

BOB HAMILTON

RADIO REPORT

A VERY UP CHRISTMAS

AMAZING GRACE

AMAZING GRACE HOW SWEET THE SOUND
THAT SAVED A WRETCH LIKE ME
I ONCE WAS LOST BUT' NOW AM FOUND
WAS BLIND BUT NOW I SEE

TWAS GRACE THAT TAUGHT MY HEART TO FEAR
AND GRACE MY FEARS RELIEVED
HOW PRECIOUS DID THAT GRACE APPEAR
THE HOUR I FIRST BELIEVED

THROUGH MANY DANGERS TOILS AND SNARES
WE HAVE ALREADY COME
TWAS GRACE THAT BROUGHT US SAVE THUS FAR
AND GRACE WILL LEAD US HOME

WHEN WE'VE BEEN THERE TEN THOUSAND YEARS
BRIGHT SHINING AS THE SUN
WE'VE NO LESS DAYS TO SING GOD'S PRAISE
THAN WHEN WE FIRST BEGUN

Our thought for you and us all at Christmas time is that GRACE will grow and we will see the end of 1971 more together and more loving. Your help and your confidence throughout this past year There is no way we can express our love and our gratitude From Walter Hofer, Seymour Strauss, Dan Lipshitz, Susan Lyons, Mary Lou Edwards, Beverly Magid, Allen Grubman, Arnold Rich Chris and myself Peace Happiness and a better life for the new year.

Bob

TOP 100 of the YEAR

The following list has been compiled as a result of this year's sales, radio station requests and our own opinion as to its value to our subscribers.

	LABEL	TIME	INTRO	END
1. CLOSE TO YOU—Carpenters	A&M	3:40	:09	Fade
2. LET IT BE—Beatles	Apple	3:50	:13	Cold
3. BRIDGE OVER—Simon & Garfunkel	Columbia	4:55	:22	Cold
4. FIRE AND RAIN—James Taylor	WB	3:24	:13	Fade
5. WAR—Edwin Starr	Gordy	3:12	:04	Fade
6. I'LL BE THERE—Jackson 5	Motown	3:35	:10	Fade
7. ABC—Jackson 5	Motown	2:51	:00	Fade
8. AIN'T NO MOUNTAIN—Diana Ross	Motown	3:20	:11	Fade
9. INSTANT KARMA—John Lennon	Apple	3:08	:04	Fade
10. WE'VE ONLY BEGUN—Carpenters	A&M	2:58	:13	Cold
11. MAMA TOLD ME—3 Dog Night	Dunhill	2:58	:09	Fade
12. SPIRIT IN SKY—Norman Greenbaum	WB	3:57	:15	Fade
13. CRACKLIN' ROSIE—Neil Diamond	Uni	5:00	:07	Fade
14. I THINK I LOVE YOU—P. Family	Bell	2:28	:09/:00	Fade
15. LOOKIN' OUT ...—C. C. Revival	Fantasy	2:31	:12	Cold
16. MAKE IT WITH YOU—Bread	Elektra	3:14	:12	Fade
17. RAINDROPS ...—B. J. Thomas	Sceptor	3:02	:04	Fade
18. RAPPER—Jaggerz	Kama Sutra	2:42	:07	Cold
19. ALL RIGHT NOW—Free	A&M	3:07	:15	Fade
20. UP AROUND THE BEND—C.C. Revival	Fantasy			
21. TEARS OF CLOWN—Smokey Robinson	Tamla	2:50	:10	Fade
22. CANDIDA—Dawn	Bell	3:02	:08	Fade
23. GYPSY WOMAN—Brian Hyland	UNI	2:32	:07	Fade
24. HEY THERE LONELY GIRL—E. Hollman	ABC	3:01	:09	Fade
25. GREEN EYED LADY—Sugarloaf	Liberty	3:33	:31	Fade
26. IN THE SUMMERTIME—Mungo Jerry	Janus	3:40	:17	Fade
27. LOLA—Kinks	Reprise	4:06	:07	Fade
28. MA BELLE AMIE—Tee Set	Colos.	3:05	:00	Cold
29. SPILL THE WINE—Eric Burdon	MGM	3:59	:08	Fade
30. PATCHES—Clarence Carter	Atlantic	2:17	:02	Fade
31. JULIE DO YOU LOVE ME—B. Sherman	Metro.	2:52	:12	Fade
32. I'M LOSING YOU—Rare Earth	Rare Earth	3:26		Fade
33. BAND OF GOLD—Freda Payne	Invictus	2:50	:08	Fade
34. AMERICAN WOMAN—Guess Who	RCA		:21	Fade
35. NO MATTER WHAT—Badfinger	Apple	2:57	:07	Cold
36. 25 OR 6 TO 4—Chicago	Columbia	2:52	:27	Cold
37. THANK YOU—Sly Stone	Epic	4:47	:18	Fade
38. TRAVELIN' BAND—C. C. Revival	Fantasy			
39. SIGNED' SEALED—Stevie Wonder	Tamla	2:45	:06	Fade
40. OOH, CHILD—5 Stairsteps	Buddah	3:11	:14	Fade
41. LOVE GROWS—Edison Lighthouse	Bell	2:51	:13	Fade
42. 5-10-15-20—Presidents	Sussex	3:00	:19	Fade
43. SOMEBODY'S BEEN SLEEPING—100 Proof	Hot Wax	2:46	:07	Fade
44. INDIANA WANTS ME—R. D. Taylor	Rare Earth	3:35	:14	Fade
45. MONTEGO BAY—Bobby Bloom	L&R	2:53	:12	Fade
46. DOES ANYBODY KNOW—Chicago	Columbia	3:17	:50	Cold
48. NO TIME—Guess Who	RCA	3:44	:18	Fade
49. LOVE YOU SAVE—Jackson 5	Motown	2:42		
50. GIVE ME JUST—Chairman of Board	Invictus	2:43	:05	Fade

