

Industry Events

Weekly calendar of trade shows, conventions, award shows, seminars and other notable events. Send information to *Industry Events*, Billboard, 1515 Broadway, New York, New York 10036.

Aug. 15-19, National Federation of Community Broadcasters ninth annual conference, Mount Vernon College, Washington.

Aug. 16, Harlem Talent Associates Record Producers Forum, Institute of Audio Research, 64 University Place, New York.

Aug. 17-19, Film/Video International, Castle Hill, Mass.

Aug. 23-25, Hawaii Cable Television Assn. annual convention, Intercontinental Hotel, Wailea, Maui.

Aug. 23-26, Jack The Rapper Family Affair, Radisson Inn, Atlanta.

Aug. 26-30, Video Software Dealers Assn. convention, MGM Grand, Las Vegas.

Aug. 27-30, Nebraska Videodisc Symposium, Nebraska Center for Continuing Education at the Univ. of Nebraska-Lincoln East Campus and the Cornhusker Hotel, Lincoln, Neb.

Aug. 30-Sept. 8, International Audio & Video Fair, Berlin.

Sept. 1-2, second annual Greene County Coal Miner's Jamboree, Jefferson, Pa.

Sept. 5-7, Second National Software Show, Anaheim Convention Center, Anaheim, Calif.

Sept. 6-8, Southern Cable Television Assn. Eastern Show, Georgia World Congress Center, Atlanta.

Sept. 7-9, New York Guitar & Music Expo, Madison Square Garden Exposition Rotunda, New York.

Sept. 7-9, Kentucky Fried Chicken Bluegrass Music Festival, Riverfront Plaza/Belvedere, Louisville, Ky.

Sept. 16-18, National Religious Broadcasters Western Chapter Convention, Marriott Hotel, Los Angeles (Airport).

Sept. 16-19, Radio Convention & Programming Conference, Bonaventure Hotel, Los Angeles.

Sept. 16-19, United Record Pool D.J.'s Convention, Caesars Palace, Las Vegas.

Sept. 16-23, Georgia Music Festival, Atlanta.

Sept. 17-18, third annual National Tape & Accessory Show, Hahrah's, Atlantic City, N.J.

Sept. 17-19, Intelevent '84, Hotel Martinez Concorde, Cannes, France.

Sept. 20-23, sixth annual Black Music Assn. conference, Hyatt Regency Hotel, Washington.

Sept. 21-25, 10th International Broadcasting Convention, Metropole Conference & Exhibition Centre, Brighton, England.

Sept. 21-30, Full Sail Music Business Workshop, Holiday Inn, Orlando International Airport, Orlando, Fla.

Sept. 26-28, National Religious Broadcasters Southeastern Chapter Convention, Sheraton Hotel, Atlanta.

Sept. 27-30, 1984 Jazz Times Convention, Roosevelt Hotel, New York.

Oct. 1-5, London Multi-Media Market, Gloucester Hotel, London.

Oct. 4-6, National Religious Broadcasters Eastern Chapter Convention, Dulles Marriott Hotel, Washington.

Oct. 5-12, San Francisco International Video Festival, Video Gallery, San Francisco.

Oct. 8-9, National Religious Broadcasters Southern Chapter Convention, Astro Village Complex, Houston.

Shopping Malls To Receive New Satellite Vid Network

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accounts for advertising time, says Osmond. He adds that ATN rates are competitive with broadcast and pay/cable television.

It costs about \$25,000 to install an ATN kiosk in a shopping center, according to Osmond. Original programming is expected to encompass 60% of the airings, with national advertising to make up the remaining 40%. Osmond and his associates are currently selecting a regional sales force, which will start to sell ad time for the network in the next few weeks.

The channel's programming, Osmond says, will have broad appeal. Program production services are also available through Osmond's Nightstar Productions, at the Osmonds' Oram, Utah studios or at Horizon Studios in Lindon, Utah.

Programming is expected to contain a mix of comedy, music video, travel films, coming attractions, sports and news. "It will not contain any talking heads. We found audiences rapidly became bored (seeing a single individual talking on the screen) and walked away," Osmond observes.

"We found out that people usually watched the monitors for five to seven minutes. That is why we expect to run a commercial about every four or five minutes," he continues. "We also are going to change the shows weekly."

Additionally, the Utah market tests revealed that mall patrons tend to frequent a shopping center at the same time each day. Hence, ATN programs will be scrambled daily so that customers are assured differing advertisements and shows each time they pass ATN kiosks.

Osmond, 26, is not the first entrepreneur to develop point-of-purchase

kiosks for shopping centers. About 10 years ago, J.J. Cafaro outfitted several malls with self-running slide shows to promote the shopping centers' stores.

There are currently 3,200 malls in operation nationwide. Cafaro cites recent studies that say about 100,000 people pass through malls weekly. Author John Naisbitt, in his best-seller "Megatrends," mentions the significance of shopping malls, calling them "the third most frequented space in our lives besides home and workplace."

