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Meryl Streep

in

Plenty

CANADIAN VIDEO RETAILER

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VOLUME 2 NO. 2

THIS MONTHS COVER:

**KISS OF THE
SPIDERWOMAN**

CINEPLEX ODEON HOME VIDEO
MCA HOME VIDEO

MCA to Distribute Pan-Canadian Product

Commencing February 1, 1986, MCA Home Video Canada obtained exclusive distribution rights to home video product made available through Cineplex Odeon Corporation's theatrical motion picture distribution division.

A joint announcement made by Garth Drabinsky, President and Chief Executive Officer of Cineplex Odeon Corporation and Eric Pertsch, Executive Vice-President and General Manager of MCA Home Video Canada stated that these video products will bear the "Cineplex Odeon Home Video" label.

Titles scheduled for release over the next two months include "The Story of 'O', Part II", "Paradise Motel", "Kiss of the Spiderwoman", "Insignificance" and "The Official Story".

Cineplex Odeon Home Video product was previously released by Pan-Canadian Home Video.

Latest on Classification

Video retailers in Ontario have received a reprieve from the Ontario Film Review Board. Instead of insisting that retailers label all their video cassettes and withdraw all films not approved by the Board by February 1, 1986, retailers have been allowed extra time to comply with these new regulations.

As a result, retailers will be allowed to sell and rent cassettes that have not been approved and regulations regarding the labelling of cassettes will not be enforced until some future date. At press time, this date has not been announced, although the February 1, 1986 deadline was to remain applicable to distributors who are responsible for affixing classification stickers to any new stock sent to retailers.

Video News

Lionel Hampton for Jazz Fans

"Lionel Hampton's One Night Stand", a true collector's item, will hit the stores on February 26, 1986, according to Independent United Distributors at a suggested retail price of \$29.95, which will allow all jazz enthusiasts to purchase and enjoy this cassette.



Coliseum Releases New Cassettes

Coliseum Video announces three new action packed wrestling cassettes: "Tag Team Champions", "The Life and Time of Captain Lou Albano" and "The Best of the WWF, Vol. 5".

These new releases should reach retailers on February 26, 1986 with a suggested retail price of \$79.95 each.

Rambo Breaks Record

"Rambo: First Blood Part II" set a new home video industry sales record with its release in January of 1986. Opening day wholesale orders for this cassette totalled 425,000 units in the United States, more than any other video cassette priced at \$79.95(U.S.).

New Kideo Video

March 28, 1986 marks the release of Volumes 1 & 2 of the popular "Inspector Gadget" series and the first two volumes of the "Get Along Gang" series on the Kideo Video label distributed by Karl Lorimar Home Video, as well as two more releases of the "Mask" and "Care Bear" series. These popular children's videos are sure to find eager acceptance in the children's video market.

Embassy Announces "Baseball: The Pete Rose Way"

Embassy Home Entertainment used the Consumer Electronics Show to announce the signing of an agreement with Norman Baer to co-produce "Baseball: The Pete Rose Way". Intended for children in the 8 to 17 age range, this 60-minute instructional video will feature All Star ball player Pete Rose and will be available in time for the opening of the 1986 baseball season and is sure to be a top seller throughout the upcoming spring and summer.



WHAT'S NEW IN CHILDRENS VIDEO?

EXCLUSIVELY DISTRIBUTED BY

KARL LORIMAR
HOME VIDEO

Dirkham Detective Agency

EXCITING FUN AS DOG-MAPPED POODLES
LEAD THREE KIDS
INTO DANGER!



V ☐ B ☐

A simple case of dog-napping leads three kid detectives smack dab into the middle of a burglary ring. There's danger and excitement as the kids from The Dirkham Detective Agency solve the mystery of the missing poodles! KA 205 LIST: \$39.95 COST:

NEW
FROM

SCHOLASTIC LORIMAR

by GERRY FINGER

The video market is growing from infancy into childhood, a time of learning and experimentation. Video Producers are looking at the market for new areas of growth and expansion and it has found that children's video (kiddy video as it is affectionately called) offers a profitable market. Keeping this expansion in mind, the retailer who is more knowledgeable can help the customer/parent choose age and topic appropriate videos. When looking at kiddy video from the retailing point of view it is helpful to have an idea of the nature of children viewing and the availability and types of videos.