51. STILL WATERS—Four Tops	Motown	3:10	:00	Fade
52. TIGHTER & TIGHTER—Alive & Kicking	Roulette	2:45	:13	Fade
53. BALL OF CONFUSION—Temptations	Gordy	4:04	:00	Fade
54. SEE ME FEEL ME—Who	Decca	3:22	:06½	Fade
55. SHARE THE LAND—Guess Who	RCA	3:53	:12½	Fade
56. TURN BACK THE HANDS—Tyrone Davis	Cotillon.	2:20	:20	Fade
57. COME & GET IT—Badfinger	Apple	2:21	:05	Cold
58. I WANT YOU BACK—Jackson 5	Motown			
59. YOU DON'T HAVE TO SAY—E. Presley	RCA	2:29	:00	Cold
60. VEHICLE—Ides of March	WB	3:11	:15	Cold
61. ONE LESS BELL—5th Dimension	Bell	3:29	:15½	Cold
62. VENUS—Shocking Blue	Colos.	3:05	:18	Fade
63. HOUSE OF RISING SUN—Frigid Pink	Parrot	3:23	:11	Fade
64. SNOWBIRD—Anne Murray	Capitol	2:08	:11	Fade
65. IT DON'T MATTER—Bread	Elektra	2:46	:01	Fade
66. EXPRESS YOURSELF—Watts 103rd St.	WB	4:10	:10	Fade
67. EVIL WAYS—Santana	Columbia	2:35	:08	Fade
68. GROOVY SITUATION—Gene Chandler	Mercury	3:12	:07	Fade
69. SOMETHING'S BURNING—1st Edition	Reprise	3:40	:07	Fade
70. LOOK WHAT THEY'VE DONE—N. Seekers	Elektra	3:12	:04	Fade
71. EVERYTHING IS.....—Ray Stevens	Columbia	3:32		Fade
72. HAND ME DOWN—Guess Who	RCA	3:14	:12	Fade
73. DIDN'T I—Delphonics	Philly	3:25	:18	Fade
74. STONED LOVE—Supremes	Motown	4:00	:16	Fade
75. RAINY NIGHT IN GA.—Brook Benton	Cotillon	3:29	:13	Fade
76. REFLECTIONS—Marmalade	London	3:09	:23	Fade
77. BLACK MAGIC WOMAN—Santana	Columbia	5:16	1:22	Fade
78. JUST CAN'T HELP ...—B.J. Thomas	Scepter	2:57	:07	Fade
79. HE AIN'T HEAVY—Hollies	Epic	4:20	:11	Fade
80. WHICH WAY YOU GOIN'...—Poppy Family	London	3:09	:23	Fade
81. TENN' BIRDWALK—Blanchard Morrison	Ways	3:52	:07	Fade
82. WOODSTOCK—Crosby, Stills, Nash, Young	Atlantic	3:52	:22	Fade
83. KENTUCKY RAIN—Elvis Presley	RCA	3:20	:12	Fade
84. RIDE CAPTAIN—Blues Image	Atco	3:06	:16	Fade
85. JOANNE—Mike Nesmith	RCA	3:10	:10	Cold
86. PSYCHADILIC SHACK—Temptations	Gordy	3:53	:13	Fade
87. RUBBER DICKIE—Sesame Street	Columbia	2:18	:00	Cold
88. EASY COME EASY GO—Bobby Sherman	Metro	2:43	:10	Fade
89. ARIZONA—Mark Lindsay	Columbia	3:06	:11	Fade
90. OVERTURE FROM TOMMY—Assem. Mul.	Atlantic	2:30	INS	Cold
91. YELLOW RIVER—Christie	Epic	2:40	:07	Fade
92. GIMME DAT DING—Pipkins	Capitol	2:10		Cold
93. FOR THE LOVE—Bobby Martin		2:35	:08	Fade
94. KNOCK 3 TIMES—Dawn	Bell	2:56	:07½	Fade
95. BE MY BABY—Andy Kim	Steed	2:59	:10	Fade
96. CELEBRATE—3 Dog Night	Dunhill	2:48	:00	Fade
97. OHIO—Crosby, Stills, Nash, Young	Atlantic	3:00	:26	Fade
98. THRILL IS GONE—B.B. King	Blues Way	3:55	:34	Fade
99. SONG OF JOY—Miguel Rios	A&M	4:55	:28	Cold
100. LAY DOWN—Melanie	Buddah	3:49	:01	Fade

THIS YEAR'S RADIO STATIONS OF THE WEEK

WEAM—Washington, D.C.—703/534-8300—Basically more music with some personality. P.D. Dick Hudak, M.D. Mike Michaels, 1390 at 5 kw, 2 man news staff.

KTLK—Denver—303/222-4811—More Music with super heavy emphasis on personality. P.D. & M.D. Jerry Peterson, 1280 kc at 5 kw, 5 man news staff.

KNAK—Salt Lake City—801/364-3685—More Music with personality. M.D. Dave Sebastian, P.D. Richard Bootz, 1280 kc with 5000 watts day, 500 watts at night.

WRKO—Boston—617/742-9000—Drake programmed much the same as most Drake stations, some heavy personalities, but not as distinct as some organization stations. P.D. Mel Phillips, M.D. Paul Powers, 680 kc with 50,000 watts, 4 man news staff.

WKNR—Detroit—313/846-8500—Heavy personality, exciting but human approach. PD Bob Green, M.D. Ron Sherwood, 1310 kc with 5000 watts day & night, 8 man news staff.

KINT—El Paso—915/972-1486—Very tight format, might be patterned a bit after Drake format but only in principle. PD & MD Sonny Melendrez, 1590 kc with 1000 watts daytime only, at night switches to FM operation, no news staff.

WINZ—Miami—305/371-6641—Adult contemporary format based on rotation of 50% oldies, designed primarily to reach 18-35 target audience. PD Al Brady, MD Wayne Shanyne, 940 kc with 50,000 watts day & 10,000 watts night. 5 man news staff.

WNHC—New Haven—710/465-1193—Station is devoid of heavy personalities. PD Bill Hennes, MD J. J. Phillips, 1340 kc with 1000 watts day & 250 at night. 4 man news staff.

CHUM—Toronto—416/925-6666—Tight, more music format with strong emphasis on personality. PD Bob Wood, MD Doug Rawlinson, 1050 kc at 50,000 watts, 15 man news staff.

WCFL—Chicago—312/222-1000—Somewhere in between Drake format and a personality station. PD Jim Stagg, MD Paul Christy, 1000 kc at 50,000, 10 man news staff.

