

**BOB HAMILTON AND FRIENDS**  
**RADIO REPORT**

DECEMBER 11, 1972

**WINSTON HANGS ON AT WLS**

**BLACKS WALK OUT AT XPRS**

**WEST COMMUNICATOR  
PRESIDENT**

"THE GOLDEN FART"

# TOP OF THE HOUR

**ON THE COVER**—We are particularly pleased to announce one of the most important discoveries in the months of choosing covers for the report. We have been able to simulate, most undoubtedly the very first picture...certainly ever featured on the cover of a magazine...of a fart...That's right, one of the most disgusting and little used WORDS....FART...or fart...if you prefer to keep it a lower case. What has this to do with our industry?...Well...if you will excuse the use of the terms we would like to introduce a little portion of a part of a story that I have written for the Operating Manual...about an evening I spent last week in the home of Dr. Marshall McLuhan...an evening I would describe as a fart...not necessarily a big one...but, certainly a golden one...The blue on the cover is the background...The letters are in gold to suggest the true, as yet unable to be perceived by the naked eye, color of the fart...For a further explanation of the cover...and how it relates to our radio and record biz lives...turn a few pages...You'll also find there a bit of a discussion taking place on the morning side of the day...a few of the words of explanation from the President of the Radio Advertising Bureau...another of the features in the January 15th edition of the Operating Manual for Starship Radio...

**TUSCON-PHOENIX**—Jay Stone, PD of KRUX in Phoenix is leaving for KTSA, San Antonio to assist PD Todd Wallace. He will also be MD and do the 3-6 PM shift. John Flanagan of KTKT, Tucson will take Stone's place and Roger Collins will take over as PD at KTKT.

**LOS ANGELES**—Bill Watson, PD of KHJ confirmed info on Dec. 7 that Don Fox (using Sonny Fox here) from KCBQ, San Diego will be doing the noon to 3 and Mark Elliot weekends...new Promotion Director is Jim Alley.

**BUFFALO**—WGR-FM will be WGRQ as of Jan. 1, 1973. They will be going live from automation and will change the Drake Solid Gold format to a basic "Q" format. J. J. Jordan told the Report office...“For years this has been a personality radio town with a gap for a tight Top 40 station. Jordan, after being off the air for a year, will be doing the 3-7 PM shift temporarily. Roger Christian, formerly WYSI, will be MD...George Hamberger from WYSL—middles and “Mother Bear” will be 7—midnight. Station will be stereo and will go on the air 1 min. past midnight,

Jan. 1 as “Super ‘Q’ 97, “Giving Away the World.”

**NEW YORK**—Rick Sklar has been upped to Director of operations for WABC, a new position created in an ABC board meeting last week...Sklar will be virtually in charge of every aspect of the station except sales and business...A new program director has yet to be named and probably will not be named for awhile...There have been heavy rumors of further reorganization (for the most part the growth kind) in the ABC organization.

**LOS ANGELES**—Stemming from what has been termed “intolerable grievances,” 6 black employees of radio station XPRS in Los Angeles walked off their jobs Friday, December 1, in protest to policies of the white-leased, white-managed station which programs a “black-oriented” format. The 50,000-watt AM facility is owned by a citizen of Mexico with its transmitter located in that country. The station is known in Southern California as “The Soul Express”, 1090 AM...XPRS Radio operates under the aegis of a legal ability given by the governments of the United States and Mexico called the North American Radio Broadcasting Agreement (NARBA). Only in the one specific area of “live” news broadcasts does the Federal Communications Commission have jurisdiction over this station. The F.C.C. issued a news broadcast permit to XPRS Radio in June of 1972. The 50,000-watt, clear channel station, is not required to allocate a designated number of hours for public affairs programming, nor is it required to broadcast public service announcements for the community...In their press release the owners of the U.S. sales rights and lease of the station stated that as of November the station employed 18 persons, 12 of which were black and that the dismissal of two employees was not for racial reasons. This dismissal caused the disgruntled ex-employees, according to the white owners, to organize the walkout and the subsequent lack of on-the-air disc jockeys. The station is now playing back-to-back music...Leading the thrust to pinpoint and make accountable those individuals responsible for the alleged injustices suffered by XPRS black personnel are Reverend Jesse Boyd, Los Angeles Director of Operation P.U.S.H. (People United to Save Humanity)? Conrad Smith, Western Regional Chairman of C.O.R.E. (Congress of Racial Equality)? and Reverend Al Dortch,

Executive Director of Operation Breadbasket. These groups have agreed that the problems involved with XPRS warrant an issue alliance and will utilize their individual as well as collective resources to investigate and resolve the situation...According to the Los Angeles C.O.R.E. office, the community organizations want grievance meetings concerning the Randal-Sharon Consulting Firm, lack of black executives, more professional programming, and other issues which include the reinstatement of the two fired employees. Some of the issues have been taken to F.C.C. Commissioner Hooks by the community groups...The owners expect to have operations returned to normal in the near future yet refused to meet with the community groups on December 1st because the atmosphere would not have been conducive to discussions. The community groups will not settle for normal operations until the grievances have been settled if it takes the F.C.C., Federal Courts, and higher bodies to resolve them.

**LOS ANGELES, CALIF.**—Thursday, December 7th, marked the end of an eight week nationwide election campaign to form the first Communicator Network Board of Directors. From the voting which was done by each network member the following gentlemen have been named

**President — Steve West — KJRB-Spokane, Wash.**  
**Vice-President — Alan Burns — WTBC-Tuscaloosa, Ala.**  
**Secretary — Gene Werley — WAEB-Allentown, Penn.**  
**Regional Rep Northeast — Doug Jones — WCHB-Mr. Pleasant, Mich.**  
**Regional Rep Midwest — Bob Roberts — KLEO-Wichita, Kansas.**  
**Regional Rep West — Alan Hague — KRSP-Salt Lake City, Utah.**  
**Regional Rep South — Joe London — WRNC-Raleigh, N.C.**

In the Southwest race, Gary Diamond, KQEO-Albuquerque and James Lynn, KROK-Shreveport, La. tied for the position of Southwest representative to the board. No decision at press time had been reached as to how to determine a winner. All board members will be contacted the first of the week to set up the first of the weekly conference calls the board will take part in. All decisions concerning the Communicator Network will be handled by the Board of Directors in coordination with the Report office.

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# THE HIT SINGLES

- |    |     |   |
|----|-----|---|
| 1  | 1.  | ME & MRS. JONES/Billy Paul                  |
| 5  | 2.  | I'M STONE IN LOVE WITH YOU/Stylistics       |
| 2  | 3.  | PAPA WAS A ROLLING STONE/Temptations        |
| 3  | 4.  | CLAIR/Gilbert O'Sullivan                    |
| 8  | 5.  | ROCKIN PNEUMONIA/Johnny Rivers              |
| 17 | 6.  | YOU'RE SO VAIN/Carly Simon                  |
| 7  | 7.  | SOMETHING'S WRONG/Austin Roberts            |
| 6  | 8.  | IT NEVER RAINS IN SO. CALIF./Albert Hammond |
| 4  | 9.  | IF YOU DON'T KNOW ME BY NOW/Harold Melvin   |
| 15 | 10. | SUPER FLY/Curtis Mayfield                   |
| 10 | 11. | YOU OUGHTA BE WITH ME/Al Green              |
| 9  | 12. | VENTURA HIGHWAY/America                     |
| 13 | 13. | SWEET SURRENDER/Bread                       |
| 21 | 14. | KEEPER OF CASTLE/4 Tops                     |
| 16 | 15. | FUNNY FACE/Donna Fargo                      |
| 11 | 16. | SUMMER BREEZE/Seals & Crofts                |
| 18 | 17. | WALK ON WATER/Neil Diamond                  |
| 12 | 18. | I AM WOMAN/Helen Reddy                      |
| —  | 19. | SUPERSTITION/Stevie Wonder                  |
| 14 | 20. | I CAN SEE CLEARLY NOW/Johnny Nash           |
| —  | 21. | YOUR MAMA DON'T DANCE/Loggins & Messina     |



**MOODY  
BLUES  
NO. 1  
HIT**



**BREAD  
NO. 13  
HIT  
SINGLE**

# HIT ALBUMS

- |  |  |
|--|--|
| 1. <b>MOODY BLUES/Seventh Sojourn</b> (Threshold)...I'm Just A Singer... For My Lady...  | 10. <b>LOGGINS &amp; MESSINA</b> (Columbia) ...*Your Mania Don't Dance...Good Friends and Angry Eyes...    |
| 2. <b>CAT STEVENS/Catch Bull At Four</b> (A&M)...*SITTIN' (The single) ...*Angel Sea...Can't Keep It In... Eighteenth Avenue...          | 11. <b>GRAND FUNK RAILROAD/Phoenix</b> (Capitol)...*Rock and Roll Soul...                                  |
| 3. <b>JETHRO TULL/Living In The Past</b> (Chrysalis)...Title Cut...  | 12. <b>WAR/All Day Music</b> (UA)...*Cuts... All...  |
| 4. <b>CAROLE KING/Rhymes and Reason</b> (Ode)...Been To Canaan... *Come Down Easy...Bitter and Sweet...Peace in the Valley...Good-bye... | 13. <b>JONI MITCHELL</b> (Asylum)  |
| 5. <b>SUPERFLY/Curtis Mayfield</b> (Curtom)...*Freddie's Dead...Title Cut...   | 14. <b>TEMPTATIONS/All Directions</b> (Gordy)...*Papa Was A Rollin' Stone...Funky Music...Do Your Thing... |
| 6. <b>SANTANA/Caravanserai</b> ...La Fuente del Ritmo...*Just In Time To See The Sun...Stoneflower...                                    | 15. <b>GRATEFUL DEAD/Europe '72</b> (WB)...Cuts...All...   |
| 7. <b>JAMES TAYLOR/One Man Dog</b> (WB)...Cuts...All...  | 16. <b>BREAD/Guitar Man</b> ...Sweet Surrender...Title Cut... (Elektra)...                                 |
| 8. <b>CARLY SIMON/No Secrets</b> (Elektra)...*You're So Vain...Night Owl...  | 17. <b>TOMMY</b> (Ode)...Cuts...Pinball Wizard...  |
| 9. <b>AMERICA/Homecoming</b> ...Ventura Highway...(WB)...  | 18. <b>CHICAGO/Chicago V</b> (Columbia) ...*Dialogue 1 & 2...All Is Well... While The City Sleeps...       |
|  | 19. <b>JOHN DENVER/Rocky Mountain High</b> (RCA)...Cuts...All...   |
|  | 20. <b>SEALS &amp; CROFTS/Summer Breeze</b> (WB)...Hummingbird...Funny Little Man...Fiddle In The Sky...   |

# FRESH AIR

EVENTS . . . SERVICES . . . TRENDS . . . PROMOTION . . . BEDTIME STORIES

**RALEIGH, N. C.**—WPTF-FM here is changing call letters to WQDR-FM on Jan. 4th. Carl Venors, President and acting station manager, told the Report office that J. Michael Stone, from WMYQ (Miami) is coming in to PD the new format. Change will include 2-track synthesis into quad, 24 hours and they will be playing all available quad material relative to the format. They are changing to album cuts . . . hitting between Top 40 and Progressive. . . The new sales manager is Bob Jones. . . and Dave Berry will be working in sales. Licensee is Durham Life Broadcasting Service and Venors will work directly with Stone and Jones.

**JACKSONVILLE, FLA.**—WPDQ is making a complete change to All Black Radio. All present personnel have been "relieved" with severance pay. The apparent reason is that Henderson Belk, President and sole owner plans to make PDQ part of a advertising package buy with WAOK in Atlanta. Belk also owns WRNA-FM in Charlotte and is the former owner of WIST in the same city. The personnel have gone in different directions with some of them making the decision to get out of radio due to "disillusionment." Seems no one at the station was made aware of the change in time to find another job. Belk was not available for comment.

**CANADA**— The Canadian Radio Television Commission has approved CHUM's application to purchase CKVN in Vancouver, currently a contemporary station. . . details on changes are as yet undecided but should be available for next Report issue. . .

**PORTSMOUTH-NORFOLK** — William F. Rust, Jr., President of Rust Communications Group has announced the appointments of Jack M. Rattigan as Programming Coordinator for the group's "Blue Team" (WHAM/WHFM, Rochester, N.Y.; WKLX, Portsmouth-Norfolk, Va.; and WRNL-(AM/WRLX-(FM), Richmond) and Harvey Guenther as General Manager of WKLX. Guenther was formerly GM of WKAZ in Charlestown. Rattigan was previously with NBC Group W, Westinghouse (KYW), and Metromedia (WIP & WMMR) in programming and sales. He will also serve as Director of Operations for WRNL temporarily.

**NEW YORK** — RAB president Miles David informed the Report that the

Organization is beginning a study on psychographics and its relationship to radio. No word on when results of the study will be made available.

**OTTAWA**— Problems in programming to Canadian Content standards come to a head when Christmas time comes with little relief in sight. The CRTC did unofficially confirm to the Canadian Association of Broadcasters that they will not be asking for air checks of Christmas Eve and Christmas Day. . . allowing stations (though unofficially) to kind of forget about the necessity of 30% of their music being written, produced or performed by a Canadian. . . There is virtually no Canadian Christmas music. One PD told us he had 3 LP's that were holiday oriented and qualified Canadian. . . A request to relegate Canadian music to neutral status went unanswered by the CRTC. . . so little Christmas music will be heard on Canadian stations this year. . . As if there weren't enough problems the qualifications get tougher January 15th. 5% of all music will have to be written by a Canadian, in addition to the 30% content requiring 2 of 4 areas (lyrics, music, performance, production) in all station programming.

**VANCOUVER**— CHUM Limited's purchase of CKVN in this city was approved by the CRTC last week bringing the companies number of stations up to 6. CKVN is 50,000 watts at 1410, programming top 40. Jack Titolman owned the station. No word as yet on future programming plans. CHUM Ltd owns CHUM (AM) and (FM) in Toronto, CKOT in Peterborough, CFRA and CFGO in Ottawa and CJCH in Halifax.

**CLEVELAND**— WKYC AM and FM has changed call letters to WWWE AM and FM. No change in format. . . Cleve Thomas who did a talk show is leaving and Fred Sanders is now MD.

**SALINAS, CALIF.**— After 18 years, KTOM (previously MOR) here has changed format and gone C&W. General Manager, Harry Miller, 3-1/2 months at the station, told the Report office that, "it's an odd market with 4 major towns and an MOR station in each one." They are going to go for more of regional audience and individualize the format to include more sports. Miller has recently

signed contracts with Oakland Athletics — Golden State Warriors. Miller has been in the area for 8 years. . . 4 of them in television. He was also at KRAK in Sacramento which is a strong C&W station that comes into the Salinas area. Miller also spent 3 years at the only other C&W station in the area, KRSA-FM, which is a daytimer. They plan to keep the KTOM call letters for the present and are 5,000: 1380kc. Directional.

**DALLAS**— Dave Ambrose has been appointed PD at KLIF. He takes the place of Mike O'Shea, who will continue doing his 1-3 show at the station. Interesting to note that O'Shea took the place of Ambrose as PD 2 years ago, August. Ambrose will also continue doing his "Girl Talk" show from 10-1pm.

**CINCINNATI**— WLW Radio's second annual "Father and Son Sports Night" took place on Mon. the 4th. Attendance for the crowd of 300 was by invitation only as part of a special WLW Radio contest drawing. During the event, ticket winners attending the affair were announced. Jim O'Neill, WLW's 6-10am personality, was Master of Ceremonies. The station is also doing the "Give Away the World" contest. . . ultimate prize being an all-expense paid around the world trip for two. . . and "The Glory That Was Grease" featuring trends between '53-'63 along with "The Trivia World Championships" with "mind-bending minutiae." WLW has also added to personnel, bringing back Jim LaBarbara. "The Music Professor," who features a show of behind-the-scenes information about records and entertainers. Dean Phelps, most recently General Sales Manager of WWEZ-FM, and formerly Station Manager at WLAV in Grand Rapids and GM of W-4, Detroit, has been appointed Account Executive for WLW.

**LOS ANGELES**— Warner Brothers Records has expanded their Artists Relations department and new personnel have been brought in. Director, Bob Regehr has been promoted to the new post of Director of Artist Relations and Development. . . department additions and realignments are as follows. . . Southern Artist Relations and Development Supervisor, Ron Needham. . . Mid-West rep, Tom Parent. . . Peter Turner, assistant to Alan Rosenberg, head of East Coast Dept. . . Russ Shaw will serve as travelling

liaison along with his current position of head of West Coast depart. and Sheery Reed is upped to Relations and Development Coordinator in Burbank...Shelley Cooper, former assistant to Regehr, is National Coordinator (home office)...Assistant Director will be Carl Scott, who will work with Regehr on special projects. The department will function as part of the Creative Services Department of the Record Company.

**CANADA**— CKLG/Vancouver has received a third award for its 5-hour documentary program dealing with the problems of Canadian Indians. The Edward R. Murrow Radio Documentary Award was presented at the 27th International Convention of the Radio Television News Directors' Association in Nassau. The CKLG program also received the RTNDA of Canada Radio Documentary Award, known as the DAN, as well as the H. Gordon Love News Award presented by the Canadian Association of Broadcasters. The Radio "Charlie" went to CKLW/Windsor for its coverage of the disaster in a water tunnel construction.

**ALTOONA, PENN.**— WVAM here is working with the Police Department and local clubs to put on a radiothon with a serious purpose. Jack Don Girard "will stay on the air until he drops." The show will be aired from a local 24-hour market to raise money to pay hospital and surgery bills for 9 year old Sheryl Nale. Sherul was hit by a car on September 16th this year and has spent 75 days in the hospital with 12 operations to date and more are necessary. The bill so far is around \$20,000. Her family has an annual income of \$6,000 with no hospitalization and the friver had no insurance. The radiothon begins Friday the 8th at 3:00 p.m. and pledges will be taken at the station or donations can be taken directly to location of radiothon. Dave Hill, of WVAM, told the Report office they are hoping for a substantial pledge or donation in accordance with how long Girard can stay awake. Time is of the utmost importance since Sheryl is still in serious critical condition.

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## SERVICES

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**CHICAGO**— Don St. John of WGRT here has narrated a package called "Top 40 Soul Records of the Year." It is a 3-hour show produced by Gibtajon Productions and priced according to market. For more info. Call (312) 641-1109 or write Gibtajon Productions...30 West Washington, Chicago, Ill. 60602.

**BUFFALO**— WEBR, using voices of jocks Owens and Kimble, put together some Goodwill Industries psa's. John Reynolds, local Goodwill public relations man had them pressed, put the calls and logo of the station on them for a level and they're now in 18 states, Canada and Australia. There are seven 30 sec. spots using humor to get across the idea of Goodwill collection boxes. At a cost of a buck and a half to cover costs any local Goodwill organization can get a disc...contact John Reynolds...Buffalo Goodwill Industries...153 No. Division St., Buffalo, N.Y. 14201.

