

TINA & DADDY (GEORGE JONES)–TELEPHONE CALL (Epic) April 1 COUNTRY: KBOX 2nd hottest. . .added at WCZN	1	1	0	0
TILLIS, MEL–MIDNIGHT ME AND THE BLUES (MGM) 2:46 :08 Fade Jan 14] 5 COUNTRY: WNAT 3rd hottest, WEEP 7th hottest, WHN 4th hottest, WONE 3rd hottest, WTCR 4-4	5	0	0	0
TUCKER, TANYA–WOULD YOU LAY WITH ME (Columbia) 2:23 :00 Fade Dec 24] 7 MA: WAKY 7-2 COUNTRY: WTHI No. 1 hottest, No. 1 hottest also at WHN and WONE. . .3rd hottest at WEEP, WTCR 3-2, 7th hottest at KJJJ	7	0	0	0
TWITTY, CONWAY–HONKY TONK ANGEL (MCA) 2:56 :09 Cold Jan. 7 COUNTRY: WEEP 6th hottest, WHN 2nd hottest, WONE 2nd hottest, WTCR 2-1, KSSS No. 1 hottest	5	0	0	0
WALLACE, JERRY–GUESS WHO (MCA) Feb. 25 COUNTRY: WTHI 6th hottest, WCZN 5th hottest	2	0	0	0
WEST, DOTTIE–LAST TIME I SAW HIM (RCA) April 1 COUNTRY: WCZN 8th hottest, WTCR -40, added at WONE	1	1	1	0
WOMMACK, BOBBY–LOOKING FOR LOVE (UA) 2:37 :00 Fade Jan. 21 MA: KQV 20-15, WAKY 10-4, WAPE 2-2, WAYS 9-9, WSAI 27-24, WBSR hot. . .moving at KGW and KJR. . . added at 13-Q, CKXL, WLS, and WOOW BLACK: KJET No. 1 hottest	5	5	4	1
WONDER, STEVIE–DON'T YOU WORRY ABOUT A THING (Tamla) April 1 MA: moving at WBSR. . .added at KGW, 13-Q, WABC BLACK: KJET adds COSMIC: WQLT-FM adds	0	1	5	0
YOUNG, FERON–SOME KIND OF A WOMAN (Mercury) 2:35 :08 Fade Apr 1] 0 COUNTRY: moving at WHN. . .added at WEEP and WMC	0	1	2	0
ZZ TOP–LA GRANGE (London) 3:15 :08 Fade April 1 MA: KGW adds COSMIC: WQLT-FM adds	0	0	2	0

SMITH, CAL—COUNTRY BUMPKIN (MCA) Feb. 11 Details: heavy phones at WTHI MA: 9th hottest at WTHI COUNTRY: No. 1 hottest at WNAT, 2nd hottest at WMC, 3rd hottest at KBOX, 4th hottest at WCZN, 5th hottest at KJJJ. . .moving at WHN. . .added at WEEP	6	1	1	0
SNOW, HANK—HELLO LOVE (RCA) 2:45 :15 Fade Feb. 4 COUNTRY: No. 1 hottest at KJJJ, 2nd hottest at WNAT, 5th hottest at KBOX, WTHI 7th hottest. . .moving at WEEP, WHN, and WMC	4	3	0	0
SPINNERS—MIGHTY LOVE—PT. 1 (Atlantic) 3:14 :17 Fade Jan. 7 Demos: spread well Details: heavy phones at WKLO MA: WAKY 14-9, WLOB 27-21. . .moving at WKLO BLACK: 6th hottest at WOOK	2	2	0	0
STAFFORD, JIM—MY GIRL BILL (MGM) April MA: added at KJR and WKGW				
STAFFORD, JIM—SPIDERS & SNAKES (MGM) 3:03 :06 Fade Dec. 3 MA: WLS 10-6. . .WRBN dropped COUNTRY: WEEP 8th hottest	2	0	1	0
STAPLE SINGERS—TOUCH A HAND, MAKE A FRIEND (Stax) 3:26 :24 Fade Feb] 2 1 MA: WBSR hot. . .moving at WAYS. . .added at WMAK and CKXL. . .neg at WHNC 18+ PASSIVE: KFMB adds BLACK: KJET 7th hottest	2	1	3	1
STARR, RINGO—OH MY MY (Apple) 3:39 :28 Fade Feb. 18 MA: CHUM 10-5, CKLG No. 10, KGW 15-10, KJR 15-10, KQV 17-11, 13-Q 18-11, WAPE 27-15, WKGW 9-9, WMAK 18-14, Y-100 19-14, WLOB 6th hottest, WHNC 9th hottest, hot at WBSR. . .moving at WYRE, WKLO, WLS, and KPUR. . .added at CKXL, WAYS 18+ PASSIVE: KVI hot, 8th hottest at KULF, WGAR 7th hottest	11	9	2	0
STEVENS, RAY—STREAK (Barnaby) April 1 Demos: all Details: super phones MA: WMAK HB-20 COUNTRY: No. 1 hottest at KBOX and WMC. . .WONE -26, 10th hottest at KJJJ. . .moving at WEEP	3	3	0	0
STEVENS, CAT—O VERY YOUNG (A & M) 2:33 :13 Fade April 1 MA: KPUR adds 18+ PASSIVE: added at KFMB and moving at WGAR COSMIC: Hot at KLZ-FM, WEBN-FM, and WOXR	3	1	2	0
STREISAND, BARBRA—ALL IN LOVE IS FAIR (Columbia) 3:50 :27 Fade Apr 1] 0 MA: WHYL adds 18+ PASSIVE: moving at KVI. . .added at WGAR and KFMB	0	1	3	0
THOMPSON, HANK—THE OLDER THE VIOLIN (Dot) 2:33 :06 Fade Feb 11] 1 COUNTRY: WNAT 5th hottest. . .moving at KJJJ	1	1	0	0
THREE DOG NIGHT—THE SHOW MUST GO ON (Dunhill) 3:35 :33 Fade Apr 1] 1 Demos: heavy teens and Three Dog Night fans Details: super phones at WKGW MA: CHUM -28, CKLG 23-13, KJR NM-13, WAKY -28, WGRQ 30-29, Y-100 -26, KPUR hot, WLOB HB-27, WOOW 26-20. . .moving at WYRE, WBSR, WRBN, WKLO, WKGW, and KGW	1	14	0	0