WMAK—Nashville—615/255-3536—Play a lot of music but stress personality with a few ingredients of Drake format. PD & MD Joe Sullivan, 5000 watts day & night, news staff consists of 1 reporter & 4 on the air newsmen.

KILT—Houston—713/526-3461—Described as Chicken Drake but jocks are allowed a lot of room to do their own thing. PD & MD Bill Young, 610 kc at 5000 watts. Fulltime public affairs staff.

WSAI—Cincinnati—513/251-5700—Spontaneous involvement between a lot of records. PD Nick Anthony, MD Walt Turner, 1360 KC at 5000 watts. 5 man news staff.

KRLA—Los Angeles—213/681-2591—Tightly formatted. PD Johnny Hayes, MD Jay Stevens, 1110 kc at 50,000 watts daytime, 10,000 at night. 13 man news staff.

WING—Dayton—513/222-3773—Flexible free form format, allows DJ's to express their personality & humor. PD Jerry Kaye, MD Jim Tabor, 1190 kc at 50,000 watts daytime, 5000 nighttime. 9 man news staff.

CKRC—Winnipeg—204/942-2231—Top 40 personality type format. PD Bob Washington, MD Doc Steen, 630 kc at 10,000 watts day & night. 5 man news-staff.

WOXI—Atlanta—404/261-0476—More Music format with heavy personalities. PD Gary Cory, MD Sylvia Clark, 790 kc at 5 kw. 7 Man news staff.

KAAY—Little Rock—501/375-5311—Very much a personality radio station. PD Mike McCormick, 1090 kc at 50,000 watts. News staff, 2 men, one woman.

KMEN—San Bernardino—714/889-2651—Modified Drake type format, some personality. PD Scotty Seagraves, MD Johnny Helm, 1290 kc at 5,000 watts, 2 man news staff.

WDAS—Philadelphia—215/878-2000—Contemporary R&B station, very tightly formatted, but heavy personality. PD Jimmy Bishop, Assistant General Manager, Lebaron Taylor, 1480 kc at 5000 watts daytime and 1000 night 4 man news staff.

KLIV—San Jose—408/293-8030—Un-radio-type station, does somethings that no other AM station does. MD Rick Carroll, 1590 kc at 5000 watts, 2 man news staff.

KLEO—Wichita—316/WH3-0225—Very heavy personality using a more music type format combined. PD Bob Roberts, MD Ron Huntsman, 1480 kc at 5000 day & 1000 night. 2 man news staff.

KHJ—Los Angeles—213/462-2133—Drake flag ship station with a little more personality than most of other Drake stations. PD Ted Atkins, MD Sharon Nelson, 930 kc at 5000 watts, 7 man news staff.

KDWB—Minneapolis—612/739-7755—Tightly formatted, heavy personality. PD Deane Johnson, MD Don Blue, 630 kc at 5000 watts, 2 man news staff.

WTOB—Winston-Salem—919/723-4353—Degree of personality blended inwith as much a copy of Drake as possible. PD Gene Werley, MD Buddy Lathan, 1380 kc at 5000 watts daytime, 1000 watts night time, 3 man news staff.

WHBQ—Memphis—901/323-7661—Drake programmed, not very personality oriented, PD Steve Taylor, 560 kc at 5000 watts day and 1000 at night. 5 man news staff.

CFOX—Montreal—514/697-1470—Somewhat Drake tight format. PD Roger Scott MD Bob Ancell, 1470 kc at 10,000 day & 5000 night. 7 man news staff.

WIP—Philadelphia—215/568-2900—Bright MOR with heavy emphasis on personality. PD Gary Mack, 610 kc at 5000 watts. 9 man news staff.

WSGN—Birmingham—205—322-3434—Drake type format, with no heavy personality. PD Walt Williams, 610 kc at 5000 watts day and 1000 night. 5 man news staff.

WOR—FM—New York—212/564-8000—Drake operated, but different in many ways from other Drake stations. PD Sebastian Stone, MD Gail Sicilia, 98.7 kc at 10 kw, 6 man news staff.

KSFO—San Francisco—415/982-5500—Adult contemporary very strong in personality, sports and news. PD Al Newn, MD Alma Greer. 560 kc at 5000 watt daytime and 1000 night time. 12 man news staff.

WMPS—Memphis—901/525-2663—Mixture of personality and more music. PD & MD Art Wander, 680 kc at 10 kw day and 5 kw night. 2 man news staff.

WCBS—FM—New York—212/765-4321—Probably one of the few true MOR stations in country. PD Les Turpin, 101 kc at 50,000, news team made up of CBS staff announcers.

WDRC—Hartford—203/278-1115—Limited personality station, PD Charlie Parker, 1360 kc at 5000 watts. 5 man news staff

WFOM—Marietta—404/428-3396—Personality Top Forty, very broad based station , gives jocks a great deal of freedom. PD Red Jones, General Manager, Jimmy Davenport. 1230 kc at 1000 daytime and 250 night time. No news staff.

KLZ—FM—Denver—303/292-3456—Progressive Top Forty PD & MD Max Floyd. 106.7 kc at 100,000 watts, 15 man news staff.

TOP PROMOTIONS AND CONTESTS OF THE YEAR

Los Angeles—Probably one of the most successful Christmas promotions ever, was run again on Drake stations across the country. It's called Christmas Wish contest. Right before Christmas listeners are invited to send in a wish, telling what they want for Christmas. Wishes varied from a wife wanting to go see her husband on his R&R in Hawaii to a college girl who needed her car repaired to go to school. All the wishes that are granted are taped first person and played back on the air. The budget for this contest must have been phenomenal ... some of the prizes were fantastic. Plus it goes without saying, a lot of good was done.

Montgomery—The prize is the world's largest valentine and it's being given away by fast climbing WHHY here. Listeners are being urged to drop by a numerous amount of stores in town and register their name for a drawing that will be held prior to Valentine's Day. The winning name will get to make up his or her's own valentine for the member of the opposite sex he chooses. Station then will have a billboard in an obvious section of town displaying not only the valentine message by station call letters as well. Of course, contest can be done in several different ways ... but, as PD Bob Baron says, the important thing is the prize.

