

Santa Comes To Southern Calif. Video Dealer Group Focuses On Christmas Promotions

By EARL PAIGE

The Southern California Video Retailers Assn. is one of the largest and most active regional dealer groups in the video industry, and has just become the first organized regional segment of the Video Software Dealers Assn. (VSDA), a division of NARM. There are 29 SCVRA members.

FULLERTON, Calif.—If there really is a Santa Claus, Southern California's organized video dealers believe they have him—and scores of other promotions to boost holiday business.

At the recent gathering of the Southern Calif. Video Retailers Assn. chapter (Billboard, Nov. 13), Monica Diedrich of Video Station, Anaheim laid claim in her panelist stint to the "original" Santa Claus: Robert George, who has been acting this role at the White House for 20 years and will again this season.

"He had a fake beard when he started in the Eisenhower administration, but it's real now," said Diedrich, who commenced a "Christmas in October" push with

George. His deal is to shoot and sell pictures with children in a simulated snow scene set up in the 3,600 square foot store. On Fridays and Saturdays, store people dress as Santa's helpers.

The meeting, devoted almost exclusively to sharing Christmas promotions, was in stark contrast to the early gatherings of the four-year-old association, first such U.S. group and first to join in VSDA's new push to organize local chapters.

Said Carol Pough, who along with husband John has held the local group together, "We were having SRO crowds when video rental was hot and meeting every month."

Almost simultaneously with joining VSDA Oct. 25, the group went to alternate monthly meetings because of gradually dwindling attendance. Now consisting of around 30 members, the group is drawing new recruits again steadily.

John Pough of Video Cassettes Unlimited, Anaheim—in accepting re-election as chapter chairman—urged the group to push more for sales. He noted that Paramount's

Mel Harris, speaking at the VSDA meet in Dallas, had characterized the \$39.95 special price on "Star Trek II" as "not a Paramount test but an industry test" to see if video retailers can do away with the heavy dependency on rental.

The assemblage here had inspiration from one of VSDA's leading promotion-minded retailers, Linda Rosser of Entertainment Systems Of America, Phoenix, who detailed over a dozen different promotions in motion and set to go, including "Star Trek II"; "Rocky" (with boxing gloves and all three movies wrapped as a gift); a private Playboy party out of the store to sell the new Playboy video package; a special price of \$59.95 on the \$79.95 "Benji" movie with a special Benji doghouse in the store; "E.T." dolls and games to push the videodisk of the movie at \$11.98; "Annie" biscuits free with rentals and "Annie" dolls free with purchase, with a huge stand-up of "Annie" as a store attraction.

In addition, the Rossers recently completed a \$5,000 "Star Wars" promotion on Oct. 30, with 41 children in costume and CBS/Fox's traveling Darth Vader, that drew 1,000 people although it was competing with the Arizona State Fair.

Among other promotions mentioned was one offering popcorn and a drawing for a popcorn machine at In Home Video, Riverside. "This is only our second Christmas and we're really a small store," said Joan Weisenberger. "We serve a lot of wine and hors d'oeuvres as a general rule in the store—sometimes it's a little hard to get home. But we go for the friendly atmosphere," she said, adding that adult video games are being added "under very strict supervision" and that the Gemco next door sends the store a stream of software customers for games, which are both sold and rented.

Bill Lamp of Video Crossroads, now franchising nationally, showed a four-page 13- by 10-inch newsletter that folds out so that the entire back becomes a 19- by 26-inch movie poster, this one for "Star Trek II."

Advising retailers that they often overlook the obvious, Sheldon Feldman of The Picture Show, Huntington Beach, said, "We don't display accessories like we should." He suggested special gift-wrapped stocking-stuffer items, from head cleaners to video game joy sticks.

Chris Neely of Video Crossroads, Orange, said her store will do special giftwrapping of pairs of blank tapes. "We'll ribbon together a TDK T-120 and a Mid America brand for

(Continued on page 57)

New LP/Tape Releases

This listing of new LP/Tape releases is designed to enable retailers and radio programmers to be up-to-the minute on available new product. The following configuration abbreviations are used: LP—album; 8T—8-track cartridge; CA—cassette. Multiple records and/or tapes in a set appear within parentheses following the manufacturer number.

