

Smith, Pinckney Jog Fonda In Sales Workout Vids Build Chart Muscles

BY CHRIS MCGOWAN

LOS ANGELES While Jane Fonda continues to be the Babe Ruth of exercise videos, with a catalog of hit titles that retailers claim just "fly out the door," there are two other female fitness gurus whose tapes also rarely collect dust on video store or mass merchant shelves.

Kathy Smith and Callan Pinckney are currently Fonda's two most serious contenders in the exercise video arena and have racked up some staggering exercise tape sales themselves.

Smith took the seventh, 14th, and 36th slots on the 1987 Billboard videocassette sales chart with her three JCI titles. She had also moved a reported 500,000-plus copies of those tapes and another 150,000-plus units of her Fox Hills "Winning Workout" video by January.

With "Callanetics," Pinckney was the first exercise instructor to knock Fonda out of the No. 1 position on the charts, achieving this at different times in late 1987 and early '88. Her MCA video captured the No. 5 spot on the '87 sales chart for all videos, and the label claims that "Callanetics" has sold more than 400,000 units.

Both Smith and Pinckney are full-time fitness experts who had best-selling fitness books before entering the video medium. Both pushed their tapes onto the charts with television, radio, and in-store appearances.

Of the two, Smith struck first

with "Kathy Smith's Ultimate Video Workout," released on JCI in November 1984. At that point Smith was already the author of the best-selling book "Ultimate Workout," the spokesperson for the President's Sports Fitness Awards, and the host of the USA Cable Network program "Alive And Well."

Her first tape was a huge success because of its excellent production, thorough instruction, and careful attention to detail. Vogue magazine praised the tape as "without a doubt the best, most comprehensive exercise video available."

JCI followed with "Kathy Smith's Body Basics" in November 1985. The tape was one of the first to emphasize low-impact aerobics and was picked by Shape magazine in 1986 as "the best all-around fitness video of the year." The two tapes took the 19th and 22nd spots on the Billboard videocassette sales chart for 1986.

In November of that year came "Kathy Smith's Toneup," which featured low-impact routines and the utilization of rubber bands for resistance. In the spring of 1987 Smith signed with Fox Hills Video, which bowed "Winning Workout" in November. As of late January, her chart success had continued unabated: Smith held four of the top 14 places on the Billboard health-and-fitness chart, while Fonda had seven of the top 20 spots.

Then on Jan. 28 came "Kathy Smith's Starting Out," a 60-minute \$19.95 program designed for new-

comers to fitness. Mark Gilula, vice president of marketing for Fox Hills, has high hopes for the tape.

"We brought it out at \$19.95 and we don't know if anyone of her stature had come out at that price point before that. And we're backing it up with six-pack counter-tops and a strong consumer-based campaign with ads in health and consumer magazines. And it will be backed up by Kathy's usual TV and radio appearances. She does the whole gamut of publicity tours."

Future plans for Smith include tapes on motivation, nutrition, and flexing. "The Rand Corp. has forecast that in the year 2013, Americans will have an average life span of 92 years. And as people get older, flexibility becomes a bigger concern. In the next five or 10 years in the exercise field, in relation to this, I think we'll see more stretching and flexing videos," says Smith.

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Reed The Video. Lou Reed, second from left, meets with some of the guests on hand at the Ritz in New York to celebrate the release of "Lou Reed: Coney Island Baby, Live In New Jersey." The 60-minute video includes 12 songs performed by Reed at the Capitol Theater in New Jersey and is available from Vestron MusicVision for a list price of \$19.98. Pictured, from left, are Holly St. Lifer, director of Performance Video, the company that produced the concert video; Reed; Jon Peisinger, president of Vestron Video; John Scher, concert promoter and president of Performance Video; and Sylvia Reed, Lou's wife. (Photo: Chuck Pulin)