Buffalo—This has been done many times before but, thought you'd like your memory refreshed. WKBW, always a promotion minded station, reported to listeners that through cleaning up after Christmas, they had found a bunch of old money they wanted to get rid of. So they held a clearance sale. Twice an hour they called a number at random, and if the phone was answered KB Cash Clearance, listener won whatever money was in the jackpot. Each day the prize went down 50 dollars...starting from one thousand. Every day (in other words) there was not a winner...the thousand dollars would cost 50 dollars, more.

San Francisco—Middle of the road stations can have promotions also as evidenced by KSFO's late running Up Your Pleasure contest. Listeners were invited to send in their ideas on how one's pleasure could be upped. Contestant with the best idea won all expense paid trip. Listeners were awarded special Up Your Pleasure Kits that contained such things as feather to tickle your fancy...confetti...perfume and other delightful gifts. Campaign was supported with TV, billboards, and antenna flags.

Philadelphia—WIBG morning man Ed Richards has launched a campaign against pay potties. Ad libbing against pocket pennies pilfered by the pay pottie people on his program, Ed has informed listeners, that if they will send a letter to him requesting it, he will be glad to send them a free pottie pass. Pass actually is a card, informing the listeners that they can get in free, with the dime attached to the card. Ed also did a "mini-spin" on his program last week...playing 43 records in a row...they were cut down to about a minute and a half apiece.

Davenport—KSTT calls it "Beautiful Thoughts". They took calls from listeners, who, had a poem...a thought... or whatever, that pertained to something loving or beautiful. Complete with production, the best thirty played back over the air, on Valentine's Day. Best thirty were sent a Whitman's Sampler. Thoughts were not over 20 seconds long, and were played right before a love ballad, of a contemporary bag.

El Paso—Two months ago, KINT asked for signatures of all those people who did not like what was being done about air pollution. The result? Some one hundred thousand people responded. KINT one day last week read all one hundred thousand names on the air...fifty in each set. The only record played all day was On A Clear Day. Record was played 312 times.

Dallas—KLIF is running a "Go Tell Your Boss To Go Fly A Kite" contest. Secretaries are sending in their bosses' names. Station then calls the name of boss on the air and calls on the phone and invites him to participate in a kite flying contest, with winning prize...\$300 for an office party. Jim Tabor, reports tremendous response.

Louisville—WKLO, tying in last few promotions with latest called, "What do you want in the seventies." Listeners are asked that question and each entry used on the air goes into a hopper for a one thousand dollar cash prize. To support the promotion, the station has taped statements from local officials such as the mayor, etc. Also various record artists are on the station, with their wishes for 70. Station is trying to keep listeners away from the obvious answers, such as peace ... love, etc. Listeners could write in, phone in on Lee Grey's show or fill out newspaper entry. Some of the answers included ... legalize pot ... make a hit record ... have ten birthdays ... or even one chick hoped she would have a baby.

Houston—Some listener of KILT in Houston will become a millionaire this year. There is a catch, you're right. Winner of contest will win a million "yen". That's about \$2,800 American greenbacks ... still a pretty good prize. A YEN TO WIN is being heavily promoted on the air with exotic, Japanese type sounds. All listener has to do is guess how long it will take the counter of a million yen to count all of it, one by one. "Saki Tume" the counter will be displayed daily in a glass cage, surrounded by four guards dressed appropriately and wearing samuri swords. Winner, besides taking home the money also wins a trip for two to Expo 70.

Pensacola, Florida—WBSR solved the problem of getting oldies together for the station. They call it the Great WBSR T-Shirt exchange. WBSR Good Guy was printed on a number of T-Shirts and they asked listeners to exchange five oldies for one T-Shirt. Two days and twenty nine dozen shirts later, WBSR had received over 1700 records of which 3 out of 5 were playable oldies.

Raleigh—WRNC in Raleigh is a freak for dirty pictures this month. In fact they are running a contest for the dirtiest picture presented to them. However, the pictures are not the Gina Lollabridgida type. They are a bit sadder than that. The cash prize winning picture will be of the filthiest place in Raleigh to add further proof of the need for an improvement of our environment. Station also will be covering the Teach-In there in 3 minute news type slots.

Phoenix—You probably have played black jack on your radio station but, I'll refresh your memory a bit with the contest being run on KRUX right now. Contestant on phone has to pick a number between 12 and 17. Rotating cart also gives a matching number. If total of the two is 18, 19, 20, or 21 listener wins \$10.00. The minute contestant is on the phone he wins \$1.36. He can take that money and quit or go for the ten.

Nashville—WMAK's Joe Sullivan reports the need for raising \$5,000 for a childrens home so they have launched a "FIVE" drive. On Saturday all of the stations personalities will be in a different part of the city selling record "5" packs donated by various distributors and companies. The 5 personalities at 5 different locations will be selling 5 singles for a quarter or 5 albums for 5 dollars. At the same time station is accepting donations for 5 cents to 5 dollars.

Hartford—WDRC ran an interesting contest they called the Mystery Phone Number. One number picked at random from the phone book and clues were given until someone came up with the exact answer to the problem. Clues were obscure and vague such as the number totals up to 35 ... the last name is Smith ... etc. Jackpot increased \$100 per day ... heavy prizes were given ... it's harder than it looks.

Seattle—Gary Taylor, KJR program director put a bit of a twist on running the all time whatever, or top 100 hits of something or another year. Last weekend the station played the top 1000 of all time, based on every record that had been number one since 1941. They played songs like String of Pearls, Rum & Coca Cola, Heartaches, Wheel of Fortune, even Cry by Johnny Ray made the play list one more time. The trick has got to be finding all of those records which Gary did starting several weeks ahead.

Pittsburgh—WIXZ is holding a Moo-In, in conjunction with the Dairy Association. Moo-In will include a milk shake stand ... an energy to burn contest, and of course a milking contest. The Dairy Princess will be there also to aid the jocks.

Cincinnati—WSAI is the most insanely promotion minded station in America. Dig ... latest Cincy parade will feature as WSAI's entry the world's first all transistor band. Some 70 beautiful girls clad in bikinis will march in the parade all carrying turned on (and why not) transistor radios. Of course all are tuned on to WSAI. Who could get mad at that. In the meantime they also are promoting a 6'1" 37-24-37 chick they call Super Chick: Guys talk about her on the air ... and every once in awhile, the jock will mention that he has a date with her at a certain place. Response of listeners coming to see Super Chick is incredible.

