

R&B INGREDIENTS

America's 200th anniversary is drawing closer day by day. As the country prepares for this mighty celebration around the country, so are the R&B charts. Singles sales are down this year from last, however there are some mighty strong singles & LPs out there. All companies involved in R&B are well represented on the charts. Groups looking for gold and platinum come the 4th are **Natalie Cole**, **George Benson**, **John Handy**, **B.T. Express**, **Eddie Kendricks**, **Chi-Lites**, **Parliament**, **Al Green**, **Leon Haywood**, **Tyrone Davis**, **Dorothy Moore**, **Smokey Robinson**, **Marvin Gaye**, **Crusaders**, **Bill Cosby**, **Lee Oskar**, **Isfeys**, **Bootsy Collins**, **Trammps**, **Manhattans**, **Candi Staton**, **Little Milton**, **Lou Rawls**, **Supremes**, **Luther**, **Aretha Franklin**, **Blue Magic**, **Dramatics**, **Johnnie Taylor**, **Marilyn McCoo & Billy Davis**, **Rose Banks**, **Crown Heights Affair**, **David Ruffin**, **Bobby Bland**, **Graham Central Station**, **Margie Joseph**, **Special Delivery**, **Ohio Players**, and **Tavares**. Most of these records have crossed over to the pop charts or should be crossing in the very near future.

The new **Earth, Wind & Fire** LP should be out in the next couple of weeks. More details forthcoming... No word about **Stevie Wonder's** LP. The **Rolling Stones** disco version of "Hot Stuff," is out... The vinyl is black and blue and it is too cold blooded!!!... **Mickey Stevenson** will be producing **Johnny Nash's** new LP for **Columbia**... **David Gest Public Relations** has signed **Leon Haywood** for exclusive world-wide public relations... **Leo Graham** is going to produce **Tyrone Davis' new LP** for **Columbia**. Leo is currently high on the charts as he produced "Friend Of Mine," for **Little Milton**... Heard from a reliable source that **Bert deCoteaux** may be doing a lot of production work for **Columbia** in the very near future.

Papa John Creach, managed by **Kessler-Grass Management** tore up **Disneyland** over the Memorial Day weekend. The Grandfather of Rock put on such a hot opening show that the management of Disneyland asked him to put on two more shows that night. Pops will be back at Disneyland later on this summer. The **5th Dimension** were over at **Magic Mountain** and as soon as the first show crowd was seated, hundreds of people lined up for the late show. The 5th, as usual, put on a tremendous show... **Bloodstone** taped the **Mabel John Show** last week. The guys performed and showed clips from their new film "Train Ride To Hollywood." The fellows have released a new single "Just Like In The Movies," which will be on their new **London** LP scheduled for release around the 15th of June.

Expect a new **D.J. Rogers** LP on **RCA** come the first of July... **Eddie Kendricks' new single** "Get It While It's Hot," is too cold.

Marvin Yancy and **Chuck Jackson** continue to be one of the hottest writer/producer duos in the country. For the past 18 months the fellows have been high on the charts. During that time they have run up a string of hits that have included "This Will Be," and "Inseparable," for **Natalie Cole**, "Loving Power," and "Same Thing It Took" for the **Impressions**, "It's Cool," by the **Tymes**, "You," by **Aretha Franklin**, and "It's Alright," by the **Notations**. Currently the guys have produced **Natalie's** new LP "Natalie," and "Free" by the **Natural Four**. Also **Ronnie Dyson's** new single "The More You Do It, The More I Like It Done To Me," was written and produced by **Marvin and Chuck**.

The **Spinners' new single** will be "Wake-Up Susan." It should be released very shortly... **Dorothy Moore** whose single "Misty Blue," looks to be a number one record, was in L.A. last week taping **Midnight Special**. No airdate as of yet... **Kellee Patterson**, the Indiana bombshell made a rare L.A. appearance at the newly remodeled **Etc. Club** in Los Angeles... **Kellee** tickled the audience with material off her new LP on **Shadybrook** entitled "Kellee." Highlights of the set included "Jolene," "You Are So Beautiful," "I'm Gonna Love You Just A Little More, Baby," and "I Love Music"... **B.B. King** and **Inez Andrews** who both record for **ABC Records** were honored with **Ebony Awards** for best blues instrumentalist, blues vocalist and best gospel vocalist.

