469-1751.

Meets every three months on either Tuesdays or Wednesdays at the Minneapolis Hilton Inn.

Officers/Directors: House, president; Jay Kaeder, Video King Inc., VP; Donna Colberg, Video Vault, secretary; Carmen Kerr, Valley Video, treasurer; William Kronschnable, Kampmeyer & O'Connor, attorney; Tom Houle, Broadway Video, director; George Olmstead, Viking Video, director; Dave Ballstadt, Adventures In Video, director; Bob Bigelow, Bigelow Video, director; Dave Olson, Commtron Corp., director.

MISSOURI

Kansas City

Don Cahail, Applause Video, 2000 N.E. Vivion Road, Kansas City, Mo. 64118; 816-455-4470.

Meets every four weeks at Applause Video.

Officers/Directors: Cahail, president; Don Marchi, Movies At Home, VP; Shelia Soptick, JXJ Inc., secretary; Wes Wedmyer, Hubbell's Video Trend, treasurer; Copilevitz, Bryant, Gray & Jennings, attorney; David Sidor, Movie Gallery, director; Don Mathtys, Ingram Home Entertainment, director; Richard Rostenberg, Hollywood at Home, director; John Pocsik, Sight & Sound, director; Susan Williams, Commtron, director.

St. Louis

Joseph Gasparich, BAC Video, 100 S. Charles St.; Belleville, Ill. 62220; 618-233-5210.

Meets six times a year in different places.

Officers/Directors: Gasparich, president; Verna McMullen, Mr. T's Video, VP; Johnny Beck, Video Headquarters, Maryland Heights, treasurer/chairman, membership committee; Jodell Larkin, Video Library Inc., St. Charles, secretary; Dan Thompson, Sights & Sounds, St. Louis, chairman, charity committee; Donald McNutt, Premier Movie Rental, director; Jane A. Brewer, J. Video, Arnold, director; Terry Bettendorf, Movie Set, director; Jime Liles, Rent "N" Go Video, Pacific, director.

NEW HAMPSHIRE (New England)

Jan DeMasse, Video Place, 85 Water St.; Exeter, N.H. 03833; 603-778-8112.

Officers/Directors: DeMasse, president; Robert Hamalian, Home Entertainment Showplace, VP;

Richard Russack, Video Revolution Inc., secretary; Frank Lucca, Flagship Entertainment Centers, treasurer; Charles McCauley, Video Ventures Inc., director; Francis O'Keefe, WEA Corp., director; Rick Russo, C.G. Communications Inc., director; Dick Tedeschi, Prime Time Video Inc., director; Tom Welch, Artec Distributors Inc., director.

NEW MEXICO

Roy Streit, Hollywood At Home Inc., 1520 Deborah Stromei Plaza; Rio Rancho, N.M. 87124; 505-892-3000.

Meets five times a year on Tuesdays. Third annual miniconvention February-March in Albuquerque. Tacy Seminar Sept. 20.

Officers/Directors: Streit, president; Lynne Landers, Video Plus, VP; Sue Baylor, Baker & Taylor Video/Audio, secretary/treasurer; John Bocock, Edgewood Video, director; Ray Carrello, Home Movies, director; John Whiteside, Fantastic Video, director; Frieda Martinez, Movie Time, director; Craig Lee, Southwest Video, director; Andy Bear, Home Entertainment, director.

NEW YORK

Michael Dunn, King Karol Video, 1500 Broadway, New York, N.Y. 10036; 212-764-0330.

Officers/Directors: Dunn, president; Nancy Benedetto, Video Room West, VP; Richard Thorward, Home Video Plus Inc., secretary; Richard Kunis, Manhattan Video Inc., treasurer; Jim Fisher, Baker & Taylor Video/Audio, director; Rick Holman, Prime Video, director; Richard Lotti, Rizon Corp., director; Jack Morris, Rare Bird Video Inc., director; Rich Seiden, Metro Video, director.

NORTH CAROLINA

Butch Lucas, Video Station, 1949 S. Horner Blvd., Sanford, N.C. 27330; 919-774-4542.

Officers/Directors: Lucas, president; Marty Hackney, Sunshine Video Inc., secretary; Curtis Cartner, Major Video Concepts Inc., director; Harold Chamberlain, That's Entertainment Video, director; Nancy Lackey, Custom Video Specialties Inc., director; Bill Laws, Odyssey Video Inc., director; Marty Parsons, Discount Video, director; Ed Tomolonius, North American Video Ltd., director; Ronda Widner, Major Video Concepts Inc., director.

OHIO

Northern Ohio

Paul Hellstern, Brightstar Home Video, 1124 W. Pleasant Valley, Parma, Ohio 44134; 216-842-5902 or 216-663-1225.

Officers/Directors: Hellstern, president; Peggy Del Brocco, ZBS Industries, secretary; Dominic Mihalik, Today's Video, treasurer; Ronald Chiancone, Video Den, director; Robert Doeringer, Home Video Theater Inc., director; John Horn, SBI Video-Schwartz Brothers, director; Roger Horwitz, General Video of America, director; Gregory Picoult, Picoult Enterprises Inc., director; Darby Savage, Commtron Corp., director.

Cincinnati

Louis Epstein, Video Showplace Inc., 10776 Montgomery Road, Cincinnati, Ohio 45242; 513-489-2208.

Meets every four months.

Officers/Directors: Epstein, president; Jim Labarbara, Video Show Place II, VP; Bob Bacigalupo, Bachi's Video, secretary; Slutsky & Donnet, attorney; George Stewart, director; Sandy Williams, Home Video Center, director; Karen Shirver, Video Store, director; Kathy Reid, West Chester Home Video, director; Carol Campbell, Comptron Corp., director; Rob Eikenberry, Wax Works, director.

OREGON

Portland

Tom Keenan, Everybody's Records, Tapes & Videos, 5279 N. Lombard, Portland, Ore. 97203; 503-636-3723.

Officers/Directors: Keenan, VP; Donald Cianci, Video Warehouse, director; Vaughan Cochenour, Ingram Video, director; Larry Eisenberg, Video

Crossroads, director; Bruce Franszen, Comman Performance Video, director; Andrew Lasky, Lasky's Video Library, director; Gil Millett, Mount Tabor Video, director; Patrick Plover, The Video Outlet, director; Bill Wright, Captain Video Inc., director.

SOUTH CAROLINA

Ivan Corley, Cinema South, 462B Heritage Square, Greenwood, S.C. 29646; 803-229-2770. (New chapter; no board elected yet.)

SOUTH DAKOTA (Siouxland Chapter)

Joe Johnson, Midco-GTI, 309 S. Menlo, Sioux Falls, S.D. 57104; 605-333-4850.

Meets every three months, usually on Tuesdays, at the Town House in Sioux City.

Officers/Directors: Johnson, president; Jeff Logan, Show Biz Video, VP; Micki Watchorn, Cinema Video, secretary/treasurer; John F. Archer, Wagen & Wilka, attorney; Jerry Clough, Ace Video, director; Terry Kock, Flick Video, director; Rex Wagener, Star Video, director; Roger Storm, South Sandborn Video, director; John Weber, Regal Video, director; Richard Tiede, Video JCT, director; Joe Johnson, Poppingo Video, director.

TENNESSEE

(Tennessee Valley)

David Earle, Video Station, 2019 Southland Plaza, Decatur, Ala. 35601; 205-350-4443.

Officers/Directors: Earle, president; Larry Harris, Video 2 Go, VP; Pam Bailey, Video Village Inc., secretary; Brad Taylor, Video Exchange, treasurer; Ray Burkholder Jr., Premier Video, director; David Norwood, Videotech, director; Lane Roland, Video Station, director; Ron Smithson, Major Video Concepts Inc., director.

TEXAS

Houston

Janet Chesser, Movieland, 28109 Tomball Parkway, Tomball, Texas 77375; 713-351-5848.

Officers/Directors: Chesser, president; David Turner, Video City, VP; Albert Zarzana, Garden Oaks Video, secretary; Jane Hagest, Age of Video, treasurer; John Fudge, Latest & Greatest Inc., director; Barry Mandel, Nationwide Video, Director; Rajni Patel, Video Rodeo, director; Ned Rattner, H.W. Daily Inc., director.

VIRGINIA

Colin Wood-Bradley, Major Video Concepts, 2836 E. Parham Road, Richmond, Va. 23228; 804-262-0394.

Officers/Directors: Wood-Bradley, president; John Porter, Video World, secretary; Rick Greeder, Parr-Four Inc., treasurer; Danny Ciccone, Full Feature Video, director; Mark Evans, CRE Corp., director; W.R. Hammer, Video Circus, director; Gary Krolak, Drol's Inc., director; Cindy Mackie, Videorama, director; Mike Newton, Schwartz Brothers Inc., director.

WASHINGTON

Spokane

Tom Daugherty, North of Hollywood Home Video, 285 W. Hayden Ave., Hayden Lake, Idaho 83835; 208-772-4041.

Officers/Directors: Daugherty, president; Don Jamison, Don's Goodtime Video, VP; Steve Shawley, The Peddler, secretary; Charles Dodson, attorney; Gary Akers, Sight & Sound Video, director; Randall Skiles, Randall's First Choice, director; Steve Wuerst, Premier Video, director; Roger Kruse, Video Trend, director; Gary Reeves, Video Excitement, director; Jennifer Daugherty, Empire Video, director.

Washington State

Jim Louer, Premier Video, 1430 E. Main, Puyallup, Wash. 98372; 206-845-9595.

Meets every three months. Next meeting is in mid-July.

Officers/Directors: Louer, president, James Ke-

hoe, Quality Video Service, VP; John Smistad, Video West, secretary; Alan Ligda, City Lights Video Inc., treasurer; Michael Perrizo, Perrizo & Wetzel, attorney; Joe Campbell, Commtron Corp., director; Dale Chapman, Movie Time, director; Ed Empey, T.H. Software Inc., director; Jim Weiss, Video Trend, director.

WISCONSIN

Joe Bertucci, Paradise Video, 227 N. Water St., Milwaukee, Wis. 53202; 414-278-7671.

Officers/Directors: Bertucci, president; Rob Heilmann, M.S. Distributing, treasurer; Donald Bohalka, Video Adventures, director; Jerold Belchsel, Waupun Video, director; Dean Kohnke, Bucky's Super Video, director; John Otto, Galaxy Video Ltd., director; Bill Smith, Plymouth Video, director; Linda Mergener, Ace Video, director.

CANADA

MANITOBA

Fran Taylor, Video 1001, 576 Mountain Ave., Winnipeg, Manitoba R2W 1K9; 204-586-9665.

No regular meeting routine established yet. Dance/social planned for Nov. 19.

Officers/Directors: Taylor, president; Sheldon Gale, Star Time Foto Video, VP; Verna Shelley, Bill's Video, secretary/treasurer; Ray George, Movie Express, director; Dennie Bedard, Winsor Video, director; Linda Morris, Bellevue Home Entertainment, director; Don Coward, CLR Movie Distributors Ltd., director; Gerry Ward, Video One Canada, director; Joe Gross, Wildwood Video, director.

OTTAWA

Pierre Amyotte, Video To Go, 289-2 Montreal Road, Vanier, Ontario K1L 6B8; 613-748-6931.

Officers/Directors: Amyotte, president; Ronald Chapman, Outland Video, director; Bih Yun Chin, Videoflicks, director; Derek Crosley, Movie Movie-Kanata, director; Karan Delaney, Videoflicks, director; Denis Dupuis, Video Shack, director; Bill Kinsman, Video Station, director; Pierre Madore, Zap and Zoom Inc., director; Barry Thompson, Movies 'N Stuff Inc., director.

ONTARIO

Southern Ontario

Brian Parton, The Video Station, 6255 Huggins St., Niagara Falls, Ontario L2J 1H2; 416-354-5616.

(New chapter; no board elected yet).

Quebec

Michel Foisy, Foisy & Freres Inc., 8672 De Groisbois, Montreal, Quebec H1K 2G5; 514-354-8323.

Officers/Directors: Foisy, president; Bruno Toussignat, Club Video Fantastique, VP; René Bourdelais, Video Club, secretary; Jean Trudel, Video Globe I, treasurer; Rho Bernier, New York Video Film, director; Pierre Cardin, Satellevision Video, director; Andre Grondin, Passport Video, director; Michel Loiselle, Club Video Rosemont, director; Claude Nadeau, Ent-Al Pallaine, director; Yves Troalen, 137573 Canada Inc., director.

ACTIONMART

For fast action, use
ACTIONMART

the Billboard
Classified.
Call Jeff Serrette toll
free at (800) 223-
7524 (NY residents
dail 536-5174).

Trade Group Cheers EEC Drive To Reduce VAT IFPI Study Shows Euro Biz Upswing

BY PETER JONES

LONDON Despite the improved performance of the European music industry over the last three years, the total volume of sound carrier shipments is still 6% below the 1980 figure and 15% below the peak year of 1978 in constant 1980 value.

According to the International Federation of Phonogram and Videogram Producers, or IFPI, that may be the "most startling conclusion" to emerge from the trade group's new study, which underscores the significance of the sound recording industry within the European Economic

Community.

The survey was commissioned by Eurostrategies at the request of the Commission of European Communities as part of an extensive examination of European industries on a sectoral basis. It traces the evolution of the music business in Europe from the declining sales and recession of the early '80s to the CD launch and the industry's revival from the mid-'80s to the present.

IFPI says that although the underlying trends are favorable to an increase in both sales and employment in the European music industry, "we must warn against overcomplac-

cy."

"Our industry is still threatened by two major problems: private copying and piracy," the group says. "The 1987 retail sales of European Currency Unit 4,400 million in the EEC can be compared to the estimated home-copied equivalent of ECU 11,000 million." (The European Currency Unit is currently the equivalent of \$1.11.)

Similarly, the worldwide loss to the industry through piracy amounted to ECU 1 billion in 1986, of which some 30% is owned by European copyright owners, according to IFPI estimates. "Therefore piracy represents a substantial loss of income to the European recording industry," says IFPI.

IFPI says, however, that it is "delighted" at winning the backing of the EEC's Economic & Social Committee (ECOSOC) in its campaign to secure a reduced value-added-tax rate on sound recordings. ECOSOC was asked to provide an opinion, in the context of plans of the Commission of European Communities to harmonize VAT rates throughout the EEC, on the rates to be applied to various products throughout the Common Market.

The ECOSOC conclusion was that sound recordings and videograms, along with books, should be taxed at the reduced rate (which could be between 4% and 9%) rather than the standard rate, which runs in the EEC at between 14% and 20%.

IFPI says the ECOSOC decision "implies the recognition of sound recordings and videograms as cultural materials and follows the trend set by recommendations of other inter-governmental organizations."

"We're delighted at this response to the lobbying which has taken place over recent months. The publication of the ECOSOC decision provides a clear guideline to the European Parliament and the commission to treat recordings and videograms as cultural goods and to tax them at the appropriate reduced rate."

French Indie Distributor NTI Grosses \$6.7 Million In '87

BY PHILIPPE CROCC

PARIS Leading French independent distributor New Trade International grossed almost \$6 million in 1987, according to owners Edith and David Muflarz. Overseas labels handled exclusively by the company include Pickwick, Pro Arte, Music & Arts Divo, and Wetton Wesgram.

The success of the operation, whose yearly grosses have been growing steadily by about 20%, reflects the changing face and fortunes of the record industry here. The Muflarz duo abandoned retailing in 1983, aware that major-label policy was to service large general outlets at the expense of traditional record stores. Since that time, the number of specialist outlets has dropped from about 2,500 to 350.

David Muflarz says the gap in the French distribution system is evident from the inadequate promotion of overseas vinyl product by the major companies. Much foreign repertoire remains unreleased, and what is released often passes unnoticed. With

its eight-person national sales team and expanding roster of retail outlets, NTI has concentrated on filling this gap.

NTI has even succeeded in breaking into the hypermarket scene—a rare achievement for an independent distributor—by placing 100,000 units of Pickwick's low-price CD series with the Carrefour supermarket chain.

Says David Muflarz: "We are now in a position to take on other foreign labels on a distribution or license basis provided they are of the right quality. French record and tape sales are enjoying a renaissance at the moment, with CD volumes 94% up in the first quarter of this year and cassette sales 39% up."

Industry figures from the French trade group SNEP confirm his optimism. In April, CD unit sales surpassed those of vinyl albums for the first time; the figures were 1.74 million units sold for CDs and 1.34 million for vinyl. Overall earnings for the month were 25% higher than in April 1987.

Int'l Video Federation To Bow This Fall Paris-Based Trade Group Assumes IFPI-Like Role

BY WILLEM HOOS

AMSTERDAM Preparations are under way for the launch this fall of a new worldwide umbrella organization for the video industry, to be known as the International Video Federation. Plans were first formulated last year, following the decision of the International Federation of Phonogram and Videogram Producers (IFPI) to stop representing distributors of feature films on video.

Prime movers in the new project include Motion Picture Assn. of America executive Rick Hirsch; Joachim Birr, managing director of West German video organization BVV; and Leo Boudewijns, a former head of NVPI, the Dutch branch of IFPI.

According to Boudewijns, now responsible for special projects at NVPI, video groups in territories including the U.S., U.K., West Germany, France, Holland, and the four

Scandinavian markets have already declared their support for the new IVF, which he expects to be officially launched in September.

Board members and management staff will be appointed at that time,

MPAA and FIAPF support the IVF

Boudewijns adds. Currently Joachim Birr is acting as IVF's interim president. The new organization will be linked with FIAPF, the International Federation of Film Producers, and like FIAPF will have its international headquarters in Paris.

The establishment of IFPI's video division some eight years ago was based on the belief that there were areas of common interest between the audio and video businesses, Boudewijns says. "The video indus-

try could profit from the long experience of the audio sector while the record industry could pick up ideas from the new video sector."

In Holland, NVPI still acts as an umbrella organization for both. Its members represent 90% of Dutch record sales and 80% of the local video market.

But plans for a new international video body became moot when IFPI decided it was not fully equipped to handle all aspects of video activity, Boudewijns says.

IFPI stopped representing movie distributors at the end of 1987. However, it still represents music video producers and companies that make original video programming and remains involved in legal aspects of the video business, including video piracy, video rental, video censorship, and video rights negotiation.

CIRPA Steps Up Opposition To U.S.-Canada Trade Pact

BY KIRK LaPOINTE

OTTAWA Canadian-owned record companies remain convinced that the proposed Canada-U.S. free-trade deal would jeopardize their future and have told a House of Commons committee studying the pact that changes must be made in it.

In a July 25 presentation to the Commons Legislative Committee on Free Trade, the Canadian Independent Record Production Assn. said that its longtime concerns about the deal have yet to be allayed.

The association is especially worried that the mechanism by which trade disputes would be settled under the deal would inhibit the Canadian government from further assisting or nurturing the Canadian music industry. Indeed, says CIRPA, it is possible that Canadian-content radio rules could disappear under an environment of freer trade between the world's two biggest trading partners. Certainly, the association maintains, the strengthening of Canadian-content regulations is now unlikely.

The so-called notwithstanding clause, which prohibits the two countries from enacting measures that are at odds with the spirit of the agreement, would allow the U.S. to block new forms of cultural assistance, said CIRPA president Al Mair and executive director Brian Chater during the association's presentation. The Canadian recording industry has long been neglected, they said, and while the government has taken measures lately, "We are extremely concerned that as a result of [the notwithstanding clause] this untenable situation will not be able to be revised."

The deal would impinge upon policy decisions in broadcasting, CIRPA said.

"A particular concern is that of

Canadian-content regulations on radio. Without these regulations, there is no doubt that we would not have the successful Canadian musicians and writers and growing industry that we do today."

CIRPA said, however, that changes are needed to toughen such regulations on FM radio. Currently, so-called CanCon rules ensure that AM stations play 30% domestic music, but FM broadcasters don't have the same requirements. Depending on their format, they play between 7% and 25% domestic music, but most play 20%. CIRPA is now lobbying Parliament intensely to impose equally tough CanCon rules for FM, which has become the frequency of choice among listeners.

"However, if the [deal] were in effect, we have little doubt that these changes would be difficult at best and given future policy developments may well become impossible to achieve," CIRPA said. That's because any move to lessen U.S. access to the airwaves might be viewed as protectionism and subject to the notwithstanding mechanism.

CIRPA also believes that wording in the newly revised Broadcasting Act that eliminates calls for "substantially Canadian" content on private broadcasting paves the way for the elimination of CanCon rules.

Eventually, CIRPA told the committee, the deal could cause serious disruption of the distribution system upon which Canadian indies rely. Although record tariffs are scheduled to be eliminated gradually under the General Agreement on Tariffs and Trade, the Canada-U.S. pact has brought new attention to their removal.

A consolidation of foreign-owned multinational firms and a change in distribution patterns from east-west to north-south could be "devastating," CIRPA said.

MAPLE BRIEFS

WORD OUT OF VANCOUVER has two of the city's biggest acts splitting up: Loverboy, the decade's most commercially successful Canadian band, and Rock & Hyde, although its break may not be lengthy. No news yet on solo projects, although Loverboy's guitarist Paul Dean has an album in the can and Bob Rock of Rock & Hyde has been active in production, working on the new Bon Jovi and Kingdom Come albums. Rock says the door is still open to other Rock & Hyde work; this is just a break to pursue other projects.

Bruce Fairbairn, producer of Bon Jovi and Loverboy among others, has come aboard the Penta Entertainment Inc. team in Vancouver.

EMMANUELLE GATTUSO, former director of communications for the Federal Commission of Official Languages, is the new VP of communications for the Canadian Assn. of Broadcasters in Ottawa.

TO HEAR ALAIN PARE SPEAK about it, this December's Commerce International Des Arts De La Scene, or CINARS, performing arts festival will be the next step toward a North American version of MIDEM. The Montreal gathering should draw some 500 industry reps, but talent performances are being opened to the public for the first time in the festival's three years. The festival has strong corporate and government support in Canada and is rapidly emerging as the key industry meeting place apart from the Juno awards.

THE PARACHUTE CLUB and BMG Music have parted ways. A new deal for the Toronto-based, Juno-winning band is expected soon. The band's last album, "Small Victories," featured co-production by John Oates but didn't catch on the way many expected.

Maple Briefs features short items on the Canadian music industry. Information should be submitted to Kirk LaPointe, 83 Hamilton Ave. N., Ottawa, Ontario, Canada K1Y 1B8.

HITS of the WORLD

© Copyright 1988, Billboard Publications, Inc. No part of this publication may be reproduced, stored in any retrieval system, or transmitted, in any form or by any means, electronic, mechanical, photocopying, recording, or otherwise, without the prior written permission of the publisher.

BRITAIN (Courtesy Music Week/Gallup) As of 8/6/88

This Week	Last Week	SINGLES
1	10	THE ONLY WAY IS UP YAZZ & THE PLASTIC POPULATION BIG LIFE
2	NEW	THE LOCO-MOTION KYLIE MINOGUE PWL
3	1	NOTHING'S GONNA CHANGE MY LOVE FOR YOU GLENN MEDEIROS LONDON
4	6	YOU CAME KIM WILDE MCA
5	2	PUSH IT/TRAMP SALT-N-PEPA LONDON/CHAMPION
6	7	SUPERFLY GUY S-EXPRESS RHYTHM KING/MUTE
7	22	I NEED YOU B.V.S.M.P. DEBUT/PASSION
8	3	I DON'T WANT TO TALK ABOUT IT EVERYTHING BUT THE GIRL BLANCO Y NEGRO/WEA
9	5	I WANT YOUR LOVE TRANSVISION VAMP MCA
10	4	DIRTY DIANA MICHAEL JACKSON EPIC
11	8	ROSES ARE RED MAC BAND/THE McCAMPBELL BROTHERS MCA
12	15	REACH OUT, I'LL BE THERE THE FOUR TOPS MOTOWN
13	9	FOOLISH BEAT DEBBIE GIBSON ATLANTIC
14	32	FIND MY LOVE FAIRGROUND ATTRACTION RCA
15	11	LOVE BITES DEF LEPPARD BLUDGEON RIFFOLA/PHONOGRAM
16	30	PEEK A BOO SIOUXSIE & THE BANSHIES WONDERLAND/POLYDOR
17	35	HUSTLE! (TO THE MUSIC...) THE FUNKY WORM FON/WEA
18	12	FAST CAR TRACY CHAPMAN ELEKTRA
19	23	ALL FIRED UP PAT BENATAR CHRYSALIS
20	14	MONKEY GEORGE MICHAEL EPIC
21	13	THE TWIST (YO, TWIST) FAT BOYS & CHUBBY CHECKER TIN PAN APPLE/URBAN/POLYDOR
22	36	MARTHA'S HARBOUR ALL ABOUT EVE MERCURY/PHONOGRAM
23	16	I OWE YOU NOTHING BROS CBS
24	18	DON'T BLAME IT ON THE GIRL/WAP-BAM-BOOGIE MATT BIANCO WEA
25	37	I SAY NOTHING VOICE OF THE BEEHIVE LONDON
26	17	BREAKFAST IN BED UB40 & CHRISSE HYNDE DEP INTERNATIONAL/VIRGIN
27	26	FEEL THE NEED IN ME SHAKIN' STEVENS EPIC
28	37	(WHAT CAN I SAY) TO MAKE... ALEXANDER O'NEAL TABU
29	40	LIKE DREAMERS DO MICA PARIS/COURTNEY PINE 4TH & B'WAY/ISLAND
30	39	HAPPY EVER AFTER JULIA FORDHAM CIRCA/VIRGIN
31	20	TRIBUTE (RIGHT ON) THE PASADENAS CBS
32	21	HEAT IT UP WEE PAPA GIRL RAPPERS/2 MEN/A DRUM MACHINE JIVE
33	19	CROSS MY HEART EIGHTH WONDER CBS
34	NEW	THE HARDER I TRY BROTHER BEYOND PARLOPHONE
35	34	I'M TOO SCARED STEVE DANTE COOLTEMPO/CHRYSALIS
36	25	BOYS (SUMMERTIME LOVE) SABRINA IBIZA/LONDON
37	NEW	HANDS TO HEAVEN BREATHE SIREN/VIRGIN
38	24	TOMORROW PEOPLE ZIGGY MARLEY & THE MELODY MAKERS VIRGIN
39	NEW	GOOD TRADITION TANITA TIKARAM WEA
40	NEW	ROCK MY WORLD FIVE STAR TENT/RCA
ALBUMS		
1	1	VARIOUS NOW! 12 EMI/VIRGIN/POLYGRAM
2	2	VARIOUS HITS 8 CBS/WEA/BMG
3	3	TRACY CHAPMAN TRACY CHAPMAN ELEKTRA
4	4	MICHAEL JACKSON BAD EPIC
5	5	KYLIE MINOGUE KYLIE—THE ALBUM PWL
6	6	BILLY IDOL IDOL SONGS: 11 OF THE BEST CHRYSALIS
7	7	BROS PUSH CBS
8	9	ORIGINAL SOUNDTRACK DIRTY DANCING RCA
9	30	FAIRGROUND ATTRACTION THE FIRST OF A MILLION KISSES RCA
10	11	FLEETWOOD MAC TANGO IN THE NIGHT WARNER BROS.
11	12	BARRY WHITE THE COLLECTION MERCURY/PHONOGRAM
12	NEW	HUEY LEWIS & THE NEWS SMALL WORLD CHRYSALIS
13	13	INXS KICK MERCURY/PHONOGRAM
14	15	WET WET WET POPPED IN SOULED OUT PRECIOUS/PHONOGRAM
15	20	MICHAEL JACKSON THRILLER EPIC
16	22	PAT BENATAR WIDE AWAKE IN DREAMLAND CHRYSALIS
17	8	PUBLIC ENEMY IT TAKES A NATION OF MILLIONS... DEF JAM/CBS
18	17	WHITNEY HOUSTON WHITNEY ARISTA
19	10	BRUCE SPRINGSTEEN TUNNEL OF LOVE CBS
20	NEW	VARIOUS THE GREATEST EVER ROCK 'N' ROLL STYLUS
21	NEW	SALT-N-PEPA A SALT WITH A DEADLY PEPA LONDON
22	26	HOTHOUSE FLOWERS PEOPLE LONDON
23	19	BELINDA CARLISLE HEAVEN ON EARTH VIRGIN
24	18	MIRAGE JACK MIX IN FULL EFFECT STYLUS
25	NEW	ERIC B. & RAKIM FOLLOW THE LEADER MCA
26	35	ALEXANDER O'NEAL HEARSAY TABU
27	16	JOY DIVISION 1977-1980 SUBSTANCE FACTORY
28	29	AZTEC CAMERA LOVE WARNER BROS.
29	14	UB40 UB40 DEP INTERNATIONAL/VIRGIN
30	NEW	EVERYTHING BUT THE GIRL IDLEWILD BLANCO Y NEGRO/WEA
31	25	GEORGE MICHAEL FAITH EPIC
32	31	DEF LEPPARD HYSTERIA BLUDGEON RIFF/PHONOGRAM
33	23	ORIGINAL SOUNDTRACK MORE DIRTY DANCING RCA
34	21	GLEN GOLDSMITH WHAT YOU SEE IS WHAT YOU GET RCA
35	NEW	PRINCE LOVESEXY PAISLEY PARK
36	24	FREDDIE JACKSON DON'T LET LOVE SLIP AWAY CAPITOL
37	39	DEBBIE GIBSON OUT OF THE BLUE ATLANTIC
38	27	STEVE WINWOOD ROLL WITH IT VIRGIN
39	32	DIRE STRAITS BROTHERS IN ARMS VERTIGO/PHONOGRAM
40	40	EURYTHMICS SAVAGE RCA