Denver—KHOW is giving away a free trip to "the mysterious Middle East." Unfortunately for the listeners the mysterious middle east happened to be the middle east of Iowa ... where jock Hal Moore is from. Prize included an all expense paid trip to Iowa by Greyhound bus featuring some eight Iowa cities. One of the highlights of the trip is dinner in the local drug store with Moore's former highschool principal.

New York—Gil Bateman of Elektra had the idea for this bit which has been used on a couple of stations ... Color Coded Weather ... At the end of the cast or during the rest of the show when you're talking about weather ... use one color to describe the day. A clear day would be blue ... cloudy would be gray ... snow would be white ... etc. Even on the gloomiest day the color could be positive.

Detroit—WKNR has come up with it. It's called WKNR words. Listeners have been invited to come up with lyrics to a song that they themselves have written. They can write about anything but, PD Bob Green says that most of the songs are very serious, and most of the entries are young adults. Winners not only get a thousand dollars but, the guarantee that their song will be set to music and recorded by one of the Motown groups ... Edwin Starr, Stevie Wonder, Marvellettes, etc. At the same time station has prepared thirty beds and will be reading various items on the air from the lyrics over the beds. Stations who decide to run the contest must be sure and check into the legal ramifications ... copyright laws etc.

San Bernardino—A nine foot high tin man (money monstor) is visiting 7-11 stores around the area. At the store the contestant presses a button on the monster's belly and a cart machine inside the monstor sounds out their prize. Some two thousand dollars worth of prizes given away in two weeks. Fantastic response.

Cleveland—There are absolutely no mongooses in the U.S. So listeners must be a little excited when WIXY announces on the air that someone is going to win a trip to see the mongoose. Actually there is a genuine stuffed mongoose in Deluth, Minnesota and that's where the winner will go. A lot of songs ... and talk about mongoose's right now.

Montreal—CFOX is running a contest to find the CFOX Golden Girl. Station is putting together an oldie album and the chick they pick goes on the cover. Jocks were very mysterious about how the chick was actually being selected.

Oklahoma City—Sequence carts that's what WKY has in its control room and Danny Williams watching the carts trip from one to another came up with the right contest ... It's called the WKY Money Machine ... listener on the phone hears the three slots drop just like in a slot machine. One cart hits a number ... the second a number and the third another number. Only nine, three and zero are used (930) ... so listener can win from 000 to 9.99 ...

Pittsburgh—KQV spent Women's Liberation Day Saluting the great women of all time ... such as Mrs. O'Leary (remember that cow in Chicago) ... Marie Antoinette ... and Lucretia Borgia ... with the theme line ... "The big 14 proves once again women weren't really made from man's rib ... it was his funny bone." The Movement chicks didn't really get the humor ... Piling out of cars, chicks brought all their old eggs and let the control room have it and they weren't laughing

Louisville—WFIL's George Michaels believes that telephones make a good contest prize. At intervals during his hour George rings that telephone. When you hear the fifth ring, first caller wins installation and minimum service for a year.

Louisville—Using the local computer service ... WAKY makes predictions of the college games every Friday morning and high school games in the afternoon and early evening. Very interesting according to PD Johnny Randolph last week the computer was 96% correct.

Pittsburgh—Bob Harper calls it Radio Paydirt and here's the promo ... of the KQV contest ... "Captains of industry we don't usually run contests on your level, but, we've come up with one. Send us all the pollution you put into the air in one day. The best entry wins an 8x10 glossy of your family breathing it in. Enter today ... neatness counts." Another bit on the air there is a spot for Tommy Turntable School of Broadcasting using a plastic nasal voice saying pay now, attend the Tommy Turntable School of Broadcasting. Send your name and address to "Hi Everybody" KQV ... Pittsburgh.

Milwaukee—Big hearted WOKY pays your bills. That's the promo line that Skip Broussard and the guys are using to promote their latest contest. Listeners are asked to send in the largest and the smallest bill that they've received each month. Each day the station announces one large bill and four small bills they've paid. Station is paying about \$750 per day out to the winners. At the same time new disc jockey Mike Mitchell (who just came there from KULF in Houston) is the recipient of cookies and brownies from listeners welcoming him to Milwaukee. All brownies are being screened.

Philadelphia—Jay Cook at WFIL calls his new contest ... The Mystery Money Mansion. Hourly clues are given to the whereabouts of the house. First postcard sent to the correct address of the Mystery Money Mansion, with the words "WFIL plays more music!" wins the jackpot. Jackpot starts at \$2000 and goes up 250 dollars per day.

Miami—Interesting way to give away a motorcycle. Don Wright, night jock on WFUN, is helping to introduce the new Joe Namath, Ann Margret movie, "C.C. and Company." Don is traveling from place to place mostly schools ... on the motorcycle itself. He gives away radios, albums, etc. Plus, he phones in from the start and the end of his trip. At the end of a one week period listeners are invited to send in their guess as to the amount of miles that Wright traveled. Closest guess to mileage wins that cycle.

Atlanta—George Burns and Gary Cory at WQXI proved that you don't have to spend a lot of bread to have a good promotion. They held the world's first FLIP FLOP at the local race track. Listener got a chance to come out and throw all the stiff records they wanted. Categories were divided into male and female and trophies were given for distance, accuracy, and form. Albums were given to anyone who threw their records and hit the garbage can set up for accuracy. Over a thousand people attended ... everything went well. One reminder ... thrown records can hurt so you gotta practice a little safety.

COMMENTS FROM INTERVIEWEES OF 1970

BOB: What's your sign?

BILL MEDLEY: Virgo...I was raised in Orange County...I'm a Presbyterian...I don't know why I sing like I do. Like what you said some of the songs don't have any meaning at all. Brown Eyed Woman means something to me because I went with a black girl for a long time. Through my show I try to gain respect for me. I want the audience to like and trust me.....

SEBASTIAN STONE (WOR-FM P.D., about handling air personnel): The people whose direction is your responsibility; those people respond of course primarily to all the same stimuli that anyone else would...anyone...a listener...a girl friend, whatever. It is basically positive man...if you keep a positive attitude and you level each time and you don't try to talk over your head to them.