POPULAR ARTISTS

- ARMANDO SANCHEZ & SU CONJUNTO SON DE LA LOMA
Y Sigue La Cosa
LP Montuno MLP518
- BEL AIR BANDITS
Bel Air Bandits
LP Rhino Perm 2.....\$5.98
- BOX TOPS
Greatest Hits
LP Rhino RNLP 161.....\$8.98
- BROWN, SHEREE
The Music
LP Capitol ST-12229
- BRUMMELS, BEAU
From The Vaults
LP Rhino RNLP 104.....\$8.98
- BUSH, KATE
The Dreaming
LP EMI America ST17084
- CANNON, FREDDY
Fourteen Booming Hits
LP Rhino RNLP 210.....\$8.98
- COLE, NATALIE
The Natalie Cole Collection
LP Capitol ST-14442
- COOL PAPA
Cool Papa & The Allstar Blues Band
LP TJ Recs. TJ 1052.....\$8.98
- DIAMOND, NEIL
On The Way To The Sky
LP Columbia Mastersound half-speed mastered
HC 47628.....No List
- EAGLES
Greatest Hits, Vol. 2
LP Asylum 9
- FIRST LOVE
Love At First Sight
LP Chycago Int'l FZ 38374.....No List
CA FZT 38374.....No List
- FOGHAT
In The Mood For Something Rude
LP Bearsville 237471

- HENDRIX, JIMI
Interview Record
LP Rhino picture disk RNFDF 254.....\$8.98
- JACKSON, MICHAEL
Thriller
LP Epic QE 38112.....No List
CA QET 38112.....No List
8T QEA 38112.....No List
- JAN & DEAN
Live
CA Rhino RNC 1498.....\$14.98
- JONES, RANDY
Randy Jones
LP Zoo York 5W-38128.....No List
- LENNON, JOHN
The John Lennon Collection
LP Geffen GHSP 2023
- MONKEES
Monkee Business
LP Rhino picture disk RNLP 701.....\$9.98
- MONTERO, PEDRO
Amor Secreto
LP Motown Latino 6021LL
- MOORE, MELBA
The Other Side Of The Rainbow
LP Capitol ST-12243
- NELSON, WILLIE
Always On My Mind
LP Columbia Mastersound half-speed mastered
HC 47951.....No List
- NOCHE CALIENTE
Conjunto Noche Caliente
LP K-tel PNU-5190
- OSBOURNE, OZZY
Speak Of The Devil
LP Jet ZX2 38350.....No List
CA XT2 38350.....No List
- OUTLAWS
Greatest Hits Of The Outlaws: High Tides Forever
LP Arista AL9814
- PETTY, TOM
Long After Dark
LP Backstreet BSR-5360.....\$8.98
CA BSRC-5360.....\$8.98
- POCO
Backtracks
LP MCA MCA-5363.....\$8.98
CA MCAC-5363.....\$8.98
- SAKAMOTO, RIUICHI, & ROBIN SCOTT
Left-Handed Dream
LP Epic ARE 38404.....No List
CA AET 38404.....No List

(Continued on page 57)

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Billboard® Survey For Week Ending 11/20/82

Top 15 Video Games

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These are the best selling home video games compiled from retail outlets by the Billboard research department.

This Week	Last Position	Weeks on Chart	TITLE	Copyright Owner/Manufacturer, Catalog Number
1	2	10	PITFALL—Activision AX 108	WEEKS AT #1 1
2	1	12	DONKEY KONG—Coleco 2451	
3	3	12	FROGGER—Parker Bros. 5300	
4	4	12	BERZERK—Atari CX-2650	
5	8	12	PAC-MAN—Atari CX-2646	
6	5	6	MEGAMANIA—Activision AX 017	
7	6	8	STAR RAIDERS—Atari CX 5205	
8	14	12	DEMON ATTACK—Imagic 7200	
9	NEW ENTRY		EARTHWORLD—(Swordquest) CX 2656 Atari	
10	9	12	DEFENDER—Atari CX-2609	
11	11	8	VENTURE—Coleco 2457	
12	NEW ENTRY		ATLANTIS—Imagic 7203	
13	13	4	B-17 BOMBER—Intellivoice 3884	
14	10	12	EMPIRE STRIKES BACK—Parker Bros. 5050	
15	NEW ENTRY		REALSPORTS—Baseball Atari CX 2640	