**NEW YORK** — RCA Records has appointed Jim Bailey as manager, Marketing, Europe, Middle East and Africa, for RCA Records International. Bailey will headquarter in London and will coordinate all of the marketing activities for Great Britain and Continental Europe, the Middle East and Africa. They have also engaged Marvin Goodman Associates, Inc., to coordinate overseas licensing of the Presley Satellite special. In countries where there is no television, it will be sold for theatrical showings.

**INDIANAPOLIS**— Rickie Clark, 6-10 at WTLC, and Johnny Biscuit, 7-midnight here, have recently formed R&B Productions. They are handling all groups, bookings, etc., and will be operating on a program consultant basis with any black station interested. They also manage a new club in the city. Other information, including ratings, etc. are available upon request...1734 Villa Ave., Indianapolis, Indiana...46203...(317) 784-4471.

**SIOUX FALLS**— Jerry Damon of KISD has spent 2 years compiling information for a 60-minute special called "English Poets and Performers." The tape consists of a series of interviews with various English artists: explaining the background and concept of their music. Some of the artists are Jethro Tull, Emerson, Lake and Palmer, Procol Harum, Elton John, Cat Stevens and T. Rex. The only charge is cost of tape and mailing. If you're interested contact Jerry Damon...KISD radio...130 N. Main, Sioux Falls, Montana...57104...(605) 336-1230.

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## TRENDS

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**BAKERSFIELD, CALIF.** — July-August Pulse figures made it into the office this week with overall shares belonging KAFY with a 21 followed by KERN with a 19 and KUZZ with an 11. Total men leader was KUZZ with a

15...KERN and KAFY came in 2nd; KGEE also scored double figures in men. KAFY dominated the female audience with a 23...KWAC second (15) KERN and KUZZ close behind. 73% of the teen audience is held by KERN (41) and KAFY (32). In time break downs KAFY leads morning and midday; ties with KERN in afternoon drive and comes in second to KERN at night. The Oct.-Nov. ARB stage is set with one of the heavier battles...KERN or KAFY?

**CANADA**— The Canadian Radio Television Commission announced approval of an application to start an FM radio station in Baker Lake in the Northwest Territories. The station, with Communications Department assistance, is to provide 3 hours of local, live programming each day, using the Eskimo and English languages. The station will be directed by a local residence association. The community has 817 residents. At the Edmonton hearings in October, the CRTC was told that the strongest radio signals in Baker Lake were religious broadcasts from South America.

**WYOMING**— KCHY/Cheyenne changing format to "beautiful music" and every fourth record is a polka. 10,000 watt, 24-hour station. No longer progressive MOR (May be changing call letters. Most of the staff will be leaving. Chuck Hughes, who was doing PM drive, going to KRYT Colorado Springs. Dave Edwards and Ed Brooks are looking — can be contacted at (307) 636-7975).

**CANADA**— Broadcasters see a growing dilemma here in regards to record sales versus records manufactured. Statistics show that only 2% of the 1971 revenue was spent on production of Canadian singles. Output for 1972 is down from last year's weekly average of 7.8 to 7.5 singles per week. This drop and the problem of tighter regulations gives the broadcaster a dim view of what is in store for the coming year.

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## PROMOTION

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**SAN DIEGO**— KFMB/San Diego coming out of one Christmas contest and going into another. Former contest was variation on "World's Largest Christmas Card" Contest. Listeners were asked to send in postcards — whoever's card was drawn won a Billboard somewhere in San Diego with a message like "Season's Greetings and a Happy New Year to (winner's name) from KFMB." The message stays up for a week or two.

*Continued on page 22*

# BILL GAVIN BUSTED

(GAVIN HONORED WITH BRONZE BUST AS "MAN OF DECADE")



by  
MIKE KAGAN

As I sat on PSA flight No. 710, on my way to the 7th Annual Radio Programming Conference hosted by Bill Gavin, I contemplated several possible approaches I might take in covering the convention from a reporter's point of view. Having attended so many of these conferences in previous years as the representative of a record manufacturer, I was preparing myself for the struggle of viewing these next few days with a sense of objectivity that has never before been required of me. I failed. I found it impossible to view the proceedings as an outsider with the true sense of objectivity that is due the reader of this article. I saw what I saw. I heard what I heard, and I felt what I felt.

## WALKING INTO HEAVEN

Walking into the lobby of the St. Francis Hotel in San Francisco can only be paralleled with what it must feel like to walk into heaven and meet everyone you have known during your life-time. "Hi, how are ya?" "How ya been?" "When'd ya get in?" "What room ya in?" "How's the new gig?" Everyone was interviewing everyone else. According to Bill Gavin, this year's convention drew a record attendance of nearly 1,000 people from the broadcasting and recording industries.

## A CRISIS OF IGNORANCE

To set a tone of purpose and concern for the days that would follow, the opening keynote address was delivered by author/inventor, Buckminster Fuller, who spoke for two hours and 15 minutes about the "dynamics of mass communication in relation to expanding world technology." Fuller urged those present to consider how insignificant the human being is in relation to the universe. Fuller observed great growing concern over the crisis of energy but stated that, "the concern should be for the apparent crisis of ignorance." I later realized how right Fuller was when I asked about 35 people at random what they thought of

Fuller's speech. Some of the comments I received were: "he's really heavy," "his speech was a bit heavy for 9 o'clock in the morning," "the old guy is really sharp," and "he really didn't say anything about radio or records."

## THE AUDIENCE WAS THE PANEL

The first session of that afternoon was called a "Blind Man's Panel," which was a reversal of format in that the panel, consisting of members of both industries, asked questions of the audience. The free exchange prompted a good flow of ideas although most issues of pending controversy were passed over lightly.

## EIGHTEEN SPOTS TO SELL A SPOT

This session was followed by a formal discussion of "The Use Of Radio Advertising By Record Companies." I find myself unqualified to draw any conclusions about this discussion as I have no idea what its intention was.

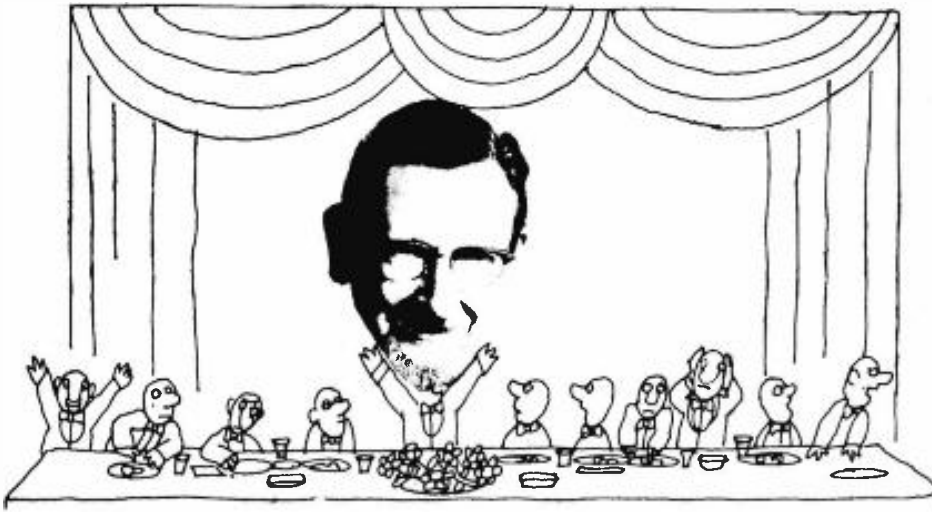
## HUSH, HUSH, SWEET CHARLOTTE

After a hectic evening of endurance competition, I was determined to enter the Grand Ballroom promptly at 9 a.m. on Friday to hear FCC Commissioner, Charlotte T. Reid speak on "Radio Programming - Its Public Responsibilities." I found myself feeling a little lonely that morning sitting with less than 150 people in a room that would hold over 1,500 that evening. Commissioner Reid opened by explaining that her willingness to speak at the convention was heightened by the fact that her two children were living in San Francisco and it afforded her the opportunity of a rare visit with them. She went on to say that, "after looking over this group and talking to some of you, I realize that it's impossible for me to tell

you anything new or exciting on this subject...so I thought you might be interested in some of my feelings about the commission." She revealed the fact that she was one of the very few commissioners who had ever had a career in radio. After some very interesting facts about the FCC's history, Commissioner Reid pointed out that, "in 1934, congress passed the Communications Act which created the present FCC for a unified regulation of communication service. Actually, we're still operating under the provisions of this 1934 Act...although the Act has been amended from time to time, I certainly would be among those who agree that it should be brought up to date with the times in which we find ourselves living. The FCC has a responsibility to the public and to you to make certain that the atmosphere in which you operate is not only free from radio interference, but also free of government interference as well." After being advised that "broadcasters have an obligation to the American family" and that there would be no time for a question and answer period, the audience responded with some polite applause and cleared the room in about 55 seconds.

## SOUND ON SOUND

John Rook, for many years, had urged that a session be devoted to the technology required to make a station sound better with the hope of bridging the apparent gap between programmers and engineers. This year, he hosted a session devoted to "Sound/What Every Program Director Should Know About The New Broadcast Technology." Again, I found myself among less than 100 people in the Grand Ballroom. The format of the session was primarily that of a free exchange between audience and panel. I must admit that much of what was said seemed to go over the heads of many in the audience with the discussion leading to such things as the use of scopes, peaking, assymetry, the human



variance of hearing proficiency during certain times of the day and with certain brands of headphones, construction of the studio, and the human factors that create the barrier of understanding between engineer and programmer. The tone of the session was very positive and very constructive. I did learn much as did many of those who were present.

#### INCEST AFTER LUNCH

By this time I was starving and couldn't wait for lunch. I rushed to the Colonial Room for lunch only to find the line extending almost back to the elevators. After finally getting in and wolfing down a combination of Chinese Food and Fettucini, Bill Ballance, Willis Duff, Dr. Norton Kristy, and Ken Gaines were introduced for a presentation of the well-known "Feminine Forum" format. Such questions from the audience as "would a show this controversial be suited for a country format?" and "do you want your ten year-old listening to a show devoted to the discussion of incest?" were handled lightly and usually sprinkled with Ballance's confident sense of humor. It really came across as a well-rehearsed pitch to sell the syndicated Ballance show to anyone who was not already carrying it. The session ended with the request to help yourself to the prepared printed brochures on the Bill Ballance show.

#### ONE INTO FIVE DOESN'T GO

After lunch, I looked at my program to see where the next session was being held and was totally frustrated to discover that the most important topics of the day were the discussion of Non-Rock, Top 40, FM, Black Radio, and Country, and that all 5 of these sessions were going to be held at the same time in different rooms. I had to make a decision as to which one was most important to me, which one might be most informative, or to run back and forth like an idiot trying to pick up a little of each. I decided to run back and forth like an idiot.

#### THE HOOK IS IN YOUR MIND

I decided to hit the Top 40 session first, but found myself trapped there for the entire session by Dr. Tom Turichi, who expounded on the theories of psycho-graphics in such a compelling and interesting manner, that it was the first time since I arrived where I felt I was experiencing a learning process. Dr. Turichi prompted the most concerned exchange of ideas from any audience so far. He was one of the few panelists to involve both record and radio people in a mutual concern as he spoke about the psychological effects of music and its overall effect on radio and its listeners. I walked out of there having felt exhilarated by what took place but also very upset at the fact that I had to miss four other sessions.

#### ...it's how you play the game

As awards night draws close at any Gavin convention, the mood of everyone in attendance seems to change to that of warmth and humble insignificance. Most of the "heavies" are preparing acceptance speeches for any awards they may win and at the same time, they are preparing mentally to be shafted for not being recognized as one who has put in a year of dedicated hard work.

#### UNITED WE STAND, DIVIDED WE SIT

I noticed an obvious paradox at the awards banquet this year that I had never been conscious of before. In an attempt to show unity, I guess, most of the executives of the various record companies were dressed in matching styles, almost like uniforms. All the executives from one major company were wearing slacks, sport coats, with sweaters and bow-ties. All the executives of another record company were dressed in either velvet suits or velvet sport coats. That, however, is where the unity ended as they were all very conscious to seat Vice-Presidents and up at one table while the National, Regional, and local people sat at another.

#### MY MOTHER THANKS YOU, MY FATHER...

It is senseless for me to list everyone who received awards that evening as the only ones in the room who did not leave with a citation of some sort were the waiters. That, of course, is an exaggeration, but it did seem that nearly everyone who was employed at the time of the dinner, did receive some commendation for something. What was very meaningful, however, was that the premise for most of the awards presented this year, was based on some form of community or industry service beyond that which might be self-serving.

#### WATER WATER, EVERYWHERE AND NOT ONE DROP TO DRINK

After the awards, the pressure was off and it was party time. All of a sudden, as if five bus-loads unloaded in front of the hotel, there was an apparent abundance of females to be found in the lobby, on the elevators, in the suites, and none of them had name tags. I guess there was a banquet in another room for unwed mothers or something.

#### CHECKMATE

At any rate, I journeyed to the RCA suite, where I was very surprised to see the totally unexpected. Four or five chess sets had been set up and it appeared as though a tournament was in progress. I took advantage of my first chance to relax since my arrival and played chess until 8 o'clock the next morning. I won't bother with any in-depth coverage of the chess tournament.

#### YOU CAN MAKE IT IF YOU TRY...

There was one session in the morning concerning the critique and review of various air personalities in different formats. The attendance was very low as most people were on the verge of exhaustion by this time.

#### LOVING IS NEVER HAVING TO SAY YOU'RE SORRY

One very touching and meaningful moment that occurred on Friday evening was at the conclusion of the awards presentations when Bill Gavin started to make his closing remarks. He was interrupted in the middle of his sentence and informed that his name appeared on nearly every ballot that came in from voters. He was then presented with a bronze bust of himself and declared, "Man of The Decade." Bill wept openly as did his wife, Janet, and for the first time during the weekend, I felt the glow of warm human emotion flow through a room filled with love for a man who has given so much of himself for what he believes in. To have felt the magnitude of love in a room full of so many conflicting ideals was easily worth \$125.00 alone.

# WLS Personality Finds Signature More Powerful Than His Voice

WLS artist, Fred Winston returned to the air a week ago today after over a month of waiting for a court decision concerning his resignation from the station.

About 17 months ago, Gene Taylor, who was General Manager of WLS here, hired an air personality named Fred Winston. Although Winston was required to sign the standard WLS (ABC) contract, it was agreed to by both parties that if ever Fred wanted to leave WLS, Taylor would, in no way, prevent him from doing so. Gene pointed out, at that time, as he did at the hearing two weeks ago, that he had no desire to retain the services of someone who wanted to leave. Taylor had, in fact, released other artists from their contracts whenever they expressed a desire to leave.

That was 17 months ago. Much has transpired between then and now. Gene Taylor left WLS to become Gen. Mgr. of WIXY (Cleveland), Paul Abrams became the Gen. Mgr. of WLS, former WLS P.D., John Rook, became the programming consultant for WCFL which is WLS's competition station, and all the while, Fred Winston was becoming a very vital member of WLS's air staff in terms of ratings.

John Rook, in an attempt to strengthen and build the WCFL air staff, brought his former WLS morning man, Art Roberts, back to Chicago to do mornings at WCFL. He then brought WLS's drive time star, Larry Lujack, across the street to do afternoons at WCFL. Most recently, however, Lew Witz (Oper. Mgr. at WCFL), made a bid for Fred Winston to join the WCFL staff and apparently the offer was attractive enough for Winston to give notice of his resignation to WLS.

In an attempt to prevent Fred Winston from going to the competition, WLS filed suit against Fred personally and against WCFL in the form of a restraining order preventing Fred from going on the air across the street. Winston's attorney, Saul Foes, who also represents Larry Lujack, made a bid together with the Chicago AFTRA chapter that the case be submitted to an arbitration hearing rather than a trial.

We spoke with Winston's attorney, Saul Foes, who said, "I called up AFTRA here in Chicago and pleaded with them to look into this next time they do any collective bargaining with radio stations because most disc jockeys, when signing an agreement of this sort, do not retain a

lawyer. Most of them don't make enough money to afford them the luxury of legal counsel and most of them take the Gen. Mgr. at his word that the contract says what it's supposed to say. The talent's right of cancellation should be equal to the station's rights, unless expressed differently in front. Foes further stated that he felt, "WLS was posing a power play against his law firm or trying to merely test the validity of their contracts as 90% of their talent are signed to a similar contract to Winston's."

We were anxious to hear the other side of the story and immediately contacted WLS. We spoke with Mike McCormick, P.D. of WLS, who's only reply was "no comment." McCormick suggested we speak with WLS's attorney if we wanted any information.

Our next conversation was with Tom Sullivan, the lawyer who represented WLS. Sullivan told us, "Winston signed a 3-year contract back in Feb., 1971 with no right of cancellation. Winston did very well in his ratings but due to the wage freeze, could not get a raise when he asked for one back in September. He then got some bumb legal advice from his attorneys, who informed him that he could leave WLS and breach his contract. As a result, we sued Fred Winston and WCFL. Winston never asked for a right of cancellation when he re-negotiated his contract with WLS and AFTRA never even showed up at the hearings."

In speaking with the head of Chicago's AFTRA chapter, Herb Neuer, we were told that, "The main thing that we were concerned about was that the arbitration clause of our agreement remained inviolate. This was as far as we went. We took no position as to whether the performer was within his rights or whether the network was within its rights. We never took a position on the merits of the thing. We just wanted to make sure it was arbitrated, which it was. We did not have anyone present at the arbitration hearings. That was the end of it as far as we were concerned." Neuer further stated that most performers enter into agreements without ever consulting AFTRA but never fail to call after they find the agreement to be binding.

Fred Winston had been off the air for over a month awaiting his arbitration hearing. Last Monday, Fred went back on the air after the arbitration board ordered him to go back to work for WLS. Winston's WLS contract was found to be valid and binding. The contract held him



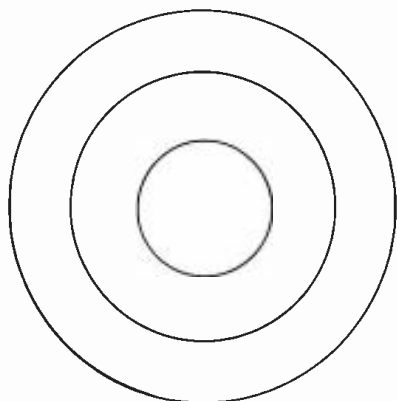
to employment with WLS for a period of 156 weeks with no clause for cancellation on the part of the artist. The only cancellation clause gave WLS the option to cancel Winston at any time with 4 weeks written notice. Tom Sullivan explained, "if WLS didn't press charges, they would be inviting even more raids on their talent. They have an investment in Fred Winston that they are compelled to protect. We asked Sullivan if WLS was prepared to increase Winston's salary to meet that of WCFL's offer. He said, "whether or not they're going to follow through on that, I don't know. I think that will depend on Fred Winston's attitude during the next couple of days or weeks and I suppose if Fred pitches in and does the job, they'll pick it right up where they left off."

It is not by chance that the only party concerned that was not interviewed is Fred Winston. Fred was advised by his legal counsel to avoid any conversation with anyone regarding the hearing or anything related to it.