Osmond says that by 1985 he expects to pique the attention of about 45 million viewers weekly. And, as an informal method to track the number of ATN viewers, the network will be sponsoring a weekly "mystery contest" for which mall patrons will have to fill out entry forms at their local shopping centers. The prize is \$100,000.

The satellite network will uplink from Utah and be beamed on the newer, higher powered and more expensive Ku band rather than the C band, which requires a larger receiving dish. With the smaller receiving dishes, Osmond leaves the door open to eventually hooking homes to ATN.

Using the three-foot dishes also allows ATN to skirt many zoning issues now thwarting the C band. It is believed that since CBS, RCA and Western Union have pulled out of the direct broadcast satellite business, prices for Ku band are dropping.

For now, the advertising will not contain tag lines in the shopping centers carry the products. But Osmond contends that there is technology which can generate subtitles that act as tag lines.

Market Quotations

As of closing: 8/8/84

Annual High	Low	NAME	P-E	(Sales 100s)	High	Low	Close	Change
70 1/4	50 1/4	ABC	11	4009	70 1/4	68 1/2	68 1/2	-1 1/2
55	40 1/4	American Can	11	1038	47 1/2	45 1/2	46 1/4	-1 1/4
12 1/2	10 1/4	Armstrong Int'l	8	—	—	—	10 1/4	unch
86 1/4	61 1/2	CBS	10	938	86 1/2	85 1/2	85 1/2	-1/4
22 1/4	9 1/4	Coleco	—	527	17 1/2	17 1/2	17 1/2	-1/4
8 1/4	4 1/4	Craig Corporation	—	17	5 1/4	4 1/4	4 1/4	-1/4
69 1/2	45 1/4	Disney, Walt	18	1427	56 1/2	55 1/2	55 1/2	-1/4
5 1/4	4 1/4	Electrosound Group	4	15	5 1/4	5 1/4	5 1/4	-1/4
35	25 1/4	Gulf + Western	8	2008	31	29 1/2	30 1/4	-1/2
36 1/4	17	Handleman	14	182	34 1/4	34	34	-1/4
7 1/4	3	K-Tel	0	3	3 1/4	3 1/4	3 1/4	unch
88 1/4	57	Matsushita Electronics	11	214	69 1/2	67 1/4	67 1/4	-1
10	4 1/4	Mattel	—	1124	9 1/4	9 1/4	9 1/4	-3/4
45 1/2	33 1/4	MCA	16	4057	45	43 1/4	43 1/4	-1
85 1/4	69 1/4	3M	13	2528	83 1/2	81 1/2	81 1/2	-1 1/4
47	29 1/4	Motorola	13	5696	40 1/2	39 1/4	39 1/4	-1/4
39 1/2	28 1/2	No. American Phillips	8	27	35 1/2	34	35 1/2	-3/4
5 1/4	2 1/4	Orrox Corporation	6	53	3 1/4	3 1/4	3 1/4	+1/4
32 1/4	18 1/4	Pioneer Electronics	46	23	22 1/2	22 1/2	22 1/2	-1/2
38 1/2	28 1/4	PLCA	10	3105	35 1/2	34 1/4	34 1/4	-1/4
17 1/4	12 1/4	Sony	12	13098	14 1/2	13 1/4	13 1/4	-1/4
40 1/4	30 1/4	Storer Broadcasting	—	—	—	—	—	unch
4 1/4	3 1/4	Superscope (Marantz)	—	16	3 1/2	3 1/2	3 1/2	-1/4
70	49 1/4	Taft Broadcasting	14	318	69 1/2	67 1/4	68	-1 1/4
29 1/4	17	Warner Communications	—	2888	20 1/4	19 1/4	19 1/4	unch
17 1/2	11 1/4	Wherehouse Entertain.	14	131	16 1/2	16 1/4	16 1/4	-1/4

OVER THE COUNTER	Sales	Bid	Ask	OVER THE COUNTER	Sales	Bid	Ask
ABKCO	500	1/2	3/4	Josephon Int'l	4900	11 1/2	11 3/4
Cartron Corp.	5100	2 1/2	2 1/2	Recoton	7600	8 1/2	8 3/4
Data Packaging	3000	7 1/2	8	Schwartz Bros.	—	2	2 1/4
Koss Corp.	6000	2 1/4	1 1/4				

Over-the-Counter prices shown may or may not represent actual transactions. Rather, they are a guide to the range within which these securities could have been sold or bought at the time of compilation. The above information contributed to Billboard by Douglas J. Vollmer, Associate Vice President, Los Angeles Region, Dean Witter Reynolds Inc., 4001 West Alameda Ave., Suite 100, Toluca Lake, Burbank, California 91505, (213) 841-3761, member of the New York Stock Exchange, Inc.

New Companies

Crossong Records, a gospel label, formed by studio musician and producer Bert Cross, former vice president of the Hope Song label. First release is Cross' album "To Be Used." P.O. Box 214121, Dallas, Tex. 75221; (214) 226-4260.

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International Video Entertainment Inc. (IVE), formed by Noel C. Bloom as a parent organization for Family Home Entertainment and U.S.A. Home Video and exclusive manufacturer/distributor of the Monterey Home Video line. 7920 Alameda Ave., Canoga Park, Calif. 91304-4991; (818) 888-3040.

