



Gavin '72 Musical Summary Sees Soft Sound Triumphant

HOLLYWOOD — Hard rock took a back seat to smoother sounds in the realm of popular music during 1972, according to the annual summary prepared by Bill Gavin, publisher of the weekly guide to radio programming, the Gavin Report.

"A glance at the year's top 100 hit singles will show that fewer than 25 per cent are in the real tough rock category," Gavin noted, pointing to "mellow ballads" as the kind of music America liked best.

The trend toward slower and sentimental songs also was evident in the rhythm-and-blues field, he said, while the traditionally-conservative non-rock radio stations became less so and programmed a higher percentage of current hits. Country music continued to thrive, according to Gavin.

The Top 10 pop hits of 1972, based on weekly findings filed by Gavin Report correspondents: 1) First Time Ever (Roberta Flack); 2) Horse With No Name (America); 3) Alone Again (Gilbert O'Sullivan); 4) Precious & Few (Climax); 5) Nice To Be With You (Gallery); 6) I'd Love You to Want Me (Lobo); 7) Without You (Nilsson); 8) Summer Breeze (Seals & Crofts); 9) Brandy (Looking Glass); 10) Lean on Me (Bill Withers).

Rockless Hits: 1) Alone Again (O'Sullivan); 2) I Can See Clearly Now (Johnny Nash); 3) Nice to Be With You (Gallery); 4) First Time Ever (Roberta Flack); 5) City of New Orleans (Arlo Guthrie).

Rhythm And Blues Hits: 1) If You Don't Know Me By Now (Harold Melvin and the Blue Notes); 2) I'll Be Around (Spinners); 3) I'll Take You There (Staple Singers); 4) Me & Mrs. Jones (Billy Paul); 5) If Loving You Is Wrong (Luther Ingram).

Country Hits: 1) Happiest Girl in the U.S.A. (Donna Fargo); 2) My Hang-Up is You (Freddie Hart); 3) If You Leave Me Tonight (Jerry Wallace); 4) Funny Face (Donna Fargo); 5) It's Not Love (Merle Haggard).

Gavin's Yearly Summary contained 100 hits in each of the above categories.

UA Services Disk Jazz Show to FMs

HOLLYWOOD — United Artists, in order to reach further markets with their Douglas Collection jazz series has produced an hour-long radio show geared specifically for the college and FM media. The program, produced and written by Martin Cerf of UA's creative services dept., and Colman Andrews (editor of Coast Magazine) will be pressed on disk and serviced to FM and college radio outlets nationally early this month.

Rosenberg New RKO Gen. Veep

HOLLYWOOD — Hal Rosenberg, General Manager of KRTH, has become a vice president of RKO General, Inc. He is the only FM general manager in the RKO system to double as vice president.

Since becoming general manager, Rosenberg has built up the station's sales and led it through changes in call letters (from KHJ-FM to KRTH) and format (to classic gold rock n' roll of the fifties and early sixties).

Atlantic Best Year (Cont'd from page 10)

Nash & David Crosby;" "History Of Eric Clapton;" Bee Gees—"To Whom It May Concern;" Joni Mitchell—"For The Roses."

Atlantic's custom labels also released albums by their biggest stars. The Rolling Stones double LP, "Exile On Main Street," was issued by Rolling Stones Records; Little David Records released George Carlin's "FM & AM" and "Class Clown," and Flip Wilson had "Geraldine."

Atlantic also released new product by its outstanding jazz artists: Herbie Mann, Eddie Harris, Les McCann, Rahsaan Roland Kirk, Yusef Lateef, David Newman, Hubert Laws, Dave Brubeck, and The Modern Jazz Quartet. Rahsaan Roland Kirk made his debut as a producer for Atlantic with an LP featuring a great Chicago jazz musician, Von Freeman. The first album in the commodore label's classic jazz series was issued in October, Billie Holiday's "Strange Fruit." One of the new groups signed to the label was "The Chicago Art Ensemble," whose records will be produced by Michael Cuscuna.

