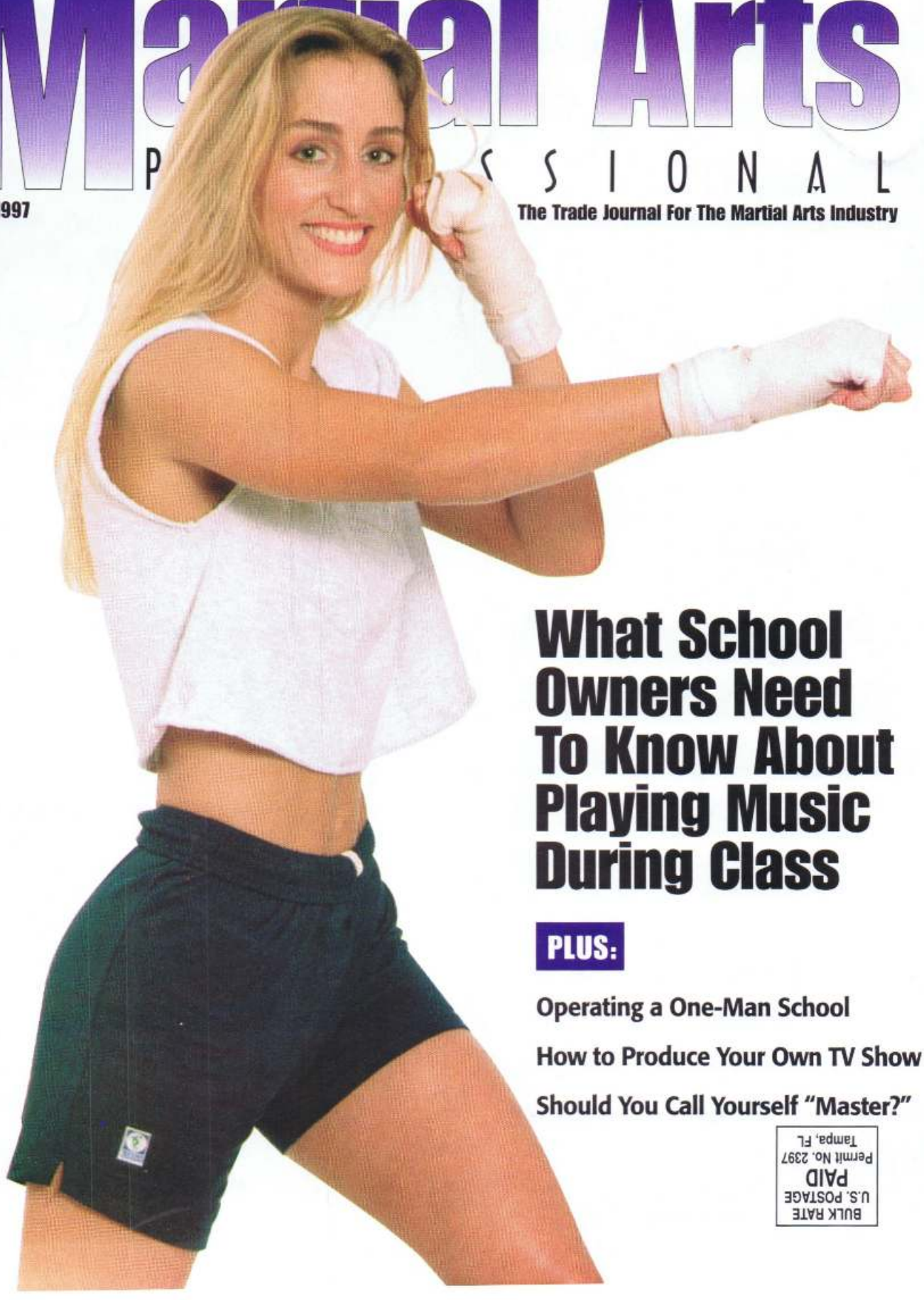
"Bad Moon Rising" Editorial Gets Response • Extreme Fighting Taps Out

Martial Arts Professional

July 1997

The Trade Journal For The Martial Arts Industry



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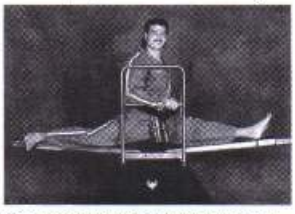
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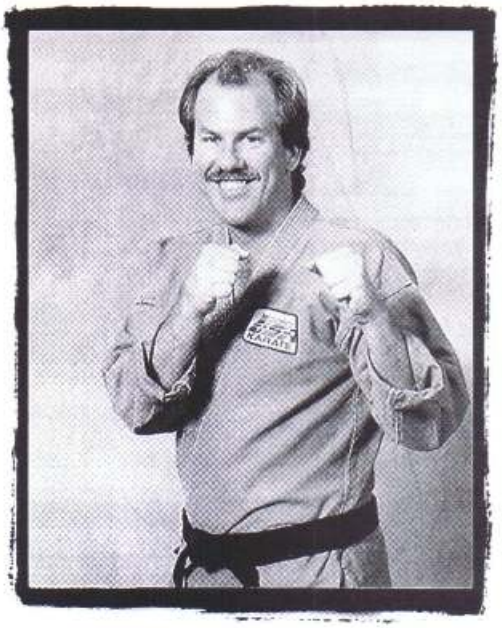
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AS I SEE IT

letter from the editor



Maestro please...

At the end of my day, I have a little wind-down routine where I watch a rerun of the comedy "Seinfeld" at 11 p.m. followed by ABC's "Nightline" at 11:30 p.m. Maybe I like to stimulate both sides of my brain before retiring. Anyway, an episode of a recent "Seinfeld" depicted a character who was a small-time orchestra leader. This character was particularly funny in an irritating sort of way. He insisted that everyone call him "maestro." I guess he felt the title "maestro" and the image it evokes was more impressive or likeable than his own name and personality. He felt that it was demeaning for anyone, including his date, to call him by his regular name.

Of course, the joke was in the ridiculous nature of such a strange demand. I mean, what kind of person would insist that everyone call him "maestro?" (Italian for Master). I mean, if you're a "master," then you are one. There's no need to blast it from the mountain in every conversation. Unless, it seems, you're a master of the martial arts.

Now, let me make this clear. There are without a doubt, some true martial arts masters. By my estimation, probably less than one in 20 who claim the title. They may have mastered the techniques of their style after decades of hard work. They may be master fighters or master instructors, much like a professor or chess player. However, as eccentric as the legendary chess champion Bobby Fischer was, he never demanded to be called "Master" Fischer.

Such a request would seem ridiculous. Of course, until you look at the martial arts advertisements in the Yellow Pages. Actually, they often read more like trumped-up resume's than advertisements. "Area's only true grandmaster" seems to be a common one. My personal favorite is "World famous master." Isn't the point of being world famous that everyone already knows you? Why do you have to point it out?

One of the best definitions of celebrity is someone who is well known for being well known. Not someone who has to advertise that he is a celebrity. Unless, it seems, you're a master of the martial arts.

It's interesting when you see an ad in which 95% of the space is devoted to the "Master's" incredible accomplishments and 5% of the space is left for the benefits of training. Particularly the benefits of confidence. What's wrong with this picture? Isn't the point of confidence to feel comfortable with yourself? Screaming in ads that you are a "Somebody" doesn't seem like the actions of a confident person. Unless, it seems, you're a master of the martial arts.

I guess the question is, "Who are you really?" The more I hear someone blare that he is a martial arts master and insists that title be used when addressing him, the more I feel that person is hiding his real personality. Much like the character in "Seinfeld" attempting to attach an image to himself with the title "maestro," many "masters," in my opinion, prefer the image of being a master of the martial arts to their real personality.

How else can you explain 30-year-old "masters?" Or, people who insist their own wives call them "master" or "sensei?" This, to me, is the definition of insecurity. This is not a left-brain sit-com, I'm describing. This is real life in the martial arts industry. Are the martial arts really that easy to "master?"

Maybe some of us watched a little too much "Kung Fu" as kids and wanted the Kwai Chang Caine image to be ours. I don't know, but I am sure of one thing. The more we try to position ourselves as a "maestro," the more we will alienate the general public. This, I think, is another example of why the martial arts ranking system doesn't convey an accurate standard to the public. Between four-year-old black belts and 30-year-old masters, it's even hard for we veterans to delineate the hype from the tripe.

Of course, there will always be a segment of society that will be attracted to self-proclaimed "masters." Look at Reverend Moon, the Scientologists, or John C. Kim to see the evidence. But, there will always be a larger segment of society who, like the characters in "Seinfeld," will laugh at the notion of calling anyone who doesn't walk on water, "master."

JOHN GRADEN
Editor-in-Chief

Vol. 2, No. 7

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Cardio-Karate model Corinna Colletti. Photo by Charles Hodges.

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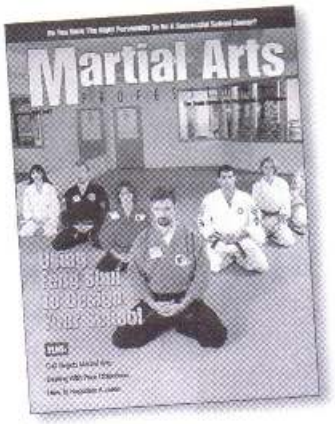
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LETTERS TO THE EDITOR

feedback from our readers



Editors Note: Few articles have generated as much interest as "Bad Moon Rising" the Publisher's editorial from MAPro May 1997. The editorial exposed the efforts of Reverend Moon to utilize martial arts schools as fronts for his controversial Unification Church, long recognized as one of the largest cults in the world. While the response was overwhelmingly positive, the negative responses may have raised more questions than answers.

On May 23rd I received three letters that, while not directly pro-Moon, said essentially that I was "creating mass hysteria by throwing the word cult around." Each suggested that I should evaluate both sides before making such "generalizations." Each letter was on different letterhead. However, each was postmarked from Boston, MA 0212 on May 20th. Each was also typed in all caps. They were from Norman Wilson, Sally Cornfield, and Louis Craven.

The return address for Norman was 30 Newbury Street and 1500 Beacon Street for Louis. Sally's had no return address but shared the same postmark and date as the other two.

Some detective work this morning revealed that a Moonie Operation called the Women's Federation for World Peace operates at 158 Newbury Street which is Norman's street. The Boston Unification Church is located on 46 Beacon Street which is Louis's street.

Here's some feedback we got from the editorial, which can be read at http://www.NAPMA.com.

Graden Is Mistaken

John Graden wants you to believe that the martial arts industry is in the midst of a "hostile" takeover. Last March, John was hired to be a guest speaker at the inaugural world convention of the newly formed Martial Arts Federation for World Peace. At the conference, John was invited (along with several other prominent martial artists) to a private meeting with the founder of the federation, Rev. Sun Myung Moon.

During that private sitting, Moon, according to Graden, proclaimed to everyone that he (Moon) would "take over the martial arts." Apparently, John literally believes what Moon told him at that meeting. So now, John is warning all fellow martial artists about Moon's plot to "take us over."

I'd like to ask John and his readers the following question: How is it that a non-English-speaking, 77-year-old native of Korea, will "take over" the martial arts industry here in America? John says Moon has lots of money and lots of power. So what will Moon do, buy up all the martial art schools in America? Will he fly down to Florida and "control" all the martial arts masters in that state?

