

# Camera Shy?



# TV Tunes Brought Back On Album

By Kim Mills  
Associated Press Writer

Ever have one of those days when you just can't remember the second verse to "The Patty Duke Show" theme song? Or maybe you've had a sudden yearning to hear the dulcet baritone of Mr. Ed, or found yourself craving the simpler, Howdy Doody tunes of your life.

Well, yearn no more. Thanks to a double album entitled "Television's Greatest Hits" TV tune fans across the country can once again finger pop to "The Addams Family" and whistle along with the Andy Griffith theme song.

This collection of 65 TV theme songs from the '50s and '60s may prove entrepreneur Steven Gottlieb is smarter than the average bear and send him yabba-dabba-doing to the bank.

The album, which went on sale in August, has already sold 75,000 copies and is on its way to becoming gold. It accomplished that outside the regular record industry route.

Gottlieb, 28, who formed his own company, TeeVee Toons Inc., plans to record a second volume, make video cassettes and publish "The Whole TV Catalogue," which will include anything related to television.

"The record industry has always treated TV music like garbage," Gottlieb said at an interview at his cluttered apartment and office on Central Park South. "They've always treated the composers like (they were writing) novelty stuff, like it's not real music."

Gottlieb, however, recognized each of these tunes was a tiny, evocative time capsule, and guessed there were a lot of Americans who wanted to be reminded of those days when "a horse was a horse, of course, of course."

However, he said the record industry didn't agree. So he decided to go on his own, negotiating for the rights to reproduce or recreate all the songs, and finding an engineer and production company.

"Everyone involved in the venture was very much like myself: untried but talented and willing to give it their all," he said.

TeeVee Tunes is also doing its own distribution, shipping directly to record stores around the country, except in New York City where Gottlieb and his staff of two deliver the records

themselves by taxicab. Getting record stores to buy an independently produced album from an unknown was a problem, he said. Tower Records in New York was the only outlet that didn't have to be approached several times.

"Tower Records not only said yes the first time, Tower is probably singly responsible for breaking the record into retail," he said. "I brought in a sample to the soundtrack buyer, and he said, 'This looks good. Let me show it around.'"

The next day, Gottlieb got a frantic call from the buyer, who said the manager was playing the sample in the store and customers were demanding to buy it.

"He said, 'We don't even have a piece of product yet and he's announced to everyone this is going to be the hottest record of the year. Bring us some records!'"

Gottlieb brought some over. Two days later, they were sold out.

The idea for the album was born during three years at Harvard Law School.

You just get so pent-up, so frustrated, that I was very hungry," said Gottlieb. "I was looking at a number of different business opportunities, all of which were impossible, or I was told seemed very difficult to do. This one required the least amount of money and was the easiest to do as an independent."

Creating the album cost \$250,000, with much of that going to royalty and performance fees. Gottlieb raised the money from friends, college acquaintances and contacts he had in the entertainment business.

About half the tunes on the album are sound-alikes, recreations of the original music which was recorded using techniques that are now primitive. In some cases, Gottlieb said, it was impossible to determine which was the original theme since some shows used different recordings from season to season. In other cases, the opening music didn't match the closing music in tempo or sound quality, he said.

"You don't realize it when it's spread out by a half-hour of program," he said. "We tried to reengineer them to make that edit less noticeable, and that was the best we could do."

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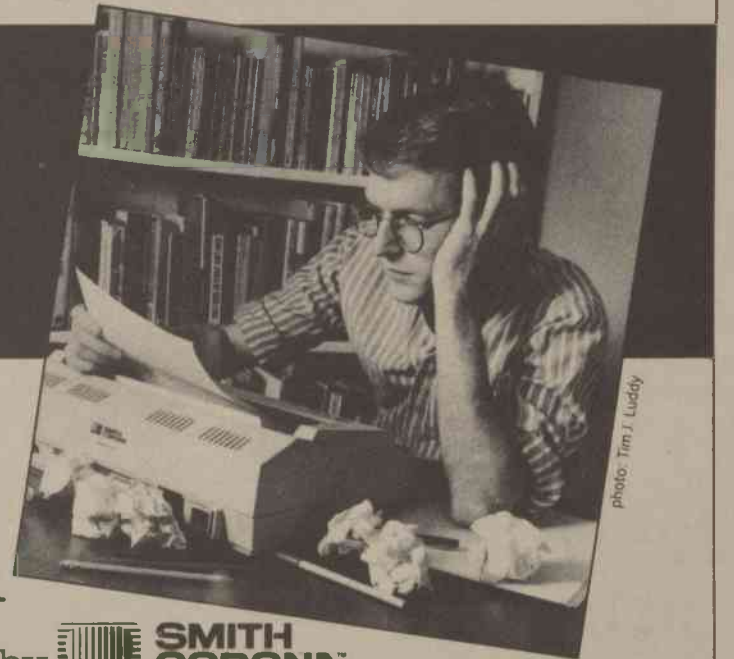


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