REDBONE—COME AND GET YOUR LOVE (Epic) 3:30 :09 Fade Jan. 7 7 6 0 1
 Demos: good teens:
 MA: KCBQ 4-3, 13-Q 6-6, WABC 23-14, WAKY 27-20, WKLO 8-8, Y-100 7-5, KPUR Hot, WHYL 7th hottest,
 WLOB 18-15, WRBN Hot. . .moving at WKGN and WLS. . .dropped at CKLG
 BLACK: KJET reports moving

REDDY, HELEN—KEEP ON SINGIN' (Capitol) 2:57 :00 Fade Feb. 25 1 8 2 0
 MA: KJR NM-18, 13-Q -29, WMAK 29-25, Y-100 25-23, WLOB 29-22. . .moving at KGW. . .added at KQV,
 KEWI. . .negs at WBSR and WYRE
 18+ PASSIVE: moving at KULF. . .WGAR 9th hottest

RICH, CHARLIE—THERE WON'T BE ANY MORE (RCA) 2:24 :11 Cold Dec. 24] 3 0 0 1
 MA: 6th hottest at WHYL. . .dropped at KJR
 COUNTRY: WEEP 5th hottest, WTCR 9-6

RICH, CHARLIE—A VERY SPECIAL LOVE SONG (Epic) 2:44 :07 Fade Feb. 4 14 8 2 0
 Demos: all
 MA: CHUM 28-18, KKDJ 20-20, KQV 19-14, WAPE 10-8, WKLO 12-10, WMAK 19-12, WSAI 21-16, 2nd hottest
 at WTHI. . .moving at WHYL, WLOB (16-12), and WAYS . . .added at CKLG (-28), WABC
 18+ PASSIVE: 5th hottest at KULF and WGAR, 9th hottest at WNEW
 COUNTRY: 4th hottest at KBOX and WEEP, 3rd hottest at KJJJ and WTCR, 5th hottest at WHN and WMC,
 10th hottest at KSSS

ROBBINS, MARTY—20TH CENTURY DRIFTER (MCA) 2:48 :07 Cold Apr 1 4 1 0 0
 COUNTRY: 3rd hottest at WCZN, 4th hottest WMC, 7th hottest at WHN, WONE 9th hottest. . .moving at KJJJ

RODRIGUEZ, JOHNNY—SOMETHING (mercury) 2:49 :07 Fade Apr 1 0 2 1 0
 COUNTRY: moving at WEEP and KJJJ. . .added at WCZN

RONSTADT, LINDA—SILVER THREADS & GOLDEN NEEDLES (Asylum) 2:20 :05 Cold Feb. 2 2 0 0
 MA: WTHI 10th hottest
 COUNTRY: WTCR 31-18, KSSS 4th hottest. . .moving at WEEP

ROSS, DIANA & MARVIN GAYE—MY MISTAKE (Motown) 2:55 :03 Fade Feb 4] 2 0 1 0
 MA: WOOW 9-1
 18+ PASSIVE: 9th hottest at WGAR

RUNDGREN, TODD—A DREAM GOES ON FOREVER (Bearsville) Mar. 11 1 1 1 0
 MA: WHNC reports moving
 COSMIC: WEBN-FM Hot, WQLT-FM adds

SAMI JO—TELL ME A LIE (MGM—South) 2:59 :01 Fade Jan. 14 4 4 0 0
 MA: WMAK 3-3, WSAI 18-14, WBSR Hot, . .moving at KJR and KPUR. . .KQV (-18)
 18+ PASSIVE: KVI hot, 6th hottest at WGAR

SEALS & CROFTS—UNBORN CHILD (WB) 3:53 :01 Fade Feb. 4 2 1 1 0
 MA: KJIN Hot, WOOW 8th hottest. . .moving at WKLO. . .added at KJR

SHEPARD, JEAN—AT THE TIME (UA) April 1 1 1 1 0
 COUNTRY: 10th hottest at WMC. . .moving at WNAT. . .added at WEEP

SIMON, CARLY & JAMES TAYLOR—MOCKINGBIRD (Elektra) 3:45 :00 Fade Jan. 21 17 2 0 0
 Demos: all
 MA: CKLG No. 8, KGW No. 5, KQV 5-4, 13-Q 14-8, WABC 5-5, WAKY 11-8, WAYS 6-5, WLS 7-7, WSAI 5-4,
 Hot at, KJIN, CKXL, and WRBN, 3rd hottest at WHYL, 4th hottest at WLOB
 18+ PASSIVE: 5th hottest at KMPC and WNEW. . .moving at KULF. . .hot at KVI. . .dropped at WGAR

RADIO STATIONS REPORTING

	TOP 10	MOVING(10-30)	ADDS	NEGS
<p>McCARTNEY, PAUL--JET (Apple) 2:54 :04 Fade Jan. 28 Demos: 18-24 males Details: good phones at WAKY MA: CHUM 4-3, CKLG No. 2, KGW No. 4, WABC 10-6, WAKY 17-12, WAPE 17-9, WKGN 13-10, WMAK 11-8, KJIN Hot, CKXL Hot, KPUR Hot, 4th hottest at WHYL, 3rd hottest at WLOB, WRBN Hot, WYRE Hot, moving at WAYS and WKLO 18+ PASSIVE: KULF 6th hottest COSMIC: WQLT-FM 5th hottest, Hot at WEBN-FM</p>	17	3	0	0
<p>NELSON, WILLIE--BLOODY MARY MORNING April 1 COUNTRY: KBOX 7th hottest. . .added at KSSS</p>	1	0	1	0
<p>OLDFIELD, MIKE--TUBULAR BELLS (Virgin) 3:18 Instr. Fade Jan. 28 MA: KCBQ NM-16, 13-Q 30-29, WMAK 20-10, Y-100 10-9, KPUR Hot. . .moving at WBSR, KJR, WKGN, and WLS 18+ PASSIVE: 4th hottest at KULF. . .added at KFMB COSMIC: KLZ-FM Hot, WEBN-FM Hot</p>	6	4	2	0
<p>O'SULLIVAN, GILBERT--HAPPINESS IS ME AND YOU (MAM) 3:06 :13 Fade Apr 1] MA: moving at KJR and added at KPUR 18+ PASSIVE: moving at WGAR</p>	0	2	1	0
<p>PAUL, BILLY--THANKS FOR SAVING MY LIFE (Philly Int'l) 2:57 :2 Fade Jan 23] MA: WAPE 7-7. . .added at WGRQ</p>	1	0	1	0
<p>PEPPERS--PEPPER BOX (Event) 2:12 Instr. Fade Feb. 21 MA: KEWI adds 18+ PASSIVE: KVI adds</p>	0	0	2	0
<p>POWELL, COZY--DANCE WITH THE DEVIL (Chrysalis) 3:32 Instr Fade Feb 25] MA: moving at KJIN. . .added at 13-Q 18+ PASSIVE: KVI adds COSMIC: Hot at KLZ-FM</p>	1	0	2	0
<p>PRESLEY, ELVIS--TAKE GOOD CARE OF HER 2:52 :00 Fade Jan. 21 I GOT A THING ABOUT... 2:30 :10 Fade Jan. 21 Demos: Elvis fans MA: KJR NM-19, WKGN 7-3, 3rd hottest at WTHI. . .moving at KEWI. . .dropped at WHNC 18+ PASSIVE: WNAT 8th hottest COUNTRY: WHN 9th hottest, WONE 6th hottest. . .neg at WTCR</p>	0	2	5	2

