



BY  
STAN  
KLEES  
(Guest Columnist)

# What's A Nice Kid Like You Doing In A Business Like This??

## Free Promotion & Publicity

With a little bit of ambition, a group can go a long way toward building their image. There are many magazines, weeklies, periodicals and newspapers who are looking for interesting press releases from groups. Often they will use your picture and do an elaborate writeup. It doesn't cost you a cent if you supply them with a newsworthy article, but I want to stress newsworthy.

Canadian Teen Magazine is always anxious to assist Canadian groups. The new Gogue Magazine features music news. The Telegram After Four supplement often has photos and articles about Canadian groups. Miss Chatelaine is another booster of Canadian talent. RPM Music Weekly (this magazine) is always on the lookout for interesting stories about Canadian groups, and don't ignore your local paper.

Here are a few tips about getting a good press presentation

that might be accepted. The story must have human interest. It must have mass appeal and not be directed at your fans. Write the press release to the best of your ability. It will be edited and rewritten (usually) by the publication. Make sure it is neat and professional looking. Try to type it if you can, and double space it so that it can be easily edited.

If you have a good photo that might colour the story, send it along, they might use it. 8 x 10 glossies are most acceptable and very professional. The better the photo the better your chances. Don't send a bad photo, because it won't reproduce.

Attach the press release and the photo to a carefully written letter that will convince the editor of the publication that you have something to offer that his readers should hear about. Be careful not to mistake your own interest in what you are doing for newsworthiness. It must have some human interest value, or it will

be rejected. There is no charge for this service.

The addresses of these periodicals are always found inside the publication itself.

If you feel that your promotion and publicity should be looked after for you, there are many firms that will do this for a fee, and try to pay a fee rather than a percentage. They have packages and single promotional items and services. They know how your promotion and publicity should be handled and usually will charge a nominal price for what they do.

Shop around. Make sure you are getting the best service at the best price, but remember that when you dump a lot of responsibility with a promotion and publicity firm, you will have to pay for what you get, and rest assured they are going to work to keep you supplied, but they will charge you accordingly. If doing it yourself means it won't be done at all, then it is well worth the money.

### CHOV JOTTINGS

Pembroke, Ont: CHOV now kicks off its day with country sounds (6-7 AM), MOR happens from 7 AM to 4 PM and Dennis West catches the after school crowd with MOT (4-6 PM) and another Music of Today personality, Tommy Trend rocks from 7 to 10 PM.

CHOV's "New Look" survey bowed to good reaction Sept. 30.

Gordon Lightfoot appears in concert Oct 9-10, which makes his latest album a natural for CHOV.

Dennis West's "The Happening" show features "Hotline of Hits" each afternoon. Listeners phone in request for "Golden Hits" to be featured on following afternoon's show.

Guy Lombardo's Sept. 29th. appearance was a huge success, due in part to the exposure CHOV gave to his recordings.

Top Canadian groups have appeared at CHOV sponsored hops and played to SRO crowds. These included The Staccatos, BTB4 and Scepters. Many more are expected in the months to come.

There are firms that specialize in promoting showpeople, and that is the kind of firm you should go with.

I know one group that doubled their gigging price just with an effective program of promotion and publicity. It paid for itself many times over.

# M.G. & THE ESCORTS

## HOT NEW HIT

# 'NEXT TO NOWHERE'

## IS HAPPENING ON REO RECORDS

- CAT. No. 8998

Manufactured and distributed in Canada by  
Quality Records Limited.

## RPM TOP 25 LPs

- 1 1 SGT PEPPERS LONELY HEARTS BAND  
The Beatles-Capitol  
MAS 2653 SMAS 2653
- 2 3 GROOVIN'  
Young Rascals-Atlantic  
8148 SD 8148
- 3 4 THE DOORS  
The Doors-Elektra  
EK 4007 EKS 74007
- 4 2 FLOWERS  
Rolling Stones-London  
LL 3509 PS 509
- 5 7 GREATEST HITS  
Paul Revere/Raiders-Columbia  
KCL 2662 KCS 9462
- 6 9 GREATEST HITS  
Bob Dylan-Columbia  
KCL 2663 KCS 9463
- 7 5 I'M A MAN  
Spencer Davis Group-Stone  
SX 3702 SXS 3702
- 8 6 SURREALISTIC PILLOW  
Jefferson Airplane-Rca Victor  
LPM 3766 LSP 3766
- 9 14 BEST OF SONNY & CHER  
Sonny & Cher-Atco  
M 219 S 219
- 10 8 SOUNDS LIKE  
Herb Alpert/Tijuana Brass-A&M  
LP 124 SP 4124
- 11 11 MONKEE HEADQUARTERS  
The Monkees-Colgems  
COM 103 COS 103
- 12 12 ABSOLUTELY FREE  
Mothers' Of Invention-Verve  
V 5013 V 6-5013
- 13 13 REACH OUT  
Four Tops-Motown  
M 660 S 660
- 14 19 ALBUM 1700  
Peter Paul & Mary-Warner Bros  
W 1700 WS 1700
- 15 10 GIMME SOME LOVIN'  
Spencer Davis Group-Stone  
SX 3701 SXS 3701
- 16 20 THE SOUND OF WILSON PICKETT  
Wilson Pickett-Atlantic  
8145 SD 8145
- 17 21 ODE TO BILLIE JOE  
Bobbie Gentry-Capitol  
T 2830 ST 2830
- 18 15-CASINO ROYALE  
Soundtrack-Colgems  
COMO 5005 COSO 5005
- 19 18 ARETHA ARRIVES  
Aretha Franklin-Atlantic
- 20 16 SUPREMES SING RODGERS & HART  
Supremes-Motown  
M 659 S 659
- 21 22 FRANKIE VALLI SOLO  
Frankie Valli-Philips  
PHM 200-247 PHS 600-247
- 22 23 THE BYRDS GREATEST HITS  
Byrds-Columbia  
CL 2716 CS 9516
- 23 17 DOUBLE TROUBLE  
Elvis Presley-Rca Victor  
LPM 3787 LSP 3787
- 24 25 BEE GEES 1ST  
Bee Gees-Atco  
33-223
- 25 24 REVOLUTION  
Paul Revere/Raiders-Columbia  
CL 2721 CS 9521