Please! This kind of rhetoric thrown into our faces is insulting. I for one feel very sad that someone as sharp has John has decided to resort to a near paranoia-like mindset with dribble such as ". . .Moon is very determined to take over the industry."

Dear fellow *MAPro* readers: I like John Graden. I think he has many things on the ball. But on this particular issue, John is way off the mark. So, I hope that John's May editorial will not discourage you from "checking things out for yourself." You may reach me at JLaval@aol.com or at (914)591-5581, if you would like another side to this story.

JACK LAVALLEY
JLaval@aol.com

John Graden responds:
The letter you just read was just one in a series I received from this person. The first one started out, "Shame on you." The next one invited a one-on-one, man-to-man encounter along with a counter-view editorial or a debate on television.

Maybe the Reverend Moon recruitment drive is working better than we thought.

Fight to the Death to Stop Moon!

We have enough phonies and con men in the art. We certainly don't need Moon. He drains America of our youth, using them to work for him and join his cult, before they can think clearly. He now thinks he can pressure, buy or push his way into leading martial arts in America.

I can name 50 masters that will fix bayonets and fight to the death before they let that happen. He was put out of this country once. Let's get him back [in his] hiding hole where he belongs.

VINCE MARCHETTI
Kearny, NJ

Hostile Takeover

I have to agree with your point of view concerning the seriousness of the situation regarding Rev. Sun Myung Moon. This is a "hostile takeover attempt" of the martial arts communities by the Unification Church and it must be resisted.

Too many people are looking for a "strong leader." They want someone to lead them through life and all of the attendant problems that come with living. Rev. Moon, and others of his ilk, are all too ready to become that "great big daddy figure" for a "small" price — your intellectual/emotional freedom!

You are also correct, there will be no "White Knight" to help us fight off this attempted hostile takeover. Yet, I do question how some of our martial arts brethren will resist the "Moonie" effort? As I have talked with, and read the materials produced by a number of martial artists, there is a already a built-in bias toward "hero/sensei/sifu/guro/pendakar/master/grandmaster" worship and an accompanying tendency to follow the lead of their instructors, regardless of how controversial some of their instructor's teachings are in reality.

In short, even without the presence of Rev. Moon, there are already a significant number of "True Believers" within the martial arts.

I am not for one moment saying that all is lost or that we should not fight this move by Rev. Moon. I am very glad that I found the NAPMA web-site and the

LETTERS TO THE EDITOR

feedback from our readers

editorial letter. I need to think about how I am going to inoculate my students against this invasion into our area, but I am also wondering what suggestions you have for countering the Moonies?

Regarding a different matter: I very much like the NAPMA concept and your magazine.

Keep up the good work.

DR. JEROME BARBER
Adjunct Professor of PE
Erie Community College

The "Art of Deception"

In 1980 I joined school of Chung Moo Quan. The sign on the window declared that Master Kim was the Champion of All Asia. Their literature stated that they had schools in Hawaii, Canada, Australia, Guam, Seoul, Pusan, Hong Kong and Tokyo. On the wall was a certificate that the instructor was registered to the Asian Chung Moo Quan Headquarters.

The deception started the minute I walked in. Not only did they lie about Kim being the All-Asian Champion and having schools in other countries, but they even lied about having schools in Hawaii. What they did was take advantage of our ignorance of Asia.

Had I known that they had a hidden agenda, I would not have joined! There was no list saying you will believe that Master has supernatural powers, that he can heal anything, and that you will have to work three jobs to pay for the lessons. Instead, the mind-control process for me had taken several years.

If Chung Moo is truly an art, it is the art of deception.

RUSSELL D. JOHNSON
Former Assistant Instructor
Chung Moo Quan

Note: Russell's ordeal with Chung Moo Quan is chronicled in MAPro Vol. 2 Issue 14, June 97).

Thanks for Exposing the Fraud

As one of the invitees to Reverend Sun Myung Moon's Martial Arts Federation for World Peace Convention, I applaud you for addressing the issue of Moon's decision to take over the martial arts in your May 1997 editorial. He is very committed to this effort by putting his money and vast resources behind it.

Fortunately, I was one of the ones who found out about Moon's involvement prior to going and I cancelled my trip. I have since learned through others of the true intent of Moon to recruit martial artists under his cult banner. Thank you for pointing this out to others in your editorial.

I congratulate you again for taking the initiative in exposing this fraud. Martial Arts for Peace is a wonderful premise for all martial artists, but not when it is sponsored under such fraudulent reasons.

FRANK E. SANCHEZ
Founder/World Head of Family
Sokeship Council
Jacksonville, FL

You Have Courage

I read your May '97 issue you discussed your trip to Washington to meet Rev. Moon, under the guise of attending a martial arts conference. I, too, was invited, but due to a prior encounter with Rev. Moon (in 1983, when he held a "Martial Arts Conference" at the University of Houston, where I am faculty martial arts instructor), I was already aware of his intent to recruit young people into his cult though martial arts.

In addition, you also wrote about another instructor (John C. Kim) who attempted to use his students for self-enhancement and creation of riches for his personal use.

I want to congratulate you for having the courage to print such information. The martial arts community, which still often does not communicate with each other due to competitiveness, is very vulnerable to those who wish to use the traditional benefits of training to harm students, especially young people. But, often this has been pushed under the carpet; media have often refused to cover such topics. The recent scandals involving USTU's alleged misuse of funds are not actually recent, but have been going on for many years. A reporter brought those facts to light.

I congratulate you for having the courage to speak out against those who wish to exploit students. I always emphasize in class that martial arts is for the people and does not belong to one country, government or religious group. Martial arts should train students to be balanced, complete, independent, and of high character. Thank you for your service to the community.

KIM SOO
10th Dan
Founder ChaYon-Ryu
International Martial Arts Association
Houston, TX

Moon's Takeover Attempt Is Not New

Your editorial on Rev. Moon is on target, and I'd like to know who the author is.

The message is not new. We have been aware of the Unification Church's movement to take over the martial arts for 25 years. What is new, is the move away from "divine deception" to openly declaring the intention of Rev. Moon.

My only objection to the editorial is the association of the Heaven's Gate cult with the Moonies, as it gives the impression that the Moonies are poised for mass suicide. Rev. Moon exercises absolute control over his followers, but that is not part of their doctrine, and it can, and most probably will be used to discredit the editorial.

I would also suggest that rather than fear that all martial artists will be branded as Moonies, that the actual Moonies be revealed so as to avoid any confusion.

WILL TRACY
wtracy@tracyskarate.com

Each issue of Martial Arts Professional is now posted on NAPMA's web site and is available for download in Acrobat PDF format. Each issue's editorial is also now posted on the site, along with any breaking news in the martial arts industry. Stop by and check it out at www.avaloncity.com/NAPMA.

INDUSTRY UPDATE

martial arts business news, people, and places

KARATE TEACHER INDICTED ON SEX CHARGE

TOMS RIVER, NJ — A karate instructor suspected of molesting his students in several states was indicted Wednesday on 24 counts involving eight New Jersey boys. Scott E. Razor, 33, who sometimes goes by the name of Thomas Yobbagy Jr., was charged with sodomy, rape, endangering a child, criminal restraint and making terroristic threats.

Razor allegedly threatened to kill one of the boys. The crimes allegedly occurred either at his American Karate Club & Fitness Centers studio in Stafford, or at his home in the New Gretna section of Bass River Township, according to the indictment.

In April, he was charged with attacking a 12-year-old Rhode Island boy and a 10-year-old Georgia boy while they attended camps last year at his American Karate Club & Fitness Centers in Stafford.

Razor is wanted in at least one other state: He is charged with aggravated sexual assault in Austin, Texas, and is the target of allegations in Georgia and Rhode Island, officials said

Razor is being held c $200,000 bail in the Oce County Jail. But Assistant Pr ecutor Deborah Hanlc Schron said she will ask Sup rior Court Judge Peter Giovi to increase the bail.

The $200,000 bail was se when he was charged with mo lesting two boys. Now, investigators believe there may be many more victims. ■

UFC MAKES THINGS TOUGH FOR "FRIENDS"

LOS ANGELES, CA—In a strange piece of "stunt casting," Ultimate Fighting Championship (UFC) streetfighter David "Tank" Abbott (pictured below), referee Big John McCarthy, and announcer Bruce Buffer recently portrayed themselves in a joint guest appearance on the NBC-TV hit comedy series, "Friends." The trio appeared in the episode entitled, *The One with the Ultimate Fighting*, which also included surprise appearances by Robin Williams and Billy Crystal.

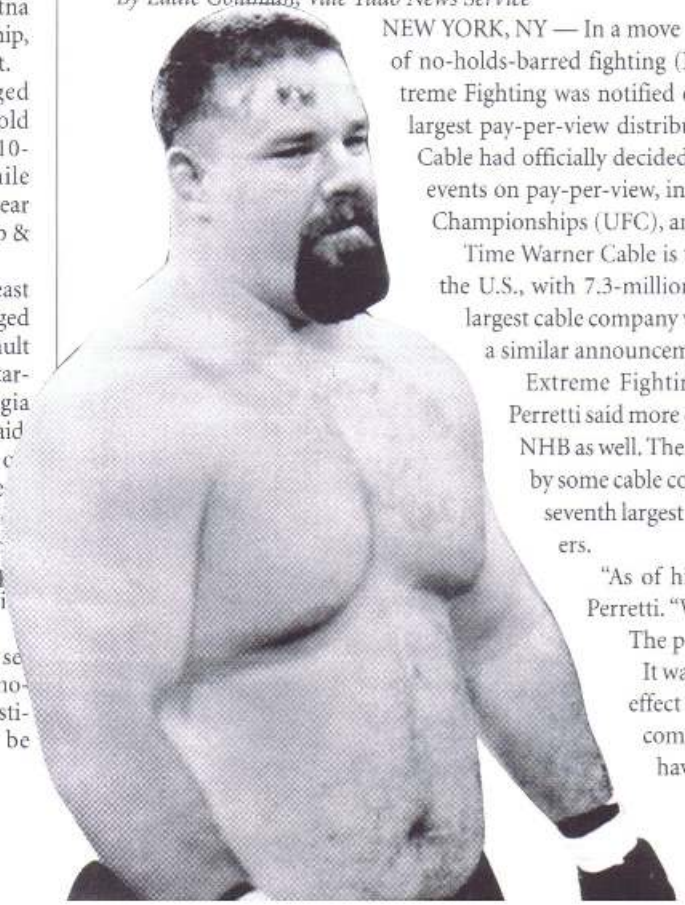


Jennifer Aniston, star of NBC's "Friends."

Abbott, McCarthy and Buffer appeared in scenes with series stars David Schwimmer (Ross), Courtney Cox (Monica), and actor Jon Favreau, who is guest starring as Cox's ultra-wealthy love interest (Pete Becker) during the current season. The plot revolved around a UFC match in which Favreau faces Abbott, with Cox and Schwimmer joining the action ringside. ■

PAY-PER-VIEW TV BARS NO-HOLDS-BARRED FIGHTING

By Eddie Goldman, Vale Tudo News Service



NEW YORK, NY — In a move that might doom the very existence of no-holds-barred fighting (NHB) in the U.S., the office of Extreme Fighting was notified on May 7th by Viewers Choice, the largest pay-per-view distributor in the U.S., that Time-Warner Cable had officially decided to drop the broadcast of any NHB events on pay-per-view, including both the Ultimate Fighting Championships (UFC), and Extreme Fighting.

