

Capitol Finances Promo TV Spot Produced By Denver-Based Teletunes

BY JIM BESSMAN

NEW YORK Capitol Records has for the first time subsidized the production of a promotional television spot by a local music video station.

The experiment, described by the label as an expansion of its promo efforts behind both "alternative" artists and media, financed Denver-based Teletunes production of two versions of a 30-second spot promoting Capitol act Skinny Puppy's April 20 appearance at that city's Rock Island club.

Capitol also supplied giveaway merchandise for a Teletunes-sponsored Skinny Puppy Night preconcert event at the club, which also tied in with local retailer Wax Trax.

Michelle Peacock, Capitol director of national video promotion, says the catalyst for Capitol's involvement was Teletunes' need for a Skinny Puppy promo spot, which because of the group's debut status simply didn't exist.

"Because it's a new band, it's not in the budget to produce a spot ourselves," says Peacock. "Labels react after the fact, but in the meantime, this kind of band will go out and hit alternative market clubs and outlets. Even though we can't yet afford a more thorough promotion, we still have to support them."

The answer: Allow Teletunes to

produce its own spot on the band, with Capitol covering expenses.

"They can do it a lot cheaper in Denver than if we produced a national spot through an agency here in Los Angeles," says Peacock, who estimates a 75% savings in production costs by going to Teletunes.

Peacock says that ordinarily videos are either sent to promoters, who cut promo spots for concerts at their own expense, or else to clubs and video shows, which then share production costs for promos.

"This is the first time we've helped [a video outlet] financially, but we're talking about an alternative marketing outlet with one-sixteenth the budget of a nationally syndicated show or video network," Peacock says.

The 6-year-old Teletunes offers seven hours of video programming weekly on Denver PBS affiliate KBFI-TV. Shari Bernson, the program's senior producer/music director, says that the show has a potential audience of 1.5 million households within the Denver metro area, Colorado Springs, the Rocky Mountain front range communities, and Cheyenne, Wyo.

She adds that her 18- to 34-year-old target audience is served by what she claims is "the most progressive [programming] in the country, dedicated to breaking new

artists, new music, and independent labels."

Her spot for Skinny Puppy "creatively edited" bits and pieces from the group's "Dig It" and "Stairs And Flowers" videos, in keeping with the band's "minimal and direct style," she says. The spot's most striking aspect is a repeat edit of the latter clip's closeup of an eyeball.

While Bernson made the spot to promote the Rock Island performance, she also supplied Capitol with a duplicate copy, minus the concert information. While Peacock hasn't yet received that "generic" version of the spot, she says that if it works, she will service it to other video outlets, which can then add their own Skinny Puppy promo tags as needed.

Bernson says she regularly tries to cross-promote Teletunes with local radio and retail as well as Denver concert promoter Fey Concert Co. Teletunes also hosts a Progressive Music Night every Wednesday at Rock Island, where the Skinny Puppy show is being headlined as a Teletunes presentation.

The Wax Trax tie-in involved in-store displays and registration for Capitol-supplied Skinny Puppy Night giveaway items, including a compilation of the band's videos, "doggie bags" containing its album "Mind: The Perpetual Intercourse," a T-shirt, and press information packs.

Bernson says she will track record sales during and after the promotion to obtain hard evidence of Teletunes' effect on record retail and concert attendance in the Denver market.

"We generate underwriting from different retail sponsors, and Fey has paid us to produce its spots," says Bernson. "Hopefully, the club aspect can generate money, and once we prove our effectiveness in the market, we can get additional underwriting from record companies."



Gun Shy. Billy Idol's video for "Don't Need A Gun" was directed by Julien Temple for LimeLight Films and shot at various Los Angeles locations. Shown here on the roof of Thrifty Dry Cleaners, from left, are guitarist Steve Stevens, Idol, Temple (kneeling), and the production crew.

Video Track

NEW YORK

A VIDEO FOR "White Rabbit," the Jefferson Airplane classic, was recently wrapped by director Jerry Behrens. The hit '60s song was brought back to the forefront via the motion picture soundtrack to "Platoon." The clip blends sequences from the blockbuster film with vintage footage of the band. Split Screen produced.

Split Screen was also responsible for Kansas' video for "Can't Cry Anymore." Directed by Jim Yukich, it features appearances by comedian Richard Beltzer and the Univ. of Southern California Marching Band. Portions of the piece were lensed at Evergreen Recording Studio in Burbank, Calif. Paul Flattery produced. David Lewis served as director of photography.

Whitney Houston returns with a video for "I Wanna Dance With Somebody," the first single off her upcoming Arista album. It was lensed on location in Manhattan by director Brian Grant. Frank Hilton produced for MGMM Productions. Ivor Sumara and John Krauss were the cinematographers.

LOS ANGELES

ONE HEART CORP. completed a video for Warner Bros. recording act Jude Cole's "Like Lovers Do." It's a performance piece that was shot at the Beverly Theater; exterior scenes were lensed at various locations across the city. Jim Shea directed. Tammara Wells produced. Gerry Wenner was director of photography. Susan Silverman supervised the project.

Novello Productions just wrapped a clip for "Erica's Word" by Game Theory. It's a performance/conceptual piece that intercuts macrophotography of magazine text with footage of the band playing in an artist's loft. Jan Novello directed. Modi Karlsson provided art direction. The video supports the single off the group's Enigma album "Big Shot Chronicles."

OTHER CITIES

I.R.S. RECORDING ACT the Truth's video for "Weapons Of Love," currently on MTV, was lensed at London's North Warf Studios. The performance piece was directed by Brad Langford
(Continued on next page)



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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, director. Please send information to Billboard, New Videoclips, 1515 Broadway, New York, N.Y. 10036.

AGE OF CHANCE

Kiss
Crush Collision/Virgin
4 D Productions
Nick Wiling

DEBORAH ALLEN

Telepathy
Telepathy/RCA
Deborah Allen, Rate Van Hoy/Diva Productions
Deborah Allen, Rate Van Hoy

COLIN JAMES HAY

Can I Hold You?
Looking For Jack/Columbia
Daniel Stewart/Propaganda Films
David Fincher

JESSE JOHNSON

Baby, Let's Kiss

Shockadelica/A&M
Karen Bellone/Bell One Productions
Jim Hershleder

JOURNEY

Why Can't The Night Go On Forever?
Raised On Radio/Columbia
Columbia
Jerry Behrens

THE OTHER ONES

We Are What We Are
The Other Ones/Virgin
Jay Brown
Larry Williams

PRICE-SULTAN

No T.V. No Phone
Lights On/CBS Associated
Tammy Hoff

SUGAR BABES

We Rock The Beat
Sugar Babes/MCA
Georgian Communications
George Bloom III

BERNIE TAUPIN

Friend Of The Flag
Tribe/RCA
Johnnie Swaughtson, Kim Dempster/Propaganda Films
David Hogan

THE THRASHING DOVES

Beautiful Imbalance

Bedrock Vice/A&M
Luc Roeg/Vivid Productions
Andy Morahan

TOTO

Till The End
Fahrenheit/Columbia
Mark Burg
Jeff Porcaro

TRIUMPH

Just One Night
Sport Of Kings/MCA
D'Allan Productions
Don Allan

STEVIE RAY VAUGHAN

I'm Leaving You (Commit A Crime)
Live Alive/Epic
John Diaz/Calhoun Productions
Larry Jordan

DENIECE WILLIAMS

Never Say Never
Water Under The Bridge/Columbia
David Warfield/Mark Freedman Productions
John Dahl