Although Led Zeppelin did not have a new album during the year, their fourth album, released in late 1971, continued to be a big seller throughout the year, passing the million unit mark in total sales.

The tours and concert appearances by top acts helped spur sales of both singles and albums. In addition to the Rolling Stones tour during the summer, such important artists as Graham Nash & David Crosby, Stephen Stills and his new band Manassas, ELP, Yes, Roberta Flack, Donny Hathaway, Led Zeppelin, George Carlin, and many others appeared in auditoriums, arenas, theaters and clubs during the busy year.

The Nash-Crosby tour was the first for either artists in over a year. Ste-

phen Stills had a very busy schedule, with five tours, including one in Europe, in the six months from June to December.

In the fall of the year Atlantic released the second album featuring Archie Bunker and his TV family "All In The Family, 2nd Album." The first "All In The Family" album was a smash in 1971; the second album was a strong seller in 1972.

Atlantic Records and its custom labels signed many talented artists during 1972. Among the artists joining the label in 1972 were: Bettye Swann, Jackie DeShannon, Dave Brubeck, New Heavenly Blue, Daryl Hall & John Oates, Good God, Lenny Welch, Ramatam, Margie Joseph, The Spinners, Stiller & Meara, Doug Sahm, Bette Midler, Bobby Austin, Willie Nelson, Eric Justin Kaz, and Sam Dees (Clintone). Asylum Records added to the strength of its roster with the signing of Linda Ronstadt, and the all-star rock group, The Eagles. Ronstadt's first album will be released next year.

Atlantic signed a recording contract with its own West Coast regional promotion director, Big Johnny Fisher. His first single was released in November.

The English super-group, Yes, made a personnel change in 1972 when Alan White succeeded Bill Bruford on drums. Bruford left Yes to join King Crimson.

The Persuaders, one of Atlantic's top-selling vocal groups were signed to a new, long term exclusive contract with Atlantic Records, under the supervision of vice president of promo Henry Allen.

Atlantic Records merchandising department under Rick Willard came up with a number of unusual merchandising ideas that helped enhance Atlantic releases and artists. In the

STATION BREAKS:

Guy Lombardo Department: With New Year's Day just behind us, and a whole New Year ahead, now is the best time. Not just to make resolutions, but to see if we can really keep them. Regardless of the arbitrariness involved in shipping the endless ribbon of time into neat, twelve-month strips for wrapping our memories and past hopes into compact little packages, January is indeed a new beginning. With the holiday tidings and business spurt also comes the subsequent lull in music trends, and in policy decisions in general. But ingenuity can't take a holiday. We have no control over January being a cold month, but it doesn't have to be a dull one. Jocks, mds, pds, and gms must prove their stuff now more than ever before. Lest old acquaintances be forgot. Radio is so easily taken for granted. Only the excitement you bring to the medium can continually reactivate the efficacy of a true friendship, a real, not imagined communication between you and your audience. They'll give a damn only if you do your damnest. In the words of the President who just passed his last Christmas—give 'em hell!

It seems that the "program" in "pd" may be in for a new meaning. Lee Abrams has left his pd-ship at Detroit's WRIF with an idea he'd like to see realized. He's been working with the computer meaning of the word "program" for some time and now has over 75,000 research pages of input

ready to be turned into output for the right rocker. (Much of his data comes from ARB analyses.) He can be reached at (313) 356-2698. Meanwhile the ABC FM outlet is looking for a replacement for Abrams... Charlie Greer, former jock on WABC moves his business address closer to home as he assumes the 9-noon slot at Spring Valley's WKQW.

New faces at Richmond Hill, Ontario's CFGM. Bill Anderson is the new pd, coming from CJCB in Sydney. John Hart is the new public service director, from Montreal's CKGM and CFCF; and Bob McAdorey has returned as morning man from a two-year hiatus at Toronto's CFTR... Dave Turner is the new night news editor at Charlotte's WAME.

