

\*Special!  
Video Issue!



radio

ACTIVITY

A guide to **chsr fm**  
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The video revolution has arrived! Just a few short years ago, people 'in the know' musically spoke proudly and glowingly about seeing their favorite bands in concert--and the mentality at that time was the bigger, the better. But now technology has spread its tentacles and no longer does one have to live in a larger center to have access to a wide variety of rock performance. The era of the music video brings the action to your living room, and indications are this is just the start.

Nearly all musicians are involved in producing videos, including rock artists and increasingly, those in the country western and even jazz fields. There was no single pioneer, no moment of sudden inspiration in the video revolution. Concert videos led the way in the mid-70s, then a few groups began experimenting with concept videos: surrealistic images, lots of electronic gimmickry and a storyline that may or may not have something to do with the song being sung.

In 5 short years most dance clubs have adopted video screens as an enhancement to their scene; over 200 video programs have gone onto the public airwaves across the continent; and one of the most powerful new marketing tools has emerged: MTV, Music Television, continuous videos 24 hours a day, with video deejays presenting it all in a slick and rigidly-formatted presentation.

Why all the hype? Aside from possible artistic satisfaction musicians derive from a video production, why the pressure to go video? Well, it's simple--money. Videos are the easiest way to introduce a brand-new band, or even a new song by an established performer, to the public. In a generation which has

## 1984---The Year of Video

been nurtured on television, flashy visual images are the answer to a depressed music industry. Radio programmers and record companies are finding that a successful video is becoming required for commercial success of

price tag of 20-40,000 dollars, most require financial backing from a promoter. And certain sectors of the public are criticizing video performers for excessive violence and the depiction of women as mere sex objects. It certain-

ly seems that a majority of videos have a violent theme, and that many are simply empty poses, devoid of everything but glitziness. And, the cable channel MTV has come under fire for racist policies. During the first year of operation,

MTV refused to playlist any videos done by black artists, claiming their target audience didn't want 'black' music. Only when the major record companies threatened to pull their video products completely off the channel did the industry or whether they can be innovative artistic creations that stand on their own, it remains to be seen. Trends now include the production of album-length and feature film videos (in the vein of Flashdance). More and

### 'Commercials or art? Only time will tell...'

their product. If a group can't come across on the small screen, they probably won't come across at the cash register either.

But increasingly, opposition to the video industry is forming. Emerging artists find it incredibly expensive to produce a video; with a

manamgement at MTV relent. Now their playlist features about 30 percent black material, including the hugely successful Thriller by Michael Jackson.

Whether videos will develop into mini-commercials for the music

more video product will be available for purchase, too, so people won't have to depend on TV to provide their video entertainment. More special effects, better sound and production, and who knows where it'll all end?

Stay tuned.

## ALTERNATIVE RECORD CHART

### 1. U2---UNDER A BLOOD RED SKY

Exhilarating live music from the 80's best new rock band. Features their best material and more. Excellent!

### 2. BILLY IDOL---REBEL YELL

From the man who took the Aitken Centre by storm, real rock n roll. The edge is still there.

### 3. PLATINUM BLONDE---PLATINUM BLONDE

A Canadian group who started out imitating the Police, now with material that solidly stands on its own.

### 4. UB40---LABOR OF LOVE

A tribute to reggae artists of the late 60s and early 70s, UB40's best overall album to date. 'Red Red Wine' is fast becoming a standard. Highly recommended.

### 5. ROUGH TRADE---WEAPONS

Carole Pope and Kevan Staples are Canada's premier rock duo and on Weapons, they continue to expand musically. All cuts are strong and the lyrics smoulder with Pope's burning sensuality.

### 6. SPOONS---TALKBACK

Also from Toronto, the Spoons prove that youth can indeed make inroads on the Canadian music scene. A real progression since the days of Nova Heart thanks to producer Nile Rodgers.

### 7. ROLLING STONES---UNDERCOVER

Sex and violence from the Glimmer Twins. This highly-politicized album shows the Stones in a whole new light. They have life left in them yet!

### 8. BOB DYLAN---INFIDELS

A triumphant return for Bob Dylan. Strong songwriting and his best vocal delivery in years mark this album as a true classic. Added assistance from Mark Knopfler doesn't hurt.

### 9. ABC---BEAUTY STAB

From one of the lushest, most polished bands on the scene, ABC ventures into the rock arena with some stuff verging on heavy metal. A beautiful album with synthesized strings and horns and a terrific album cover, too.

### 10. THE STYLE COUNCIL---INTRODUCING THE STYLE COUNCIL

The latest project of Paul Weller, ex-Jam. This EP sees Weller continuing his love affair with the 60s. A fine effort.

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