That would appear to be the end of the story. Fred Winston is back on the air at WLS doing a quality show for which he has become known and listened to. However, Winston's attorney also said, "...it's not over yet. We're still contending that even though Fred's contract is valid, that he still has the right to breach that contract and go to work for someone else, and that all that WLS can do is sue him for whatever actual damages the station might incur as a result of Fred's breach. They feel they are entitled to an injunction stopping Fred from working for anyone else. It's really the ABC Network against the whole world. D.J.'S are generally insecure people with a career span of only about ten years during which they can earn any amount of big money. I implore every D.J. to retain a lawyer to protect their interest in what they're signing. They do get screwed. Their talent must be protected."



# MY OWN THING



“THE INDUSTRY” is a terminology used in this magazine probably as much as anywhere. While I would suppose we will continue to talk about THE INDUSTRY, it’s meaning has changed, here.

We have used the term “THE INDUSTRY” to actually connote a circle of people that included most of the (though certainly not all) record business and those radio stations that were important to record companies as far as sales are concerned.

It’s formation began in the mid-fifties with the birth of the hit 45 RPM single and began a decline in 1964 with the beginning of the tightened repetitive playlist. In a sense, “THE INDUSTRY” became such a tight circle that it evolved thru a process of consuming itself. Great contributors, to the perpetuation, and ironically the ending of “THE INDUSTRY”, were such notables as Bill Gavin, Ted Randall, and Kal Rudman. The formation of a circle of stations around them made terms like “what does Gavin say about it?” almost everyday expressions. The further buying methodology of the rack jobbers narrowed the circle with about 50 major market top forties in the center and Gavin reporters, stations “close to Rudman,” and Randall reporters in the profliery...In order to be in “THE INDUSTRY” you had to join at least one of these categories.

The more the circle tightened, the more the play list tightened; the more the play list tightened, the harder it became for record companies to get play. A simple fact.

Incredibly enough the reaction of the record industry to this was not only to increase their promotion but their product output as well. Fully 150 new singles are released every week...yet only one or two new singles enter the circle of

top 20 sales...

Enter FM...enter spread of audience. Exit the 30 or 40 share of audience on the ratings and enter the 6’s and 7’s, I don’t know if you’ve noticed it but the audience of US radio has been fractionalized. The teen audience has been split up into incredible little pieces in any city you’d like to name...Formerly where one or two stations has 90% of the teens...now as many as 10 or 15 or more will divvy it up. LA teens for example...KHJ, KRLA, KROQ, KMET, KDAY, KGFJ, KLOS, KPPC are only the beginning here...

Yes, the racks haven’t found out yet. As much as ever when KHJ goes on a 45 the racks take note and the order flows in...but, the record company that ignores not only the other LA stations listened to by teens but stations in such here-to-for ignored (at least to a lesser extent) places as San Diego, San Bernardino, Oceanside, Santa Barbara and every other possible outlet around the LA area will find itself with more returns that it would care to talk about.

When “THE INDUSTRY” is discussed at a Gavin or Billboard conference it means the 400 stations and companies in that circle. Billboard’s industry, despite their increased station circulation is still the same, “THE INDUSTRY” discussed at the RAB (Radio Advertising Bureau) means their 1,500 member stations that they can sell. “THE INDUSTRY” discussed at the NAB (National Association of Broadcasters) means the 4,000 members (radio & TV) of the NAB. “THE INDUSTRY” at the Federal Communication Commission means not only the 7,500 plus radio stations but television stations, common carrier, satellite, etc. etc. etc.

‘ ‘ T H E I N D U S T R Y ’ ’  
(radio-music-TV-cable-telephone-etc.) is not 1,000 people who can afford to fly to LA or San Francisco for a convention. It is hundreds of thousands of people in layer upon layer of communication fields who devote their daily lives to “THE INDUSTRY.” Radio is not 200 or 400 or

1,500 or even 4,000 stations but 7,500 stations...and it’s even more than that, it’s 30,000 on the air talent...7,500 managers...7,500 chief engineers and several thousand more technical, sales, creative, and clerical people.

One record company president told me that last week he sold 65,000 copies of an album in one week that received no radio play because he figured out a new marketing promotion angle.

Radio is not a plastic electronic disc but tons of tubes, turntables, microphones, people, etc...A record is not a little box with dials on it but musicians, studios, sales people, writers, promoters, etc., etc., etc.

Their common ground is...communication...the process of one person speaking to another utilizing whatever media he is using at the time.

The top 150 markets...(of which Sheboygan, Wisconsin is the 150th) comprise only 1/4th of the American radio stations. The other 5,700 are in towns of less than 25,000 population...and those stations play music and they have tomorrow’s afternoon man on KHJ talking on them.

“THE INDUSTRY” called radio is not the record business and “THE INDUSTRY” called the record business is not radio.

To eliminate all but radio as a marketing vehicle will allow but a minute potential of record saturation...the same vice versa with radio.

“THE INDUSTRY” therefore that this magazine is concerned with is first “THE PROCESS OF COMMUNICATION INDUSTRY” and further “THE RADIO INDUSTRY” and “THE RECORD INDUSTRY.” That a lot more folks than the 203 that attended Friday morning session of the Gavin convention.

I thank the FCC, FTC, NAB, RAB, Broadcasting, Billboard, Dick Rues, Kal Rudman, Bill Gavin, Ted Randall, ARB, Pulse, Hooper, NAFMB, RIAA, NARM, NATRA, SAG, AFTRA, Eric Barnouw, George Wilson, Neil Bogart, Walter Carlos, Marshall McLuen, etc., etc., etc., etc...for pointing out this week...“THE INDUSTRY.”

## MARKET OF THE WEEK



Utica-Rome, N.Y. — Market rank 90...Metro Population 344,000...Total Population (Utica) 91,611...(Rome) 50,049.

**ECONOMY** — Located in Central New York, east of the Great Lakes, the two cities differ in economy. Because of a fire in the Community House (1848) very little is known about the history of Utica...hunting-trapping and farming were major interests in 1700's and 1800's. Today Utica has an unemployment rate of 9% presently but has recently come down from 10%. The major industries are General Electric and Univac (one plant is closing). Oneida County Industrial Development Corporation here is making plans to bring in new industry soon to boost the economy. It has taken the city 12 years to get an Urban Renewal Project started along with the construction of a Hilton Hotel. There is, however, a newly completed State office building. Rome, a more progressive city is in the process of a complete downtown renewal project. Although the main industries to date are Revere Copper & Brass, Inc. (employs 3,000), Rome Strip Steel, Rome Iron Mills & Pettibone Corporation (mobile cranes) some changes are forthcoming. Plans are being made to bring in a heavy tourist trade to the area. The Erie Canal was begun here; the first cheese manufacturer in the U.S.; Fort Stanwix (first to fly American flag) and where the

5 Nation Treaty was signed; and 5 other major forts prominent in American history. They are also building a 1700 period village to be finished in 1976. A \$1 million bond issue has been granted to complete the restorations. Utica is waiting for the legalization of gambling to help them out of their economic slumps. Colleges serving both cities are...Utica College of Syracuse (4 yr. — 1,700 students), Hamilton & Kirkland (combined — 1,200 students), Mohawk Valley Community (1,500), Herkimer Community (1,500), Colgate University (1,200), Utica School of Commerce (500). Also located here is Griffiss Air Base (8,000 people).

**PEOPLE** — Utica is considered pretty conservative with the majority of its population being over 50 years of age. People are opposed to bussing and recently voted every charter revision proposal down. There has been a slight exodus of the 18-24 age group because of the economy. "Long-hairs" have very little trouble as the general attitude is to "keep quiet." Rome, on the other hand is more liberal and a broader range of resident age groups. Night life is good with a few clubs in both towns. Hotels serving both areas are Holiday Inn and The Paul Revere.

**COST OF LIVING** — Lower than average for the state...a one-bedroom furnished apt. (with pool) is about \$175 — unfurnished \$150. Bread goes for \$0.38 per loaf and regular gasoline 38.9 cents per gallon. Heating is more expensive because of extremely cold winters and at the present there is a problem with supplying the amount needed. The average DJ salary is \$120 with highest being around \$200 and lowest about \$80.

**WEATHER** — Located in the northern temperate zone winters bring a 19 degree average and as much as 200 inches of snow. Summers, however, are mild and few days ever reach the 80 degree mark.

**TOP 40 STATIONS:** WTLB (Utica) — PD Andy Young and M.D. is Fred Reed...WRUN-AM (Utica) — PD and MD Gordie Hood.

**OTHER STATIONS:** Utica — WBVM — Daytime talk...WIBX — Old line CBS...WOUR-FM — Progressive...WRUN-FM — MOR...WZOW-FM — MOR...WABR (Remsen) — Country.

**RATINGS:** The April-May ('72) ARB shows WIBX number one in 18 plus total persons with WABR number 2 middays. WTLB comes in number 1 in 18-49 (Mon.-Fri.) in most time periods with WRUN following in number 2 position and WIBX third.

## WASHINGTON



WDSU-TV New Orleans, assigned to Cosmos Broadcasting by the FCC was objected to by Commissioner Johnson because "...with logic conspicuous by its absence...(the FCC) makes a mockery of its own rules and the public interest." According to Johnson 14% of Cosmos is held in trust by South Carolina National Bank. South Carolina National new has substantial interest in seven VHF stations and is now acquiring an eighth. The Citizens and Southern National Bank of Charleston, which is also involved, now has an interest in its sixth VHF station. The FCC rules previously defined ownership of more than five VHF stations as a *per se* violation of the public interest.

In reaching this decision, the FCC did not have a formal rule making proceeding to amend its *per se* violation rule, nor did it solicit the views of the Justice Department's antitrust division or the views of the House Banking Committee. In Johnson's words the FCC "chose instead to operate in the intellectual vacuum of political expediency."

The Canadian Radio-Television Commission recently denied the acquisition of Bushnell Communications group by Western Broadcasting. It was decided that Canada "will of necessity contain a certain number of large units, (but) there must be maintained within it a degree of diversity' of ownership sufficient to enable the objectives of the Broadcasting Act...to be achieved."

The FCC denied the renewal of WLDB, Atlantic City, and ordered WLDB to stop broadcasting on December 29, 1972. The Commission cited WLDB's failure to file a supplemental renewal application and its failure to pay annual license fees for 1971 and 1972.

KRLA, Pasadena, was authorized by the FCC to release \$60,000 from the interim operator's trust account to KCET, the educational television station for the L.A. market. Funds were previously held by order of the FCC.

## RADIO REPORT INTERVIEW:

# MARSHALL MC LUHAN

We entered Barry's large sterile living room and for the first time that evening I saw Dr. McLuhan without his coat...Even while he had napped at home he had kept it on...Now he seemed to change...to relax more...He literally fell down on the couch in slouch...and began to rap...For some unknown reason his subject began...

**MARSHALL:** Ahhh... There we go... Somebody said... "Farting is such sweet sorrow... You might be amused to know that the word "fart" means go... It's the past participle of the word "faron"... which means... "to go"... to fare... forward... to fare... and "faron" to

go... is the past participle of fahrt (German) meaning gone... and when you're "gone"... or "fahrted" why the people say in England... "and joy go with thee"... instead of saying... "Gesundheit" they say... "and joy go with thee"... But, Chaucer built his great poem The House of Fame... or... "The Heuse of Fame"... It's a theory of what human reputation of fame is... He built the entire poem on the metaphor of "fart"... because he says "Fame is just air broken and broken air"... Here's your resonant interval again... And broken air creates the noise of sound... And then there's reputation... or fame... And fame is just a

colossal fart... So he built a learned poem using all the physics of the Middle Age entirely on the pun... "As Fame As Fart"... The Great Chaucer... "Incredible"... I said, trying to figure out just what great wisdom he had bestowed upon me...

**MARSHALL:** But, this is a way of saying... "That's all that fame amounts to... It's a colossal fart!"... I of course missed the point that I later understood one night while I was just farting around. (More on "The Airwaves" and Dr. McLuhan in the Operating Manual... January 15th, 1973)

## INTERVIEW II:

# MILES DAVID

## President, Radio Advertising Bureau

Another feature article in the Operating Manual will be a discussion of how the Radio Advertising Bureau works... In New York we talked with President Miles David... The following is a sample of that discussion...

**BOB:** There's a great deal of discussion about "advertising" right now... Can you comment on the Government's attitude and the public's attitude toward advertising?

**MILES:** Advertising is in bad trouble... That's the best way to say it... A high percentage of people see advertising as harmful to their best interests... Almost nothing has been done... Again communications... by people in advertising to explain what the purpose is in advertising... Now there are abuses in advertising... There are people that are dishonest... There are people who get into advertising that falsely describe what they have to sell... But, that's not really the real problem... The real problem is that critics of advertising... people who are really antagonistic toward business as done in the United States in general... Those people have somehow created an image of

advertising... that's essentially all bad... Now this is really true among young people... It is, however, not confined to an age group... It is certainly true in many many circles among highly educated people... among people who are in a great position to influence others with what they write... what they say... and what is missing in public understanding and in Government understanding is that advertising has a function in our society... It is a way for somebody who manufactures something to reach out to people who might want to buy it... and tell them it exists... I came across a device for communicating this idea, that I've been using in speeches and other things... It's kind of interesting... The Russians right after the revolution, when they stopped hanging the capitalists... or whatever...

**BOB:** Bolshevik Revolution... Right?

**MILES:** Yeah... They settled down and brought out their first encyclopedia... And they had a definition of advertising which was "Advertising-Hullabaloo... A means of swindling the public and forcing upon them goods... useless... etc. etc.

etc."... When they began to get industrialized, subsequent editions of the encyclopedia... defined advertising as "Advertising - a means of communicating the nature of goods and services"... Then they described to the public how to use them and where they may be obtained... So what's happened is that in Russia as a matter of pragmatism... they suddenly swung around to the idea... Hey, we've got all these goddam plants that are manufacturing shoes... And we've got these people that should really come and buy the shoes... How are we going to bring the two together?... And they suddenly discovered that advertising is not hullabaloo... It's a means of communicating... And that's exactly the idea that we have to re-communicate to the people of the United States...

A continuing discussion of advertising from the standpoint of RAB and several other organizations and the workings of ARB... Just a sample of feature articles in the Operating Manual for Starship Radio 73...

# FRIENDS FORUM

Just a thought on your comments about "hype" putting a record in nomination...

It occurs to me that if a promoter goes to the work of calling each communicator on a record (he or at least his company must believe in it)...then enough communicators take the time to nominate it (enough so that it's obvious to you that the calls have been made)...this would seem to indicate that at least some company people and radio people don't think the record is a total stiff...and it deserves to be voted on.

It's my thought that one of the good things about the network is the channels of communication that are opened between smaller stations and promo men...If a promo man can call and have the possibility of getting a new artist's record voted on, it gives him a new promotional vehicle...and it gives me, the small market program director, a chance to talk to the promo man about that record, other of his product, new releases, and just rap...

As far as promo men "hassling" me...I'm not hassled...their calls are helpful in most cases. It's an area of communication KDZA has never seen before.

Jack Carter  
KDZA

Dear Bruce:

It is really a pleasure to finally talk to somebody who seems to understand the plight of the small radio station in a big market.

It is no small problem, however. We realize that people in Atlanta are going to listen to WQXI out of force of habit, and also because there is no other full-time rocker to give them the competition they so richly deserve.

But, nevertheless, we as a daytime radio station have to do what we can: (1) We were the first to play "Love Me Love Me Love Me" by Frank Mills. (2) The first station to play "Go All The Way," by the Raspberries. (3) In addition, we were also the first to go on "Hold Her Tight," by the Osmonds and "I'd Love You To Want Me," by Lobo. and now we have had "You're So Vain," by Carly Simon on for well over a week and a half making us first on that, too.

Also, I cannot recall ever hearing about any other station in the country during the recent Stones Tour, to give away 42 tickets to see them, providing a bus up and back, food and drink, and albums as well. As you may well know, it was no easy task and some of the biggest stations in the country were not able to



do that.

This letter is in no way meant to be taken as sour grapes by anyone. It is just that this small daytimer with Jim Randall as P.D., and Skinny Bobby Harper, as morning man, and all of the other people here, are making inroads in the music industry and the top 40 scene in Atlanta, and we think it is about time somebody knew it.

Sincerely  
Robert Baughan,  
Music Director  
WINN, ATLANTA

Dear Bob:

I'm writing because of a change I would like to have you add to your changes portion of your very timely publication. I am relatively new in the commercial broadcast field and receive much info and many explanations that are of great importance to me. I have recently jumped from WCMI in Ashland, Kentucky, to WGNT across the river in Huntington, West Virginia.

I am only a part time employee because I'm attending Morehead State University in Morehead, Ky. I am a Junior Radio-TV major and I feel that finishing my degree will benefit me in the long run. I am devoting my weekends to radio because 3 years ago when I started, I was told that experience is the name of this game. College also can't hurt.

Well anyway thought I would drop you a line, and let you know how much your magazine is doing for me and how I feel it is benefitting the entire Broadcasting organization. Keep up the good work and TRUCK ON...

Kurt Engelhardt to WGNT

Dear nice person:

Lightning shook the room...the thunder rumbled relentlessly...and then I saw. It was as if I knew it all along...but now, suddenly...I REALLY knew it. "...and the truth shall sit in trees." No station can exist without the RADIO REPORT...especially ours.

God works in wondrous ways.

Please send all necessary information and fascinating material you have so that I may get our accountants' signature on a check and "buy" our way into success. As dessert would you send any info helpful in my future communications. For instance, I would like to keep in close contact with Steve Cheney.

All seriousness aside, I really need the RADIO REPORT.

Very sincere,  
Carpentar MacNeill

Dear Bob:

I just have to tell you man that your report is just sensational! The looks, information, and attitude is just the best there is...that is all I can say.