Time Warner Cable is the second largest cable operator in the U.S., with 7.3-million subscribers. Last month TCI, the largest cable company with 14.7-million subscribers, made a similar announcement.

Extreme Fighting partner and matchmaker John Perretti said more cable companies are expected to ban NHB as well. These events have already been censored by some cable companies, including Cablevision, the seventh largest company with 2.8-million subscribers.

"As of his afternoon, my show's over," said Perretti. "We're finished.

The powers that be have beat us."

It was not immediately known if this will effect Time-Warner's broadcast of the upcoming UFC on May 30, for which they have already started advertising. ■

INDUSTRY UPDATE

martial arts business news, people, and places

BOXING NO DANGER TO WOMEN

By Marion Lloyd



ORANJESTAD, ARUBA—Four years after Seattle teenager Dallas Malloy won a court battle allowing her to fight alongside men, the risks for hundreds of women who followed remain a mystery, according to doctors at boxing's first medical conference here.

"The case histories just aren't there," said Virginia orthopedic surgeon Joseph Estwanic, whose recent book, "Sports Medicine for the Combat Arts," may be the first medical text to address female boxing.

After consulting dozens of medical experts throughout the United States, Estwanic concluded there were "no major red flags" signaling the sport posed greater health risks to women.

Most of the medical experts from 83 countries said they had never seen a female fight. Supporters of women's boxing charged medical concerns masked sexism, while doctors snickered at breast protectors displayed at the four-day conference, sponsored by the World Boxing Council.

Unlike male boxers, Flynn said most of the women are educated professionals who looked to boxing primarily as an exciting hobby. Many come from martial art disciplines such as kickboxing. ■

NAPMA TEAMS WITH AMAZON.COM

CYBERSPACE—Amazon.Com, the single largest Internet bookstore, and the National Association of Professional Martial Artists (NAPMA), the single largest martial arts professional association, have teamed to offer the largest selection of martial arts books available.

Through its web site, (*http://www.avaloncity.com/napma/*), NAPMA will be able to sell virtually every book related to martial arts, business management, fitness and nutrition. The list expands to even include books out of print. "One of the most exciting services this provides is the ability to seek out of print books," explains NAPMA Executive Director John Graden, "Amazon.com will even try to find a used copy for you if they can't locate a new copy. I ordered a book on Malcom Forbes recently that had been out of print for over decade. Five weeks later, they sent me a post saying they found a brand new copy for me. That's a unique service and NAPMA is proud to be associated with them."

MARTIAL ARTS CABLE CHANNEL PLANS LAUNCH

FT. LAUDERDALE, FL—An organization entitled The Martial Arts Network (TMAN) is pitching a new 24-hour national cable channel devoted strictly to martial arts.

TMAN plans to launch in late 1997/98 and will present programming covering all styles, forms and aspects of the martial arts industry to the general public. Planned contents will range from original programs and self-help clinics to classic karate movies.

For the latest developments on the progress of TMAN, check out their web site at http://www.martial-arts-network.com. ■

CARDIO-KARATE PICKED UP BY RAMS

ST. LOUIS, MO—The National Football League's St. Louis Rams have incorporated Cardio-Karate into their team's training program.

NAPMA member Charlie Foxman was contacted by head coach Dick Vermiel after Robert Jones, an All-Pro player, told Vermiel about his enthusiasm for the Cardio-Karate program taught by Foxman at his school in St. Louis.

Foxman was named a team trainer by Vermiel after meeting with Foxman on May 15th. ■

INDUSTRY UPDATE

martial arts business news, people, and places

FUND WATCH TRACKS CONTRIBUTIONS



Jeff Smith, center, heads the "Karate Helps Kick Diabetes" Foundation.

ST. PETERSBURG, FL—One exceptional attribute of martial arts schools around the country is their dedication to raising funds for worthy causes. Each weekend, schools around the country are hosting Kick-a-Thons, Break-a-Thons, Spar-a-Thons, and all kinds of other "thons" to raise money for charity. So confident are we that no other "cottage industry" like martial arts is working so hard to help the disadvantaged that *Martial Arts Professional* is launching Fund Watch.

Fund Watch will list the proceeds from every fundraiser that submits its results to *MAPro* each month. This will provide *MAPro* with an unscientific but nevertheless useful nationwide tally of how much money martial artists are raising for good causes each month throughout the year.

To submit to Fund Watch, please send *MAPro* via email, fax or mail (no phone calls, please) the following information:

- Date of event
- Location
- Charity
- Host school and owner's name
- Type of event (Kick-a-Thon, etc.)
- Amount presented to charity
- Plus, any photos you would like to submit that don't have to be returned. ■

'RUSH' DELIVERY

BOCA RATON, FL—Rush Limbaugh, through his program, was attempting to help a female little league player who was kicked off her baseball team for not wearing an athletic cup. A caller informed him that Century Martial Art carried female groin protectors. An associate from the Limbaugh show called and ordered two groin protectors in each size for the girl. Century delivered the product in time for the girl's next game the following day in Boca Raton, FL. ■

PLOT TO KILL LEADER FOILED

SEOUL, KOREA—North Korean authorities foiled a plot to assassinate top leader Kim Jong-il in 1995, says a defector. Military cadets planned to axe Kim to death during a martial arts show. But the plot was uncovered and the ringleaders were executed.

Kim was due to attend a martial arts demo of precision axe throwing. As part of the show, cadets would hurl axes up to 100 feet to kill insects. ■

BELL PULLS OUT OF 3 R'S TOUR

By Larry Doke

BELTON, TX—*MAPro* columnist Rick Bell, President of EasyPay Automated Billing, has announced plans for a series of full-day business seminars around the country starting this fall. Bell will team with industry expert John Graden for an in-depth look at changes taking place in the martial arts industry, and new techniques school owners need to know to survive and thrive in the school of the future.



Rick Bell, President of EasyPay.

Bell has been a featured speaker on the Century Martial Arts 3 R's Seminar Tour, and although the tour has been a success, Bell sees a need for more than a 45-minute time slot to adequately address the business needs of the industry.

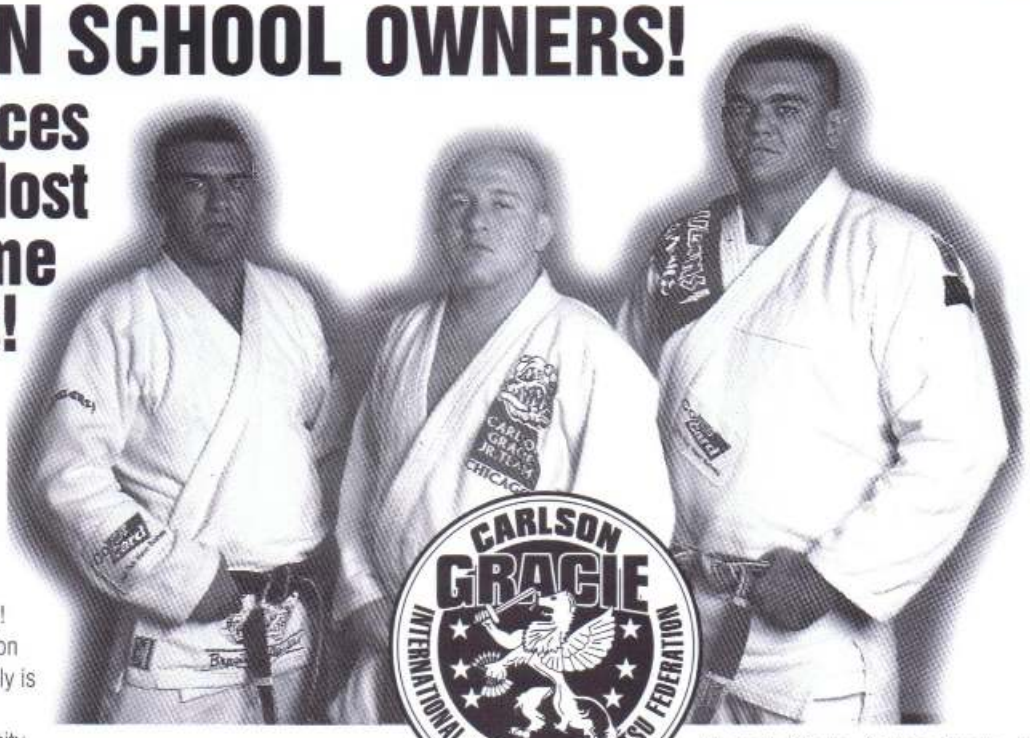
Bell explains, "In the short amount of time each speaker has on stage, you really can't convey the level of detail the audience needs. The consistent request we hear is for more of what we're saying, and more of what John Graden is saying, and the 3 R's format is not well suited to that kind of in-depth business information, so we're going to a full-day format with John and I working together."

Though Bell will not continue with the 3R's tour, Graden will. ■

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CARLSON GRACIE

Carlson Gracie Jr. is a certified Black Belt and a former 10 time Jiu-Jitsu champion. He is the son of the legendary Carlson Gracie, and Grandson of the late Carlos Gracie, the founder of Jiu-Jitsu. Carlson Jr's teaching methods are legendary and has trained numerous champions including Marcus "Conan" Silveira, former Extreme Heavy Weight Champion and Victor Belfort



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3. The 4 volume Carlson Gracie Self-Defense video series detailing all the required techniques you are certified to teach.
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*The Gracie Self Defense Course is a registered trademark owned by the IBJF. It can only be used by authorized members utilizing methods approved by the IBJF. Complete details, rules, regulations and member privileges are included or call the IBJF International Director, Paul F. Viele at 1-800-899 5797.

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Please add $15.00 for shipping & handling, NY state residents add 8% sales tax. Call for shipping outside of U.S.