BOB: The successes in radio in the more recent years have been that of a non-personality, more music-type format... What do you think will be the scene of the next few years?

CHUCK BLORE (former P.D. at KFNB): I think first one of the great tragedies of the radio industry is that first nobody thinks. If there is a leader and certainly Drake is the leader at the moment everybody does what that person does.

BOB: Do people really tell you the truth when you call them?

BOB ATKINSON (Vice-President of C.E. Hooper rating service): People may lie to you. It is always impossible to tell whether or not they are telling the truth. However, we think the coincidental and the industry thinks the coincidental limits that to the maximum, in that when we call on the phone, the last thing you expect in America is for someone to ask you what radio station you're listening to. You try to get the information before they have a chance to mull it over..

BOB: What kind of an effect do you think the death of Hendrix and the death of Joplin are going to have on the image of the industry?

SAL IANUCCI (Pres. of Capitol Records) As far as the young people or the people who are into the music world I think they are going to look at it as a tragic loss. I personally take it as a tragic loss. They were both very talented people who have made substantial contributions to the music industry. To have them have an aborted way of life whether it be via dope or drugs or whatever.....we lose all the other output which they would be responsible for.

BOB: How much do you think that music...and popular music for that matter influences the public?

JERRY WEXLER (Vice-President of Atlantic Records): I think it's enormous. Ralph Gleason has a very good thesis. It's that listeners...young listeners don't sit down and consciously analyze or refine the lyric meaning of every record...subliminally there's an erection....

BOB: Commissioner Lee put your song "Something's Burning" down in a speech about lyric content of records... how does that feel?

MAC DAVIS (songwriter) It feels like we have a lot of hypocrites in the Federal government. I would have rather had a member of the Federal government put down a real important social song like "In The Ghetto." Because that would have drawn more people's attention to it and maybe somebody would have realized what's going on.

COMMISSIONER LEE (FCC Commissioner): I'm not concerned about the kids 17 or 20 ...You know I'm not going to take care of their morals. I'm worried about the younger kids. I do think there are some morals left and I do notice the difference when I'm talking to the younger kids. When I find those who are married and I say "Do you want your children listening to this stuff" and this generally gives them a little different perspective. But, I've had some pretty nasty mail from young people...and I think I understand it. That this is part of the generation gap.

BOB: So you don't consider yourself a politically motivated person?

NEIL YOUNG: No...I'm just motivated by my frustrations and my feelings...If they happen to enter into a political category at the time then that's where I am at the time but, I don't want to be labeled as a political writer.... cause I'm not that kind of a thing. If something comes up though and I write another political song, I don't know what it would be like....

BOB: Was Brian Epstein on drugs of any kind...heroin or anything?

WALTER HOFER (Bob Hamilton's partner): Not to my knowledge....

BOB: Didn't he die of an overdose of drugs?

WALTER: At that time he was on medication because of quite an extensive illness..plus his father had just died...there was a whole series of instances of problems. His illness was problems with the pancreas or something. He was not allowed to drink. If I remember the reports that night, he had some drinks that night and he took some sleeping pills and some more sleeping pills. He had been at a party at his house in the country...very disturbed about an argument he'd had too...

BOB: Seems like there is growing division between management and programming all over the country...do you agree?

NORMAN WAIN (one of the owners of WIXY, WIXZ ; plus another Good Music station) To be perfectly honest with you I can't talk from an industry standpoint because I'm really so busy running our own operations...but I can tell you

this..if there is this division then it's a failure on the part of management, because I think it's management's responsibility to bring programming people in on the total effort of what the station is trying to do.

BOB: What do you see are the problems of the music industry right now?

BOBBY GOLDSBORO: As far as radio, I think that it's the small playlist they've got, but everybody is talking about that. When you've got several hundred records coming out every week, and I don't know what the figures are, but it's a lot of records, so you really can't blame the jocks but the P.D.'s, if they can play only so many records, what can you do?

BOB: Is the reason you have dropped the groups because of the groups themselves, or because of the products they produce?

MIKE CURB (President of MGM records): I think we were quoted a little out of context there...I stated that I thought the underground rock group was the cancer of the industry at least from the record company's point of view because you pay these kids a lot of bread and the next thing you know they've broken up. It's kind of a drain on the market to have people who are somewhat incoherent most of the time to deal with. Also you have lack of cooperation.....

BOB: 'Wl.... really was the reason for the demise of the Monkees?

MIKE NESMITH (singer and former Monkee): There was a lot of bitter enemies created in the radio industry...that was the first thing. These enemies were made by the approach by the powers that were. Simply not recognizing that the disc jockey in Lewiston, Idaho, or Peoria, Illinois were front line men. The deejays were approached by people with much less respect than they should have been....

BOB: What kind of politics...what are your beliefs?

CURTIS MAYFIELD: I don't look upon my beliefs or my surroundings as a political movement...my creation itself. Yet, I guess that's up to the public in general on whatever I might have said. In a particular tune I speak about Nixon, so I guess they would look upon that as political. It's not that I'm trying to emphasize on anything that's political, it's just that I want to inspire...I want to say things that are true.

BOB: You've done very well.

RUTH MEYER (Former P.D. at WMCA): Yea, great. It was a personal thing. The man who was made General Manager had been passed over twice before and he was suffering from the same thing like we said Program Directors suffer from...he couldn't see the total picture either and he felt that if somebody called up and said, hey could we put a funeral home singing dirges on in drive time, and we'll pay you X amount of money which wasn't rate card, he thought, shit if we can sell it, man, let's do it.

BOB: It's amazing to me that you have gotten into the new format as well as you have...that was never your style at all. That must have really put you through changes.

DICK BIONDI (disc jockey at WCFL): Not really so much changes...it's just that I realized that I had to do it or start selling shoes...The thing we had to do was to get down to the basics. I'm long winded. Every Italian is. I don't mean that as a joke. I tend to because of training, to talk a lot. I had to learn that I could say the same thing in like 3 or 4 words that I used to say in 35 or 40 seconds.

DANIELS (News Director at WIXZ): Is the Vice-President using youth, in your opinion, as a scapegoat?