Warmest regards,

Ron Saul

National Promotion Director

## ONE YEAR AGO TODAY

ARB's out...FM's up in San Diego  
Christmas Promotions Well Under Way

### THE HITS

1. BRAND NEW KEY/Melanie
2. AMERICAN PIE/Don McLean
3. HEY GIRL/FLIP/Donny Osmond
4. SUNSHINE/Jonathan Edwards
5. CHERISH/David Cassidy
6. ALL I EVER NEED IS YOU/Sonny and Cher
7. OLD FASHIONED LOVE SONG/3 Dog Night
8. RESPECT YOURSELF/Staple Singers
9. FAMILY AFFAIR/Sly & Family Stone
10. YOU ARE EVERYTHING/Stylistics

### RTWBH

ANTICIPATION/Carly Simon  
CLEAN UP WOMAN/Betty Wright  
DROWNING IN THE SEA/Joe Smith  
LET'S STAY TOGETHER/Joe Simon  
ONE MONKEY/Honey Cone  
ONCE YOU UNDERSTAND/Think

### BEST OF THE CHRISTMAS PRODUCT

THE MISTLETOE & ME/Isaac Hayes (Enterprise)  
CANTIQUE DE NOEL/Joan Baez (Vanguard)  
FELIZ NAVIDAD/Joe Feliciano (RCA)  
MERRY CHRISTMAS DARLING/Carpenters (A&M)  
WHAT ARE YOU DOING NEW YEAR/Sonny Til (RCA)  
THE PHIL SPECTOR CHRISTMAS ALBUM  
A CHRISTMAS GIFT FOR YOU/Phillips

### ALBUMS

1. SANTANA/Columbia
2. CAT STEVENS/Teaser & The Firecat (A&M)
3. LED ZEPPELIN/Atlantic
4. DON McLEAN/American Pie (UA)
5. CHICAGO/At Carnegie Hall (Columbia)
6. SLY STONE/There's A Riot (Epic)
7. JOHN LENNON/Imagine (Apple)
8. ISAAC HAYES/Shaft (Enterprise)
9. ISAAC HAYES/Black Moses (Enterprise)
10. CAROLE KING/Music (Ode)

# CHANGES

Lineup at KOME, San Jose is...J. William Weed, formerly of KSJO, San Jose and KSFJ, San Francisco, PD and 3-7 pm...Phil Charles, formerly of KERR, Salinas, MD and 7-mid...Rife, formerly of KSJO, San Jose, Production Director and 6-10 am, Phil Peri, formerly of WNDU, So. Bend, mid-6...Curt Perry, formerly KWWL, Waterloo now afternoons at WDGY/Minn...Phil Jackson has moved from all nights at KBZY to all nights at KPAM, Portland...Don Burns, formerly (3 yrs.) with KRLA/L.A...looking for something good...available after Christmas...(805) 523-7871...Kurt Engelhardt moves from WCMI, Ashland, to WGNT, Huntington, W. V...Tommy Kramer, formerly KNUS, Dallas and presently weekends at KCBQ, San Diego...looking...(714) 286-1170 (days only)...Ken Sweet, WRNC, Raleigh looking...(919) 467-6180...Marc Dennis is now doing 6-10 am morning show at KSEA, San Diego...Mark Edwards at KADI, Auburn, Calif. needs MOR and Progressive Service badly...Bob Sherwood 6-10 pm at WYSL, Buffalo has been appointed MD there...Charlie Stone has left KOIL, Omaha as PD and Gary Martin formerly of WRKO, Boston takes his place...Alan Mitnick, Independent Record

Promo and Merchandising, has moved to Atlanta, Ga...8701-F Dunwoody Pl. N.E., (404) 993-1560...Don Moore, formerly PD/MD of WISE, Asheville, looking for PD, MD, or jock gig...Mark Wheeler is now PD at WISE and Michael Collins is MD...Mark Hodes, formerly Director LP Promo-Buddha Records...Director FM Promo-Polydor...1 year with Cash Box...looking for Promo gig...(212) 423-9456...Charlie Brown, 2½ yrs. at KDWB, Minn., is going to KCAU-TV in Sioux City, Iowa as newsman and anchor man...Jack Sheridan, formerly of WKBW is now at WADV-FM in Buffalo doing 7-1 am...Barney Luv from WKSJ, Jamestown now 1-6 am at WKBW, Buffalo...Barry James, formerly MD of WLRV is looking for medium to large Southern market...(618) 568-5841...Tom Parker, PD of KGW, has gone into the Providence Hospital in Portland, Ore. for an emergency appendicitis operation...Charlie Stone, formerly PD of KOIL, Omaha, looking for a PD spot...(405) 264-3931...Tom Watson looking...(503) 223-8977...New line up at KPAM, Portland? 6-10 Mark Lewis...10-2 pm Chris Alexander...2-6 Gary Stevens...6-10 Jeff Thomas...10-2 Mike Hudson...2-6 Phil Jackson...weekends Ed

Mason...New line up as of Dec. 18 at KTSA, San Antonio? 5-9 Gene Kelly...9-12 Todd Wallace...12-3 Bruce Hathaway...3-6 Jay Stone...6-9 Sam Burke...9-12 Michael O'Conner...12-5 Charlie Brown...weekends and production Terry Osborne...Tommy Charles, formerly of WPDQ, Jacksonville is looking for a Top 40 gig...(904) 355-9507...Jim Tuson is new MD at WWTC replacing Pat Devine, who goes to A&M Records...Andy Bickel, formerly PD of WOW in Omaha is looking...(402) 455-6782...Gary Cook is looking...call (303) 232-7811...Bill Strong is looking for a news gig...(213) 776-3231...D. Charles Hoffman, 6½ yrs. PD experience is looking for a Contemporary PD gig...(616) 983-6926...2708 Lakeshore Dr., Apt. 303, St. Joseph, Michigan 49085...John Bommer is the new GM at WERC, Birmingham...Skip Williamson, formerly WIST, WGOW PD...looking (314) 724-5911...Steve Warren leaving KLWW/Cedar Rapids to join KAAY, Little Rock to do 8-11 pm...Steve Massie is now music director and Bob Beck is PD... Ted Brown is new PD at KUDE, Oceanside and Ted Taylor new midday...Brent Alberts is looking...(904) 427-1550...

# OPENINGS

WABQ/Cleveland  
WRIF/Detroit  
KTLK/Denver  
WIFE/Ind.  
WTRY/Albany  
WSVP/W. Warwick  
CKLW/Detroit  
WERC/Birmingham  
KAUM/Houston  
KJR/Seattle  
KNUZ/Houston

jock  
jock  
jock  
morning man  
afternoon drive jock  
morning man  
newsman  
Contemp. MOR Jock  
evening communicator  
all night black jock  
newsman (tape & resume, no calls)

Ernest James  
Lee Abrams  
Tom Bigby  
Chuck Martin  
Bill Rock  
Jeff Leonard  
Byron McGregor  
Dave Gleason  
Bruce Breeding  
Norm Gregory  
Chuck Scott

KELI/Tulsa  
KATZ/St. Louis  
CJME/Regina  
WAVZ/New Haven  
WVZ/New Haven  
WLVA/Lynchburg  
WGOW/Chattanooga  
WVOV/Huntsville  
WHEB/Portsmouth  
KLEC/Oklahoma City  
KITY-FM/San Antonio  
KONO/San Antonio  
WQRK/Norfolk, Pa.

nights top 40  
jock  
prod mgf./aft. drive  
jock  
newsman  
jock  
prod/midday  
morning drive  
jock  
newsman  
aft. drive  
night jock (tapes & resumes)  
jock 7-10 (tapes & resumes only)

Jon Steele  
Donny Brooks  
Hart Kirch  
John Long  
Steine Charles  
Kris Carpenter  
P.D.  
Mark Damon  
Andy Carey  
Bob Read  
B. Bailey Brown  
Rick Reynolds  
Jay Blackburn  
I I Koger Exec.  
Norfolk, Pa.

WYSL/Buffalo  
WIST  
CHAM/Hamilton  
KKLS/Rapid City  
KLWW/Cedar Rapids  
WKRQ/Cincinnati

KGAL/Albany, Ore.  
WZAT/Savannah

WAZY/Lafayette, Ind.  
KRLY/Houston  
KUUU/Seattle  
KADI/St. Louis

## NEW OPENINGS

KTKT/Tucson  
KLWW/Cedar Rapids  
Watermark/L.A.  
KBZY/Salem  
KRIZ/Phoenix  
WVAM/Altoona  
KCBQ/San Diego  
WGR-FM/Buffalo  
WSGA/Savannah  
KDWB/Minn.

KIRL/St. Louis

morning man  
jock  
Top-40 jock  
jock  
Top-40 jock  
Equal. Opp. Emp.  
Need jock  
Top-40 jock  
Prod Man (no calls-  
tapes & resumes)  
Music Director  
Aft. newsman  
Cookin jock, night  
News director  
jock - 1st Lic.

Steve Franklin  
Scott Christenson  
Don West  
Chuck MacCallum  
Mike Nitchell

Chris Bailey  
Super Shannon  
Norman Breen

David La Prod  
Danny O'Brian  
Gary Loving  
Peter Parisi

7-12 midnight & MD  
jock-Top 40  
Prod. Mgr.  
All night jock  
morning man  
jock  
morning man  
weekends & night  
jock  
jock- no calls  
just tapes & resumes  
drive jock

John Hanagan  
Bob Beck  
Tom Rounds  
John Walker  
Jerry Peterson  
Charlie Fagan  
Jack McCay  
J.J. Jordan  
Jerry Rogers  
Chuck Buell  
Dave Scott

## NOTES FROM HEAD☆☆ QUARTERS



General Peabody Nobody

Gosh, folks, we receive so many letters from you asking so many questions and expressing so many meaningful ideas that we cannot possibly print them all. I have decided to devote my column this week to some of the more poignant letters we've received.

Dear Report:

The adjunct fortitude which so clearly pervades your magazine every week is a motivational nourishment to all of us here at WZWZ. We can never again allude to the phobia that exploitation permeates all that we read. Our compliments to you for the fine work you're doing.

Sincerely  
Shadoe W. Diamond  
Program Director  
WZWZ

P.S. Why the hell didn't you print our story about the Beatles Contest we ran? We ended up giving away 9 Beatles albums and \$11.00 in hard cash.

Dear Hamilton guys,

I been on the air now fer a fue yeers an I. lookin to move to a smaller market. Ive had it wit da pressures of a major market and all this raitings crap. The pressure here in Mountain Creek is getting unbearable. If you know of any gigs for a qualafyed jok and PeeDee, lemme know.

Yours,  
Rockin Robin

Dear Sirs,

I believe that college radio can rule the world in the very near future and you don't ever give no space to what we are actually doing here in college radio and you don't seem to care sometimes when we call you with some of the exciting things we're doing in college radio and you say you are not really equipped to handle a section on college radio because you don't want to do it unless you can do it right but we can get a radio station on the air against every possible obstruction and that ain't easy either.

Your truly,  
Billy John

P.S. I have never read your sheet. Could you send us one?

## RECORD COMPANY OF THE WEEK

SHELTER RECORDS ● 5112 HOLLYWOOD  
BLVD. ● HOLLYWOOD, CA. ● 90027  
(213) 660-1605



**HISTORY:** In January, 1970 Denny Cordell and Leon Russell formed Shelter Records with the prospects of providing artists a synergic company for artists especially those who had trouble with "chains of command" at the major labels. The music to the satisfaction of the artists being the key phrase. Leon started the company off to a great start and then Freddie King and the Grease Band provided solid chart albums. It wasn't till J.J. Cale's "Crazy Mama" was released that we had our first single hit...first gold album "Leon Russell and the Shelter People." Most early Shelter Recordings were made in Leon's old Hollywood Hills house. Now the recording operations are in Tulsa with two new 16-track studios in full swing while the original home office remains in Hollywood with a dozen good eggs.

**SHELTER RECORDS** (the name): Self-explanatory.

**TOTAL ALBUMS RELEASED:** 14

**TOTAL SINGLES RELEASED:** 28

**GREATEST SALES ALBUM:** "Carney" (1 million plus)

**GREATEST SALES SINGLE:** "Tight Rope" and "Crazy Mama"

**OTHER LABELS:** Mango (in partnership with Chris Blackwell) for the exclusive release of "Reggae" recorded in Jamaica. First releases January 1973.

**TOTAL EMPLOYEES:** 24 (12 in Hollywood, 12 in Tulsa)

**PERCEPTOR:** Dennis Cordell

**COMMUNICATOR:** Dino Airali

**COMPTROLLER:** Willie Hoyt

**SUMMARY:** "Three years old and three million albums sold and proud of every record released" says Cordell, "we're only just getting started, we have a team of aces looking after all aspects of records and recording and this next year looks so exciting I can hardly wait."

## ● misc record info

According to the new weekly Variety; the ABC TV rock show Friday night (24th) got better ratings than Dick Cavett did during the same time slot the previous Friday night. Johnny Carson and an old movie did better than 'In Concert' did, however. One thing that happened in Cincinnati that didn't help, the 'In Concert' ratings much was the action of one Lawrence Rogers; president of the Taft Broadcasting Company, Taft owns TV station WPRC in Cincinnati and President Rogers was at the station Friday night anxious to see just how tasteful the 'In Concert' show; and Alice Cooper in particular, were going to be. As the people in Cincinnati who were watching know; Rogers didn't think much of it. Variety quotes Rogers as saying Alice Cooper: "Stopped being art and turned into pornography." So he pulled the plug on Alice and put a rawhide, re-run on instead. As a result of its president's actions; the station received at least one bomb threat and calls were running four to three against his censoring action...a recent issue of the British rock magazine Sounds reprinted a lovely postcard; reportedly purchased by Elton John in Dallas, Texas. The card is an aerial photo of the area surrounding the Texas school book depository — scene of President Kennedy's assassination — with an inset photo of Kennedy in the lower corner. Arrows are drawn into the photo pinpointing the 'sniper's perch.' The exact location of Kennedy's car at the time of each of the three gun shots, and the County jail where Oswald was to have been moved. The postcard is entitled (quote): "Assassination Scene: President John Fitzgerald Kennedy." Sounds reminds us that Bob Dylan used to sing a song that included the line "They're Selling Postcards of the Hanging." He wasn't too far off...Warner Brothers has announced that they will release a full-length documentary next spring featuring the life and music of Jimi Hendrix — including lots of previously unreleased footage from concerts at Woodstock; The Isle of Wright; Berkely, Fillmore East, London's Marquee Club and other sources. The film will also include interviews with Hendrix, his friends and fellow musicians. A soundtrack album will be released concurrently with the film...it is almost Christmas time and RCA Records is making sure that you country music fans out there will have plenty to choose from when you go out shopping, RCA says it will be releasing records by 41 different country music artists.



# PROGRESSIVE MOR *by Steve Cheney*

## THE HITS

1	1.	CLAIR/Gilbert O'Sullivan (MAM)	7	12.	I CAN SEE CLEARLY NOW/Johnny Nash(Epic)
2	2.	IT NEVER RAINS/Albert Hammond (Mums)	16	13.	WHAT AM I CRYING FOR/Dennis Yost and The Classics Four (MGM/South)
6	3.	VENTURA HIGHWAY/America (WB)	11	14.	I'LL BE AROUND/Spinners (Atlantic)
3	4.	SUMMER BREEZE/Seals & Crofts (WB)	17	15.	YOU OUGHT TO BE WITH ME/AI Green (Hi)
8	5.	WALK ON WATER/Neil Diamond (Uni)	—	16.	YOU'RE SO VAIN/Carly Simon (Elektra)
10	6.	SWEET SURRENDER/Bread (Elektra)	21	17.	PIECES OF APRIL/Three Dog Night (ABC- Dunhill)
4	7.	OPERATOR/Jim Croce (ABC-Dunhill)	—	18.	BEEN TO CANAAN/Carole King (Ode)
13	8.	SOMETHING'S WRONG/Austin Roberts (Chelsea)	20	19.	FUNNY FACE/Donna Fargo (Dot)
12	9.	I NEVER SAID GOODBYE/Engelbert Humperdinck (Parrot)	—	20	ME & MRS. JONES/Billy Paul (Philadelphia International)
5	10.	I AM WOMAN/Helen Reddy (Capitol)	—	21.	ROCKY MOUNTAIN HIGH/John Denver (RCA)
15	11.	I'M STONE IN LOVE WITH YOU/Stylistics (Avco)	—	22.	DON'T LET ME BE LONELY/James Taylor (WB)

## OTHER RECORDS YOU MAY BE CONSIDERING

ALIVE/Bee Gees (Atco)  
KFBK, WERC, WSM, WWL, WLCY-FM Add: WWTC...starting  
to pick up...

ANTHEM/Wayne Newton (Chelsea)  
KITE Add: KPRC, WSAV

BACKROADS/Glenn Yarbrough (Pride)  
WRNL, WKLX Add: WWWE, WKIP

BIG CITY MISS RUTH ANN/Gallery (Sussex)  
Add: KPRC, WKIP, WSM

COME SOFTLY TO ME/New Seekers (MGM)  
KIRO Add: WWTC, KPRC, WERC...early...

CROCODILE ROCK/Elton John (MCA)  
WMC, WJDX, WSAV, WLCY-FM Add: KFMB...good reaction  
where played so far...

DADDY'S HOME/Jermaine Jackson (Motown)  
KIRO Add: WERC, WOAI

DANNY'S SONG/Anne Murray (Capitol)  
WRNL, CKFM Add: WSAV, WSM...still waiting...

DIDN'T WE/Barbra Streisand (Columbia)  
KIRO Add: WKLX, KPRC

DREIDEL/Don McClean (UA)  
Add: WLCY-FM, WTVN...from new album...station service is  
slow...

EVERYBODY LOVES A LOVE SONG/Mac Davis (Columbia)  
WRNL, KFBK, KIRO, KITE, WFBM, WJMI, KULF, CKFM,  
WSM, WWL...looks like he may have another...

FÉVER/Rita Coolidge (A&M)  
KIRO, KITE Add: KPRC, WKIP

MY CREW/Rita Coolidge (A&M)  
WLCY-FM Add: KFBK, WKIP, WWL...play still split...no negs  
yet on either...

I'M NEVER GONNA BE ALONE ANYMORE/Cornelius  
Brothers and Sister Rose (UA)  
Add: WWTC, WBNS, WJDX, KPRC, WSAV

I'M SORRY/Joey Heatherton (MGM)  
WRNL, KIRO, KULF, WWL Add: CKFM

KEEPER OF THE CASTLE/Four Tops (ABC-Dunhill)  
WTVN, KIRO, WSAV, WLCY-FM

KNOCK KNOCK/Mary Hopkin (Apple)  
KFBK, WKLX, KIRO, KITE, WSAV, KULF, WWL Add: WRNL  
...could be a mid-charter...

LADY PLAY YOUR SYMPHONY/Kenny Rogers (MGM)  
WRNL, KULF Add: CKFM

LAST HAPPY SONG/Hillside Singers (Metromedia)  
WRNL, WKLX, KITE, KULF

LAY IT DOWN/Everly Brothers (RCA)  
Add: KFBK, KPRC, WKIP

LIVING IN THE PAST/Jethro Tull (Chrysalis)  
WTVN, WOAI, WSAV, WFBM, WLCY-FM Add: WJDX...picking  
up...

LOOKING THROUGH THE EYES OF LOVE/Partridge Family  
(Bell)

KFBK, KIRO, WSAV Add: KPRC, WOAI, WWL...slow reaction

LONG DARK ROAD/Hollies (Epic)

WTVN, WSAV, WLCY-FM

LOVING YOU IS JUST AN OLD HABIT/Jim Weatherly  
(RCA)

KFBK, WKLX, WWL

OH BABE WHAT WOULD YOU SAY/Hurricane Smith (Capitol)  
WRNL, WMC, KIRO, KITE, KHOW Add: WSAV, KULF...all  
positives so far...

ONE LAST TIME/Glen Campbell (Capitol)  
KFBK, KITE Add: WRNL, WKLX, WWWE, KULF...waiting for  
a pattern to emerge...

PAPA WAS A ROLLING STONE/Temptations (Gordy)  
WTVN, WLCY-FM, WJDX, KFMB

REMEMBER/Nilsson (RCA)  
Add: WSAV, WKIP, WSM

ROCKIN' PNEUMONIA/Johnny Rivers (UA)  
WMC, WTVN, WJDX, WLCY-FM

SAME OLD OBSESSION/Gordon Lightfoot (WB)  
KIRO Add: KFBK, WKLX, WKIP

SEPARATE WAYS/Elvis Presley (RCA)  
WMC, WTVN, WJDX, KIRO, KITE, WFBM, KHOW, WJMI,  
KULF, WWL Add: WRNL...excellent reaction this week...

