

# Labels Split On Video Service

## Wisdom Of Using Promotion Departments Is Debated

By TONY SEIDEMAN

CERVIA, Italy—Record labels are sharply divided over how to serve an exploding population of music video shows, with some moving towards increasing use of their radio promotion departments to work videos, and others saying such a tack will only strain already overloaded organizations still further.

Capitol Records is "designing a new system" to work videos, where "field people who work radio will handle video as well," said director of video promotion Michelle Peacock. She claimed Capitol is currently "servicing approximately 300 broadcast and cable tv shows."

Peacock was speaking at "Cervia Video Clips," an international music

video festival that took place here June 20-24. Other label executives present included Atlantic Records vice president Perry Cooper, Epic Records director of video promotion Harvey Leeds, MCA Records manager of video promotion Liz Heller and PolyGram manager of video promotion France Harper.

Keeping a steady flow of product to these outlets is critical, said Peacock. "One music clip can reach in excess of 90 million people," using such shows; with this kind of audience-grabbing power, "the days of MTV being the only outlet are over," she claimed.

Final details on Capitol's new system will be firmed this month, but some video executives disagree with the basic idea.

Virtually all top video promotion executives agree that increased cooperation with radio promotion departments is both inevitable and essential. But they part ways on the extent to which the radio promotion departments should be utilized.

"At this point in time, if you put video on top of them (radio promotion staffers), they would be overworked," said Epic's Leeds. "I'm there to help them, not give them more work."

Leeds also disagreed on the number of outlets regularly using video clips. "Our universe is 150 shows—max," he said. He agreed that radio and video promotion should be teamed, saying that bringing the two together can give a group a promotional "double whammy" when it goes into a market.

Radio and video promotion will work together at Epic, Leeds said, but tracking video and placing video clips on local video outlets will not be something that radio promotion people are required to do.

"Its gradually coming together—radio and video," said Arista manager of video services Peter Baron about the increasing cooperation between the two areas. That radio and video should work closely together is inevitable, he suggested, given the number of tv shows which originate in cooperation with radio stations. "We're working hand in hand on most of the major shows, because most of the major shows are simulcast," he said.

But "no organized system has been set up" between video and radio promotion, said Baron, with the cooperation that takes place now mainly a recognition of the mutual needs of the different departments. A key point, he noted, is that with the hit-oriented nature of the vast majority of local clip shows, a title has to be a hit on radio before the tv outlet will even consider picking it up.

At PolyGram, the situation is similar to Arista's, with video manager Harper noting that "We (radio and

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## Media Home Entertainment Buys Nostalgia Merchant

LOS ANGELES—Media Home Entertainment, a division of the U.K.'s Heron Communications Corp., has acquired one of the oldest home video firms, The Nostalgia Merchant, for an undisclosed seven-figure price tag. This marks the first major buyout for the burgeoning home video industry.

According to Ron Safinick, president of MHE, the acquisition was made to broaden the firm's product offering, and is part of an overall game plan to foster a sale market. "Not to say we will offer these titles for \$19.95, but we feel many of the 180 programs in Nostalgia Merchant's catalog are collectibles," he says.

Media acquires classic films that include performances by Ginger Rogers, Fred Astaire, John Wayne, James Stewart, Errol Flynn and Laurel & Hardy. Such titles as "The Hunchback Of Notre Dame," "She Wore A Yellow Ribbon," "Rio Grande" and "Fort Apache" are in the company's catalog.

Nostalgia Merchant executives were unavailable for comment, and MHE would not reveal any specific terms of the acquisition. A spokesperson for the firms reports that the titles will be marketed under the Nostalgia Merchant name. No prices are set yet.

Nostalgia Merchant, which specializes in film classics, was incorporated in 1979. Its founder, Snuff Garrett, billed the products as collectibles, but had been charging about \$49 for the films. Lower price points, as introduced by Paramount Home Video, are now believed to be important in initiating sales.

Since Media Home Entertainment was acquired by Heron, one of Britain's largest privately held conglomerates, it has had the dollars to pay high premiums for acquisitions. The firm reportedly purchased one forthcoming feature, "Santa Claus: The Movie," for \$2.6 million, and paid over \$1 million for selected PolyGram U.K. properties.

FAYE ZUCKERMAN

## JUNE RIAA CERTIFICATIONS

# Long Climb To Gold For Four

By PAUL GREIN

LOS ANGELES—Four of the nine albums that were certified gold in June had been on the market since at least last year.

Prince's "Dirty Mind" (released in November, 1980) and Billy Idol's "Billy Idol" (July, 1982) both went

over the top on the heels of sales and airplay for the artists' current hits. The Pointer Sisters' "Breakout" and the Oak Ridge Boys' "Deliver" (both released last November) went gold on the heels of a string of hit singles.

A fifth album, the Cabbage Patch Kids' "Cabbage Patch Dream," had been in release since March. The Cabbage Patch album on Parker Bros. is the third children's album to go gold this year, following "A Chipmunks' Christmas" on RCA and "The Best Of Disney" on Disneyland/Vista.