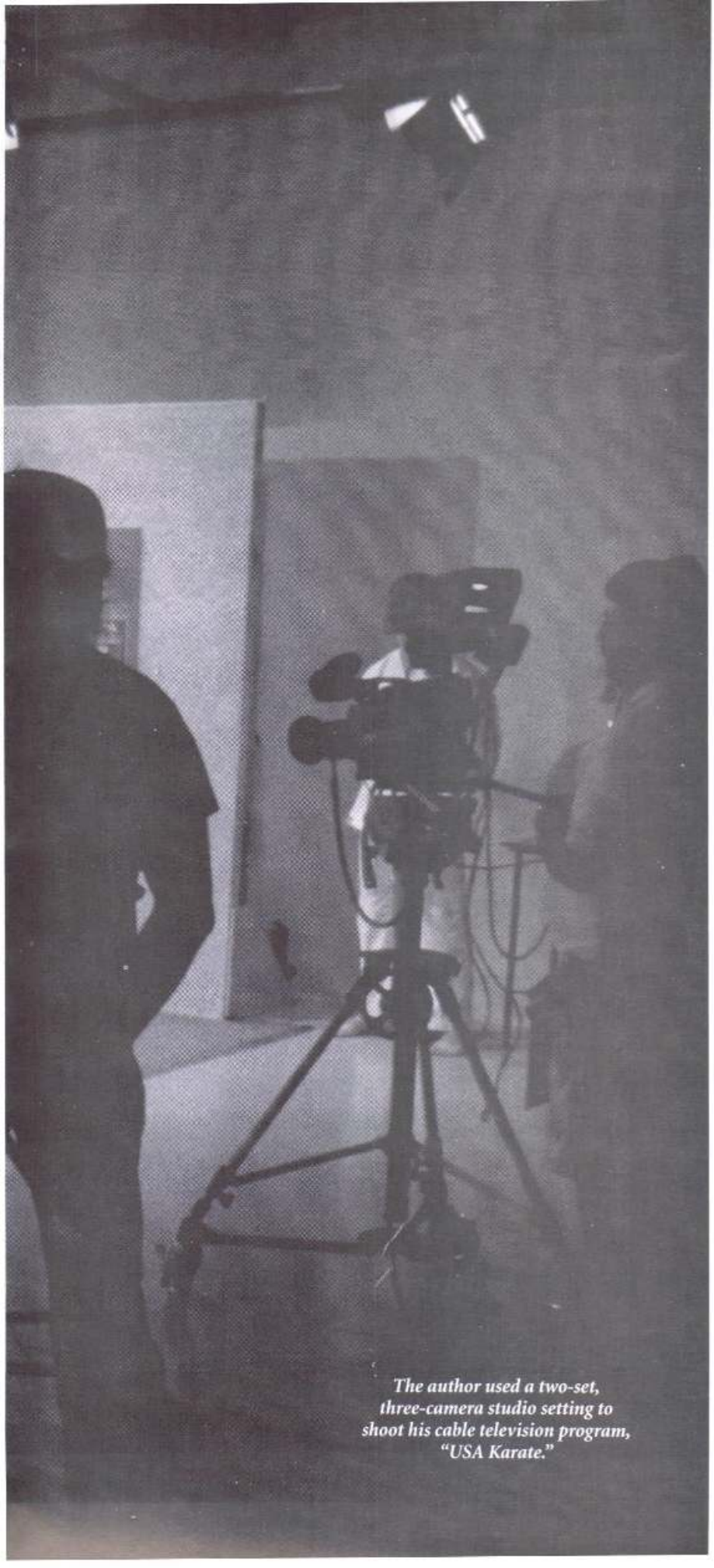
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John Grauer's
USA
KA TE



The author used a two-set, three-camera studio setting to shoot his cable television program, "USA Karate."

STAR POWER

How To Produce Your Own Martial Arts Video Or Television Show

BY JOHN GRADEN

In an age when the video market has become a major part of the martial arts industry, it seems everyone wants to be a video star. And while there's no shortage of "How To" videos on the market, there is a shortage of high-quality productions. Incredibly, there are still many high-profile martial artists hawking videos shot on home camcorders with no additional lighting, audio or graphics. Personally, when I watch such a homegrown production, I feel used and deceived. Especially if the video is priced at what you would expect of a professional production.

So, despite the saturation of "How To's" in the market, producing a quality, informative video that meets a market need can still be a profitable venture.

After hosting and producing my own television show for nearly a decade and producing videos every month for NAPMA members, I've recognized that there is a process and some rules to follow in order to save as much money as possible, while still producing a tape you are proud of. For those of you who are aspiring producers, here are a few steps for creating, managing and producing your own martial arts video. Much of what we will cover will also apply to producing your own television program.

The Creation Process

A number of steps are involved in the creation process, including choosing talent, targeting a market, scriptwriting, preproduction and budgeting.

Choosing the Talent

We're going to assume, for this article's sake, that you are not a legendary martial artist. In other words, your name alone will not sell the tape or show. While many big-name martial artists could use some work on their presentation skills and production values, many will always have an audience based solely on their name. How big an audience is another story.

So, provided you're not a superstar already, it's important to determine if you are producing this video for profit or for ego satisfaction. If you are producing a video for profit, it is extremely important that you evaluate closely the talent you use. Since most martial artists consider themselves undiscovered media stars, you may be saying, "But I want to host!" No problem, assuming you have the talent to work in front of the camera.

Producing a video, if done correctly, is a significant investment. If you've never been in front of the camera or have trouble speaking effectively in public, you

Continued on page 19

PLAYING IT SAFE

Is your school in violation of copyright laws by playing music during Cardio-Karate classes?

By John Graden

Few areas of your Cardio-Karate™ program are as important as the proper use of music. Not only do you need to have a good sound system to play your music loud and clear, but you have to choose the right music to play.

While you may prefer the music of southern rock or punk instead of the recommended fitness music (techno or funk), there is a strong precedent for using this style of music. There is a multimillion-dollar industry of companies that produce music for fitness classes such as Cardio-Karate. Over decades of researching the tastes and preferences of the adult fitness students, they have produced music to fit that market.

The music intentionally has a very strong and consistent rhythm. This is good for the student and the instructor since a driving rhythm helps the instructor start and time new combinations and helps the student "get the beat" to keep up.

One of the issues that has surfaced regarding music is in the licensing and playing of it. All music that is used for commercial purposes, either as music for your Cardio-Karate class or background music during your regular class, is regulated by the United States Copyright and Trademark laws.

Whomever owns the copyright to the music, typically the author, is the only person with the right to reproduce the music, perform the work publicly, or play the work in public.

Consequently, if you want to play music during your classes, you must purchase a musical-performance license. In fact, you may have to purchase as many as three licenses to protect yourself from possible prosecution and fines.

Here are five common questions that most Cardio-Karate schools have regarding music licensing. Of course, these answers are not quoted from the law books and are fairly general in nature since everyone's situation is somewhat different. For instance, if your class is in a health club that already is licensed, then your situation is different from a class that is in a commercial martial arts school.

It's always wise to seek counsel from a copyright attorney to determine what's right for your situation.

1. Why can't I just play music in class? Why do I have to pay a licensing fee?

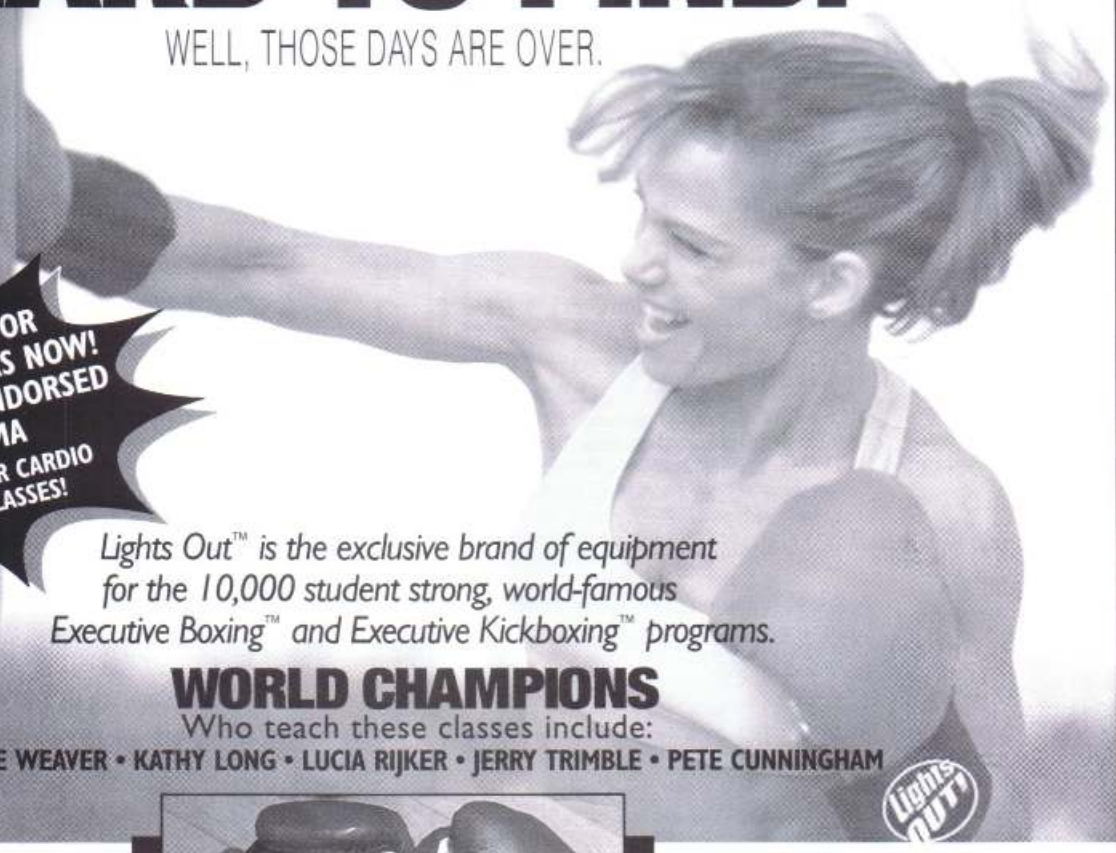
Because you operate a commercial business, in the eyes of the music industry, you are making money off of their music. Consequently, the owners, by law, have the right to be paid each time their music is played.

Since it's virtually impossible for recording artists to secure a royalty payment every time one of their songs is played somewhere in the U.S.,

Continued on page 18

A GOOD GLOVE IS HARD TO FIND.

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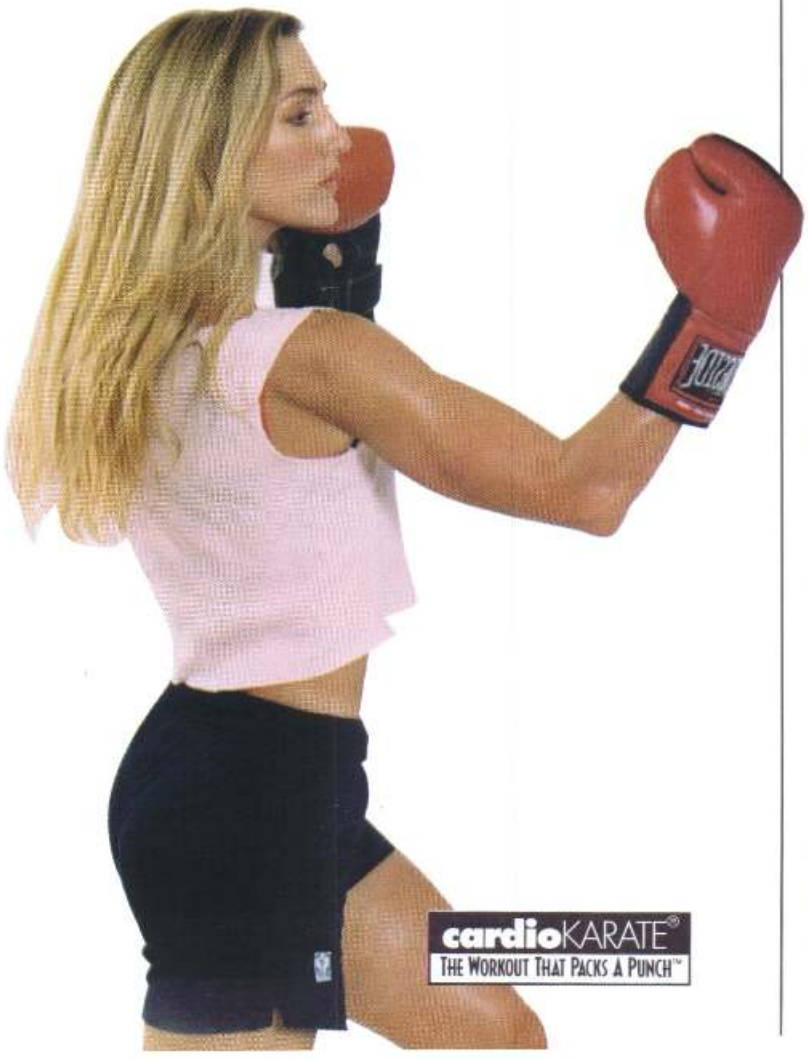
NAPMA

join the nation's largest martial arts professional association



NATIONAL ASSOCIATION OF PROFESSIONAL MARTIAL ARTISTS

NAPMA has put together a powerful team of marketing professionals to give school owners affordable access to proven, quality marketing and advertising materials that would normally be out of reach for most small to medium sized businesses.