SHE'S GOT TO BE A SAINT/Ray Price (Columbia)  
KITE, KULF, WSM

SITTIN'/Cat Stevens (A&M)  
WSAV Add: WOAI, KULF

SMOKE GETS IN YOUR EYES/Blue Haze (A&M)  
WRNL, WBNS, WFBM, WJMI, KULF, WSM Add: WOAI...  
very hot at several...

SOUL AND INSPIRATION/Johnny Mathis (Columbia)  
WRNL, KFBK, KITE, WWL Add: WOAI

TEQUILA/Hot Butter (Musicor)  
WSAV Add: KPRC, WERC, WSM



**THEME FROM THE MEN/Isaac Hayes (Enterprise)**  
WRNL, KPRC, KULF, CKFM...response dropped this week...

**WHO WAS IT/Andy Williams (Columbia)**  
KIRO, KITE Add: KPRC...showing up this week as the stronger side...

**YOUR MAMA DON'T DANCE/Loggins & Messina (Columbia)**  
WTVN Add: WJDX, WOAI

**YOU'RE A LADY/Dawn (Bell)**  
KIRO, WOAI, WSM, WWL

**YOU'RE A LADY/Peter Skellern (London)**  
WRNL, WTVN, KIRO, KFMB, KULF, CKCM Add: WFBM... still fighting but both getting play...

**YOU TURN ME ON/Joni Mitchell (Asylum)**  
WRNL, WSM, WLCY-FM Add: WOAI

## ALBUMS GETTING PLAY

**AMERICA/Homecoming (WB)...Cuts:** Don't Cross The River, California Revisited, To Each His Own...

**APOLLO 100/Master Pieces (Mega)...Cuts:** Custer's Last Stand, Beethoven Nine, Telstar, William Tell Overture, Nutrocker...

**AUSTIN ROBERTS (Chelsea)...Cuts:** Keep On Singing, Something's Wrong, My Song, Believe In Me, What Fools, I Can Feel It...

**BARBRA STREISAND/Live (Columbia)...Cuts:** All

**BEE GEES/To Whom It May Concern (Atco)...Cuts:** Seas Of Smiling Faces, Alive, We Lost The Road, I Held A Party...

**BETTE MIDLER (Atlantic)...Cuts:** Hello In There, My Blues, Do You Wanna Dance...

**BREAD/Guitar Man (Elektra)...Cuts:** Aubrey, Didn't Even Know Her Name, Welcome To The Music, Make It By Yourself

**CARLY SIMON/No Secrets (Elektra)...Cuts:** Right Thing To Do, When You Close Your Eyes, Night Owl, We Have No Secrets...

**CAROLE KING/Rhymes and Reason (Ode)...Cuts:** Down Easy, Feeling Sad Tonight, Ferguson Road, Gotta Get Through Another Day, First Day In August...

**CAT STEVENS/Catch Bull At Four (A&M)...Cuts:** Sittin', Angel Sea, Eighteenth Avenue...

**DIANA ROSS/Lady Sings The Blues Soundtrack (Motown)...Cuts:** Lover Man, I Cried For You...

**GLEN CAMPBELL/Glen Travis Campbell (Capitol)...Cuts:** Running Scared, Just For What I Am, Last Thing On My Mind, All My Tomorrows, One Last Time, She Thinks I Still Care...

**GORDON LIGHTFOOT/Old Dan's Record (WB)...Cuts:** That Same Old Obsession, Can't Depend On Love, Lazy Mornin'...

**HELEN REDDY/I Am Woman (Capitol)...Cuts:** All

**JAMES TAYLOR/One Man Dog (WB)...Cuts:** Don't Want To Be Lonely, One Man Parade, One Morning In May, Someone, Dance...

**JOHN DENVER/Rocky Mountain High (RCA)...Cuts:** TITLE CUT, Mother Nature's Son...

**LETTERMEN/Spinaway (Capitol)...Cuts:** All

**LOBO/Of A Simple Man (Big Tree)...Cuts:** There Ain't No Way, Don't Expect Me, Gypsy, Don't Want To Be Lonely...

**MOODY BLUES/Seventh Sojourn (Threshold)...Cuts:** For My Lady, Land Of Make Believe, You And Me...

**NANCY SINATRA/Woman (RCA)...Cuts:** Kind Of A Woman, We Can Make It, I Used To Think It Was Easy...

**NEIL DIAMOND/Hot August Night (MCA)...Cuts:** All

**RITA COOLIDGE/The Lady's Not For Sale (A&M)...Cuts:** Fever, I'll Be Your Baby Tonight, My Crew...

**SEALS & CROFTS/Summer Breeze (WB)...Cuts:** TITLE CUT, Hummingbird, Funny Little Man...

**STYLISTICS/Round II (Avco)...Cuts:** All

## MISCELLANEOUS

The Hits list this week has one of those rarities that happens now and then...five new records got charted...all are getting super positives at most stations with Carly Simon being reported as "hot" with just about every reporter...John Denver finally makes it...hanging on since late October...now very hot. Speaking of rarities (and this might be directed to any Top-40 reading this)...have you noticed that, but with one or two exceptions, all the hits in the "In Depth" section are being played by Prog MORs?...further...look at the Top 30 in any of the trade mags ...again...with two or three records deleted it's a representative Prog MOR survey. Of course, it's not an overnight thing...it looks like we've been building toward this for the past two

years...still, is it us...or the artist? And are the record companies taking notice?...Helen Reddy...Gilbert O'Sullivan...Donna Fargo...Arlo Guthrie...(the list is endless)...started, played, charted, sales affected...all by Prog MORs...so, who gets the credit? The answer to that will fill this section next time, but I'll wager very few Prog MORs have any of those neat plaques the record companies give to stations for helping a hit become a hit. Worth noting...KITE reports strong sales on DON'T MISUNDERSTAND /O.C. Smith...SEPARATE WAYS/Elvis hot at WJDX...Number 3 this week...SHE'S GOT TO BE A SAINT/Ray Price Number 2 in requests at WSM...reports indicate listeners at several stations calling to find out who is this new artist called Jethro Tull.

## MOR REPORTERS

KCHY/Cheyenne	Jack Bell
KCRA/Sacramento	Hal Murray
KDEF/Albuquerque	Dan Evans
KFBK/Sacramento	Carl Andrews
KFMB/San Diego	
KHOW/Denver	Lynn Woods
KIRO/Seattle	Ross McGowan
KITE/San Antonio	Bob Sterline
KMBZ/Kansas City	Bill Morse
KMYO/Little Rock	
KPRC/Houston	Lynn Sauer
KPSI/Palm Springs	Chris Coleman
KREL/Corona	Fred Manfra
KULF/Houston	Ron Sherwood
KMBZ/Kansas City ●	Danny Davis

WASH-FM/Wash., D.C.
WBEN/Buffalo
WBNS/Columbus
WDAE/Tampa
WERC/Birmingham
WFBM/Indianapolis
WFDF/Flint
WGR/Buffalo
WIND/Chicago
WJDX/Jackson
WJIM/Lansing
WKIP/Poughkeepsie, N.Y.
WKLX/Norfolk
WKRC/Cincinnati
WKYC/Cleveland
WLCY-FM/Tampa
WVMI-FM/Jackson ●

Bob Duckman
Kay Lapping
Jack Evans
Ed Ripley
Frank Lewis
Dave Murray
Dave Hoppe
Tom Hill
Bill Crews
John Sebastian
Fred Schaefer
Bill Lowell
Gene Warman
Bill Witkins
Steve Cheny
Corky May

WLW/Cincinnati
WMAX/Grand Rapids
WMC/Memphis
WOAI/San Antonio
WRNL/Richmond
WROK/Rockford, Ill.
WSAV/Savannah
WSM/Nashville
WSPR/Springfield
WTVN/Columbus
WWL/New Orleans
WWTC/Minneapolis
WXYZ/Detroit
CFTR/Toronto
CKFM/Toronto
WWWE/Cleveland
WNBC

## ● NEW REPORTERS

Dan Clayton
Dick McKay
Jack Parnell
Larry Keat
Gus Travers
Jim Wood
Dick Richards
Hal Durham
Budd Clain
Dave Parr
Larry Conti
Pat Devine
Joe Bacarella
Keith Elshaw
Dan Chevrette
Fred Sanders
Don Smith

HEY, ALL YOU PEOPLE OUT THERE BORED WITH REALITY, WHY NOT BECOME AN MOR REPORTER?

CONTACT STEVE CHENEY, P.O. BOX 10,000, ST. PETERSBURG, FLA., 33738, (813) 525-1111. RADIO REPORT/PAGE 17

# BLACK MARKET

by Yvonne Taylor



## THE HITS

- SUPERSTITION/Stevie Wonder (Tamla)**  
WWRL 2-2, WJLV 5-1, WWIN 24-7, WDIA X-2, WABQ 4-4, WADK 3-1, WVON 11-5, WMBM 30-9, KATZ 3-2, KKDA 9-7, WOL 11-2, WDAS 1-1
- ME & MRS. JONES/Billy Paul (Philadelphia International)**  
WDAS 18-28, WOL 4-9, KKDA 14-4, KATZ 1-1, WMBM 1-6, WVON 1-1, WAOK 1-4, WABQ 1-1, WDIA 1-1, WWIN 4-2, WVLB 1-2, WWRL 1-1
- BAG OF MY OWN/James Brown (Polydor)**  
WWRL 12-16, WDIA 21-18, WAOK 11-18, WVON 9-6, WMBM 4-1, KATZ 13-9, KKDA 17-16, WOL 8-8, WDAS 12-10, WWIN No. 25
- LOVE JONES/Brighter Side of Darkness (20th Century)**  
WDAS 19-18, WOL 0-6, KATZ 4-4, WVON No. 9, WABQ 0-37, WAOK 5-3, WWIN No. 39, WVLB 3-3, WWRL 4-4
- WHY CAN'T WE LIVE TOGETHER/Timmy Thomas (Glade)**  
WJLB 2-5, WWRL 16-12, WWIN 1-1, WDIA 11-7, WABQ 5-6, WVON 10-7, KATZ 5-6, KKDA 28-24, WOL 1-1, WDAS 14-13
- SUPERFLY/Curtis Mayfield (Curtom)**  
WSAS 17-15, KKDA 12-11, KATZ 12-5, WABQ 3-3, WAOK 12-6, WWIN No. 27
- YOU OUGHT TO BE WITH ME/Al Green (Hi)**  
WJLB 4-4, WWRL 5-13, WWIN 8-5, WDIA 8-8, WAOK 4-7, WABQ 2-2, WVON No. 4, KATZ 2-3, KKDA 3-2, WOL 5-7, WDAS 8-6
- I'll BE YOUR SHELTER/Luther Ingram (Koko)**  
WDAS 6-4, WOL 0-13, KATZ 20-13, WABQ 10-17, WAOK 23-11, WJLB 26-24
- TROUBLE IN MY HOME/Joe Simon (Spring)**  
WMBM 11-7, WVON No. 12, WDIA 23-19, KKDA 16-15, KATZ 17-16, WWRL 7-5, WAOK 8-8
- STONE IN LOVE WITH YOU/Stylistics (Avco)**  
WJLB 6-6, WWRL 15-15, WWIN 6-4, WABQ 6-7, WVON 4-3, KKDA 6-6, KATZ 6-11, WOL 14-15
- THE WORLD IS A GHETTO/War (UA)**  
KATZ 22-17, KKDA HB-35, WMBM 37-16, WAOK 19-12, WABQ 15-5, WDAS 29-26

## OTHER RECORDS YOU MAY BE ON OR CONSIDERING

- TROUBLE MAN/Marvin Gaye (Tamla)**  
WDAS 50-20, WOL added, WWRL added, WJLB 0-26, WDIA X-14, WAOK added, WMBM added, WVON added, KKDA added, KATZ pick-21
- KEEPER OF THE CASTLE/Four Tops (ABC-Dunhill)**  
WDIA 24-28, WWIN 26-17, WABQ 9-10, WMBM 25-11, WVON No. 11, KKDA added, KATZ 18-19, WVLK 14-10, WDAS 20-19
- HARRY HIPPI/Bobby Womack (UA)**  
WWIN 0-13, WAOK 7-13, KKDA 37-28, KATZ pick, WJLB 0-28, WDAS 2-2
- DADDY'S HOME/Jermaine Jackson (Motown)**  
WDAS 47-22, WWRL HB-19, KATZ added, WMBM added, WAOK added, WWIN No. 33
- GIVE ME YOUR LOVE/Barbara Mason (Buddah)**  
WDIA 30-24, WWIN No. 34, WABQ added, WAOK added, WMBM added, KATZ 24-14, WJLB added, WDAS 9-8
- TRYING TO LIVE MY LIFE WITHOUT YOU/Otis Clay (Hi)**  
WVON No. 10, WDIA 3-6, KKDA 10-9, WJLB 20-20, WWRL 17-17, WDAS 25-30

## FAIRLY NEW AND VERY POSSIBLE

- CRUMB OF THE TABLE/Laura Lee (Hot Wax)**  
KKDA 39-33, KATZ HB-28, WABQ HB, WMBM added
- NEVER FIND A MAN/Ester Phillips (Kee Lee)**  
WJLB 13-13, WWRL 24-18, KKDA added
- TODAY I STARTED LOVING YOU AGAIN/Betty Swan (Atlantic)**  
WWIN 25-18, WMBM 32-19, WAOK 10-9
- LET US LOVE/Bill Withers (Sussex)**  
WDIA pick, WWRL added
- INNOCENT/Honey Cones (Hot Wax)**  
WAOK added, KKDA HB-36
- DON'T BURN ME/Paul Kelly (WB)**  
KATZ added, WAOK added

## HOT ALBUMS

- ROUND II/Stylistics (Avco)**
- 360 DEGREES OF BILLY PAUL (Philadelphia International)**
- SUPERFLY/Curtis Mayfield (Curtom)**
- ALL DIRECTIONS/Temptations (Gordy)**
- UNDERSTANDING/Bobby Womack (UA)**
- TALKING BOOK/Stevie Wonder (Tamla)**
- THE WORLD IS A GHETTO/War (UA)**

## CHART ACTION & ADDITIONS TO STATIONS

**WDAS:** Chart Action: The Futures 4-3, Eddie Kendricks 7-7, Donny Hathaway 13-12, Isley Brothers 15-14, Meters 21-16, Jackson Five 26-23, Ben Aiken 24-24, Executive Suite 27-25, Johnnie Taylor 28-27.

**WOL:** Chart Action: Betty Wright 3-3, The Futures 13-5, The Whispers 10-10, Soul Searchers 16-16, Additions: Creative Funk, Brian Holland, James Brown and Lynn Collins.

**WAOK:** Chart Action: Temptations 2-2, Eddie Kendricks 15-5, O'Jays 18-16, Anne Sayton 22-17, Faith Hope and Charity X-19, Baby Washington X-20, Additions: Rube and the Party Gang, All The People, Tommy Tate, Sam Dee, Lee Dorsey, Barbara Acklin.

**WABQ:** Chart Action: Jerry Butler 14-12, Albert King 18-13, Harvey Scales 16-14, Joe Cocker BH-15, Rimshots 19-16, Gary Glitter 25-18, Chi Lites HB-35, Little Johnnie Taylor HB, Carl Carlton HB. Additions: Four of A Kind, Eddie Holman.

**WMBM:** Chart Action: Undisputed Truth 5-2, Moments 6-3, Persuaders 7-4, Detroit Emeralds 8-5, Lynn Collins 16-8, Dawn Downey 14-10, Clarence Carter 22-12, Limonies & The Family Cookin' 20-13, Joe Quarterman 28-15, Bobby-Byrd 31-18. Additions: California Girl, Barbara Acklin, The Whispers, Bo Didley, People's Choice, Dee Dee Butler.

**WDIA:** Chart Action: Johnny Nash 5-4, Z.Z. Hill X-11, Spinners 15-15, Lou Rawls 17-17, Millie Jackson X-20, Little Johnny Taylor X-22, Detroit Emeralds 27-23, Ovations 28-25, All The People X-29, Eddie Banks X-30.

*Continued page 22*

# PROGRESSIVE COUNTRY

by Jimmy and Penny Rabbitt

## THE HITS

2	1.	SING ME A LOVE SONG TO BABY/Billy Walker (MGM)	31	21.	CATFISH JOHN/Johnny Russell (RCA)
1	2.	SHE'S TOO GOOD/Charley Pride (RCA)	27	22.	I REALLY DON'T WANT TO KNOW HIM/Charley McCoy (Monument)
6	3.	FOOL ME/Lynn Anderson (Columbia)	22	23.	BABY BYE BYE/Dickey Lee (RCA)
4	4.	KIBEKT WINEB/Bob Luman (Epic)	19	24.	OLD PIANO/Jerry Lee Lewis (Mercury)
10	5.	PRIDE'S NOT HARD TO SWALLOW/Hank Williams, Jr. (MGM)	24	25.	SOMEBODY LOVES ME/Johnny Paycheck (Epic)
7	6.	WHITE SILVER SANDS/Sonny James (Columbia)	30	26.	HOLDIN' ON TO THE LOVE/Barbara Mandrell (Columbia)
8	7.	PRETEND I NEVER HAPPENED/Waylon Jennings (RCA)	14	27.	TAKE IT ON HOME/Charley Rich (Epic)
3	8.	DON'T SHE LOOK GOOD/Bill Anderson (Decca)	34	28.	WHOLE LOTTA LOVING/Hank Williams, Jr. (MGM)
5	9.	HEAVEN IS MY WOMAN'S LOVE/Tommy Overstreet (Dot)	12	29.	YOU AIN'T GONNA HAVE OLD BUCK/Buck Owens (Capitol)
9	10.	A PICTURE OF ME/George Jones (Epic)	36	30.	ALL HEAVEN BREAKES LOOSE/David Rogers (Columbia)
11	11.	LONESOME 7-7203/Tony Booth (Capitol)	17	31.	MY MAN/Tammy Wynette (Epic)
13	12.	SHE'S GOT TO BE A SAINT/Ray Price (Columbia)	32	32.	HAPPY HAPPY BIRTHDAY BABY/Sandy Posey (Columbia)
23	13.	IS THIS THE BEST I'M GONNA FEEL/Don Gibson (Hickory)	33	33.	KNOXVILLE STATION/Bobby Austin (Atlantic)
18	14.	LOVIN' ON BACK STREETS/Mel Street (Metromedia)	33	34.	SHE LOVES ME/Freddie Weller (Columbia)
21	15.	SOUL SONG/Joe Stampley (Dot)	39	35.	LOVE'S THE ANSWER/Tanya Tucker (Columbia)
15	16.	THIS MUCH A MAN/Marty Robbins (Decca)	35	36.	RHYTHM OF THE RAIN/Pat Roberts (Dot)
16	17.	GOT THE ALL OVERS FOR YOU/Freddie Hart (Capitol)	37	37.	AFRAID I'LL WANT TO LOVE HER/Billy "C" Craddock (ABC)
22	18.	TO KNOW HIM IS TO LOVE HIM/Jody Miller (Epic)	40	38.	SHE'S MY ROCK/Stoney Edwards (Capitol)
25	19.	KATY DID/Porter Wagoner (RCA)	-	39.	OLD DOGS' CHILDREN & WINE/Tom T. Hall (Mercury)
28	20.	LISTEN/Tommy Cash (Epic)	-	40.	IT TAKES A LOT OF TENDERNESS/Arlene Harden (Columbia)