CANADA (Courtesy The Record) As of 8/8/88

Rank	Artist	Title	Label
1	7	ROLL WITH IT STEVE WINWOOD VIRGIN/A&M	
2	5	LOST IN YOU ROD STEWART WARNER BROS./WEA	
3	1	FOOLISH BEAT DEBBIE GIBSON ATLANTIC/WEA	
4	6	THE FLAME CHEAP TRICK EPIC/CBS	
5	8	NEW SENSATION INXS ATLANTIC/WEA	
6	2	TOGETHER FOREVER RICK ASTLEY ARISTA/BMG	
7	3	BEDS ARE BURNING MIDNIGHT OIL COLUMBIA/CBS	
8	9	IN YOUR SOUL COREY HART AQUARIUS/CAPITOL	
9	10	I DON'T WANNA GO ON WITH YOU LIKE THAT ELTON JOHN MCA/MCA	
10	12	POUR SOME SUGAR ON ME DEF LEPPARD BLUDGEON RIFFOLA/VERTIGO/POLYGRAM	
11	4	ONE MORE TRY GEORGE MICHAEL COLUMBIA/CBS	
12	11	MAKE ME LOSE CONTROL ERIC CARMEN ARISTA/BMG	
13	NEW	SIMPLY IRRESISTIBLE ROBERT PALMER EMI-MANHATTAN/CAPITOL	
14	20	FAST CAR TRACY CHAPMAN ELEKTRA/WEA	
15	18	COLOR OF LOVE BILLY OCEAN JIVE/BMG	
16	19	RUSH HOUR JANE WIEDLIN EMI-MANHATTAN/CAPITOL	
17	17	THE VALLEY ROAD BRUCE HORNSBY & THE RANGE RCA/BMG	
18	14	TALL COOL ONE ROBERT PLANT ESPARANZA/WEA	
19	16	DIRTY DIANA MICHAEL JACKSON EPIC/CBS	
20	NEW	SIGN YOUR NAME TERENCE TRENT D'ARBY COLUMBIA/CBS	
ALBUMS			
1	1	TRACY CHAPMAN ELEKTRA ASYLUM/WEA	
2	3	INXS KICK ATLANTIC/WEA	
3	2	MIDNIGHT OIL DIESEL AND DUST COLUMBIA/CBS	
4	6	STEVE WINWOOD ROLL WITH IT VIRGIN/A&M	
5	4	GEORGE MICHAEL FAITH COLUMBIA/CBS	
6	8	ROBERT PALMER HEAVY NOVA EMI-MANHATTAN/CAPITOL	
7	5	VARIOUS ARTISTS DIRTY DANCING SOUNDTRACK RCA/BMG	
8	10	DEF LEPPARD HYSTERIA VERTIGO/POLYGRAM	
9	7	RICK ASTLEY WHENEVER YOU NEED SOMEONE ARISTA/BMG	
10	12	VARIOUS ARTISTS MORE DIRTY DANCING RCA/BMG	
11	11	VAN HALEN OU812 WARNER BROS./WEA	
12	9	ROD STEWART OUT OF ORDER WARNER BROS./WEA	
13	14	ELTON JOHN REG STRIKES BACK MCA/MCA	
14	15	TERENCE TRENT D'ARBY INTRODUCING THE HARDLINE ACCORDING TO COLUMBIA/CBS	
15	13	ROBERT PLANT NOW AND ZEN ESPARANZA/WEA	
16	16	SADE STRONGER THAN PRIDE EPIC/CBS	
17	18	CROWDED HOUSE TEMPLE OF LOW MEN CAPITOL/CAPITOL	
18	20	GLASS TIGER DIAMOND SUN CAPITOL/CAPITOL	
19	NEW	RANDY TRAVIS OLD 8 X 10 WARNER BROS./WEA	
20	19	ZIGGY MARLEY & THE MELODY MAKERS CONSCIOUS PARTY VIRGIN/A&M	

WEST GERMANY (Courtesy Der Musikmarkt) As of 8/1/88

Rank	Artist	Title	Label
1	1	IM NIN'ALU OFRA HAZA TELDEC	
2	4	THE TWIST FAT BOYS & CHUBBY CHECKER POLYDOR/DGG	
3	3	DIRTY DIANA MICHAEL JACKSON EPIC	
4	2	YEKE YEKE MORY KANTE BARCLAY/METRONOME	
5	6	GIRL YOU KNOW IT'S TRUE MILLI VANILLI HANSA	
6	5	GIMME HOPE JO'ANNA EDDY GRANT PARLOPHONE	
7	8	PERFECT FAIRGROUND ATTRACTION RCA	
8	10	THE BEST OF JOINT MIX TOLGA FLIM FLAM BALKAN ITALO HEAT	
9	7	GET LUCKY JERMAINE STEWART VIRGIN	
10	9	THEME FROM S-EXPRESS S-EXPRESS RHYTHM KING	
11	18	PUSH IT SALT-N-PEPA METRONOME	
12	14	BE GENTLE B.V.S.M.P. BCM	
13	12	CIRCLE IN THE SAND BELINDA CARLISLE VIRGIN	
14	11	THE RACE YELLO FONTANA/PHONOGRAM	
15	17	HEAVEN CAN WAIT SANDRA VIRGIN	
16	13	I OWE YOU NOTHING BROS CBS	
17	NEW	ALL OF ME (BOY OH BOY) SABRINA SHERMAN/METRONOME	
18	15	GOT TO BE CERTAIN KYLIE MINOGUE PWL	
19	NEW	MY BED IS TOO BIG BLUE SYSTEM HANSA	
20	16	BABACAR FRANCE GALL WEA	
ALBUMS			
1	1	MICHAEL JACKSON BAD EPIC	
2	3	TRACY CHAPMAN TRACY CHAPMAN ELEKTRA	
3	2	HERBERT GROTOENEMEYER OE EMI	
4	4	SOUNDTRACK DIRTY DANCING RCA/ARIOLA	
5	9	EROS RAMAZZOTTI MUSICA E' DDD	
6	8	MICHAEL JACKSON THRILLER EPIC	
7	5	UDO LINDENBERG GAENSEHAUT POLYSTAR	
8	6	SOUNDTRACK MORE DIRTY DANCING RCA	
9	7	SADE STRONGER THAN PRIDE EPIC	
10	10	OFRA HAZA YEMENITE SONGS EFA	
11	11	STEVE WINWOOD ROLL WITH IT VIRGIN	
12	14	FRANCE GALL BABACAR WEA	
13	15	SCORPIONS SAVAGE AMUSEMENT HARVEST	
14	12	STING ... NOTHING LIKE THE SUN A&M	
15	13	ROD STEWART OUT OF ORDER WARNER BROS.	
16	16	DEEP PURPLE NOBODY'S PERFECT POLYDOR/DGG	
17	17	MORY KANTE AKWABA BEACH BARCLAY/METRONOME	
18	18	PRINCE LOVESEXY PAISLEY PARK	
19	20	BILLY IDOL 11 OF THE BEST CHRYSALIS	
20	19	A-HA STAY ON THESE ROADS WARNER BROS.	

JAPAN (Courtesy Music Labo) As of 8/1/88

Rank	Artist	Title	Label
1	NEW	ANGEL KYOSUKE HIMURO TOSHIBA/EMI/YUI ONGAKU	
2	NEW	DEAR YOKO OGINOME JCM/RISING/NICHION	
3	NEW	SEVEN DAYS WAR TM NETWORK EPIC/SONY/JK	
4	1	MERMAID MIHO NAKAYAMA KING/VARNING P	
5	5	MINNANOUTA SOUTHERN ALL STARS VICTOR/AMUSE	
6	3	DIAMOND HURRICANE HIKARU GENJI PONY/CANYON/JOHNNSY/FUJI/PACIFIC/YAMAHA	
7	2	WHAT'S YOUR NAME? SHONONTAI WARNER/PIONEER/JOHNNSY	
8	4	NAGISA NO SUBETE KIYOTAKA SUGIYAMA VAP/VAMUDA/NTV M	
9	6	KOWARERU NORIKO OGAWA TAURUS/HOON	
10	7	RISA NO YOSEIDENSETSU RISA TACHIBANA TOSHIBA/EMI/NTV M	
ALBUMS			
1	NEW	THE CHECKERS SCREW PONY/CANYON	
2	NEW	EIKICHI YAZAWA KYOHANSHA TOSHIBA/EMI	
3	1	KEISUKE KUWATA KEISUKE KUWATA VICTOR	
4	NEW	SHIZUKA KUDO SHIZUKA PONY/CANYON	
5	NEW	SENRI OE 1234 EPIC/SONY	
6	3	YOKO MINAMINO GLOBAL CBS/SONY	
7	2	MIHO NAKAYAMA MIND GAME KING	
8	5	TAKAKO OKAMURA SOLEIL FUN HOUSE	
9	4	TOSHIIKO TAHARA DANCIN PONY CANYON	
10	8	MIKI IMAI BEWITH FOR LIFE	

MUSIC & MEDIA PAN-EUROPEAN CHARTS 8/6/88

Rank	Artist	Title	Label
HOT 100 SINGLES			
1	1	DIRTY DIANA MICHAEL JACKSON EPIC	
2	2	IM NIN'ALU OFRA HAZA HED ARZI/GLOBESTYLE	
3	3	PUSH IT SALT-N-PEPA FFRR/LONDON	
4	4	THE TWIST (YO, TWIST!) FAT BOYS WITH CHUBBY CHECKER TIN PAN APPLE/URBAN	
5	5	NOTHING'S GONNA CHANGE MY LOVE FOR YOU GLENN MEDEIROS MERCURY	
6	7	NUIT DE FOLIE DEBUT DE SOIREE CBS	
7	6	YEKE YEKE MORY KANTE BARCLAY	
8	8	J'AI FAIM DE TOI SANDY STEVENS CARRERE	
9	10	I DON'T WANT TO TALK ABOUT IT EVERYTHING BUT THE GIRL BLANCO Y NEGRO	
10	NEW	EST-CE QUE TU VIENS POUR LE VACANCES? DAVID JONATHAN PATHE MARCONI	
11	11	GIMME HOPE JO'ANNA EDDY GRANT ICE	
12	NEW	YOU CAME KIM WILDE MCA	
13	9	N'IMPORTE QUOI FLORENT PAGNY PHILIPS/PHONOGRAM	
14	12	ONE MORE TRY GEORGE MICHAEL EPIC	
15	19	PERFECT FAIRGROUND ATTRACTION RCA/BMG	
16	14	I OWE YOU NOTHING BROS CBS	
17	17	I WANT YOUR LOVE TRANSVISION VAMP MCA	
18	15	THEME FROM S-EXPRESS S-EXPRESS RHYTHM KING/MUTE	
19	NEW	SUPERFLY GUY S-EXPRESS RHYTHM KING/MUTE	
20	13	I SHOULD BE SO LUCKY KYLIE MINOGUE PWL	
HOT 100 ALBUMS			
1	1	MICHAEL JACKSON BAD EPIC	
2	2	TRACY CHAPMAN TRACY CHAPMAN ELEKTRA	
3	3	SADE STRONGER THAN PRIDE CBS	
4	5	SOUNDTRACK DIRTY DANCING RCA	
5	6	PRINCE LOVESEXY PAISLEY PARK	
6	4	STING ... NOTHING LIKE THE SUN A&M	
7	17	EROS RAMAZZOTTI MUSICA E' DDD	
8	10	BILLY IDOL IDOL SONGS—11 OF THE BEST CHRYSALIS	
9	NEW	MICHAEL JACKSON THRILLER EPIC	
10	11	JOHNNY CLEGG & SAVUKA THIRD WORLD CHILD EMI	
11	8	STEVE WINWOOD ROLL WITH IT VIRGIN	
12	16	KYLIE MINOGUE KYLIE—THE ALBUM PWL	
13	13	GEORGE MICHAEL FAITH EPIC	
14	20	INXS KICK MERCURY	
15	12	BROS PUSH CBS	
16	9	HERBERT GROTOENEMEYER OE EMI	
17	7	A-HA STAY ON THESE ROADS WARNER BROS.	
18	15	SOUNDTRACK MORE DIRTY DANCING RCA	
19	19	FLEETWOOD MAC TANGO IN THE NIGHT WARNER BROS.	
20	18	WHITNEY HOUSTON WHITNEY ARISTA/BMG	

AUSTRALIA (Courtesy Australian Music Report) As of 8/8/88

Rank	Artist	Title	Label
SINGLES			
1	1	AGE OF REASON JOHN FARNHAM WHEATLEY	
2	2	GOT TO BE CERTAIN KYLIE MINOGUE MUSHROOM	
3	3	BETTER BE HOME SOON CROWDED HOUSE CAPITOL	
4	5	PERFECT FAIRGROUND ATTRACTION RCA	
5	12	SIMPLY IRRESISTIBLE ROBERT PALMER EMI	
6	4	MOTOR'S TOO FAST JAMES REYNE CAPITOL	
7	7	FAST CAR TRACY CHAPMAN ELEKTRA	
8	11	WANNA BE UP THE CHANTOOZIES MUSHROOM	
9	10	UNDERNEATH THE RADAR UNDERWORLD SIRE	
10	19	I OWE YOU NOTHING BROS CBS	
11	6	WHAT A WONDERFUL WORLD LOUIS ARMSTRONG A&M	
12	15	FAT WEIRD AL YANKOVIC SCOTTI BROS.	
13	8	THE FLAME CHEAP TRICK EPIC	
14	17	DON'T BE CRUEL CHEAP TRICK EPIC	
15	18	DROP THE BOY BROS CBS	
16	14	PINK CADILLAC NATALIE COLE MANHATTAN	
17	13	BLUE MONDAY 1988 NEW ORDER FACTORY	
18	9	I WANT YOU BACK BANANARAMA LIBERATION	
19	NEW	THE PERFECT DAY FISCHER Z RCA	

A Billboard Spotlight

**SOARING INTO NEW MARKETS...
MOVING ONTO THE CHARTS...
GOSPEL MUSIC IS INSPIRED!**

Gospel Music can sing its own praises this year. From Praise and Worship Music to Black Gospel and Inspirational to Christian Heavy Metal—there's an across the board increase in sales and activity. Profits are high, labels are picking up, the market is broadening—far beyond just the Christian bookstore.

Now it's the gospel according to Billboard, as the music industry's number one publication goes behind the scenes to Spotlight what's making Gospel and Christian Music soar.

The world of Gospel Music is bigger than ever... so let Billboard's readership know that you're a key player behind the success. Don't wait.

Reserve your space today!

IN THIS ISSUE:

- Gospel labels: A year of big sales
- Independent labels: Their role in the expanding market
- Major labels: The crossover connection
- Black Gospel: Still a powerful force
- Christian Rock: Increasing success stories
- Religious merchandising: From t-shirts to video
- Talent and management: An inside look

ISSUE DATE: October 5 **AD CLOSING:** September 13

FOR AD DETAILS CONTACT:

Lynda Emon, Project Coordinator
(615) 321-4240

Carole Edwards
(615) 321-4294

Billboard

©Copyright 1988, Billboard Publications, Inc. No part of this publication may be reproduced, stored in any retrieval system, or transmitted, in any form or by any means, electronic, mechanical, photocopying, recording, or otherwise, without the prior written permission of the publisher.

TOP SPIRITUAL ALBUMS™

THIS WEEK	4 WKS. AGO	WKS. ON CHART	Compiled from a national sample of retail store and one-stop sales reports.	
			ARTIST LABEL & NUMBER/DISTRIBUTING LABEL	TITLE
			★★ NO. 1 ★★	
1	1	21	SHIRLEY CAESAR REJOICE WR8385/A&M	LIVE IN CHICAGO 9 weeks at No. One
2	2	21	THE NEW JERSEY MASS GOSPEL CHOIR LIGHT 7-115-72011-8/LEXICON	HOLD UP THE LIGHT
3	4	21	THE GEORGIA MASS CHOIR SAVOY 7093	WE'VE GOT VICTORY
4	27	9	TAKE SIX REPRISE 25670/WARNER BROS.	TAKE SIX
5	3	57	REV. M. BRUNSON/THOMPSON COMM. SINGERS REJOICE WR 8369/A&M	IF I BE LIFTED
6	8	33	T. WRIGHT & J. FERRELL/LIGHTHOUSE CHOIR SOUND OF GOSPEL SOG-2D166	HALLELUJAH IS THE...
7	7	61	NEW JERUSALEM BAPTIST CHURCH CHOIR SOUND OF GOSPEL SOG-2B160	SHOW ME THE WAY
8	6	61	FLORIDA MASS CHOIR MALACO 6001	LIVE IN MIAMI FLORIDA
9	19	9	THE WILLIAMS BROTHERS MELEND0 2257	A NEW BEGINNING
10	12	33	VANESSA BELL ARMSTRONG JIVE 10741/RCA	VANESSA BELL ARMSTRONG
11	5	33	ARETHA FRANKLIN ARISTA AL-8497	ONE LORD, ONE FAITH, ONE BAPTISM
12	15	17	THE JACKSON SOUTHERNAIRES MALACO 4426	POWER PACT
13	14	37	YOLANDA ADAMS SOUND OF GOSPEL SOG-163	JUST AS I AM
14	22	5	MELVIN WILLIAMS LIGHT 7-115-72011-2	BACK TO THE CROSS
15	10	65	NICHOLAS COMMAND CRN 1006	A LOVE LIKE THIS
16	18	9	EDWIN HAWKINS & SEMINAR MASS CHOIR BIRTHRIGHT 70315	THAT NAME
17	31	13	CANDI STATON BERACAH 2010	LOVE LIFTED ME
18	9	29	JAMES CLEVELAND KING JAMES KJ-8507/SOUND OF GOSPEL	INSPIRED
19	17	33	COMMISSIONED LIGHT 7-115-72005-3/LEXICON	ON THE WINNING SIDE
20	16	13	WILMINGTON CHESTER MASS CHOIR SWEET RAIN 115	VICTORY SHALL BE MINE
21	13	41	GOSPEL MUSIC WORKSHOP KING JAMES 8609/SOUND OF GOSPEL	LIVE IN THE MIAMI CIVIC AUD.
22	11	45	THE WINANS QWEST 25510/WARNER BROS.	DECISIONS
23	23	25	THE YOUTH IV CHRIST SOUND OF GOSPEL SOG-165	THE TIME IS NOW
24	35	13	KINGDOM LIGHT 7-115-72006-1/LEXICON	AMAZING
25	24	21	WALTER HAWKINS AND THE FAMILY BIRTHRIGHT 70306	SPECIAL GIFT
26	NEW		CALVIN BRIDGES WORD WR 8391/A&M	AWESOME
27	NEW		THE VOICES OF LIGHT LIGHT 7-115-72012-6/LEXICON	ALL TIME GOSPEL CLASSICS
28	25	69	THE RICHARD SMALLWOOD SINGERS REJOICE WR 8355/A&M	TEXTURES
29	21	65	REV. CLAY EVANS & THE FELLOWSHIP CHOIR SAVOY SAV 14780	FROM THE SHIP
30	29	9	HEZEKIAH WALKER/FELLOWSHIP CRUSADE CHOIR SWEET RAIN 119	I'LL MAKE IT
31	26	45	VICKIE WINANS LIGHT 7-115-72001-0/LEXICON	BE ENCOURAGED
32	38	25	SOUTHEAST INSPIRATIONAL CHOIR SWEET RAIN 117	INSPIRE ME
33	32	17	JOHN W. GRIGGS/ATLANTA PHILHARMONIC SOUND OF GOSPEL SOG-2D161	I'M SO GLAD I'M SAVED
34	33	57	BEBE & CECE WINANS SPARROW 12573/CAPITOL	BEBE & CECE WINANS
35	36	13	ROBERT BLAIR ATLANTA INT'L AIR 10119	THE PINK TORNADO
36	28	25	WILLIE N. JOHNSON/GOSPEL KEYNOTES MALACO 4423	GOING BACK WITH THE LORD
37	20	29	J.BANKS/REVIVAL TEMPLE CHOIR SAVOY SL-14787	CAUGHT UP IN THE RAPTURE
38	NEW		TIMOTHY WRIGHT & ETERNAL LIFE SINGERS ATLANTA INT'L AIR 16041	LIVING IN A WORLD
39	40	5	INEZ ANDREWS MIRACLE MIR-5004/ICHIBAN	IF JESUS CAME TO YOUR TOWN TODAY
40	34	5	WANDA NERO BUTLER SECRET 900/S.O.G.	REACH FOR HIS LOVE

(CD) Compact disk available. ● Recording Industry Assn. Of America (RIAA) certification for sales of 500,000 units. ▲ RIAA certification for sales of 1 million units.

ORDER IN ADVANCE! The all new 1988-89 COUNTRY MUSIC SOURCEBOOK

Radio stations, performing artists, booking agents, personal managers, recording managers, recording companies and more. - \$29.00 (includes postage and handling). Add appropriate sales tax in NY, NJ, CA, TN, MA and VA.

Order your copy now!

Call TOLL-FREE 800-223-7524

In New York State: 212-536-5174

Gospel LECTERN



by Bob Darden

This is the second half of a two-part interview with Sparrow recording artist Tim Miner, who spent four years preparing his latest album, "I Know You Think You Know."

"I KNEW I WANTED to offer something to the church," Tim Miner says. "Not the entire record, though. So four of the songs on 'I Know You Think You Know' are things we can all sing together at my church in Rockwall, Texas. The other four definitely aren't for your Reebok-wearing Christian kids. What the other tunes will do, I believe, is reach the kids in the mainstream. God's called me to plant seeds for a few years and focus on a one-on-one ministry. Once that is established, then we'll come back and harvest those seeds."

To that end, Miner played the rough mix of "I Know You Think You Know" to a certain A&R man. The man said it sounded like "Janet Jackson in a Ferrari on one side and Terence Trent D'Arby in a Volkswagen on the other—running into each other!"

"I said, 'That's it!'" Miner says. The whole thing leans more toward R&B and dance. My first record was more rock'n'roll—and I've never been rock'n'roll in my life! My heart has always belonged to R&B. I grew up listening to Aretha [Franklin] and Stevie Wonder."

Miner recorded 80% of the album in Dallas, finding an unusual way to create a commercial-sounding record on a small budget.

"First off, my own studio covered me like crazy," he says. "I wrote, arranged, performed, and sequenced everything myself. Then I took the disks to Los Angeles to Michael Landau's machine, where he added the guitar work. Then we went to Rhett Lawrence's machine, where he added some additional keyboards. Then we bopped over to Michael Sembello's machine, where he

added his stuff. All in their own studios. I even went out to David Pack's for that Motown feel and up to Detroit to see the Winans in the studio.

"Then I took everything back to Dallas and added my vocals and did my mix—and pulled it off on a Christian budget."

Miner next began working on his stage show. He went to the man who invented the air ram—a machine that propels people into the air, then resets itself. Miner was so taken with the machine that he ordered four of them so he could incorporate back flips and somersaults into his choreography. After all, this is the guy who performed in a T-shirt and running shorts and vaulted off 25-foot-high amp stacks during his first tour. That got his audience's attention in a hurry!

"Most of the songs on 'I Know That You Think You Know' are geared to 13-to-16-year-olds—not their moms and dads," Miner says. "There are songs about crack, casual sex, backbiting, even new age mysticism [the title track]. They're hot enough that even if I have to per-

Tim Miner hopes for major impact with new album

form without a live band, the lights, the air rams, and the choreography will grab the teens. Each song is choreographed to the hilt, Janet Jackson-style. They're that intense. As for using prerecorded tracks, remember: Michael Jackson used them during the Motown special, and he did pretty well!

"Listen, I'm 24. I want to be on their level. I watch kids as they watch the anticrack and antidrug commercials on TV or at the movies. You know, the ones that try so hard to be hip. But the kids just laugh at them. My material is strong, and it is legitimate to the kids. Once you put yourself on their side and set what you say to a Janet Jackson-styled beat, they get the message.

"I believe we can make God cool for kids at this age; we can make it cool not to do drugs, to have strong morals, to go to church. When I was in high school, the whole football team made it cool to be in the school chorus. Years later, it still is. It can be done if it is done right."

Jazz BLUE NOTES



This week's column was written by Los Angeles bureau chief Dave DiMartino.

PUBLISHED REPORTS TO THE CONTRARY, Rhino Records won't be picking up three of Jem's Passport labels for distribution after all. Included in those lines—along with Passport itself and the electronic music imprint Audion—was Passport Jazz, whose current Rippingtons album has done remarkably well on the charts considering Jem's well-documented financial tribulations. The deal was called off after Passport took out an ad in the July 23 issue of Billboard reading, "Rhino, our new releases are your hits of the future!" The latest word from a company spokesman is that the lines will continue to be distributed by Jem itself.

Never mentioned throughout the proceedings was the fate of the Jem-distributed Editions E.G. line, which wasn't part of the negotiating package. Whether Jem will continue its affiliation with the U.K.-based label is "yet to be resolved," says a source, and it is apparently still a matter of separate negotiation. It is hoped, though, that the matter will be straightened out by September, when Jem has scheduled the release of "A Couple In Spirit" by Keith & Julie Tippett. The married duo, who live in the U.K., has been recording some of the most interesting jazz music around for nearly 15 years, though shamefully little of it has seen U.S. release.

Since 1970 pianist Keith Tippett—who put in some time in the early stages of the rock group King Crimson—has recorded for a wealth of labels, including Polydor, Vertigo, the RCA-distributed Neon, RCA itself, and independents Ogun, FMP, Affinity, and Emanem, among others. Yet only one of those projects—"Sep-

tober Energy" by Tippett's massive Centipede jazz orchestra—was released here; even then, RCA issued it in 1974, three years after its U.K. release on Neon. Vocalist Julie Tippett had plenty of U.S. exposure when she went by her maiden name, Driscoll, making pop records with organist Brian Auger. She stopped making pop records years ago (though she participated in a Warner Bros. reunion with Auger in 1978) and has since vigorously pursued the avant-garde's outer limits.

An advance listen to "A Couple In Spirit" reveals the Tippetts to be pursuing that goal in unison; if released as scheduled, the album will be more noteworthy for its domestic release than for setting new sales records. And ironically, it will not be the first Tippett record released here in 1988 either: The San Francisco indie label Subterranean has already released "Low Flying Aircraft," featuring the pianist with drummer Dan Maurer, guitarist Jim Juhn, and violinist David Cross.

The fate of Editions E.G. has 'yet to be resolved'

Tippett's renewed U.S. presence coincides with that of South African pianist Chris McGregor, who left his homeland in the '60s to form the seminal British jazz group the Blue Notes and later went on to form the outstanding Brotherhood Of Breath. Like Tippett, McGregor had one U.S. release—on Neon in 1971—and is resurfacing here. He has appeared on the recent District Six album on Editions E.G.; he has also recorded "Country Cookin," due for release on Virgin Venture here Oct. 4.

With Tippett or McGregor, the majority of vital U.K. jazz figures—at least those pre-Courtney Pine—have, at one time or another, gained their most prominent exposure. That that exposure in this country has been minimal is unfortunate; that it is being rectified—through new releases and, one hopes, eventual astute CD reissue—is very good news indeed.

COUPON

Billboard CLASSIFIED ACTION MART

To order an ad . . . check the type of ad you want . . .

- Regular classified: \$2.75 per word. Minimum order, \$55.00.
- Display classified: 1 inch/1X \$89.00—1 inch/4X \$82.00 per
1 inch/12X \$76.00 per 1 inch/26X \$73.00 per—1 inch/52X \$59.00 per.
- REVERSE AD \$10.00 ADDITIONAL CHARGE

Count 8 words for our Box Number and address. Add \$6.50 for handling. Only regular mail forwarded—tapes not acceptable.

Check the heading you want . . .

- For Sale Help Wanted Positions Wanted Tapes
- Business Opportunities Investors Wanted
- Real Estate/For Sale/Lease Songwriters Talent
- Accessories Golden Oldies Novelties/Merchandise
- Services/Supplies/Equipment Wanted To Buy
- Comedy Material Computer Schools & Instructions
- Video Miscellaneous

Payment must be enclosed with your ad copy. Send to **Billboard Classified, 1515 Broadway, N.Y., N.Y. 10036.**

Cancellations must be in writing and mailed to the **Classified Dept.**

15% agency commission applicable only on ads of 2" or more running 2 consecutive weeks.

Need to get your ad in fast? Call Jeff Serrette . . . In NY State phone 212/536-5174 . . . Outside N.Y. State phone toll free

Your Name _____
 Company _____
 Address _____
 City _____ State _____ Zip _____
 Telephone _____

Please fill in the information below if you wish to charge the cost of your classified advertising.

- American Express Diners Club Visa Master Charge

Credit Card # _____ Exp. Date: _____

Bank # _____

Your signature _____

FAX # 212 536 5236

800/223-7524.

FOR SALE

DJ'S—RECORD POOL—DJ'S

- NEW PROMOTIONAL CD'S, RECORDS & TAPES
- MANY INDEPENDENT, MAJOR & INTERNATIONAL RECORD LABELS
- JAZZ, REGGAE, RAP, POP, ROCK, METAL, CLUB PLUS MORE!
- CURRENTLY SHIPPING \$100 TO \$300 PER MONTH
- RECORDS SHIPPED EVERY 2 WEEKS

CALL FOR INFO & FREE APPLICATION
718-454-7191 (N.Y. Res.) OR 1-800-541-1470

FOR SALE:

RANGER—HUSS
PARK MODEL

FOR INFORMATION CALL
1-609-522-0386

CD'S AVAILABLE

Along with 1,000's of cassette and LP titles. Dealers only. Write or call for free catalog.

Record-Wide Distributors, Inc.
P.O. # 8100
Fenton, MO 63026
(314) 343-7100

D.A.T./P.C.M.

We have DIGITAL AUDIO TAPE DECKS, portable D.A.T.'s and TAPES!! We also buy and sell SONY P.C.M. units!!

THE AUDIO GALLERY
(213) 829 3429.

ATTENTION

CASSETTE BUYERS!!

We have a large selection of budget cassettes at a budget price available for immediate shipping. Call or write to:

JSSJ Tape
6620 West Belmont
Chicago, IL 60634
(312) 286 4444

DON'T BUY CUTOUTS!