Certain generalizations can be made about children's viewing patterns. The first is that children identify with characters or items that they know. They are drawn to GI Joe, Care Bear or Sesame Street characters. Children also like to view something that they are familiar with over and over again. They also like to transfer their reading and viewing. Once they have read the book they like to see the video: once they have seen the video they like to read the book. Children also like to have something tangible that can go into their hands along with the video.

PROMOTIONAL GIMMICKS:

The retailer, along with the distributor, can develop some promotional gimmicks from the above patterns. First, posters of familiar video and television characters can be displayed along with the video jackets themselves. Since many children see by touching, displaying these at "kid" level may be beneficial for sales. Stuffed animals and dolls will also attract the children to the display and the videos. Once the children move to their area of videos, their parents won't be too far behind. Distributors are now pack-

aging saleable videos with posters, comic books, or plastic figurines. The retailer could invest in inexpensive stickers, cards or posters to give out with the video rental. Retailers could also sell the book or novel along with the video. Scholastic-Lorimar is putting out a line of educational videos that are based on Scholastic children's novels.

The kiddie videos themselves may be divided into three overlapping categories: commercial, educational and entertainment.



COMMERCIAL VIDEOS

The commercial type of videos is generated from toys that are being sold on the market. Care Bears were first sold as cuddly teddy bears. Christmas 1984 introduced children to the Care Bear Movie. Now there is a Care Bear collection of videos put out by Kideo Video. **Care Bears To The Rescue** contains three cartoon stories that show how much caring and friendship help.

It's Your Birthday Party! and **Rainbow Bright** is another title that owes its allegiance to the commercial sector. The video is a mixture of cartoon, costumed characters and real children where Rainbow Bright entertains children on their birthdays. There are some familiar songs for the children to sing along with and some catchy new tunes that children like to hum. Children love the sugary sweetness of Rainbow Bright.

Other commercial names that come out on video are **The Get Along Gang** and **The Special Magic Of Herself The Elf** from Karl Lorimar

Home Video, and **Strawberry Shortcake** from Family Home Entertainment.

The most exploitive and offensive of the commercial venture and the most popular with children, especially boys from the ages of 5 to 12 are the videos based on super-type heroes. They are offensive because the resolution of the formula-written storyline in each case depends on brute strength of the rather ugly looking heroes or heromachines. Vestron Video International releases **Challenge Of The Gobots**. Once again, a successful series of toys are the basis of this cartoon (a co-production of Tonka and Hanna-Barbera). The story line shows how the heroic Gobots are able to overcome the sinister forces. Along the same lines Family Home Entertainment distributes out **G.I. Joe: A Real American Hero** and **The Transformers** and R.C.A./Columbia Pictures Home Video distributes **She-Ra Princess of Power**, and **He Man And The Masters Of The Universe**.

EDUCATIONAL VIDEOS:

Educational videos are the main thrust of video producers today because they realize there is a market for children who spend a good deal of their time watching TV and videos. Realizing that children like to view videos over and over again, producers are aiming to sell these videos. The Canadian selling price (\$49.95) is high at this point in time, but the price should be coming down.

Educationally, the most successful of these videos should be the ones that ask the children to participate in the video in one way or another. Active involvement such as play, movement, thinking, writing or speaking is a key to successful learning. Scholastic-Lorimar has an interesting line of activity-centred videos that children can do over and over again. **Fun-Fit** starring Mary Lou Retton is a good workout for kids. Retton's exuberance spills over to the children who are doing the spine tinglers or isolation warm-ups with her. She keeps reminding children who are doing the exercises with her on the screen and at home to do only what their bodies tell them to do. Segments of Retton's Olympic routines separate the different exercises. Without being told or asked to, children get up in front of the TV set and work out with Mary Lou.

Also available from Scholastic-Lorimar is **Gymboree: Play With A Purpose** a video for children up to the age of 6. This video can be compared to a play group or Romper Room at home. There are finger plays, basic exercise movements, creative play activities that go beyond the airing time, and songs and chants that children love.

Spinnaker Video is also distributing a line of educational videos for children. **Reading: The Search For The Stolen Sentence** involves viewing and the opportunity to practise some of the

grammatical lessons learned with some fun activities in a workbook. Children are asked to stop viewing and to help solve problems by using the workbook.