LEE, BRENDA—WRONG IDEA (MCA) 3:08 :13 Fade Jan. 7 3 0 0 0
 COUNTRY: KJJJ 9th hottest, WHN 6th hottest, WONE 4th hottest. . .

LIGHTFOOT, GORDON—SUNDOWN (Reprise) 3:37 :18 Fade April 1 3 1 2 0
 MA: added at CHUM and KJIN
 18+ PASSIVE: moving at KVI
 COSMIC: Hot at KLZ-FM, WEBN-FM, and WOXR. . .

MAIN INGREDIENT—JUST DON'T WANT TO BE LONELY (RCA) 3:31 :25 Fade Feb. 4] 3 5 5 0
 Demos: leaning female—crossing well
 MA: WAYS 16-10, WGRQ 28-22, WOOW 25-15. . .added at KQV (-17), WAKY, WAPE. . .moving at WYRE, WBSR
 18+ PASSIVE: added at KMPC and KFMB. . .dropped at WGAR
 BLACK: KJET 3rd hottest, 4th hottest at WOOK

MAULDAUR, MARIA—MIDNIGHT AT THE GASIS (Reprise) 3:36 :06 Fade Jan 28] 5 4 1 0
 MA: CKLG 10-6, WMAK HB-30. . .moving at WYRE, WBSR, and KGW
 18+ PASSIVE: 10th hottest at KULF, Hot at KVI
 COSMIC: Hot at WOXR and WEBN-FM

MEAD, SISTER JANET—LORD'S PRAYER (A & M) 2:59 :14 Fade Feb 11 14 1 0 0
 MA: CHUM 8-4, CKLG No. 3, KGW 8-6, KJR 3-2, WABC 28-17, WLS 5-3, WSAI 4-2, Y-100 6-2, KJIN Hot,
 CKXL Hot, WHYL 2nd hottest, WLOB 8th hottest, WYRE Hot
 18+ PASSIVE: KVI Hot, WNEW 7th hottest. . .

MFSB—THE SOUND OF PHILADELPHIA (Philly Int'l) 3:29 2:40 Fade Feb. 13 18 6 2 0
 Demos: heavy black
 Details: good requests at WMAK
 MA: CHUM 15-9, CKLG 29-25, KCBQ 18-15, KQV 14-9, 13-Q 15-14, WABC 8-4, WAKY 12-1, WAPE 21-5,
 WAYS 1-1, WGRQ 17-10, WMAK 22-17, WSAI 9-3, Y-100 20-10, WLOB 10th hottest, WOOW 9th hottest,
 WYRE Hot, WBSR Hot. . .moving at KPUR and KJR. . .added at CKXL, WLS. . .
 18+ PASSIVE: KMPC 4th hottest, 2nd hottest at KULF and WGAR, WNEW 8th hottest
 BLACK: KJET 4th hottest

MILLER, STEVE—YOUR CASH AIN'T NOTHING BUT TRASH (Capitol) 3:11 :00 Cold Feb 18] 3 0 0 2
 MA: 13-Q 19-15. . .slow at WRBN
 COSMIC: WEBN—FM Hot, WQLT-FM Hot. . .neg at WOXR

MITCHELL, JONI—HELP ME (Asylum) 3:22 :05 Fade Feb. 18 3 5 2 0
 Demos: all
 MA: moving at KJIN, KPUR, and WBSR. . .added at WKGN and WAPE
 18+ PASSIVE: moving at KVI and WGAR
 COSMIC: Hot at WEBN-FM, WOXR, and WQLT-FM

MOCEDADES—ERES TU (Tara) 3:12 :15 Fade Nov. 5 9 2 0 0
 Demos: getting good females
 MA: CHUM 4-2, CKLG 16-12, KCBQ 5-5, KQV 9-8, WABC 9-8, WGRQ 12-9, WLS 14-8, WHYL 5th hottest,
 WRBN Hot. . .moving at KEWI
 18+ PASSIVE: KMPC 7th hottest, WNEW 6th hottest. . .

MONTGOMERY, MELBA—NO CHARGE (Elektra) 3:09 :07 Cold Feb. 15 3 2 0 0
 Demos: no pattern
 Details: great phones at KJJJ
 MA: WAKY -30
 COUNTRY: WEEP 2nd hottest, WMC 6th hottest, KJJJ 4th hottest. . .moving at WHN

