

## EDUCATION, ENTERTAINMENT

## Software Categories Overlapping

Recent debates over the educational and entertainment categories of computer software packages has coined a new term, "edutainment." This brings to light how rapidly the differences between education and entertainment software are blurring.

Is a software title that tests a player's eye-hand coordination as he shoots at letters in a night-sky setting educational or entertainment?

Few software firms today agree upon a method to discern educational value from pure entertainment. Bill Bowman, president of Spinnaker, an educational software firm, suggests asking a software maker "what is the learning value to one's pro-

gram? If one looks at you blankly, you know the program is not educational."

Bowman contends that a software package is educational if learning objectives are identifiable—even though the program may be fun or entertaining. His company's flagship title "Snooper Troops," which has been on the Billboard software chart for nearly 19 weeks, easily could be misconstrued as an entertainment strategy adventure game. Yet, Bowman is quick to note that "Snooper Troops" teaches map reading and sharpens deductive and writing skills.

Electronic Arts, a San Mateo, Calif. software firm, likes to quote Marshall McLuhan when the "edutainment" debate is mentioned. In essence, McLuhan said that those who draw a distinction between education and entertainment really don't know the first thing about either.

But, this Silicon Valley company makes a distinction between the two areas of software out of necessity, says the company's Terrylynn Pearson. The two categories are currently popularly identified by the computer software industry. Electronic Arts' "Music Construction Set," which entered the entertainment chart at number 20 Jan. 21, will start being charted as an educational title Feb. 1. According to Pearson, the music package allows users to experiment with notes and tones to create sounds. It teaches music theory.

Other software firms, like MECCA based in Westport, Conn., avoid

the issue altogether. They, a spokesman for MECCA says, only make distinctions between entertainment and home management software.

One example of an "edutainment" title is "Castle Wolfenstein," a World War II simulation game. It keeps popping on and off of the entertainment chart.

Like new entry "Beach-Head," it combines arcade action with strategy. In this game, the user has escaped from a cell in a German castle. The object of the game is to find one's way to freedom while fighting off German guards in a seemingly endless network of jail cells.

Now nearly two years old, "Castle Wolfenstein" is estimated to have sold more than 100,000 copies. It was written by Silas Warner, who heads the software design staff of Muse Software, a Baltimore company that publishes his title.

Warner, in his mid-30's, describes himself as a self-made computer software designer, who, at the age of 11, discovered an interest in computers. The idea for "Castle Wolfenstein" came to him late one night while he was watching a World War II action movie, he recalls.

Warner attributes the success of his title to the fact that the computer randomly changes the castle's layout each time a new game is started. Players cannot memorize dungeon layouts. Additionally, he says, the need to use reasoning skills when playing this game makes the title more challenging than just a simple arcade shooting game. FAYE ZUCKERMAN

## New Warehouse Pays Off For Stratford Distributors

NEW YORK—Allan Silverman, president of Stratford Distributors here, says that the firm would have never made it through the holiday season without its new warehouse in Garden City Park, N.Y.

The facility, a 15,400 square foot site at 86 Denton Ave., more than doubles the size of Stratford's previous location in New Hyde park, N.Y., where the record, tape, video and accessory supplier had been servicing its 1,500 accounts in the tri-state area since 1979.

Consistent 12-inch sales for the firm salvaged its 1983 one-stop business, according to Silverman. "We don't sell the quantities we once did, but the 12-inch market has stayed healthy," he says, noting that he finds it easier to sell 10,000 "big singles" than 5,000 records.

The executive, who has held his post since 1978, markets his 12-inch releases from \$2.69-\$3 and his album product from \$5-\$5.60.

Three albums you won't find in the Stratford inventory are the latest releases by Yes, Genesis and the Rolling Stones, which the WEA Corp. elevated to \$9.98 in December. Outraged by the increase, Silverman recently stopped tracking the product. "The mom-and-pops can order elsewhere," he says. "There's nothing exclusive about the one-stop business, anyway."

Stratford, which was founded in 1964, has experienced soft record sales of late. "Product flow from the majors hasn't been steady," he states.

Nonetheless, revenues for the privately-held company jumped 35% in 1983 over the same period in the prior year, according to Silverman, who projects similar growth for 1984. While the record one-stop business in the metropolitan area is "pretty

split," in Silverman's view, Stratford's scope as a full-service distributor gives the firm a competitive edge on Long Island.