Scholastic-Lorimar has also produced a series of videos from some of its reading titles for children between the ages of 9 and 12. The videos are exciting and entertaining. Each video also has an educational point of view. **Mystery At Fire Island** challenges the youngsters to help solve the mystery of missing fisherman with two young cousins. Other titles include **Dirkman Detective Agency**, **Tucker And The Horse Thief** and **The Shooting**. For older children and adolescents, there are **My Father My Rival** and **The Great Love Experiment**.

Random House is developing a series of **Sesame Street** titles and incorporating new material with familiar television material. The concepts covered include numbers, the alphabet and reading.

A second type of educational video is the story with a lesson. When Carl learns that he can be a good soccer player if he is part of the team (**Care Bears To The Rescue**) and the children watching the video can generalize this information, then learning is taking place. The **Gigglesnort Hotel** series works in the same way. An entertaining story is told with puppets. There is generally a lesson that the children can learn such as fire safety. These videos are entertaining but they need someone to help the children generalize. Parents should watch or preview the video and discuss what it is about, what the message is, and when, where, how and perhaps why the child would use the particular concept. Learning does not occur in isolation and most children cannot pull out the theme or moral from their own viewing. Parents are an essential ingredient to video viewing and values education.



ENTERTAINMENT VIDEOS:

Most videos are entertainment because the people who watch them enjoy what they are seeing. Good entertainment generally deals with some universal truth or value that the viewer can identify with and learn from. Entertainment does not exclude education; quality entertainment can incorporate education just as educational material can be found in entertainment.

Fairy tales have always been popular because of the storyline and the classical characters they have created. Fairy tales have many of the elements that make a great story. CBS/FOX Video distributes fairy tale classics such as **The Little Mermaid** with Pam Dawber and

Treat Williams, **Cinderella** with Jennifer Beals, Jean Stapleton and Eve Arden, and **The Emperor's New Clothes** with Art Carney and Alan Arkin.

Various classics are also available on video such as **The Wizard of Oz** (MGM/UA Home Video), **Dr. Seuss Series** (Playhouse Video), **Curious George** (Sony Video), and of course the Disney movies and cartoons that have been produced on video.

Another form of entertainment is the videos from popular movies such as **Return Of The Jedi** (CBS/Fox), **The Karate Kid** (RCA/ Columbia), and **D.A.R.Y.L.** (Paramount). Older children enjoy watching these popular movies over and over again.



TEEN MARKET:

Like children, teens enjoy movies that can be rented. The titles are the same as well as more sophisticated ones. But, teens are also interested in viewing another kind of video, videos or movies that were made from novels that they are studying in school. Retailers might consider calling the English department in the neighbourhood and checking what novels are being studied and what videos teachers think are adequate for viewing with the novel. For students having trouble reading and understanding **MacBeth** (Republic Pictures) or **Romeo And Juliet** (Paramount) the video acts as a doorway into the play

so that the teacher can deal with the language and literary techniques rather than interpreting the story. There are other teachers who enjoy viewing a video after the novel has been read so that the class can discuss interpretation **Wuthering Heights** (Embassy) or **The Razor's Edge** (Key Video).

The video market is expanding at a very fast rate. Retailers can look closely at their customers and examine their viewing needs. The baby boomer generation is now parenting and many are looking for videos that will help their children learn and grow.

SURVEY

CANADIAN VIDEO RETAILER is publishing its first survey of video retailers in Canada in order to give us a better understanding of the industry and so we can serve you better in the future. Kindly take a few minutes and answer the questions below and mail to:

CANADIAN VIDEO RETAILER,
#203, 5000 Dufferin Street,
Downsview, Ontario.
M3H 5T5

All replies will be kept confidential:

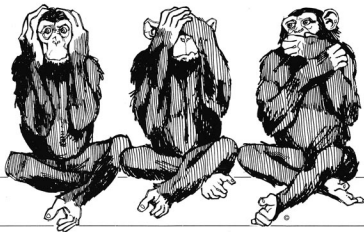
1. Name of store: _____
2. Address: _____
3. Location: Mall _____ Strip Shopping
Centre _____ Free Standing Store _____
4. Size: _____ (sq. ft.) or _____ (m.)
5. Amount of space devoted to Video Software
_____ (sq. ft. or m.)
6. Amount of space devoted to Video Hardware
_____ (sq. ft. or m.)
7. Do you rent prerecorded video cassettes?
☐ Yes ☐ No
8. How many titles do you have
(approx.)? _____
9. % of VHS to BETA? _____
10. How much do you charge for Video Cassette
rentals? Mon - Thurs: _____
Friday: _____
Fri - Mon: _____
Sat - Mon: _____
11. Do you sell prerecorded video tapes?
☐ Yes ☐ No
12. How many prerecorded Video Cassettes do you
sell per month? _____
13. Do you have a membership fee? ☐ Yes ☐ No
How much do you charge for membership?

