

## CBS, Warner Bros. In Product Rebate Tie-Ins

NEW YORK—CBS Records and Warner Bros. Records have both linked with consumer brands for record retail rebate offers. The promotions, scheduled for the spring, give consumers the chance to get several dollars back on the purchase of select record and tape titles when they buy shampoo and body lotion or soft drinks.

The CBS rebate, in cooperation with Procter & Gamble, is dubbed "Beauty & the Beat" and offers a \$3 refund on eight CBS Records. In order to qualify, customers must purchase one bottle each of Procter & Gamble's Pert Shampoo and Wondra Skin Lotion. Albums included in the program are "An Innocent Man" by Billy Joel; "Colour By Numbers," Culture Club; "Without A Song," Willie Nelson; "Street Talk," Steve Perry; "Sports," Huey Lewis & the News; "Windows And Walls," Dan Fogelberg; "She's So Unusual," Cyndi Lauper, and the "Footloose"

soundtrack.

The Warner Bros. promotion, with Canada Dry, will offer a \$2 rebate on Rod Stewart's next album, scheduled for June release. The tie with Canada Dry goes farther, though, as the bottler is also sponsoring Stewart's summer tour.

The mechanics of the CBS/Procter & Gamble rebate require retailers to do nothing except display a rack header card that holds rebate slips. Customers must mail proof of purchase seals from Pert and Wondra along with either a hit single sticker from an album or a UPC block from a cassette with the rebate slips. Record retailers may price the albums as they please.

For its part, Procter & Gamble is servicing displays to a minimum of 20,000 of its accounts handling Pert and Wondra. Those displays feature pictures of the eight featured albums and tapes.

## VIDEO DISTRIBUTOR GROUP

### NAVD To Hold May Meeting

LOS ANGELES—The recently rejuvenated National Assn. of Video Distributors expects representation from its 20 regular distributor members at its May 5-8 convention at the Hotel InterContinental in San Diego.

The distributor roster includes: Artec, Shelburne, Vt.; Canadian Video Wholesalers, Montreal; Commtron, Des Moines; CTA Video Distributors, Toronto; East Texas Periodicals, Houston; LB Distributors, San Francisco; Major Video Concepts, La Mesa, Calif.; MPA Video Distributors, Quebec; Schwartz Bros., Lanham, Md.;

Source Video, Nashville; Star Video, Conshocken; Video Station, Santa Monica; Video One Canada, Calgary; Video One Video, Bellevue, Wash.; Video Products Distributors, Sacramento; Video Services of America, Houston; Video Trend, Detroit; VTR Movie Distributors, Pittsburgh; WIN Records & Video, New York City, and ZBS Industries, Santa Monica.

Manufacturer members are: CBS/Fox, Embassy Home Entertainment, Karl Video, MCA, Media Home Entertainment, MGM/UA, Nostalgia Merchant, NTA Home Entertainment, Paramount, RCA/Columbia Pictures, Thorn EMI, Vestron, Walt Disney and Warner.

Dues are \$1,800 per distributor, with an assessment of \$200 per branch; associate manufacturers are charged \$1,800 and affiliate members \$300 annually. The NAVD directive states that dues payments cover the period from June 1, 1983-May 31, 1984.

## WEA Sweetening Catalog Programs

HOLLYWOOD, Fla.—WEA is sweetening two of its catalog programs by placing four more lines on the extended dating and discount inventory management program, and adding 108 titles to its \$6.98 "super savers" series.

However, the company is also increasing the list price on 40 other albums and cassettes from \$5.98 to \$6.98.

Effective immediately, select titles on the Environment, Finnadar and Musician imprints, as well as all WEA two-on-one cassettes, will be included in the inventory management program. Terms of the program allow a 5% discount and 120-day dating on monthly orders. The inventory management program already included titles on ECM and Nonesuch, excluding \$5.98 selections.

To facilitate the switch of titles to the super savers series, WEA is offering an effective 28% discount on the 108 albums and cassettes added to the series. The special discount runs from April 2-27, and allows for purchases equal to present inventory or the last four months' purchases. Due date on the special is Aug. 10.

Among the titles reduced from \$8.98 to \$6.98 are recent albums by Asia, Laura Branigan, Eric Clapton, Greg Kihn, Michael McDonald, Randy Newman, Rank & File, Patrick Simmons, the System, Vanity 6 and the Who. Deep catalog titles upped from \$5.98 to \$6.98 include albums by the Doobie Brothers, the J. Geils Band, Bette Midler, Charles Mingus, Linda Ronstadt, Roxy Music and Carly Simon.

