

Cope With It

by Mark Cope

I rarely run a press release in my column, but I believe in this case it is important information not just for those that attended the **NARM Summit**, but also for every person whose job centers on the sales of music. Kudos to **Jim Donio** and the NARM staff for pulling this off and bringing these groups together in such an important time in the life of the music business. Here's NARM's press release:



'07.23.03 NARM Summit Identifies Consumer Communication as Top Priority

The need for better communication with the consumer underscored the results of an intensive analysis of the music industry's value proposition during the **National Association of Recording Merchandisers' Music Retailing Summit** held July 16-17 in New York. About 80 attendees representing NARM member retailers, wholesalers, distributors and labels broke into five separate workgroups to each conduct analyses of the music industry's strengths, weaknesses, opportunities and threats (SWOT) as they relate to the value proposition of music for the consumer. "What became pretty clear as we reviewed the common outcomes reached by each of the groups was that even though the value proposition could be better, what was even more important was our neglect in effectively communicating the current value proposition to consumers," said **NARM Chairman David Schlang, Alliance Entertainment**.

The workgroups identified a set of core points or issues that they feel were essential for NARM and the industry as a whole to support:

- Continue efforts to reintroduce **Songs** into the marketplace, **both in physical and digital formats**, and develop marketing and merchandising tools to let consumers know the singles format is again available.
- Explore an **Industry Campaign** that can more effectively get the message out to consumers **regarding the value of music** and thereby increase sales.
- Arrange to have an independent economic analysis and **testing of performance-based results** comparing **Direct-to-Consumer Advertising** and **In-Store Positioning** and **Cooperative Promotions**.
- Work to **apply the best Copy Management technology** as soon as possible, and then educate the industry, consumers and the media about what it will mean for all involved once introduced.
- **Embrace New Technology** in terms of formats and configurations to expand the music footprint. Create a task force to identify a clear direction for hybrid products.
- **License music for Digital Distribution** all along the supply chain.
- Encourage steady artist release schedules so that **Product Flow is constant year-round**.
- Adopt a **more aggressive strategy for Catalog Marketing** and Promotions to increase availability and sales.
- Organize an **outreach to Radio** to strengthen relations and better articulate critical issues.

"The combination of serious engagement, with a chance for informed input from all Summit participants, helped contribute to a productive dialogue," said **NARM's Executive VP Jim Donio**. "We've taken a significant step in identifying common issues and priorities. In the coming months, we're looking forward to meeting the challenge of translating our work product into tangible actions ... and benefits. By partnering in a meaningful way, our efforts will help the industry better serve the consumers whose support we all value so much."

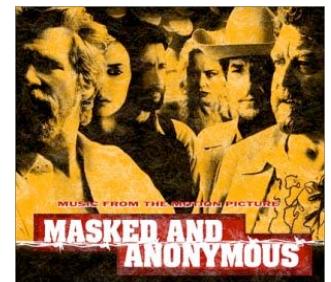
I spoke with **Homer's President, Rick Galusha** who was nothing short of ecstatic regarding the results from NARM's recent Summit. He said that close to 92% of the music sales pie was represented and that he was impressed by the way the labels and distribution were so open to discussion and willing to work with the entire industry. This is hopefully a huge step forward for the music industry. At least there has been an attempt bring the key parties together and speak open and honestly. A plan was drafted and now it's up to all us to make it happen. Last year we spend over \$500 million in advertising music...\$110 million to reach the consumer...the rest in price and positioning. That has to change and is recognized by the Summit. We can do this folks. I've spent over 30 years in this business & I'm not done yet. **Got Music?**...and just to finish with **The Soul Of John Black**, this is a wonderful album with a combination of soul, folk, hip-hop & blues. **John Bigham** (guitar and vocals) has played **Miles Davis, Dr. Dre**, eight years with **Fishbone** & recently with **Everlast**. **Chris "CT" Thomas** played with **Betty Carter, Harry Connick, Jr., Joshua Redman, and Macy Gray**, while the rest of the band have played with **Ben Harper, Sheryl Crow, and Natalie Merchant**. This is music worth your listening time.. Peace, Cope

Cope's Picks



The Soul Of John Black The Soul Of John Black RED/No Mayo NMR-1004

This is a wonderful album with a combination of soul, folk, hip-hop & blues consisting of John Bigham, guitar and vocals & eight years with Fishbone & Chris "CT" Thomas, another seasoned player, as is the rest of the band. As the album says it's "Supa Killa!! Music."



VA Masked And Anonymous Music From Motion Picture Sony/Columbia CK-90536

All the songs on this album are written by Bob Dylan, but the real treat is the variety of artists and interpretations of his songs from the various artists included. Bob re-records a couple of his songs, along with contributions from the Grateful Dead, Shirley Caesar, Los Lobos & Jerry Garcia make for a pleasant album of Dylan interpretations. Great stuff.