NICHOLAS JOHNSON(FCC Commissioner): Oh there's no question about it. Of course it's the oldest principle of dodge in history. It's been going on for hundreds of years. Whenever you have got real problems at home, in your city, or your state, or your nation, what ever it may be, and you don't want to deal with it, or you can't deal with them, you try to get the people angry. You try to turn them upon themselves. You try to find a scapegoat. Hitler chose the Jewish people. Agnew has chosen the young people, the intellectuals, to some extent, the blacks and the poor.

BOB: As a company president have you ever censored a record...stopped an artist from recording a record?

CLIVE DAVIS (President of Columbia Records): I didn't stop it but, I did have to really ponder a question to put the word fuck on a record you know. We had to weigh what I just enunciated to you before, came out to be, our policy. Before it became our policy, I might have held it up pending consideration as to what a record company's obligation really is, as distinguished from a radio station.

BOB: What do you think about the situation with the kidnapping etc.?

ANDY KIM (Singer originally from Montreal): I think the FLQ are very serious and very sick characters. I believe that if the majority of the people would have wanted this FLQ separatism, they'd have voted that way in the last election because they had a chance to. I think that if someone wants to voice their opinion and wants to have power in a government then, he must involve himself in that government.

TOP LINES OF THE YEAR

My hometown of Kearney, Nebraska is so small the drive-in movie shows slides and the country club is a miniature golf course

I feel it only fair to warn you that Saturday night is Halloween and the Real Don Steele will be out ... not trick or treating ... He just goes around ringing doorbells till he finds his own house

El Condor Pasa In answer to your question "What did El Condor, the famed Mexican quarterback, do when third down and 12?"

My horoscope today said don't procrastinate. What does that mean ... I'll have to look it up tomorrow

I carry a briefcase that all the guys kid me about because they say it's a purse. You probably wonder how long I've had it ever since the day my wife found it in the front seat of my car.

Chuck Browning is the type of guy who would throw a surprise party for a heart patient coming home from the hospital.

How is it you have such a fantastic memory for names? Easy ... you see I took that Sam Carnegie course

Yea, though I walk through the valley of the shadow of death I will fear no evil for I am the meanest son of a bitch in the valley

The world's greatest time salesman died and went to heaven ... St. Peter meeting him at the gate informed him that his reward would be selling time at the greatest station ever ... Taking him on a tour, the salesman was amazed at the receptionist

"Gina Lollabridgida is the receptionist? Good heavens"

The tour continued taking him back to the station pool where all the time salesmen were sitting around the pool ... "Why aren't they out selling?" he asked flabbergasted. "Well ... we have a zillion watts and all the teens, young adults and adults in heaven ... they don't have to go out and sell ... people come here" Taking him on back to the general manager's office he spotted Gene Chenault "Wow ..." he bubbled, "one of the most successful manager's in the country you mean he's our manager?" Nodding affirmatively, St. Peter took him to the p.d.'s office "This is the end ... you mean Bill Drake is actually our program director?" "No, St. Peter said "That's God He just thinks he's Bill Drake."

Sometimes I wish I were just a barefoot boy back in Nebraska again ... which isn't really that appealing when you consider I worked on a chicken ranch.

Mexican authorities staged a "pot roast" in Tijuana yesterday. They burned 10 tons of marijuana they had seized the past 5 months, and I understand twelve officers were overcome by the smoke ... ten of whom refused treatment.

All the new kids' toys are out for Christmas ... one of them is a candy machine that works just like the real thing ... you put a dime in and nothing comes out.

I'm making up my Christmas list for Santa do you spell sexy with one x or two?

A drunk staggered out of an apartment house blaze ... Do you know how this fire got started? Not me ... It was burning when I went to bed.

There's a new Howard Hughes doll on the market. I was going to show how it works this morning ... but I can't find it.

I've got a new knock knock joke this morning ... Knock Knock ... who's there? Robert W ... Robert W. who? How quickly they forget!

Misery is sending your wife flowers with a note attached "From your lover," and later discovering it hidden in her bureau drawer.

Chuck Browning-- I once had a race horse that won a race by 65 laps ... but they disqualified him ... they said you couldn't shoot the horse out of a cannon.

Chuck Browning-- Sure I like your office Bob ... It looks like it was decorated with a hand grenade.

God, Love and Rock and Roll The Sunday morning program schedule at KHJ ... in that order!

- January** Radio 70 rolled off the press in Los Angeles for the first time ... initial issue being dated January 16.
 Paul Cannon, program director of WKNR leaves that position
 Bill Stewart leaves WNOE
 KDWB takes over KMEN and KPOI
 KGB reverses the ratings just a few months after the entrance of Buzz Bennett station beats KCBQ in rating issues
 KFRC and KYA lock in head to head battle
 Gary Mack who had split Drake-Chenault weeks before becomes the 2AM to 6 AM jock on KLAC
 John Antoon named head of singles promotion at Mercury
- February** Flu hits disc jockeys across the country
 NAB announces that radio stations are violating Code by running Astrology promotions
 WDGY expands play list from 28 to 40 records
 Tape of Let It Be hits market prior to it's release
 Peter Hunnington Maye moves from Puerto Rico to KDWB
 600 attend luncheon to honor Joe Bogart in New York
 John Rook resigns as program director of WLS
 WDGY and KDWB beat WCCO at night in latest Pulse
 Shake up at KCBQ with Gary Allyn leaving as PD and coming back as jock
 Rumors are out that Mike McCormick may become PD at WLS
 Steve Clark leaves WOR-FM Ron Sherwood becomes MD at WKNR
 Jim Stagg named PD at WCFL
 Jimmy Rabbitt resigns from KRLA Sam Riddle out at KHJ
 Bill Bailey back at WAKY after brief stint at WLS
 Bob Russell writer of He Ain't Heavy dies
- March** Skip Broussard becomes PD at WKNR
 Lee Sherwood leaves WFIL Jay Cook named as his replacement
 Gary Shaeffer resigns at KYA Chuck Browning moves from KFRC to KHJ
 Rumors persist about WLS' program director no one named as yet
 WKDA changes to C&W from Top Forty
 Bridge Over Troubled Water becomes number one for fifth straight week
 KMET-FM pulls number three at night in Los Angeles Pulse
 Jack Gallo quits at WRIT one of four PD's at that station this year
 Joe South wins Grammy for best song of the year
 Crosby, Stills, Nash and Young win as best group of the year
 KRKD sells to same group that owns WKNR
- April** Strikes hit KDWB and KYOK in Houston
 Scotty Brink resigns at KHJ to take over afternoon drive at WCFL
 Radio 70 changes play list shortening to include Hits and Records that Will Be Hits
 KFRC surges ahead of KYA in January-February ARB and Pulse
 Marty Thau leaves Buddah
 Mike McCormick named as PD at WLS
 Rumors that KRKD will challenge KHJ enter the scene
 Earth Day runs on April 22nd
 Strikes end in Houston and Minneapolis
 Gary Mack named PD at WIP
 Augie Blume splits RCA Harvey Cooper takes his place
 Dino Airele becomes A&M promo head Jerry Sharell leaves for Buddah
- May** Bob Harper becomes PD at KQV
 Chuck Dunaway becomes PD at WIXY
 KGB jackpot builds to 13 thousand dollars
 Paul McCartney releases his first solo album
 Stations run promotions tied in with end of the Beatles
 Radio 70 stops publication
- June** Radio 70 resumes operation in New York
 Music Business Attorney Walter Hofer who formerly represented Brian Epstein and the Beatles associates himself with the Report
 George Wilson leaves WOKY Terrell Metheney splits WRIT Wilson takes his place ..
 Jack Gale leaves WAYS