RADIO STATIONS REPORTING
TOP 10 MOVING(10-30) ADDS NEGS

JACKS, TERRY—SEASONS IN THE SUN (Bell) 3:24 :06 Fade Dec. 17 Demos: heavy teens Details: still No. 1 at KCBQ, WABC, WKGN, WLOB, KMPC. . .	10	0	0	0
JACKSON FIVE—DANCING MACHINE (Motown) Feb. 25 Demos: heavy teens. . .crossing well MA: WAKY 30-27, Y-100 -30, WOOW 23-17. . .moving at WAYS and WKLO. . .added at KJR, WABC, WKGN, WMAK, WYRE, and WBSR BLACK: 5th hottest at KJET. . .	1	5	6	0
JAMES, SONNY—IS IT WRONG (FOR LOVING YOU) (Columbia) 2:54 :09 Fade Ap1] Demos: Country orientation COUNTRY: WCZN 6th hottest, WONE 33-20. . .	1	1	0	0
JOEL, BILLY—PIANO MAN (Columbia) 4:30 :22 Fade Feb. 4 Demos: 16-25 MA: WGRQ 23-18, WMAK 25-21, WSAI 19-15, WBSR Hot. . .moving at KPUR, KJIN. . .added at WKLO, WAPE, CKXL, and WOOW COSMIC: Hot at WOXR. . .	3	5	4	0
JOHN, ELTON—BENNIE & THE JETS (MCA) 5:10 :14 Fade Feb. 4 Demos: MA—crossing well MA: CHUM 2-1, CKLG 4th hottest, KCBQ 2-2, KGW 2, KQV 6-1, 13-Q 1-1, WABC 13-7, WAPE 27-11, CKXL Hot, WAYS 7-2, WKLO 4-1, WLS 3-1, WMAK 2-2, WSAI 1-1, KPUR Hot, WLOB 7th hottest, WRBN Hot, WYRE Hot 18+ PASSIVE: No. 1 hottest at KULF and WGAR	20	1	0	0
JOHN, OLIVIA NEWTON—LET ME KNOW IF YOU LOVE ME (MCA) April MA: WMAK HB-28. . .added at KPUR and WTHI 18+ PASSIVE: KMPC adds COUNTRY: 9th hottest at KBOX. . .moving at KSSS. . .added at WEEP	2	2	4	0
JONES, GEORGE & TAMMY WYNETTE—JET SET (Epic) 2:23 :07 Fade MA: WTHI 5th hottest COUNTRY: WNAT 7th hottest, WCZN 2nd hottest, WEEP 10th hottest, KSSS 3rd hottest. . .	5	0	0	0
JYVE FYVE—ALL I EVER DO (IS DREAM ABOUT YOU) (Brut) 2:27 :14 Fade Feb 4 MA: WGRQ 26-21 , WLOB adds	0	1	1	0
KENDRICKS, EDDIE—BOOGIE DOWN (Tamla) 3:30 :07 Fade Jan. 7 Demos: MA—crossing well MA: KCBQ NM-13, WKLO 11-7	0	2	0	2
KINGSTON, LARRY—GOOD MORNING LOVING (JMI) 2:23 :08 Fade Apr 1 COUNTRY: WMC 3rd hottest. . .moving at KBOX	1	1	0	0
KNIGHT, GLADYS—BEST THING THAT EVER HAPPENED (Buddah) 3:45 :10 Fade Feb. 4] Demos: leaning female. . .crossing well MA: KJR 18-15, KQV-12-10, WAKY 21-10, WAYS 8-8, WGRQ 21-17, WMAK 9-6, WSAI -26, WLOB 24-24, WHNC 6th hottest. . .moving at WYRE, WKLO, KGW. . .WBSR Hot. . . 18+ PASSIVE: KMPC 8th hottest, KULF 3rd hottest, WGAR 4th hottest BLACK: WOOK 2nd hottest. . .	7	6	0	0

RADIO STATIONS REPORTING

	TOP 10	MOVING(10-30)	ADDS	NEGS
GILLEY, MICKEY—ROOM FULL OF ROSES April 1 COUNTRY: WNAT, KJJJ, WMC add. . .		0 0	3	0
GRAND FUNK—LOCOMOTION (Capitol) 2:31 :03 Fade Feb. 15 MA: KCBQ 10-8, KJR 7-1, 13-Q -22, WAKY -29, WGRQ 9-1, WKGN 19-5, WMAK 1-1, WSAI 29-13, Y-100 30-20, Hot at KPUR, WLOB 26-19, WOOW 22-14, Hot at WYRE. . .moving at WRBN and KGW. . .WBSR No. 1 hottest. . . COSMIC:KLZ-FM Hot. . .		9 7	5	0
GREEN, AL—LET'S GET MARRIED (London) April 1 MA: added at WKLO and WOOW 18+ PASSIVE: WGAR adds BLACK: 10th hottest at WOOK. . .moving at KJET. . .		1 1	3	0
GUESS WHO—STAR BABY (RCA) 2:37 :00 Fade Jan. 21 Details: Most requested at WBSR. . . MA: CKLG No. 9, KJR 8-7, WBSR No. 1 hottest. . .		3 0	0	0
HAGGARD, MERLE—THINGS AREN'T FUNNY (Capitol) 2:41 :10 Cold Feb 11] 2 MA: WTHI No. 8 hottest COUNTRY: WMC 8th hottest. . .WTCR drops		0	0	
HALEY, BILL & HIS COMETS—ROCK AROUND THE CLOCK (MCA) 2:08 Apr 1] 1 Demos: no pattern Details: Heavy phones at WSAI. . . MA: KJR 13-12, WSAI 10-9. . .		1	0	0
HAMLISH, MARVIN—MUSIC FROM 'THE STING' (MCA) 2:52 instr. Cold Jan. 1-4] 2 MA: KJR NM-16. . .added at WGRQ, KPUR, WBSR 18+ PASSIVE: 9th hottest at KULF. . .moving at WGAR COSMIC: Hot at WOXR. . .		2	3	0
HAMMOND, ALBERT—I'M A TRAIN (Mums) 3:16 :09 Fade Feb. 4 Demos: Young adults MA: KJR 11-8, WMAK 28-27, KPUR Hot. . .moving at WBSR, WKGN. . .added at KEWI 18+ PASSIVE: Hot at KVI and KFMB		3 3	1	0
HART, FREDDIE—HANG IN THERE GIRL (Capitol) 2:21 :09 Fade Feb. 4 MA: WTHI 4th hottest COUNTRY: WHN 8th hottest, WMC 9th hottest, WONE 21-8, 5th hottest at WTCR and KSSS. . .moving at WEEP		6 1	0	0
ISLEY BROTHERS—SUMMER BREEZE (T Neck) 3:05 :06 Fade Apr. 1 MA: added at KGW and KJIN. . .dropped at KJR. . .		0 0	2	0

RADIO STATIONS REPORTING

TOP 10 MOVING(10-30) ADDS NEGS

DENVER, JOHN—SUNSHINE (RCA) 3:18 :10 Cold Jan. 14 16 0 1 1
 Demos: leaning female
 Details: good requests at WSAI
 MA: CHUM 11-8, CKLG 6th hottest, KCBQ 6-4, KGW 7-7, WABC 3-2, WAPE 6-1, WAYS 4-4, WGRQ 5-4, WSAI 7-7, KJIN Hot, CKXL Hot, No. 1 hottest at WHYL, Hot at WYRE
 18+ PASSIVE: WLOB 5th hottest, KMPC 3rd hottest, Hot at KVI, WNEW No. 1 hottest. . .dropped at WGAR. . .
 COUNTRY: No. 1 hottest at WEEP, moving at KJJJ
 COSMIC: WQLT-FM Hot. . .