★ ★ ★

Magic Maker Productions and its subsidiaries Music From Bopp Publishing (a BMI affiliate) and Chicken Scratch Records, formed by Larry

Bowie and Paul Patten Jr. First release for the independent label is "Fat Folks Song/As The Crow Flies" by Bowie. P.O. Box 604, Pine Mountain, Ga. 31822; (404) 884-1219.

★ ★ ★

American Outlines, a personal management firm, formed by Les Reid, co-owner of Hits Unlimited Distribution, and Mindy Giles, vice president of Alligator Records. First signing is Tom Roznowski. 1536 W. Cornelia, Chicago, Ill. 60657; (312) 327-1675.

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Sync Sound, a mixing and editing facility specializing in post-production work, formed by Ken Hahn and Bill Marino. 450 W. 56th St., New York, N.Y. 10019; (212) 246-5580.

Video Music Programming

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- Queen, "It's A Hard Life," Capitol
- Rain Parade, "This Can't Be Today," Enigma
- Run D.M.C., "Rock Box," Profile
- Simple Minds, "Up On The Catwalk," A&M
- J.D. Souther, "Go Ahead And Rain," Warner Bros.
- Southside Johnny & the Jukes, "New Romeo," Mirage
- Sparks, "With All My Might," Atlantic
- Spirit, "I Got A Line On You," Mercury
- Split Enz, "Message To My Girl," A&M
- Roger Taylor, "Man On Fire," Capitol
- 3 O'Clock, "Jet Fighter," Frontier
- Tracey Ullman, "Move Over Darling," MCA
- Wendy O. Williams, "It's My Life," Passport
- X, "Wild Thing," Elektra

Bubbling Under The Top LPs

- 261-SOUNDTRACK, Metropolis, Columbia JS 39526
- 202-GRIM REAPER, See You In Hell, RCA NFL 1-8038
- 203-ADRENALIN, American Heart, Rochshire XR 9517 (MCA)
- 204-SOUNDTRACK, The Muppets Take Manhattan, Warner Bros. 25114-1
- 205-MOE BANDY & JOE STAMPLEY, The Good Ol' Boys—Alive & Well, Columbia FC 39426
- 206-GEORGE HOWARD, Steppin' Out, TBA 201 (Palo Alto)
- 207-HERB ALPERT TIJUANA BRASS, Bullish, A&M SP-5022
- 208-SPARKS, Pulling Rabbits Out Of A Hat, Atlantic 80160
- 209-ROMEO VOID, Instincts, Columbia BFC 39155
- 210-RAMSEY LEWIS/NANCY WILSON, The Two Of Us, Columbia FC 39326

Bubbling Under The HOT 100

- 101-RESCUE ME, Duke Jupiter, Morocco 1748 (Motown)
- 102-CLOSE (TO THE EDIT), Art of Noise, Island 7-99754 (Atco)
- 103-YOUR LOVE'S GOT A HOLD ON ME, Lillo, Capitol 5357
- 104-NEW ROMEO, Southside Johnny & The Jukes, Mirage 7-99732 (Atco)
- 105-OUTRAGEOUS, Lakeside, Solar 7-69716 (Elektra)
- 106-YOU KEEP ME COMING BACK, The Brothers Johnson, A&M 2654
- 107-BEAT STREET STRUT, Juicy, Atlantic 7-89655
- 108-GO AHEAD AND RAIN, J.D. Souther, Warner Bros. 7-29289
- 109-BABY, DON'T BREAK YOUR BABY'S HEART, Kashif, Arista 1-9200
- 110-ICE CREAM CASTLES, The Time, Warner Bros. 7-29247

Lifelines

Births

Girl, Diane Erin, to Keith and Diane Stegall, Aug. 4 in Nashville. He records for Epic. She is a backup vocalist.

Marriages

Jeffrey Jacobson to Linda Moel, Aug. 11 in New York. He is an entertainment lawyer there.

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W. Randall Poe to Mina Yasuda, Aug. 11 in Muscle Shoals, Ala. He is executive director of the National Academy of Popular Music/Songwriters Hall of Fame in New York.

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Andrew Scott Marvel to Alyssa Oloff, July 12 in Woodbury, N.Y. He is a singer/songwriter and president of Ricochet Records and Alyssa Records there. She is the company's marketing director.

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Steve Glassmeyer to Sharon Poling, Aug. 6 in Nashville. He is a keyboardist for Kenny Rogers. She is a music publicist there.

Deaths

Isidore "Tuts" Washington, 77, after falling on stage Aug. 5 in New Orleans. A legendary local jazz pianist, Washington made his first record at age 76.

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Calvin Hampton, 45, after a long illness Aug. 5 in Port Charlotte, Fla. A composer and organist, Hampton was best known for his weekly concerts at the Calvary Episcopal Church in New York. He is survived by his parents and two sisters.

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Esther Phillips, 48, of complications following a long illness Aug. 7 in Torrance, Calif. An influential r&b singer, her hits included "Release Me" and "What A Difference A Day Makes." (Story, page 6.)