SPECIAL REPORT ON GOSPEL MUSIC — Shedding Light Along the Way

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SUMMER ARBITRONS

WAPP Scores Big In New York Market

By DOUGLAS E. HALL

NEW YORK—First word from Arbitron's summer ratings book shows that heavily promoted, commercial-free programming has paid off for WAPP, New York's Apple, while an increased commercial load (among other factors) on fashionable KROQ Pasadena, as a result of previous ratings success, has apparently slowed the new wave rocker's growth in the Los Angeles market.

In another preview of Arbitron's summer sweeps, Mike Joseph's "Hot Hits" format in Chicago has taken WBBM-FM to number two in the market.

WAPP's acquisition of a 4.9 share in New York is said by some observers to have cost Doubleday about $3 million, but company president Gary Stevens claims, "You don't get those kinds of numbers by just running commercial-free."

Whether the AOR outlet can maintain and increase its share now that commercials have been added is open to question. The fall ratings book will certainly see competition intensify, as ABC's WPLJ, the station most hurt by WAPP's gain, has begun offering $5,000 to the listener

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Retailers See Strong Holiday Certificate Sales

By JOHN SIPPEL

LOS ANGELES—Gift certificates will play a more important role than usual in buttressing 1982 holiday business for U.S. record/tape/accessories retailers.

While no accurate check is kept on such business, it's estimated that certificates account for an amount equal to an extra 3% to 5% of the important gross between Thanksgiving weekend and Dec. 25.

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Home Taping Issues Probed In EIA Study

By LAURA FOTI

NEW YORK—The Electronics Industries Assn. says a new home taping study reinforces its contention that the practice is not the major cause of lost music industry revenues, but the findings appear to give some comfort to parties on both sides of the issue.

Elements of the study, "Why Americans Tape," commissioned by the EIA and released Wednesday (22), were quickly put under attack from both predictable and surprising sources. The EIA is a trade group representing both blank tape and hardware manufacturers.

The surprise came from Rep. Robert Kastenmeier, chairman of the House subcommittee on courts, civil liberties and the administration of justice, which held hearings last week on the so-called "Betamax bill" (see separate story, page 3). Af-

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CBS Develops Taping 'Spoiler'

By ROMAN KOZAK

NEW YORK—CBS engineers have developed a hardware-dependent spoiler system to prevent home taping, but political consider-

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-Inside Billboard-

- **HOT PRODUCT IS DUE** in October from 20 acts which went gold last time out, including Rick Springfield, Pat Benatar, Rod Stewart and Supertramp. They're listed in a new, monthly Billboard feature which updates the status of major name releases. Page 4.
- **URBAN CONTEMPORARY** stations continue to spice their black music mix with certain pop and rock repertoire, while their rock-formatted counterparts remain unreceptive to r&b acts of any description. The black music chief of Warner Bros. offers his overview of this state of affairs. Page 52.
- **RETAIL AMBIVALENCE** over the home taping issue is real, acknowledges NARM executive Jim Bonk, especially given the substantial margins which blank tape offers. He feels dealers should work at increasing sales of prerecorded cassettes. Page 18.
- **WHOLESALE PRICING** of 14 new country anthologies from CBS will enable retailers to sell the cassette versions at $2 below the LP. The label is also restructuring the price of its budget Odyssey classical line to similar effect. Page 70.
- **AM STEREO TESTS** by Delco may be complete by the end of this month, although the General Motors division is not inclined to make public the results. Page 22.
- **MICHIGAN DEALER** Russ Stuut has brightened business via a number of bold promotions, linked to radio and music venues. The six-store chain has seen particular growth as a concert ticket center. Page 18.

Hong Kong Court Action Hits Pac-Man Imitators

HONG KONG—Atari here has been granted an interlocutory injunction against two video game manufacturers, Video Technology and Soundic Electronics, restraining them from the manufacture, sale and promotion of games closely patterned on the successful Pac-Man.

Exclusive rights to the home video game version of Pac-Man, originally developed by Namco Enterprises of Japan, are owned by Atari, which makes and markets the game under license.

The injunction, covering manufacture, sale, distribution, import/export, advertising and promotion, was awarded August 23, following writs taken out against Video Technology July 12 and against Soundic July 22 for copyright infringement.

Video Technology was found to have been promoting a game called Crazy Moonie, and Soundic a game called Puck Boy, both modeled on Pac-Man. Further writs against the two companies have also been filed in Britain and the U.S.

The injunction is seen as a step towards full court action, a procedure that could take two or three years, given the crowded state of Hong Kong courts.

But Atari executives are understood to be satisfied with the restraining order, which should effectively eliminate one of the company's main sources of competition here.

The Warner subsidiary operates through a wholly-owned marketing arm in Hong Kong, Atari Far East, and a joint venture manufacturing facility, Atari-Wong, which makes Atari video computer systems for home video games.

Video Technology is an established manufacturer of electronic equipment in Hong Kong, marketing its products under the brand name Creativision. Both it and Soundic will be major exhibitors at the coming Hong Kong Toy And Gifts Fair in October.