DERRINGER, RICK—ROCK 'N ROLL HOOCHIE COO (Blue Sky) 3:08 :15 Cold Dec 24 5 1 0 0
 Demos: good teens
 MA: CHUM 13-12, CKLG No. 5, 13-Q 10-10, Hot at CKXL, Hot at WRBN, Hot at WYRE

DE YOUNG—CLIFF—MY SWEET LADY (MCA) 2:40 :05 Cold 2 1 0 0
 Demos: leaning female
 MA: Hot at KJIN, 9th hottest at WHYL. . .moving at WAYS

DIAMOND, NEIL—SKYBIRD (Columbia) 2:18 :23 Cold Feb. 13 0 0 2 0
 MA: WRBN and WHYL add. . .

DOOBIE BROTHERS—ANOTHER PARK, ANOTHER SUNDAY (WB) 3:39 :17 Fade April 1
 MA: KJR, KJIN, WRBN add. . .
 COSMIC: WQLT-FM and WOXR add

EARTH, WIND, & FIRE—MIGHTY, MIGHTY (Columbia) 3:01 :18 Fade Feb. 22 2 0 0 0
 BLACK: KJET 9th hottest. . .WOOK 3rd hottest. . .

FAIRCHILD, BARBARA—BABY DOLL 3:23 :10 Fade Feb. 4 2 0 0 0
 COUNTRY: WONE 5th hottest. . .WTCR 10-10. . .

FARGO, DONNA—I'LL TRY A LITTLE HARDER (Dot) 3:06 :02 Cold Feb. 4 3 1 0 0
 DEMOS: Country orientation. . .
 COUNTRY: WCZN 7th hottest, WONE 19-10, WTCR 7th hottest. . .moving at WEEP. . .

FIVE MAN ELECTRICAL BAND—WEREWOLF (Polydor) 3:50 :10 Fade Ap. 1 0 4 0 0
 MA: WMAK 27-24, moving at WBSR, KJR, and WKLO

FLETCHER, LOIS—I AM WHAT I AM (Playboy) 2:32 :10 Fade Jan. 14 0 3 0 0
 Demos: no pattern. . .
 MA: moving at KPUR and KJIN. . .added at CKLG (-30)

+ FRANKLIN, ARETHA—I'M IN LOVE (Atlantic) 2:43 :00 Fade April 1 0 0 2 0
 18+ PASSIVE: KULF adds. . .
 BLACK: KJET adds. . .

RADIO STATIONS REPORTING

TOP 10 MOVING(10-30) ADDS NEGS

CARPENTERS—WON'T LAST A DAY WITHOUT YOU (A & M) April 1 0 2 5 0
 Demos: no pattern
 MA: CKLG 30-22, KCBQ NM-22. . .added at KGW, KJR, and KPUR. . .
 18+ PASSIVE: added at KMPC and KVI. . .

CHER—DARK LADY (MCA) 3:26 :18 Fade Jan. 17 11 0 0 1
 Demos: leaning female, teens. . .
 MA: CKLG No. 7, KGW No. 8, KQV 3-3, 13-Q 7-7, WKLO 7-4, Y-100 5-1, 2nd hottest at KEWI, Hot at KJIN,
 3rd hottest at WHNC, Hot at WYRE
 18+ PASSIVE: WLOB 9th hottest, KMPC 6th hottest, WNEW 4th hottest. . .dropped at WGAR

CHICAGO—SEARCHIN' SO LONG (Columbia) April 1 3 14 6 0
 Demos: all
 Details: good phones at WKLO and WYRE
 MA: CHUM 24-15, 13-Q 30-28, WAKY 29-17, WGRQ -27, WKLO 15-6, WMAK 23-22, WSAI -25. . .moving
 at WRBN, WYRE, WBSR, KPUR, KJR, KGW. . .added at WAPE, CKXL, WKGN, WLOB, WOOW. . .
 18+ PASSIVE: added at KVI and moving at WGAR
 COSMIC: Hot at KLZ-FM and WEBN-FM. . .3rd hottest at WQLT-FM. . .

CLARK, ROY—HONEYMOON FEELING (Dot) 2:52 :07 Fade Feb. 21 1 3 0 0
 Demos: Country orientation. . .
 COUNTRY: KJJJ No. 8, WTCR 37-21, moving at WHN and WNAT. . .

CRADDOCK, BILLY—SWEET MAGNOLIA BLOSSOM (ABC-Dunhill) 2:24 :07 Cold Jan. 28 4 1 0 0
 Demos: Country orientation
 COUNTRY: WNAT 10th hottest, WEEP 9th hottest, WHN 3rd hottest, WTCR 12-9, KSSS 2nd hottest. . .

CREATIVE SOURCE—WHO IS HE, AND WHAT IS HE TO YOU (Sussex) 4:00 Instr Fade April 1
 Demos: No pattern
 MA: 10th hottest at WHYL. . .
 BLACK: moving at KJET. . .

CROCE, JIM—I'LL HAVE TO SAY I LOVE YOU (ABC-Dunhill) 2:30 :15 Cold Feb 11] 8 13 1 1
 Demos: leaning female
 Details: good phones at WKLO and KCBQ
 MA: CHUM -26, CKLG 28-19, KCBQ NM-21, KGW 13-9, KJR 19-17, KQV 21-16, WMAK 12-11, WSAI 28-17,
 Y-100 13-8, Hot at KPUR, hot at WRBN. . .moving at WKLO and KJIN. . .dropped at WYRE
 18+ PASSIVE: Hot at KVI, 10th hottest at WGAR and WNEW. . .WLOB 17-11. . .
 COUNTRY: moving at WONE. . .added at WEEP
 COSMIC: Hot at WEBN-FM

DAVIS, MAC—ONE HELL OF A WOMAN (Columbia) 2:52 :14 Fade Feb. 21 1 0 2 0
 Demos: no pattern. . .
 MA: WKLO adds
 COUNTRY: KFMB adds. . .KSSS 6th hottest. . .

