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'FELDMAN EYES': A Takeoff Takes Off

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about the record. In fact, I think it's disgusting."

But Baum and Haskell don't seem unduly concerned with negative reaction. They're already at work on an album.

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THE VIDEO BEAT: Warner Amex's 24-hour TV music channel, which debuts next Saturday in an estimated 2.1 million homes around the country, has booked its first major special: an REO Speedwagon concert.

The program, which will be shown at 9 p.m. Aug. 8 to subscribers of cable systems carrying Warner Amex's MTV channel, will also be broadcast that day on more than 175 stations affiliated with NBC's The Source radio network.

In addition, the 90-minute concert, filmed last April in Denver, will be available in stores next month on video cassette and eventually on videodisc.

Jock McLean, director of music programming for CBS Video Enterprises, said he expects the special to be seen and/or heard by more than 20 million people. While not a record for a rock simulcast, the program does represent the pop industry's first test of Warner Amex's role in the rapidly unfolding field of music video.

"I think the music channel is going to be a powerful programming tool in terms of getting acts exposed," McLean said this week by phone from New York. "Hard-rock bands, even one as popular as REO Speedwagon, have a hard time getting exposure through regular TV outlets, but the band's demographics are perfect for the audience MTV is trying to reach. I'd like to see us work together on one special a month, to coincide with the release of an important new album or tied to some other key point in an album's sales life."

Though the music channel will offer occasional concerts and other special events, the thrust of its programming initially will be the record company promotion films that are usually seen only on late-night weekend TV. A spokesman for MTV said Thursday the company already has a storehouse of 400 record films, featuring such artists as Pat Benatar, the Pretenders, Styx and Elvis Costello.

While the 2.1 million subscribers are in line with MTV projections, the channel's biggest challenge is securing a foothold in the key New York and Los Angeles markets. A few small cable outfits here have signed up, but Theta Cable, with more than 100,000 subscribers in Southern California, and Times-Mirror Cable, with more than 90,000, are taking a wait-and-see attitude.

"The channel is like a new car," an executive at Theta said this week. "We want to wait and see how it runs before we commit ourselves."

MTV, however, has scored a coup in hooking up with Cox Cable of San Diego. With more than 200,000 subscribers, it's the nation's largest cable operation. Cox isn't expected to start using the music channel full time until Sept. 1, but it will carry the REO Speedwagon concert as a special event. The show will be simulcast in San Diego in association with KGB-FM. The concert will also be broadcast in Los Angeles by KWST-FM.

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LIVE ACTION: Tickets for Bruce Springsteen's Aug. 20, 21, 23 and 24 concerts at the Los Angeles Sports Arena go on sale at 10 a.m. today at 17 Ticketron outlets. Tickets won't be available at the Sports Arena box office . . . Because of heavy demand for the Kenny Rogers and Crystal Gayle shows Sept. 11 and 12 at the new Irvine Meadows Amphitheater, a third show—Sept. 13—has been added . . . Tickets for Rick Springfield's Aug. 15 appearance at the Santa Monica Civic go on sale Monday . . . Leon Russell, Tammy Wynette and Rick Nelson will be among the headliners at the country music festival Aug. 5 to 9 at Devonshire Downs in Northridge . . . The Ramones will be joined by Holly & the Italians Aug. 14 at the Hollywood Palladium . . . The Doobie Brothers and Dave Mason will be at UC Santa Barbara's new amphitheater at 2 p.m. Aug. 15 . . . David Lindley will be at Perkins Palace on Aug. 19 . . . Ramblin' Jack Elliott and Townes Van Zandt will be at McCabe's next Saturday night.

JACKSON

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authenticity and tongue-and-cheek humor had a subtlety probably far beyond Jackson's imagination.

Of course, Jordan never got to play the Roxy. The last time he was reviewed here, a year before he died, he was working at a small club in Sherman Oaks for an audience of about 25. But the packed house at the Roxy didn't know the difference. They yelled and screamed for more of Jackson.

The evening got off to an awkward start with a brief set by Arsenio Hall, a comedian, one of whose lines was, "It's very hard to make ugly people laugh." He might have added that the ugliness took the form of a talkative crowd's inability to shut up and let us hear him. Before Jackson took over, Hall was followed by a half-hour stage wait. In some ways it was the high point of the evening.

Disney Artifacts at the Academy

A free exhibition of photographs, drawings, animation cels and other artifacts from 20 Walt Disney Studios animated features will be on view from 9 a.m. to 5 p.m. Monday through Friday, Aug. 3 to Sept. 4, at the Academy of Motion Picture Arts and Sciences.

In addition, Disney animator Wolfgang Reitherman, whose association with the studio has spanned nearly 50 years, will be the subject of a special salute at 8 p.m. Aug. 10 in the academy's Samuel Goldwyn Theater. Tickets are $3.

The Academy is at 8949 Wilshire Blvd. Information: 278-8990.

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