14. Do you sell blank video tapes ☐ Yes ☐ No
How many per month? _____
15. Do you buy prerecorded cassettes from used
tape dealers? ☐ Yes ☐ No
16. Do you sell prerecorded cassettes to used
tape dealers? ☐ Yes ☐ No
17. What Video distributors do you use? _____
18. Are you satisfied with their service?
☐ Yes ☐ No
19. Do you sell VCR'S ☐ TV'S ☐
PROJECTION TV'S ☐ VIDEO CAMERAS ☐
20. Do you rent VCR'S ☐ TV'S ☐
PROJECTION TV'S ☐ VIDEO CAMERAS ☐
21. Do you stock 8mm blank tapes? ☐ Yes ☐ No
22. Do you stock 8mm cameras ☐ for sale?
☐ for rent?
23. Do you receive magazines from distributors?
☐ Yes ☐ No
24. What Video trade magazine, other than Canadian
Video Retailer, do you receive? _____

25. What other Video Magazines do you receive? _____

26. Do you sell any video magazines? ☐ Yes ☐ No
What magazines: _____

WHAT TO DO IF YOUR STORE IS RAIDED



If you think that store raids will stop now that the classification system has been implemented, you're wrong, according to James Sintzel, President of the Video Retailers Association of Canada and a lawyer who has represented many retailers who have faced obscenity charges in the past few years.

Although Sintzel feels that "set-up" raids will probably not happen now, the police will still be very happy to respond to consumer complaints — and you're open to consumer complaints if you (happlessly or otherwise) purchase tapes to rent that are not exactly the same version as the ones classified and listed in the catalogue.

You'll also probably find that now much of the police emphasis

will be on looking for illegal copies, and anyone could be searched for that possibility. So if you're doing anything you shouldn't or not, it's wise to know how to handle yourself if the police should come calling. Lawyers have always been unanimous in their feeling that many people get convicted simply because they do or say the wrong things when they get arrested or are questioned. And in many cases, the statements you give can render your lawyer helpless in later defending you successfully.

When the main Videoflicks store in Toronto was raided by police in

the fall of 1984, president Bev Kavanagh was upstairs in the office. Rather than go down, she got on the phone to the press — and this is why her raid got so much media attention, and shocked so many people.

Eight policemen, the entire office, came. The customers were chased out, even one who was in the middle of paying for something, and the store was closed for about an hour (it was a busy Friday afternoon). "I didn't think it would happen to us," she said, "because we're a big store, and when all those raids started we stopped buying adult titles. All the adult titles we had in the store were 3 - 4 years old!"

But the store was raided for only one title, and the police went

by Michelle West

through all the customer invoices for information on this one title — and they took those invoices. They also took every single adult movie in the store, 60% of which were brought back a week later, 75% by a month later, and the remainder held onto until Kavanagh made a fuss.

But this was nothing compared to what happened at the Burlington, Ontario Videoflicks stores a year earlier. At that time, Linda Villafranca was franchisee of 2 stores, and was working in one of them with another lady when the police came. They also chased out all the customers and locked the doors. They identified themselves, showed a search warrant, and told Villafranca that she was under arrest as the owner of the franchise. She was read her rights and told that she could make one phone call.

She called her lawyer who just told her basically to "be cooperative", and asked about the warrant.

The police made the two of them sit on chairs in the middle of the room while they went through every inch of the store. They took boxes of stuff, including all adult movies, all customer records, and even the vendor's permit.

During this time the lawyer came to the store, but the police wouldn't let him in!

They took Villafranca and the other lady to the station in a cruiser, and put them in separate rooms. They told the clerk that she would be freed if she told what **really** went on in the store, but she could only say that they ran a completely legitimate business, and that nothing wrong was being done.