AS MARTIAL ARTISTS, MOST OF US DIDN'T DECIDE TO GET INTO THE MARTIAL ARTS BUSINESS BECAUSE WE THOUGHT IT WAS A QUICK WAY TO GET RICH. WE CHOSE THIS LIFE BECAUSE WE LOVE TO TEACH AND WE LOVE TO TRAIN. HOWEVER, THE REALITY IS THAT A MARTIAL ARTS SCHOOL IS A BUSINESS, AND YOU CAN'T MAKE IT IN THIS HIGHLY COMPETITIVE BUSINESS WITHOUT GROWING REVENUES, NEW STUDENTS, AND WITHOUT CONSTANTLY MARKETING AND PROSPECTING TO MAKE YOUR SCHOOL GROW. THAT'S WHY THE NATIONAL ASSOCIATION OF PROFESSIONAL MARTIAL ARTISTS (NAPMA) WAS FORMED.

NAPMA HAS PUT TOGETHER A POWERFUL TEAM OF MARKETING PROFESSIONALS TO GIVE SCHOOL OWNERS AFFORDABLE ACCESS TO PROVEN, QUALITY MARKETING AND ADVERTISING MATERIALS THAT WOULD NORMALLY BE OUT OF REACH FOR MOST SMALL TO MEDIUM SIZED BUSINESSES.

EACH MONTH NAPMA PROVIDES YOU AND YOUR SCHOOL WITH THE PROFESSIONAL MARKETING, ADVERTISING, AND OPERATIONAL MATERIALS TO MAKE YOUR SCHOOL GROW FASTER THAN YOU EVER DREAMED POSSIBLE. THIS ALLOWS YOU TO FOCUS ON THE AREA THAT MOTIVATED YOU TO OPEN A SCHOOL IN THE FIRST PLACE: TEACHING MARTIAL ARTS. NAPMA WAS DESIGNED FROM THE GROUND UP TO BE SO AFFORDABLE THAT ANY SCHOOL COULD AFFORD TO PARTICIPATE, AND IS SET UP TO PAY FOR ITSELF BY ADDING JUST TWO NEW STUDENTS (NOT TWO STUDENTS A MONTH, JUST TWO STUDENTS!) AND THE WHOLE PROGRAM IS BACKED BY NAPMA'S UNCONDITIONAL MONEY-BACK GUARANTEE!

the benefits of napma membership

Monthly Marketing Muscle: as a NAPMA Professional member, We'll supply you with everything you need to help make your school a success, including:

Camera Ready Ads That Get Results!

NAPMA has contracted a team of professional design experts to provide you with the most powerful ad campaigns our industry has ever seen, all camera-ready, and designed to get results fast! Our marketing strategies get results, and we do all the design, copy, and research work for you, leaving you free to concentrate on providing quality training.



National Black Belt Club Renewal Program

Our National Black Belt Club is designed to help you, the school owner, attract and retain quality students though their commitment to reaching Black Belt status the right way; through hard work and discipline. It's the perfect system for generating a steady monthly source of highly profitable renewals and should account for 60% of your tuition income while having a huge effect on the atmosphere and energy in your school. NAPMA provides you with all the flyers, brochures, patches, certificates, posters and most of all, national affiliation for your Black Belt Club students.

Video Training Seminars for You and Your Staff

NAPMA members nationwide say that this is the most valuable tool they have ever used to educate and motivate themselves and their staff. Imagine the benefits of exposing your staff to the most successful martial artists in the industry; sharing their drills, their business strategies for success, and their experiences. Our monthly video training provides you with three 20-minute seminars targeted to a specific area of the school: Instructor training, office training, and owner training.

Professional Designation

Only NAPMA member schools receive the authorization to use the designation, "Member: National Association of Professional Martial Artists" on their marketing materials, ads, business cards/letterhead, and even on the school itself. This designation shows your affiliation with a nationally recognized professional organization and speaks volumes to the public about your commitment, integrity, and concern for your school and your students.

Toll-Free Consulting Hotline

The NAPMA hotline is there as your link to getting the most from the NAPMA program material, videos, Black Belt Club program, and all aspects of NAPMA membership. School owners have told us time and time again, how important this toll-free access is.

Cutting Edge Developments

As a NAPMA Professional member you will have the opportunity to implement many of the latest, cutting-edge marketing strategies months before your competition even knows what hit them.

An example is NAPMA's exclusive new Cardio-Karate™ program. With this new program NAPMA schools will be the first in their area to take advantage of this exploding new market. Our exclusive Cardio program, provided to NAPMA member schools at no additional charge, come complete with ads, marketing ideas and video curriculum examples so you can launch the program in your school right away.

In-House Promotional Events

These can be very lucrative (potentially generating thousands of dollars in additional monthly profits) and easy to produce. We'll provide you with step-by-step instructions, ready-made ads and flyers for successful in-house promotions for student retention and additional profits.

Networking With Other Member Schools

Many school owners find this an invaluable resource; the ability to instantly have a common bond with another member school and to interact on a variety of issues, techniques, and challenges all schools face in today's marketplace.

How To Become A Member

NAPMA Professional Membership includes a monthly support program that provides you with:

- A three-part video seminar each month
- Separate Audio Tape Seminars
- Camera ready advertisements that get quick results
- Proven Retention techniques and strategies
- Pre-designed marketing campaigns
- Authorization to use the NAPMA member designation on your printed materials
- In-house NAPMA sponsored promotions for student retention and profit
- The National Black Belt Club
- Newsletter
- Travel Discounts
- Toll-free consulting hotline to help you get the most from the material and much, much more.

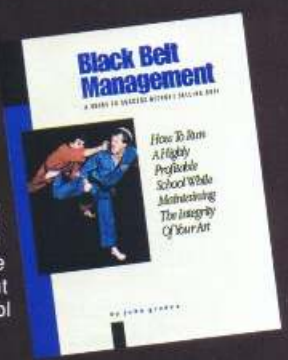
NAPMA membership is affordable for every school

NAPMA membership is an ongoing monthly subscription at $99 (+$3 shipping). There are no contracts and you can cancel at any time. If NAPMA helps you enroll just two more students and they stay in class, your yearly membership is paid for by their tuition. That's not two students per month; that just two students period! That's only $23 per week for all of the value of the NAPMA Professional membership.

NAPMA Start Up Kit is Only $99 (plus $10 S&H)
The NAPMA Start Up Kit includes a sample month's material plus two bonuses:

Bonus #1—THE BLACK BELT MANAGEMENT MANUAL (Retail $149.00) This fully illustrated guidebook to operating a successful school is considered to be the best book ever written on the subject.

Bonus #2—THE NAPMA RETENTION AND FINANCIAL CONTROL SYSTEM This control system is designed with the retention, statistical and enrollment forms needed to interface your school with the NAPMA program.



Money Back Guarantee!

We are so confident in our program, and so many schools have had such resounding success with our program, that we extend a full 30-DAY MONEY BACK GUARANTEE from receipt of your Start-up Kit. Run the ads, watch the tapes, read the material and learn all you can. If you don't agree that your school will benefit from NAPMA membership (at $3.25 a day), then return our package for a full refund.

How To Get Started

Order your NAPMA start-up kit by calling:

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Enroll today—before your competition does!

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National Association Of Professional Martial Artists

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1-800-973-6734 (Outside U.S. call 813-895-0409)

Playing it Safe—*continued from page 14.*

they join performing-rights organizations. These organizations then absorb the copyright to the recording artists work.

The three main organizations are:

American Society of Composers, Authors and Publishers (ASCAP)
3350 Cumberland Circle
#1890
Atlanta, GA 30339
(800) 505-4052

Broadcast Music Inc. (BMI)
10 Music Square East
Nashville, TN
37203
(800) 925-8451

SESAC Inc.,
55 Music Square East
Nashville, TN
37203
(615) 320-0055

These organizations collect licensing fees and, in turn, pay the recording artists. The owner of the facility where the music is played is considered to be the person responsible for paying licensing fees.

2. How much does it cost?

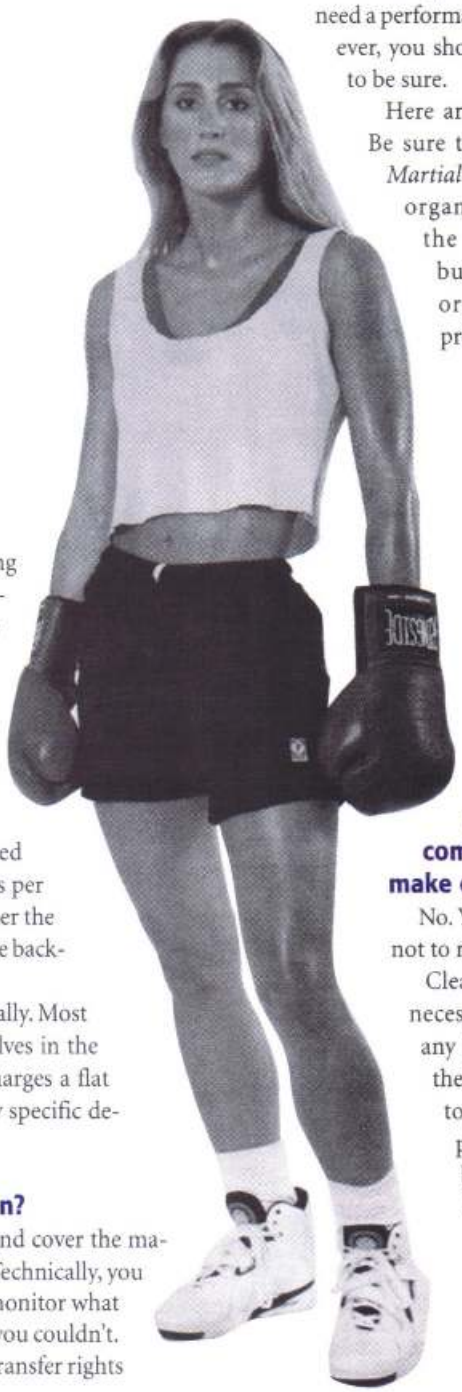
In most cases, the fee is paid annually. ASCAP and BMI determine fees based upon the number of students per class per week; the size of the school; and whether the music is used as part of the class or in the background.