KRLA beats KHJ in midday as March-April Pulse is released

WOR-FM surges upward in April-May ARB

Steve Lebuski of WMCA issued a statement denying rumors that his station was going all talk

KINT-FM in El Paso pulls heaviest ratings ever by an FM station beating KELP 28 to 24 at night on Pulse

Harvey Cooper quits RCA

Stan Monteiro becomes national promotion man for Metromedia

KRKD becomes KIIS apparently will not become Top Forty

April-May ARB shows KHJ way out in front

July

Strike hits WXYZ in Detroit

Skip Broussard named PD at WOKY

FCC Commissioner Robert E. Lee retracts some statements made in a speech about bad lyric content on radio saying that hell or damn are more or less acceptable on radio

KGB hits all time high ratings

Gary Stevens named as new General Manager of KRIZ if sale goes through to Doubleday

A study of rating information revealed that C&W stations always rate higher on Pulse than Hooper

Radio 70 ends Bob Hamilton Radio Report begins

Rich Robbin takes over MOR section in the Report

Eddie Biscoe left Whale Records

Jim O'Brien left KHJ Ted Atkins named to replace him Paul Drew named to replace Ted at KFRC

Betty Breneman resigned from Drake Organization

Kinny bought Elektra Records

Merridee Herman was named to replace Betty Breneman

Gus Gossart left WCBS-FM

August

Buzz Bennett left KGB

Charlie Van Dyke named to replace Buzz

KLEO morning man Jack Douglas died in a car accident

Gail Sicilia named MD at WOR-FM

WOKY banned Sly Stone records because he failed to show for concert

Shake up happened at KAKC three jocks out at one time

Dan Clayton left WPOP

KILT continued to dominate the Houston market as ratings showed stronger than ever

Roger Scott joined the Report and a new Canadian section was added

Ron Alexenburg was named as vice President in charge of Epic Records and Steve Popovich was named to replace him

Mike O'Shay became PD at KLIF

Al Brady resigned at WOR-FM to become PD at WINZ in Miami

Gerry Peterson was named PD at KTLK

WRNO-FM under Scott Seagraves pulled into second in New Orleans in the ratings with a 9.4 in afternoon drive

KHJ continued to win with June-July Hooper coming out

WOR-FM continued to climb third in midday and second from three on

Word reached that WMCA would go all talk

WRKO led the market in Pulse for April and June

The Report added an LP play section as Top Forty began getting seriously into LP's

Frank Mancini was named National Promotion Director of RCA

Scotty Brink moved from WCFL to WLS

Paul Christy was named Music Director of WCFL

WMCA went all talk

September

Chuck Browning and Robert W. Morgan left KHJ

Jimmy Rabbitt left radio

WFIL was sold to Linn Broadcasting

Charlie Tuna took over the morning show at KHJ

Jocks and promo men from three states gathered in Raleigh, North Carolina for the first face to face radio clinic

KRLA beat KHJ in the July-August ARB

KSOL changed format to good music

Art Roberts left WLS

Chuck Buell appointed Music Director

KFRC continued to surge ahead of KYA

- October** WLS stayed in front of WCFE in July-August ARB
- All the jocks at WNCR walk out reacting to stringent policies from Jack Thayer
- Cleveland R&B stations issue ultimatums to record companies to hire black promotion men
- Tom Dooley left WORD because of differences in programming management attitudes
- Houston station KPFT bombed by those that disagreed with programming policy
- Fire hit WJRZ
- White House invited radio execs to teach them about drug abuse
- November** The first Radio Report Clinic was held in Shreveport some 80 attending
- WIXZ in Pittsburgh changed format
- Maple Leaf System met in Toronto Kevin Grant named new chairman
- Sebastian Stone announced he would be leaving the air after 17 years
- 50th Anniversary of radio
- Pacific Southern Application for four new stations was held up again by the FCC
- Ron Riley leaves WGGG ... two more jocks split that chain with him
- Juan Valdez visited New York for the first time
- Gavin conference convened in Los Angeles
- Bob Hamilton added a Mrs. Hamilton
- Situation in Houston radio became more uptight Threats of bombings at KNUZ
- Hooper showed KHJ leading KRLA by a wide margin
- Mike Curb announced he was dropping 18 acts because of their association with drugs
- Tom Dooley and Dan Clayton joined Doubleday broadcasting.....
- WBBM-FM changed format
- Programmers met with Nicholas Johnson to discuss upgrading honesty in broadcasting
- December** WABC came up with incredible ratings in a special children's Pulse
- New Pulse came out putting KHJ back in front of KRLA
- WMCA became a part of the ABC network
- Chuck Browning moved to KRUX
- Don Burden owner of Star Stations called charges against his station political and bureaucratic harrassments
- College students of CW Post College staged a sit in, in the college radio station protesting it's being taken off the air by college officials because of questionable programming
- Second Report Clinic held in Daytona Beach