## New Manager Dileo: Jackson Hasn't Peaked

By PAUL GREIN

LOS ANGELES—Frank Dileo says his main objective as he takes over as Michael Jackson's manager is "to try to keep things going in the same direction: upward."

"Michael and I both feel we can take it even a step higher," Dileo says. "We want to do it the best we can and make it happen as big as we can. I don't think his career has



**STAR LIFT**—Former Epic promotion chief Frank Dileo promises to carry Michael Jackson through the upcoming Pepsi-sponsored Jacksons tour as his new manager.

**MJ's Millions:** CBS cuts off orders for the nine-single red vinyl, deluxe packaged Michael Jackson box at \$12.75 list April 6. Package has huge foldout to attract his millions of fans. There is no return... Sylvan Gross and Burt Naidoff of Serv-Rite, the Ivyland, Pa., schlocker, are attempting an industry first, a national web of reps, which might include Dennis Atkinson, Minneapolis; Carmen LaRosa, Seattle, and Herb Dorfman, who is setting up in the Northeast... Al Jarreau will star in a flick on the life of Nat King Cole, a joint project of CBS-TV, Cannon TV and PBR Productions.

**Teapot Tempest:** Motown's Jay Lasker and MCA Records' Irv Azoff got suites adjacent to elevator shafts at the Hotel Diplomat. Azoff was so infuriated he shredded his convention nameplate in front of Mickey Granberg, NARM's executive VP... Irv Kratka of Music Minus One/Inner City telling friends that he expects to extricate himself from the throes of his present financial reorganization under the Bankruptcy Act very shortly.

**Producer Jack Douglas and Yoko Ono** wrapped up their second week of testimony in New York State Supreme Court, where they are contending over royalties for "Double Fantasy." Douglas claims he's owed approximately \$3.5 million, based on a 4% deal of retail list through the first 500,000 sold, after which he got 5%. Ono claims she signed a fraudulent document, a typewritten draft of a pact assigning Douglas 3%... CBS spokesman says the label has not yet decided on its attitude toward the Gift Of Music campaign... A Phoenix Federal District Court judge spiked Associated Distributing's legal attempt to get a deposition from Motown chairman Barry Gordy last week.

Entertainment computer software maker Activision is expected to end its fiscal year April 1 by announcing losses. For the first nine months, it racked up \$12 million in red ink, with third quarter losses accounting for \$8.1 million... In the wake of major layoffs in Atari's coin-op and home computer wings, the company has paid \$1.5 million for a one-inch videotape editing system to create live-action images for video games. According to r&d chief Roy Machamer, Atari hopes the laserdisk technology will be a shot in the arm. He was one of 250 in the coin-op area laid off.

Look for VSDA to begin grappling with package standardization, bar coding and other marketing problems. Perceived recently as concentrating on video rental legislation the group is mapping out a retailer advisory committee, an idea hinted at by Cy Leslie, MGM/UA topper, during the organization's 1983 confab. Speaking of Leslie, someone queried Joe Cohen about his present schedule. He replied he spends 40% of his work time at NARM as a consultant and the remainder working the Leslie Foundation, his father-in-law's millions.

**Industry jacket fabricators will be billed 6% more for paper and board starting this week, the second such increase in about six months. A key album jacket component, one-sided coated paper, has been put on allocation by suppliers. Product catalog printers are gobbling up the slick stock, it's said... There are two more Atlanta Co-**

peaked by any means. There's a lot more to go."

While Dileo just signed his deal with Jackson two weeks ago, he has already arranged his priorities for the rest of the year.

"The first thing we've got to do is get the Jacksons' album finished," Dileo says, "and then we've got to get the tour underway. And while we're doing the tour, we'll be working with movie people so we can make arrangements for a movie after the tour."

Dileo makes it clear that the expansion into film is one of Jackson's main goals. "Six or seven scripts are in development right now. We're going to take a look at those and try to choose something."

"We want to do something that's different and maybe a little outrageous. We don't want to do the regular 'boy meets girl' routine or have some guy dancing his way out of the ghetto. We want something good and solid that would combine acting, dancing and singing."

The Jacksons' tour, scheduled to include 40 concerts in 15 cities, is set to begin around June 15, but Dileo says the group still hasn't decided if they will accept an offer by MCA

## Inside Track

counts stores in Bob Sturges' future. The Jacksonville, Fla. retailer is opening a 4,200 square footer in the Buckwheat district there very soon, and yet another outlet is on the board to complement his two-year-old store in the Georgia metropolis... WEA and Warner Bros. Records testing the small college mart, with an April 9-22 ad/merchandising campaign in 14 selected markets.