Until You See Our Catalog
Of Great Cassettes and LP's
TARGET MUSIC DISTRIBUTORS
2628 N.W. 72nd Ave., Miami, FL 33122
(305) 591-2188

Retail Shrinkwrap System

ONLY \$249 complete!
Stop wasting valuable return privileges and losing sales on unwrapped merchandise. The SHRINKMASTER™ wraps LP's, CD's, Tapes, POSTERS and more!

Performance Dist., 2 Oak Street
New Brunswick, NJ 08901-0156
TL: 201-545-3004 • Fax: 201-545-6054

**KING 790 WITH
CONCEPT DESIGN SPLICER**

call 514-342-8513
fax: 514 342 5139

Sabin Brunet.

While Other People are raising their prices we are slashing ours. Major Label LP's as low as 50¢. Your choice of the most extensive listings available.

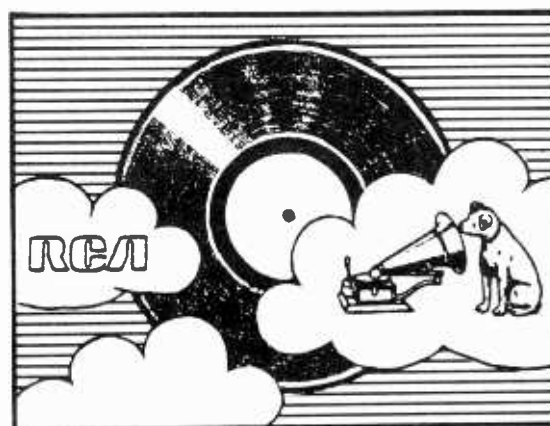
For free catalog call (609) 890 6000 or write
Scorpio Music Inc.
Post Office Box A
Trenton NJ 08691 0020

**OUTSTANDING SELECTION
AT BARGAIN PRICES!**

Budget/Midline/Cutouts
LP's/CASSETTES/CD's
Gospel, Blues, Jazz, MOR, etc
Free Catalog — Dealers only!
A.B.A. Record Dist.
5 Lawrence St., Bloomfield, NJ 07003
(201) 429 7797

HELP WANTED

PRODUCT MANAGEMENT



Behind every hit... there's someone like you.

RCA Records, a music industry leader, has outstanding opportunities available within our progressive and powerful Product Management team.

You'll need high energy and lots of music business savvy to make these jobs sing. But you know the results are worth the effort.

PRODUCT MANAGEMENT/JIVE/NEW YORK

Action oriented, you're capable of interfacing with and motivating support groups and "Leading the Charge" throughout the company on Jive, pop, R&B and heavy metal acts.

You'll be involved in all aspects of creating marketing plans, artist image development, advertising programs, etc. This is a high powered, high visibility position in an environment where product management plays an essential, proactive role. A minimum of 3 years experience at a record company is essential, and product management experience is preferred.

ASSISTANT PRODUCT MANAGER/LOS ANGELES

Reporting directly to the Senior Director of Marketing, you'll play a key role in creating timely and effective marketing strategies, interact with and motivate our support staff. Working closely with a wide range of Sales and Promotion personnel, you will be groomed to become a Product Manager.

To qualify, you should be a dynamic self-starter who thrives on challenges and responsibility. Prior record industry experience is preferred, within either a retail or record label environment. This is a unique and rare entry level opportunity.

RCA offers an excellent starting salary and a full complement of benefits. For prompt consideration, please send your resume, indicating position desired, to: RCA Records, Employee Relations,

1133 Avenue of the Americas, 6th Floor, New York, NY 10036. An equal opportunity employer M/F.



WANTED MANAGEMENT For London based. Production Team. Phone for cassette England 296-641-561.

RECORD SALES/MARKETING

Aggressive nat'l independent record co. w/top product seeks additional exp'p sales staff. Salary, benefits & more.
(212) 929 0570
Suite 5B
59 W. 19th Street
New York, NY 10011

ACTIONMART

The results are fast. The reach is vast. And the call is free! To place a Billboard Classified ad, call Jeff Serrette at (800) 223-7524.

ASSISTANT OFFICE MANAGER

Must be detail oriented and type well. Knowledge of mastering and record production preferred. Letter & resume to:
Adrienne Rowatti-Trutone Records
163 Terrace St.
Haworth, NJ 07641

BREATHE



How Can I Fall

(AM 1224)

THE FIRST CHAPTER in the **BREATHE** story was written in July, when "Hands to Heaven" (AM 2991) went to #2. The second chapter begins with the release of the next single, "How Can I Fall!" The future couldn't look brighter for David Glasper, Ian "Spike" Spice, and Marcus Lillington. A&M's tenacious dedication to this project continues...

© 1998 A&M Records, Inc. All Rights Reserved.



From the album **ALL THAT JAZZ**
Produced by Bob Sargeant (SP 5165)

RADIO'S OLDIES FORMAT AGES WELL

(Continued from page 5)

gor-market FMs—easy-listening WAYL Minneapolis/St. Paul, AC WFLZ Tampa/St. Petersburg, Fla., and AC WLLT Cincinnati (now WOFX)—all adopted gold-based formats. The addition of these new oldies outlets means that for the first time ever, oldies and classic rock stations are on the FM dial in roughly the same number of markets. Of the top 30 markets, 25 have oldies FMs; 24 of the top 30 have classic rock, depending on how you classify certain borderline stations.

Ironically, the best-known oldies conversion of recent weeks may not be any of the above but a suburban Cincinnati AM that went to an "all-Elvis Presley" format (see story, this page).

"Oldies programmers and management have begun to realize that you can take this format seriously and become a mass-appeal radio station," says B.J. Hunter, operations manager at KOOL-AM-FM Phoenix, Ariz., one of the format's most enduring outlets. KOOL-FM helped spark the gold rush two years ago, when it posted a then-unheard-of 5.9 share. Since then, it has survived various fluctuations, proving that the format does indeed have legs.

"The people in the 30-50-year-old bracket need this type of a format," says WAYL GM Steve Woodbury. "We did a lot of research to determine that this is what they wanted [from] a radio station in this market."

WFLZ PD Mark Zintel says, "WHBO, the oldies AM here, was No. 1 in 35-44-year-old men last fall, despite being a daytimer. If people will tune in a scratchy, inferior-sounding AM, it tells me that people are seeking out that type of music."

Audiences were definitely seeking out oldies in Orlando, Fla., where newly converted WOCL nearly doubled its 12-plus share in its first book, rising from 4.0 to 7.9. And in Denver, KXKL-FM went from a 4.5 to a 6.9, becoming that market's No. 3 radio station. The news is especially encouraging for KXKL, which debuted strongly and then dropped slightly in

its second book, because it defies the format's "quick-burn" image.

Those numbers become even more impressive when one considers the 25-plus audience that oldies stations target. WOCL, for instance, is first in adults 25-54 with nearly a 13 share. It also leads in adults 25-44, 25-49, and 35-54.

Oldies radio even has its own top five anthem these days, just as the first oldies boom in the '70s had "Crocodile Rock." Eric Carmen's "Make Me Lose Control" exhorts listeners to "turn the radio up" to hear such format staples as "Uptown," "Be My Baby," "Back In My Arms Again," and "Stand By Me."

Interestingly, Carmen says that the song—which was meant to be reminiscent of "Stand By Me" and early Drifters hits—was originally even more overtly themed. Lyricist Dean Pitchford's original title for the song was "Long Live Rock & Roll." That was before the two decided to "make the song a little more immediate in terms of the relationship side."

A number of factors have steered owners and GMs toward the oldies format in recent months. One, ironically, is that the holes for classic rock were filled in many markets, forcing stations to target 25-plus listeners from another angle. Another oft-cited indicator is the longevity of two format veterans, WCBS-FM New York and KRTH-FM "K-Earth 101" Los Angeles. Both of those stations performed respectably in the spring: K-Earth was up from a 3.3 to a 3.7; WCBS-FM was down slightly from 4.3 to 4.2.

The success of WCBS-FM and a change in Broadcast Group philosophy prompted CBS to go to oldies last fall at two stations it owns and operates, WODS Boston and WOGL Philadelphia. "The fact that they believed in it to that point sent a major statement to the rest of the country," says WOCL Orlando PD Scott Sherwood.

"I find it a little ironic that everybody is figuring out what this station has known for years," says KOOL's Hunter. "I think we're going to see a

downturn in our economic and political climate, and the primary sampling of the radio station is by people who want to escape from the pressures of today—whatever those may be."

While the oldies boom began during the relative prosperity of 1985-86, Hunter's economic theory is reminiscent of that behind country's popularity in the early '80s. WOCL's Sherwood sees "a lot of country listeners crossing over [to oldies]—people who were chased to country by disco in the mid-'70s." WOCL's country competitor, WWKA, was down from a 13.4 to a 10.0 this book—and down from a 12.8 one year ago.

One advantage of country stations that most oldies (and classic rock) stations lack is the interest and cooperation of the record industry. Gold PDs complain that they have traditionally been snubbed by labels, even on a new release like Eric Clapton's "Crossroads," which would have appealed to their listeners.

Conversely, record companies have tended to blame oldies and classic rock stations not only for ignoring new product but also for making competing stations more conservative and adversely affecting record sales to adults.

In Pittsburgh, where oldies WWSW-FM has become a market power over the past six months, National Record Mart VP of purchasing George Balicky says, "As far as we're concerned, there are enough oldies formats out there." But he also says that as long as he's selling "a combination of new music and catalog rock, I think it's healthy."

In Boston, where CBS' WODS replaced a musically diverse station, "adult rock" WMRQ, Jeff Cohen, buyer at Strawberries Records & Tapes, says that WODS "is getting a lot of exposure here. We are a catalog-oriented chain; we benefit by a station like that because people can come into our stores and find what they're listening to besides the hot stock."

Cohen says he doesn't attribute his catalog sales entirely to WODS, "but that's a big part of it." (WODS also has an "as-heard-on" bin at Boston's Tower Records outlet.) Significantly, neither Balicky nor Cohen feels that having a strong oldies station in town has reduced customers' interest in new product.

Despite the events of recent weeks, most oldies stations are still working hard to shake off the "fad-format" tag. Large, constantly rotated libraries, heavy outside promotions, and a lack of nostalgia trappings are some of the things most PDs think will keep their format fresh.

Even if their stations level off, many PDs feel that they will be better off playing oldies than they would with any other format, especially because of their emphasis on 25-plus demos. "We're in the mainstream of ad dollars," says WODS GM John Gehron. "WMRQ was not in the mainstream, just as stations that are targeted to 12-24-year-olds are not in the mainstream. In the long run, these stations have the potential to be much more profitable than stations that are out of demo."

"We have an incredible sales department and they've traditionally met or beaten every projection," says KOOL's Hunter. "Three times we've taken hits, and three times we've come back. We're a much healthier 25-54 [sell] today."

HOT 100 SINGLES SPOTLIGHT

A weekly look behind the Hot 100 with Michael Ellis.

FOR THE FIRST TIME in recent memory, not one of the top four records is bulleted. **Steve Winwood's** "Roll With It" (Virgin) holds at No. 1 for a third week, with its huge lead in radio points overcoming a loss in sales points. "Hands To Heaven" by **Breathe** (A&M) is No. 1 in sales points and moves closer to the top, but with both records losing points overall and the other records in the top five gaining points at only a moderate pace, predictions for next week are difficult. Any one of the top five could be No. 1.

THERE ARE EIGHT DEBUTS this week, including **Def Leppard's** "Love Bites" (Mercury), the most-added record and, at No. 52, the highest debut. The record already is a potent performer in markets where it is being played as an album cut: It's No. 1 at WGGZ Baton Rouge, La., and has moves of 5-3 at WVIC Lansing, Mich., 29-19 at KEGF Dallas, and 27-18 at 93Q Houston. "Red, Red Wine" by **UB40** (A&M) re-enters the chart at No. 85, four years after it peaked at No. 34. The record is breaking out of Phoenix, Ariz., where it is No. 1 at both KKKR and KZZP. Two artists make their Hot 100 bows: New British group **Blue Zone U.K.** enters at No. 89 with "Jackie" (Arista), and Los Angeles singer **Toni Childs** enters at No. 92 with "Don't Walk Away" (A&M).

THE POWER PICK/SALES goes to "If It Isn't Love" by **New Edition** (MCA), No. 22, which enjoys a strong week at radio also. A dozen reporting stations list the record top 10, including KTFM San Antonio, Texas (9-2), and Power 96 Detroit (14-10). Meanwhile, **Bobby Brown**, the group's former lead singer (also on MCA), is bulleted at No. 49 with "Don't Be Cruel." The Power Pick/Airplay goes to **Bobby McFerrin's** first Hot 100 hit, "Don't Worry, Be Happy" (EMI-Manhattan). It is taking big jumps at radio, including 28-19 at Q-105 Tampa, Fla., 22-5 at Y-95 Dallas, and 19-13 at Q-106 San Diego, where PD **Garry Wall** says the record is top 10 in both sales and requests. The most-added record already on the chart is "Forever Young" by **Rod Stewart** (Warner Bros.); 54 adds fuel a 27-place jump, the biggest on the chart, to No. 65.

QUICK CUTS: "Spring Love" by **Stevie B** (LMR) loses its bullet at No. 43 but has an outstanding 18 top 20 radio reports out of 39 stations reporting airplay. It has moves of 3-1 at FM-102 Sacramento, Calif., 7-6 at Z-100 New York, and 25-15 at Power 99 Atlanta. . . **Olivia Newton-John's** first single in several years, "The Rumour" (MCA), shows up in the 10-most-added list at radio but just misses hitting the chart; look for a strong debut next week. . . While "Parents Just Don't Understand" (Jive) is still top 10 in sales for **D.J. Jazzy Jeff & the Fresh Prince**, the duo's new single, "A Nightmare On My Street," is looking strong at radio. Moves include 27-19 at KWSS San Jose, Calif., and 16-8 at B-97 New Orleans.

FOR WEEK ENDING AUGUST 13, 1988

Billboard

©Copyright 1988, Billboard Publications, Inc. No part of this publication may be reproduced, stored in any retrieval system, or transmitted, in any form or by any means, electronic, mechanical, photocopying, recording, or otherwise, without the prior written permission of the publisher.

HOT 100 SINGLES ACTION

RADIO MOST ADDED

	PLATINUM/ GOLD ADDS 23 REPORTERS	SILVER ADDS 54 REPORTERS	BRONZE/ SECONDARY ADDS 159 REPORTERS	TOTAL ADDS 236 REPORTERS	TOTAL ON
LOVE BITES DEF LEPPARD MERCURY	5	18	65	88	113
FOREVER YOUNG ROD STEWART WARNER BROS	7	8	39	54	98
NEVER TEAR US APART INXS ATLANTIC	3	10	36	49	50
STAYING TOGETHER DEBBIE GIBSON ATLANTIC	7	8	31	46	100
DON'T BE CRUEL CHEAP TRICK EPIC	5	10	28	43	135
DON'T WORRY, BE HAPPY BOBBY MCFERRIN EMI-MANHATTAN	4	11	27	42	139
A NIGHTMARE ON MY... D.J. JAZZY JEFF JIVE	5	8	22	35	92
IF IT ISN'T LOVE NEW EDITION MCA	3	8	20	31	134
SUPERSTITIOUS EUROPE EPIC	0	5	25	30	63
THE RUMOUR OLIVIA NEWTON-JOHN MCA	1	2	27	30	30

Radio Most Added is a weekly national compilation of the ten records most added to the playlists of the radio stations reporting to Billboard. The full panel of radio reporters is published periodically as changes are made, or is available by sending a self-addressed stamped envelope to Billboard Chart Dept., 1515 Broadway, New York, N.Y. 10036.

Elvis Lives In Cincinnati

NEW YORK WCVG Covington, Ky., a 500-watt AM outside Cincinnati that until recently had a country format, has not been a major station in its market for years. But GM John Stolz estimates that during the first several days of the station's new "all-Elvis Presley" format, he and PD Steve Parton have done 110 interviews between the two of them.

"CBS News was here this morning. We've been on the BBC, MTV, and 'Entertainment Tonight.' We've had coverage on the local network affiliates ever since the press release went out on UPI. At one of the TV stations, the main anchor did a commentary on us last night as part of the 'Is Elvis alive?' question."

That question had a lot to do with WCVG's willingness to adopt the new format, but Stolz says as much of the decision came from PD Parton's fanaticism about Presley. He also emphasizes that the station isn't exploiting or even discussing on the air rumors of the late rock singer's reappearance. "The man

was a legend, and we're treating him as a legend," he says.

WCVG is working closely with Presley's estate. Its first major promotion will be six trips to Graceland in Memphis, Tenn., for the "fan appreciation social" this month on the anniversary of Presley's death.

The all-Elvis format is reminiscent of "Beatleradio," the all-Beatles format developed by consultant Todd Wallace five years ago. Suburban Houston AM KYST received a similar amount of press attention in its initial week of that format but never showed significant ratings. Now it's a *Tejano* station, combining Spanish- and English-language music.

Stolz emphasizes that WCVG has already mapped out a game plan "that goes into next year. We've got contingency plans on ways we can make adjustments to the format. A lot of people ask how long it's going to last, and I tell them radio is one day at a time. We're planning promotions now for November."

SEAN ROSS

Billboard **HOT 100 SALES & AIRPLAY**™

A ranking of the top 40 singles by sales and airplay, respectively, with reference to each title's composite position on the main Hot 100 Singles chart.

THIS WEEK	LAST WEEK	TITLE	ARTIST	HOT 100 POSITION
1	1	HANDS TO HEAVEN	BREATHE	2
2	3	MAKE ME LOSE CONTROL	ERIC CARMEN	3
3	2	ROLL WITH IT	STEVE WINWOOD	1
4	4	SIGN YOUR NAME	TERENCE TRENT D'ARBY	4
5	5	I DON'T WANNA GO ON WITH YOU LIKE THAT	ELTON JOHN	6
6	7	1-2-3	GLORIA ESTEFAN & MIAMI SOUND MACHINE	5
7	11	MONKEY	GEORGE MICHAEL	8
8	10	I DON'T WANNA LIVE WITHOUT YOUR LOVE	CHICAGO	7
9	6	PARENTS JUST DON'T...	D.J.JAZZY JEFF/FRESH PRINCE	20
10	9	JUST GOT PAID	JOHNNY KEMP	10
11	14	FAST CAR	TRACY CHAPMAN	12
12	16	THE TWIST	THE FAT BOYS	16
13	22	SIMPLY IRRESISTIBLE	ROBERT PALMER	14
14	21	SWEET CHILD O' MINE	GUNS N' ROSES	13
15	19	LOVE WILL SAVE THE DAY	WHITNEY HOUSTON	11
16	15	DO YOU LOVE ME	THE CONTOURS	15
17	18	RAG DOLL	AEROSMITH	19
18	23	IF IT ISN'T LOVE	NEW EDITION	22
19	8	HOLD ON TO THE NIGHTS	RICHARD MARX	9
20	13	THE COLOUR OF LOVE	BILLY OCEAN	24
21	25	PERFECT WORLD	HUEY LEWIS & THE NEWS	17
22	12	POUR SOME SUGAR ON ME	DEF LEPPARD	18
23	26	WHEN IT'S LOVE	VAN HALEN	21
24	28	ALL FIRED UP	PAT BENATAR	27
25	30	I'LL ALWAYS LOVE YOU	TAYLOR DAYNE	23
26	32	SAYIN' SORRY (DON'T MAKE IT RIGHT)	DENISE LOPEZ	35
27	17	RUSH HOUR	JANE WIEDLIN	30
28	24	THE FLAME	CHEAP TRICK	26
29	27	I KNOW YOU'RE OUT THERE SOMEWHERE	THE MOODY BLUES	34
30	—	ANOTHER PART OF ME	MICHAEL JACKSON	25
31	20	NEW SENSATION	INXS	33
32	—	DON'T BE CRUEL	BOBBY BROWN	49
33	—	BETTER BE HOME SOON	CROWDED HOUSE	42
34	—	NOBODY'S FOOL (THEME FROM "CADDYSHACK II")	KENNY LOGGINS	28
35	34	SUPERSONIC	J.J. FAD	70
36	—	SPRING LOVE (COME BACK TO ME)	STEVIE B	43
37	—	IT WOULD TAKE A STRONG STRONG MAN	RICK ASTLEY	29
38	31	MERCEDES BOY	PEBBLES	44
39	—	KNOCKED OUT	PAULA ABDUL	41
40	—	MISSED OPPORTUNITY	DARYL HALL JOHN OATES	36

THIS WEEK	LAST WEEK	TITLE	ARTIST	HOT 100 POSITION
1	1	ROLL WITH IT	STEVE WINWOOD	1
2	3	HANDS TO HEAVEN	BREATHE	2
3	2	HOLD ON TO THE NIGHTS	RICHARD MARX	9
4	4	MAKE ME LOSE CONTROL	ERIC CARMEN	3
5	5	SIGN YOUR NAME	TERENCE TRENT D'ARBY	4
6	6	1-2-3	GLORIA ESTEFAN & MIAMI SOUND MACHINE	5
7	7	I DON'T WANNA LIVE WITHOUT YOUR LOVE	CHICAGO	7
8	10	MONKEY	GEORGE MICHAEL	8
9	11	I DON'T WANNA GO ON WITH YOU LIKE THAT	ELTON JOHN	6
10	13	LOVE WILL SAVE THE DAY	WHITNEY HOUSTON	11
11	14	FAST CAR	TRACY CHAPMAN	12
12	16	PERFECT WORLD	HUEY LEWIS & THE NEWS	17
13	12	JUST GOT PAID	JOHNNY KEMP	10
14	18	SWEET CHILD O' MINE	GUNS N' ROSES	13
15	19	SIMPLY IRRESISTIBLE	ROBERT PALMER	14
16	8	POUR SOME SUGAR ON ME	DEF LEPPARD	18
17	9	DO YOU LOVE ME	THE CONTOURS	15
18	20	WHEN IT'S LOVE	VAN HALEN	21
19	17	THE TWIST	THE FAT BOYS	16
20	22	RAG DOLL	AEROSMITH	19
21	25	NOBODY'S FOOL (THEME FROM "CADDYSHACK II")	KENNY LOGGINS	28
22	27	ANOTHER PART OF ME	MICHAEL JACKSON	25
23	28	I'LL ALWAYS LOVE YOU	TAYLOR DAYNE	23
24	15	THE FLAME	CHEAP TRICK	26
25	30	IT WOULD TAKE A STRONG STRONG MAN	RICK ASTLEY	29
26	29	HERE WITH ME	REO SPEEDWAGON	31
27	32	ONE GOOD WOMAN	PETER CETERA	32
28	37	IF IT ISN'T LOVE	NEW EDITION	22
29	34	MISSED OPPORTUNITY	DARYL HALL JOHN OATES	36
30	33	ALL FIRED UP	PAT BENATAR	27
31	38	PLEASE DON'T GO GIRL	NEW KIDS ON THE BLOCK	37
32	21	THE COLOUR OF LOVE	BILLY OCEAN	24
33	39	I DON'T WANT TO BE A HERO	JOHNNY HATES JAZZ	38
34	23	NEW SENSATION	INXS	33
35	26	PARENTS JUST DON'T...	D.J.JAZZY JEFF/FRESH PRINCE	20
36	24	RUSH HOUR	JANE WIEDLIN	30
37	36	I KNOW YOU'RE OUT THERE SOMEWHERE	THE MOODY BLUES	34
38	—	I HATE MYSELF FOR LOVING YOU	JOAN JETT AND THE BLACKHEARTS	39
39	—	DON'T WORRY, BE HAPPY	BOBBY MCFERRIN	40
40	—	A NIGHTMARE ON MY STREET	D.J. JAZZY JEFF & THE FRESH PRINCE	47

HOT 100 SINGLES BY LABEL

A ranking of distributing labels by the number of titles they have on the Hot 100 chart.

LABEL	NO. OF TITLES ON CHART
E.P.A.	12
Epic (11)	
Blackheart (1)	
MCA	9
ATLANTIC (6)	
EsParanza (1)	
Ruthless (1)	
COLUMBIA	8
RCA (5)	
Jive (3)	
WARNER BROS. (6)	
Full Moon (1)	
ARISTA (5)	
Jive (1)	
POLYGRAM	6
Mercury (3)	
Polydor (1)	
Tin Pan Apple (1)	
Wing (1)	
A&M (4)	5
Vendetta (1)	
CAPITOL (3)	5
Enigma (2)	
EMI-MANHATTAN	5
REPRISE (2)	4
Sire (1)	
Tommy Boy (1)	
GEFFEN	3
VIRGIN	3
CHRYSALIS	2
ELEKTRA (1)	2
Vintertainment (1)	
4TH & B'WAY	1
AMHERST	1
ENIGMA	1
LMR	1
MOTOWN	1
PROFILE	1
SUTRA	1
Fever (1)	

©Copyright 1988, Billboard Publications, Inc. No part of this publication may be reproduced, stored in any retrieval system, or transmitted, in any form or by any means, electronic, mechanical, photocopying, recording, or otherwise, without the prior written permission of the publisher.