DEEP PURPLE—MIGHT JUST TAKE YOUR LIFE (WB) 3:35 :20 Fade Feb. 15] 0 1 1 0
 MA: WAPE 20-19. . .WHNC adds. . .

DEFRANCO FAMILY—ABRA-CA-DABRA (20th Cent.) 2:56 :04 Fade Dec. 24 2 0 0 0
 Demos: mostly teens. . .
 MA: KEWI 3rd hottest, KKLS 7th hottest

MUSIC RADIO

COUNTRY ORIENTATION TARGETED

KBFW	NW	Bellingham (282)	David James
KBOX	SW	Dallas (10)	Bob Clayton
KJJJ	W	Phoenix (32)	Cliff Haines
KLAK	W	Denver (25)	Con Schader
WCZN	NE	Flint (69)	Gary Ballard
WEPP	NE	Pittsburgh (12)	Ed Salamon
WHN	NE	New York (1)	Steve Warren
WIL	MW	St.Louis (11)	Walt Turner
WMC	S	Memphis (41)	Les Acree
WNAT	S	Natchez	Skip Campbell
WONE	NE	Dayton (40)	Terry Wood
WTCR	NE	Huntington (116)	Chris Robbins
WTHI	MW	Terre Haute (173)	Dale Turner
KSSS	W	Colorado Springs	Mike Maloney

BLACK ORIENTATION TARGETED

†KJET	SW	Beaumont	Bob Collins
KATZ	MW	St.Louis (11)	Keith Adams
KOKY	S	Little Rock (104)	Rocky Martin
WDAO-FM	MW	Dayton (40)	Earnest James
WJPC	MW	Chicago (2)	Earlean Fisher
WOOK	NE	Wash. D.C. (7)	Jerry Boulding

CANADIAN MARKETS (Mass Appeal Targeted)

CFGO	NE	Ottawa	Rick Allen
CFRW	MW	Winnipeg	Bob Quinn
CHED	MW	Edmonton	Wayne Bryant
CHUM	NE	Toronto	Nancy Hunt
CKLG	NW	Vancouver	Roy Hennessey

AND JUST PLAIN RADIO (By Request)

KCMO	MW	Kansas City (27)	Stu Bowers
KIKX	SW	Tucson (84)	Jefferson Stone

TOP 10 MOVING ADDS NEGS

RADIO MUSIC

This week's Music Report falls quite short of our standards of statistical significance. Despite the fact that we did all in our power to immediately re-establish contact with our reporters, we were greatly handicapped by South Central Bell's immobility and some invisible force that kept our newsletter from reaching many desks. To yell with all your energy, "We are alive!" and not being able to reach the ears of you, our friends, has indeed been frustrating. After much deliberation and discussion with subscribers, we decided to give you what we did get this week. It is hard to present a half-way product. But the tide is turning. . .rotating lines will be installed Monday and incoming calls are avalanching as the week goes on. Next week we will be able to present to you the best in music research once again.

ALLMAN, GREG—DON'T MESS UP A GOOD THING 2:49 :12 Fade April 1 0 2 0
 Demos: No Pattern
 MA: WRBN adds. . .
 Cosmic: WQLT-FM adds. . .hot at WOXR. . .

BACHMAN TURNER OVERDRIVE—LET IT RIDE (Mercury) 3:30 :18 Fade Jan28] 6 6 6 0
 Demos: leaning male 18-25
 MA: CHUM 14-10, KJR 5-5, 13-Q 21-18, WGRQ 29-20, WSAI 15-12, Y-100 -21, WRBN Hot, WBSR Hot. . .
 moving at KPUR. . .added at KQV (-19), WMAK, WAYS, WLOB, WHYL, and WYRE
 COSMIC: Hot at WEBN-FM and WORJ. . .No. 4 at WQLT-FM. . .

BANDY, MOE—I JUST STARTED HATIN' (GRC) 2:47 April 1 0 1 1 0
 Demos: No pattern as yet. . .
 COUNTRY: moving at WMC. . .added at WONE. . .

BLOODSTONE—OUTSIDE WOMAN (London) 3:35 :11 Fade Feb. 4 1 2 0 0
 MA: moving at WKLO
 18+ PASSIVE: moving at WGAR
 BLACK: KJET No. 6

BLUE SWEDE—HOOKED ON A FEELING (EMI) 2:54 :09 Fade Jan. 28 20 1 0 0
 Demos: All
 MA: CHUM 17-13, CKLG No. 1, KCQB 8-6, KGW 6-1, KQV 8-2, 13-Q 5-3, WABC 6-3, WAKY 3-7, WGRQ 4-3,
 WKGN 4-2, WMAK 5-4, CKXL Hot, KPUR Hot, WRBN Hot, WOOW 6-4, WYRE Hot. . .
 18+ PASSIVE: WLOB 2nd hottest, KMPC and WNEW 2nd hottest also, 3rd hottest at WGAR, Hot at KVI. . .

MUSIC RADIO

Tuesday, Wednesday and Thursday of each week the Report speaks to these Reporters via telephone obtaining (1) hot records (2) new adds (3) slow records. The Radio Music section is made up from these reports. We are indebted to them for their faithful help.