Heading his executive staff is Stan Gecht, vice president of sales and marketing, and Ray Espinosa, vice president of operations. Frank Mendez is the record buyer, Rocky Venezia is the accessory buyer and Tom Fay is the warehouse manager.

LEO SACKS

## Print On Print

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ole King, Journey, the Rolling Stones, Queen, Cheap Trick, Boston and others...It's June in February at the company with a 50% discount on two each of a five-book series of wedding music, including a newcomer from Big 3, "Happiness Is...Music For Your Wedding Day" (\$9.95). And perhaps for older married couples, there's "The Top 100 Love Songs" (\$14.95), available at a 50% discount with the purchase of four copies.

Warner Bros. Publications has just marketed two key matching folios, "Genesis" (\$9.95) and "Undercover" by the Rolling Stones (\$9.95). Other newcomers include "Say Say Say, Read 'Em & Weep and 20 Blockbusters" (\$7.95); "The Best Of Carole King" (\$6.95), one of the first folios resulting from Warners recent distribution deal with Screen Gems-EMI; and an easy guitar folio of top hits by Larry Gatlin & The Gatlin Brothers Band.

## Video Music Programming

## MTV Adds &amp; Rotation

As of 2/1/84

This report does not include those videos in recurrent or oldie rotation. For further information, contact Buzz Brindle, director of music/programming, MTV (212) 944-5399.

## NEW VIDEOS ADDED:

Alcatraz, "Hiroshima," Rocshire  
Bon Jovi, "Runaway," Mercury  
Din, "Reptile," Rocshire  
Dog Police, "Dog Police," No label  
Expression, "With Closed Eyes," Oz/A&M  
Dan Fogelberg, "The Language Of Love," Full Moon/Epic  
Daryl Hall & John Oates, "Adult Education," RCA  
Nick Heyward, "On A Sunday," Arista  
Jason & the Scorchers, "Absolutely Sweet Marie," EMI America  
Billy Joel, "You May Be Right," CBS/Fox Video  
Kenny Loggins, "Footloose," Columbia  
Bill Nelson, "Flaming Desire," Epic  
Paul Rodgers, "Morning After The Night," Atlantic  
Sights, "Virginia," Fantasy  
Tracy Ullman, "They Don't Know," MCA  
Utopia, "Cry Baby," Passport/Jem  
Waysted, "Love Loaded," Chrysalis

## HEAVY ROTATION (maximum 4 plays a day):

Culture Club, "Karma Chameleon," Virgin/Epic  
Genesis, "That's All," Atlantic  
Herbie Hancock, "Autodrive," Columbia  
Heaven, "Rock School," Columbia  
Billy Idol, "Rebel Yell," Chrysalis  
Elton John, "That's Why They Call It The Blues," Geffen  
Cyndi Lauper, "Girls Just Want To Have Fun," Portrait  
John Lennon, "Nobody Told Me," Polydor  
Huey Lewis, "I Want A New Drug," Chrysalis  
Paul McCartney, "So Bad," Columbia  
John Cougar Mellencamp, "Pink Houses," Riva/PolyGram  
Bette Midler, "Beast Of Burden," Atlantic  
Motels, "Remember The Night," Capitol  
Motley Crue, "Looks That Kill," Elektra  
Nena, "99 Luftballons," Epic  
Night Ranger, "Rock In America," Camel/MCA  
Robert Plant, "In The Mood," Atlantic  
Police, "Wrapped Around Your Finger," A&M  
Pretenders, "Middle Of The Road," Sire  
Quiet Riot, "Metal Health," Pasha/CBS  
Real Life, "Send Me An Angel," MCA  
Re-Flex, "Politics Of Dancing," Capitol  
Lionel Richie, "Running With The Night," Motown  
Rolling Stones, "Under Cover Of The Night," Rolling Stones  
Stray Cats, "Look At That Cadillac," EMI America  
Van Halen, "Jump," Warner Bros.  
U2, "Sunday Bloody Sunday," Island  
Yes, "Owner Of A Lonely Heart," Atco