The kiddie market has also generated three gold singles so far this year, with the just-certified "The Jungle Book" following "The Rescuers" and "Robin Hood." All are Disneyland/Vista releases.

June's two other gold singles were Shannon's "Let The Music Play," which was released last November, and Deniece Williams' "Let's Hear It For The Boy." The latter is the second gold single from the platinum "Footloose" soundtrack, following Kenny Loggins' title track.

One of the spring's key superstar releases, Rush's "Grace Under Pressure," went gold and platinum simultaneously in June. The month's two other platinum albums, Night Rang-

er's "Midnight Madness" and Billy Idol's "Billy Idol," both went gold in April.

Here's the complete list of June certifications.

### Platinum Albums

Rush's "Grace Under Pressure," Mercury. Their fifth.

Billy Idol's "Rebel Yell," Chrysalis. His first.

Night Ranger's "Midnight Madness," Camel/MCA. Their first.

### Gold Albums

Oak Ridge Boys' "Deliver," MCA. Their 10th.

Rush's "Grace Under Pressure," Mercury. Their ninth.

Pointer Sisters' "Breakout," Planet/RCA. Their fifth.

Prince's "Dirty Mind," Warner Bros. His fourth.

Billy Idol's "Billy Idol," Chrysalis. His second.

Cabbage Patch Kids' "Cabbage Patch Dream," Parker Bros. Their first.

Steve Perry's "Street Talk," Columbia. His first.

Ratt's "Out Of The Cellar," Atlantic. Their first.

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SUCCESS IS SIMPLE—Jim Kerr, Chrissie Hynde's husband and lead singer of A&M act Simple Minds, talks to label executives after a show at Hollywood's Palladium. Shown from left are Kerr, a&r vice president Jordan Harris and president Gil Friesen.

## Executive Turntable

### Record Companies

Jerry Shulman is appointed vice president of marketing development for CBS Records in New York and will serve as the company's representative on the board of the Compact Disc Group. He was CBS' director of market development . . . Atlantic ups Mary Conroy to national adult contemporary promotion manager in New York. She fills the spot left by Gunter Hauer, who retires after 17 years with the label. Conroy was Hauer's assistant.

Stephen Reed has been appointed senior vice president of marketing and administration for the new Capitol/EMI America label headed by Bruce Lundvall in New York. Reed, a former vice president of the CBS Records Group, was



Shulman



Conroy



Pessamato



Palmer

president of the consulting firm SDR Associates. EMI, meanwhile, has upped Denise Skinner to manager of merchandising and advertising in Los Angeles. She was the label's creative services coordinator.

Janice Pessamato assumes a new post as director of national singles promotion at Chrysalis in New York. She was involved with a number of independent promotion projects . . . Warner Bros. Nashville appoints Chris Palmer sales coordinator. He was a partner in Chart Attack, an independent promotion and marketing service there . . . Renee Berliner is appointed contract specialist, business affairs, for RCA in New York. She was an associate with Steven Masarsky, an entertainment lawyer . . . John Bauers leaves his post as Peter Pan's a&r director in Newark to form John Bauers Music Productions in Hoboken, N.J. . . . Caedmon, New York, promotes Seth Gershel to director of sales. He was national sales manager.

### Publishing

Billy Meshel has been appointed president of the Arista Music Publishing Group in Los Angeles . . . Jacqui LeFrak is named creative assistant for New York's LeFrak Entertainment. She had previously held various positions at LeFrak.

### Video/Pro Equipment

Two appointments have been made at the Warner Satellite Entertainment Co. Mark Mitzner is named senior vice president and chief financial officer in New York. He was vice president, finance and treasurer of Warner Amex Cable Communications Inc. And, in Chicago, Sherry Owens is upped to director of advertising sales. She was an account manager . . . Michael Glantz assumes a new post as MTV's news director. He was president of MorTel Associates, a broadcast news consulting and talent representative company there. Jeffrey Peisch, who held a similar position, has left MTV to pursue other activities in television and music.

Donald Rankin is appointed general manager of Prism Entertainment's newly formed Canadian subsidiary in Toronto. He was sales manager at Facilities Management . . . Bob Styles joins E-MU in Santa Cruz, Calif. as national sales manager. He was sales manager at Dyna-Mix Ltd. in London.

### Related Fields

John Scher's Monarch Entertainment Bureau makes a series of appointments in New York. Joe Plotkin becomes an associate producer to handle all Monarch shows in New Jersey, New York City and upstate New York. He was a tour ac-

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## CBS Shipments: All-Time High

NEW YORK—Shipments valued at nearly \$15 million were claimed by CBS Records for Thursday and Friday, June 28-29. The mark is the highest ever achieved by the company for a two-day period.

Leading the way was "Victory" by the Jacksons, with out-of-the-box sales of two million copies reported (Billboard, July 7). During the same week, CBS-distributed artists accounted for five of the top 10 albums on Billboard's Top LPs & Tape chart, with Bruce Springsteen's "Born In The U.S.A.," Huey Lewis & the News' "Sports" and the "Footloose" soundtrack holding down the first three slots.

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