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cassidy stays a partridge in fourth season

Buddha Boosts TV Exposure As Top Promotional Asset

NEW YORK — The Buddha Group is moving into heavy September promotion for its newest album, "Ash," for its major TV activity in the course of the show. Recent Buddha acts including "New Morning," "Live," "Early Morning," and "Rainy Monday." The group has tape segments of The Midnight Special and other shows.

Role Of TV

Weinstein continued, "Television has had an increasing importance for contemporary music. Through the use of TV airplay, a special taping of a TV show, or an on-air interview, with a new artist, television can be traced to their very intense schedule of television appearances.

TV News

Along with network television, television shows have become a major force in presenting acts in the mass market. Their chart success can.

"A David Frye recording session, in NYC, for his album "Richard Nixon," appears to have been picked up by all local TV news programs in the New York area," added Weinstein.

Similarly, interviews with Curtis Mayfield (in Watts, on the occasion of the Watts Riots), and with the Uptown Civic Auditorium and in Harlem, at the Uptown Auditorium (in New York's Apollo Theatre) were reported.

In this way, these two artists have been brought into the living rooms of millions of people in the New York area, engaging the interest of both national and local TV news programs. Addition to the TV schedule, the "Partridge Family" is no longer any question of the entertainment industry, especially with television airplay exposing both new and established talents to the record-buying public.

Cassidy Stays A Partridge In Fourth Season

HOLLYWOOD — David Cassidy will co-star in every episode of Screen Gems' ABC-TCF comedy series "A Partridge In The Park," starring Shirley Jones, during its fourth season, scheduled to premiere in September.

Contrary to industry rumors, Cassidy has one more year to run on his contract with Screen Gems, a Claver added.

Rick Seagal, a 4-year-old singer recently signed to "The Partridge Family," will be playing a new, creating a situation in which the show is not intended as a replacement for Cassidy.

Claver also stated that there is a search being conducted for a new teen act to replace Cassidy, but no one currently on the show is selected as an additional character and will not replace Cassidy in the Keith Partridge role. "The Partridge Family" stars Mike Evans, Susan Dey, Dennis Bonnoz, Brian Foster and Suzanne Crough with Dave Sha-

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