MASS APPEAL TARGETED

KCBQ	W	San Diego (21)	Jim Barker
KDWB	MW	Minneapolis (15)	Chuck Buell
KILT	SW	Houston (13)	Mary Ann Barfield
KING	NW	Seattle (20)	Stu Collins
KJR	NW	Seattle (20)	Gary Shannon
KKDJ	W	Los Angeles (3)	Chris Blase
KLIF	SW	Dallas (10)	Randy Robins
KQV	NE	Pittsburgh (12)	Suzie Gooch
KSLQ	MW	St.Louis (11)	Chuck Roberts
KTAC	NW	Tacoma (20)	Derek Shannon
13-Q	NE	Pittsburgh (12)	Dave Daniels
WABC	NE	New York (1)	Sonya Jones
WBBM-FM	MW	Chicago (2)	Alan Burns
WBZ-FM	NE	Boston (8)	Clark Smidt
WFIL	NE	Philadelphia (4)	Jay Cook
WFUN	SE	Miami (24)	Tom Kennington
WGRQ	NE	Buffalo (26)	Roger Christian
WGTR	NE	Natick (8)	Wendy Furiga
WIBG	NE	Philadelphia (4)	Jerry DelColliano
WIXY	NE	Cleveland (16)	Eric Stevens
WKBW	NE	Buffalo (26)	Don Berns
WLS	MW	Chicago (2)	Jim Smith
WOKY	MW	Milwaukee (22)	Bob Collins
WPEZ	NE	Pittsburgh (12)	Bob Pittman
WQXI	SE	Atlanta (18)	John Leader
WSAI	NE	Cincinnati (23)	Bob Goode
WTAE	NE	Pittsburgh (12)	Ted Atkins
WWDJ	NE	New York (1)	Sean Casey
WAKY	SE	Louisville (39)	Johnny Randolph
Y-100	SE	Miami (24)	Bill Tanner
KDZA	W	Pueblo (228)	Jack Carter
KELP	SW	El Paso (93)	Randy Reynolds
KEWI	MW	Topeka (159)	Bob Finot
KEYS	SW	Corpus Christi	Ron Ames
KFJZ	SW	Ft. Worth (10)	Ray Potter
KGW	NW	Portland (34)	Phil Jackson
KIMN	W	Denver (25)	Scott Kenyon
KJIN	S	Houma, La.(290)	Wayne Cordray
KKAM	SW	Pueblo (228)	Paul Vann Ehlis
KKLS	MW	Rapid City (311)	John Derrek
KKXL	MW	Grand Forks (308)	Chuck McCallum
KLAR	SW	Laredo (296)	Tom Piper
KLWW	MW	Cedar Rapids (177)	Tom Kelly
KOIL	MW	Omaha (64)	Tom Page
KPAM	NW	Portland (34)	Mark Rivers
KPUR	SW	Amarillo (194)	Ron Jones
KRAE	NW	Cheyenne	Chris Carey
KRIZ	SW	Phoenix (32)	Todd Wallace
KRSP	W	Salt Lake City(46)	Alan Hague
KSTT	MW	Davenport (92)	Scott Ross
KTKT	SW	Tucson (84)	Ed Alexander
KTLK	W	Denver (25)	Ron O'Brien
KUPD	SW	Phoenix (32)	Chuck Browning
WABB	S	Mobile (88)	Gary Mitchell
WAPE	SE	Jacksonville (57)	Timm Byrd
WAYS	SE	Charlotte (67)	Beau Mathews
WBSR	SE	Pensacola (137)	Thomas J. Duke
WCCC	NE	Hartford (48)	Rusty Potz
WHFM	NE	Rochester (36)	Ron Cassinelli
WAMS	E	Wilmington (71)	Bobby Dark
WFAY	MW	Green Bay (184)	Chris Stanley
WCCK	NE	Erie (128)	Ron Rondo
WDUN	SE	Gainesville (235)	Tom Harris
WERC	S	Birmingham (44)	Michael St. John
WGOW	S	Chattanooga (89)	Gary Morgan
WGRD	MW	Grand Rapids (66)	Ron White
WHYL	NE	Carlisle	Ben Barber
WIFE	NE	Indianapolis (29)	Jim Wood

WAKY	SE	Louisville (39)	Bill Masters
WIPC	SE	Lake Wales	Danny Odess
WISM	MW	Madison (197)	Jonathan Little
WKGN	SE	Knoxville (79)	Bob Baron
WKLO	S	Louisville (39)	Gary Major
WKY	SW	Okla.City (49)	Sandy Jones
WMAK	S	Nashville (50)	Scott Shannon
WMEE	NE	Ft.Wayne (91)	Rick Hughes
WMFJ	SE	Daytona Bch. (166)	Dain Eric
WMOH	NE	Hamilton (146)	Joe London
WLCY	SE	Tampa (28)	George McGovern
WLOB	NE	Portland, Me.	Neal Steele
WNDE	MW	Indianapolis (31)	Pat Berry
WNOE	S	New Orleans (33)	Jason O'Brien
WOAI	SW	San Antonio (38)	Rick Scott
WOOW	SE	Greenville	Larry Fitzgerald
WOSH	MW	Oshkosh (116)	Derek Ryan
WOW	MW	Omaha (64)	Tom Barsanti
WPOP	NE	Hartford (40)	T. J. Lambert
WQDR	SE	Raleigh (75)	Keith Wilson
WROK	MW	Rockford (124)	Mark Elliott
WSGA	SE	Savannah (157)	Jerry Rogers
WTAC	NE	Flint (69)	Peter Cavanaugh
WTLB	NE	Utica (102)	Art Levy
WWCK	NE	Flint (69)	Bill Pearson
WYRE	NE	Annapolis	Charlie Lake

18 + PASSIVE TARGETED

KFH	MW	Wichita (94)	Ron Maddox
KFMB	W	San Diego (21)	Clark Anthony
KGHL	NW	Billings (272)	Les Stevens
KMBZ	MW	Kansas City (27)	Steve Bell
KMPC	W	Los Angeles (3)	Eric Norberg
KULF	SW	Houston (10)	Glen Powers
KVI	NW	Seattle (20)	Robin Hood
WFAA	SW	Dallas (10)	Ira Lipson
WFLA	SE	Tampa (28)	Rod Weller
WGAR	NE	Cleveland (16)	Loren Owens
WGSO	S	New Orleans (33)	Bruce Holberg
WKOT	NE	Kingston	Fred Schaeffer
WINZ	SE	Miami (24)	Steve Morgan
WLW	NE	Cincinnati (23)	George Cooper
WNEW	NE	New York (1)	John Lund
WROD	SE	Daytona Bch.(166)	Bob Belz
WSAU	MW	Wausau (251)	Jack Davison
WSM	S	Nashville (50)	Don Smith
WTVN	MW	Columbus (35)	John Potter

COSMIC ORIENTATION TARGETED

KLOL	SW	Houston (10)	Jim Hilty
KLZ-FM	W	Denver (35)	Bill Struck
KNOE-FM	S	Monroe (231)	Mike Cochrane
KPFT	SW	Houston (10)	Mark Gangle
WEBN-FM	NE	Cincinnati (23)	Mary Decioccio
WKDA-FM	S	Nashville (50)	Dave Walton
WNUW	MW	Milwaukee (22)	Bob Wallace
WORJ-FM	SE	Orlando (90)	Michael Lyons
WQLT-FM	SE	Florence (224)	Mitch McCracken
WRNO-FM	S	New Orleans (33)	Ron Apelman
WVUD-FM	NE	Dayton (40)	Chris Cage
WYSP	NE	Philadelphia (4)	Deane Clark
WZZQ	S	Jackson (129)	Curtis Jones

BEAUTIFUL BABIES

LP's:

KANSAS/KANSAS (Kirshner)

Their first LP. . .up-tempo. . .possibly some commercial material. . .

