

## CPI Video Division

Concert Productions International, the company which promoted 420 concerts attended by 3 million fans in 1984, is expanding its Video Division's efforts and catalogue. CPI entered the music video field when The Who chose the promoter to co-

produce the live simulcast of their final performance in 1982. CPI then struck a deal with First Choice which enabled it to produce a fourteen-part music series for the pay TV network. This series moved to prime time free television as *Rock Etc.* in 1984, and



Rush

then CPI was able to negotiate a world-wide distribution deal for home video-cassettes featuring four of these programs: The Band, The Guess Who, Johnny Winter and David Bowie, whose CPI-assisted production was nominated for a 1984 Grammy Award.

The newest program available in this series is Rush's *Grace Under Pressure* production. Steve Howard, Vice-President, Video Division, says, "The program was shot over two nights in September '84 at Maple Leaf Gardens. The production, which included the use of 12 cameras, 40 vari-lites and 300 pars audience lights, was on par with our co-production of Bowie's *Serious Moonlight* show, and the same director, David Mallett, was used. We used a lot of Canadian talent (Magnetic North Corporation did the post-production and the audio producers were Terry Brown and Jon Erickson) and, in CPI's pitch to prospective clients, we emphasize the strength of Canadian production talent."

CPI has negotiated all the rights in all media for

the *Grace Under Pressure* program. Sean Ryerson of CPI adds, "We struck various deals on our initial programs because not all the rights were available; but the Rush program is a major project for us. We see the home video market just burgeoning, especially when the cheaper Korean VCR units come onto the market shortly."

Although we'll continue to maintain a presence in music television, there's been a drop-off of interest after the advent of pay TV levelled off."

Another area CPI is moving into is the production of promotional music videos for performers: CPI was commissioned to do two Bryan Adams videos by A&M of L.A., including the "Somebody" video. Ryerson says, "The original idea was to shoot footage for a concept video, but the performance at Massey Hall was so hot that it turned into a promo video. We used the single's soundtrack off the LP and mixed that with the sound of a taped audience resulting in a much better live ambiance."

For more information on the CPI Video Division, call (416) 968-2550.



Darkroom

1) Jim Gray: "I'm Jim Gray."

Barry Lindal: "And I'm Barry."

Gray: "Of Darkroom. If you drive drunk, you'll wind up Breaking Hearts."

Lindal: "So please stay straight behind the wheel!"

2) Kim Mitchell: "Hello, this is Kim Mitchell. Don't drink and drive. Go For a Soda, instead...nobody hurts and nobody cries!"

Darkroom and Kim Mitchell are being joined by numerous Canadian (Spoons, Helix, Triumph, Corey Hart and Rush to name a few) and international acts who are voluntarily jumping on the "don't drive drunk" wagon, the wheels of which were started rolling by Dee Nicholson.

Nicholson, who once worked in advertising, came up with her "Project Live Audience" program in 1984. Her idea was to do 8-10 second spots featuring prominent performers who'd be interested in us-

ing one of their present hit song titles within the context of the "don't drive drunk" format. Her plan was to ask artists who came through Toronto to do some TV publicity if they'd also do the spot which would be fitted into a station's ID spot space. CITY TV and MuchMusic were the first to agree - the spots began airing in May.

She explains, "Death through drunk driving is the number one preventable teenage affliction in North America. I didn't want any commercial attachment to the songs. I wanted to get the bands involved because rock is about partying, let's face it, but there is a point where drinking, partying and driving just don't mix. I figured the bands would go along with the reality that "yes, we party, and you know we party... but if you party, go home safe! The response has been amazing: the bands really do care!"

Nicholson offers bands

the option of using a script prepared by her or one of their own. She feels the campaign could be used in Europe and there's already talk of it being aired in the U.S. - she's already received the endorsement of the U.S. National Highway Traffic Safety Administration.

How is she being funded? Apparently, alcoholic beverage companies are always interested in apportioning budgets toward the problem of drinking and driving, some in more discreet ways than others. Carling O'Keefe, which gets no accreditation on the spots, provided the seed capital for Nicholson to work on her project for a year. She adds, "Their involvement wasn't designed to get public attention, and they're using it mostly for internal P.R."

If you're interested in getting involved with Project Live Audience, call (416) 251-4779.



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The 85 article on "Rush" was a superb tribute to Canada's premier musical trio. I've read a great deal regarding Geddy, Neil & Alex, none of which came close to this superb article. A classic bit of research on a truly class act.

Brian Van Patter  
Toronto, ON



I recently bought your January issue of *Canadian Musician* with Platinum Blonde on the cover. I am a part-time musician and occasional sound engineer and I really found your magazine interesting. I think a lot of the information found in the columns is useful to aspiring musicians.

I especially liked the article on "On The Road With Rush". Background information on a band of Rush's calibre is really helpful and I was amazed at their list of equipment.

I'd like to see articles like this one on other Canadian touring acts such as Triumph, Bryan Adams or Loverboy. I think a lot of musicians would find these articles interesting.

John Bailey  
Toronto, ON

C.M. 5185

I love your articles on Rock groups, especially Rush & Saga - very good drummers!!! Also enjoy Barry Keane's "Percussion" - interesting quotes from well known drummers and excellent information. A very well-combined magazine with a lot of inspiring information to the reader.

Jeff Gover  
Gander, NF