

MTV Promotes Rock 'n Roll Video, Boosts Album Sales

By David Friedman

It's a cold foggy night and Dracula has just risen from his coffin to seek out and bite the girl of his dreams. He makes his way up the mansion's cobwebbed stairway and slowly opens the door where a beautiful girl sleeps. The light reflects off the sleeping girl's gown; Dracula's eyes focus hungrily on her neck...An ordinary episode of Creature Feature? Not quite. This abstract drama belongs to the song "I Think I'm In Love". It is just one of the videos that has helped Eddie Money rocket to stardom. These visuals are seen daily in millions of American homes on Music Television (MTV).

MTV jumped on the air in 1981, beginning its programming with its first video, appropriately titled "Video Killed The Radio Star." Since then, MTV has been seen in 15 million homes on 950 cable systems around the country.

MTV's 24-hour music and interview programming is only a part of the video boom that is rocking the nation.

"Rock videos will someday take the place of records," said Paul Morgan, MTV Video sales manager. "Rock videos are already taking the place of live entertainers at bars and music clubs around America."

MTV's impact on record sales has been astronomical. In 1981, record sales were alarmingly low, due to home recording and album pirating. MTV has been instrumental in boosting record sales. Many record shops are now airing MTV during store hours.

Record sales have increased by 50% as a result of MTV.

Several major record labels credit MTV exposure for the popularity of many new artists. Hard rock band Def Leppard released their album *High 'n Dry*, more than two years ago. It climbed to a respectable 300,000 sales.

Later, the band filmed concert footage of a song, *The Heartbreak*, from their album. Due to daily exposure of the group's video on MTV, Def Leppard's two-year-old album went gold. So far, sales are over 950,000 and climbing towards platinum.

MTV has also helped groups get record contracts. The popular group Sega was without an American record contract, until CBS saw their MTV video, *On The Loose*. The result was a five-year contract with Portrait records.

Helsabeck New Music Director

Mr. Alex Helsabeck, a graduate of Brevard College, is the new choral music director. Helsabeck also attended Huntingdon College where he earned a Bachelor of Arts degree and Florida State University where he did his graduate work. At Brevard he teaches voice and theory class in addition to directing the collegiate singers.

Helsabeck has won many awards and honors, among them a full tuition scholarship from Huntingdon College and the Alabama State Winner of the Madame Palmeri-Tenser Opera Scholarship Audition. He appeared as guest soloist at the

"Basically any band can submit a video to MTV," explained Pamela Lewis, New York MTV coordinator. "Just as long as it's in a rock-in-roll format, it has a good chance of being shown."

MTV receives all of their videos free from the record companies. The cost of making a video varies and it could take anywhere from two weeks to a year to complete one. Fleetwood Mac's three minute *Gypsy* video took ten and one half months to make and cost \$1 1/2 million to produce. The brains behind this mini-masterpiece belong to Russell Mulkey. MTV considers him to be the best professional video producer in the field. His special effects can be seen in videos by Billy Joel, Kim Carnes, Duran Duran, and several other top artists.

Donna McEnroe, MTV program director said "MTV is forcing radio stations to play new wave music. Many stations refused to play new wave, but due to MTV exposure, demand for that type of music became so great, they no longer had a choice."

MTV not only sells records and introduces new groups, it also airs 24 hours a day, giving its viewers an opportunity to see the groups they love to hear.

Winston-Salem Symphony and Chorale "Afternoon At The Pops."

Also, Helsabeck has had much experience acting in and directing musicals. He has performed in "Annie, Get Your Gun," "The Heart of Dixie," and "Die Fledermaus." "Let George Do It," and "That's Entertainment" are among several of the plays that he has directed.

Helsabeck's future engagements include appearing as bass soloist in the production of "The Messiah" in Atlanta on December 10 and as guest soloist at the Winston-Salem Symphony on October 23.

collegiate camouflage

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Asia's Album Disappointing - Marillion's "Art Rock" Unique

By Mike Shell

Asia-Alpha

Asia's second album, *Alpha*, is a slight disappointment because there is not much difference between this album and their first one. No progression, and no radically different musical ideas are present. I expect more from this band because of the great musical talent in it, evidenced by the previous bands that the members have been in.

John Wetton, on vocals and bass guitar, was a member of King Crimson, a very progressive band. He has also been a number of U.K. and Roxy Music, Carl Palmer, on drums, was a member of U.K. and Roxy Music. Emerson, Lake, and Palmer. Steve Howe, formerly of Yes, is one of the best guitarists around for this type of music. Geoff Downes, also of Yes, is a good

keyboardist.

With this much talent, this band should be doing more than just commercial rock that has little musical meaning. They seem content to play below their potential for the sake of airplay. Maybe next year they'll wake up.

Marillion - Script for a Jester's Tour

This first album from an up and coming "art rock" group combines the sounds of Genesis, Yes and ELP, and ends up with a unique and satisfying sound of its own. It has done more with its first album than most groups do in five, and it does it well. The lead vocalist, Fish, has a very expressive voice, one that can emphasize the music with a quiet whisper as well as a piercing scream. The keyboards, played by Mark Kelly, flow both in a delicate and explosive dimension of sound.

The title track is reminiscent of

Genesis' *Musical Box*. It tells of a man who once had a princess as a playmate. He never realized he was in love with her until it was too late, after they had grown up and separated. Now he watches her as she marries someone else and wonders if she still loves him. The song is a masterful journey into the life of a shy person who cannot express his love until it's too late. Another song, *He Knows You Know*, is the opposite of the title track. It is a song that attacks with a fierce keyboard bite and a drum beat as Fish screams out his terror at what the world has become. The other four songs are equally good, most notably, *Forgotten Sons*, an attack on war in general and specifically the one in Ireland. All of the album is great, both lyrically and musically. This album introduces a band of talented musicians who do not make music for commercial reasons; they do it because they love it.

Judicial Board Resolves Complaints

By Susan Rogers

Most college students have been told many times that they will be held accountable for their own actions. Sometimes, though, when a student breaks the rule, there are extenuating circumstances involved, or the student thinks that he has been punished too severely.

At Brevard College there is a special governing board to deal with the problems involved in settling disputes or deciding punishments.

The Judicial Board is made up of the vice-presidents and resident tutors from each dorm. According to Judicial Board President Beth Wahl, the Judicial Board has three purposes:

- 1) To hear from students who claim that they are not guilty,
- 2) To hear from students who

claim to be guilty but who are unhappy with their punishment, and

3) To hear cases referred to them by the office of the Dean of Student Affairs.

The Judicial Board hears every case that is filed with them. To request an appearance before the board, one must file with the Student Affairs Office.

Appearing before the board does not guarantee that a student's points will be reduced, but they will not be increased.

"Everybody makes mistakes," says Beth Wahl. "We'd like to encourage everybody who is not happy with their punishment to come before us."

If a student is not satisfied with the decision of the board, he can present his case to the Continuation Committee. The decisions of the Continuation Committee are final.