Fees range from $65 to $1,000 annually. Most schools, however, should find themselves in the lower end of the spectrum. SESAC charges a flat $140 annually and doesn't require any specific details about how the music is used.

3. Can I just pay one organization?

ASCAP and BMI are the two largest and cover the majority of music you'll end up playing. Technically, you could just pay one, but you'd have to monitor what music you could play and what music you couldn't. Plus, artists sell catalogs of music and transfer rights on a regular basis, so it's very tough to keep up with monitoring what you can and can't use.

You are certainly playing it safer to pay all three organizations.



4. If I buy a tape from a fitness music company, do I still have to pay licensing fees?

In most cases you will still have to pay a license fee. You still need a performance license to publicly play the music. However, you should discuss this with your music provider to be sure.

Here are a few fitness industry music providers. Be sure to mention that you read about them in *Martial Arts Professional.* It's important for these organizations to recognize the potential of the aerobic kickboxing market for their business, so that, in turn, we can secure organizational discounts and marketing programs.

MusicFlex
(800) 430 3539

Power Music
(800) 777-2328

Muscle Mixes Music
(800) 52-Mixes

Pro Motion Music
(800) 380-4776

5. If I buy a tape from a fitness music company, does that give me the right to make copies of it?

No. You purchased the license to play the music, not to reproduce it.

Clearly, there is a little expense and research necessary to insure you're not in violation of any laws by playing music illegally. However, these costs are fairly nominal in comparison to the huge returns a good Cardio-Karate program can provide a school. It is as big a mistake not to adhere to these copyright laws as it is to play the music on a small boom box instead of a good sound system.

Investigate the requirements, comply with the laws, and then crank it up in your next Cardio-Karate class. ■



L–R: Jim Graden, Joe Lewis, and John Graden on the set of Lewis's self defense video. Lewis used a three-camera studio setting.

Star Power—*continued from page 13.*

may want to investigate training courses or stick to producing and find someone else to act as host.

Notice I said "effectively in public." Many of us in the arts speak in public. However, too often we present unprepared, unfocused and rambling speeches. You'll need an expert and unbiased evaluation of your presentation skills to help you make the right decision about whether or not you should host your own video or TV show. Most importantly, make this decision with your head, not your ego.

This is particularly true if you're developing a television program. Just because you have dollars in hand does not mean you'll be the next Tony Little or Richard Simmons. Most casual television viewers do not know who you are. Their level of interest is solely dependent on your ability to capture and maintain their attention. This is more a result of your presentation skills than anything else.

Evaluate the charisma and motivational level of yourself or the person who will be hosting the production. These two characteristics can carry a lot of clout on the marketing end. Obviously, it goes without saying that martial arts technique and on-camera ability are extremely important during this stage. However, the person hosting the program does not have to be a martial artist. He can be a professional speaker or host who can set up your martial arts demonstrations. This can actually add a lot of prestige to your performance.

A great example is Panther Productions' founder Joe Jennings. Joe is a martial artist, but you don't see him hosting tapes. Instead, he hires people to host the tapes. He remains the producer and lets others act as host. The result is, Joe is the largest independent producer of instructional videos in our industry and has garnered a small fortune for himself.

Targeting a Market

When asked, "Who is this video for?" amateur video producers typically respond, "It's for everybody." There is no such thing as "everybody." You cannot target everybody. You must select a specific target audience for the tape.

For instance, our NAPMA tapes are targeting martial arts school owners. But our focus is even more specific than that. Rather than every school owner, we try to target those who are interested in achieving Success Without Selling Out.

While that may seem like every school owner, I assure you that it isn't. There are hundreds of schools who have absolutely no interest in learning how to run the school to be more commercially successful. Of course, that market is shrinking quickly while the more progressive market is growing. You don't want to pick shrinking markets for your program.

Assuming your video is for martial artists, ask yourself these questions. Is it for black belts? Students? Instructors? Adults or children? Men or women? Targeting a market provides you with a guideline to follow in the creation of the tape and in the marketing. You should be able to sum up the target market and the benefits to that market in a few sentences.

For instance, *"This 45-minute video will provide traveling female executives with no previous martial arts experience with the basic principles of assault prevention." That's a far cry from "everyone."*

Scriptwriting

For most productions, scripting does not mean writing down and then memorizing each word of the presentation. It does

Continued on page 28

Report: The Cult in the Quan

The Fall of a Martial Arts Magnate



John C. Kim was convicted on federal tax fraud charges on December 10, 1996 in Chicago.

PART 3

Kurt Chappell needed martial arts lessons as much as he ended up wanting them. He'd injured his back on the job. He dwelled in a world of hurt. Depressed, on pain medication and muscle relaxants, he listened to his doctor suggesting he seek out a martial art to, as Chappell puts it, "improve my lot in life."

He entered a Chung Moo Quan school in 1985 in Houston and was immediately impressed. He had seen a poster advertising the John C. Kim style of Chung Moo Quan (a.k.a., Chung Moo Doe, and Oom Yung Doe). But it was the "blue literature" that drew him into Chung Moo Quan orbit. The literature epitomized the essence of the school — professional and impressive. The premises were "spotless." Pictures of Kim lined the walls, as they did all Chung Moo schools. Yet, it was the practicing students he saw that impressed him the most. Here were these grown men, bigger, stronger than he yet as agile as dancers.

His first lesson went much like Russell Johnson's (see last issue). The instructor told him to hit him "harder, harder." Then they showed him how to punch. He says their hands were like "anvils," driven by tree trunks. He was so awed by their ability he says he was in shock, open to any suggestion that would get him that ability. He wanted what they had and signed up to learn for a $20 enrollment fee and $50 per month.

Also like Johnson (see last issue), Chappell told his story in a 1992 videotaped interview with cult expert Joseph Szimhart. Szimhart, who is a Pottstown, Penn.-based cult-information specialist and exit counselor, says he's interviewed and counseled some 20 former Chung Moo Quan students, at the request of their families.

Continued on page 22

by bill feltt

Learn How To Teach Cardio Karate™

This four-hour certification program, led by Jim Graden, will provide you and your staff with the skills and information necessary for leading a Cardio Karate™ class. Topics include safety, anatomy, class structure, and use of music. Registration per person is $99 for NAPMA members, $199 for non-members. Includes all workbooks, materials, and upon completion, designation as a certified Cardio-Karate instructor.



Cardio Karate Certification Dates

San Francisco	June 27
New York City	July 13
Minneapolis	July 27
Boston	August 17
Los Angeles	Sept 7
Chicago	Sept 21
Las Vegas	Oct 12

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The Seven Laws of Success Without Selling Out Workshop

June 27, 1997
5:00 – 9:00 p.m.
Karate College
(Radford University)
Roanoke, Virginia

Four hour workshop with *Martial Arts Professional* Publisher John Graden

In this fast paced, exciting presentation, you'll learn:

- Two powerful, cost-free methods of creating massive referrals
- Why most curriculums fail the student and how to adjust yours to succeed
- The most effective examination process
- How to teach sparring so students won't quit
- Learn the key strategy for creating a dominating presence in a competitive market
- How to measure and improve your retention
- How to recruit, motivate and train staff at no cost
- How to dramatically increase your tuition collections
- Learn to avoid the marketing mistake that is killing schools
- How to gain control of your personal and business finances
- The critical step that every school owner must go through to become a success

Registration is only $99 per person. Space is limited so call now. This comprehensive seminar is only being offered at Karate College. To register you and your staff for *The Seven Laws of Success Without Selling Out Seminar*, call us today!

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The finest, fully encased, custom martial arts belt display cases ever made! Call 9th Degree toll-free for your color brochure. (888) 9th-BELT. http://www.9thDegree.com

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MODELS—BUILD YOUR PORTFOLIO
Amateur fitness models needed for national newspapers and magazines. You'll appear in ads for over 1,000 fitness and martial arts centers nationwide. Send composites or photos to Graden Media Group, Inc., 1362 86th Terrace N., St. Petersburg, FL 33702.

PERSONAL DEVELOPMENT TV
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Classified ads are $35 for the first 30 words. $1 per word after that. To place an ad, fax to (813) 570-2931 or email it to NAPMA@aol.com

Cult in the Quan—*continued from pg. 20*

Chappell had seen Russell Johnson off at the Houston airport when two thugs, one of whom Chappell thought he recognized as a Chung Moo student, attacked Johnson, striking him with an" uppercut."



Courts and Controversies

Court and controversy were no strangers to Chung Moo leaders. A Massachusetts student filed a civil suit accusing his Chung Moo instructor of assault. The student says that after asking an instructor for a copy of his contract, the instructor grabbed him by the windpipe and asked, "How would you like to die right now?" The instructor denied the charge and the suit was settled out of court, according to a Boston newspaper article.

According to former students Johnson, Chappell and others, asking questions was discouraged, a hallmark of cult-like behavior, according to the American Family Foundation, a Bonita Springs, Fla.-based organization that studies cults. When Scott questioned an instructor about inappropriate influence in the lives of students, he got threats. He says his question came after he overheard one instructor ask permission to wed. Scott was told, "You ask a question like that again, it would be better if you weren't ever born."

Scott says he took part in an attempted raid on another Chicago-area martial art school. He was ordered to lean on the instructor for stealing a phrase from Chung Moo fliers and using it in his school's promotions. He and another student went to the school, but the instructor wasn't there. Other students, Scott says, carried out the mission. "We were soldiers. You were told to act and you acted."

Another similar incident was alleged on the Zekman report. An instructor says he and a friend visited a Chung Moo school. He says the instructor and students surrounded them, beat them up and threw them out.

Chung Moo Doe instructor Dr. Gregory Kisling, a radiologist at a hospital near Chicago, who teaches Chung Moo at the Martial Arts Support Center, a school for Chung Moo practitioners left without a school, heard a similar story, but the roles were switched. He says that a couple of martial artists from another school had visited a Chicago-area school "looking for trouble." He says he doesn't know what the outcome was.

Kisling, who has studied Chung Moo for 14 years, says he has never been harassed, pressured, or seen any of the alleged cult-like behavior many attest to.

Since the Zekman report, all but one of the Chicago-area schools, which still go by name Chung Moo Quan, have closed. It has broken ties with the national organization, according to an instructor there who requested anonymity.

None of the alleged incidents above may rival the chilling tests of loyalty witnesses testified to at the tax-fraud trial. Witnesses say Kim offered an instructor a choice," Leave the school or die?" The instructor chose death. Kim seized him by the throat, choking him, then unexpectedly released him just before unconsciousness.

Regardless of the truth about Kim's past or the legitimacy of Chung Moo Quan, which is questioned by some former students and other martial artists, he faces the possibility of five years in jail and a $250,000 fine or more. The judge set a May 12 status hearing on sentencing, which should follow soon after.

Because Kim refused to be interviewed and the lawyers for the other defendants either refused comment or didn't return numerous phone calls, their side can't be fully aired. Many of Kim's students still respect him and follow his "way." Schools are still active; some apparently successful.

Chung Moo schools are ran locally and independently. Students, including police officers, priests and doctors, line up with testimonials to the effectiveness and legitimacy of Chung Moo. To the charges and allegations of cultic behavior, one Chung Moo instructor encourages anyone to visit Chung Moo Doe schools.

