

Welch Vid Offers Public A New Exercise Option

BY JAMI BERNARD

NEW YORK To hear Raquel Welch talk about being "on the wagon" and "off the wagon" when referring to her exercise routine, it's easy to believe that after two fitness videos, the actress has become something of a workout-aholic. As she introduces her third fitness video, Welch admits that when the spirit is willing but the flesh is weak, she "falls off the wagon." And that's when she calls David.

David White is Welch's "personal trainer," that new fad in fitness, the human health spa who makes house calls and holds down your legs for the sit-ups and orders you to do another set of leg lifts when you're blue in the face. People pay top dollar for an hour of this professional prodding. But for \$19.99, you can watch White put Welch through her paces in the new HBO video release, "Raquel: Lose 10 Pounds In Three Weeks."

"One of the reasons I thought it was nice to have my own fitness trainer in the video with me is to take myself off that pedestal of being Miss Perfect, who all the time is on top of things and leading the class," said Welch in a telephone interview from Los Angeles, where she lives half the time (her main base is in New York). "When I'm working with David, he's pushing me, and lots of times I have trouble keeping up, just like anybody. I wanted to sort of debunk the myth that those of us who teach fitness videos out there are pre-

tending to be some kind of perfection. We aren't. We're like everybody else; we really have to work hard at it. And some days, we're under par and can't keep up."

In fact, Welch does her share of huffing and puffing in the new fitness video, her third. (She has a contract with HBO for two more over the next two years.) Although extremely limber from her years studying yoga, she admits that brisk aerobic activity "is not my forte."

This video incorporates yoga into a cross-training program, using handheld weights, exercycles, light aerobics, and calisthenics. The program is divided into two 45-minute workouts, one for the upper body, one for the lower, to be alternated daily.

"This is basically designed to help people lose weight," she says, noting that HBO's marketing research revealed the seemingly obvious: "That the principle reason people buy exercise videos is to lose weight or keep their weight under control. I know I'm perpetually watching my weight."

Welch and her husband of nine years, Andre Weinfeld, had split up even before finishing work on "Lose 10 Pounds . . .," but she says the split is amicable and that Weinfeld will continue to produce and direct her videos through their 50-50 business partnership in Total Video Inc., which produces the fitness tapes. "My husband doesn't work out," she admits with a laugh. "He works out by

smoking Gitanes cigarettes—he's a Frenchman—and by drinking a lot of coffee. He says it's in the chromosomes."

In editing "Lose 10 Pounds . . .," Weinfeld chose to include some of the ad-lib banter between Welch and her fitness trainer, including a segment in which White reminds Welch to "feel the burn," and Welch responds in mock indignation, "You are in the wrong exercise video!"

But Welch has nothing but kind words for that other "fitness diva," Jane Fonda.

"When Jane came out as the first one off the mat and had this huge success with the aerobics, everyone went hip hooray, it was a big revolution," says Welch. "Then we suddenly found out that a lot of high-impact was not good for the body. And I think that may have accounted for when my video came out and offered a yoga-based method, there was a place in the market for people who wanted alternatives for getting in

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Raquel Welch poses with Curt Viebrantz, the president of HBO Video, during a party to announce the release of "Raquel: Lose 10 Lbs. In 3 Weeks." "I wanted to debunk the myth that those of us who teach fitness videos are pretending to be some kind of perfection," says the actress. The video is available from HBO for a list price of \$19.99.