HOT 100 A-Z PUBLISHERS/PERFORMANCE RIGHTS/SHEET MUSIC

TITLE	Publisher - Licensing Org.	Sheet Music Dist.
5 1-2-3	(Foreign Imported, BMI) CPP	
27 ALL FIRED UP	(Chrysalis, ASCAP/Big Tooth, ASCAP/Rare Blue, ASCAP) CLM	
73 ALWAYS THERE FOR YOU	(Stryper, BMI) HL	
25 ANOTHER PART OF ME	(Mijac, BMI/Warner-Tamerlane, BMI) WBM	
93 ANYTHING FOR YOU	(Foreign Imported, BMI) CPP	
82 BEDS ARE BURNING	(Sprint, APRA/Warner-Tamerlane, BMI) WBM	
42 BETTER BE HOME SOON	(Roundhead, BMI) CLM	
61 BOOM! THERE SHE WAS	(Jouissance, ASCAP/Gamson, ASCAP/WB, ASCAP) WBM	
96 CECILIA	(Paul Simon, BMI)	
68 CHAINS OF LOVE	(Sonet, PRS/Emile, ASCAP)	
24 THE COLOUR OF LOVE	(Zomba, ASCAP) HL	
77 THE DEAD HEART	(Sprint, APRA/Warner-Tamerlane, BMI) WBM	
15 DO YOU LOVE ME	(Jobete, ASCAP) CPP	
48 DON'T BE CRUEL	(Elvis Presley, BMI/Unichappell, BMI) HL	
49 DON'T BE CRUEL	(Hip Trip, BMI/Kear, BMI/Wi-He, BMI) CPP	
92 DON'T WALK AWAY	(Moon Skin, ASCAP/Unicity, ASCAP)	
40 DON'T WORRY, BE HAPPY	(Prob Noblem, BMI)	
51 FALLEN ANGEL	(Sweet Cyanide, BMI/Willesden, BMI) HL	
12 FAST CAR	(SBK April, ASCAP/Purple Rabbit, ASCAP) HL	
26 THE FLAME	(Lorimar, BMI/Hidden Pun, BMI) WBM	
54 FOOLISH BEAT	(Creative Bloc, ASCAP/Deborah Ann's, ASCAP) HL	
65 FOREVER YOUNG	(Rod Stewart, ASCAP/Intersong, ASCAP/Special Rider, ASCAP/Kevin Savigar, ASCAP/PSO Ltd., ASCAP) HL/WBM	
2 HANDS TO HEAVEN	(Virgin, ASCAP) CPP	
56 HEART TURNS TO STONE	(Heavy Petal, ASCAP/Intersong-USA, ASCAP/Stray Notes, ASCAP/Colgems-EMI, ASCAP) HL/WBM	
31 HERE WITH ME	(Fate, ASCAP/Rohram, BMI) WBM	
9 HOLD ON TO THE NIGHTS	(Chi-Boy, ASCAP) CLM	
64 HOLE IN MY HEART (ALL THE WAY TO CHINA)	(Djo, BMI) HL	
6 I DON'T WANNA GO ON WITH YOU LIKE THAT	(Intersong-USA, ASCAP/Big Pig, ASCAP) HL	
7 I DON'T WANNA LIVE WITHOUT YOUR LOVE	(Realsongs, ASCAP/Albert Hammond, ASCAP/Warner Bros. Music) WBM	
38 I DON'T WANT TO BE A HERO	(Virgin, ASCAP)	
88 I FEEL FREE	(Unichappell, BMI) HL	
39 I HATE MYSELF FOR LOVING YOU	(Lagunatic, BMI/Desmobile, ASCAP/SBK April, ASCAP/Virgin Songs, BMI) HL/CLM	
34 I KNOW YOU'RE OUT THERE SOMEWHERE	(Bright, ASCAP/WB, ASCAP) WBM	
50 I STILL BELIEVE	(Anta, ASCAP/Rare Blue, ASCAP/Colgems-EMI, ASCAP) CLM/WBM	
22 IF IT ISN'T LOVE	(Flyte Tyme, ASCAP) WBM	
23 I'LL ALWAYS LOVE YOU	(Auspitz, ASCAP/Lucky-Break, ASCAP) HL	
90 IN YOUR SOUL	(Liese, ASCAP)	
63 INSIDE OUTSIDE	(Andy Panda, ASCAP/Disco Fever, ASCAP/Fools Prayer, BMI/Salaski, BMI/Latin Rascals, BMI)	
29 IT WOULD TAKE A STRONG STRONG MAN	(All Boys USA, BMI) CPP	
89 JACKIE	(Billy Steinberg, ASCAP/Denise Barry, ASCAP)	
10 JUST GOT PAID	(Mochrie, ASCAP/Cal-Gene, BMI/Zomba, ASCAP/Virgin Songs, BMI) CPP	
78 KISS ME DEADLY	(Makiki, ASCAP/Twin Towers, ASCAP/Arista, ASCAP) CLM/CLM	
41 KNOCKED OUT	(Kerry, BMI/Hip Trip, BMI) CPP	
99 LEAD ME ON	(Bug & Bear, ASCAP/O'Ryan, ASCAP/Emity Boothe, BMI)	
97 LONG AND LASTING LOVE (ONCE IN A LIFETIME)	(Prince Street, ASCAP/Screen Gems-EMI, BMI)	
45 LOOK OUT ANY WINDOW	(Zappo, ASCAP/Basically Gasp, ASCAP) CLM	
71 LOST IN YOU	(Intersong-USA, ASCAP/SBK April, ASCAP/Poetiord, ASCAP/R.Stewart, ASCAP) HL	
52 LOVE BITES	(Bludgeon Riffola, ASCAP/Zomba, ASCAP)	
46 LOVE CHANGES (EVERYTHING)	(Rare Blue, ASCAP/Aimo, ASCAP/Little Shop Of Morgansongs, BMI) CLM/CLM	
11 LOVE WILL SAVE THE DAY	(House Of Fun, BMI) CPP	
69 MAKE IT LAST FOREVER	(WB, ASCAP/Zomba, ASCAP/Donril, ASCAP/E/A, ASCAP/Keith Sweat, ASCAP/Vintertainment, ASCAP) WBM	
67 MAKE IT REAL	(Meow Baby, ASCAP/Rick Kelly, BMI/Demerie, ASCAP) HL	
3 MAKE ME LOSE CONTROL	(Eric Carmen, BMI/Island, BMI/Pitchford, BMI) WBM	
76 MARY, MARY	(Screen Gems-EMI, BMI) WBM	
44 MERCEDES BOY	(MCA, ASCAP/Unicity, ASCAP/Jenn-A-Bug, ASCAP) HL	
36 MISSED OPPORTUNITY	(Hot-Cha, BMI/Careers, BMI) CPP	
8 MONKEY	(Chappell, ASCAP/Morrison Leahy, ASCAP) HL	
83 NAUGHTY GIRLS (NEED LOVE TOO)	(Forceful, BMI/Willesden, BMI)	
86 NEVER TEAR US APART	(Tol Muziek Music/MCA, ASCAP)	
33 NEW SENSATION	(MCA, ASCAP) HL	
79 NICE 'N' SLOW	(Zomba, ASCAP)	
47 A NIGHTMARE ON MY STREET	(Zomba, ASCAP)	
62 NITE AND DAY	(SBK April, ASCAP/Across 110th Street, ASCAP/AI B. Surel International, ASCAP/Key West International, ASCAP) HL	
28 NOBODY'S FOOL (THEME FROM "CADDYSHACK II")	(WB, ASCAP/Milk Money, ASCAP/Warner-Tamerlane, BMI/Tiger Bay, BMI) WBM	
72 NOTHIN' BUT A GOOD TIME	(Sweet Cyanide, BMI/Willesden, BMI) HL	
84 OFF ON YOUR OWN (GIRL)	(Across 110th Street, ASCAP)	
32 ONE GOOD WOMAN	(Fall Line Orange, ASCAP/Johnny Yuma, BMI) WBM	
95 ONE MORE TRY	(Chappell, ASCAP/Morrison Leahy, ASCAP) HL	
74 PARADISE	(Angel Music Ltd./Silver Angel, ASCAP/Famous, ASCAP) CPP	
20 PARENTS JUST DON'T UNDERSTAND	(Zomba, ASCAP)	
17 PERFECT WORLD	(Low-Bob, BMI) CLM	
37 PLEASE DON'T GO GIRL	(Maurice Starr, ASCAP)	
18 POUR SOME SUGAR ON ME	(Bludgeon Riffola, ASCAP/Zomba, ASCAP) HL	
19 RAG DOLL	(Aero Dynamics, BMI/Calypto Toonz, BMI/Irving, BMI/Makiki, ASCAP/Knighty-Knight, ASCAP/Arista, ASCAP) CPP/WBM	
85 RED, RED WINE	(Tallyrand, BMI)	
58 THE RIGHT STUFF	(RaceR-ex, ASCAP/Kip Teez, ASCAP/PolyGram, ASCAP)	
1 ROLL WITH IT	(F.S.Limited, PRS/Warner-Tamerlane, BMI/Willin' David, BMI/Blue Sky Rider, BMI) WBM	
30 RUSH HOUR	(I Before E, ASCAP/Rafelson, ASCAP)	
55 SAY IT'S GONNA RAIN	(Thrust, BMI) HL	
35 SAYIN' SORRY (DON'T MAKE IT RIGHT)	(You Tomorrow, BMI/Irving, BMI) CPP	
91 SENDIN' ALL MY LOVE	(Meow Baby, ASCAP/Black Lion, ASCAP)	
4 SIGN YOUR NAME	(Virgin Songs, BMI/Young Terence, BMI) CPP	
14 SIMPLY IRRESISTIBLE	(Bungalow, ASCAP/Ackee, ASCAP) WBM	
81 SKIN DEEP	(Big Mystique, BMI/Virgin Songs, BMI/Music Corp. Of America, BMI/Fleedleedee, BMI) HL/CLM	
43 SPRING LOVE (COME BACK TO ME)	(Saja, BMI/Mya-T, BMI) HL	
60 STAYING TOGETHER	(Creative Bloc, ASCAP/Deborah Ann's, ASCAP)	
53 SUMMERGIRLS	(Onid, BMI)	
70 SUPERSONIC	(Bebica, ASCAP)	
80 SUPERSTITIOUS	(Screen Gems-EMI, BMI)	
13 SWEET CHILD O' MINE	(Guns N' Roses, BMI) CLM	
94 TALL COOL ONE	(Talktime, ASCAP/Virgin, ASCAP) CPP	
59 TELL ME	(Vavoom, ASCAP) WBM	
75 TIME AND TIDE	(Cornevon, BMI)	
98 TOGETHER FOREVER	(Terrace, ASCAP) CPP	
87 TROUBLE	(MCA, ASCAP) HL	
16 THE TWIST	(Hudson Bay, BMI/Fort Knox, BMI/Trio, BMI) HL	
100 THE VALLEY ROAD	(Zappo, ASCAP/Basically Gasp, ASCAP) CLM	
66 WHAT YOU SEE IS WHAT YOU GET	(Perfect Punch, BMI/Pet Me, BMI)	
57 WHAT'S ON YOUR MIND (PURE ENERGY)	(T-Boy, ASCAP/INSCO, ASCAP)	
21 WHEN IT'S LOVE	(Yessup, ASCAP) CLM	

SHEET MUSIC AGENTS
are listed for piano/vocal sheet music copies and may not represent mixed folio rights.

CLM Cherry Lane
CPP Columbia Pictures
HL Hal Leonard
WBM Warner Bros.

POP

PICKS

PETER CETERA

One More Story
PRODUCERS: Patrick Leonard, Peter Cetera
Full Moon/Warner Bros. 25704

As usual, Cetera doesn't travel far from his Chicago origins; hot single "One Good Woman" should do at least as well as former band mates' current top 10-er. Smooth effort comes across best on "Save Me" and "Holding Out."

ROBERT CRAY

Don't Be Afraid Of The Dark
PRODUCERS: Bruce Bromberg & Dennis Walker
Hightone/Mercury 422 834 923

Sequel to breakthrough 1986 album "Strong Persuader" finds the pop-conscious bluesman working out of a heavier bag than before. Cray flexes his redoubtable guitar chops at length, and overall sound is beefed up with liberal application of Memphis-style horn charts; result weighs in like classic Southern soul. Title track is a fine first single; witty "Your Secret's Safe With Me" is among the best cuts.

KENNY LOGGINS

Back To Avalon
PRODUCERS: Various
Columbia 40535

Soundtracks have been kind to Loggins, so it's not surprising that his leadoff single from "Caddyshack II" has gotten off to a promising start. Slick mix of rompers and ballads and album's who's who of contributors—including Michael McDonald, Siedah Garrett, Mickey Thomas, and Giorgio Moroder—combine for plenty of follow-up potential.

MUSIC FROM THE FILM

Married To The Mob
PRODUCERS: Various
Reprise 25763

Director Jonathan Demme's films always boast fine scores, and his new gangland comedy is no exception. Sinead O'Connor, Chris Isaak, Ziggy Marley, and Tom Tom Club are among those featured with new cuts; best tracks are Debbie Harry's cover of the Castaways' "Liar Liar" and a drop-dead-gorgeous reading of William Bell's "You Don't Miss Your Water" by Brian Eno (performing his first vocal in a decade).

LITTLE FEAT

Let It Roll
PRODUCERS: George Massenburg, Bill Payne
Warner Bros. 25750

Reconstituted lineup of the great '70s band delivers a new edition of its effortlessly constructed, invariably danceable funk-rock. "Hate To Lose Your Lovin'" and the title track lead a satisfying menu of bumpin' numbers that won't miss with the band's faithful fans. A noteworthy renaissance in a season that has already brought back Brian Wilson and Patti Smith.

BLUE OYSTER CULT

Imaginos
PRODUCER: Sandy Pearlman
Columbia FC 40618

Vet hard rock band creates its most palatable outing in some time. Loosely constructed narrative concerning an Illuminati-style cult gets a charge from playing of guitar wiz Donald Roeser and assorted guests, including Joe Satriani and the Doors' Robbie Krieger. Hottest tracks are "I Am The One You Warned Me Of" and remake of BOC staple "Astronomy."

CARLY SIMON

Greatest Hits Live
PRODUCERS: Carly Simon, Tom "T-Bone" Wolk
Arista AL-8526

Coming around again after her biggest hit album in years, Simon issues her first live set ever. Drawn

from last year's "Carly In Concert" HBO special, which is about to be repeated, tracks range from "Anticipation" to "All I Want Is You," all performed adroitly before an appreciative audience.

JOY DIVISION

Substance
PRODUCER: Martin Hannett
Qwest 25747

Long-overdue stateside package collects the English hits of seminal postpunk combo whose dread-infused records influenced a generation of bands. Set should spur renewed spins for such JD classics as "Love Will Tear Us Apart" at college and alternative stands.

JOAN ARMATRADING

The Shouting Stage
PRODUCER: Joan Armatrading
A&M SP 5211

Armatrading's most consistently entertaining album in years travels the distance from mighty mellow to somewhat spunky. Armatrading hasn't crafted this as much of a radio album, but fans will soak up "Straight Talk," "Words," and the plaintive "Living For You."

UB40

PRODUCER: UB40, John Shaw
A&M SP 5213

Should be the breakthrough album for critically hailed band. Filled with solid, intelligent pop cuts, including the Chrissie Hynde-assisted "Breakfast In Bed."

PICKS

SAM PHILLIPS

The Indescribable Wow
PRODUCER: T Bone Burnett
Virgin 90919

As Leslie Phillips, Sweettart-voiced songstress recorded modestly appealing, quasireligious material for Word. Secular effort is much more interesting, thanks to husband Burnett's never-predictable production. "I Don't Know How To Say Goodbye To You" is the pop-oriented first single, but "I Don't Want To Fall In Love" and "Holding On To The Earth" show far more depth.

HERB ALPERT

Under A Spanish Moon
PRODUCER: Herb Alpert
A&M SP 5209

Richly textured production seems right on target for the flock of instrumental-friendly stations that have sprung up during the late '80s. High points: a haunting cover of Sting's "Fragile" and Jorge Del Barrio's three-movement suite "Under A Spanish Moon."

GIANT STEPS

The Book Of Pride
PRODUCERS: Various
A&M SP-5190

Remix of "(The World Don't Need) Another Lover" is cruising up the dance chart, but stylish song could break big at pop outlets. Grooved-for-a-good-time music from A&M outfit formerly known as the Quick stirs up pleasant memories of Scritti Politti.

DAVID DREW

Safety Love
PRODUCER: Michael Frondelli, David Drew
MCA 42171

Manhattan-bred singer has unusual vocals that invite comparison to David Bowie. Hard-hitting pop in the Billy Idol vein has broad appeal; first single, remake of "Green Eyed Lady," is already doing well at album rockers.

TUESDAY BLUE

Shibumi
PRODUCER: David Richards
EMI-Manhattan 46980

Irish quintet follows in the stylistic

SPOTLIGHT



ERIC B. & RAKIM
Follow The Leader
PRODUCERS: Eric B. & Rakim
Uni UNID-3

The coolest rap record of the year—and that's taking into account such formidable gold-metal challengers as Public Enemy and Run-D.M.C.—is also one of the hottest, generating a prerelease buzz that was almost deafening. Sinister bass lines electrify nearly every track; cleverly contrived lyrics are among the best in the biz. Next after the sizzling hit "Follow The Leader" should be Rakim's ode to himself, the shotgun sharp "The R." Expect platinum even with no crossover action whatsoever.

NEW AND NOTEWORTHY

TOMMY CONWELL & THE YOUNG RUMBLERS

Rumble
PRODUCER: Rick Chertoff
Columbia C 44186

One of 1986's brightest indie acts emerges with one of 1988's best major label debuts. Conwell's grittier-than-unwashed-spinach vocals bring to mind George Thorogood, but his songs are much more melodic. Only bad sign: The punchiest tracks here are the four reworked cuts from group's earlier album, particularly "Love's On Fire" and the destined-to-be-a-classic "I'm Not Your Man."

THE SCREAMING TRIBESMEN

Bones + Flowers
PRODUCERS: Chris "Klondike" Masuak, Alan Thorne
Ryko R 10077

Imagine the bite of Guns N' Roses coupled with the melodic, college-savvy sound of—here it comes again—R.E.M., and you'll have some idea of how the Tribesmen do their screaming. Aussie group's previously import-only album is Ryko's premier new-artist project and its first release out simultaneously in all three formats; label push should place the awesome "I've Got A Feeling" firmly on college and album rock playlists.

footsteps of U2, with a conventional pop approach and radio-friendly production. Listen for the subtle acoustics of "Something Wrong With Your World" and the U2 groove of "Open Your Eyes," but good-time rocker "I Believe In You" tops the list.

THE ORIGINAL SOUNDTRACK ALBUM

Big Top Pee Wee
PRODUCER: Danny Elfman
Arista AL-8568

Oingo Boingo main man Elfman is quickly building a reputation as one of the best as well as the most prolific soundtrack composers around, with "Beetlejuice" among his other recent efforts. Music here is appropriately evocative of the circus, but given the film's less-than-glowing reviews, demand may not be high.

BLACK

PICKS

JEFFREY OSBORNE

One Love—One Dream
PRODUCERS: Jeffrey Osborne, others
A&M SP 5205

Smooth crooner tries for Lionel Richie's "Can't Slow Down" but settles for slightly less. Several love-ballad potential hits, including title track and "All Because Of You." Should move large numbers.

KOOL & THE GANG

**Everything's Kool & The Gang/
Greatest Hits And More**
PRODUCERS: Various
Mercury 422 834 780

"And more" is three new cuts, including the just-charted single "Rags To Riches," and unimaginatively remixed versions of some of the greatest hits that appeared on earlier compilation.

CASHFLOW

Big Money
PRODUCER: Larry Blackmon
Atlanta Artists/Mercury 832 187

R&B/rap unit with an eye for monetary metaphor suggests the Jacksons at their funkier on this slick, solid effort. Highlights include the taut, danceworthy title track, the funkified "You Know That," and the monstrous, ironclad groove of "That's The Ticket."

COUNTRY

PICKS

THE JUDDS

Greatest Hits
PRODUCER: Brent Maher
RCA/Curb 8318

This is the Judds' first top-tunes assemblage—and an impressive one it is. Except for Naomi Judd's own "Change Of Heart," which was never released as a single, all the songs here have been No. 1s. Includes "Mama He's Crazy," "Grandpa (Tell Me 'Bout The Good Ole Days)," and "Why Not Me."

DWIGHT YOAKAM

Buenas Noches From A Lonely Room
PRODUCER: Pete Anderson
Reprise 25749

Third—and best—album by California country's reigning neohonky-tonker features another brace of tracks sure to win spins at radio. Current hit duet with Buck Owens, "Streets Of Bakersfield," a tribute to the roots of Yoakam's style, is featured; "I Got You" and ballad "Send Me The Pillow" (a duet with Maria McKee of Lone Justice) head the list of top cuts from this consistently fine piece of work.

RESTLESS HEART

Big Dreams In A Small Town
PRODUCERS: Tim DuBois, Scott Hendricks, Restless Heart
RCA 8317

The lavishly harmonic quintet follows its gold "Wheels" album with a collection of moodily romantic masterpieces. Strong writing throughout and flawlessly supportive arrangements.

RECOMMENDED

THE WAGONEERS

Stout & High
PRODUCER: Emory Gordy Jr.
A&M SP 2500

New country-rock quartet from Austin displays subtle chops and lovely Everly Brothers-style harmony-vocal touches on label debut. Single "I

Wanna Know Her Again" and tracks like "I Confess" show the group's distinctive (but never antique or corny) style to good advantage.

JAZZ

PICKS

DOC SEVERINSEN

Facets
PRODUCER: Jeff Tyzik
Amherst 93319

This set is cast in a less traditional mold than Severinsen's other two Amherst albums, which generated critical waves and handsome sales. Standards make up much of the repertoire but are put in a contemporary light by fusionmeister Tyzik. Severinsen's earlier crossover efforts were well received; this one's moving fast out of the box, too.

DAVE BRUBECK

Moscow Night
PRODUCER: Russell Gloyd
Concord 4353

Recorded at the conclusion of Brubeck's tour through the U.S.S.R., set is a must-have—for both casual and devoted fans. Even if one's library already has five or more versions of Brubeck playing "Take Five," the classic Paul Desmond tune—dressed here with a Brubeck solo that quotes Shostakovich—fresh readings of some of his better-known songs, the merit of the performances and the significance of the date make this a treasure worth owning.

CLASSICAL

RECOMMENDED

BRUCH: VIOLIN CONCERTO NO. 2; SCOTTISH FANTASY

Itzhak Perlman, Israel Philharmonic, Mehta
Angel CDC7 49071

Perlman updates an earlier coupling of the same titles with another orchestra and conductor, using similar superb qualities of sound and expressive phrasing, which his legion of fans has come to take for granted. Mehta, as expected, is an expert accompanist. A strong entry.

HAYDN: SYMPHONIES NOS. 94 & 95/LEOPOLD MOZART: TOY SYMPHONY

The Hanover Band, Goodman
Nimbus NI 5126

Informed performances, brightly played and recorded. The unusually wide dynamic range helps deliver a gut-thumping surprise in No. 94, and No. 95 suffers only from an uncomfortable cello solo in the third movement. "Toy" is an unalloyed joy, with period noise makers (presumably) contributing to the fun.

SPOTLIGHT: Predicted to hit top 10 on Billboard's Top Pop Albums chart or to earn platinum certification.

NEW & NOTEWORTHY: Highlights new and developing acts worthy of attention and other releases of special interest.

PICKS: Releases predicted to hit the top half of the chart in the format listed.

RECOMMENDED: Other releases predicted to chart in the respective format; also, other albums of superior quality.

All albums commercially available in the U.S. are eligible. Send review copies to Jean Rosenbluth, Billboard, 1515 Broadway, New York, N.Y. 10036, and Chris Morris, Billboard, 9107 Wilshire Blvd., Beverly Hills, Calif. 90210. Send country and gospel albums to Ed Morris, Billboard, 49 Music Square W., Nashville, Tenn. 37203.

POP

PICKS

STEVE WINWOOD

Don't You Know What The Night Can Do? (4:25)
 PRODUCERS: Steve Winwood, Tom Lord-Alge
 WRITERS: S. Winwood, W. Jennings
 PUBLISHERS: F.S./Warner-Tamerlane, BMI/Willin'
 David/Blue Sky Rider, BMI
 Virgin 7-99290 (c/o Atlantic)

The fact that release of this single coincides with its use in a television commercial will most likely turn off some; sports a leisurely paced rhythm and Winwood's recognizable interpretation.

CHRISTOPHER CROSS WITH FRANCES RUFFELLE

I Will (Take You Forever) (3:42)
 PRODUCER: Michael Omartian
 WRITERS: Michael Omartian, Christopher Cross, Rob Meurer
 PUBLISHERS: See This House/Pop 'N' Roll/Alvah's, ASCAP
 Reprise 7-27795 (c/o Warner Bros.)

Tony Award-winning actress from "Les Misérables" proves to be a perfect companion to Cross' always-pleasant vocal on this ballad taken from his forthcoming album, "Back Of My Mind."

DEF LEPPARD

Love Bites (4:45)
 PRODUCER: Robert John "Mutt" Lange
 WRITERS: Clark, Collen, Elliot, Lange, Savage
 PUBLISHERS: Bludgeon Riffola/Zomba Enterprises, ASCAP
 Mercury 870 402-7 (c/o PolyGram)

Brooding, down-tempo release from the latest album is one of our highest chart entries this week.

RECOMMENDED

NIA PEEPLES

High Time (4:22)
 PRODUCER: Steve Harvey
 WRITERS: S. Harvey, J.P. Maunick
 PUBLISHER: MCA, ASCAP
 Mercury 870 561-7 (c/o PolyGram) (12-inch reviewed July 23)

BIG AUDIO DYNAMITE

Just Play Music! (3:54)
 PRODUCER: Mick Jones
 WRITERS: Jones, Letts, Roberts
 PUBLISHER: Big Audio Dynamics, BMI
 Columbia 38-07955 (12-inch reviewed July 23)

SMITHEREENS

House We Used To Live In (4:00)
 PRODUCER: Don Dixon
 WRITER: Pat DiNizio
 PUBLISHERS: Screen Gems-EMI/Famous Monsters, BMI
 Capitol B-44174

Band is a staple at album rock as well as college outlets; it's about time pop radio picked up on the talents of this exceptional rock outfit—DiNizio is one of our best songwriters.

MICHAEL BOLTON

Walk Away (4:09)
 PRODUCER: Susan Hamilton
 WRITERS: M. Bolton, D. Warren
 PUBLISHERS: Emboe/SBK April/Realsongs, ASCAP
 Columbia 38-07983

Singer/songwriter delivers a guitar-etched, from-the-heart ballad with conviction.

PETER MURPHY

Indigo Eyes (4:10)
 PRODUCER: Simon Rogers
 WRITERS: P. Murphy, P. Statham
 PUBLISHER: American Momentum, BMI
 Beggars Banquet 8707-7-H (c/o RCA) (12-inch version also available, Beggars Banquet 8695-1-HD)

Prettily arranged offering from "Love Hysteria."

TOKENS

Lion Sleeps Tonight (4:35)
 PRODUCERS: Jay Siegel, Steve Goldman
 WRITERS: Peretti, Creatore, Weiss, Stanton, Linda, Campbell
 PUBLISHER: TRO-Folkways, BMI
 Downtown DT-103 (12-inch single)

Swinging update of the band's 1961 pop classic. Contact: 305-226-1499.

BLACK

PICKS

LAVINE HUDSON

Intervention (4:18)
 PRODUCER: Nichola St. Victor Brown
 WRITER: L. Hudson
 PUBLISHER: Virgin, BMI

Virgin 7-99318 (c/o Atlantic) (12-inch version also available, Virgin 0-96651)

U.K. gospel singer has garnered critical acclaim in her native land; she delivers a stellar, gingerly paced spiritual R&B title selection from her upcoming debut. Don't miss.

MAC BAND FEATURING THE McCAMPBELL BROTHERS

Stuck (4:15)
 PRODUCERS: L.A., Babyface
 WRITERS: Babyface, L.A., Stick, Charles McCampbell
 PUBLISHERS: Kear/Hip Trip/Ceemac/Uno, BMI
 MCA 53393

Spacious technofunk from the outfit that brought you the No. 1 smash "Roses Are Red."

HERB ALPERT

I Need You (4:01)
 PRODUCER: Herb Alpert
 WRITERS: Herb Alpert, Eduardo del Barrio
 PUBLISHERS: Almo/Wu-Li Dance, ASCAP
 A&M AM-1231

Trumpeter recalls his past work while effectively capturing the essence of contemporary R&B/pop on this gem from his new album, "Under A Spanish Moon."

JOHNNY KEMP

Dancin' With Myself (4:15)
 PRODUCERS: Johnny Kemp, Bruce Purse, V. Henry
 WRITERS: J. Kemp, B. Purse, V. Henry
 PUBLISHERS: Mochrie/Bruce Purse, ASCAP
 Columbia 38-07994

Kemp is still getting paid and will more than likely continue to do so with this less infectious but equally meritorious follow-up.

RECOMMENDED

BOOGIE DOWN PRODUCTIONS

Stop The Violence (3:42)
 PRODUCER: KRS-One
 WRITER: L. Parker
 PUBLISHER: Zomba Enterprises, ASCAP
 Jive 1120-7-J (c/o RCA) (12-inch version also available, Jive 1121-1-JD)

One of rap's best captures an infectious reggae groove to accompany his positive message.

AFRIKA BAMBAATAA & THE FAMILY

Shout It Out (7:00)
 PRODUCERS: Maxx "GoGo" Kidd, Afrika "Zulu" Bambaataa
 WRITERS: Kidd, Smith, Ryan
 PUBLISHERS: Zee-Kidd/Bambaataa, ASCAP
 Capitol V-15385 (12-inch single)

The Zulu nation joins forces with one of Washington's premier go-go acts, Slug-Go, for a serious jam worth checking out.

DOROTHY MOORE

Can't Get Over You (Once Again I'm Misty Blue) (4:24)
 PRODUCERS: F.L. Pittman, Felton Pilate
 WRITERS: A. Williams, F.L. Pittman
 PUBLISHER: Les-Lie/Idnc-Dert/Parker, BMI
 Volt 3106 (12-inch single)

Moore reprises her days of "blue" in a contemporary ballad setting. Contact: 1-800-227-0466.

NORMAN CONNORS

Lovin' You (4:18)
 PRODUCER: Norman Connors
 WRITERS: M. Ripperton, R. Rudolph
 PUBLISHER: Dickiebird, BMI
 Capitol B-44210

Admirable attempt at tackling Ripperton's classic.

RANDY HALL

As Long As I Can Last (3:57)
 PRODUCER: Randy Hall
 WRITER: Randy Hall
 PUBLISHER: Raha, BMI
 MCA 53375 (12-inch version also available, MCA 23885)

Sexy, easy-going romantic number.

HERBIE HANCOCK

Beat Wise (5:50)
 PRODUCERS: Bill Laswell, Material, Herbie Hancock
 WRITERS: Hancock, Laswell, Collins, Bonner
 PUBLISHERS: Hancock/Enemy/Mash-A-Mug/Island, BMI
 Columbia 38-07987

Ain't they funk'n' now.

BROTHERS JOHNSON

Party Avenue (4:15)
 PRODUCER: George Johnson
 WRITERS: John Schuller, Eugene Henderson, Thomas Johnson
 PUBLISHERS: Schuller/Brothers Johnson/Almo, ASCAP
 A&M AM-1229

Almost on the right track, the Brothers delve into that midtempo, let's-all-party, commercially acceptable technosoul sound.

LOVE POET

This Is Only The Beginning (5:16)

NEW AND NOTEWORTHY

MELISSA ETHERIDGE

Bring Me Some Water (3:52)
 PRODUCERS: Craig Krampf, Kevin McCormick, Melissa Etheridge, Niko Bolas
 WRITER: Melissa Etheridge
 PUBLISHER: MLE/Almo, ASCAP
 Island 7-99287 (c/o Atlantic)

Don't let the accolades being showered on seemingly every female singer/songwriter dissuade you from discovering this notable performer, Los Angeles based by way of Kansas and Boston. Artist's unabashed vocal and lyrical intensity on this aggressive roots-based rock offering combine for sheer pleasure and show great promise.

PRODUCER: Mighty Mike

WRITER: Michelle Mills
 PUBLISHER: Gauchio, BMI
 8th Street ST-2020 (12-inch single)

Amateurish but to-the-point female rap ballad. Contact: 718-857-7950.

BOB BAILEY

Project Girl (4:09)
 PRODUCERS: Bob Bailey, Bobby Daniels
 WRITERS: Jimbeau Hinson, Todd Cerney
 PUBLISHERS: American Romance/Chappell/Le Mango, ASCAP
 Airborne ABS-10003

Soloist delivers a jittering and rough R&B-inflected pop tune. Contact: 615-242-3157.

COUNTRY

PICKS

ROSANNE CASH

Runaway Train (4:00)
 PRODUCER: Rodney Crowell
 WRITER: J. Stewart
 PUBLISHER: Bugle, BMI
 Columbia 38-07988

With sensitivity, understated emotion, and incredible control, Cash uncases the jewel of her "King's Record Shop" album; lyrics, performance, and production are flawless.

LEE GREENWOOD

You Can't Fall In Love When You're Cryin' (3:51)
 PRODUCERS: Jimmy Bowen, Lee Greenwood
 WRITER: Lee Greenwood
 PUBLISHER: Duchess Music/Hall-Clement, BMI/ASCAP
 MCA 53386

Slow, dreamy rhythm and a graphic description of a man too crushed by a past love to pick up on a new prospect.

DON WILLIAMS

Desperately (3:04)
 PRODUCERS: Don Williams, Garth Fundis
 WRITERS: J. O'Hara, K. Welch
 PUBLISHER: Cross Keys/Tree Group, ASCAP
 Capitol B-44216

A peppy, rhythmic testimonial to obsessive love, delivered with Williams' usual warm reassurance.

MARIE OSMOND (With Paul Davis)

Sweet Life (3:40)
 PRODUCERS: Paul Worley, Ed Seay
 WRITERS: P. Davis, S. Collins
 PUBLISHERS: Web IV/Paul & Jonathan/Chappell/Tanta, BMI/ASCAP
 Capitol B-44215

An appropriately sweet treatment of Davis' 1978 hit. Sweet vocal harmonies, sweet strings.