"For every negative comment, there are ten times that many positive ones. It is my opinion this has been blown way out of proportion, and there is little to substantiate these allegations," says sixth-degree black belt David Gullifer, who teaches at a Chung Moo Doe school in Minnesota, in a written statement.

"With all the controversy, one thing remains unquestioned," Gullifer says, "even those who would try to detract from Master Kim's reputation, fully admit that he is and continues to be a true master. I submit that you cannot reach that level without the corresponding strengths of self-respect, determination, discipline, self-control, care and compassion and all [the] other qualities that make up good character and a good teacher."

Neither the Illinois attorney general's office or Szimhart has heard any more claims of misconduct by Chung Moo schools. "If they're still out there, they've cleaned up their act," says Illinois Assistant Attorney General Larry Warren. ■



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MASTER'S DEGREE

instructions for instructors

by Tom Callos

The Lone Re-Ranger Meets His Small-School-Inner-Self

I have just opened a new school in Hilo, Hawaii. My first day in business was April 15, and as of today (May 11), I have enrolled 52 students. This is the first time, since I opened my first studio in Reno, Nevada, in 1981, that I have opened a school without the help of staff, students—or an established reputation in the same community.

"How would we treat this student, or this situation, if we were a 50-student school, rather than a 500 student school?"

Wow! What a re-education! Not to mention a lot of work. With the exception of my part-time front-desk person, I'm the lone-ranger: Instructor, advertising department, program director, attendance keeper, and head custodial engineer. While half of me is suspended in a dizzying deja-vu ("Haven't I been here before?"), the other half has enjoyed the challenge—as well as the simplicity—of being a one-man-show. With so many plates to spin, I have been getting a massive re-schooling on the essentials of classroom/karate school management.

Perhaps you're thinking, "So what's the big deal? I live that every day." Well, maybe you're in touch with your small-school-inner-self, but for this former big-school owner, it's a whole new experience.

For more than 10-years, I had the help (and thick insulation) of a well-trained staff and a large high-ranking student body. A big-school manager gets a little removed from the responsibilities and realities of the small-school instructor. Sure, the jobs may appear similar, but there's as much a difference between the small school and big school as there is between the numbers 50 and 500.

And I used to wonder why so many small-school and new-school operators got that "far-away" look in their eyes at my business seminars—all this time I had thought it was because I spoke after lunch.

Contrary to what I used to think, big schools can learn a lot from small schools. I used to say in my staff meetings, "How would we treat this student, or this situation, if we were a 50-student school — rather than a 500-student school?" I hadn't wanted students to lose any of their value or importance just because there were more of them.

So now here I am—with a 50-student school. Allow me to share with you a bit of what I'm re-relearning; perhaps you will find something that re-reminds you of what's re-really important in your school, re-regardless of its size.

The Phone Is a Busy Instructor's Best Friend

Of course, in-person contact is better, but when an instructor has 25 students and as many parents vying for his attention—not to mention another class lining up—quality contact becomes virtually impossible. The phone can help create the rapport with your students and their family that is a key ingredient in their retention. Every instructor should take 30 minutes at the end of each day to call some of this students/parents, just to, as they say in Hawaii, "talk-story."

Every Student Should Be Treated as if He Is Your Only Student

What if you only had one student? You would certainly notice when he didn't show up for class. He would probably know his curriculum and test on time too. In a big school, it's easy to lose track of individuals. Having a small school has reminded me how important it is to treat every student the way you would if he was the only one. If I only had a single student, I would undoubtedly know his parents' name, their birthdays, their favorite colors, and probably a lot of other personal information.

Here's an idea for your next staff meeting: Pull a few attendance cards and ask your staff how much they know about each student. Perhaps you'll be surprised.

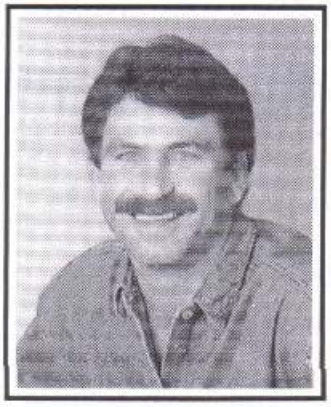
There Is a Lot More to Teach on the Floor than Techniques

In a big-school, students learn about the martial arts from their instructor on the floor, the program director in the office, the senior students in class and even the front desk staff. In a small school, the instructor has to impart everything—right there in class. Beyond any technique, a student needs to have a sense of where he's going—of what he is becoming.

As a one-man-show, I know I'm spending a significant amount of time building a compelling future for my students—getting them in the right frame of mind to truly realize the benefits that await them. In my big-schools, I don't think all of my staff knew how to do that as well (consistently) as they could/should have.

Next Issue: Some more "No Duh" revelations. ■

I've Just Got To Get This Off My Chest Before I Explode!!!



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Let Me Tell You How! If You Do Not Read This Page At Least I've Done My Part.

You see one day this guy comes up to me and says "hey" you are spending all this money every month on ***advertising that gets you about 7 students a month if your lucky****. Then he said* ***if I could show you a way that could spend about 350.00 per month and at least double this*** *with hard work and would eliminate the need for an advertising budget, would you be interested? Well obviously I said yes. I Knew that one newspaper ad cost that, and if I only signed up 15 new students per month, I would generate much more than he was asking and I was already spending about 800 to 1200 per month and only getting 3,4,5, new ones each month. I certainly wasn't scared to work, I'd been busting my tail and not doing jack. Well* ***to make a long story short, they came out, trained us ,installed the system and taught my staff how to close. It was so easy I was extremely surprised! I've got two schools now and this guy has got schools across the country doing the same thing.*** *He gave me a little flyer one day, that is what you are about to read, however I just want to be the first to tell you that you're making a big, big mistake if you don't check into this one. Now that I've got this off my chest, I want you to read the flyer I received from him.*

The martial arts organizations that will survive and be prosperous in today's market are positioned in a manner that is lean and ready to handle the constant change of today's economy. Are you tired of throwing away money on advertising? Do you want **more students**? Do you want to increase your income two or three fold? Would you like us to show you how to do this without any out-of-pocket expense? 'Sound too good to be true? Well, it **is** true, just ask our existing **martial arts clients**. They are so excited, **they did not even want us to disclose** this amazing marketing breakthrough to their competitors. We felt it would be unfair for us to allow that to happen, so we developed a **way to protect each karate school in an area.**

Don't miss out on this. At least give yourself the opportunity to see for yourself how incredible this turn-key program will work in your business. We would be happy to prove what we claim! You owe it to yourself, your family, and your employees to see how this amazing advertising system will give you an almost unfair advantage over your competitors!

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SAVED BY THE BELL

are your classes too cheap?

By Rick Bell

When I started teaching the martial arts years ago, the one label I thought my school needed to avoid more than any other label was "most expensive school in town." I felt that charging top dollar for teaching the arts was an apostasy. I was convinced that expensive schools could not possibly have the same respect for the martial arts that I had, and that all they were after was money. I was sure that expensive schools had sold out and were teaching inferior, watered-down technique, just to gain as many students as possible. My school was going to be different, I always assured myself.

"I was convinced that expensive schools could not possibly have the same respect for the martial arts that I had, and that all they were after was money.

In the early days, there were only two martial arts schools in my town, mine and my arch rival's. I hated my arch rival. Oh, don't get me wrong, he was actually a nice guy and a darn decent martial artist, but in those days, he was the enemy.

My rival and I never actually had cross words, and now that I think about it, all my anger at him stemmed from schoolyard conversations between his third-graders and mine. On more than one occasion, I was ready to charge over to his school and give him a good thrashing, based on the hearsay of a third grader — what an example of maturity and self-control! Thank goodness we never physically acted on any of those ridiculous impulses.

Since my arch rival and I had no real desire for a physical confrontation, we competed in another area we thought would really do damage. We competed to see who could have the lowest tuition in town. We were each determined to underprice the other, thinking that the one with the lowest price would certainly have the most students.

A strange thing happened as we lowered the cost of our classes. Instead of our schools filling up, as we had expected, the number of students we were signing up and keeping actually began to drop. I didn't know why at the time, but I do now.

I learned that in marketing there is an important psychological factor called "price perception." Translated in plain old English, it means people believe they get what they pay for. Besides price perception, another force at work on our market was something I now call "cost prestige."

Cost prestige means that people from your demographic target (Baby-Boom parents) are strongly motivated by the need to appear affluent, and to engage in activities that others like them engage in. If your tuition is too low, there is no cost prestige associated with your school, and you will attract people from your town's lowest socioeconomic level, alienating the status-conscious Baby Boomers who, believe it or not, would rather pay a little bit more.

Here are two important tips about your pricing:

1. People won't think your classes are very prestigious if you don't charge around $60 per month for two classes per week. If you're currently charging less than $60, start to increase your dues in increments of $5 every three to six months until you get there. You may want to grandfather some of your existing students, but make sure every new students pays the higher tuition.



2. Parents are often proud to say their child attends an expensive private school.

And it's no different with extracurricular activities. Dance lessons, piano lessons and martial arts classes are always sought from the most "recognized" school or teacher in town. One of the primary reasons people pay extra money to send their children to the best (most expensive) school is cost prestige.

If you make a commitment to raise your tuition to a proper level, you will experience a different dynamic begin to work in your school. When I increased my tuition to $60 per month, my arch rival across town just knew it would be the end of me. But he was wrong, it was only the beginning. In less than six months, I had twice as many students as he had, and in a year's time, I had doubled that again!

Whether you think your classes are worth a little, or whether you think they're worth a lot. . .you're right!

Rick Bell is a well-known speaker and consultant to the martial arts industry and is President of EasyPay Automated Billing. He can be reached at 1-800-852-4005 or IFCEasy@aol.com.