Remember the group the **Skyliners? Well**, the "Since I Don't Have You" guys have been signed to **Drive Records** distributed by **T.K.** They will be coming out with a new single entitled "The Day The Clown Cried," produced by **Clarence Reid** and **Steve Alaimo**... **Sylvia Rhone** is the new R&B national coordinator for **Buddah**. She will be working under **Alan Lott**... **Gladys Knight** is going into the studios this month to record a new LP... The **Trammps** will be bringing their hot dancing music to the **New York Experience** in L.A. June 21st and 22nd... **David Morris, Jr.** will be releasing a new single shortly for **Buddah** entitled "Jack In The Box"... The tremendous response to **Bootsy Collins' LP** on **Warners**, "Stretchin' Out In Bootsy's Rubber Band," has prompted **Bootsy** and his band to start a major concert tour... The **Sylvers' new single** will be "Cotton Candy," off their **Capitol LP "Showcase."**

In the record business, promotion is the name of the game. A new company has been established to get the hits played. **Creative Funk Management, Inc.** is now providing promotion and marketing services for its clients. The staff there includes **April Elliot**, **Homie Perkins** and **Deek DeBerry**. They are located at 122-21 Merrick Blvd. in St. Albans, N.Y. 11434. Telephone is (212) 525-9487... that's soul.

jess levitt

TOP 50 R&B ALBUMS

	WEEKS ON CHART		WEEKS ON CHART
1	10	26	12
2	11	27	5
3	20	28	16
4	14	29	9
5	16	30	5
6	14	31	2
7	7	32	16
8	3	33	29
9	21	34	6
10	11	35	1
11	13	36	28
12	30	37	29
13	3	38	3
14	21	39	2
15	5	40	2
16	11	41	7
17	3	42	3
18	6	43	1
19	5	44	6
20	12	45	3
21	3	46	6
22	6	47	1
23	3	48	2
24	4	49	2
25	6	50	1

KDAY Drops Singles Format FM Approach To AM Radio

by Jess Levitt

LOS ANGELES — KDAY, one of the top R&B stations in the country, in a dramatic move has dropped its singles programming format.

Jim Maddox, program director for the station in Los Angeles told **Cash Box** that this was no quick decision. "We have been doing research for months, nationally and locally, and found that singles were not selling as well as LPs. In some of the stores where we conducted our research, LPs were outselling singles 20 to 1. What we feel

this move will do for us is give us the edge in not adding or being involved with records that don't happen," Maddox said.

Maddox added, "Practically all stations add new singles ever week. Every week they also drop records. They usually call these adds hitbounds or extras. What happens is that we're hurt when we go on marginal product. The record companies aren't hurt. Now we are going to turn it around."

LP Spotlight

KDAY's new approach will be to spotlight LP cuts. "We won't play singles unless they are found to be on an LP. This way we may spotlight cuts one day a week for a month to see what happens. We'll give it low exposure and if nothing happens we will drop it. The record will only get a number when it is in our featured category and then it will go into a higher rotation," Maddox said. He has also found out from his research that people like to know or hear more than one cut on an LP. "There is a curiosity or suspicion the listener has as to whether the LP is a good buy for them. I think that stations that only play the single from an LP are fudging on their listeners. The rest of the LP may be terrible, however they are playing the long-version LP cut which also happens to be the shortened single," Maddox added.

New Rules

Maddox also said that singles are not

completely out. However the station will only play them if they get them as an exclusive and if they are by a major-major artist or the single has proven itself to be a million seller.

Retail Benefits

"I think retailers around the country are going to find this system a blessing because they won't have to worry about stocking every doggone single that comes along. I don't think record companies are going to like it, especially the ones that have artists signed to singles deals, but to them I say if you don't have enough confidence in the artist to do an LP, why should I? I realize that in some instances that new artists might be hurt by this new system, however I want to give our listeners the best music possible. The music business is a competitive business and only the strongest are going to survive."