## OTHER RECORDS YOU MAY BE CONSIDERING

**SHE THINKS I STILL CARE/Jack Clement (JMI)**  
Airplay and sales still picking up, KVOV, WEET, WISZ, WPNX, KVET

**YOUR MEMORY/Wayne Kemp (Decca)**  
Airplay growing sales following KFDI, KVOO, WTMT, WKDA

**I'VE JUST GOTTA FEEL LIKE A WOMAN/Linda K. Lance (Triumph)**  
I Still Believe...KLAK, WYDE, KSON, KLLL, KVOV

**TOUCH OF HEAVEN/Toni Dae (Sugar Hill)**  
Airplay and sales picking up...KJOE, KWKH, KFRM

**YOU'RE NOT PART OF MY WORLD/Joe Deaton (Tandem)**  
Still looks good, airplay and some sales KBUY, WYNK, WHIM, WEXL, KMAC, WMNI, WPFA

**JAMBALAYA/Blue Ridge Rangers (Fantasy)**  
Airplay good sales picking up...WPOR, WTRQ, KENR

## LOOKING LIKE HITS

**PASS ME BY/Johnny Rodriguez (Mercury)**

**NEON ROSE/Mel Tillis (MGM)**

**I WONDER IF THEY EVER THINK OF ME//Merle Haggard (Capitol)**

**DO YOU KNOW WHAT IT'S LIKE TO BE LONESOME/Jerry Wallace (Decca)**

**SATISFACTION/Jack Green (Decca)**

**DOWNFALL OF ME/Sonny James (Capitol)**

**WE KNOW IT'S OVER/Sonny James (Capitol)**

**CANDY AND ROSES/Sue Thompson (Hickory)**

**ALWAYS ON MY MIND/Elvis Presley (RCA)**

**IT RAINS JUST THE SAME IN MISSOURI/Ray Griff (Dot)**

**IF IT'S ALRIGHT WITH YOU/Dottie West (RCA)**

**OLD FASHIONED SINGING/George & Tammy (Epic)**

**SOMEWHERE MY LOVE/Red Steagall (Capitol)**

**RATED X/Loretta Lynn (Decca)**

**COMIN' AFTER JINNY /Tex Ritter (Capitol)**

**PROUD MARY/Brush Arbor (Capitol)**

**EVERYBODY NEEDS LOVIN'/Norro Wilson (RCA)**

## Country Communicators

**KITY-FM/San Antonio**  
**KVOO/Tulsa**  
**KPNX/Columbus**

**B. Bailey Brown**  
**Mike Jackson**  
**Chuck Holladay**

**KUDU/Ventura**  
**KENR/Houston**  
**KTTS/Springfield**

**Jon Bruce**  
**Bruce Nelson**  
**Bob Steel**

**WSM/Nashville**  
**WNOV/York, Pa.**  
**WLIZ/Lake Worth, Fla.** Hal Durham  
Dave Marino  
Doug DeVoss

# CANADA

## THE HITS

- |   |   |    |   |
|---|---|----|---|
| 1 | 1. CLAIR/Gilbert O'Sullivan (MAM)<br>CHUM 2-1, CFGO 4-1, CHNO 18-17, CKOC 7-5, CHAM 10-7, CKFH 4-2, CKLG 3-2, CKXL 11-5, CKPT 3-1, CKWS 2-1, CJME 24-9, CKCK 15, CJCH 3-3, CHSJ 2-2, CKGM 15-12, CHLO   | 5  | 5. SOMETHING'S WRONG WITH ME/Austin Roberts (RCA)<br>CHUM-6-6, CKFH 7-7, CFRW-21, CKXL 3-3, CKPT 11-5, CJME 10-5, CJCH 7-5, CKGM 19-17, CKCK 17, CHED 17-10   |
| 3 | 2. IT NEVER RAINS/Albert Hammond (Columbia)<br>CKGM 24-21, CHSJ 5-5, CJCH 4-2, CJME 12-4, CKCK 13, CKWS 6-4, CKPT 20-15, CKXL 4-4, CFRW 24-16, CKLG 1-1, CKFH 9-5, CHAM 21, CKY 15-9, CHNO 4-1, CKOC 5-3, CFGO 25-11, CHUM 5-5  | -  | 6. ROCKIN' PNEUMONIA/Johnny Rivers (UA)<br>CHUM-20, CFGO-26, CKOC 10-8, CHNO 19-7, CHLO, CHAM 14-9, CKFH 24-18, CKLG 9-7, CKVN 16-8, CFRW 21-13, CKPT 14-12, CKWS 15, CJME 20-10, CJCH 20-17, CKGM 30, CKXL 23-17 Add: CKCK |
| 6 | 3. PAPA WAS A ROLLING STONE/Temptations (Motown)<br>CHUM 9-2, CFGO 7-4, CKOC 24-14, CHNO 20-12, CHAM 16, CKFH 10-8, CKLG 15-13, CHLO, CKVN 13-5, CKCK 12, CJME-29, CJCH 12-6, CKGM 8-6 Add: CKXL  | 10 | 7. VENTURA HIGHWAY/America (WB)<br>CHUM 16-9, CKOC 20-15, CHNO 3-2, CHAM 20, CKFH 20-14, CHLO, CKPT 10-8, CKCK 11, CJME 4-3, CJCH 11-7 ...more response as album is now available...  |
| 9 | 4. **LAST SONG/Edward Bear (Capitol)<br>CHUM-26, CFGO 11-7, CKOC 8-1, CKY 19-12, CHLO, CFRW 9-6, CHED 13-9, CKXL 22-10, CKCK 21, CKWS 4-2, CJME 26-23, CJCH 28-18, CHSJ 13-12, CKGM 30-27, Add: CKVN... looks like one of the strongest Canadian records this year... | 7  | 8. I CAN SEE CLEARLY NOW/Johnny Nash (Epic)<br>CKGM 2-1, CHED 2-1, CKY 5-1, CHAM 2-1  |
|   |   | 2  | 9. SUMMER BREEZE/Seals & Crofts (WB)<br>CKOC 2-2, CHAM 8-3, CKFH 2-1, CFRW 22-15, CKWS 10-10, CKCK 6, CHSJ 9-9  |
|   |   | 8  | 10. I'D LOVE YOU TO WANT ME/Lobo (Big Tree)<br>CKGM 7-7, CKCK 1-1, CFRW 2-1, CHLO, CKY 3-3  |

## ALBUMS GETTING PLAY

CHICAGO/Chicago V (Columbia)...Cuts: Dialogue...All is Well...While The City Sleeps...A Hit by Varese...

ROD STEWART/Never A Dull Moment (Mercury)...Cuts: Angel is the new single...Twistin' the Night Away...Los Paraguayos... Mama You've Been On My Mind...

LEON RUSSELL/Carney (Shelter)...Cuts: Roller Derby...Out In The Woods...Magic Mirror...

SEALS & CROFTS/Summer Breeze (WB)...Cuts: Hummingbird... Funny Little Man...Say...

CAT STEVENS/Catch Bull At Four (A&M)...Cuts: Angel Sea... Can't Keep It In...Sittin'...seem to be the strongest...play on all cuts...

\*\*GORDON LIGHTFOOT/Old Dan's Records (Reprise)...Cuts: Same Old Obsession...TITLE CUT...Can't Depend On Love... You Are What I Am...

BLACK SABBATH/Volume IV (WB)...Cuts: Supernaut...Tomorrow's Dream...Laguna Sunrise...Under The Sun...

CAROLE KING/Rhymes and Reason (A&M)...Cuts: Come Down Easy...Bitter With The Sweet...Been To Canaan...Feeling Sad Tonight...play on all cuts...

SANTANA/Caravanserai (Columbia)...Cuts: La Fuente Del Ritmo...Just in Time to See the Sun...Stoneflower...

MOODY BLUES/Seventh Sojourn (Threshold)...Cuts: I'm Just A Singer...You and Me...Land of Make Believe...For My Lady...

TEN YEARS AFTER/Rock & Roll to the World (Columbia)...Cuts: You Can't Win...Religion...Waiting at the Station...Choo

Choo Mama is rumored to be new single...

YES/Close to the Edge (Atco)...Cuts: And You and I...Siberian Kartu...

BREAD/Guitar Man (Elektra)...Cuts: Tecelote, Aubrey, Sweet Surrender...

JOE COCKER (A&M)...Cuts: Woman to Woman...Pardon Me Sir...Do Right Woman...

\*\*HUD (A&M)...Cuts: Grab Hold...Lost in the Crowd...Someone I Know...

\*\*MURRAY McLAUGHLIN (True North)...Cuts: Lose We... No Time Together...Lady Soul, Farmer's Song...

\*\*HANS STAYMER BAND(GSF)...Cuts: Come Together... Mama Can't You Hear Me...Dig A Hole...

\*\*JAMES GANG/Passin' Through (ABC-Dunhill)...Cuts: Run, Run...Had Enough...Nothin' Yet...

LIGHTHOUSE/Sunny Days (GRT)...Cuts: Silver Bird...You Girl...Broken Guitar...

\*\*BOB McBRIDE/Butterfly Days (Capitol)...Cuts: TITLE CUT ...Beautiful Lady...Strange Things...Pretty City Lady is the single...

JONI MITCHELL/For The Roses (Asylum)...Cuts: Cold Blue Steel, Let The Wind Carry Me, Woman of Heart and Mind has lyric problem...

URIAH HEEP/Magician's Birthday (Mercury)...Cuts: Spider Woman, Blind Eye, Rain, Sweet Lorraine will probably be the single...

\*\*CAN'T YOU HEAR THE MUSIC/Marty Butler (Columbia) Add: CKY, CKCK

CORNER OF THE SKY/Jackson Five (Motown) CJCH 28 Add: CFRW, CKCK

CRAZY HORSES/Osmonds (Polydor) CJCH 25-19, CJME 23-14, CKXL 2-2, CFRW 11-7, CKLG 20-15, CKCK 30

## OTHER RECORDS YOU MAY BE CONSIDERING

BEEN TO CANAAN/Carole King (A&M) Add: CKCK, CJME

CAN'T YOU HEAR MY SONG/Wayne Newton (RCA) CKXL 19-14, CHED 11-8

CROCODILE ROCK/Elton John (MCA)  
CFGO 30, CKOC 36-29, CHLO, CKVN 26 Add: CHNO, CKY,  
CFRW, CKWS  
DANCING IN THE MOONLIGHT/King Harvest (Perception)  
CJCH 30, CKVN 27, CKOC-39  
\*\*DANNY'S SONG/Anne Murray (Capitol)  
CHLO, CHSJ 10 Add: CKCK  
\*\*DAY AND NIGHT/Wackers (Elektra)  
CKGM 28-26, CKCH 27-23, CJME 30  
\*\*DAYTIME NIGHTTIME/Keith Hampshire (A&M)  
CKGM 18-16, CKWS 14-13, CKCK 19, CKPT 29-23, CFRW  
17-14, CHLO, CKLG 25-21, CHAM 15-12, CKY 6-5, CHNO  
17-11, CKOC 16-13, CHUM 18-12  
DIALOGUE/Chicago (Columbia)  
CFRW 25, CKPT 19-14, CKWS 9-6, CJME 30-21, CJCH 26,  
CKY 28 Add: CKCK  
DON'T LET ME BE LONELY/James Taylor (WB)  
Add: CKY, CKVN, CKWS, CHSJ  
FUNNY FACE/Donna Fargo (Dot)  
CHSJ 19, CFRW 13-8, CKOC 37-32, CKLG 26 Add: CKCK  
\*\*GROUNDHOG/Chilliwack  
CHED 40, CHLO, CFRW  
I WANT TO BE WITH YOU/Raspberries (Capitol)  
CHLO, CKVN 27-9, CKLG 18-14, CKOC 34-25, CFGO 24  
Add: CKCK  
IF I COULD REACH YOU/Fifth Dimension (Bell)  
CHLO, CKCK 7, CFRW 8-5  
IF YOU DON'T KNOW ME/Harold Melvin (Columbia)  
CJCH 1-1, CHUM 8-8, CHNO 6-6, CHLO, CHAM 19-14,  
CKFH 13-10, CKVN 21-14, CKXL 29, CKCK 4, CKWS 14,  
CKGM 12-10  
I'LL BE AROUND/Spinners (Atlantic)  
CKCK 3, CFRW 19-11, CKFH 5-4, CHAM 16-13, CHUM 4-4  
\*\*I'M GONNA LOVE YOU/Terry Jacks (London)  
CKVN 30-25, CKOC 38-27, CKLG 30 Add: CJCH  
\*\*JULIA GET UP/Rich Dodson (MWC)  
CKOC 11-9, CHAM 11-8, CHLO, CKXL 17-13, CKPT 15-10,  
CKCK 16, CJCH 16-13, CHED 7-4  
KEEPER OF THE CASTLE/Four Tops (Motown)  
CHNO 25, CKVN 30, CKXL 30 Add: CKY, CJME, CJCH  
LIVING IN THE PAST/Jethro Tull (Chrysalis)  
CKOC 40, CHLO, CKPT 21, CKXL 30-25, CKVN 29-20  
LONG DARK ROAD/Hollies (Epic)  
CKLG 27-24, Add: CKY  
\*\*LONG TIME COMING HOME/Dr. Music (GRT)  
CJCH 23-22, CKCK 20, CKPT 30-26, CHED 18-11, CHLO,  
CKFH 21-15  
\*\*LOVE THE POOR BOY/Andy Kim (Uni)  
CFRW-26, CKXL 29-28, CHSJ 23  
ME & MRS. JONES/Billy Paul (Columbia)  
CHUM 17-10, CFGO 12-9, CKOC 28-19, CKFH 26, CKGL  
10-4, CHLO, CKVN 24, CHED 41, CKXL 22, CKCK 29, CJME  
28, CJCH 29, CKGM 28

MISTY BLUE/Joe Simon (Columbia)  
CFGO 29-21, CKGM 17-14  
MOULDY OLD DOUGH/Lt. Pigeon (London)  
CJCH 29-21, CHLO, CKWS 7-5, CKVN 21, CKLG 16-8,  
CKOC 23-20  
\*\*THE MUSIC DOESN'T SEEM TO BE/Tapestry (Polydor)  
CHSJ 1-1, CKCK 24 Add: CFRW  
NO/Bulldog (Decca)  
CFGO 27-23, CHLO, CKFH 28, CKLG 26-20, CKVN 23-19,  
CKWS 19 Add: CHAM, CKCK  
OH BABE/Hurricane Smith (Capitol)  
CKGM 27-24, CFGO 30-20  
OPERATOR/Jim Croce (ABC-Dunhill)  
CHUM 27-21, CKY 4-4, CKFH 29-24; CFRW 22, CHED 12-6,  
CKXL 21-16, CKPT 8-6, CKCK 18, CKWS 20-17, CJCH 26-12,  
CHSJ 20, CKGM 23-20, CHNO 5-5  
PIECES OF APRIL/Three Dog Night (ABC-Dunhill)  
CHSJ 29, CKPT 29, CFGO 17-15, CKFH 30 Add: CKLG  
ROCK AND ROLL SOUL/Grand Funk (Capitol)  
CHLO, CKXL 27-23  
\*\*SIGN OF THE GYPSY QUEEN/Hud (A&M)  
CKGM 9-9, CJME 19-15, CKCK 9, CKXL 14-10  
SITTIN'/Cat Stevens (A&M)  
CJME 26, CKXL 15-12 Add: CHNO  
STONE IN LOVE WITH YOU/Stylistics (Avco)  
CKY 29, CHNO 25-15, CKOC 26-23, CHUM 25-17, CKLG 27,  
CKXL 25-19, CKCK 27, CJME 27, CJCH 21-11, CKGM 29  
\*\*SUNNY DAYS/Lighthouse (GRT)  
CKFH 6-6, CKGM 20-18, CKCK 2, CJME 6-6  
SWEET SURRENDER/Bread (Elektra)  
CHSJ 30, CJME 28-22, CKXL 26-21, CKVN 20-10, CKFH 26-23,  
CHAM 19, CKY 26-26, CKWS 20, CKPT 25-18 Add: CJCH,  
CKCK, CKPT  
\*\*TAKE THE BLINDNESS/Joey Gregorash (Polydor)  
CKWS 19-16, CKCK 25, CKPT 16-13, CHLO, CKLG 17-16,  
CKFH 28-20, CHUM 20-18  
\*\*YOU TURN ME ON/Joni Mitchell (Asylum)  
CFGO 24-18, CKLG 24-18, CKVN 14-7, CKPT 30, CKWS 15-  
12, CHSJ 16  
WALK ON WATER/Neil Diamond (Uni)  
CKY 29-23, CKLG 28-25, CKXL 24-18, CKCK 28, CHSJ 25  
\*\*YOU ARE WHAT I AM/Gordon Lightfoot (Reprise)  
CHSJ 11, CKVN 25-15, CKFH 25-17, CHAM 20-17, CFGO 21-12,  
CKOC 15-10, Add: CKCK, CHNO  
YOU OUGHT TO BE WITH ME/Al Green (Hi)  
CKGM 29-25, CJCH 13-8, CKCK 26, CFRW 20-12, CHUM 24  
Add: CKXL  
YOUR MAMA DON'T DANCE/Loggins and Messina (Columbia)  
CKLG 29 Add: CJME, CKXL  
YOU'RE SO VAIN/Carly Simon (WB)  
CKOC 38, CFGO 28, CKVN 29 Add: CHNO, CHUM, CKLG,  
CKWS  
WE'RE ALL CRAZY NOW/Slade (Polydor)  
CHLO, CKWS 18-18

## MISCELLANEOUS

\*\*COME AND JOIN US by the Dublin Corporation, 13-8 at  
CKWS...UNCLE DAD AND AUNTY MOM 8 at CKCK...  
ANABELLE by Daniel Boone 22-16 at CKPT...\*\*WORK ALL  
DAY by Liegh Ashford 6-5 and \*\*LEAVING YOU FREE by  
Clare Laurence 42 at CHED...IN HEAVEN THERE IS NO  
BEER by Clean Livin' 16-8 and SMOKE GETS IN YOUR  
EYES by Blue Haze 25 at CFGO...\*\*GYPSY by Abraham's  
Children 40-37 at CKOC...SUPERFLY by Curtis Mayfield  
21 at CHNO...\*\*HARD LIFE ALONE by Ray Materich  
and NEVER SAID GOODBYE by Engelbert added at CKY

...\*\*ROCK AND ROLL MUSIC by Timothy and \*\*YOU  
CONTROL ME by Les Emerson added at CHAM...DO YOU  
WANNA DANCE by Bette Midler added at CKVN... \*\*JOHNNY  
LIGHTNING by the Stampedeers added at CFRW...as well  
LIVING IN THE PAST by Jethro Tull...HI HI HI by Paul  
McCartney and SUPERSTITION by Stevie Wonder added at  
CKLG...\*\*BONNIE BLUE by Aarons and Ackley added at  
CHNO...\*\*IN MY LIFE by A Foot In Cold Water added at  
CJCH...\*\*RIGHT ON by ADF added at CKCK...WITCHY  
WOMAN by Eagles 12-11 and \*\*REVOLUTION by Pagliaro  
added at CHUM.  
*Continued on next page*

*Continued from page 5*

Contest they are going into now is "KFMB Presents a White Christmas in San Diego." Listeners are asked to call in once an hour and state, on the air, why they would like to have a white Christmas. Every hour one listener is picked and at the end of the contest, one listener will win a white Christmas - a couple of tons of snow will be dumped on the winner's house; snow machine creating snow. Second and third prize were one of these "Your Wish Come True" things with a \$1,000 limit.

