

# Timeless markets with military strength

Indie label Timeless Media is eyeing a reinvigorated rental business, with the recent surge of Redbox DVD kiosks and the rising popularity of Web-based rental services, such as Blockbuster's Total Access. At the same time, current world events are creating a viable environment for Timeless' library of military documentaries.

"Timeless has always had a lot of content," says Randy Schaaf, the label's national sales director. "But without the staff, we were not able to totally market ourselves with the right strength."

Previously a video buyer at grocery chain Fred Meyer, Schaaf joined Timeless in January. Other Timeless additions include former Echo Bridge executive John McHugh and former Target executive Ted Lentz, who are now in charge of acquisitions and marketing, respectively.

Timeless projects it will

release between 50 to 100 titles in 2007, spanning military docs, westerns and direct-to-video features, among other categories.

The label, which distributes its titles through various whole-



salers, hopes to tie its military titles, including June 2006 release *Iwo*

*Jima: 36 Days of Hell*, to the Ken Burns World War II documentary that will air on PBS this fall.

Timeless produces most of these documentaries in-house and has conducted interviews with war correspondent

Walter Cronkite and retired Chief of Air Force General Merrill "Tony" McPeak, among others.

"This stuff is still very popular, and our quality is the best that's out there," says Schaaf. "It will be great around Father's Day." —S.A.

Timeless will tie its 2006 doc to PBS' World War II series this fall.

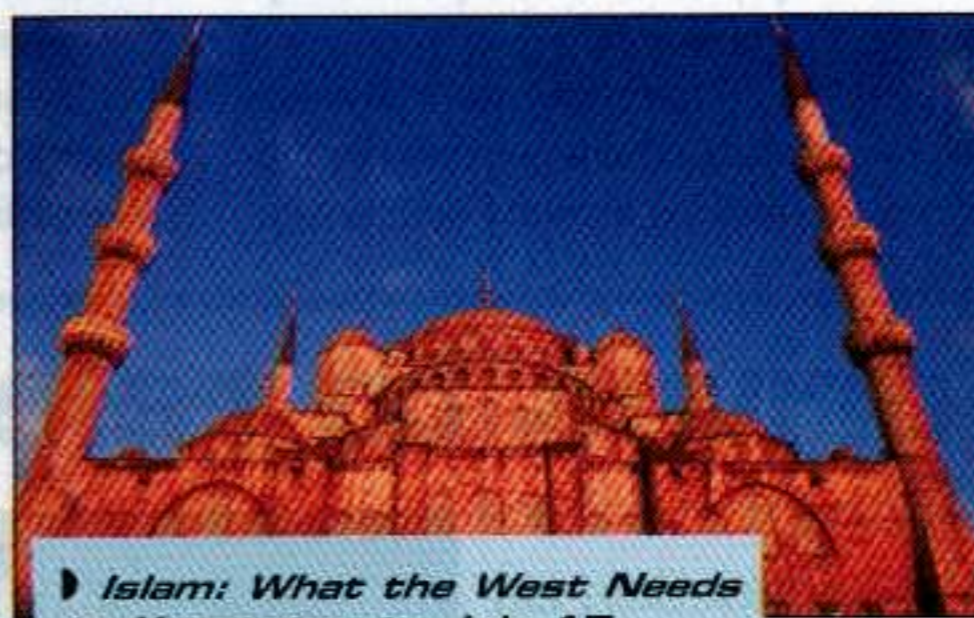
## Disinformation's grassroots distribution

The recent closure of doc-friendly retailers, including now bankrupt Tower Records, has forced Disinformation Company president Gary Baddeley to ramp up alternative sales strategies.

"There is a declining market at retail for some special interest [DVDs], now that key accounts like Tower are gone," says Baddeley.

He is appealing directly to the people to market these docs, selling them at various grassroots events hosted by

special interest organizations. For instance, for *Islam: What the West Needs to Know*, Baddeley will recruit the Conservative Book Club to offer the title through its online site, ConservativeBookClub.com. Baddeley will sell *9/11 Mysteries: Part I Demolitions*, based on conspiracy theories about the Sept. 11,



Islam: What the West Needs to Know streets July 17.

*Islam streets July 17* (prebook June 22), and *9/11* will street Aug. 14 (prebook July 20).

Going forward, Baddeley expects that half of Disinformation sales will come from such alternative outlets and half will come

from traditional retail. "On every film, we are working to find a core group that will support it," Baddeley says. —S.A.

2001, destruction of the World Trade Center, at various events presented by 9/11 Truth (www.911truth.org).

### Coming soon continued from page 27

#### IMAGE

Filmmaker Doug Block explores his parents' marriage in *51 Birch Street*.



Street Aug. 14, prebook July 3; DVD \$19.99

*Notorious B.I.G.: Bigger Than Life* is

a testament to one of the most respected rappers. Street Aug. 28, prebook July 17; DVD \$19.99

#### IMAX/WARNER

Viewers can take a look at Earth from 200 miles above its surface in *Blue Planet*. Street July 31, prebook

June 26; HD DVD or Blu-ray \$28.99

#### INDIE PICTURES/RYKO

*Nick Name & the Normals* is the tale of a gay punk rocker. Street Aug. 28, prebook June 18; DVD \$24.95

#### KULTUR

In *The Lovin' Spoonful*, John Sebastian hosts a nostalgic journey of his band. Street June 26, prebook now; DVD \$19.99



#### MICROCINEMA

Narrated by Steve Martin, *Edward Hopper* looks at the well-known American artist. Street July 31, prebook June 25; DVD \$19.99

#### MVD

*Hated Special Edition* is about punk rocker GG Allin. Street Aug. 7, prebook July 3; DVD \$19.95

#### SHOUT FACTORY/GENIUS

From the creators of *Mystery Science Theater 3000* is *The Film Crew: Hollywood After Dark*.



Street July 10, prebook now; DVD \$19.99

#### SONY

Nicole Kidman narrates *God Grew Tired of Us*, which explores the indomitable spirit of

three "Lost Boys" from Sudan. Street Aug. 14, prebook July 12; DVD \$24.96

#### THINKFILM

*The Trials of Darryl Hunt* documents the aftermath of a wrongful rape/murder conviction. Street Oct. 16, prebook

Sept. 20; DVD \$27.98

#### TYPECAST RELEASING

*Iraq In Fragments* shows the war-torn country through the eyes of its countrymen. Street July 10, prebook now; DVD \$29.99

#### ZEITGEIST

*Mr. Conservative: Goldwater on Goldwater* is a portrait of one of America's most misunderstood political figures. Street July 31, prebook June 19; DVD \$29.99



—Compiled by Cheryl Biggs