**Bob Reno, Steve Metz and real estate developer Alex Parker,** all members of the Suisse International Entertainment Corp. board, are building the first scoring stage on the East Coast in Passaic, N.J.... California majority houseleader Mike Roos (D-Hollywood) has introduced AB 3619, which puts additional teeth into law governing illegal recordings. The existing law, deeming sale and transport of illicit recordings a misdemeanor, is broadened to include possession of such recordings for sale. Bill will be tested before the Criminal Law & Public Safety committee April 25 in Sacramento... Certron chairman Edwin Gamson told a shareholders' meeting last week that the Anaheim firm was doing so well in test marketing floppy disks that it has accelerated the firm's move into that area... Tony Banks of Genesis is creating the state-of-the-art electronic score for MGM's "2010."

**Marv Bornstein, A&M Records' dean of quality control,** has taken over mastering quality control, in addition to his previous duties, now that Bernie Grundman has left to open up his own mastering studios. Bornstein will also handle those functions for select custom clients... Steve Cook, manager of point-of-purchase distribution at the CBS Carrollton, Ga. plant and one-time retailing genius, weds Patricia Holmes there Aug. 4. She works in the CBS warehouse.

**A&M Records** quietly bowed its own prerecorded video arm, **A&M Video,** last week, via merchandising flyers inserted in the initial shipment of a new live Styx album. A&M is offering an 87-minute companion videocassette, in stereo VHS or Beta, at \$29.95 for direct mail orders—an approach similar to that taken by label partner IRS, which launched its video arm with a Police concert video program. On the A&M lot, executives are still tight-lipped about the new video label, although it's known **Laura Reitman** (no relation to marketing chief **Bob Reitman**) was brought in to help make video profitable for the company... **Stevie Wonder** is taping a Showtime special in Detroit during three nights at Cobo Arena, April 12-14. He will reportedly debut new material and play some of his biggest hits "for the last time."

**Warner Communications Inc.** appears likely to spin-off the **Franklin Mint**, the direct-mail (including the **Franklin Mint Recording Society**) company acquired three years ago, financial circles say. When acquired, WCI was thought to have been giving thought to creating a big new record club with the Mint as a focal point... Home computer software maker **Epyx** upping the customary 5% co-op ad standard to 10% on its newly-launched "Summer Games" through April 15... **Sid Bernstein's New York Music** label has inked its second act, **Sheryl Lee Ralph**, who does the "Diana Ross" image in "Dream Girls," and appears on the soaper, "Search For Tomorrow."

Edited by JOHN SIPPEL

Inc. to co-promote the tour. "No decision has been made on who the co-promoter will be," he says.

Dileo adds that he believes tickets for the tour will be available through mail order only. "It's the only fair way to do it," he says, "because everybody in the world wants a ticket."

Dileo says he was first approached about managing Jackson last August, two months after Jackson decided not to renew separate management agreements with his father Joe Jackson and the team of Ron Weisner and Freddy DeMann. How is it that it took seven months for Dileo and Jackson to come to terms? "You're dealing with one of the biggest artists in the world," he says. "It's an awfully big job. It takes a long time to do a deal like this."

Dileo, who has served as vice president of promotion for Epic/Portrait/Associated Labels, believes his selection as manager demonstrates Jackson's recognition that his base is in records.

"Michael realizes that all of his success and popularity right now is because of records," Dileo says. "I don't think he ever wants to lose that base. Also, he wanted somebody close to the street. I'm five feet two.

You can't get any closer to the street than that!"

For months, there have been reports of in-fighting among the attorneys and advisors in the Jackson camp. "I really haven't seen it as yet," says Dileo. "They might have been doing that, but I didn't pay that close attention to it. My job was making hit records for Epic."

In any case, Dileo agrees that having one manager in place ought to reduce the number of insiders jockeying for position. He is Jackson's sole manager, whereas Weisner/DeMann and Joe Jackson were billed as co-managers. That distinction has prompted some reports that Joe Jackson was "fired," a charge that Dileo denies.

"People have reported that Joe Jackson has been fired and that I have taken his place," says Dileo. "That's not true. Joe hasn't been involved in Michael's management for some time. There hadn't been any representation for Michael since last June, when DeMann/Weisner left."

Dileo says Jackson is the only client he's going to handle for the time being. His company, Frank M. Dileo Artist Management Inc., is based at 9111 Sunset Blvd., Los Angeles.