Villafranca was questioned by two policemen openly wearing their guns, and was also fingerprinted and had mug shots taken. She was made to feel that she "had" to answer the questions she was asked, even though she really hadn't had the chance to talk things over with her lawyer. The charge was "Possession and circulation of pornographic material", but

everything she stocked had come from regular distributors and had cleared Canada customs. And almost all of the movies she stocked were the same exact movies that every store in the area carried.

★ ★ ★ ★ ★

Would you know what to do if this happened to you? Would your employees know how to handle things if you weren't there? James Sintzel ran down exactly what the story is, and you might want to pass this article around to everyone on your staff to read — just in case.

WHEN THE POLICE COME

First of all, stay calm. Remember that you **do** have rights, and no policemen can take them away from you.

The first thing you should do is ask them to show you their identification — and really look at it. Don't just let them flash it. Write down the numbers, because you may need them later. You also have the right to ask by what authority they are there, and to see the warrant. Check that your name is on the top, and that the warrant is signed by a proper authority. (If it isn't signed, it isn't valid). Also ask if you have been charged with an offense or not.

Then you should call your lawyer. The raid and questioning and/or arrest will go ahead if you reach your lawyer or not — so Sintzel stresses that you **must** make that one phone call count.

If your own lawyer is not familiar with the procedures of this sort of thing, use that call to ask him to contact someone for you who is — or if he's not there, get his secretary or associate to do this for you — because you must have experienced legal advice, if you've been charged or not. If you have no lawyer at all, call a trusted friend who can get in touch with someone for you. Remember that this is your only phone call — make sure it gets some results.

**"THIS IS YOUR
ONLY
PHONE CALL**

**- MAKE SURE IT
GETS SOME
RESULTS."**

Tell the lawyer or the person who will call one for you what you have been charged with, and **where the police will be taking you**. As in Linda Villafranca's case, the police may not let the lawyer into the store, but will have to let you see him or her at the station — so the lawyer must be able to find you.

Sintzel suggests that after this is done you don't say anything else. Be cooperative — but say as little as necessary. You can, however, feel free to point out that the movies they may be looking at have stickers, or are in the catalogue.

It is unwise to refuse to go to the station with the police, so do be cooperative here. But you do have the right to refuse to say anything until you speak with a lawyer.

Basically, Sintzel points out, although you may feel terrible and just want to "get out of there", what you've been charged with is **not** a serious offense. So don't let the police intimidate you into surrendering your rights just so you can leave.

If you have not spoken with a lawyer, you have the right to refuse to say anything. The police may try to bully you into saying

something, but you do not have to. If they make a big deal, you should just say: "I will only give you a statement on the approval of my lawyer".

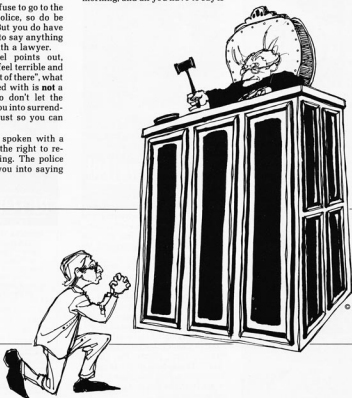
They may put you into a room all by yourself and leave you for what seems like hours — but this is just another intimidation tactic. They cannot keep a person incommunicado indefinitely.

If the raid is late in the day, and a lawyer cannot get to you, you might be held at the station overnight. (This can be scary — but don't crack!) You'll have to be taken before a judge first thing in the morning, and all you have to say is

that you haven't yet been able to speak with a lawyer.

This scenario and these suggestions are valid if you have been formally charged (and therefore fingerprinted and photographed) or not.

Help yourself and your business by knowing your rights — don't be intimidated into saying something that may indeed be used against you later.



REVIEWS

RETURN OF THE JEDI: CBS/Fox, 130 minutes

Finally, the "Star Wars" trilogy is complete and all three episodes are available on cassette. The "Star Wars" freak can now sit down in his easy chair at home and wallow in more than six hours of uninterrupted bliss. That's what this reviewer did one evening recently, and loved it.

"Return of the Jedi" is a return to the light-hearted fun and adventure of the original "Star Wars". It ties up all the questions and loose ends of "The Empire Strikes Back" and moves swiftly and unrelentingly to the unavoidable conclusion where justice and goodness triumph over evil.

