CPI Video Division

Concert Productions International, the company which promoted 420 concerts attended by 3 million fans in 1984, is expanding its Video Division's efforts and catalogue. CPI entered the music video field when The Who chose the promoter to produce the live simulcast of their final performance in 1982. CPI then struck a deal with First Choice which enabled it to produce a fourteen-part music series for the pay TV network. This series moved to prime time free television as Rock Etc. in 1984, and then CPI was able to negotiate a world-wide distribution deal for home video-cassettes featuring four of these programs: The Band, The Guess Who, Johnny Winter and David Bowie, whose CPI-assisted production was nominated for a 1984 Grammy Award.

The newest program available in this series is Rush's Grace Under Pressure program. Steve Howard, Vice-President, Video Division, says, "The program was shot over two nights in September '84 at Maple Leaf Gardens. The production, which included the use of 12 cameras, 40 vari-lites and 100 pars audience lights, was on par with our co-production of Bowie's Serious Moonlight show, and the same director, David Mallett, was used. We used a lot of Canadian talent (Magnetic North did the post-production and the audio producers were Terry Brown and Jon Erickson) and, in CPI's pitch to prospective clients, we emphasize the strength of Canadian production talent."

CPI has negotiated all the rights in all media for the Grace Under Pressure program. Sean Ryerson of CPI adds, "We struck various deals on our initial programs because not all the rights were available; but the Rush program is a major project for us. We see the home video market just burgeoning, especially when the cheaper Korean VCR units come onto the market shortly." Although we'll continue to maintain a presence in music television, there's been a drop-off of interest after the advent of pay TV.

Another area CPI is moving into is the production of promotional music videos for performers. CPI was commissioned to do two Bryan Adams videos by A&M of L.A., including the "Somebody" video. Ryerson says, "The original ideas was to shoot footage for a concept video, but the performance at Massey Hall was so hot that it turned into a promo video. We used the single's soundtrack off the LP and mixed that with the sound of a taped audience resulting in a much better live ambiance."

For more information on the CPI Video Division, call (416) 968-2550.
Send Check or Money Order for $4.95
☐ Neil Peart  ☐ Bonzo’s Reflection  ☐ Set of 2/$7.95
Plus $1.50 for postage and handling to:
G & G Enterprise
P.O. Box 522
Levittown, NY 11756

N.Y. residents please add sales tax.
Name ________________________________
Address ______________________________
City __________________ State ______ Zip _____

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Pictured above are two products from G & G Enterprises to capture the heart and inspiration of drummers of any age. The 16 x 20 black & white prints of Neil Peart & John Bonham are part of our collectible lithograph series of superlative illustrations. Neil Peart pictures one of today’s most distinguished drummers and drum kits displayed in every detail. A frontal view in which every piece of the kit is exposed and detailed. Bonzo’s Reflection: portrayal of the late John Bonham in a rare scene from his legendary Moby Dick solo, capturing his aggressiveness and energy in intricate detail. Lithographed on heavyweight art paper and delivered in a protective tube at $4.95 each, or the set of two $7.95, plus postage and handling. This is truly an exquisite offer and tribute.

I love your articles on Rock groups, especially Rush & Saga – very good drummers!!! Also enjoy Barry Keane’s “Percussion” – interesting quotes from well known drummers and excellent information. A very well combined magazine with a lot of inspiring information to the reader.

Jeff Gover
Gander, NF

The 85 article on “Rush” was a superb tribute to Canada’s premier musical trio. I’ve read a great deal regarding Geddy, Neil & Alex, none of which came close to this superb article. A classic bit of research on a truly class act.

Brian Van Patter
Toronto, ON

I recently bought your January issue of Canadian Musician with Platinum Blonde on the cover. I am a part-time musician and occasional sound engineer and I really found your magazine interesting. I think a lot of the information found in the columns is useful to aspiring musicians.

I especially liked the article on “On The Road With Rush”. Background information on a band of Rush’s calibre is really helpful and I was amazed at their list of equipment.

I’d like to see articles like this one on other Canadian touring acts such as Triumph, Bryan Adams or Loverboy. I think a lot of musicians would find these articles interesting.

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