CHARLIE DANIELS BAND

Boogie Woogie Fiddle Country Blues (3:29)
 PRODUCER: James Stroud
 WRITERS: C. Daniels, T. DiGregorio, T. Crain, C. Hayward, J. Gavin
 PUBLISHERS: Miss Hazel, BMI
 Epic 34-08002 (c/o CBS)

Daniels returns to country radio in a major way and gets serious with this tightly produced, clean-sounding fiddle boogie.

RECOMMENDED

KENNY ROGERS

I Don't Call Him Daddy (3:59)

PRODUCER: Richard Landis
 WRITER: Reed Nielsen
 PUBLISHER: Englistown, BMI
 RCA 8390-7-R

Rogers sings of the trials a child faces when parents divorce. His vocals add character to this heart-striking ballad.

CRYSTAL GAYLE

Nobody's Angel (3:06)
 PRODUCERS: Eric Prestidge, Jim Ed Norman
 WRITERS: Karen Brooks, Randy Sharp
 PUBLISHERS: Warner-Tamerlane/Babbling Brooks/Rumble Seat, BMI
 Warner Bros. 7-27811

Crystal's clear voice colors this smooth, lilting ballad about an unclaimed angel on the wing from romance.

BARBARA MANDRELL

I Wish That I Could Fall In Love Today (2:50)
 PRODUCERS: Tom Collins, Fred Foster
 WRITER: Harlan Howard
 PUBLISHER: Beechwood, BMI
 Capitol B-44220

Mandrell does a fine job with this old reliable. Solid country instrumentation adds to the traditional feel.

DAVID BALL

You Go, You're Gone (2:32)
 PRODUCERS: Mark Wright, Bruce Channel
 WRITERS: David Ball, Frank Dycus, Mark Wright
 PUBLISHERS: Hayes Court/Low Country/Irving Music, BMI; Musicor/Music Corp. Of America/Fast Ball, SESAC; Wrightchild, BMI
 RCA 8636-7-R

Sure to inspire taunting bumper stickers and repeated trips to the jukebox. Ball deftly introduces a new defensive weapon in the arsenal of domestic discord.

WRIGHT BROTHERS

Come On Rain (3:30)
 PRODUCER: Ron Chancey
 WRITER: Dennis Linde
 PUBLISHERS: Linde Manor, Key of C, BMI
 Airborne ABS-10006

Dramatic production, soaring harmony, and a potent topic power this timely tale of drought woes. Contact: 615-242-3157.

CANYON

I Guess I Just Missed You (2:51)
 PRODUCER: Tom Brasfield
 WRITERS: T. Brasfield, W. Aldridge
 PUBLISHER: Rick Hall, ASCAP
 16th Avenue 70419

Kind of sweet. Kind of sad. Kind of slow. Vocal inflections coupled with melody roll create an ear-pleasing effect.

FARON YOUNG

Stop And Take The Time (2:15)
 PRODUCER: None listed
 WRITER: Faron Young
 PUBLISHER: Almarie, BMI
 Step One SOR-390

Young has lost none of his intimate vocal charm. Plenty of swing and steel in this one.

BAMA BAND

Southern Accent (3:28)
 PRODUCERS: Bob Johnston, Andrew Johnston
 WRITERS: R.J. Alley, P. Flores
 PUBLISHER: Dennis Morgan, BMI
 Mercury 870-603-7 (c/o PolyGram)

Pillow talk Dixie style has the Bama Band praising love with a Southern accent.

RAMSEY KEARNEY

There's No Wings On My Angel (2:39)
 PRODUCER: None listed
 WRITERS: Cy Cobin, I. Melsner, E. Arnold
 PUBLISHERS: Mike Stoller/Jerry Leiber/Bienstock/Rachel/Yellow dog, ASCAP
 Safari 1178

A true-to-the-style remake of Eddy Arnold's 1949 top 15 release. Vocal character is perfect for this tune.

DANCE

PICKS

NU SHOOZ

Are You Lookin' For Somebody Nu (8:50)
 PRODUCERS: John Smith, Jeff Lorber, Rick Waritz
 WRITERS: Smith, Day
 PUBLISHER: Poolside, BMI
 Atlantic 0-86531 (12-inch single)

Highlight from the duo's latest project should be welcomed by the clubs, which have been waiting for such material. Brisk pace, lyrical strength, and comforting performance are accented in Taavi Mote's remixes.

RECOMMENDED

OLIVIA NEWTON-JOHN

The Rumour (6:40)
 PRODUCERS: Elton John, James Newton Howard
 WRITERS: Elton John, Taupin
 PUBLISHERS: Big Pig/Intersong-USA, ASCAP
 MCA 23890 (12-inch single; 7-inch reviewed Aug. 6)

TRIBAL HOUSE

Dim Dae (8:15)
 PRODUCER: Winston Jones
 WRITER: Winston Jones
 PUBLISHER: Jonesy, BMI
 Pow Wow PW-433 (12-inch single)

Group's name pretty much says it all. A generous club rhythm track is accented by bits of tribal chanting and voices. Label's best in some time. Contact: 212-245-3010.

LOOSE TOUCH

Bad Of The Heart (7:52)
 PRODUCERS: Mark Liggett, Chris Barbosa
 WRITERS: Marilyn E. Rodriguez, Phillip Andrealu
 PUBLISHERS: Barbosa/Tosha/Hit and Hold/Mad-Lou/Andrealu, ASCAP
 Ligosa LIG-508 (12-inch single)

Latin/pop struts a pleasant male lead and pumping track and mixes. Well worth attention. Contact: 212-970-0808.

TRANSVISION VAMP

Tell That Girl To Shut Up (6:20)
 PRODUCER: Zeus B. Held
 WRITER: Holly Vincent
 PUBLISHER: I Hate, ASCAP
 Uni 8004 (c/o MCA) (12-inch single)

An oh-so-cool U.K. quartet delivers some punchy, more-than-hip (and quite catchy) U.K. dance rock.

WIRE

Silk Skin Paws (5:43)
 PRODUCER: Gareth Jones
 WRITER: Wire
 PUBLISHER: Dying Art Ltd.
 Restless/Enigma 72299-0

Languid rock track has been remixed from the band's brilliant album "A Bell Is A Cup Until It Is Struck." Contact: 213-390-9969.

BRASS CONSTRUCTION

Movin' 1988 (timing not listed)
 PRODUCER: Jeff Lane
 WRITERS: Muller, Williamston, Payton, Arthur, Wong
 PUBLISHERS: Desert Moon/Careers, BMI
 Capitol V-15405 (12-inch single)

The classic R&B track has fallen into the "Euro-house" remix hands of PWL's Phil Harding.

O.N.I.T.

We're Out Of Control (7:14)
 PRODUCERS: Frankie "Bones," Tommy Musto
 WRITERS: Tommy Musto, Frankie "Bones" Mitchell
 PUBLISHER: Northcott, BMI
 Fourth Floor FF-1092 (12-inch single)

Agitated dance track for those who keep on groovin' to Todd Terry's similarly styled offerings. Contact: 212-840-9253.

BONESBREAKS

Volume 1 (various timings)
 PRODUCER: Frankie "Bones" Mitchell
 WRITER: None listed
 PUBLISHERS: Ropiak Bros./Northcott, BMI
 Underworld AP-134 (12-inch single)

Six mini-instrumental break beats for DJs; from Latin/pop to rap. Contact: 212-840-9253.

AC

PICKS

MARILYN MARTIN & DAVID FOSTER

And When She Danced (Love Theme From Stealing Home) (3:49)
 PRODUCER: David Foster
 WRITERS: David Foster, Linda Thompson-Jenner
 PUBLISHER: Warner-Tamerlane/Air Bear/Linda's Boys, BMI
 Atlantic 7-89029

Plaintive and somewhat ethereal ballad duet.

PICKS: New releases with the greatest chart potential.

RECOMMENDED: Records with potential for significant chart action.

NEW & NOTEWORTHY: Highlights new and developing acts worthy of attention. Records equally appropriate for more than one format are reviewed in the category with the broadest audience. All singles commercially available in the U.S. are eligible for review. Send copies to Bill Coleman, Billboard, 1515 Broadway, New York, N.Y. 10036. Country singles should be sent to Billboard, 49 Music Square W., Nashville, Tenn. 37203.

TOP POP ALBUMS™

©Copyright 1988, Billboard Publications, Inc. No part of this publication may be reproduced, stored in any retrieval system, or transmitted, in any form or by any means, electronic, mechanical, photocopying, recording, or otherwise, without the prior written permission of the publisher.

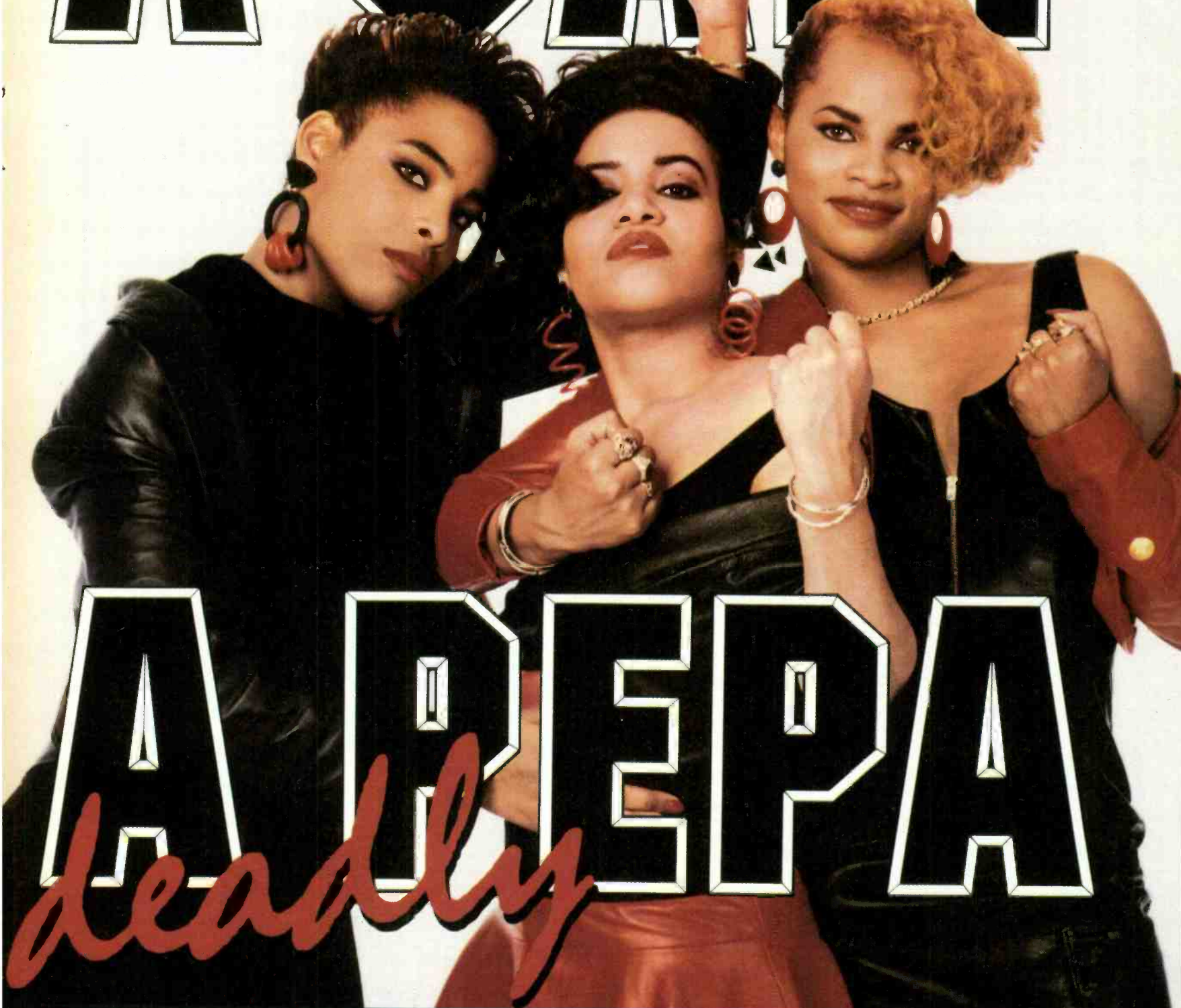
THIS WEEK	LAST WEEK	2 WKS. AGO	WKS. ON CHART	ARTIST LABEL & NUMBER/DISTRIBUTING LABEL (SUG. LIST PRICE)*	TITLE
Compiled from a national sample of retail store, one-stop, and rack sales reports.					
★★ NO. 1 ★★					
1	2	1	52	DEF LEPPARD ⁵ MERCURY 830 675 1/POLYGRAM (CD)	HYSTERIA 3 weeks at No. One
2	3	5	6	STEVE WINWOOD VIRGIN 90946 (9.98) (CD)	ROLL WITH IT
3	1	2	51	GUNS N' ROSES ² GEFEN GHS 24148 (8.98) (CD)	APPETITE FOR DESTRUCTION
4	4	6	16	TRACY CHAPMAN [▲] ELEKTRA 60774 (9.98) (CD)	TRACY CHAPMAN
5	5	4	48	SOUNDTRACK [▲] RCA 6408-1-R (9.98) (CD)	DIRTY DANCING
6	6	3	9	VAN HALEN [▲] WARNER BROS. 25732 (9.98) (CD)	OU812
7	7	7	39	GEORGE MICHAEL [▲] COLUMBIA OC 40867 (CD)	FAITH
8	8	12	17	D.J. JAZZY JEFF & THE FRESH PRINCE [▲] JIVE 1091-1-J/RCA (8.98) (CD)	HE'S THE D.J., I'M THE RAPPER
9	9	8	13	POISON [▲] ENIGMA C1-48493/CAPITOL (9.98) (CD)	OPEN UP AND SAY... AH!
10	11	11	61	GLORIA ESTEFAN & MIAMI SOUND MACHINE [▲] EPIC OE 40769/E.P.A. (CD)	LET IT LOOSE
11	13	19	61	RICHARD MARX [▲] EMI-MANHATTAN ST 53049 (8.98) (CD)	RICHARD MARX
12	16	25	4	CINDERELLA MERCURY 834 612 1/POLYGRAM (CD)	LONG COLD WINTER
13	10	10	22	SOUNDTRACK [▲] RCA 6965-1-R (9.98) (CD)	MORE DIRTY DANCING
14	12	9	11	SADE EPIC OE 44210/E.P.A. (CD)	STRONGER THAN PRIDE
15	14	14	43	TERENCE TRENT D'ARBY [▲] THE HARDLINE ACCORDING TO TERENCE TRENT D'ARBY COLUMBIA BFC 40964 (CD)	THE HARDLINE ACCORDING TO TERENCE TRENT D'ARBY
16	17	15	40	INXS [▲] ATLANTIC 81796 (9.98) (CD)	KICK
17	15	13	13	BRUCE HORNSBY & THE RANGE [▲] RCA 6686-1-R (9.98) (CD)	SCENES FROM THE SOUTHSIDE
18	19	20	6	ELTON JOHN MCA 6240 (8.98) (CD)	REG STRIKES BACK
19	18	18	50	DEBBIE GIBSON [▲] ATLANTIC 81780 (8.98) (CD)	OUT OF THE BLUE
20	21	21	15	CHEAP TRICK [●] EPIC OE 40922/E.P.A. (CD)	LAP OF LUXURY
21	25	34	5	ROBERT PALMER EMI-MANHATTAN 48057 (9.98) (CD)	HEAVY NOVA
22	23	22	14	AL B. SURE! [●] WARNER BROS. 25662 (8.98) (CD)	IN EFFECT MODE
23	20	17	15	SCORPIONS [▲] MERCURY 832 963 1/POLYGRAM (CD)	SAVAGE AMUSEMENT
24	22	16	23	ROBERT PLANT [▲] ESPARANZA 90863/ATLANTIC (9.98) (CD)	NOW AND ZEN
25	28	30	6	NEW EDITION MCA 42207 (8.98) (CD)	HEART BREAK
26	24	23	11	RUN-D.M.C. [▲] PROFILE 1265 (9.98) (CD)	TOUGHER THAN LEATHER
27	27	24	47	MICHAEL JACKSON [▲] EPIC OE 40600/E.P.A. (CD)	BAD
28	29	28	27	MIDNIGHT OIL [●] COLUMBIA BFC 40967 (CD)	DIESEL AND DUST
29	26	26	6	JIMMY PAGE GEFEN GHS 24188 (9.98) (CD)	OUTRIDER
30	31	31	11	ROD STEWART WARNER BROS. 25684 (9.98) (CD)	OUT OF ORDER
31	35	33	30	RICK ASTLEY [▲] RCA 6822-1-R (8.98) (CD)	WHENEVER YOU NEED SOMEBODY
32	30	27	17	ZIGGY MARLEY & THE MELODY MAKERS [●] VIRGIN 90878 (8.98) (CD)	CONSCIOUS PARTY
33	33	37	6	THE FAT BOYS TIN PAN APPLE 835 809 1/POLYGRAM (CD)	COMING BACK HARD AGAIN
34	32	32	5	STRYPYR ENIGMA 73317 (9.98) (CD)	IN GOD WE TRUST
35	36	36	48	AEROSMITH [▲] GEFEN GHS 24162 (9.98) (CD)	PERMANENT VACATION
36	40	47	4	PAT BENATAR CHRYSALIS OV 41628 (CD)	WIDE AWAKE IN DREAMLAND
37	34	35	32	KEITH SWEAT [▲] VINTERTAINMENT 60763/ELEKTRA (8.98) (CD)	MAKE IT LAST FOREVER
38	42	75	3	RANDY TRAVIS WARNER BROS. 25738 (8.98) (CD)	OLD 8 X 10
39	44	56	4	BOBBY BROWN MCA 42185 (8.98) (CD)	DON'T BE CRUEL
40	41	45	4	CROWDED HOUSE CAPITOL C1 48763 (9.98) (CD)	TEMPLE OF LOW MEN
41	39	38	8	THE MOODY BLUES POLYDOR 835 756 1/POLYGRAM (CD)	SUR LA MER
42	45	52	4	PUBLIC ENEMY DEF JAM BSW 44303/COLUMBIA (CD)	IT TAKES A NATION OF MILLIONS TO HOLD US BACK
43	43	43	6	CHICAGO REPRISE 25714 (9.98) (CD)	19
44	37	29	27	PEBBLES [▲] MCA 42094 (8.98) (CD)	PEBBLES
45	38	39	26	LITA FORD [●] RCA 6397-1-R (8.98) (CD)	LITA
46	48	49	6	JIMMY BUFFETT MCA 42093 (8.98) (CD)	HOT WATER
47	49	44	48	10,000 MANIACS [●] ELEKTRA 60738 (8.98) (CD)	IN MY TRIBE
48	54	63	11	BREATHE A&M SP 5163 (8.98) (CD)	ALL THAT JAZZ
49	51	70	4	J.J. FAD ATCO 90959/ATLANTIC (8.98) (CD)	SUPERSONIC--THE ALBUM
50	47	46	13	DARYL HALL JOHN OATES [●] ARISTA AL 8539 (9.98) (CD)	OOH YEAH!
51	46	41	47	WHITE LION [▲] ATLANTIC 81768 (8.98) (CD)	PRIDE
52	53	50	23	THE CHURCH ARISTA AL 8521 (8.98) (CD)	STARFISH
53	50	42	15	"WEIRD AL" YANKOVIC [●] ROCK'N'ROLL/SCOTTI BROS. FZ 44149/E.P.A. (CD)	EVEN WORSE
54	66	98	3	BRIAN WILSON SIRE 25669/REPRISE (9.98) (CD)	BRIAN WILSON

THIS WEEK	LAST WEEK	2 WKS. AGO	WKS. ON CHART	ARTIST LABEL & NUMBER/DISTRIBUTING LABEL (SUG. LIST PRICE)*	TITLE
55	57	60	5	HANK WILLIAMS, JR. WARNER/CURB 25725/WARNER BROS. (8.98) (CD)	WILD STREAK
56	56	54	60	WHITNEY HOUSTON [▲] ARISTA AL 8405 (9.98) (CD)	WHITNEY
57	55	53	22	BILLY OCEAN [▲] JIVE JL 8495/ARISTA (9.98) (CD)	TEAR DOWN THESE WALLS
58	NEW		1	FREDDIE JACKSON CAPITOL C1-48987 (9.98) (CD)	DON'T LET LOVE SLIP AWAY
59	59	59	5	DAVID SANBORN REPRISE 25715 (9.98) (CD)	CLOSE-UP
60	63	64	12	JOAN JETT AND THE BLACKHEARTS CBS ASSOCIATED FZ 44146/E.P.A. (CD)	UP YOUR ALLEY
61	61	62	8	REO SPEEDWAGON EPIC OE 44202/E.P.A. (CD)	THE HITS
62	82	88	17	BOBBY MCFERRIN EMI-MANHATTAN E1 48059 (9.98) (CD)	SIMPLE PLEASURES
63	75	—	2	SLAYER DEF JAM GHS 24203/GEFFEN (8.98) (CD)	SOUTH OF HEAVEN
64	69	72	10	ERIC CARMEN ARISTA AL 8548 (8.98) (CD)	THE BEST OF ERIC CARMEN
65	65	100	3	PATTI SMITH ARISTA AL 8453 (9.98) (CD)	DREAM OF LIFE
66	60	51	16	IRON MAIDEN [●] CAPITOL 1-90258 (9.98) (CD)	SEVENTH SON OF A SEVENTH SON
67	67	78	8	TONI CHILDS A&M SP 5175 (8.98) (CD)	UNION
68	58	48	11	JUDAS PRIEST [●] COLUMBIA FC 44244 (CD)	RAM IT DOWN
69	62	55	12	TEDDY PENDERGRASS ELEKTRA 60775 (9.98) (CD)	JOY
70	72	68	10	JOHNNY KEMP COLUMBIA BFC 40770 (CD)	SECRETS OF FLYING
71	71	86	4	AMY GRANT A&M SP 5199 (8.98) (CD)	LEAD ME ON
72	64	61	38	KOOL MOE DEE [●] JIVE 1079-1-J/RCA (8.98) (CD)	HOW YA LIKE ME NOW
73	95	133	4	BRITNY FOX COLUMBIA BFC 44140 (CD)	BRITNY FOX
74	80	87	26	BASIA EPIC BFE 40767/E.P.A. (CD)	TIME AND TIDE
75	52	40	12	PRINCE PAISLEY PARK 25720/WARNER BROS. (9.98) (CD)	LOVESEXY
76	77	77	6	NAJEE EMI-MANHATTAN 90096 (9.98) (CD)	DAY BY DAY
77	68	57	11	BOZ SCAGGS COLUMBIA FC 40463 (CD)	OTHER ROADS
78	83	89	13	BRENDA K. STARR MCA 42088 (8.98) (CD)	BRENDA K. STARR
79	79	83	12	K.D. LANG SIRE 25724/WARNER BROS. (8.98) (CD)	SHADOWLAND
80	81	82	6	EPMD FRESH LPRE 82006/SLEEPING BAG (8.98) (CD)	STRICTLY BUSINESS
81	89	96	9	ERASURE SIRE 25730/REPRISE (8.98) (CD)	THE INNOCENTS
82	NEW		1	ERIC B. & RAKIM UNI UNI-3/MCA (8.98) (CD)	FOLLOW THE LEADER
83	76	67	43	BELINDA CARLISLE [▲] MCA 42080 (8.98) (CD)	HEAVEN ON EARTH
84	86	93	9	THE SUGARCUBES ELEKTRA 60801 (9.98) (CD)	LIFE'S TOO GOOD
85	70	65	47	TIFFANY [▲] MCA 5793 (8.98) (CD)	TIFFANY
86	73	58	41	THE JETS [●] MCA 42085 (8.98) (CD)	MAGIC
87	85	71	39	JOE SATRIANI RELATIVITY 8193/IMPORTANT (8.98) (CD)	SURFING WITH THE ALIEN
88	91	122	4	LOOSE ENDS MCA 42196 (8.98) (CD)	THE REAL CHUCKEEBOO
89	90	90	4	KING DIAMOND ROADRACER RRC 9550/MCA (8.98) (CD)	THEM
90	74	66	22	BRENDA RUSSELL A&M SP 5178 (8.98) (CD)	GET HERE
91	84	76	8	ALABAMA RCA 6825-1-R (9.98) (CD)	LIVE
92	87	73	11	2 LIVE CREW LUKE SKYYWALKER XR 101 (8.98) (CD)	MOVE SOMETHIN'
93	78	69	22	KINGDOM COME [●] POLYDOR 835 368-1/POLYGRAM (CD)	KINGDOM COME
94	99	102	6	VANESSA WILLIAMS WING 835 694 1/POLYGRAM (CD)	THE RIGHT STUFF
95	94	92	19	THE SMITHEREENS ENIGMA C1-48375/CAPITOL (8.98) (CD)	GREEN THOUGHTS
96	103	120	29	TAYLOR DAYNE [●] ARISTA AL 8529 (8.98) (CD)	TELL IT TO MY HEART
97	114	141	4	STEVIE B LMR LP 5500 (8.98) (CD)	PARTY YOUR BODY
98	93	79	7	GEORGIA SATELLITES ELEKTRA 60793 (9.98) (CD)	OPEN ALL NIGHT
99	92	84	11	JULIO IGLESIAS COLUMBIA OC 40995 (CD)	NON STOP
100	97	97	8	IMPELLITTERI RELATIVITY 8225/IMPORTANT (8.98) (CD)	STAND IN LINE
101	98	85	37	CHER [●] GEFEN 24164 (8.98) (CD)	CHER
102	118	145	4	VAN MORRISON & THE CHIEFTAINS MERCURY 834 496 1/POLYGRAM (CD)	IRISH HEARTBEAT
103	127	176	3	GUY UPTOWN 42176/MCA (8.98) (CD)	GUY
104	104	112	5	SPYRO GYRA MCA 6235 (8.98) (CD)	rites of summer
105	109	114	4	DEEP PURPLE MERCURY 835 897 1/POLYGRAM (CD)	NOBODY'S PERFECT
106	108	117	9	MELISSA ETHERIDGE ISLAND 90875/ATLANTIC (8.98) (CD)	MELISSA ETHERIDGE
107	88	74	21	ORCHESTRAL MANOEUVRES IN THE DARK A&M SP 5186 (8.98) (CD)	THE BEST OF OMD
108	102	95	64	RANDY TRAVIS [▲] WARNER BROS. 25568 (8.98) (CD)	ALWAYS & FOREVER
109	119	109	12	JANE WIEDLIN EMI-MANHATTAN 48683 (9.98) (CD)	FUR

Albums with the greatest sales gains this week. (CD) Compact disk available. ● Recording Industry Assn. Of America (RIAA) certification for sales of 500,000 units. ▲ RIAA certification for sales of 1 million units, with each additional million indicated by a numeral following the symbol. *CBS Records and PolyGram Records do not issue a suggested list price for their product.

A S G A I T

with



A D E E P A

Deadly

SHIPPED GOLD

PL1011 ALBUM • STM1011 CASSETTE • PLCD1011 COMPACT DISC



NP50C77



NP50063



PL1007

PLATEAU
RECORDS INC.

Member of
NAIRD

© 1988 Next Plateau Records, Inc.

SALT-N-PEPA TOUR '88

- June 30 **AUGUSTA, GA**
- July 1 **NASHVILLE, TN**
- July 2 **ATLANTA, GA**
- July 3 **NEW ORLEANS, LA**
- July 6 **TOLEDO, OH**
- July 7 **SAGINAW, MI**
- July 8 **MILWAUKEE, WI**
- July 9 **PITTSBURGH, PA**
- July 10 **DAYTON, OH**
- July 14 **TAMPA, FL**
- July 15 **MIAMI, FL**
- July 16 **JACKSONVILLE, FL**
- July 17 **MOBILE, AL**
- July 21 **NEW HAVEN, CT**
- July 22 **SALISBURY, MD**
- July 23 **BALTIMORE, MD**
- July 24 **PROVIDENCE, RI**
- July 28 **NORFOLK, VA**
- July 29 **RICHMOND, VA**
- July 30 **COLUMBIA, SC**
- July 31 **GREENSBORO, NC**
- August 4 **OKLAHOMA CITY, OK**
- August 5 **LITTLE ROCK, AR**
- August 6 **KANSAS CITY, MO**
- August 7 **MEMPHIS, TN**
- August 11 **CLEVELAND, OH**
- August 12 **ROCHESTER, NY**
- August 13 **WASHINGTON, D.C.**
- August 14 **PHILADELPHIA, PA**
- August 19 **OAKLAND, CA**
- August 20 **SAN DIEGO, CA**
- August 21 **LOS ANGELES, CA**
- August 25 **SAN ANTONIO, TX**
- August 26 **AUSTIN, TX**
- August 27 **DALLAS, TX**
- August 28 **HOUSTON, TX**
- September 1 **LOUISVILLE, KY**
- September 2 **CHICAGO, IL**
- September 3 **DETROIT, MI**
- September 5 **NEW YORK, NY**
- September 8 **SAVANNAH, GA**
- September 9 **MACON, GA**
- September 10 **JACKSON, MS**

Socially Responsible Investing Won't Sacrifice Rate Of Return Put Your Money Where Your Principles Are

BY ROBERT BIZEK

This is another in a series of guest columns on financial and legal topics. This week's columnist, Robert Bizek, is an investment professional with A.G. Edwards & Sons Inc. in Hingham, Mass. He is a member of the Social Investment Forum, a national association of brokers and advisers specializing in ethical investing. His comments should not be construed as an offer to sell or a solicitation to buy any securities.



The entertainment industry has had

a long association with social causes, donating its talents and money to efforts on behalf of worldwide human rights, a cleaner environment, and famine relief. There is yet another way, however, that performers, managers, and industry executives can express their commitment to these causes: through a planned program of socially responsible personal investment.

Socially responsible investing as a movement originated with the Catholic Church, which in the early part of the 20th century emphasized avoidance of so-called sin stocks—companies manufacturing tobacco, liquor, and other taboo products. The movement grew more sophisticated over the next 60 years, peaking in the activism-filled '60s as indi-

viduals divested portfolios of "war stocks." After taking a hiatus in the late '70s, socially conscious investing has again caught the attention of the investing public in recent years.

