

Radio Previews Of Stones, Led Zeppelin Jolt Atlantic fr 9

With regard to Stones product, KHJ pd Charley Van Dyke commented. "They sent me a telegram to get off the record, and that's what we're gonna do. They told me the LP's release was about three weeks off."

Security

The issue of security has become a bedfellow of record company credibility (witness the attacks on Capitol's Bruce Wendell after KHJ's premature Wings airing) and Atlantic's Kline addressed the problem, telling **CB**: "At Atlantic, using several different pressing plants across the country, we're unable to have the tightest security possible. Through some devious means, a copy might escape and a record company dealing with a supergroup like the Stones can only go so far."

'Strictest Instructions'

"Our promotion men are under strictest instructions with regard to release date on all product. We did not want a repeat of the Wings incident and we didn't intend to eliminate any L.A. radio station on the Zeppelin. We are caught in a very delicate situation with the Rolling Stones LP... getting caught 16 days ahead of time, with a truck strike on... we're in big trouble. We're sitting here in a tremendous bind as a record label for a supergroup. You have enormous potential problems. Our local and regional staffs take the brunt of the heat, but we get uicers here in the home office too."

'Prepared'

"At least on the Zeppelin we were prepared... everyone had been serviced by Wednesday morning and the release was moved up to that day. But even with

that, we're sitting with hundreds of thousands of Zeppelin LPs in the warehouse because of the strike... and the worldwide release of the Stones will be kept to April 15, if the strike is settled. To kind of counteract the early LP airing though, we are working with Jagger on a possible single release next week... no exact details yet." (See For The Record, pg. 32).

the problem into focus more than the near disasters involving the Zeppelin and the Stones.

Bruce Wendell voiced the following sentiments to **CB** after Atlantic was embarrassed twice last week. "I hope Tom Yates (of KLOS-FM) feels just as slighted over the Zeppelin airing as he did over the Wings airing," Wendell said. (Yates

ten days, as in the example of the Stones' Atlantic release, naturally Capitol would have had to take some action."

More Precaution

Both Wendell and Klein emphasized that their companies would, in the future, take every precaution to ensure that such situations were not repeated. As of now, KHJ has given in to attorneys' requests and removed the Stones' LP from the air; the entire country is playing Led Zeppelin, forced into early release by KMET-FM (though the Teamsters' strike has delayed shipping); and Capitol continues to ponder the predicament of a boycott by angry L.A. FM outlets.

Commentary

The issue at stake is one of label-station cooperation and respect. If radio stations maintain that ratings and reputations come before record company relationships, the battle for exclusivity will continue with abandon and companies such as Capitol will face more problems in the future. Yet if record labels cannot maintain proper security over high priority product, is it fair to castigate any station for presenting an exclusive from a "reliable" source? Record companies claim they bend over backwards to help and equally service all radio stations, radio stations claim they posture in a similar fashion with regard to "sacred" label release dates. Someone is either bending too far — or not enough. With the Stones issue now in court, it seems that the matter of exclusivity must be decided by a judge, rather than the people who make and market music.

Stations React With Anger To Wings Airing

LOS ANGELES — Reaction in L.A. last week continued to be strong and angry in the wake of KHJ's premature (to release) airing of Capitol's new Wings LP.

Tom Yates, KLOS-FM — "Hey this has gone on with Capitol and KHJ for years and I'm tired of it. It's our way of protesting the action... by staying off the LP. The requests thus far have been small."

Eric Chase at K100 was unavailable for comment on Wednesday or Thursday. Consultant Bill Drake never returned numerous calls from **CB** for his opinion. Drake refused the LP last week. Station sources quoted him as saying, "We're still off of it."

Major Issues

The issue highlights two major concerns for both Atlantic and Capitol — profits and image. Overexposed product has to hurt sales (though a supergroup probably can weather it), especially, as in the Stones' case, when no product will be available for two and a half weeks. Perhaps more important is the question of credibility or image. The angry reaction over KHJ's airing of Wings brings

KIIS' Sharon Neison, md — "We're off Capitol product altogether... it's going to affect unknown artists on that label... new and upcoming artists... it's a decision between myself and Charlie Tuna not to play the LP."

KNX's Tom McKay — "We're definitely on one cut from the LP... we didn't go on it last week though when the controversy first started... I sort of agree with the principle... it seems that there may be a security problem at Capitol."

KNAC-FM's Bobby Blue — "We made an initial decision not to play the LP... in fact we didn't play it for the first couple of days... we're on it now."

was one of Capitol's most outspoken critics on the Wings affair, leading the cry for a total FM boycott of the album.) "If radio stations feel Capitol has done a bad thing," Wendell continued, "I really feel sorry for Atlantic. Van Dyke (KHJ) is a good programmer and I'll have to admit he did outsmart everyone, even at our expense, but I ran with the LP within an hour and a half of when it was first played. If the LP wasn't coming out for

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programming of other stations." The marketplace is the ultimate arbitrator of all format questions according to the commission.

