

Ticketmaster makes its move

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Kline said, "When tickets for the who want on sale several weeks ago, each outlet had 500 consecutively numbered wrist bands to distribute," to those who wanted to buy tickets. After wristbands had been given out, Ticketmaster drew a number and the person wearing the wristband with the chosen number was the first allowed to buy tickets.

SALES OF ALL other tickets to the event were sold in numerical order, beginning with the number drawn. When customers returned to the outlet store to pick up tickets, their place in line was assured by their wrist band number. Kline said that by eliminating long waits and "camp outs," the wrist band system is safer and more convenient.

"It also cuts down on the potential for scalping because people can pay others to wait in line for them." The new 15,500-foot Ticketmaster

office houses three complete computer systems — not one but two backup systems to guarantee that the computer essential to the more-than-70 Ticketmaster outlets won't go down. Power outages and brownouts aren't a problem for Ticketmaster computers because the new offices also house two generators, which provide power and emergency back-up power for the systems.

The self-sufficient office employs 150 people including computer operators, programmers and repair technicians who keep the computers — the queen bees of the complex — thriving. Ninety phone operators on varied shifts handle phone orders, and promotions and marketing personnel publicize what is coming to town, to increase ticket sales for concerts, plays and sports events.

Every month, Ticketmaster publishes the Michigan Guide featuring upcoming entertainment and events. The small guide is jam-packed with

information on hundreds of events, such as closed-circuit TV coverage of the recent Leonard-Hearns fight or Bob Dylan's appearances Wednesday-Thursday, July 5-6, at Meadow Brook Music Festival.

THE MICHIGAN Guide is distributed at all outlet stores, mailed along with tickets ordered by phone, and sent to subscribers who pay to have the guide mailed to their homes or businesses. Subscribers receive special coupons and incentive programs.

Kline said Ticketmaster differs from other ticketing companies because it pitches in to help with marketing. Last week the company's promotions staff arranged to have a Grand Prix driver from the Domino's Team sign autographs in Trapper's Alley to promote this weekend's race. Ticketmaster also runs Display Contests between its outlet stores to stimulate public interest in sporting events and concerts.

Kline pointed out that Ticketmaster is not involved with booking which acts come to town — the company simply sells tickets and helps promote events. Yes, he has met a few celebrities, as a Ticketmaster general manager, but he doesn't hobnob with the stars.

The Denver native studied political science as an undergraduate and always thought he wanted to be a lawyer like his father and eventually a politician, or else a professional comedian. He has always delighted in comedy, "loves to be in the public eye" and frequents comedy clubs.

He says Detroit takes some getting used to because suburban sprawl makes getting anywhere take longer than it did in Denver. The Pistons compensate for having to adjust to a new city.

upcoming things to do

Deadline for the Upcoming calendar is one week ahead of publication. Items must be received by Thursday to be considered for publication the following Thursday. Send to: Ethel Simmons, Entertainment Editor, the Observer & Eccentric, 36251 Schoolcraft Road, Livonia 48150.

● **TV DOCUMENTARY**
"Stearman Fly-In" a documentary by Handlman Filmworks of Birmingham, will be telecast in the metropolitan Detroit area by the Canadian Broadcasting Corp.'s Windsor (Ont.) station, CBCT, Channel 9, at 7:30 p.m. Saturday, July 1. "Stearman Fly-In" captures the action of the 15th annual national gathering of Stearman biplanes in Galesburg, Ill. "Stearman Fly-In" was produced and directed by Phillip Handlman, pilot of a Stearman who led the formation flight in the documentary's opening scene.

● **CONCERT TIME**
Blood, Sweat and Tears, Tommy James, and Rare Earth will open Meadow Brook Music Festival's second week at 8 p.m. Monday, June 19 (tickets: \$20, \$17 and \$12.50). Wayne Newton follows Tuesday, June 20, with his Las Vegas Show (tickets: lawn \$15). Singer-composer Michael Franks performs with special guest the Yellowjackets Friday, June 23 (tickets: \$20 and \$15). Mr. Dressup, the Mr. Rogers of Canadian television, will perform at the first children's concert of the season at 11 a.m. Saturday, June 24 (tickets: lawn, \$5). On Saturday, June 24, motion picture film-score composer Jerry Goldsmith will conduct the

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Harley Venton (top), Mary Stout and James Doerr (center) and Ian Reed Kesler appear in a scene from the Larry Shue comedy "The Nerd," continuing through Sunday, June 18, at the Birmingham Theatre. For ticket information, call the box office at 644-1096.

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Dinner 7:00 pm-10:00 pm
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