Nevertheless, if one were to examine the current portfolios of some socially active artists, major contradictions might well emerge. For example, some artists who speak loudly and often on behalf of clean air and water hold stock in the biggest polluters on the planet. Other artists who refuse to play Sun City hold stock in companies deriving profits from South African interests.

Aside from bringing their private investments in line with their public postures, socially responsible investing offers artists the opportunity to make another powerful public statement, enhancing their credibility and encouraging their fans and admirers to follow their lead.

Constructing a socially responsible, or "screened", portfolio is essentially a four-step process. The first three steps are identical to the process of putting together any diversified portfolio.

First, one allocates assets among stocks, bonds, and cash or cash equivalents. Second, one chooses the kinds of stocks (cyclical, growth, food, retail, etc.) and the maturities of the fixed-income vehicles. The third step is the selection of the individual securities. The concerns here are purely financial and economic.

In step four, which is unique to socially responsible investing, the selected stocks are given an in-depth review to weed out known polluters, nuclear weapons profiteers, and those companies tied to oppressive governments or engaged in unfair labor practices.

The final step involves homework. The investment manager often sends questionnaires to the companies inquiring about their various activities. The companies' investor relations people can generally answer at least some of these questions over the phone. Annual reports, 10Ks, and related proxy materials may reveal unsavory global affiliations. And some organiza-

tions offer press-clipping and other information services for the socially conscious investor.

Of course, no amount of homework can clear up all the confusion. Determining what is or is not an ethical investment is a judgment call on the part of the client (or if it is a managed portfolio, on the part of the portfolio manager). A case in point is a large electronics company, long a favorite of socially conscious investors for its superior record of employee treatment. On the minus side, it was discovered that more than 2% of the firm's revenue comes from advanced weapons contracts. Does the company's overall positive record on social issues overshadow its weapons profits? Only the individual investor can make that determination.

Applying even loose socially responsible investment standards, few giant blue-chip stocks would qualify for a screened portfolio. But that does not mean that a screened portfolio has to sacrifice return on investment.

For example, between 1984 and 1987, U.S. Trust of Boston's South Africa-Free Investment Portfolio posted an annualized rate of return of 21.4%. This compares with a 19% gain in the Standard & Poor's 500 index.

Domenic Colasacco, executive VP of U.S. Trust and manager of the Calvert Social Investment Fund Managed Growth Portfolio, a "socially sensitive" mutual fund, says between the screened and non-screened portfolios managed by his company, there has been no discernible difference in rate of return over the past 10 years.

Remember that before screening the individual stocks, one has already selected them on the basis of traditional financial criteria. Those of us in the financial community who practice ethical investing believe that within the vast universe of worldwide public companies there are more than enough firms combining social responsibility with sound business fundamentals.

Ultimately, the issue boils down to how badly the entertainment industry wants to put its money where its heart is.

MGM Spinoff Bid Fizzles Talks With Barris Break Down

NEW YORK The proposed restructuring of MGM/UA Communications Co., under which MGM studios would have been spun off as a separate entity, has fallen through. The company said July 28 that it has been unable to reach a definitive agreement with Barris Industries, which was to have acquired 25% of MGM for just under \$100 million (Billboard, July 23).

Jon Peters and Peter Guber, independent Hollywood producers who are partners with Burt Sugarman in Barris Industries, would have run the spun-off company.

MGM/UA did not explain the breakdown in discussions, but the

company said it is unlikely that negotiations will resume.

MGM/UA added, however, that it is "actively exploring" other possibilities.

Analysts are skeptical that Kirk Kerkorian, who owns 82% of MGM/UA, will find another buyer. In addition to the firm's poor financial performance and heavy debt load, the exit of chairman/CEO Lee Rich, who resigned after the proposed Barris deal was announced, is viewed as a negative.

Rich has been replaced by Stephen Silbert, formerly MGM/UA's president.

Third Quarter Nets \$165 Mil For Walt Disney

NEW YORK Walt Disney Co., the diversified entertainment and theme park firm, reported earnings of \$165 million, or \$1.20 a share, for the third quarter ended June 30. This compares with \$128.4 million, or 93 cents a share, in the comparable 1987 quarter.

Third-quarter sales were \$915.7 million, up nearly 22% over \$751.2 million in last year's period.

For the nine months, Disney earned \$385.6 million on revenues of \$2.42 billion, compared with earnings of \$309.4 million on revenues of \$2.12 billion in the prior year's nine-month period.

Last year's three-month and nine-month net income figures included results from discontinued operations.

The success of such films as "Three Men And A Baby" and "Good Morning, Vietnam" contributed to a 46% quarterly gain in movie division sales, the company said.

Theme park business in the quarter was up 12%. The company said attendance was down, but per-capita guest spending accounted for the revenue gain.

Nelson To Sell Premiere Share

NEW YORK Nelson Holdings International Ltd., a home video supplier, has signed a letter of intent to sell its 47% interest in Premiere Video Inc., a videocassette duplicator. The transaction is valued at \$15.6 million, Nelson says.

The Beverly Hills, Calif., company says the proposed buyer is Grubstein Holdings Ltd., a closely held investment firm. The deal is subject to a due-diligence investigation and financing by Grubstein as well as definitive documentation and certain consents, Nelson adds.

Grubstein reportedly plans to acquire a majority interest in Premiere from Nelson and from Premiere's other shareholder.

Nelson officials term the sale consistent with the company's effort to focus on its core businesses—film and home video (Billboard, April 16).

Josephson Int'l, LingPei Merge

NEW YORK Josephson International Inc., a talent agency and management firm, has completed its merger with LingPei Inc., formed by chairman and chief executive officer Marvin Josephson to take JII private (Billboard, April 30).

Holders of JII common stock will receive \$14.52 per share in cash. More than 90% of all unaffiliated voting shareholders voted to merge, Marvin Josephson says.

Analysts say a major reason for the move is to offer the management of Josephson's International Creative Management subsidiary an equity stake.

MARKET ACTION

BILLBOARD CHARTS THE TOP ENTERTAINMENT STOCKS

COURTESY OF
PAINE WEBBER RESEARCH, 1285 Ave. of the Americas
New York, N.Y. 10019, (212) 713-2000

Company	Sale/ 1000's	Open 7/25	Close 8/1	Change
NEW YORK STOCK EXCHANGE				
CBS Inc.	339.7	155 3/4	161 1/4	+5 3/4
Cannon Group	52.5	3 1/4	3 3/4	+1/4
Capital Cities Communications	157	312	318	+6
Coca-Cola	3508.9	37 1/2	38	+1/2
Walt Disney	1363.6	60 3/4	63 3/4	+3
Eastman Kodak	5980.1	42 1/2	45	+2 1/2
Gulf & Western	686	42 1/2	43 1/2	+1
Handelman	106	31 1/2	31 1/2	+1/2
MCA Inc.	1364.1	41 1/4	42	+1/4
MGM/UA	324.5	13 1/4	12	-1 1/4
Musicland	8.6	34 1/2	34 1/2
Orion Pictures Corp.	92.3	14 1/4	15 1/4	+1/4
Primerica	702.8	24 1/4	25 1/4	+1/4
Sony Corp.	1109.1	49	52 1/2	+3 1/2
TDK	57.5	71 1/4	80 1/4	+9 1/4
Vestron Inc.	34.3	4 1/4	4 1/4	+1/4
Warner Communications Inc.	1914.5	34 3/4	35 1/4	+1/2
Westinghouse	1459.7	52 1/2	53 1/2	+1

Company	Sale/ 1000's	Open 7/25	Close 8/1	Change
AMERICAN STOCK EXCHANGE				
Commtron	37.7	5 1/4	4 1/2	-1 1/4
Electrosound Group Inc.	4	4 1/4	4 1/4
Lorimar/Teletypes	661.6	13 3/4	13 3/4	-1/4
New World Pictures	75.1	2 1/4	3	+1/4
Price Communications	93.6	9 1/4	9 1/2	+1/4
Prism Entertainment	3.9	3 1/4	2 1/4	-1/4
Turner Broadcasting System			
Unitel Video	18.2	7 1/4	9 1/4	+1 3/4
Wherehouse Entertainment			

Company	Open 7/25	Close 8/1	Change
OVER THE COUNTER			
Acclaim Entertainment	4 1/2	4 1/2
Dick Clark Productions	4	4 1/4	+1/4
Infinity Broadcasting	30	30
LIN Broadcasting	57 1/4	57 1/4	-1/4
Malrite Communications Group	8	8
Recoton Corp.	5 1/4	5 1/4
Reeves Communications	5 1/4	5 1/4
Satellite Music Network, Inc.	4 1/2	4 1/4	-1/4
Scripps Howard Broadcasting	84	84
Shorewood Packaging	15 1/2	15 1/2
Sound Warehouse	10 1/2	10 1/2	-1/4
Specs Music	6	6 1/4	+1/4
Stars To Go Video	3 1/4	3 1/4
Starstream Communications Group, Inc.	3 1/2	3 1/2
Trans World Music	21 1/4	21	-1/4
Tri-Star Pictures	3 1/4	3 1/4
Wall To Wall Sound And Video	12 1/2	12 1/2
Westwood One		

Company	Open 7/25	Close 8/1	Change
LONDON STOCK EXCHANGE (In Pence)			
Chrysalis	120	118	-2
Pickwick	263	255	-8
Really Useful Group	542	550	+8
Thorn EMI	627	663	+36
Virgin	123	123

Billboard[®] TOP POP ALBUMS[™] continued

THIS WEEK	LAST WEEK	2 WKS. AGO	WKS. ON CHART	ARTIST LABEL & NUMBER/DISTRIBUTING LABEL (SUG. LIST PRICE)*	TITLE
110	110	129	4	IGGY POP A&M SP 5198 (8.98) (CD)	INSTINCT
111	100	91	13	QUEENSRYCHE EMI-MANHATTAN 48640 (9.98) (CD)	OPERATION MINDCRIME
112	96	105	12	GRAHAM PARKER RCA 8316-1-R (8.98) (CD)	THE MONA LISA'S SISTER
113	106	99	12	TONY! TONI! TONE! WING 835 549 1/POLYGRAM (CD)	WHO?
114	112	104	18	JOHNNY HATES JAZZ VIRGIN 90860 (8.98) (CD)	TURN BACK THE CLOCK
115	113	113	5	SCRITTI POLITTI WARNER BROS. 25686 (8.98) (CD)	PROVISION
116	128	157	4	THE MAC BAND FEATURING THE MCCAMPBELL BROTHERS MCA 42090 (8.98) (CD)	THE MAC BAND
117	101	80	14	SOUNDTRACK ● WARNER BROS. 25713 (9.98) (CD)	COLORS
118	115	106	48	JOHN COUGAR MELLENCAMP ▲² MERCURY 832 465-1/POLYGRAM (CD)	THE LONESOME JUBILEE
119	111	103	15	ERIC CLAPTON ● POLYDOR 835 261 2/POLYGRAM (CD)	CROSSROADS
120	117	115	9	JAMES BROWN SCOTTI BROS. FZ 44241/E.P.A. (CD)	I'M REAL
121	121	124	6	COREY HART EMI-MANHATTAN 48752 (9.98) (CD)	YOUNG MAN RUNNING
122	NEW ►		1	SALT-N-PEPA NEXT PLATEAU PL 1011 (8.98) (CD)	A SALT WITH A DEADLY PEPA
123	123	123	5	WET WET WET UNI 5000/MCA (8.98) (CD)	POPPED IN SOUL'D OUT
124	133	169	5	BIG DADDY KANE COLD CHILLIN' 25731/WARNER BROS. (8.98) (CD)	LONG LIVE THE KANE
125	105	94	9	BOB DYLAN COLUMBIA OC 40957 (CD)	DOWN IN THE GROOVE
126	122	110	14	NIA PEEPLES MERCURY 834 303 1/POLYGRAM (CD)	NOTHIN' BUT TROUBLE
127	134	156	4	STEEL PULSE MCA 42192 (8.98) (CD)	STATE OF EMERGENCY
128	132	131	70	WHITESNAKE ▲⁵ GEFEN GHS 24099 (9.98) (CD)	WHITESNAKE
129	116	101	10	FREHLEY'S COMET MEGAFORCE 81862/ATLANTIC (9.98) (CD)	SECOND SIGHTING
130	138	144	72	U2 ▲⁴ ISLAND 90581/ATLANTIC (9.98) (CD)	THE JOSHUA TREE
131	126	130	12	CLIMIE FISHER CAPITOL C1-90514 (8.98) (CD)	EVERYTHING
132	139	128	37	ORIGINAL LONDON CAST ● POLYDOR 831 273-1/POLYGRAM (CD)	PHANTOM OF THE OPERA
133	140	—	2	THE GREGG ALLMAN BAND EPIC OF 44033/E.P.A. (CD)	JUST BEFORE THE BULLETS FLY
134	107	81	23	SAMANTHA FOX JIVE 1061-1-J/RCA (8.98) (CD)	SAMANTHA FOX
135	141	147	9	CAMPER VAN BEETHOVEN VIRGIN 90918 (8.98) (CD)	OUR BELOVED REVOLUTIONARY SWEETHEART
136	143	138	8	TESTAMENT MEGAFORCE 81849/ATLANTIC (8.98) (CD)	THE NEW ORDER
137	130	132	34	FOREIGNER ▲ ATLANTIC 81808 (9.98) (CD)	INSIDE INFORMATION
138	142	125	43	BRUCE SPRINGSTEEN ▲³ COLUMBIA OC 40999 (CD)	TUNNEL OF LOVE
139	120	111	10	JIMMY BARNES GEFEN GHS 241 46 (8.98) (CD)	FREIGHT TRAIN HEART
140	NEW ►		1	SOUNDTRACK ELEKTRA 60806 (9.98) (CD)	COCKTAIL
141	136	121	15	THOMAS DOLBY EMI-MANHATTAN 48076 (9.98) (CD)	ALIENS ATE MY BUICK
142	151	143	27	JAMES TAYLOR ● COLUMBIA FC 40851 (CD)	NEVER DIE YOUNG
143	135	135	122	ANITA BAKER ▲³ ELEKTRA 60444 (8.98) (CD)	RAPTURE
144	129	107	9	DOUG E. FRESH & THE GET FRESH CREW REALITY F 9658/FANTASY (8.98) (CD)	THE WORLD'S GREATEST ENTERTAINER
145	153	171	4	D.R.I. METAL BLADE 73304/ENIGMA (8.98) (CD)	FOUR OF A KIND
146	146	149	8	STEALIN HORSES ARISTA AL 8520 (8.98) (CD)	STEALIN HORSES
147	154	186	3	OVERKILL MEGAFORCE 81865/ATLANTIC (8.98) (CD)	UNDER THE INFLUENCE
148	147	142	11	DAVID BENOIT GRP 1047 (8.98) (CD)	EVERY STEP OF THE WAY
149	149	168	4	PAULA ABDUL VIRGIN 90943 (8.98) (CD)	FOREVER YOUR GIRL
150	125	108	17	YNGWIE J. MALMSTEEN'S RISING FORCE POLYDOR 835 451 1/POLYGRAM (CD)	ODYSSEY
151	131	118	13	VINNIE VINCENT INVASION CHRYSALIS 41626 (8.98) (CD)	ALL SYSTEMS GO
152	124	127	16	NEIL YOUNG & THE BLUENOTES REPRISE 25719 (9.98) (CD)	THIS NOTE'S FOR YOU
153	160	166	34	RICKY VAN SHELTON ● COLUMBIA 40602 (CD)	WILD-EYED DREAM
154	152	134	52	SALT-N-PEPA ▲ NEXT PLATEAU PL 1007 (8.98) (CD)	HOT, COOL AND VICIOUS
155	NEW ►		1	JETHRO TULL CHRYSALIS V5X 41653 (CD)	20 YEARS OF JETHRO TULL

THIS WEEK	LAST WEEK	2 WKS. AGO	WKS. ON CHART	ARTIST LABEL & NUMBER/DISTRIBUTING LABEL (SUG. LIST PRICE)*	TITLE
156	156	172	4	BOOK OF LOVE SIRE 25700/WARNER BROS. (8.98) (CD)	LULLABY
157	159	167	44	BOB MARLEY AND THE WAILERS ▲ ISLAND 90169/ATLANTIC (8.98) (CD)	LEGEND
158	137	119	47	PINK FLOYD ▲² COLUMBIA DC 40599 (CD)	A MOMENTARY LAPSE OF REASON
159	161	163	50	NEW ORDER ● QWEST 25621/WARNER BROS. (12.98) (CD)	SUBSTANCE
160	188	—	2	SOUNDTRACK CAPITOL C1-90586 (9.98) (CD)	BULL DURHAM
161	175	159	49	THE COVER GIRLS FEVER SFS 004/SUTRA (8.98) (CD)	SHOW ME
162	144	116	16	BOOGIE DOWN PRODUCTIONS JIVE 1097-1-J/RCA (8.98) (CD)	BY ALL MEANS NECESSARY
163	167	177	16	HURRICANE ENIGMA 73320 (8.98) (CD)	OVER THE EDGE
164	179	—	2	ROBBEN FORD WARNER BROS. 25647 (8.98) (CD)	TALK TO YOUR DAUGHTER
165	157	162	14	PETER MURPHY RCA 7634-1-H (8.98) (CD)	LOVE HYSTERIA
166	158	158	13	DIRTY LOOKS ATLANTIC 81836 (8.98) (CD)	COOL FROM THE WIRE
167	164	179	42	STING ▲ A&M SP 6402 (10.98) (CD)	... NOTHING LIKE THE SUN
168	174	175	35	ANTHRAX MEGAFORCE 90685/ISLAND (6.98) (CD)	I'M THE MAN
169	169	170	4	SHRIEKBACK ISLAND 90949/ATLANTIC (8.98) (CD)	GO BANG!
170	186	160	27	DAVID LEE ROTH ▲ WARNER BROS. 25671 (9.98) (CD)	SKYSCRAPER
171	172	173	4	BROS EPIC BFE 44285/E.P.A. (CD)	PUSH
172	166	151	20	TALKING HEADS ● SIRE/FLY 25654/WARNER BROS. (9.98) (CD)	NAKED
173	171	152	54	NATALIE COLE ● EMI-MANHATTAN ST 53051 (89.98) (CD)	EVERLASTING
174	145	126	10	JOHN KILZER GEFEN GHS 24190 (8.98) (CD)	MEMORY IN THE MAKING
175	162	155	43	DEPECHE MODE ● SIRE 25614/WARNER BROS. (8.98) (CD)	MUSIC FOR THE MASSES
176	165	153	19	MORRISSEY SIRE 25699/REPRISE (8.98) (CD)	VIVA HATE
177	148	148	4	RICK JAMES REPRISE 25659 (8.98) (CD)	WONDERFUL
178	NEW ►		1	BIG AUDIO DYNAMITE COLUMBIA FC 44074 (CD)	TIGHTEN UP VOL. '88
179	150	137	28	SINEAD O'CONNOR ENSIGN BFV 41612/CHRYSALIS (CD)	THE LION AND THE COBRA
180	182	—	2	SCHOOLLY D JIVE 1101-1-J/RCA (8.98) (CD)	SMOKE SOME KILL
181	170	136	44	ICEHOUSE CHRYSALIS OV.41592 (CD)	MAN OF COLOURS
182	183	183	4	SHIRLEY MURDOCK ELEKTRA 60791 (9.98) (CD)	A WOMAN'S POINT OF VIEW
183	NEW ►		1	RHYTHM CORPS PASHA BFZ 44159/E.P.A. (CD)	COMMON GROUND
184	184	—	2	DEATH ANGEL ENIGMA 73332 (8.98) (CD)	FROLIC THROUGH THE PARK
185	193	188	102	KENNY G. ▲² ARISTA AL 8427 (8.98) (CD)	DUOTONES
186	176	161	74	JODY WATLEY ▲ MCA 5898 (8.98) (CD)	JODY WATLEY
187	185	178	8	TRACIE SPENCER CAPITOL C1-48186 (8.98) (CD)	TRACIE SPENCER
188	168	146	15	RIPPINGTONS FEATURING RUSS FREEMAN PASSPORT JAZZ PJ88042 (8.98) (CD)	KILIMANJARO
189	NEW ►		1	RANKING ROGER I.R.S. 42197/MCA (8.98) (CD)	RADICAL DEPARTURE
190	191	187	28	SOUNDTRACK ▲ A&M SP 3913 (9.98) (CD)	GOOD MORNING, VIETNAM
191	NEW ►		1	NUCLEAR ASSAULT I.R.S. 42195/MCA (8.98) (CD)	SURVIVE
192	181	174	28	L.A. GUNS VERTIGO 834 144-1/POLYGRAM (CD)	L.A. GUNS
193	190	182	16	KINGS OF THE SUN RCA 6826-1-R (8.98) (CD)	KINGS OF THE SUN
194	NEW ►		1	MICHAEL ANDERSON A&M SP 5203 (8.98) (CD)	SOUND ALARM
195	NEW ►		1	ASWAD MANGO MLP5 9810/ISLAND (8.98) (CD)	DISTANT THUNDER
196	NEW ►		1	THE STYLE COUNCIL POLYDOR 835 785 1/POLYGRAM (CD)	CONFESSIONS OF A POP GROUP
197	173	164	23	HENRY LEE SUMMER CBS ASSOCIATED BFZ 40895/E.P.A. (CD)	HENRY LEE SUMMER
198	163	154	15	GLASS TIGER EMI-MANHATTAN 48684 (9.98) (CD)	DIAMOND SUN
199	155	150	25	THE DEELE ● SOLAR ST 72555 (8.98) (CD)	EYES OF A STRANGER
200	180	139	24	AC/DC ▲ ATLANTIC 81828 (9.98) (CD)	BLOW UP YOUR VIDEO

TOP POP ALBUMS A-Z (LISTED BY ARTISTS)

- | | | | | | | | |
|-----------------------------|----------------------------|----------------------------------|----------------------------------|--------------------------|------------------------------|-----------------------------|--------------------------------|
| 10,000 Maniacs 47 | Tracy Chapman 4 | Gloria Estefan/Miami Sound 10 | Freddie Jackson 58 | George Michael 7 | Queensryche 111 | More Dirty Dancing 13 | White Lion 51 |
| 2 Live Crew 92 | Cheap Trick 20 | Melissa Etheridge 106 | Michael Jackson 27 | Midnight Oil 28 | REO Speedwagon 61 | Tracie Spencer 187 | Whitesnake 128 |
| AC/DC 200 | Cher 101 | The Fat Boys 33 | Rick James 177 | The Moody Blues 41 | Rhythm Corps 183 | Bruce Springsteen 138 | Jane Wiedlin 109 |
| Paula Abdul 149 | Chicago 43 | Lita Ford 45 | D.J. Jazzy Jeff/Fresh Prince 8 | Morrissey 176 | Ranking Roger 189 | Spyro Gyra 104 | Vanessa Williams 94 |
| Aerosmith 35 | Van Morrison/Cheftains 102 | Robben Ford 164 | Jethro Tull 155 | Shirley Murdock 182 | Rippingtons/Russ Freeman 188 | Brenda K. Starr 78 | Hank Williams, Jr. 55 |
| Alabama 91 | Toni Childs 67 | Foreigner 137 | The Jets 86 | Peter Murphy 165 | David Lee Roth 170 | Stealin Horses 146 | Brian Wilson 54 |
| The Gregg Allman Band 133 | The Church 52 | Samantha Fox 134 | Joan Jett And The Blackhearts 60 | Najee 76 | Run-D.M.C. 26 | Steel Pulse 127 | Steve Winwood 2 |
| Anthrax 168 | Cinderella 12 | Frehley's Comet 129 | Joan Jett And The Blackhearts 60 | New Edition 25 | Sade 14 | Stevie B 97 | "Weird Al" Yankovic 53 |
| Rick Astley 31 | Eric Clapton 119 | Doug E. Fresh/Get Fresh Crew 144 | Johnny Hates Jazz 114 | New Order 159 | Salt-N-Pepa 154, 122 | Rod Stewart 30 | Neil Young & The Bluenotes 152 |
| Aswad 195 | Climie Fisher 131 | Kenny G. 185 | Johnny Kemp 70 | Nuclear Assault 191 | David Sanborn 59 | Sting 167 | Michael Anderson 194 |
| Anita Baker 143 | Natalie Cole 173 | Georgia Satellites 98 | John Kilzer 174 | Sinead O'Connor 179 | Tommy Stinson 34 | The Style Council 196 | |
| Jimmy Barnes 139 | The Cover Girls 161 | Debbie Gibson 19 | Kingdom Come 93 | Billy Ocean 57 | Strayper 34 | The Sugarbushes 84 | |
| Basia 74 | Crowded House 40 | Glass Tiger 198 | King Diamond 89 | O.M.D. 107 | Strayper 34 | Henry Lee Summer 197 | |
| Pat Benatar 36 | Terence Trent D'Arby 15 | Amy Grant 71 | Kings Of The Sun 193 | Original London Cast 132 | Scorpions 23 | Al B. Sure! 22 | |
| David Benoit 148 | D.R.I. 145 | Guns N' Roses 3 | Kool Moe Dee 72 | Overkill 147 | Scrutti Politti 115 | Keith Sweat 37 | |
| Big Audio Dynamite 178 | Taylor Dayne 96 | Guy 103 | L.A. Guns 192 | Jimmy Page 29 | Ricky Van Shelton 153 | Talking Heads 172 | |
| Boogie Down Productions 162 | Death Angel 184 | Daryl Hall John Oates 50 | Loose Ends 88 | Robert Palmer 21 | Shriekback 169 | James Taylor 142 | |
| Book Of Love 156 | The Deele 199 | Corey Hart 121 | The Mac Band 116 | Graham Parker 112 | Slayer 63 | Testament 136 | |
| Breathe 48 | Deep Purple 105 | Bruce Hornsby & The Range 17 | Yngwie J. Malmsteen 150 | Pebbles 44 | Joe Satriani 87 | Tiffany 85 | |
| Britny Fox 73 | Del Leppard 1 | Whitney Houston 56 | Ziggy Marley/Melody Makers 32 | Nia Peeples 126 | Boz Scaggs 77 | Tony! Toni! Tone! 113 | |
| Bobby Brown 39 | Depeche Mode 175 | Hurricane 163 | Bob Marley And The Wailers 157 | Teddy Pendergrass 69 | Schoolly D 180 | Randy Travis 108, 38 | |
| James Brown 120 | Dirty Looks 166 | INXS 16 | Richard Marx 11 | Pink Floyd 158 | Scorpions 23 | U2 130 | |
| Jimmy Buffett 46 | Thomas Dolby 15 | Icehouse 181 | Bobby McFerrin 62 | Robert Plant 24 | Scrutti Politti 115 | Van Halen 6 | |
| Camper Van Beethoven 135 | Bob Dylan 125 | Julio Iglesias 99 | John Cougar Mellencamp 118 | Poison 9 | Ricky Van Shelton 153 | Vinnie Vincent Invasion 151 | |
| Belinda Carlisle 83 | EPMD 80 | Impellitteri 100 | | Iggy Pop 110 | Shriekback 169 | Jody Watley 186 | |
| Eric Carmen 64 | Erasure 81 | Iron Maiden 66 | | Prince 75 | Sly & The Family Stone 11 | Wet Wet Wet 123 | |
| | Eric B. & Rakim 82 | J.J. Fad 49 | | Public Enemy 42 | Good Morning, Vietnam 190 | | |

KONOWITZ IS KEEPING COOL IN MTV HOT SEAT

(Continued from page 8)

As part of this thrust, says Konowitch, MTV plans to expand its current trend of block-programming acts into such genre-specific shows as "Club MTV," "Headbanger's Hall," and "120 Minutes" rather than trying to fit all these different forms of music into the regular rotation.

"This is a very interesting time in the business," says Konowitch. "We're seeing acts breaking from many more different places—dance clubs, college radio, top 40 radio, and even from the street, like metal and rap acts."

"The regular rotation can't be everything to everybody, and the specialized program is beginning to look like a solution," Konowitch says. "It gives acts that might not ordinarily get into rotation a venue on MTV, a place from which they may break into a regular rotation slot."

Such specialized programs, aired in regular time slots, will also better ensure that the viewer most interested in a particular type of music knows when to watch, Konowitch notes.

To this end, two new regular shows and a special are airing this month, dedicated mostly to new and breaking acts. The first, debuting Monday (8), is "Post Modern MTV," which will run from 11:30 p.m.-midnight Mondays-Thursdays. "In many ways, this show will be the best of '120 Minutes,'" says Konowitch. "It will showcase those alternative acts which have crossed to the mainstream as well as specialized artists with an edge."

"Post Modern MTV" will be hosted

by one of the MTV VJs and will include short music-oriented feature stories as well as clips.

Set to premiere on the same day is "Now Hear This: MTV's Guide To New Music," which will run from 7:30-8 p.m. on Mondays. "This will provide a format for world-premiere videos as well as highlighting new clips we've received that week," says Konowitch. "Its most important function is to talk about new releases."

In addition, at 10 p.m. on Saturday night (6), MTV was slated to present "Yo," a one-hour rap special hosted by Run-D.M.C. At the moment there are no plans to spin this off into a regular program (a similar show with the same name has been airing on MTV Europe for several months), but Konowitch says it is a possibility.

"The goal with all these shows, and more to come, is to expose all those things breaking from all the different places and give them their own space, making MTV more user friendly to the viewer and the music industry," Konowitch says.

Specialized programming for new music is one thing, but what about the concerns voiced by some industryites over their perception that MTV may be moving toward more nonmusic block programs like the highly successful "Remote Control" game show?

"MTV is not moving away from music," states Konowitch. "What it is doing is evolving into a stronger channel, a stronger overall environment in which music is still the major component. The strong ratings MTV

gets during 'Remote Control' ends up helping everything else that airs on the channel. Many of those viewers will come for 'Remote Control' and stay tuned for the music."