"The FCC consistently falls back on the marketplace argument," notes Charles Firestone, attorney at FCC. "The court had consistently said there is no marketplace in broadcast. Classical and progressive music gets screwed by the so-called marketplace."

Firestone believes the 1974, 7-2 watershed decision by the U.S. court of appeals in the case of citizens committee to save WEFM v. Federal Communications Commission, which again involved a license transfer and format change, supports his viewpoint. The court claimed, "there is, in the familiar sense, no free market in radio entertainment because over-the-air broadcasters do not deal directly with their listeners."

Marketplace Question

Commissioner Robinson feels the marketplace question is a red herring, however. "It is not at all clear that in the radio format change situations that are of concern to the court, such a 'pure market' system would yield results materially differing from those the present system produces." He continues, "it had always been a centerpiece of broadcast policy that broadcasting is essentially a private enterprise..."

Some would argue with Robinson, claiming that the "public interest" should be paramount in the determination of broadcast policy. Although arguments on format changes will continue to flood the FCC, the WEFM decision apparently remains the law: "there is a public interest in a diversity of broadcast entertainment formats... the FCC is obliged to determine whether the format to be lost is unique or otherwise serves a specialized audience that would feel its loss..." How the FCC enforces the law will be another question.

U.S. Denver Tour Is Scheduled

NEW YORK — John Denver, who is currently in the midst of his first major European concert tour, has announced the complete schedule for his '76 U.S. spring tour.

The tour beginning April 23 in St. Paul at the Civic Center follows: April 24, St. Louis, Blues Arena, (25) Indianapolis, Market Sq. Arena, (26) Cincinnati, Riverfront Coliseum, (27) Louisville, Freedom Hall, (28, 29) Chicago, Stadium, (30) Detroit, Olympia Stadium, May 1, Cleveland, The Coliseum, (4) Oklahoma City, The Myriad, (5) Tulsa, Oral Roberts University, (6) Ft. Worth, Tarrant County Conv. Center, (7) San Antonio, Hemisphere Arena, (8) Houston, The Summit.

Anton Speaks To CMEA

LOS ANGELES — BMI vice president-west coast performing rights, Ron Anton will be guest speaker at the California Music Educators' Association at the Los Angeles Hilton on Tuesday, April 13. Anton will discuss "Music Careers, Reality of Music Careers Today."



A NATURAL GAS — British rock group Natural Gas will have their debut album on Private Stock Records produced by Felix Pappalardi. The agreement is a reunion for Larry Uttai and Pappalardi, who worked together when Uttai distributed the Pappalardi-produced group Mountain on the Windfall label. Seen above (l. to r.) are: assistant manager Chariton Bennett; group's attorney, Jim Cohen; group members Peter Wood & Mark Clark; Larry Uttai; producer Felix Pappalardi; group members Jerry Shirley & Joey Molland and manager William Cameron.

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possible" on Dot, Quincy Jones' varied music tracks for "Sanford and Son," Flatt and Scruggs' down-home theme for "The Beverly Hillbillies" on Columbia and the background music for such shows as "Bonanza," "Ben Casey" and "Dr. Kildare," have advanced the popularity of the television shows from which they came and the artists who orchestrated or sang the themes.

Concerted Efforts

More recently, there have been concerted efforts on both record and TV executives' parts to create all-inclusive links between the two industries, especially in the teen market. This trend has given the industry heavy promotion for the Monkees (an NBC show with the group's Colgems contract) and the Partridge Family, an ABC show with recording ties at one time to Bell.

Currently, the TV themes being popularized are coming in twos. For example, NBC's "Welcome Back, Kotter" has two derivative themes out on the market, the first by John Sebastian on Reprise and the second, on a Midland LP, by John Travolta. Another example of this trend

is Jose Feliciano's success with the theme from "Chico and The Man," NBC's trendsetter of last season.

Affection Getters

For Philips, the John Gregory Orchestra has recorded the music from "Cannon" while ABC's "Happy Days" has three songs vying for public affection: Reprise has recorded Pratt & McLain singing "Happy Days," Casablanca has Steve Sawyer's "Hey Fonzie" and London has put out the Heyettes' version of "The Fonz Song."

There are TV programs doing the disco dance this season. "Star Trek" among them. Charles Randolph Greane's hustle-bump version of the show's theme for Ranwood is on the market and a local label out of Brooklyn, N.Y., has recorded a disco arrangement of the "I Love Lucy" theme song.

TV Specials

One of the biggest markets for the TV-record tie-in is the TV special area. Mario Thomas' "Free To Be You And Me" for Arista garnered heavy sales while MCA's "Sunshine" and ABC's selections from "QB VII" were released for general distribution in conjunction with the TV programs' successes.

Since many of the network executives in ABC's program development department were unavailable for comment at press time, the exact reasons for the special contracts could not be ascertained. But most guesses are that ABC intends to solidify its 12-week-old number one position with a mass market appeal.

Charts Essential

"I'd say the charts are the most important thing for the selection of artists," an informed ABC source told **Cash Box**. "These people also must be types who are comfortable with TV. I guess you'd say that they are definitely MOR and, therefore, accessible to the larger segment of the audience."