Los Lonely Boys Los Lonely Boys RED/Or Music-OR-803052

How can you miss on this one? Los Lonely Boys is comprised of the three Garza brothers, from a tiny town in West Texas. Their music rocks and to quote the Austin American-Statesman, "they are Willie Nelson's favorite"

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Weekend Retail Sales Snapshot



#1 Sales

Thrice "Artist In The Ambulance" Island



#1 Debut

Thrice "Artist In The Ambulance" Island



#1 Breakout

Jane's Addiction "Strays" Capitol

LW TW TOP 25 ALBUMS

WEEK ENDING 7/27/03

| D | LW | TW | ALBUM | ARTIST | RECORD LABEL |
|----|----|----|---------------------|-----------------------------|-------------------|
| D | 1 | ↑ | THRICE | ARTIST IN THE AMBULANCE | UNI/ISLAND |
| D | 2 | ↑ | JANE'S ADDICTION | STRAYS | EMD/CAPITOL |
| D | 3 | ↑ | THREE-ELEVEN | EVOLVER | BMG/CAPRICORN |
| D | 4 | ↑ | YELLOWCARD | OCEAN AVENUE | EMD/CAPITOL |
| 1 | 5 | | RADIOHEAD | HAIL TO THE THIEF | EMD/CAPITOL |
| D | 6 | ↑ | BOYD TINSLEY | TRUE REFLECTIONS | BMG/RCA |
| 2 | 7 | | BAD BOYS II | SOUNDTRACK | UNI/BAD BOY |
| 4 | 8 | | WHITE STRIPES | ELEPHANT | BMG/V2 |
| 11 | 9 | ↑ | COLDPLAY | RUSH OF BLOOD TO THE HEAD | EMD/CAPITOL |
| 12 | 10 | ↑ | EVANESCENCE | FALLEN | BMG/WIND UP |
| 3 | 11 | | THE MARS VOLTA | DE-LOUSED IN THE COMATORIUM | UNI/UNIVERSAL |
| 6 | 12 | | BLACK EYED PEAS | ELEPHUNK | UNI/A&M |
| 8 | 13 | | LINKIN PARK | METEORA | WEA/WARNER BROS. |
| D | 14 | ↑ | KISS | ALIVE IV | BMG/SANCTUARY |
| D | 15 | ↑ | SUPERJOINT RITUAL | LETHAL DOSE AMERICAN HATRED | SACNTUARY RECORDS |
| 9 | 16 | | FIFTY CENT | GET RICH OR DIE TRYIN' | UNI/AFTERMATH |
| 10 | 17 | | JACK JOHNSON | ON & ON | UNI/UNIVERSAL |
| 15 | 18 | | AUDIOSLAVE | AUDIOSLAVE | SONY/EPIC |
| 7 | 19 | | BEYONCE | DANGEROUSLY IN LOVE | SONY/COLUMBIA |
| D | 20 | ↑ | MASKED & ANONYMOUS | SOUNDTRACK | SONY/COLUMBIA |
| 5 | 21 | | CHINGY | JACKPOT | EMD/CAPITOL |
| D | 22 | ↑ | QUEENSRYCHE | TRIBE | BMG/SANCTUARY |
| D | 23 | ↑ | SUPER FURRY ANIMALS | PHANTOM POWER | XL |
| D | 24 | ↑ | EVE 6 | IT'S ALL IN YOUR HEAD | BMG/RCA |
| 25 | 25 | | HOT HOT HEAT | MAKE UP THE BREAKDOWN | SUB POP |

CHARTBOUND TOP 10 ALBUMS

| | | |
|---------------|--------------------|------------------|
| BOYD TINSLEY | TRUE REFLECTIONS | BMG/RCA |
| THORNS | THORNS | SONY/COLUMBIA |
| SUPER FURRY | PHANTOM POWER | XL |
| ATARIS | SO LONG ASTORIA | SONY/COLUMBIA |
| MYA | MOODRING | UNI/INTERSCOPE |
| TERRY GARLAND | OUT WHERE THE BLUE | PLANETARY |
| VIOLENT J | WIZARD OF THE HOOD | PSYCHOPATHIC |
| CHEAP TRICK | SPECIAL ONE | BIG 3 RECORDS |
| JAYHAWKS | RAINY DAY MUSIC | UNI/LOST HIGHWAY |
| SENSE FIELD | LIVING OUTSIDE | EMD/NETTWERK |