Konowitch is the first VP of programming for MTV to come from the artist development side of a label, where he oversaw the process of making and using videos to help

break artists. He says this affords him a unique perspective at MTV.

"I've also learned a lot from years of working with my predecessors in this job," he says. "MTV can't do it alone, but it can help create the spark and help those who market the acts to take the next step."

Still, Konowitch knows his new post entails a certain amount of tight-

rope walking. "One of my goals here is to keep the musical sensitivity as high as I can, as avant-garde and off the wall as it's ever been, while at the same time not discouraging the development of new ideas and new programming, and that's not necessarily an easy thing to do," he says.

LIFELINES

BIRTHS

Girl, Natasha, to Charles and Barbra Buxton, July 8 in Fort Worth, Texas. He is store director for Sound Warehouse there.

Girl, Jessica Pauline, to Jeff and Cheryl Clites, July 18 in Norfolk, Va. He is co-owner of Skinnies Records there. She is the bookkeeper at Skinnies.

MARRIAGES

Timothy Gatling to Veronica Reeves, July 9 in Arlington, Va. He is a vocalist/composer/bassist/producer.

Tim Saylor to Debbie Kimball, July 16 in Cleveland. He is a district supervisor for Camelot Music. She was a dancer on "Weekday Fever," a former Cleveland television program.

DEATHS

Martin Sherry Jr., 43, of a stroke, July 25 in Atlanta. He was VP/GM at

radio station WFOX there. Sherry is survived by his parents and a sister.

Kathi Peed, 31, in an automobile accident, July 29 in Lakeland, Fla. She was manager of Spec's Music and Video there. Survivors include her husband and son.

Dominic J. Bruno, 70, of a heart attack, June 30 in Phoenix, Ariz. Bruno was owner of the Three Rivers Inn nightclub, which he purchased in 1955. Stars who performed there include Connie Francis, Joan Rivers, Jimmy Durante, Tony Bennett, Jayne Mansfield, and Milton Berle. Bruno also owned the White Elephant restaurant and the Hotel Oneida. He is survived by a son, two

brothers, three sisters, four grandchildren, and several nieces and nephews.

Pete Drake, 55, of complications from lung disease, July 29 in Nashville. The musician/producer was a pioneer in Nashville music. He is survived by his wife, his mother, a son, seven daughters, and grandchildren. In lieu of flowers, family members request that donations be made to the Ernest Tubbs Memorial Fund for Ongoing Research, c/o the American Lung Assn., P.O. Box 399, Nashville, Tenn. 37202.

Send information to Lifelines, Billboard, P.O. Box 24970, Nashville, Tenn. 37202.

CALENDAR

A weekly listing of trade shows, conventions, award shows, seminars, and other notable events. Send information to Calendar, Billboard, 1515 Broadway, New York, N.Y. 10036.

AUGUST

Aug. 7, National Academy Of Songwriters: A Songwriter's Evening II, Crazy Horse, Santa Ana, Calif. 800-334-1446.

Aug. 7-11, Video Software Dealers Assn. Seventh Annual Convention, Las Vegas Convention Center, Las Vegas. Stan Silverman, 609-596-8500.

Aug. 11, Univ. Of North Alabama Songwriters Workshop, University Center, Florence, Ala. Bill Matthews, 205-760-4289.

Aug. 18-21, Jack The Rapper's Family Affair '88 Convention, Atlanta Airport Marriott, Atlanta. Bilye Love, 407-423-2328.

Aug. 26-28, Philadelphia Folk Festival, Old Pool Farm, Schwenksville, Pa. 800-556-3655.

SEPTEMBER

Sept. 10-11, MIDI Expo West, Anaheim Marriott Convention Center, Anaheim, Calif. Tony Scalisi, 203-259-5734.

Sept. 10-13, Focus On Video '88, Constellation Hotel, Toronto. 416-673-1033 or 416-763-2121.

Sept. 11, New Jersey Record Collector's Show/Convention, Coachman Inn, Cranford, N.J. 609-443-5405.

Sept. 14-17, National Assn. Of Broadcasters' Radio '88, Convention Center, Washington, D.C. Rick Dobson, 202-429-5356.

Sept. 18-24, Georgia Music Hall Of Fame 10th Anniversary Show And Awards Ceremony, Georgia World Congress Center, Atlanta. Reba Lacks, 404-656-5034.

Sept. 24-25, West L.A. Music Keyboard And MIDI Show, California State Univ., Northridge, Calif. Jeff Rosenfield, 213-477-1945.

Sept. 26-30, Video Expo New York, Jacob K. Javits Convention Center, New York. Ellen Greenfield, 914-328-9157.

Sept. 29-Oct. 1, Foundations Forum '88, Sheraton Universal Hotel, Los Angeles. Jim Cardillo, 212-645-1360.

OCTOBER

Oct. 2-4, Sixth Annual Amusement Business/Billboard Sponsorship Seminar, Hotel Inter-Conti-

mental, New Orleans. 615-321-4254.

Oct. 3-5, 1988 East Coast Video Show, Showboat Hotel & Casino, Atlantic City, N.J. Colin Medlock or Donald Blick, 718-332-4731.

Oct. 5-8, Seventh Annual Jazztimes Magazine Convention, Sheraton Universal Hotel, Los Angeles. Ira Sabin, 800-832-2838 or 301-588-4114.

Oct. 10, Country Music Assn. Awards Show, The Grand Ole Opry, Nashville. 615-244-2840.

Oct. 11, BMI Country Awards, Tennessee Performing Arts Center, Nashville. 615-259-3625.

Oct. 12, ASCAP Country Awards, Opryland Hotel, Nashville. Eve Vaupel, 615-244-3936.

Oct. 17, Academy Of Country Music Sixth Annual Celebrity Golf Classic, De Bell Golf Course, Burbank, Calif. Fran Boyd, 213-462-2351.

Oct. 20-22, Friends Of Old-Time Radio 13th Annual Convention, Holiday Inn-North, Newark, N.J. Jay Hickerson, 203-248-2887.

NOVEMBER

Nov. 9-11, Second Annual American Video Conference & Awards with the 10th Annual Billboard Music Video Conference, Bel Age Hotel, Hollywood, Calif. For information, call the American Film Institute, 213-856-7743.

FOR THE RECORD

Rick Monroe of Sunshine Concerts, an Indianapolis promoter, was misquoted in an Aug. 6 Billboard story titled "Concerts Suffering \$\$\$ Drought." Monroe did not say that concerts by the Scorpions had attracted poor attendance. He did say that hard rock shows in general were suffering in comparison with concerts by pop metal acts that receive more radio play.

Although they had a slot on the recently concluded Monsters Of Rock tour, the Scorpions have not toured the U.S. this year as a headline act. They will begin a new U.S. concert swing on Tuesday (9) with opening act Kingdom Come.

PPV DESERVES WIDER VIDEO BIZ TESTING

(Continued from page 13)

In addition, some dealers have doubts about "working for" their suppliers; others question whether mom-and-pop operators would be squeezed out due to their lack of computerization; and although the Orion plan has a place for distributors, their position in the PPT system seems to leave little room for the wheeling and dealing that to many dealers is the lifeblood of competition. Finally, it has been noted that with a largely leased catalog, retailers would have reduced assets to use as collateral for bank

borrowings.

On the plus side, it is said that PPT would solve the depth-of-copy problem. Retailers would in theory be able to bring in as many copies of an A title as they think the local market would bear—and they'd be able to do it without sacrificing the breadth of copy that distinguishes their stores from the video racks of convenience outlets and mass merchandisers.

If it were patterned after the Orion model, PPT also would guarantee that dealers would be able to acquire

the best titles for sell-through at a very reasonable price. A studio that offered such a plan, however, would have to make sure that it marked down the wholesale price of that title to non-PPT dealers as well after the expiration of the PPT lease period.

With currently available information, it is hard to determine whether retailers would make more or less money under PPT than they do through the traditional distribution system. More research is needed, involving a greater number of suppliers and dealers, and the results of these tests should be made public, perhaps through the good offices of the Video Software Dealers Assn.

If it turns out that retailers would make less under an Orion-type PPT system than they did previously, that finding would not necessarily doom PPT. The figures might indicate, for instance, that a 60-40 split of revenues between dealers and suppliers/distributors would achieve a better balance than a 50-50 division. Even in that scenario, the manufacturers might obtain higher profits than they do now; if they were wise, they would plow that extra money back into production of more movies and nontheatrical videos.

In any case, by solving the depth-of-copy problem without penalizing B titles, PPT could well offer retailers opportunities to expand their business while giving consumers the widest possible choice of entertainment. The option at least deserves closer consideration.

PERFORMING ARTS VIDEOS

(Continued from page 13)

On all the video survey charts that divide video programming by categories and percentages, there is not even a section for performing arts. This can only mean that its share of the market is less than 1%. In contrast, 6% of the sales of audio LPs, cassettes, and CDs are in the field of classical music and performing arts. I firmly believe that performing-arts-video sales can and will match the 6% figure.

According to one video trade publication, in 1987 total videocassette rentals and sales soared 23% over the 1986 total to \$5.71 billion. Sales alone amounted to \$1.1 billion. By 1990, video sales are likely to reach \$2.5 billion. If performing arts could grow to 6% of that amount, it would be a \$150-million-a-year category.

We at Kultur were the first home

video company to release performing-arts-video programs, in January 1979. At that time, the industry consensus was that this category would never be successful in the marketplace. But our perseverance and persistence have paid off. For now we see Paramount with a Bel Canto series of Met performances, HBO with its Classical Performances series, and Home Vision with its broader line of literary figures and painters.

Preserving the arts for future generations is most important. We need the arts because the arts are the strongest symbol of sanity and uncompromising quality in today's troubled times. The potential benefits to the video software dealer are limited only by his or her willingness to share in this great enterprise.

BERGER INTRODUCES PPT DISTRIBUTION FIRM AS SKEPTICS BALK

(Continued from page 5)

(Billboard, June 25).

Rentrak, however, is not the only PPT player at the Las Vegas meet. Orion Home Video opened shared-revenue channels for all qualified dealers during the Summer Consumer Electronics Show in Chicago (Billboard, June 18). And a new rental tracking system, called Playcount, is being shown quietly at VSDA.

Research conducted by Billboard indicates that only 11% of dealers sampled see the shared-revenue plan as a viable option for solving depth-of-copy problems (see story, page 5), and Berger realizes that PPT remains unpopular. But he is prepared to counter the arguments against it. "I would say the studios now get a share of every transaction, whether the retailer knows it or not," says Berger.

"If the retailer chooses to do what a standard retailer does and says, 'Well, I get a hundred transactions per movie before the cassette goes bad on me,' then all he's got to do is take the \$64 he's currently paying, divide by 100, and he's currently paying the studio 64 cents per transaction. Now, if he doesn't want to look at it that way, that's fine, too, but the truth is, if the studio raises his \$64 wholesale to \$100 then he'll be paying \$1 per transaction. It's entirely in the control of the studios."

Berger also counters the charge that PPT gives manufacturers more influence over a video dealer's business: "The idea that PPT offers a studio more control is silly. If anything,

they get less control, because instead of only being able to buy it at \$64 wholesale, now [the dealer] can buy it at either \$64 or \$10."

In Rentrak's system, participating dealers can bring in PPT units for an up-front cost that ranges from \$3-\$12. The average cost, according to Berger, is \$10 per tape.

As the dealer rents those tapes, Rentrak will take a percentage—which will range from 25%-55% depending on the vendor—for each transaction. Rentrak will then distribute appropriate rental funds to the manufacturers. Revenue is tracked and shared for two years, although the retailer has the option of selling off a PPT tape after 45 days.

Berger claims about 50 video vendors are participating in his PPT venture, including "a majority of the top 15" program suppliers. Since January, Berger says the plan—while still operating only with NVI—has included as many as 28 and no fewer than 17 of the 40 titles that have appeared each week on Billboard's Top Videocassettes Rentals chart.

"It's fair to say that in excess of 90% of the companies that are currently in the program are in the program for all titles," says Berger.

Rentrak has approved point-of-sale software packages offered by three different computer-system vendors—Unique Business Systems, Retail Technologies, and Streamlined Information Systems—for retailers who want to participate.

"These are the only three [vendors]

we have any intention of approving now," says Berger, although he has not closed the door on other system suppliers at a later date. He adds that Rentrak approved more than one computer supplier to encourage competitive pricing and service.

A solicitation brochure that Rentrak mailed to more than 4,000 customers who use one of the three vendors' systems says the initial participation fee—not including software—is \$2,995 for a first store. The start-up fee for a second store is \$1,995.

Berger says the information that NVI compiled during its 2 1/2-year test will help persuade dealers who have been skeptical about the program. He also claims that a study recently concluded by the research company The Fairfield Group, which will be introduced at one of the VSDA convention business sessions, "shows that retailers on PPT make more money than retailers on standard distribution."

'DIRTY DANCING' VOLUMES TOP RIAA'S JULY CERTS

(Continued from page 10)

Roses' debut album, "Appetite For Destruction," topped the 2 million mark; catalog albums by Metallica and Blue Oyster Cult went platinum; and Judas Priest's current album went gold.

Tracy Chapman's self-titled debut album went platinum last month, making it the first folk-oriented album of the '80s to top the 1 million sales mark. Suzanne Vega's "Solitude Standing" stopped at gold last year.

Run-D.M.C., which two years ago became the first rap act to land a platinum album, last month became the first rap act to land a *third* platinum album. The band's "Tougher Than Leather" went gold and platinum simultaneously, as did Bruce Hornsby & the Range's sophomore effort, "Scenes From The Southside."

"Weird Al" Yankovic's "Even Worse" went gold, becoming his third gold album in four years. Yankovic is the first comedy artist to land three gold albums since Steve Martin scored a decade ago with "Let's Get Small," "A Wild And Crazy Guy," and "Comedy Is Not Pretty!"

Huey Lewis & the News' 1986 album, "Fore!," was certified for sales of 3 million copies, just in time for the release of the band's new album, "Small World." Lewis' 1984 album, "Sports," sold 7 million copies.

Here's the complete list of July certifications:

Multiplatinum Albums

"Dirty Dancing" soundtrack, RCA, 8 million.

Def Leppard, "Hysteria," Mercury/PolyGram, 5 million.

George Michael, "Faith," Columbia, 5 million.

Huey Lewis & the News, "Fore!," Chrysalis, 3 million.

"More Dirty Dancing" soundtrack, RCA, 3 million.

Guns N' Roses, "Appetite For Destruction," Geffen, 2 million.

Van Halen, "OU812," Warner Bros., 2 million.

Platinum Albums

Van Halen, "OU812," Warner Bros., its eighth.

Billy Ocean, "Tear Down These Walls," Jive/Arista, his third.

Run-D.M.C., "Tougher Than Leather," Profile, its third.

Some dealers—including the 225-store West Coast Video chain and Adventures In Video, the 11-store Twin Cities, Minn. chain run by Dave Ballstadt, express an open mind on PPT—although neither company is necessarily committed to testing the concept through Rentrak. However, others—including Allan Caplan, chairman of 75-unit Omaha, Neb.-based Applause Video, and Jack Messer, president of 45-outlet Cincinnati-based The Video Store—say they remain adamant against shared-revenue plans.

Caplan says he has an instinctive suspicion "of anything offered as something for nothing" and moreover is uncomfortable "with being partners with the studios. We fought like hell to win first sale. Now [using Rentrak] is like letting the studios come in the back door."

Dealers who are dubious about PPT appear to be more open-minded about Playcount, a system in which

videocassettes have a built-in counter that precisely totes up each play once the tape is 70% unwound. Capital Cities/ABC Video Enterprises owns 49% of Playcount, and according to Caplan, "They're ready to invest \$500 million in this."

The system, which has been tested in Australia, is monitored by Playcount reps and through regional offices. Caplan says he prefers this system to Berger's because there is no "partnership" with the studios. Playcount acts as the sole distributor purchasing the videocassettes, then charges a flat fee for each rental logged. Caplan favors a flat-fee approach over a percentage share, but concedes that it is possible that Playcount could eat into a larger share of the dealer's rental pie by raising its flat fee.

Assistance in preparing this story was provided by Earl Paige in Los Angeles.

VID DEALERS WORRY ABOUT DISTRIB CUTBACKS

(Continued from page 5)

eo, and Vestron Video have also cut their distributor base.

"It's total confusion for us," says Dave Ballstadt, president of Adventures In Video, an 11-store Minneapolis/St. Paul chain. "It complicates the way we buy."

According to Ballstadt, the shrinking distributor ranks will ultimately injure many dealers. "I see a lot of problems on the street for the retailer," he says. "By eliminating competition, it will affect price and more importantly the quality of service."

Ballstadt fears that the drop in the number of distributors vying for a retailer's dollar will tempt surviving wholesalers to "become very sloppy."

While many dealers say they have not been directly affected by the distributor bloodletting, many echo Ballstadt's assessment. Their major concern centers on the strategy being embraced by RCA/Columbia.

Vestron cut nine distributors and MCA terminated 11. RCA/Columbia not only gave seven of its distributors the heave-ho (Billboard, May 7), but also initiated a policy of territorial exclusivity that prevents authorized distributors from carrying the company's product in all of their branches (see story, page 7).

Sources say RCA/Columbia has moved to prevent transshipping from one wholesaler to another by threatening distributors with fines of up to \$10,000. Retailers say the restrictions could make it more difficult to order RCA/Columbia titles.

"I don't know why they didn't leave it the way it was," says Louise Payne, manager of Video 2000 in Visalia, Calif. "It's simpler to use one distributor to order all your product; it simplifies billing and shipping."

Kathy Cianci, owner of Video

Warehouse in Longview, Calif., has problems with RCA/Columbia's territorial-exclusivity policy: "When retailers have to split their order between two different distributors, it just creates an enormous hassle."

In addition to administrative troubles involved in ordering product from more than one distributor, retailers expect problems in getting point-of-purchase material and co-op funds, since their orders with each distributor will be smaller now than they were when all orders were placed with a single source.

Even dealers who until now have not been affected by the rapidly shrinking distributor universe see the moves as ominous.

Harry Kalish, director of advertising for the 225-store Philadelphia-based West Coast Video, sees the revised distribution policies as a "fore-shadowing of major things to come, but the question is when and how?"

Kalish concedes that one possible change is an increase in direct buying. He says, however, that West Coast would first have to weigh the impact of direct buying on its central distribution facility.

Industry insiders say the cutbacks are being engineered in an effort to pressure distributors into selling more of a given manufacturer's line. When distributors are axed, those remaining in the fold may be more inclined to go the extra yard.

While admitting that he is "not privy to the studios' thinking," Jack Messer, president of the 45-unit Cincinnati-based The Video Store, thinks manufacturers are attempting to set up "a strong base of distributors that will be able to survive" by servicing smaller accounts when more large chains turn to direct buying.

Blue Oyster Cult, "Some Enchanted Evening," Columbia, its second.

Bruce Hornsby & the Range, "Scenes From The Southside," RCA, their second.

"Tracy Chapman," Elektra, her first.

D.J. Jazzy Jeff & the Fresh Prince, "He's The DJ, I'm The Rapper," Jive/RCA, their first.

Metallica, "Master Of Puppets," Elektra, its first.

"Pebbles," MCA, her first.

"Good Morning Vietnam" original soundtrack, A&M.

Gold Albums

Van Halen, "OU812," Warner

Bros., its eighth.

Cheap Trick, "Lap Of Luxury," Epic, its sixth.

Judas Priest, "Ram It Down," Columbia, its fifth.

Run-D.M.C., "Tougher Than Leather," Profile, its fourth.

"Weird Al" Yankovic, "Even Worse," Rock'N'Roll/Scotti Bros./Epic, his third.

Bruce Hornsby & the Range, "Scenes From The Southside," RCA, their second.

Midnight Oil, "Diesel And Dust," Columbia, its first.

10,000 Maniacs, "In My Tribe," Elektra, their first.

"Colors," soundtrack, Warner Bros.

CMA BOARD BUDGETS \$100,000 FOR VIDEO

(Continued from page 10)

als. CMA will use the package and other materials in presentations to major ad agencies to boost awareness of the country music consumer.

The board, which met July 13-14 at the Minneapolis Marriott City Center, also approved a research project to determine British attitudes and awareness regarding country music. The findings will be used to improve continued marketing of country music by record labels and to boost country's programmer and sponsor interest in the U.K. and Europe.

Board members approved a new Aetna major medical insurance program for CMA individual members; the association will mail enrollment information in October. The membership committee reported that broadcast group owners subscribing to CMA membership for two or more of their radio stations can now get a 10% discount in dues when joining. Current broadcast group organizational members will be given the discount upon renewal of membership.

Two changes were made in the election procedures for the Country Music Hall of Fame, and changes were approved in the criteria for the CMA-vocal-event-of-the-year award.

Other developments at the CMA board meeting included the following:

• SRI Research reported on the findings of a research study concentrated on current, former, and poten-

tial members in the categories of broadcast personality, artist/musician, and nonbroadcast organizations.

• Three candidates were presented to the board for consideration for the 1988 CMA Media Achievement Award. The board elected one recipient, who will be named at the annual membership meeting in October. The candidates are Ed Morris of Billboard, Bob Oermann of The Tennessean, and Bob Claypool of The Houston Post.

• The Talent Buyers Entertainment Marketplace '88 will be held Oct. 7-9 at the Hyatt Regency Nashville with the theme "Today's Country Music... Perception Vs. Reality." The conclave will attempt to attract buyers and promoters who do not normally utilize country talent.

• The board was notified that a contract has been signed with CBS-TV for the CMA Awards shows in 1988 and 1989 with options through 1993. An agreement has been reached with Mutual Broadcasting for a radio simulcast of this year's show along with a three-hour awards preview special and a one-hour postawards interview show.

During the Minneapolis meetings, the board was entertained by the staffs of the local Musicland store and stations WDGY/KEYE. The fourth quarterly board meeting will be held Oct. 11 in Nashville.

DEPTH-OF-COPY PROGRAMS DRAW MIXED RESPONSE

(Continued from page 5)

those taking part represent chains with 10 or more outlets. In all, the respondents represent 707 stores.

Asked which depth-of-copy programs are the most effective, retailers pointed to volume discounts, the CBS/Fox Home Video two-pack for "Predator," and large-scale consumer advertising as the best methods of putting more A product on the shelf. Out of a total of 95 responses (participants were permitted to select more than one strategy), 27 favored volume discounts; 25 cited the CBS/Fox plan that offered discount-priced two-packs a week earlier than single copies; and 16 named large-scale consumer advertising.

Though pay-per-transaction is widely touted by its proponents as an effective method of increasing copy depth, only six respondents favored PPT—the poorest showing of any of the strategies listed on the survey.

Among other findings:

- Of those dealers who have been lured by supplier programs into increasing their commitment to hit titles, 57% said they have not scaled back on B titles—an encouraging sign for suppliers marketing second-tier releases.

- For 62% of the retailers, an A title must be rented at least 30 times before a profit can be realized. Further, 17% of the sample said it takes 40 or more rental transactions before a tape becomes a moneymaker.

- B titles, by virtue of their lower price, require far fewer turns for a dealer to realize a profit. The poll showed that nearly 60% of the retailers see a profit on their B inventory with fewer than 30 turns.

- Whether as a response to competition or merely tradition, dealers do not appear to be raising their nightly rental fees. The poll found that 83%

of the stores charge between \$1.95 and \$3 per night; on weekends, 93% of the stores' fees fall in that range. Only two respondents said their stores charge more than \$3 a night at any time during the week.

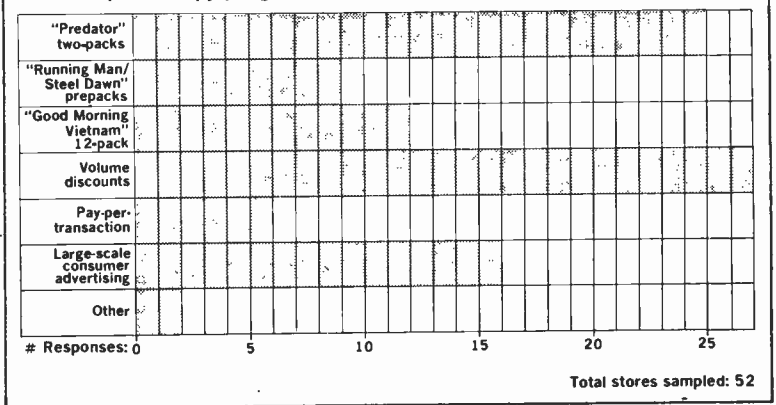
For a graphic representation of the poll's findings, see the charts at right.

Participating retailers were also asked for other comments concerning the video business. One retailer from a chain with more than 150 stores lamented the use of consumer advertising campaigns that hype a title prior to its street date. "It's a turn-off to customers," he said.

Another retailer, a single-store owner, said, "Guaranteed buyback programs on multiple packs are a must." He noted that many dealers are reluctant to buy extra copies of a video for lack of an adequate buyback program.

BILLBOARD SURVEY: DEPTH-OF-COPY

Which depth-of-copy programs do you feel are most effective?



NIelsen TO TEST HOME VIDEO RATINGS SERVICE WITH MAJOR SUPPLIERS

(Continued from page 5)

that "Touchstone Video has been very supportive from day one." Orion executives were unavailable for comment, but industry insiders confirm the company will be part of the test.

Among the titles that will be encoded for the ratings test are CBS/Fox's "Broadcast News," due out Sept. 1; Nelson Entertainment's "The Last Emperor," coming out Aug. 31; two October releases from Nelson, "A Time Of Destiny" and "White Mischief"; Vestron's "The Unholy," due in mid-September; and "Midnight Crossing," a fourth-quarter release from Vestron.

From the studios' viewpoint, Nielsen's ratings service could be helpful in two ways: The data could be used to pitch advertising agencies on the benefits of cross-promoting particular videocassettes with other consumer products, and it could provide valuable marketing information about video renters' habits and the penetration of particular titles.

A similar service was being developed by AGB Television Research, which formerly measured television and VCR viewing with the people meter system (Billboard, April 30). But AGB, which was unable to sign up two of the three major networks, suspended its U.S. operations at the end of July, leaving Nielsen as the only service with a national people meter operation. (Arbitron, which also rates TV viewing in some markets, has only introduced its comparable Scan-America system in Denver, although it intends to launch ScanAmerica ratings nationwide by the fall of 1989.)

Although he criticizes AGB's methodology, Lindstrom admits that technologically, Nielsen's home video ratings system is not too different from AGB's. The people meter used by Nielsen already measures recording and playback of programs taped from television. An additional device will be piggybacked on the people

meter to decode signals encoded on individual home video titles.

At present Nielsen uses a national sample of 4,000 households, although that number may grow by the fourth quarter. Since Nielsen is just beginning to install home video decoding equipment, Lindstrom acknowledges that not all of the households in the full sample will be included in the fourth-quarter video-ratings test.

"It's really a test of methodology," he explains. "The initial results will be used to get a handle on what kind of [gross rating points] or exposure you are getting, how much partial playback is going on, how many people watch per family, and so on."

In the long run, however, he says, at least 4,000 homes will be used for video ratings. At that point, he claims, it will be possible to measure viewership not only for A movie titles, but also for B titles that sell as few as 25,000-50,000 units.

He further explains that with 4,000 homes representing a universe of 90 million U.S. households, each family in the sample is equal to 22,500 households. That means that any title doing 1 million rental turns would cause "a fair amount of activity" within the sample. At a conservative 40 turns per unit, he notes, 25,000 units of a B title would be rented at least 1 million times (assuming none were sold through).

Lindstrom emphasizes that Nielsen has been working long and hard to ensure the validity and effectiveness of its home video ratings service. The company has been doing video-viewing research since 1979, he notes, and has been developing the measurement technology since 1986.

He is well aware, however, that many questions remain to be answered. "One of the easiest things to do is to measure something—in this case the viewing of prerecorded cassettes," he says. "We know we can do that, but how do you report on it?"

For example, he notes, the "average audience" per minute, a TV ratings concept, is "irrelevant" in the home video realm since people often watch parts of videos at different times. There are also questions about multiple playback and the "zapping" of commercials.

"You don't want to create reporting standards before you know how behavior actually works," he points out.

In addition, says Lindstrom, Nielsen is being very careful not to impose its preconceptions of the ratings system on its biggest potential clients, the major video suppliers. "We're working with these people to help them shape their ongoing measurement," he observes, adding that Nielsen has also held discussions with some of the smaller manufacturers.

There is no doubt that some of the majors are enthused about Nielsen's plan. Rand Bleimeister, Nelson's executive VP, states, "Nelson is very interested in home video ratings because it foresees opportunities to participate with advertisers and other packaged goods companies in the promotion of videocassettes, and to do that you have to be able to measure the audience for particular videos."

In addition, he says, ratings "can quantify the size of the viewing audience, and we can learn more about who rents, why they rent, and the effectiveness of our own advertising."

Bill Perrault, national marketing manager for Vestron Video, similarly notes that ratings "can give us some demographic information on who rents our titles and where they're rented. Also, it's going to be important for advertising agencies and corporations that run cross promotions and advertising with videocassettes, and that's why we felt we should be involved with this test."

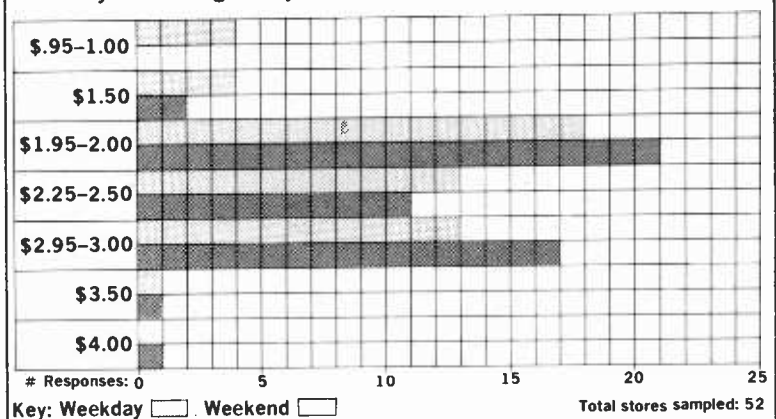
Asked whether Nielsen's claim of being able to measure viewership of some B titles holds water, Perrault replies, "Based on the way they're planning to do the research, I believe that's a possibility."