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TOP MUSIC VIDEOS CASSETTES™

Compiled from a national sample of retail store sales reports.						
THIS WEEK	2 WKS. AGO	WKS. ON CHART	TITLE	Copyright Owner, Manufacturer, Catalog Number	Principal Performers	Suggested List Price
1	3	9	CV	★★ NO. 1 ★★ Virgin Records America, Inc. Virgin Music Video	Peter Gabriel	1988 SF 19.98
2	1	21	STING: THE VIDEOS PART 1	A&M Records Inc. A&M Video VC61103	Sting	1987 SF 12.98
3	7	19	WHITESNAKE: THE TRILOGY ▲	Geffen Home Video 381 38	Whitesnake	1987 SF 14.95
4	4	5	THE CURE IN ORANGE	Elektra Records Elektra Entertainment 40107-3	The Cure	1987 C 24.95
5	5	17	\$19.98 HOME VID CLIFF'EM ALL! ▲	Elektra Records Elektra Entertainment 40106-3	Metallica	1987 C 19.98
6	18	3	FLICK: THE VIDEO KICK	Atlantic Records Inc. Atlantic Video 50119-3	INXS	1988 SF 16.98
7	8	23	AEROSMITH'S VIDEO SCRAPBOOK ●	CBS Video Music Enterprises CBS-Fox Music Video 5229	Aerosmith	1987 D 19.98
8	2	21	SLIPPERY WHEN WET ▲	Polygram Records Inc. Polygram Video 440-041521-3	Bon Jovi	1987 LF 19.98
9	6	21	SO FAR ●	6 West Home Video SW-5701	Grateful Dead	1987 LF 29.95
10	9	5	THE PRETENDERS "THE SINGLES"	Sire Records Warner Reprise Video 38140	The Pretenders	1988 LF 19.98
11	10	5	STEVIE: LIVE AT RED ROCKS	LightYear Ent. Sony Video Software R0650	Stevie Nicks	1987 C 19.95
12	11	31	ONE NIGHT OF RAPTURE ●	Elektra Records Elektra Entertainment 40105-3	Anita Baker	1987 C 24.95
13	RE-ENTRY		HEART "IF LOOKS COULD KILL"	MPI Home Video 1525	Heart	1987 SF 14.95
14	RE-ENTRY		U2 LIVE AT RED ROCKS	Island Records Inc. MusicVision 6-20613	U2	1984 C 19.95
15	14	31	GRACELAND: THE AFRICAN CONCERT	Warner Reprise Video 381 36	Paul Simon	1987 C 29.98
16	17	31	CONTROL-THE VIDEOS, PART II ●	A&M Records Inc. A&M Video 6-21102	Janet Jackson	1987 SF 12.98
17	20	63	BON JOVI-BREAKOUT ▲	Polygram MusicVideo-U.S. Sony Video Software 95W50030	Bon Jovi	1985 SF 14.95
18	12	9	ELVIS '56	Elvis '56/LightYear Ent. Media Home Entertainment M470	Elvis Presley	1987 D 19.95
19	NEW ▶		STORY TELLING GIANTS	Warner Bros. Inc. Warner Music Video 381 37	Talking Heads	1988 LF 24.98
20	13	67	MOTLEY CRUE UNCENSORED ▲	Elektra/Asylum Records Elektra Entertainment 40104-3	Motley Crue	1986 LF 19.98

● Recording Industry Assn. of America gold certification for theatrical films, sales of 75,000 units or suggested list price income of \$3 million (30,000 or \$1.2 million for nontheatrical made-for-home-video product; 25,000 or \$1 million for music video product). ▲ RIAA platinum certification for theatrical films, sales of 150,000 units or suggested list price income of \$6 million (60,000 or \$2.4 million for nontheatrical made-for-home-video product; 50,000 units or a value of \$2 million for music video product). Titles certified prior to Oct. 1, 1985, were certified under different criteria. ◆ International Tape Disc Assn. certification for a minimum sale of 75,000 units or a dollar volume of \$3 million at retail for theatrically released programs, or of at least 25,000 units or \$1 million at suggested retail for nontheatrical titles. SF short-form, LF long-form, C concert, D documentary.

VIDEO PEOPLE

Video People is a new feature of Billboard's home video section. The weekly column will spotlight personnel changes and promotions announced by prerecorded-video suppliers, distributors, duplicators, and hardware manufacturers. Announcements should be sent to Video People, Billboard, 1515 Broadway, New York, N.Y. 10036.

HBO Video promotes three executives to newly created positions: Eric Kessler becomes senior vice president; Henry McGee is named senior vice president of programming; and Tracy Dolgin is upped to vice president of marketing, new releases and sell-through. Previously, Kessler was vice president, new releases; McKee served as vice president, home video, for the video supplier's parent company, HBO Inc.; and Dolgin was vice president, marketing, sell-through feature films, new product programming. In addition, Katherine Bergin is named marketing manager for HBO Video.

MCA Home Entertainment names Anthony Zummo III director of legal affairs. He previously served as resident counsel for the Screen Actors Guild. Roger Mill becomes director, new markets, for MCA Home Video. He was regional video director for the Dallas office of MCA Distributor Corp.



DUNLAP

Terren Dunlap, one of the founders of Go-Video, becomes CEO of the company. Eric Schedeler is promoted from chief financial officer to president of the company.

Lisa Pinson is named Western sales manager, Nelson Entertainment. Most recently, she was Western sales manager for the Charter Entertainment line. Lisa Poe is promoted to manager of sales administration for Media Home Entertainment. She was most recently a sales analyst for the company.

Jack Talley is appointed national sales manager for Celebrity Home Entertainment. He was a district manager for Media Home Entertainment.

Palisades Entertainment names Linda Patterson Western sales manager and Andrea Polotowsky manager of creative services. Patterson was a sales representative for the distributor Metro Video. Polotowsky has worked for Media Home Entertainment and PolyGram.