CANADA -- CKOC premiering "Deliverance" on December 14 in Hamilton with a theatre party. Giving out plenty of tickets, also, to see the Junior Redwings take on the Moscow Selects.

CANADA -- CKY awarded a 1973 Chrysler to conclude Phase I of their "Superstar" contest. Phase II lasts about 2 months and awards a 1973 AMX sports car as grand prize.

CANADA -- CFGO, Ottawa, undertaking Casa Drive for needy families to have Christmas dinner in the conjunction with the Ontario Government Social Welfare Agency. It's running 'till December 10 as a leader to their "Christmas Wish" promotion, which begins December 15.

INDIANAPOLIS -- WXLW ran a contest offering 5,000 albums to the high school that could collect the most names on petitions saying "We Love Super XL."

The winning school (625 students) managed 61,000 individual signatures.

LOS ANGELES -- KHJ is running a "Ski Bird" contest in conjunction with an airline. Listeners send cards in...one picked at random and prize is skiing trip to Utah for two.

### BEDTIME STORIES

CLEVELAND -- Jaan Torvy (Torvy) from 2SM Radio in Sydney, Australia, is the new afternoon drive personality on WGAR here. Torvy told the Report office that he has adjustments to make but "...I've wanted to work in American radio since I was 16 or 17 years old." The challenge of so many competitive stations and the enthusiasm projected here is quite a change from Australia. "There are only 7 or 8 good stations out of 116 in Australia," and he feels there are methods and ideas to research in the U.S. that would help the growth of Australian Radio. He will periodically be sending tapes to home stations along with a fellow jock who is on a similar sabbatical in London. An observation by Torvy is that Australian radio is "less plastic...more honest in basic approach." There are no "super voice" DJ's in Australia...being yourself is more important than portraying a standard set image. They have an interesting policy of station personnel periodically alternating positions...mechanics, PD's and jocks included. A help in communicating within and outside the stations. Torvy pointed out the difference in power availability in the two countries. The

maximum in Australia is 5,000 watts now. Another interesting thing is there are no FM stations there and probably won't be "coming in until 1974." Torvy's "trial" period is initially set for a year but 2SM station manager Rod Muir and GAR agree that the decision whether or not to stay longer will be left open to Torvy. Muir told Torvy his position at the Sydney station will continue as long as he wants it whether it be communicating from the U.S. or back in Australia. Torvy does the 4-8pm show and Sundays from 1-4pm at GAR.



SAN ANTONIO -- The photo you see above this article is a result of part of the KTSA "Person to Person Campaign." Jock Michael O'Connor was given the opportunity to present Judy Day, Miss Nude America, with a KTSA T-shirt as part of promotion trips...question is...will she ever wear it?...(by the way, O'Connor has recently been promoted to Director of Research.....

### BLACK MARKET *from page 18*

WVON: Additions: J.R. Bailey, Joe Quarterman, Lawrence and Rochelle.

WWIN: Chart Action: O'Jays 5-3, Futures 11-6, Whispers 17-11, Mad House 21-12, Additions: Chi Lites, Detroit Emeralds, Hudson & Landry, Inclinations, Clyde Brown, Pat Lundy, Lee Dorsey.

KKDA: Chart Action: Isley Brothers 5-5, Jackson Five 8-8, Hank Ballard 15-14, Jerry Butler 19-17, Albert King 18-18, Detroit Emeralds 22-19, Syl Johnson 26-20, Millie Jackson 29-21, Donny Hathaway 27-23, Temprees 33-25. Additions: Limmie & The Family Cookin, Cornelius Brothers, Soul Searchers.

KATZ: Chart Action: Valerie Simpson 14-17, Johnny Nash 16-8, Chi Lites 29-22, Albert King HB-32. Additions: Moon Glows, Main Ingredient, Miracles, James Brown and Lynn Collins, Delfonics.

WWRL: Chart Action: Johnny Williams 8-3, Joe Quarterman 11-7, Johnnie Griffith 14-11, Montclairs 28-20, Additions: Cymanda Brian Holland, James Brown and Lynn Collins.

WJLB: Chart Action: Valerie Simpson 7-7, Donald Austin 12- Isaac Hayes 11-11, Persuaders 16-15, Brian Holland 28-17, Tramanes 18, Tyronne Davis 22-19, Carl Carlton 27-22, HB-27, Tommy Tate X-29, Additions: Ruby and The Party Gang, Mad Day and The Pups, The Moments, Millie Jackson, King Hannibal, The Silvers, Darnette Mims, Sam Dee, Bunny Siegler, Three Sisters, J. Mack Brown, Rimshots, Manhattans.

### *Continued from page 21*

### CANADIAN REPORTERS

CHNO/Sudbury	Don Kredle
CHUM/Toronto	Jimmy Waters
CFRW/Winnipeg	Bob Gibbons
CKOC/Hamilton	Nevin Grant
CKLW/Windsor	Alden Diehl
CJME/Regina	Dave Mitchell
CKY/Winnipeg	Dave Harrison
CKWS/Kingston	Greg Stewart
CKCK/Regina	Ken Singer
CHED/Edmonton	Wayne Beyant
CHLO/St. Thomas	Rick Janssen
CHAM/Hamilton	Don West
CKLG/Vancouver	Roy Hennessey
CKFH/Toronto	Mike Byford
CHSJ/Saint John	Jay Jeffrey
CFGO/Ottawa	Rick Allan
CKRA/Ottawa	Paul Ski
CKGM/Montreal	John Mackey
CKXL/Calgary	Greg Haralson
CKVN/Vancouver	Cheryl Dawson
CJCH/Halifax	Randy Dewell
CKPT/Peterborough	Ken Cassovoy

# IN DEPTH

The following report is based on the following stations weekly telephone reports...and further guidance from the Black Market Report... Canada...Progressive MOR.....The Communicators and Progressive Country....While the other reporters are listed elsewhere in the Report we wish to take this opportunity to acknowledge the following stations...many of whom have dedicated their time, week in and week out, for the past years.....

CITY	STATION						
Atlanta	WQXI	Denver	KIMN	Miami	WFUN	Portland	KGW
Baltimore	WCAO		KTLK		WMYQ		KISN
	WLPL	Detroit	CKLW	Milwaukee	WRIT		KPAM
Boston	WRKO		WDRQ		WOKY	San Antonio	KONO
Buffalo	WYSL	El Paso	KELP	Minneapolis	KDWB		KTSA
	WKBW	Fort Worth	KXOL	Nashville	WMAK	San Diego	KCBQ
Charlotte	WAYS	Houston	KILT	New York	WABC	San Francisco	KFRC
	WIST	Indianapolis	WIFE		WWDJ		KYA
Chicago	WLS		WXLW	Oklahoma City	WXLO	Seattle	KING
	WCFL	Kansas City	KUDL		WKY		KJR
Cincinnati	WSAI	Los Angeles	KHJ	Philadelphia	WFIL		KOL
Cleveland	WGAR	Louisville	WAKY		WIBG	St. Louis	KSLQ
	WIXY		WKLO	Phoenix	KRUX	Toronto	CHUM
Dallas	KLIF	Memphis	WHBQ		KRIZ	Washington	WPGC
	KNUS			Pittsburgh	KQV		

## THE HITS

LW	TW		LABEL	TIME	INTRO	END
1.	1.	<b>ME &amp; MRS. JONES/Billy Paul</b> Demographics: Super All WQXI 14-3, WRKO 6-3, WYSL 3-3, WKBW 26-11, WIST 12-6, WLS 13-7, WCFL 27-16, WSAI 10-2, WIXY 2-2, KIMN 11-7, KTLK 20-9, CKLW 1-1, KELP 23-16, KXOL 11-6, KILT 15-6, WIFE 10-5, WXLW 1-1, KUDL-28, KHJ 3-1, WAKY 5-2, WKLO 6-4, WHBQ 16-11, WMYQ 25-20, WRIT 14-8, WOKY 18-8, KDWB 20-15, WMAK 19-5, WABC 8-5, WWDJ 3-2, WXLO 1-1, WKY 11-5, WFIL 1-1, WIBG 1-1, KRIZ 6-1, KQV 15-10, KGW 21-3, KISN 17-6, KPAM 1-1, KONO 2-1, KTSA 9-3, KCBQ 29-18, KFRC 2-1, KYA 2-1, KING 6-2, KJR 1-1, KOL 12-4, CHUM 17-10, WPGC 1-1, WAYS 16-12, KNUZ 18-6...Points increase 17% over last week's near record high...	Phil. Int'l	3:41	:28	Fade
5	2.	<b>I'M STONED IN LOVE WITH YOU/Stylistics</b> Demographics: All strong young adult, good teens WCAO 7-5, WRKO 26-21, WKBW 13-12, WIST 7-3, WLS 15-11, WCFL 22-19, WSAI 13-9, WIXY 1-1, KLIF 11-10, KIMN 20-11, KTLK 14-12, CKLW 5-5, KELP 4-3, KXOL 5-3, KILT 36-23, WIFE 16-13, KHJ 12-10, WAKY 10-8, WKLO 7-1, WHBQ 4-1, WRIT 20-18, KDWB 25-22, WMAK 10-3, WABC 13-9, WWDJ 10-7, WFIL 14-12, KRUX 15-8, KQV 12-1, KPAM 15-11, KTSA 6-2, KFRC 3-2, KYA 8-3, KING 18-15, KJR 27-19, KSLQ 3-1, CHUM 25-17, WPGC 9-4, WAYS 6-2, KNUZ 30-28...tremendous point increase, good requests a solid number 2...	Avco	3:12	:09	Cold
2	3.	<b>PAPA WAS A ROLLING STONE/Temptations</b> Demographics: All Holding top 10 at 28 out of 57 reporters...	Gordy	6:15	1:53	Fade
3	4.	<b>CLAIR/Gilbert O'Sullivan</b> Demographics: Super All WCAO 3-3, WYSL 8-2, WKBW 2-1, WIST 16-14, WLS 12-10, WCFL 6-4, WGAR 2-1, KIMN 5-2, KTLK 6-5, KELP 7-6, WIFE 14-12, WXLW 7-2, KUDL 8-7, KHJ 13-9, WHBQ 21-18, WMYQ-17, KDWB 12-9, WMAK 11-9, WABC 11-7, WWDJ 9-6, WXLO 13-10, WFIL 15-10, WIBG 6-2, KRUX 19-17, KRIZ 22-12, KGW 35-7, KISN 6-2, KPAM 5-3, KTSA 5-4, KCBQ 22-13, KYA 13-8, KING 7-5, KJR 2-2, KSLQ-19, CHUM 2-1, WAYS 23-18...Super requests...	MAM	3:00	:10	Fade
8	5.	<b>ROCKIN PNEUMONIA BOOGIE WOOGIE FLU/Johnny Rivers</b> Demographics: All, heavy male WCAO 17-8, WRKO 8-5, WKBW 17-14, WIST 17-12, WLS 14-12, WCLF 3-3, CKLW 21-20, WDRQ 21-17, KELP 30-24, KXOL 8-5, WIFE 8-6, KUDL 9-6, KHJ 18-16, WAKY 12-9, WKLO 10-9, WHBQ 8-4, WMYQ-23, WOKY 5-3, KDWB 10-6, WMAK 7-6, WABC 22-15, WWDJ 19-13, WKY 17-7, WFIL 10-7, WIBG 13-11, KRUX 18-11, KQV 30-13, KGW 25-6, KISN 20-18, KPAM 13-9, KTSA 16-11, KCBQ 23-21, KFRC 24-19, KYA-26, KOL 19-16, KSLQ 7-4, CHUM-20, WPGC 17-11...points continue to build...	UA	3:30	:37	Fade

17	6.	<b>YOU'RE SO VAIN/Carly Simon</b> Demographics: Super All WQXI 19-7, WCAO HB-28, WRKO 23-8, WIST 22-18, WLS-29, WSAI 21-11, WIXY HB-22, WGAR-26, KLIF 4-3, KIMN 14-12, KELP HB-27, KXOL 30-25, KILT 37-18, WXLW HB-19 KHJ HB-27, WAKY-24, WHBQ-24, WOKY HB-28, WMAK 25-17, WABC 40-22, WWDJ HB-16, WXLO 22-14, WFIL 20-15, WIBG 23-8, KRUX 29-16, KRIZ 29-20, KISN 29-23, KPAM 25-20, KTSA-26, KFRC 18-8, KYA-10, KJR 18-11, KOL 30-22, KSLQ-30, WPGC 33-17, KNUZ 32-25, Added at: WKBW, CKLW, WIFE, WKY, KQV, KGW, KONO, KING, CHUM...Smash...120% point increase...	Elektra	4:25	:17	Fade
7	7	<b>SOMETHING'S WRONG/Austin Roberts</b> Demographics: Young adult WCAO 14-7, WYSL-19, WKBW 20-16, WIST 13-9, WLS 18-15, WCFL 14-12, WGAR 6-3, KTLK 19-15, KELP 10-7, WXLW 6-4, KUDL 26-17, WAKY 3-1, WKLO 9-6, WHBQ 10-5, WMYQ-25, KDWB 16-10, WABC 26-19, WWDJ 18-14, WFIL 25-24, KQV 28-15, KGW 11-10, KISN 13-3, KPAM 7-6, KTSA 8-7, KFRC 15-13, KYA 26-20, KING 11-8, KSLQ 10-6, WPGC 5-5, WAYS 14011, KNUZ 5-3...	Chelsea	3:07	:13	Fade
6	8.	<b>IT NEVER RAINS IN SO. CALIF./Albert Hammond Mums</b> Demographics: All Still holding on many charts...		3:12	:12	Fade
4	9.	<b>IF YOU DON'T KNOW ME BY NOW/Harold Melvin</b> Demographics: All Still topten at 16 of 55 reporters...	Phil. Int'l	3:27	:16	Fade
15	10	<b>SUPERFLY/Curtis Mayfield</b> Demographics: Heavy male teens WQXI 18-15, WRKO -28, WYSL 20-15, WLS-24, KLIF-11, KXOL-26, KILT 9-5, WIFE 30-21, WXLW 18-16, KUDL-29, KHJ 25-17, WKLO 22-16, WMAK 29-23, WABC 21-13, WWDJ 13-12, WXLO 10-8, WFIL 23-20, WIBG 27-19, KISN 28-22, KPAM 22-19, KONO 22-9, KCBQ 11-5, KYA 12-7, KING-30, KJR-40, KNUZ 10-8, Added at: WKBW, WIST, KELP, WAKY, WHBQ, KDWB, KQV...all positions...	Curtom	3:10	:20	Fade
10	11.	<b>YOU OUGHTA BE WITH ME/AI Green</b> Demographics: All Still top 10 at 18 of 57 reporters...	Hi	3:15	:18	Fade
9	12.	<b>VENTURA HIGHWAY/America</b> Demographics: All	WB	3:32	:17	Fade
13	13.	<b>SWEET SURRENDER/Bread</b> Demographics: Older teens, good female WCAO 15-13, WKBW 21-18, WLS 24-20, WCFL 29-23, WIXY 12-11, WGAR 8-7, KLIF 8-6, KIMN 19-17, KTLK 21-18, KXOL 14-13, KILT 12-9, WIFE 19-15, WXLW 10-9, KUDL 18-14, KHJ 22-21, WAKY 25-18, WKLO 20-17, WHBQ 13-10, WMYQ 26-22, WRIT 16-15, KDWB 15-12, WABC 28-24, WWDJ 20-18, WXLO 21-17, WKY-18, WFIL 22-21, KRUX 11-9, KQV-23, KISN 24-15, KONO 28-21, KFRC 22-21, KING 15-12, KSLQ 19-10, WAYS 28-21...points remaining static...	Elektra	2:35	:12	Cold
21	14.	<b>KEEPER OF CASTLE/Four Tops</b> Demographics: All WQXI-16, WCAO 28-17, WRKO 16-14, WLS 26-21, WCFL 18-15, WSAI 22-20, WIXY 8-6, WGAR 21-11, CKLW 13-10, KELP 18-15, KXOL 21-13, KILT 33-27, WIFE 27-22, WXLW 13-11, KHJ 14-11, WRIT 31-26, WOKY 25-22, KDWB HB-28, WMAK HB-26, WABC 24-23, WWDJ 33-20, WKY-11, WFIL-30, WIBG 14-13, KQV-27, KGW 38-15, KISN 21-12, KPAM 9-7, KONO-27, KFRC-23, KING 16-11, KJR 14-13, KOL 18-14, KSLQ 21-7, WPGC HB-28, WAYS 17-16, KNUZ 25-23...Added at: WIST, WHBQ, KTSA...good point increases...	Dunhill	3:00	:18	Fade
16	15.	<b>FUNNY FACE/Donna Fargo</b> Demographics: Young adult, heavy female WCAO 13-10, WIST 19-15, WLS 23-18, WCFL 33-26, WIXY 5-4, KLIF 18-13, KTLK 22-20, KILT 17-12, WIFE 15-11, WXLW 9-8, WHBQ 20-19, WABC-39, WFIL 28-23, WIBG HB-29, KRUX 21-20, KRIZ 27-25, KISN HB-30, KPAM-24, KTSA 24-21, KING 20-6, KJR 12-4, KSLQ 22-20, WPGC 23-13, WAYS 10-9, KNUZ 15-14,...Added at: WRKO, KHJ, WXLO, KYA...	Dot	2:42	:04	Fade
11	16.	<b>SUMMER BREEZE/Seals &amp; Crofts</b> Demographics: Young adult and heavy female Still top 10,13 of 57 reporters...	WB	3:24	:17	Fade