CHARTBOUND TOP 10 INDEPENDENT ALBUMS

| | | |
|-----------------------|---------------------------|-----------------|
| CHEAP TRICK | SPECIAL ONE | BIG 3 |
| WHO | LIVE AT ROYAL ALBERT | STEAMHAMMER/SPV |
| BROKEN SOCIAL SCENE | YOU FORGOT IT IN PEOPLE | ARTS & CRAFTS |
| MOTION CITY | I AM THE MOVIE | EPITAPH |
| ATREYU | SUICIDE NOTES & | VICTORY |
| BRIGHT EYES | LIFTED OR THE STORY IS... | SADDLE CREEK |
| DEAR JOHN LETTERS | STORIES OF OUR LIVES | FOODCHAIN |
| DANE COOK | HARMFUL IF SWALLOWED | COMEDY CENTRAL |
| SIXTEEN HORSEPOWER | OLDEN | JETSET |
| SCOTT MILLER & THE... | UPSIDE DOWNSIDE | SUGAR HILL |

LW TW TOP 20 INDEPENDENT ALBUMS

WEEK ENDING 7/27/03

| D | LW | TW | ALBUM | ARTIST | RECORD LABEL |
|----|----|----|------------------------------|------------------------------|-----------------|
| D | 1 | ↑ | SUPER FURRY ANIMALS | PHANTOM POWER | XL |
| 1 | 2 | | ME FIRST & THE GIMME GIMME | TAKE A BREAK | FAT WRECK |
| 3 | 3 | | POSTAL SERVICE | GIVE UP | SUB POP |
| D | 4 | ↑ | TERRY GARLAND | OUT WHERE THE BLUE BEGINS | PLANETARY |
| D | 5 | ↑ | VIOLENT J | WIZARD OF THE HOOD | PSYCHOPATHIC |
| 2 | 6 | | HOT HOT HEAT | MAKE UP THE BREAKDOWN | SUB POP |
| D | 7 | ↑ | GILLIAN WELCH | SOUL JOURNEY | ACONY |
| D | 8 | ↑ | CHEAP TRICK | SPECIAL ONE | BIG 3 |
| 6 | 9 | | MOGWAI | HAPPY SONGS FOR HAPPY PEOPLE | MATADOR |
| 5 | 10 | | DROPKICK MURPHYS | BLACKOUT | HELLCAT/EPITAPH |
| 7 | 11 | | NEW PORNOGRAPHE | ELECTRIC VERSION | MATADOR |
| D | 12 | ↑ | CANIBUS | RIP THE JACKER | BABYGRANDE |
| 8 | 13 | | LIL' JON & THE EAST SIDE BOY | KINGS OF CRUNK | TVT |
| 9 | 14 | | DRIVE BY TRUCKERS | DECORATION DAY | NEW WEST |
| 20 | 15 | ↑ | VA-GET THE BLUES! | VOL. 2-GET THE BLUES! | NARM |
| 14 | 16 | | ALKALINE TRIO | GOOD MOURNING | TVT/VAGRANT |
| 13 | 17 | | STEVE WINWOOD | ABOUT TIME | SCI-FIDELITY |
| D | 18 | ↑ | APPLESEED CAST | TWO CONVERSATIONS | TIGER STYLE |
| D | 19 | ↑ | EASY STAR ALL-STARS | DUB SIDE OF THE MOON | EASY STAR |
| D | 20 | ↑ | MINOR THREAT | FIRST DEMO TAPE | DISCHORD |



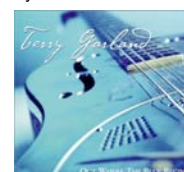
#1 Sales

Super Furry Animals "Phantom Power" XL



#1 Debut

Super Furry Animals "Phantom Power" XL



#1 Breakout

Terry Garland "Out Where The Blues Begins" Planetary

Charts are compiled from independent retail stores across the country.

StreetPulse

A Snapshot of Weekend DVD Retail Sales

| LW | TW | TOP 20 VIDEOS | WEEK ENDING 7/27/03 | |
|----|----|------------------------|------------------------------|-------------------|
| 1 | 1 | LED ZEPPELIN | LED ZEPPELIN DVD | WEA/ATLANTIC |
| 2 | 2 | IRON MAIDEN | VISIONS OF THE BEAST | SONY/COLUMBIA |
| 8 | 3 | VA-CINEMA BEER BUDDY | CINEMA BEER BUDDY | HOPELESS |
| D | 4 | FAMILY GUY | VOL. 1-SEASONS 1 & 2 | TWENTIETH CENTURY |
| D | 5 | ALKALINE TRIO | LIVE AT THE METRO | KUNG FU RECORDS |
| D | 6 | SHOXSIE & THE BANSHEES | SEVEN YEAR ITCH | BMG/SANCTUARY |
| 5 | 7 | ALISON KRAUSS | LIVE | UNI/ROUNDER |
| 10 | 8 | DIO | EVIL OR DIVINE | EAGLE VISION |
| 7 | 9 | STRANGERS WITH CANDY | SEASON ONE | COMEDY CENTRAL |
| D | 10 | BJORK | INSIDE BJORK | ONE LITTLE INDIAN |
| 3 | 11 | WILSON/VAUGHN/FERRELL | OLD SCHOOL | DREAMWORKS SKG |
| 4 | 12 | FIFTY CENT | 50 CENT THE NEW BREED | UNI/AFTERMATH |
| D | 13 | TODD/COOK/LARTER | FINAL DESTINATION 2 | NEW LINE STUDIOS |
| 11 | 14 | FOO FIGHTERS | LOW | BMG/RCA |
| D | 15 | WOOD/MCKELLEN | LORD OF THE RINGS-FELLOWSHIP | NEW LINE STUDIOS |
| D | 16 | WATTS/HENDERSON/COX | RING | UNIVERSAL STUDIOS |
| 17 | 17 | CURE | TRILOGY | EAGLE VISION |
| D | 18 | MUDVAYNE | NOT FALLING EP | SONY/EPIC |
| D | 19 | JACK JOHNSON | SEPTEMBER SESSIONS | UNI/UNIVERSAL |
| D | 20 | LEGUIZAMO/MURPHY | SPUN | COLUMBIA/TRISTAR |