George Lucas, the creator of the "Star Wars" saga, has invented a whole crew of new characters for this third installment of his tale. The monsters surrounding "Jabba the Hut" are a delight for the adult viewers but might be a little too ugly and terrifying for some younger "Star Wars" fans. The Ewoks, on the other hand, will enthrall all viewers. Lucas has also invented a whole slew of new gadgets and brought back some of the old favourites from the two preceding films.

Like the original "Star Wars" the action comes fast and furious in this latest episode. The battle of the barges that destroys "Jabba the Hut" is only the beginning. The chase through the forest is a classic action sequence and one that is certain to be appreciated for generations to come.

The final battle is shrewdly staged. The Ewoks and Han Solo battle the forces of the Empire on the ground, while Lando leads the rebels in battle against the new "Death Star" high above. At the same time, Luke Skywalker engages in hand to hand combat with "Darth Vader" and the forces of the "Dark Side" inside the "Death Star". The end result is a foregone conclusion, but that does not detract from the fun and excitement of getting there.

"Return of the Jedi" is probably the best adventure film since "Star Wars" and George Lucas has not lost his deft touch in the intervening years. Let us hope that he will carry through with his intention to create two further trilogies and until then we shall eagerly await their arrival on the film screens and on home video.

This film is sure to be the top selling and renting cassette of 1986.

Now on
Videocassette!



STAR WARS RETURN OF THE JEDI

RESERVE YOUR COPY TODAY!

Mark Hamill, Harrison Ford,
Carrie Fisher, Billy Dee Williams
& Anthony Daniels as C-3PO
head the cast in this, the third film
of the most famous trilogy
in movie history set "a long time ago
in a galaxy far, far away..."

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CBS
FOX
VIDEO

PRIZZI'S HONOR:
Vestron Video, 130 minutes

"The Godfather, Part III"? Well almost! "Prizzi's Honor" covers much of the ground of the two Godfather films, but with a few twists.

Charlie Partanna is a hit-man for the Prizzi clan, one of the most influential crime syndicate families in the United States. He meets and

falls helplessly in love with Irene Walker, not knowing that Irene is a champion schemer who has ripped off the Prizzis for some three-quarters of a million dollars and that she is also a top-notch freelance killer.

In the end each of them receives a contract on the other's life and how they resolve this dilemma is the highlight of this film.

Jack Nicholson and Kathleen Turner turn in outstanding per-

formances that are certain to garner them many awards and serious consideration at Oscar time. Numerous film critics have already placed "Prizzi's Honor" on their lists of the top ten films of 1985.

With all the legions of Jack Nicholson and Kathleen Turner fans and the amount of publicity this film is certain to receive at Oscar time, this is sure to be a big item in the video market for months to come.

BETRAYAL:
VCL Communications Inc.,
distributed by Astral Video,
95 minutes

Lesley Ann Warren gives a powerful performance as Julie Roy in this fact based drama of a young woman desperate for love who is victimized by her psychiatrist, who is played by Rip Torn.

During therapy, Julie comes under the influence of her psychiatrist and becomes totally dependent upon him. So much so that her judgment and self-esteem erode to the point where she submits to his sexual advances. In desperation Julie seeks legal advice and the result is an emotional and dramatic malpractice suit.

Originally produced for television, this film is perfect fare for the video market.



REVIEWS

SUN-CITY:
KarL-Lorimar Home Video,
45 minutes

This is a tape that tells of the making of the video of Sun City. For those of you who don't know what this is, suffice it to say that the song is a hard driving diatribe against the evils of apartheid in South Africa. Sun City is the location of a large entertainment centre and resort located in the supposedly independent state of Bophuthatswana. A number of American and European performers have played

at Sun City and with the increasing violence in South Africa and the growing protests against apartheid, a number of rock artists banded together to speak out against the official segregation in that country. All profits from the record and the video will be donated to "The Africa Fund", a charitable trust to aid Africans struggling against apartheid or who have become victims of apartheid.

Featured on this tape are artists such as Jackson Browne, Jimmy Cliff, Miles Davis, Daryl Hall, Bob Dylan, Eddie Kendrick, Little

Steven, Bruce Springsteen and a host of others.

The one difference between this and "Tears Are Not Enough" or "We Are The World" is the political content of this video. Some people may be offended by this, while others will find it a breath of fresh air. The tape is carefully edited to emphasize the police nature of the South African state and the violence committed against the majority blacks.

This tape is sure to be a good seller for the sell-through market if marketed properly.