Aerosmith to play at MIT

By Mike McNamne

Aerosmith, a rock group with roots in the Boston area, will be performing at the Kaleidoscope weekend, with a concert scheduled for Rockwell Cage on April 20.

The arrangements with the band, which were made by the Undergraduate Association, were the result of a long series of negotiations with a string of booking agents and groups which were started last November, but were not settled until last week. The band is charging $4,500, according to Jim Moody '74, who makes the bookings.

The UA will also provide 100 kegs of beer to be served at the concert and will spend $400-500 on an "incentive plan" to encourage sale of tickets for the concert. There will be 3500 tickets selling for $2.50 each according to Moody, who told The Tech that they will go on sale at the TCA offices on Wednesday.

Indecision and negotiations

Although planning for a Spring Weekend concert similar to last year's Sha-Na-Na concert was begun in November, 1973, a series of mistakes and upset plans delayed the decision on booking a band until last week. Moody told The Tech that the UA was originally negotiating to have both the Grateful Dead and the Beach Boys hold concerts during Kaleidoscope, at a total cost of $18,000. Scheduling difficulties, however, made it impossible for either of those groups to appear.

The UA then considered "every group under the sun, from the Who on down," Moody said, in its efforts to find a band for the concert. Student Center Chairman Steve Wallman '75 reportedly contacted a theatrical agent in New York who had no experience in booking rock groups, but who still billed the organizers $100 for his services.

"A couple of weeks ago, it was looking pretty grim," Moody said. Everyone involved had gotten frustrated and had given up. Planning for the concert is now progressing well, Moody said: "We're trying to arrange to buy the beer and get the tickets sold." he told The Tech Sunday night. "On this short notice, we really have to sell the thing."

Ticket contest

To offset the possibility that the tickets will not sell, the UA has established an incentive plan to encourage students to sell them. Each living group can designate a representative to sell tickets for it; the representative who sells the most will be appointed Master of Ceremonies for the concert and will be awarded prizes by the UA.