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TOP MUSIC VIDEOCASSETTES™

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	Year of Release	Type	Suggested List Price
				★ ★ NO. 1 ★ ★				
1	1	3	MOONWALKER	Ultimate Production CBS Music Video Enterprises 49009	Michael Jackson	1988	LF	24.98
2	3	29	DEF LEPPARD: HISTORIA	Bludgeon Riffola, LTD. PolyGram Music Video 080359-3	Def Leppard	1988	LF	24.95
3	2	23	FAITH	CBS Music Video Enterprises 49000	George Michael	1988	SF	15.98
4	NEW ▶		BRUCE SPRINGSTEEN ANTHOLOGY: 1978-1988	CBS Music Video Enterprises 49010	Bruce Springsteen	1989	LF	24.98
5	4	59	\$19.98 HOME VID CLIFF'EM ALL! ▲	Elektra Records Elektra Entertainment 40106-3	Metallica	1987	C	19.98
6	5	57	SLIPPERY WHEN WET ▲	Polygram Records Inc. Polygram Video 440-041521-3	Bon Jovi	1987	LF	19.98
7	6	17	ROY ORBISON AND FRIENDS	HBO Video 0073	Roy Orbison	1987	C	19.99
8	10	35	MADONNA CIAO ITALIA: LIVE FROM ITALY ▲	Sire Records Warner Reprise Video 38141-3	Madonna	1988	C	29.98
9	9	21	OUT OF THE BLUE	Atlantic Records Inc. Atlantic Video 50123-3	Debbie Gibson	1988	SF	16.98
10	17	5	WICKED VIDEOS	CBS Music Video Enterprises 49008	Ozzy Osbourne	1988	SF	14.98
11	8	45	KICK-THAT VIDEO FLICK	Atlantic Records Inc. Atlantic Video 50119-3	INXS	1988	SF	16.98
12	7	19	AEROSMITH'S 3 X 5	Geffen Home Video 38146	Aerosmith	1988	SF	15.98
13	14	17	12 WASTED YEARS ●	MPI Home Video MP1613	Iron Maiden	1988	D	24.95
14	11	9	GENESIS-VIDEOS VOLUME ONE	Atlantic Records Inc. Atlantic Video 50129-3	Genesis	1988	LF	16.98
15	18	87	MOTLEY CRUE UNCENSORED ▲	Elektra/Asylum Records Elektra Entertainment 40104-3	Motley Crue	1986	LF	19.98
16	15	135	U2 LIVE AT RED ROCKS	Island Records Inc. MusicVision 6-20613	U2	1984	C	19.95
17	13	69	ONE NIGHT OF RAPTURE ●	Elektra Records Elektra Entertainment 40105-3	Anita Baker	1987	C	24.95
18	16	29	ERIC CLAPTON AND FRIENDS	Radio Vision Vestron Musicvideo 1210	Eric Clapton Phil Collins	1986	C	19.98
19	12	21	CARLY SIMON: LIVE FROM MARTHA'S VINEYARD	HBO Video 0129	Carly Simon	1988	C	19.99
20	19	25	PINK FLOYD AT POMPEII	Vestron Musicvideo 1008	Pink Floyd	1986	C	19.95

● RIAA 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.) SF short-form. LF long-form. C concert. D documentary.

VIDEO PEOPLE

Video People is a weekly column spotlighting personnel changes and promotions announced by prerecorded video suppliers, distributors, duplicators, retailers, and hardware manufacturers. Announcements should be sent to: Video People; Billboard, 1515 Broadway, New York, N.Y. 10036.

Don Rosenberg is named president Trans World Entertainment. Previously he was sales director for CBS/Fox Home Video. He will be based in Los Angeles.



W. Patrick Campbell is named president of RCA/Columbia Pictures Worldwide Home Video, heading the domestic and international video operations. Previously he was president of RCA/Columbia International Video.

Frederick T. Jaworski is promoted to senior VP of CBS/Fox International. Most recently, he was VP of business development.

Carol Thompson is promoted to director of programming at International Video Entertainment. Thompson, who joined IVE one year ago as manager of programming, had been manager of administration at Nelson Entertainment.

Joe Swaynie is appointed manager of direct response for KVC Home Video, Indianapolis. He had been with The Benjamin Literary and Medical Society as their circulation manager for The Saturday Evening Post, Country Gentleman and Stork magazines.

Virgin Vision makes the following announcements: Vickie Barber becomes director of sales, Ray Sohl is upped to national accounts manager and Hedy Hillmer assumes the newly created post of marketing services manager.

Edward D. Capelle is named VP of marketing and distribution for Cinema Group

Richard Appleby joins Allied Film & Video as a sales representative for the Detroit division.

Josh Davidson is named account executive at HWH Enterprises. His accounts at the public relations firm will include HBO Video.