18	17.	WALK ON WATER/Neil Diamond Demographics: Young adult, females, teens building WCAO 20-14, WLS 25-22, WGAR 9-5, KTLK 11-8, KXOL 13-9, WIFE 21-18, WXLW 20-18, KUDL 23-15, KDWB 14-11, WABC-37, WWDJ 31-19, WXLO 23-18, WKY 18-15, KRUX 27-18, KQV 19-18, KGW 33-27, KISN 22-17, KPAM 21-13, KONO 20-13, KTSA 22-15, KYA-23, KING 27-22, KJR 22-14, KOL 16-9, KSLQ-14, WPGC 22-20, KNUZ 19-18, ..Added at: WKBW, WHBQ, KFRC...Good requests WPGC, KJR, KTSA...slow...KQV...	Uni	3:05	:18	Cold
12	18.	I AM WOMAN/Helen Reddy Demographics: All – heavy female	Capitol	3:08	:11	Fade
–	19.	SUPERSTITION/Stevie Wonder Demographics: All – heavy teens WCAO 36-25, WKBW 44-30, WLS-28, WIXY HB-15, KLIF 7-1, WDRQ 19-11, KELP HB-25, KXOL 26-23, KILT -30, WIFE HB-25, WXLW HB-20, KHJ HB-30, WKLO-21, WMAK HB-25, WWDJ-29, WKY-12, WFIL-28, WIBG 21-7, KYA-21, KSLQ 24-21, WPGC HB-31, WAYS-29, KNUZ-38...Added at: WQXI, WRKO, WIST, WSAI, KDWB, WXLO, KISN, KONO, KFRC, KING, KJR...Total positives...	Tamla	3:59	:29	Fade
14	20.	I CAN SEE CLEARLY NOW/Johnny Nash Demographics: All	Epic	2:48	:07	Fade
–	21.	YOUR MAMA DON'T DANCE/Loggins & Messina Demographics: Heavy female – Older teens WQXI-20, WCAO 27-26, WLS 29-26, WSAI 23-16, WIXY 9-8, KLIF-15, KELP 28-21, KXOL 27-24, KILT-33, WIFE HB-29, KUDL 17-12, KHJ 23-20, WAKY-26, WKLO 29-26, WHBQ 22-17, WOKY HB-26, WMAK-27, WXLO 25-22, WKY-19, WIBG 29-26, KGW 24-20, KISN HB-27, KPAM-15, KONO-20, KJR-35, KSLQ-28, WPGC31-22, KNUZ-40, Added at: WFIL, KRUX, KTSA, KYA...top 5 requests KLIF, WHBQ, KOIL...	Columbia	2:46	:13	Cold

## OTHER RECORDS YOU MAY BE CONSIDERING

ANTHEM/Wayne Newton (Chelsea)  
2:52 :06 Fade  
WKLO-30, KISN 30-26

ALIVE/Bee Gees (Atco)  
4:00 :15 Cold  
WIXY 29-28, WGAR 24-17, WIFE 28-27

AFRICA/Thundermug (Big Tree)  
CKLW 25-24 Added at: WIXY

BEEN TO CANAAN/Carole King (Ode)  
3:37 :16 Cold  
WQXI-19, WYSL-10, WIXY 28-27, WGAR 19-12, KLIF 15-9, KELP 16-13, KILT 29-24, KDWB 30-27, WIBG 19-18, KONO 16-11, KTSA-27, WPGC-29. Added at WOKY, KQV

BECAUSE OF YOU THE SUN DON'T SHINE/Kracker (Dunhill)  
3:29 :11 Cold  
WFIL 21-19, WIBG 22-21, Added at: KJR

BOOGIE WOOGIE MAN/Paul Davis (Bang)  
2:18 :07 Fade  
WRIT 19-17, WOKY 15-7, Added at KCBQ

BRIGHTER SIDE OF DARKNESS/Love Jones (20th Century)  
CKLW 15-11, WPGC-HB-40

CORNER OF THE SKY/Jackson 5 (Motown)  
3:35 :06 Fade  
WCAO 12-9, WKBW 33-29, WLS 21-16, WCFL 10-8, WIXY HB-29, KXOL 17-16, KHJ 24-23, KDWB-30, WABC 31-21, WKY-20, KFRC 19-15, WAYS 18-15...Negs WFIL, all others positives...

CRAZY HORSES/Osmonds (MGM)  
2:40 :17 Fade  
WKBW 24-20, WCFL 24-20, KXOL 25-21, KRIZ 20-11, KISN 19-16, KING 24-23, WAYS 20-14, Added at WAKY... Slow Charlotte, Louisville, Dallas, good requests Fort Worth, continued erratic pattern...

COVER OF ROLLING STONE/Dr. Hook (Columbia)  
2:53 :00 Cold  
KILT-40, KUDL 5-4...

DO YOU WANNA DANCE/Bette Midler (Atlantic)  
2:44 :15 Fade  
Added at KLIF, KILT...

DAYTIME NIGHTTIME/Keith Hampshire (A&M)  
3:07 :20 Fade  
CKLW 24-23, CHUM 18-12

DON'T LET ME BE LONELY TONIGHT/James Taylor (WB)  
2:34 :03 Cold  
WYSL-14, WKBW 18-15, WSAI 24-17, WIXY-HB-30, WGAR-22, KLIF 26-12, KELP 17-10, WRIT 29-25, WOKY-HB-25, WIBG 24-22, KPAM 26-23, KFRC-22, KJR 32-28, KOL-25, Added at: CKLW, WIFE, WKY, KYA...

DO IT AGAIN/Steely Dan (Dunhill)  
3:57 :42 Fade  
WRKO 20-17, KILT 27-21, KPAM-22, KOL 14-12, KNUZ 38-20, Added at WCFL, WIXY, KXOL...

DO YA/Move (UA)  
4:03 :20 Fade  
WRKO 22-13, Added at: WKBW...

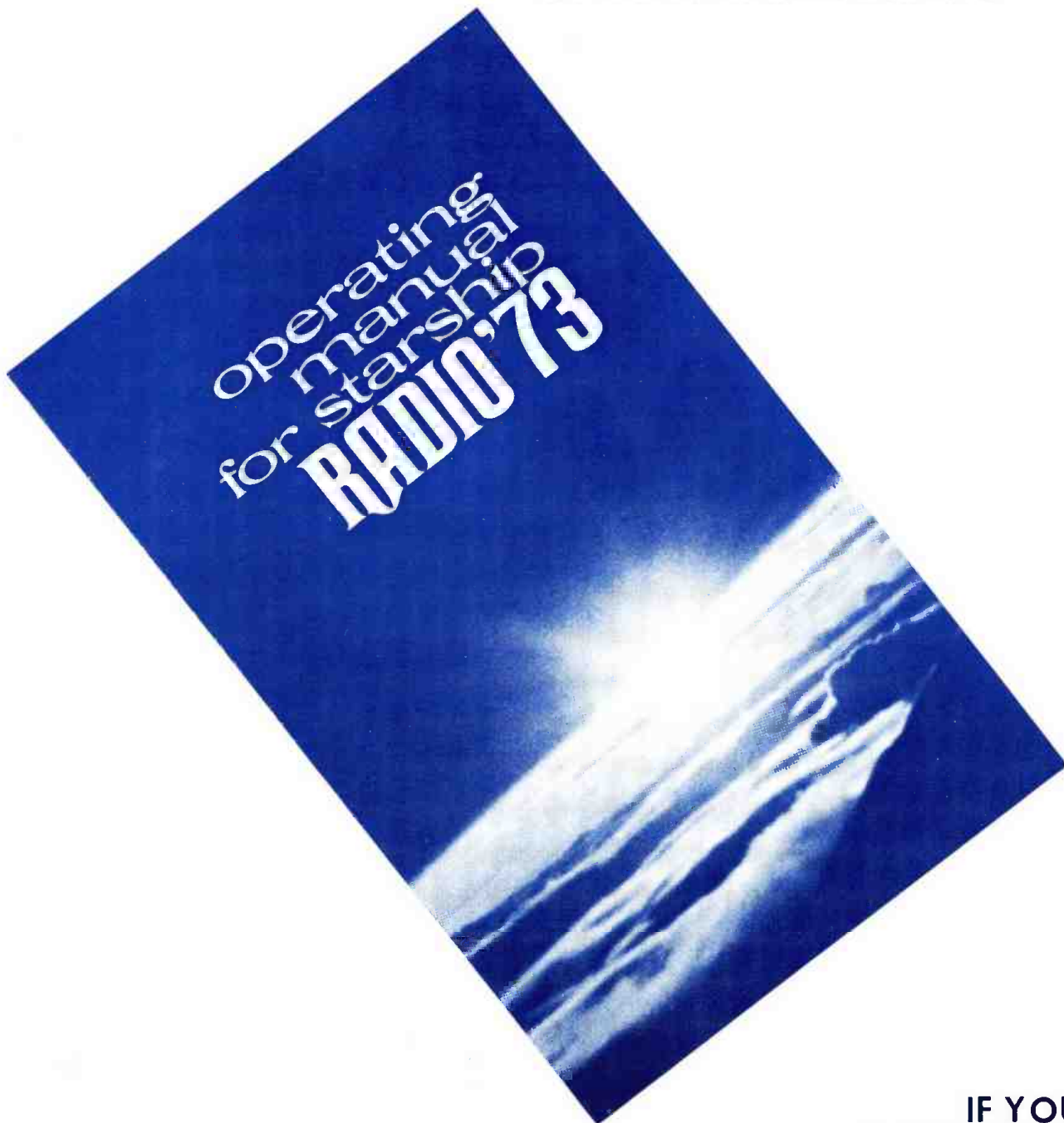
DANCING IN THE MOONLIGHT/King Harvest (Perception)  
2:57 :14 Fade  
KIMN-HB-27, CKLW-HB-25, KHJ-28, WRIT 34-16, WXLO 26-24...

# OTHER RECORDS YOU MAY BE CONSIDERING *Cont.*

ELECTED/Alice Cooper (WB)	3:40	:18	Fade	REELIN & ROCKIN/Chuck Berry (Chess)	4:16	:02	Cold
KUDL 27-25, KRIZ 5-3...				KTLK 25-21, KHJ 21-15, KSLQ-18, WPGC 36-32...			
HAPPY/B..Darin (Motown)	3:54	:17	Fade	ROCKY MOUNTAIN HIGH/John Denver (RCA)	4:39	:10	Fade
WKLO-28, Added at: WOKY...				WGAR 29-20, KTLK-29, KELP-HB-29, KXOL 15-10, WAKY 30-25,...Added at: WKY, WFIL...			
HARRY HIPPIE/Bobby Womack (UA)	3:50	:04	Fade	ROCK & ROLL SOUL/Grand Funk (Capitol)	3:36	:25	Fade
CKLW-29, WKLO 13-10, Added at: WAKY...				WCFL 20-18, KRIZ 28-17...			
IN HEAVEN THERE IS NO BEER/Clean Living (Vanguard)	2:47	:17	Fade	SITTIN/Cat Stevens (A&M)	3:10	:17	Cold
WRIT 12-9, WIBG-HB-28, KJR 37-24, Added at: WPGC...				WCAO 34-31, WRKO 24-20, WYSL-13, WKBW 8-6, WLS-23, WCFL 26-22, WIXY 15-12, WGAR 14-10, KTLK 31-22, KXOL 22-20, WIFE-HB-28, KHJ 20-19, WOKY-HB-27, KDWB 27-25, WABC-X-49, WFIL 30-27, KONO-24, KJR 33-23, WPGC-HB-33, WAYS 21-17...			
I JUST WANNA MAKE LOVE TO YOU/Foghat (Bearsville)	3:14	:48	Fade	SEPARATE WAYS/Elvis Presley (RCA)	2:36	:06	Fade
KJR 13-12, WPGC 19-18...				WGAR 30-24, WHBQ 24-20, WMAK 22-13, WKY 20-14, WAYS-23, Added at: KXOL...			
KNOCK, KNOCK, WHO'S THERE/Mary Hopkins (Apple)	2:28	:10	Cold	SUNNY DAYS/Lighthouse (Evolution)	3:38	:25	Cold
WGAR-28, CKLW 29-28...Off at CKLW (3 weeks)...				WKBW 30-26, WIFE 20-19, WHBQ-25,...			
LONG DARK ROAD/Hollies (Epic)	3:25	:08	Fade	SLOW MOTION/Johnny Williams (Philadelphia International)	2:57	:01	Fade
WCAO 23-21, KXOL 20-15, WIFE 29-26, WRIT 25-22, KDWB-22-19, KING 28-25, WPGC 21-19,...Dropped WFIL, KGW, KELP...				WAKY 8-6, WKLO 8-5...			
LET US LOVE/Bill Withers (Sussex)	3:34	:17	Fade	SMOKE GETS IN YOUR EYES/Blue Haze (A&M)	3:15	:00	Fade
KTLK-30, Added at: WIXY...				WRKO 16-7, CKLW-HB-30, KXOL 24-22, KHJ 30-29, WHBQ-26, WXLO 24-21, WIBG 30-27, KPAM 27-26, KONO-29, KING-27, KJR 26-17, KOL 28-21, KNUZ 36-35, ...Added at: WFIL... One to watch...			
LAST SONG/Edward Bear (Capitol)	3:15	:08	Fade	TROUBLE MAN/Marvin Gaye (Tamla)	3:50	:16	Cold
CKLW 18-13, WDRQ 15-1, CHUM-26, Added at: WGAR, WIBG, KPAM...				CKLW-27, Added at: WYSL...			
LIES/J.J. Cale (Shelter)	2:41	:34	Fade	WOMAN TO WOMAN/Joe Cocker (A&M)	4:28	:32	Fade
WIFE 26-23, KGW 19-14...				WIXY 10-5, CKLW 2-2, KILT 34-28,...Added at: WAYS			
NOTHING MOVES MY SOUL/Art Munson (Lion)				WHAT AM I CRYING FOR/Dennis Yost & The Classics 4 (MGM South)	2:58	:10	Fade
WKLO 30-27, KCBQ 26-20...				WCAO 26-23, WIXY 30-18, WPGC 14-12...			
NO/Bulldog (Decca)	2:34	:00	Fade	WORK TO DO/Isley Bros. (T-Neck)	3:11	:22	Fade
WRKO 14-12, WCFL 34-30, WIXY 25-10, CKLW 20-16, WDRQ 17-16, KILT 23-13, KGW 36-28, WPGC 27-14, KNUZ 23-13, Added at: KNUS, WOKY...looking very very strong...				KYA 21-18, WAYS 24-20...Added at: KGW...			
OH BABY, WHAT WOULD I DO/Hurricane Smith (Capitol)	3:22	:09	Fade	WHY CAN'T WE LIVE TOGETHER/Timmy Thomas (Glades)	3:23	1:33	Fade
WRKO 28-16, WGAR 25-15, CKLW 23-21, WFIL 11-9, WIBG 11-6, KGW 40-7, KISN 27-24, KPAM 16-12, KJR 39-32, KOL-29, Added at: WIXY, WMAK, KING, WPGC...Definitely one to watch...				WCFL 31-25, WDRQ 7-4, WOKY 28-24, WIBG-HB-30, KJR-30, KSLQ 30-9, WPGC-HB-37, WAYS 29-22,...Added at: WIST, KNUS, KELP, KILT, WMAK...All positives where added...			
ONE LAST TIME/Glen Campbell (Capitol)	3:14	:12	Fade	YOU'RE A LADY/Dawn (Bell)	4:45	:18	Fade
Added at: WGAR, KONO ...				WGAR-30, KLIF 28-19, WHBQ 17-15, WMAK 17-15... Slow			
PIECES OF APRIL/Three Dog Night (Dunhill)	4:09	:10	Fade	WIBG, WGAR, WMAK...			
WCAO 25-22, WYSL 17-9, WLS-27, WIXY 26-21, CKLW 27-26, KELP 13-9, KUDL 25-13, WMAK 15-11, WIBG 15-14, KQV-24, KGW 32-25, KISN 23-14, KPAM 11-8, KONO 14-3, KTSA 17-14, KING 25-14, KJR 10-7, KSLQ 28-16, WPGC 20-9, KNUZ 20-17, Added at: KDWB...Good point increase...				YOU CAN DO MAGIC/Limmie & Family Cookin (Avco)	2:50	:06	Fade
REDBACK SPIDER/Brownsville Station (Big Tree)	2:15	:02	Cold	WMAK 1-1, Added at: KLIF, KILT...			
WKLO 28-25, WOKY 16-14...				YOU TURN ME ON, I'M A RADIO/Joni Mitchell (Asylum)	2:40	:17	Fade

**DECEMBER 15 IS THE DEADLINE . . .**

**FOR PLACING YOUR ADVERTISING IN WHAT WILL BE  
THE MOST WIDELY READ BOOK IN THE HISTORY  
OF RADIO BROADCASTING**



**IF YOU HAVE  
SOMETHING TO SAY  
TO THE PEOPLE OF 3,000  
RADIO STATIONS AND 2,000  
BROADCASTING RELATED COMPANIES  
WE STILL HAVE A FEW PAGES LEFT.**

**CONTACT DENNY CARHART OR MIKE KAGAN (213) 278-2570**

# RECORDS THAT WILL BE HITS

(PREDICTED TO HIT THE TOP 20)

	LABEL	TIME	INTRO	END
CROCODILE ROCK/Elton John	MCA	3:56	:15	Fade
WYSL-18, KLIF 23-17, KTLK 33-23, CKLW 30-22, WDRQ-19, KILT 40-22, KUDL 29-22, WMAK 30-21, WFIL 29-22, WIBG 26-12, KRIZ-28, KISN HB-29, KPAM-21, KJR 38-27, KOL-30, KNUZ 37-21, Added at: WCFL, WGAR, KRUX, KGW, KTSA...Good point increases, good phones Dallas and Portland...				

	Apple	3:07	:17	Cold
HIGH, HIGH, HIGH/Paul McCartney				
WMAK-30, KISN HB-28, KJR-38, WAYS-30, KNUZ-41, Added at: WYSL, WSAI, KLIF, KTLK, KXOL, KILT, WXLW, WOKY, KDWB, WWDJ, WXLO, WFIL, KRUX, KQV, KPAM, KTSA, KOL,...So far all positives...				

	Capitol	2:59	:14	Fade
I WANNA BE WITH YOU/Raspberries				
WCAO 21-20, WKBW 31-25, WLS 28-25, WCFL 15-11, WIXY 11-7, KIMN 30-18, KTLK 26-24, KELP HB-28, KXOL-29, KILT-39, KUDL 22-16, WAKY 28-21, WHBQ-27, KDWB 28-24, WMAK 16-10, WABC 32-29, WWDJ-21, WIBG 16-15, KGW 17-11, KISN 18-13, KPAM 4-4, KING 30-17, KJR 30-21, KSLQ 20-5, KRUX 28-27, Added at: WQXI, WSAI, KLIF, CKLW, WIFE, WXLW, KHJ, WKY, KONO...Strong point increase...still building...				

	Chrysalis	3:18	:40	Fade
LIVING IN THE PAST/Jethro Tull				
WQXI 17-13, WCAO 31-18, WRKO 10-9, WKBW 5-4, WIXY 27-26, WGAR 23-13, KTLK-28, KXOL 16-11, WIFE 23-17, KUDL 10-9, KHJ 28-24, WAKY 17-12, WRIT 40-24, WOKY 27-18, KDWB-29, WMAK 23-20, WXLO-X-26, WFIL-29, WIBG 25-24, KRUX-HB-29, KONO-18, KTSA-22, KING-29, KSLQ 29-17, WPGC 25-21, Added at: KELP, KISN, KYA...L.P. still holding down single sales...				

## BEST OF THE REST

YOU DON'T NEED A GYPSY/Robert John (Atlantic)  
...good song, good production...

THE ROAD/Danny O'Keefe (Signpost)...follow-up to Charlie  
sounds real good...

TOSSIN' AND TURNING'/Bunny Sigler (Philadelphia Inter-  
national) ...old proven smash truly up-dated...

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