Many smaller cities within shoutin' distance of larger urban areas often have an inferiority complex. It can spread to the stations in these smaller metropolises as well. But not always. Reading and WRAW is a case in point. With Philadelphia so close, the station still gets pulse numbers like 33 in morning drive and 50 in afternoon drive. Doug Weldon is pd there, while at sister station in Allentown it's Gene Werley. Both are important men when there is a record to be broken in Philly.

Aircheck: Imus In The Morning, WNBC. Before interviewing Joey Heatherton on the air: "I'd do anything for her. Anything. I'd even play her record."

robert adels

spring the firm issued a series of posters of top artists illustrated by the famous artist Stanislaw Zagorski. Posters featured Aretha Franklin, Roberta Flack, Wilson Pickett, Les McCann, Eddie Harris, The Bee Gees, Stephen Stills, David Crosby, Graham Nash, Herbie Mann, Keith Emerson, Greg Lake, and Carl Palmer. Two of the posters, David Crosby and Keith Emerson, garnered awards as best posters of the year in a contest sponsored by Print Magazine.

The merchandising department also initiated a new in-store monthly leaflet called Atlantic Album Review with reviews of new Atlantic products. Stores all over the country were using the Atlantic Album Review as stuffers and giveaways.

Atlantic received an outstanding achievement award in the 30th annual exhibition of the New York Metropolitan Printing Industries for its Led Zeppelin display.

Two completely re-packaged oldies single series were issued by Atlantic in 1972. Called the Oldies Hit Series and The Collectors Series, they were introduced in early Oct. The two series contain 166 singles, all with back to back hits. The collectors series features such artists as Ray Charles, Sticks McGhee, The Clovers and Joe Turner. The oldies series features Lavern Baker, The Coasters, Aretha, Otis Redding, The Bee Gees, Led Zeppelin, and Crosby, Stills & Nash. These recordings are offered in two browser boxes, one called The Real Beginning, the other The Gold Bin.

Atlantic used both slide shows and films to introduce its new product to dealers this year. It's "Soul Explosion" release in Jan. 1972, showcased new product in a 30 minute film created by Joe's Lights. In the fall the firm introduced new product in August and October with slide shows created by Ron Naar Associates and written by Atlantic's own advertising manager, Elin Guskind.

A 12-page booklet, A Short History of Atlantic Records was also made available in 1972 for the consumer. The 1200 word story with a list of all gold records was written by

advertising and publicity vice president Bob Rolontz.

A number of polls were won by Atlantic during the year. The firm was voted the company that gives the best service to college radio stations by the nationally circulated College Radio Report, and also by Format, the Mid-Western newspaper of the Intercollegiate Broadcasting System. Atlantic initiated its own service for college broadcasters by acting as a clearing house for college students who wanted to get into broadcasting. Resumes sent to Atlantic are passed on to commercial radio stations by Gunter Hauer, Atlantic Records college promo director.

Personal Additions and Promotions

The following new additions and changes were made at Atlantic in 1972: Victor O'Gilvie was appointed to the post of manager, artist relations; C. B. Bullard succeeded O'Gilvie in jazz promotion; Dolores Seymour was named exec assistant to Henry Allen. Rick Willard was appointed merchandising manager, a new post for the company; Johnny Bienstock was appointed singles sales manager, and in Dec. he joined RSO Records as U.S. label manager. Sal Uterano was appointed album sales manager. Paul L. Johnson was named eastern regional promo manager; Phil Rauls was appointed southern & regional promo manager; Paul Ahern joined Asylum Records as head of promo. Michael Cuscuna joined Atlantic as a staff producer.

Dede Sparico was appointed to the post of foreign production coordinator; Bob Defrin joined Atlantic as art director, advertising. LeBaron Taylor joined Atlantic as A&R head for R&B product.

Rick Sanjek left BMI to come with Atlantic as country music administrator. He was also made manager of Atlantic's first Nashville office.

Cordelia Perkins was made assistant to the controller (Mel Lewinter); Gerald Burse became manager, royalties, for the company; Susan Poyneer was hired as an assistant art director.