At CBS/Fox, marketing executive Bruce Pfander notes that aside from testing ratings of "Broadcast News," "we don't know what else we're going to do. We're going to look at the results from the test before we go any further."

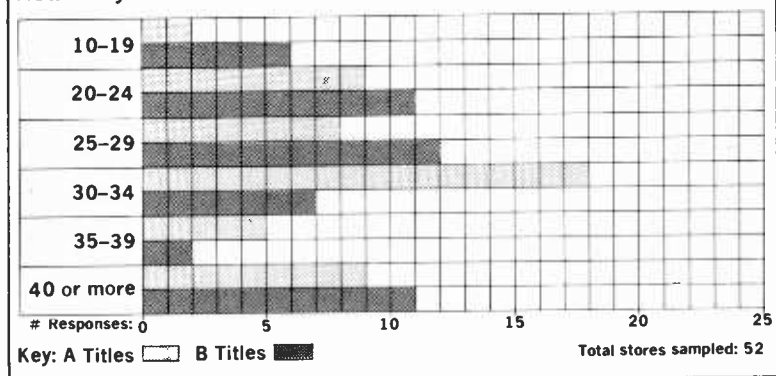
While no information could be obtained from Orion, sources speculate that that company will conduct its own private test with Nielsen and will stipulate that the results be kept separate from those of the other video suppliers. According to industry insiders, Orion feels this is proprietary data that should not be shared with its competitors.

BILLBOARD SURVEY: RENTAL ACTIVITY

What is your average daily rental charge?



How many turns does it take to show a profit on your average tape?



FCC TO REVIEW 'SAFE HARBOR' POLICY

(Continued from page 10)

The appeals court did rule, however, that such programming cannot be restricted except as necessary to shield unsupervised children, and both the FCC and broadcast insiders say the court's ruling should slow congressional efforts to ban all indecent programming from the nation's airwaves. (Billboard, Aug. 6).

On July 26, the Senate approved by voice vote—with only four senators on the floor—such a measure, introduced as an amendment to the FCC appropriations bill by Sen. Jesse Helms, R-N.C. The House has passed an appropriations bill without such an amendment, but broadcasters and civil libertarians are worried that in an election year, the bill has a fair chance of being passed.

However, in the wake of the appeals court ruling—even with the court's question about specific time restrictions—broadcasters say they have the clout to stop Helms' proposal from becoming law. "In light of

what the appeals court said affirming the FCC's policy, which underscores the Supreme Court ruling protecting indecent speech, we think we can fight it," says a representative of the National Assn. of Broadcasters.

One section of the appeals court decision, however, will leave station owners who employ morning shock jocks less than happy. While overturning FCC warnings against non-commercial, educational FM stations that broadcast adult-theme music and a play during the evening hours, it upheld both the FCC ban on such programming between 6 a.m. and 10 a.m. and the warning to Infinity Broadcasting regarding its controversial simulcast morning show hosted by Howard Stern.

Infinity officials had no comment on the ruling and routed calls about the program to Stern's agent/manager, Don Buchwald, who was unavailable.

THE BILLBOARD BOOK OF NUMBER ONE HITS

BY FRED BRONSON

The inside story of every Number One Single from "Rock Around the Clock" to "We Are the World." AT BOOKSTORES NOW.

RCA/COLUMBIA HOME VID CARVES NEW TERRITORIES

(Continued from page 7)

The 10 authorized distributors are Artec, Baker & Taylor, Best Video, Commtron Corp., Ingram Video, Major Video, Schwartz Bros., Sight & Sound, Video Trend, and Waxworks. A variety of factors, says Blattner, including the strengths and weaknesses of each distributor as well as input from the distributors themselves, went into formulating the new distribution territories. The program will be "evaluated constantly" for possible refinements.

The company is also implementing a tracking system for monitoring cassette shipments, says Blattner; several systems are currently under review. Distributors who violate the policies will be subject to a "wide range" of sanctions, says Blattner, including termination. The RCA/Columbia executive refused to elaborate on those sanctions; but with respect to the new policy, including both territorial exclusivity and vigorous enforcement of the program, Blattner says extensive research has convinced the company "that we are on firm legal ground." He also claims the new program has been well received by current distributors, who encouraged the company "to put some teeth" in it.

One eventual byproduct of the new policy that should benefit both wholesalers and retailers, according to Blattner, is a sizable increase in sales personnel devoted to RCA/Columbia product. Each distributor will employ an RCA/Columbia sales manager at its home office as well as a dedicated "product manager" at every distributor branch.

Blattner intimates that salaries for those managers will likely be shared by the studio and individual distributors. The net result, he says, should be a better flow of information to retailers and more promotional activi-

ties.

The new policy has been under consideration for a year, says Blattner, and was prompted by "the shortcomings of present distribution," including distributors not paying enough attention to product as well as the company's own increasing slate of product.

Video retailers, says Blattner, should benefit from dealing with distributors who will focus more on their exclusive territories and will be more responsive to their accounts than was the case in the past.

Responding to the hue and cry

from small and medium-size retailers who are complaining about having to pay higher prices for RCA/Columbia product (Billboard, July 30), Blattner says he feels the new program should go a long way to alleviate those concerns, adding that in the long term, retailers should not experience any major pricing distinctions.

Blattner concedes there has been anxiety in the marketplace but says that is the result of change. Retailers, he says, should reserve any final verdicts on RCA/Columbia and its wholesalers, who will "prove this is a better program."

BMG HIKES SUBDISTRIBUTOR PRICES

(Continued from page 7)

might cost BMG some business. "I don't think BMG has the same quality product as WEA hitwise, and their catalog isn't as deep."

In the same letter that announced the price adjustments, BMG announced a new "major cash discount policy change" that rewards subdistributors an additional 1% discount for accounts that make payment by the 10th day of the first month. Reliable sources indicate the adjusted dis-

count policy is an effort to ease the sting of the price increases.

In BMG's new schedule, wholesalers get a 3% discount for payment by the 10th of the first month and a 2% break for payment by the 10th of the second month. The new discount is applicable only to companies where at least 51% of the purchases "are for resale to third-party accounts," according to the letter.

Frank Hennessey, president of the

Troy, Mich.-based Handleman Co., declines to comment specifically on BMG's policy change, but he does say, "Obviously anything that happens in our industry that does not recognize two-step distribution is not held in high regard here."

Conversely, when functional discounts for one-stops and racks were widely instituted, manufacturers continually heard complaints from retailers, who argued that the money chains invested in warehousing and shipping should have entitled them to subdistributor prices.

But according to Hennessey, racks have been reading the writing on the wall since January 1983, when CBS adopted a one-price policy. "Clearly, when CBS made its move, it was not surprising to see the others follow," he says, adding that the abolition of a functional discount "helps the retailer and doesn't recognize the needs of the two-step wholesaler."

RECORD RENTAL BILL'S PASSAGE SEEMS IMMINENT

(Continued from page 7)

whether the bill will become a permanent section of the Copyright Act, as with the Senate version, or whether, like the 1984 amendment now in effect and the new House version, it will once again be reviewed by the Congress after a period of time. The current law lapses at the end of 1989.

Indications are that most of those working on the bills would not be averse to a permanent section, but industry officials and staffers say that one powerful lawmaker, Rep. Robert Kastenmeier, D-Wis., may stand firm for a five-year or possibly a 10-year review.

Kastenmeier, who introduced the House rental legislation in this Congress and shepherded the original bill to passage, is the chairman of the House subcommittee that considers copyright and intellectual property concerns. He believes that new tech-

nology often outpaces legislative answers to copyright problems and prefers to take a look at what rental problems there might be—in light of copyright owner protection and the rights of consumers—in five years' time.

Some insiders say that perhaps a 10-year-period compromise might be worked out in conference, but, as one put it, "unless there's a miracle and the chairman changes his mind," the rental bill that emerges from conference approval will probably not be a permanent section.

No debate is expected when it is considered in staff conference this month, but formal passage and final conference report filing are not expected until Congress returns in September, according to insiders.

The record rental amendment is the only piece of legislation put for-

ward by the record industry to gain congressional approval since the original amendment, introduced in 1983 and passed in 1984. It provides that sound recordings, including cassettes and CDs, cannot be rented without the prior permission of the copyright owner of the recording and the copyright owners of the underlying musical compositions.

The industry was able to demonstrate the threat of rental shops to companies, songwriters, and artists by providing detailed data of the financial losses caused by rental shops in Japan, several European countries, and Canada.

In one survey, more than 97% of Japanese rental shop customers acknowledged they made home recordings of the rented records. There are thousands of record rental shops in Japan. At the time of the original bill's introduction in 1983, there were more than 250 rental shops in the U.S.

Congress was also persuaded that the problem could only grow worse with the emergence of CDs.

ELECTRONICS MANUFACTURERS SLOW ON DAT DIALOG

(Continued from page 8)

Secondly, the RIAA chief points out, the electronics firms may have been waiting for the European Commission's recently issued green paper on copyright (Billboard, July 23) before they agreed on a common approach to the DAT issue. "They wanted to see the green paper and determine whether they'd have to respond [to the record industry] in Europe at all. Obviously, they're going to have to respond," he states.

Berman feels that in its green paper, the European Commission "has confirmed the validity of our concerns about the threat posed by the new digital audiotape technology." He notes that the report suggested solving the problem through technical measures to limit the copying ability of DAT machines.

While Berman is generally pleased with this approach, he notes that the RIAA would prefer to prevent copying entirely or, if it is only limited, to compensate rights holders for home taping by means of a compensatory

levy.

"If the recording artist wants to allow copies to be made of his music, he should be able to do so by setting a digital flag accordingly," explains Berman. "But the law should not require recording artists, songwriters, vocalists, musicians, producers, publishers, and recording companies to give away their product without allowing them the option of being paid for additional copies of their work..."

"If the [European Economic Community] ultimately determines that it can only endorse a technical system that limits rather than prevents digital audio copying, then it should also endorse a meaningful royalty solution by harmonization of royalty plans communitywide. Copyright owners should be compensated for the sales that will inevitably be displaced by digital copying. The range of possible legislative solutions, therefore, is wide enough for the hardware and software industries to find common ground."

PRINTING
COLOR SEPARATIONS
ART
JACKET FABRICATION
DESIGN
TYPOGRAPHY
MASTERING
PLATING
PRESSING
CASSETTE DUPLICATION
CD'S

Lee-Myles Assoc., Inc.
 150 EAST 85 ST., N.Y., N.Y. 10022 TEL. 154-2222
 Having the graphics made at the lowest inventory since 1982

WHEN YOU'RE READY TO REALLY PROMOTE YOUR NEXT TITLE...

CALL A PRO

WHEN YOU'VE GOT TO HAVE IT, BUT YOU CAN'T FIND IT...

CALL A PRO

WHEN DEADLINES ARE STARING YOU IN THE FACE AND NO ONE IS DELIVERING...

CALL A PRO

We know that record and video promotions are a serious business, because we've been there, and we've done it all. From store openings to P.O.P. displays; Creative campaigns to inexpensive giveaways; One of a kind items to name brand merchandise; Contests, slogans, copywriting, and design, we've done it all. From RAMBO, to MICHAEL JACKSON, we've been there. All it takes is a call, and we can be there for you too.

WARJO
 PROMOTIONS, INC.
 236 WEST 27TH STREET, NEW YORK, N.Y. 10001
 212-627-2800

Diskmakers

DOES IT ALL...

Let us make Cassette, Record, and Compact Disc manufacturing easy for you.

Complete Manufacturing

LP's, CD's, and Cassettes in Convenient, Money-Saving Packages



Packages include all necessary steps. This means all FILM WORK, all PRINTING, as well as all MANUFACTURING. You get the finished product.



COMPLETE GRAPHIC DESIGN DEPARTMENT AVAILABLE for your art design and layout

New York Philadelphia Chicago Puerto Rico

CALL TODAY FOR YOUR COMPLETE PRICE KIT, OR AN IMMEDIATE PHONE QUOTE:

1-800-468-9353
 IN PA (215) 627-2277

Diskmakers

DISKMAKERS INC.
 153 W. 46TH ST.
 NEW YORK, NY 10036
 (212) 302-4140

Jesse Jackson Moves To Block MPI Tape

BY MOIRA McCORMICK

CHICAGO The Rev. Jesse Jackson has filed a complaint against Oak Forest, Ill.-based MPI Home Video in an effort to prevent MPI from selling a videocassette of Jackson's July 19 speech to the Democratic National Convention. U.S. District Judge James B. Zagel issued a temporary restraining order July 29 here against MPI that was due to remain in effect until Aug. 4, when a hearing on a preliminary injunction was scheduled to take place.

The 60-minute MPI cassette "Jesse Jackson: We Can Dream Again," which retails for \$14.95, was shipped July 26. The tape, which reproduces Jackson's speech in full as it was originally broadcast on ABC-TV, was licensed for home video use from ABC News' film-archive house, Sherman Grinberg Film Laboratories Inc., according to MPI VP Jaffer Ali.

"We don't know how many of the original 31,000 orders were shipped, but the figure is substantially less due to cancellations [because of the controversy]," says Ali.

Jackson's complaint, submitted by attorneys Frank Battle, Charles Lomax, and Henry Mason, charges MPI on three counts: copyright infringement, violation of the Lanham Trademark Act, and violation of Jackson's right of publicity. The complaint states that Jackson has "complied in all respects with the laws of the United States governing copyright of the address" and that the sale of the videocassette "seeks to exploit Jack-

son's name, stature, and literary, oratorical, and creative skills for the sole commercial benefit of defendants."

The complaint charges that MPI has violated the Lanham Act by "falsely implying that the videotapes . . . are endorsed, approved, sponsored, or authorized" by Jackson.

It charges that Jackson's right of publicity has been violated because "the defendants here have clearly misappropriated Jackson's name and likeness by producing videotapes for the sole and admitted purpose of exploiting plaintiff's stature and 'charisma.'"

MPI's stance, according to papers filed by attorneys James Morrin, Craig White, and Douglas Prochnow in response to the complaint, is that its license is lawful and that Jackson "consented to the dissemination of this speech to the public and that he authorized . . . persons and entities . . . to witness, . . . record, and disseminate to the public his speech in both text and words."

MPI's Ali, who notes that the company has marketed tapes based on Oliver North's Iran-contra testimony and Bernhard Goetz's confession, says, "We believe video is a legitimate medium for dissemination of news. This is bigger than just one videocassette; it cuts to the heart of the First Amendment. Home video is a second edition of journalism, like a magazine that comes out a week after news events. Having to get permission to put out journalism is dangerous."

Establish Pickwick Ent. Pickwick II Label Part Of Setup

BY IRV LICHTMAN

NEW YORK An old name in budget recordings, Pickwick, is returning as Pickwick II under the umbrella of a new company, Pickwick Entertainment.

The label, in fact, will rely on some 20,000 masters formerly released by Pickwick International, the original logo. Though distribution to retail

BISHOP TUTU CONCERT

(Continued from page 10)

included actress Shari Belafonte-Harper, Blades, Thomas Dolby, Johnny Clegg, and Charmaine Modjadji, the South African "co-creator" of the long-planned event.

The executive producer of the event will be Michael C. Mitchell, executive producer of Live-Aid and an instrumental figure in the 1984 Summer Olympics in Los Angeles. Steve Binder will direct.

The concert will be aired on the cable television station Showtime and on the ABC Radio Networks and will be syndicated worldwide by LBS Communications, which also holds the home video rights.

Despite its past sponsorship woes (Billboard, Nov. 27), the event will be partly sponsored nationally by Miller Genuine Draft.

DAVE DIMARTINO

outlets is in the cards, the company plans to be particularly active in the premium, mail-order, and direct-marketing fields, along with availability in world markets through licensing deals.

In addition, a home video company is in the works.

Principals in Pickwick Entertainment are Jan Weinberg, chairman and chief executive officer, who is the founder and chairman of Marketing International Inc., a distributor of consumer software, especially videocassettes; and vice chairmen Norman Solomon, president of MTI and Joe Cohen, former executive VP of the National Assn. of Recording Merchandisers. Cohen is president of the Leslie Group Inc., owned by Cy Leslie, who is a director of Pickwick Entertainment and a founder of the original Pickwick International Records.

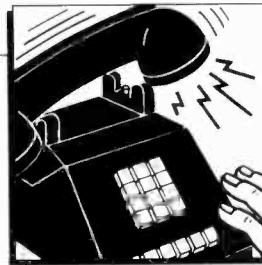
In addition, music industry veteran Gordon Bossin has been named president of Pickwick Entertainment and will handle the day-to-day operations.

As for the label, it apparently intends to eschew the LP format in favor of two formats never used for the masters: CDs and cassettes.

In addition, it's understood that the company may soon acquire Moss Music Group, owned by onetime Cy Leslie associate Ira Moss.

Pickwick Entertainment will be based in Stamford, Conn., with an office in New York.

INSIDE TRACK



Edited by Irv Lichtman

BMI HAS OFFERED an early-retirement package to all employees who are at least 55 years of age. The performance-rights staff numbers some 500 people, about 50 of whom are eligible for the offer, which expires Aug. 31. At least two officers, **Al Feilich**, VP of information and research, and **Howard Colson**, VP of corporate relations, have already accepted. The package offers a pension calculated by using current salaries rather than by averaging salaries over a five-year period, and five years are added to each retiree's age to further enhance pensions. Also offered are continued medical and life insurance coverage. BMI has added about 50 staffers, mostly in logging and data processing, over the past two years, considered a rather spirited growth rate for the company. **Robbin Ahrold**, VP of corporate relations, says BMI does not consider the move a "work reduction," since it intends to replace all individuals who accept the package. BMI is the third major music business entity to make an early-retirement offer in recent years; two labels, **CBS** and **RCA**, are the others.

"THE LAST EMPEROR" will be rented by about 25 million households after it is released Aug. 31 by **Nelson Entertainment**, according to a survey of VCR owners conducted by **Alexander & Associates**. The study found that a projected 8.2 million households will choose the Academy Award-winning epic as their first choice in a video store. The study, commissioned by Nelson, also notes that "The Last Emperor" will surpass "Broadcast News" and "Trains, Planes and Automobiles" in projected rental turns but will be eclipsed by "Moonstruck," which will be rented by nearly 30 million households. Nelson plans to ship 325,000 units of "The Last Emperor."

BIG BROTHERS: **Erol's Inc.** spokesman **Vans Stevenson**, testifying in Washington, D.C., Aug. 3 for the **Video Software Dealers Assn.** in favor of a House proposal to prohibit disclosure of consumers' video rental habits, says he's been turning down all sorts of government investigators who want such information as well as an attorney who was seeking the information for a divorce proceeding. Journalists, too, have tried to get the info since writer **Mike Dolan** discovered the rental selections of former Supreme Court nominee **Robert Bork**.

STARS IS GOING?: The hot rumor on the eve of the VSDA meet is that capital-strained convenience-store racker **Stars To Go** is being sold. Calls from Track were not returned.

ALMOST A WRAP: It looks as if **Mike Stewart's Evergreen Entertainment** will become the new owner of **Island Music** as soon as financial backing is OK'd, which Track hears is most likely. Stewart has been among the front-runners in the contest to acquire the company, which should go for about \$20 million.

STUART KARL has entered a guilty plea and is likely to face a stiff fine for illegally donating nearly \$200,000 to former Democratic presidential candidate Gary Hart. The former head of **Karl-Lorimar Home Video** (now **Lorimar Home Video**) will not, however, go to jail for violating federal campaign-contribution laws. Though Karl could have gone to prison for up to six years, he entered a guilty plea and vowed to cooperate with an FBI investigation into illegal campaign funding in exchange for an assurance that he will not end up behind bars. Karl, 36, is subject to fines of up to \$350,000 and may be placed on probation for up to six years. He has been released on \$25,000 bail and will be sentenced Sept. 19.

PASTA PLATINUM: **Elektra** president **Bob Krasnow** was recently the chef for a dinner at the Eden Rock Hotel du Cap in Cap d'Antibes, France, recently. And why? Track is told that he prepared his specialty, pasta with *huile* and peppers, for hotel guest **Charlie Koppelman**, **SBK Entertainment World** president and chief operating officer, whose company gave the label multiplatinum newcomer **Tracy Chapman** . . . SBK has finalized a three-year international subpublishing deal with **Leon**

Sylvers and **Bob Cullen's Studio 56** that is said to guarantee Studio 56 \$1 million over the term of the deal.

NICE GOING: **MCA Music** president **Leeds Levy** had a good financial report to impart to staffers at the music publisher's July 20-24 annual conference in Key Biscayne, Fla. Levy reported record earnings for the first half of 1988 thanks in large part to singles action by **INXS**, **Pebbles**, **Jeffrey Osborne**, **Cher**, **Loose Ends**, **Earth, Wind & Fire**, **Siedah Garrett**, **Reba McEntire**, and **Melba Moore**. Guest speakers at the confab were **Polly Anthony**, promotion VP at **Epic**, and **Simon Potts**, senior VP of A&R at **Capitol**.

MOVE: **Enigma Records** moved into a new, bigger home Aug. 1. The entire Enigma Entertainment Corp. has departed from its El Segundo, Calif., digs and moved to Culver City, an L.A. suburb. The new address is 11264 Playa Court, Culver City, Calif. 90231. Correspondence should be sent to P.O. Box 3628 at the same address. The phone number for Enigma is 213-390-9969; for its Restless subsidiary, dial 213-391-4561.

NEW EARFUL: Newark, N.J.-based **Peter Pan Industries** is launching a contemporary label this month called **The Third Ear Music Collection**. The debut artist is writer/singer/pianist **Dunn Pearson Jr.**, who has arranged and/or produced disks by **Stephanie Mills**, the **O'Jays**, and **Stevie Wonder**, among others. According to PPI VP of product acquisition **Joseph Porello**, the label plans to market product in the cassette, CD, and DAT configurations only.

RECOVERING: **Bernie Kalban**, the veteran music print man who is director of publications for **Freddy Bienstock's Hudson Bay Music**, is recuperating from a slight heart attack at his home in Freeport, N.Y.

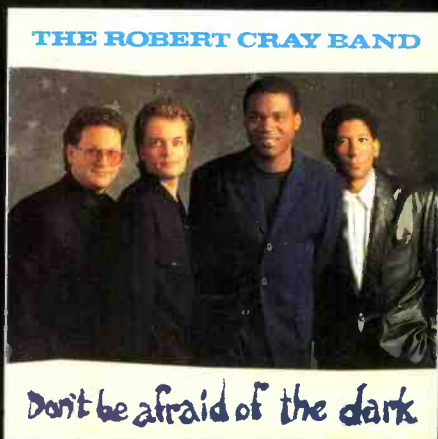
CELEBRATING: **Barrie Bergman**, chairman of **The Record Bar** web, and his wife, **Arlene**, celebrate their 25th wedding anniversary Saturday (13).

EXIT: **Brendan Okrent** has left her post as West Coast professional manager at **Jobete Music**, **Berry Gordy's** main music holding, following the recent sale of **Motown Records** to **Boston Ventures** and **MCA Inc.** Okrent, who held the post for a year and a half, can be reached at 818-990-1215.

TWO TO GO: Arizona-based **Go-Video Inc.**, which claims to hold proprietary technology for the manufacture of a double-well videocassette recorder, says it has reached an out-of-court settlement with **Mitsubishi Electric Co.** and **Akai Electric Co.**, two of the "numerous" firms named in antitrust lawsuits brought last year against Japanese and Korean electronics manufacturers, U.S. movie studios, and certain trade organizations. The suits allege that these groups have banded together to boycott the Go-Video technology and prevent the manufacture of double-well VCRs. Last month, Go-Video reportedly reached a similar settlement with **Toshiba**. According to Go-Video, the settlements merely state that Mitsubishi and Akai have "gained the opportunity, subject to a confidentiality agreement, to review and consider Go-Video's technology and possibly license or manufacture the Go-Video dual-deck."

KEN ANDERSON, an attorney who represents **D.J. Jazzy Jeff & the Fresh Prince**, says **New Line Cinema** senior VP of telecommunications **Seth Willenson** was incorrect when he told Billboard that the company was seeking a temporary restraining order on the distribution of the duo's **Jive** "A Nightmare On My Street" single (Billboard, Aug. 6). "No such motion has been made or is pending," he says. "A complaint has been filed alleging copyright infringement, but there is nothing seeking temporary injunctive relief." Jive will soon begin sticking copies of the single and its attendant album, "He's The D.J., I'm The Rapper," to the effect that the hit single is in no way affiliated with the "A Nightmare On Elm Street" series of films. "It's not necessary on our part," says Anderson, "but we feel it will preclude them from getting any relief in court." The attorney for **New Line Cinema** could not be reached for comment.

Don't be afraid of the dark



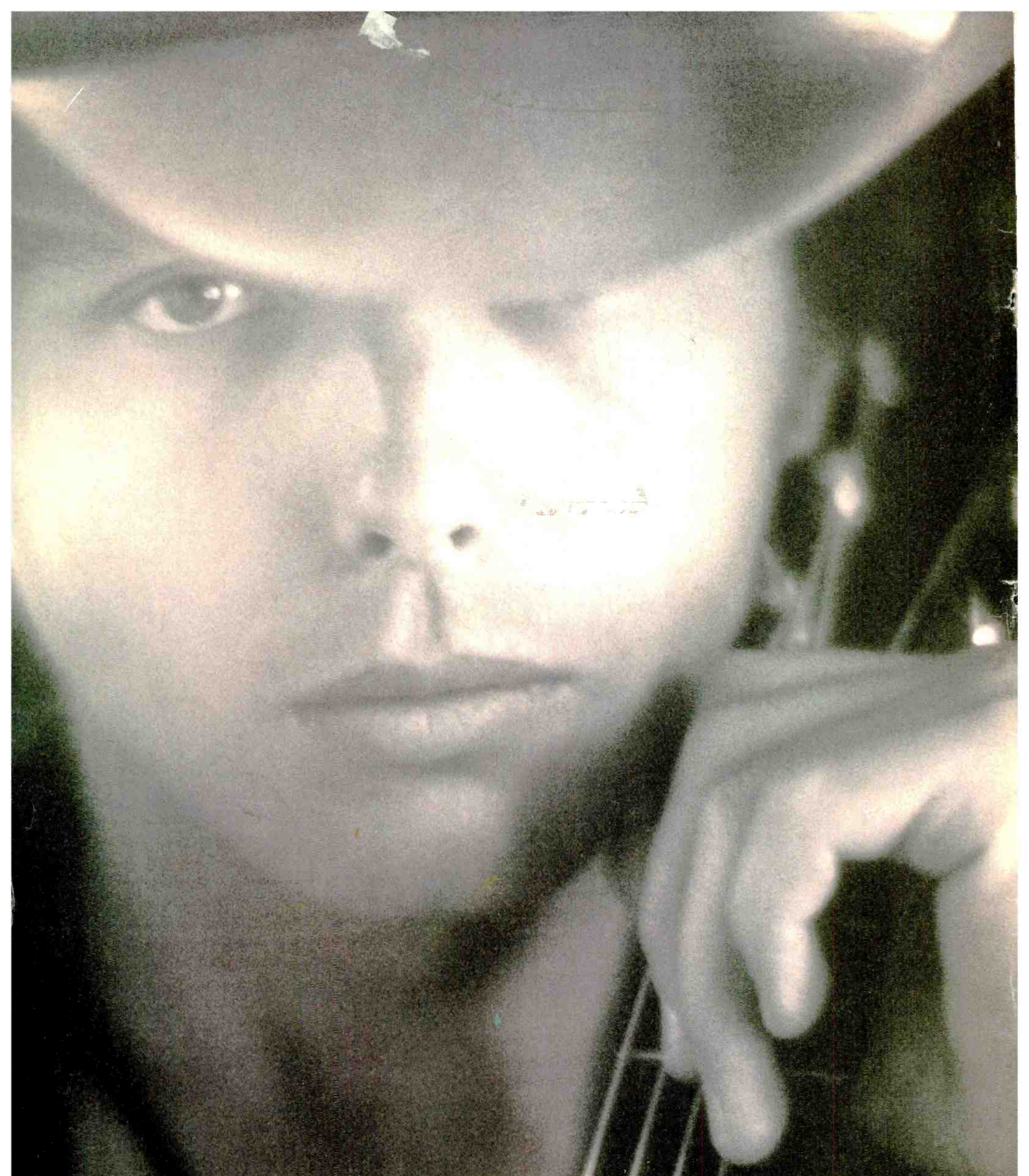
The new album from
THE ROBERT CRAY BAND.

"Don't Be Afraid of The Dark" the exciting follow-up to last year's sensation, "Strong Persuader." From solid guitar work to fluid vocals, "Don't Be Afraid of The Dark" is rock 'n' roll in its truest form. Featuring the first single and video "Don't Be Afraid of The Dark!"

NIGHTONE RECORDS

Produced by Bruce Bromberg and Dennis Walker • Direction: Mike Kappus, The Rosebud Agency

mercury



(4/2/1-25749)
DWIGHT YOAKAM *BUENAS NOCHES FROM A LONELY ROOM*, THE NEW ALBUM PRODUCED BY PETE ANDERSON, FEATURING THE SINGLE "STREETS OF BAKERSFIELD" 7-279641
MANAGEMENT: J.C. BRADLEY, DWIGHT YOAKAM TOURS, AVAILABLE NOW ON REPRISE CASSETTES, COMPACT DISCS AND RECORDS © 1988 REPRISE RECORDS