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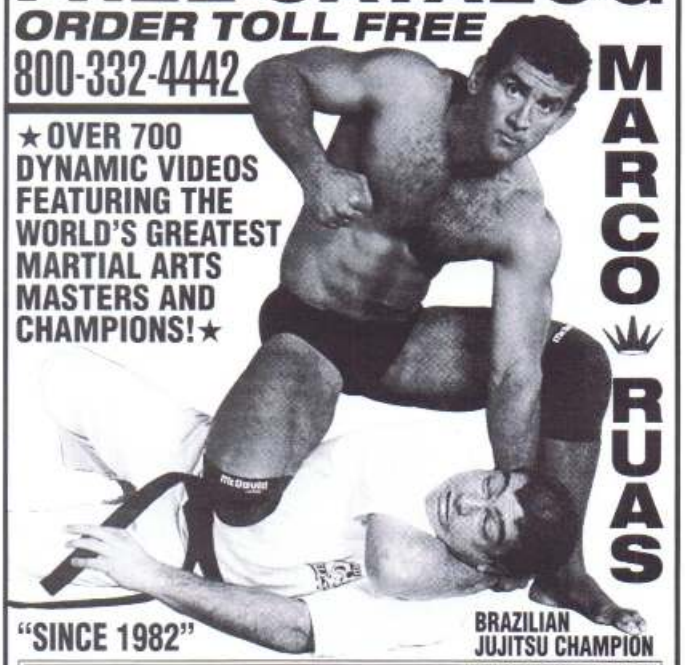
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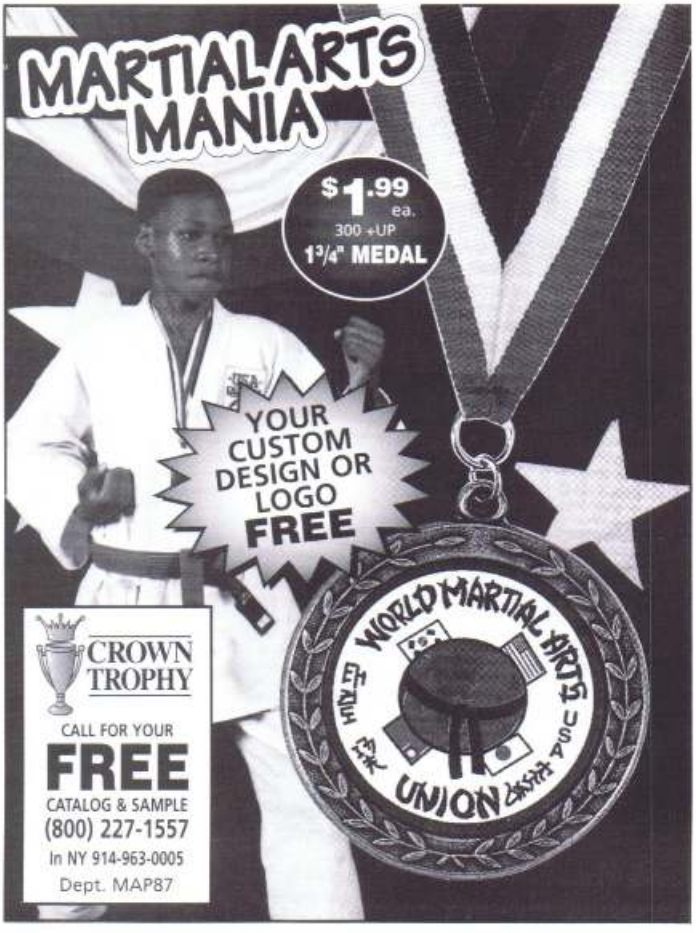
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Studio shots are less expensive and easier to control than "on-location" shots. Here NAPMA video director Mark Graden edits a program.

Star Power—*continued from page 19*

mean writing down and assigning time to each segment, what's to be covered, what shots are needed to convey the message, and in what setting the shots will take place.

For instance, you may want to open with a stand-up of you providing a short overview of the subjects and benefits that will be presented in the tape. What happens next? Will the screen fill with a title graphic or will you simply start into the next subject? How about music? Will you use an exciting theme to cover the transition from segment to segment?

Teaching a self-defense technique is not as easy as simply showing it to the camera, as though it were a class. You might first create a real-life scenario that illustrates the technique in action. Then, as you teach it, you may want to do cutaways (close-ups) to isolate a specific hand position or wrist lock.

What happens next? These are the questions that have to be answered in your script.

Don't assume that just because you teach a class six times a night, or know your subject backward and forward, that you can host/produce a video. In order to achieve the necessary 45 minutes, you may need 20 hours of preparation and three hours of video. Recognize that the script is vitally important. It will allow you to maintain continuity, as well as assist the potential audience in understanding how you get from point A to point Z.

As you are preparing the script, keep in mind that it will assist you in also creating a "shot list." The shot list is a checklist of scripted items to ensure you tape everything you need. The last thing in the world you want to happen is to realize when you're editing your video that you're missing the transition step that got you from the right side kick to the left reverse punch. Once the video is shot, it's shot—unless you want to revisit the location/studio and attempt to recreate the energy level, lighting, sound and all of the other components. Besides the headache, reshooting is costly.

Preproduction and Budgeting

Most metropolitan cities have production services that are adequate for a typical martial arts video production. You don't have to go to Los Angeles or New York to produce a high-quality piece. To begin looking for a production company, you must first identify your wants and needs.

Remember, as producer, you are the person who keeps the budget in line and maintains the vision and integrity of the project.

In most situations, you'll need a crew of two to three, including a videographer and an audio/sound person. Because you are often shooting while "on the clock," it's nice to use a two-camera shoot versus a one-camera shoot. This allows for two cameras to film two different views of the same activity. Not only will this allow for greater diversity in the production, it will be a great asset when editing the project, since most often you'll need a number of angles in order to put the production together.

Two cameras also make the program more interesting to watch because the look will change throughout the program. However, an additional camera and camera person means additional expense.

After you have researched a number of production companies and found one you feel comfortable with, schedule a meeting with your potential crew. Describe your project to them, and ask them to describe it back to you. If the description doesn't match your vision, look for a new production company. Be

Continued on page 30

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AAC..."We're Here To Work"

Star Power—*continued from page 28*

sure to ask the production company for examples of similar projects they have produced. This will go far in establishing the value of their services.

The average production for a one-day shoot can range from $300 to $1,000 per hour and up; therefore, take the time to ensure you will be maintaining your vision throughout. The production company can guide you through the editing process and assist you greatly. Don't go into your first production meeting with a "master of the martial arts" attitude; go with the attitude of learning. The more the crew likes you, the harder they work to give you what you want. You have be stern sometimes and you should negotiate hard, but remember, these guys can make you look good or bad. You want them on your side as a team.

By the way, it's always a good idea to have a still photographer on-site to take photographs of your production. Later you may be able to utilize some of the photos during publicity campaigns or on the video cover.

It's critical that, as you develop this "vision," you stay in constant contact with your production company regarding the costs and feasibility of what you want to accomplish. This is the team that will be actually shooting the tape and creating the set. You may have visions of exciting overhead shots and hot, fast-paced opens only to find out that it would cost you an additional $3,000 to pull it off.

All costs must be established before moving forward on the tape. Otherwise, you may spend five years trying to recoup your investment.

Location

The location is extremely important, as it will set the mood and direction and simultaneously serve as a constant backdrop. You may choose a studio, your school or even the beach. What's most important is that you choose something that supports your vision.

Studio shoots are the most controlled environment for obvious reasons. Also, by keeping the production crew in their own environment, you can save a few dollars.

"On-location" shoots, such as outdoors or in your school, are more costly and require additional prep-time, all of which you pay for. On-location, assuming it is outdoors, can also be unpredictable. Most production companies require a 24-hour notice to avoid cancellation charges. Unfortunately, sometimes (especially here in Florida) you don't even get two hours' notice for thunderstorms that can ruin an outdoor shoot.



A guest appearance by a celebrity works as an implied endorsement of your school. Here, motivational speaker Tony Robbins makes one of five appearances on John Graden's program.

How Can You Separate Yourself from the Pack?

If you thought the hard part was over — think again. The martial arts video market is over-saturated. More challenging is the fact that virtually every high-profile martial artist in the book is making a video of some type. So if you're an unknown, how do you stand out? Find an angle that separates your presentation from the others.

For example, in the fitness market, Richard Simmons markets fun. Tony Little's tapes are high-energy motivation, while Susan Powter stops "the insanity." In each of these examples, the presenter was an unknown prior to producing their first tape. I've known Tony Little for over a decade. We used to give motivational speeches at schools and we both had local shows on the same television station. Through his video company, he sold $450 million in tapes and products in the past four years. Think about that the next time you see him yelling at the camera.

All of these three had to create an angle that allowed them to separate themselves from the Jane Fonda's of the fitness market.

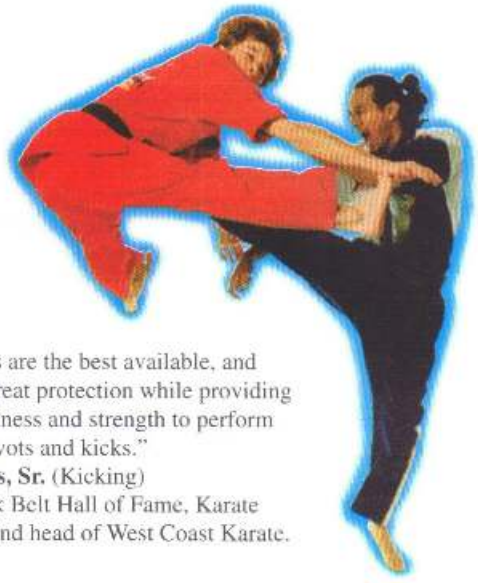
Artwork

One way you can create interest and confidence in the quality of your video is to invest in a graphic artist's time for the layout of your video cover. A dynamic and colorful cover can set you apart from—and above—other, possibly more celebrated tapes with big-time hosts and a small-time look.

Creating a martial arts video looks a lot easier than it actually is. Most of us, prior to producing a video, look at the polished person on video and say, "Hey, I can do that." Well, maybe you can, but be prepared for taking on a huge responsibility. Seek the assistance and guidance of other professionals in your effort to bring an interesting, safe and inspiring martial arts video to market. Most of all, separate yourself from the pack! ■

John Graden is publisher of "Martial Arts Professional" and Executive Director of NAPMA. Copies of his USA Karate program are available, along with his two latest videos, "The Automatic Renewal System" and the "Seven Laws of Success Without Selling Out" by calling (800) 973-6734.

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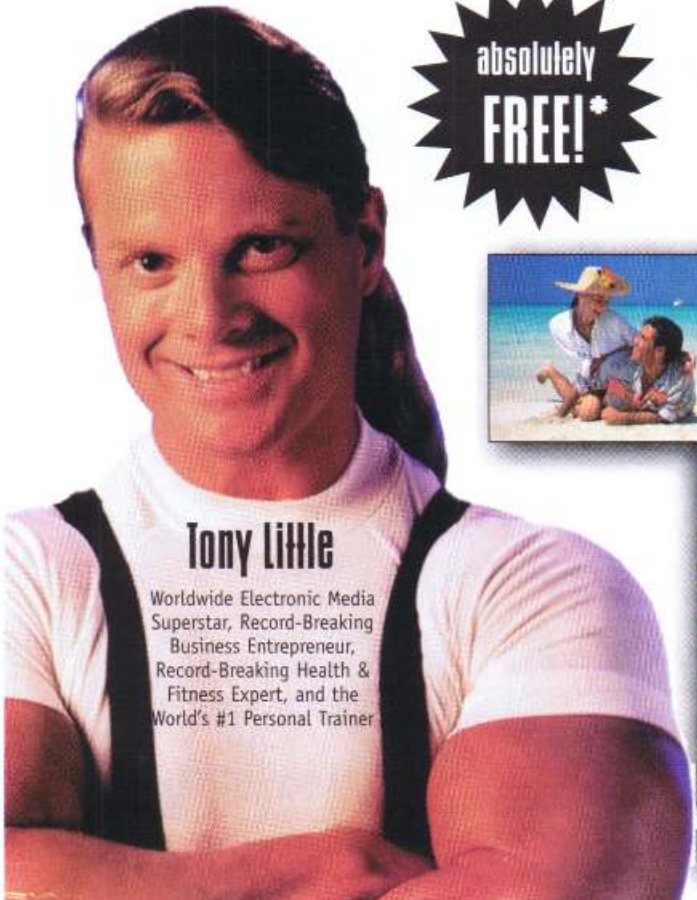
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