The Kids Are Alright is not only a documentation of the greatness of the band's live performance, but it is the story of the band before they lost Keith. The DVD shows the birth of rock, at a time when there was a renaissance of music in England with the Beatles, Stones, Yardbirds, Cream, Jimi Hendrix, Led Zeppelin, and many other bands. The Who were at the top of the heap because of incredible songs, mainly written by Pete and legendary live performances. They were loud, obnoxious punks in the early days and Keith was always crazy. It's the same "Fuck You" attitude that rock bands have shared from the Stones to Foguzi...as Daltry states in the movie, "It's just rock n' roll. It was never meant to be perfect." On September 30, 2003 Pioneer Entertainment will release the long-awaited DVD Edition *The Kids Are Alright*. The double disc DVD includes a bonus disc of brand new production, the definitive companion film, *Won't Get Filmed Again*, along with rare interviews, never-before-seen footage, multiple camera angles and more. The timing of the release of Pioneer Entertainment's Special Edition DVD has been carefully chosen to commemorate a major anniversary in the history of the legendary band's October fortieth Anniversary. The film has been re-mixed to Dolby Digital 5.1 and DTS - with the band's full approval. In addition, for the first time-ever, the original multi-track recordings specially created for the original film were used to re-mix three of The Who's songs - "Baba O'Riley," "Won't Get Fooled Again" and "Who Are You." I want to personally thank the DVD Gods for letting this one out.



Music on DVD

by Mark Cope

So one of my hopes and dreams is actually coming true...the Who's movie/video, *The Kids Are Alright* is coming out on DVD. Anyone that saw this band live knows that The Who was destined for a movie from the time they first stepped on stage together. In concert, Pete Townshend, Roger Daltrey and Keith Moon were like a three-ring circus playing great rock music... Daltrey with his swirling microphone...Moon with his flying drumsticks...Townshend with his windmilling arm. These theatrics, along with the thundering fingers and the stoic poise of bassist John Entwistle, created a dramatic visual show. The Who are the quintessential live rock band and *The Kids Are Alright*

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DVD Pick of the Week

by Mark Cope

This week's pick isn't just about one disc. Instead it is about a series of DVD releases that chronicle the legendary West German television rock series *Beat Club* that premiered September 25 1965 and lasted through December 1972. The show taped 74 episodes in Bremen, Germany while the TV network, at the time, feared complaints from parents and other adults who didn't like rock music. The series went through many format changes in its 7 years on the air. At first the show took on a sort of "Cavern Club" look. The walls behind the stage were brick - no fancy sets. The bands performed live while audience members were shown dancing. Later the shows became more sophisticated and were all live performances. The final Beat Club program aired in December 1972 when *Musikladen* replaced the series. This series is a combination of both shows. My first experience with this series was when I purchased the Stephen Stills and Manassas disc. I have always loved the band's first self-titled album and this was the only live performance I've ever seen of a band that not only included Stills, but also Chris Hillman, Al Perkins, and Dallas Taylor from CSNY. This is just a great performance all the way around. Even though Stephen looked a little burnt from the night before, he plays like a mother and the Latin roots of his music weave their way in and out of the performance. "Rock n' Roll Crazyes," "Cuban Bluegrass," and "Jet Set" just plain rocks! Other titles available in *The Best Of Musikladen* series (all live) include Procal Harum circa '71, (a double-disc) T-Rex and Roxy Music with Brian Eno, Ike & Tina Turner, Black Sabbath (circa '71), along with compilations #1 through #4 that include early Deep Purple, Santana, Badfinger, The Hollies, Alice Cooper, Jethro Tull, and more. The only criticism I have of this series is that the DVD is usually under one hour and the cost is upward of \$20. That being said, it's also historic stuff. Peace, Cope