## MEDIUM ROTATION (maximum 3 plays a day):

ABC, "That Was Then, This Is Now," Mercury  
Adam Ant, "Strip," Epic  
Blue Oyster Cult, "Shooting Shark," Columbia  
Kim Carnes, "You Make My Heart Beat Faster," EMI America  
Dokken, "Breaking The Chains," Elektra  
English Beat, "Best Friends," IRS  
Eurythmics, "Here Comes The Rain Again," RCA  
Headpins, "Just One More Time," Solid Gold/MCA  
Hyts, "Backstabber," Gold Mountain/A&M  
Howard Jones, "New Song," Elektra  
Judas Priest, "Free Wheel Burnin'," Columbia  
Lords Of The New Church, "Dance With Me," IRS  
Christine McVie, "Got A Hand On Me," Warner Bros.  
Manfred Mann, "The Runner," Arista  
Jeffrey Osborne, "Stay With Me Tonight," A&M  
Ozzy Osbourne, "Bark At The Moon," CBS Associated  
Rainbow, "Can't Let You Go," Polydor  
Grace Slick, "All The Machines," RCA

## LIGHT ROTATION (maximum 2 plays a day):

Lloyd Allen, "I Keep Looking At You," Epic  
John Cafferty & the Beaver Brown Band, "Tender Years," Scotti Bros./CBS  
China Crisis, "Working With Steel And Fire," Virgin  
Irene Cara, "The Dream," Network  
Jimmy Cliff, "Reggae Night," Columbia  
Comateens, "Late Mistake," Virgin/Mercury  
Combo Audio, "Romanticide," EMI America  
Crack The Sky, "Mr. D.J.," Criminal  
Echo & the Bunnymen, "Do It Again," Sire  
End Games, "Love Cares," Virgin/MCA  
Fitz, "Audio/Video," Topflight  
Fixx, "Sign Of Fire," MCA  
Girlschool, "Play Dirty," Mercury  
Helix, "Don't Get Mad, Get Even," Capitol  
Honeys, "Running Away," Rhino  
James Ingram/Michael McDonald, "Yah Mo B There," Qwest  
Juniper, "Lies," Allegiance  
Kiss, "All Hell's Breakin' Loose," Mercury  
Little Heros, "Watch The World," Capitol  
Mink DeVille, "Each Word Is A Beat," Atlantic  
Steve O'Neill, "When The Mountain Falls," No label  
Parachute Club, "Rise Up," RCA  
Randy Andy, "The People," A&M  
Baxter Robinson, "Silver Strand," RCA  
Sons Of Heros, "Living Outside Of Your Love," MCA  
Thompson Twins, "Hold Me Now," Arista  
Toyah, "Rebel Run," Safari  
Tina Turner, "Let's Stay Together," Capitol  
Dwight Twilley, "Girls," EMI America  
Monte Video, "Shoop Shoop," Geffen  
White Animals, "Don't Care," Dreadbeat  
Wire Train, "Never," 415/Columbia

## Now Playing

## Consumers Fear Growing Variety Of Format Types

By FAYE ZUCKERMAN

With the recent entry of IBM's PCjr and Apple's Macintosh computers come two new software formats. Joe Harmon, vice president of merchandising for the four Comp-Shops stores based in Texas, notes that having to contend with two new types of software is becoming more than an uncomfortable situation.

As it is now, most software merchandisers carry about five copies of the same titles for five different computer systems. "I dream about mice (controllers) and software hanging from my ceiling," he notes. "There is a plethora of non-compatible product out there. It is becoming a real nightmare."

Broderbund's chairman, Doug Carlston, describes software incompatibility as contributing to consumers' fear factor of computers. "Most people now need to order software by specifications," he says. "Can you imagine having to go into a record store and ordering an album by describing RPM required, a size and a format? And then when you take the record home, you find it can't play on your stereo system."

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Now playing on Mac: Though Apple is currently positioning its new Macintosh computer toward the business and academic communities, early speculation on the machine reveals that its reasonable price and ease of use makes it a prospect for the family-home market. Furthermore, initial software offerings for the machine show some home management and entertainment software packages slated for release this year.

Text adventure-game maker, Infocom of Cambridge, Mass. will roll out several of its titles for the Macintosh. Among the new titles to be offered will be the "Zork" trilogy, which has topped the Billboard computer chart for nearly 19 weeks. Additionally, the company's new titles "Infidel" and "Enchanter" will be made available.

Blue Chip Software, a Woodland Hills, Calif. company, has slated "Millionaire," a stock simulation (Continued on page 44)