ESPERANTO/DANSE MACABRE (A & M)

Incredible LP. . .cosmic; Peter Sinfield produced it following work with Emerson, Lake, & Palmer and King Crimson.

MARTIN MULL/NORMAL (Capricorn)

Another great LP. . .title cut and "Woodshop" especially nice. . .

MELISSA MANCHESTER/BRIGHT EYES (Bell)

Beautiful music. . .nice follow-up from her first LP.

Singles:

BLACK SABBATH/IRON MAN (WB)

A flash-back that may make it. . .

JOAN BAEZ/FOREVER YOUNG (A & M)

Good word, good music, and very good vocals.

MAGGIE BELL/AFTER MIDNIGHT (Atlantic)

An old Eric Clapton hit written by J.J. Cale—has good possibilities. 

CASHMAN & WEST/IS IT RAINING IN NEW YORK CITY (ABC-Dunhill)

Easy to relate to. . .should cross over into country. . .

CHARLIE DANIELS/WHISKEY (Kama Sutra)

Good boogie. . .

FAMILY/IT'S ONLY A MOVIE (UA)

Unusual sound, nice keyboard work. . .has possibilities. . .

CHARLIE RICH/I WASHED MY HANDS IN MUDDY WATER (Mercury)

Sounds like the old Charlie Rich. . .will cross over into Mass Appeal!

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DIG IT ?

*Capricorn recording artists Wet Willie will begin a 4-month tour with Grand Funk Railroad on March 21st. The tour will kick off at the University of Eastern Kentucky at Richmond. Capricorn has just released a new single by Wet Willie titled "Keep On Smilin'."

*Flash Cadillac and the Continental Kids say that they might be changing their name to Flash Datsun for the duration of the energy crisis.

*Warner Brothers, Todd Rundgren's recording label, has announced that Todd is currently debating whether or not he should run for President of the United States in 1984.

*A Long Beach California college student has opened up what is believed to be the world's first "Rent-A-Streak" Company. 21-year-old BRAD ALTMAN launched his new business with newspaper ads promising: "Men, women to streak thru your party, luncheon, etc.. . \$5 and up.

*Rock star ALICE COOPER, who specializes in producing horror-show concerts by beheading baby dolls and coiling a cobra snake around his neck, says he's been outdone by the film "The Exorcist."

*PAUL McCARTNEY and JOHN LENNON may be meeting face-to-face for the first time in years next month in Los Angeles for the Academy Awards. It is generally believed that the ex-Beatles will be recording an album together when all of their lawsuits are finally settled.

*Earth News, Zodiac, and other friends—you're sharing is greatly appreciated.

FRIENDS FORUM

Congratulations on your acquisition of Radio Magazine. I wish you nothing but success, however I'm afraid that these past few weeks have left a bad taste in the mouths of many Radio subscribers. I know they have in mine.

In the opening paragraph of his "explanatory" letter, Bob Hamilton states as the reason for the interruption of the magazine, and his subsequent divorce [sic] from it, his intense interest in further developing the art of communication. For Chrissake! Doesn't he owe his subscribers some of that communication when he discontinues, for whatever reasons, a service they rely on and have paid for? I believe he does.

Since I had no way of knowing what had happened, during its hiatus I replaced Radio Magazine with another music reporting service. True, it's not as slick as Radio, but I can depend on it being here every Monday morning.

So now I have two tip-sheets coming in (although the new one probably has a "money-oriented philosophy") and what I have to decide is, do I keep one or both?

This depends on you guys. You're not responsible for Hamilton's mistakes and discourtesies, and you shouldn't suffer for them. So I'll judge you on your own merits. If the mag's worth it. . . I'll re-subscribe. I strongly suspect the rest of your customers feel the same way. But, if I may, a couple of words of advice:

- One: Always make the Music Section the most important part of the magazine.
- Two: Always make the remainder of the magazine secondary to the Music Section.
- Three: As you explore the area of "communication," remember that you have an obligation to communicate with your subscribers, too.

Well, I was upset. Now that it's off my chest, let me again wish you the very best of luck with Radio Magazine.

JOE JACKSON
WDBR OPERATIONS MANAGER

Congratulations [George] and Mitch. I wish you the best of luck in your search for better understanding and exchange of ideas. I feel that Mr. Hamilton made a wise choice in turning Radio Magazine over to you guys. I know from first hand experience the vast knowledge and enthusiasm you both possess. Use your abilities in a way to benefit all of us involved in broadcasting and your rewards will be great.

BILL REEVES
WQLT OPERATIONS MANAGER

LOOKING GOOD

CAT STEVENS/Foreigner (A & M)

Cuts getting good response:
"Oh Very Young"

FRANK ZAPPA/Over-Night Sensation (Discreet)

Cuts getting good response:
"Uncle Remus"

PAUL SIMON/There Goes Rhymin' Simon (Columbia)

Cuts getting good response:
"Bridge Over Troubled Water"
"America"

**DOOBIE BROTHERS/What Were Once Vices Are
Now Habits (WB)**

Cuts getting good response:
"Black Water"
"Eyes of Silver"

PETER FRAMPTON/Somethin's Happening (A & M)

Cuts getting good response:
"Sail Away"
"Baby (Somethin's Happening)"

POINTER SISTERS/That's A Plenty (Blue Thumb)

Cuts getting good response:
"Bangin' On The Pipes/Steam Heat"
"Shaky Flat Blues"

ARETHA FRANKLIN/Let Me In Your Life (Atlantic)

Cuts getting good response:
"Ain't Nothing Like The Real Thing"
"Eight Days On The Road"

STEELY DAN/Pretzel Logic (ABC)

Cuts getting good response:
"Rikki, Don't Lose That Number"
"Monkey In Your Soul"
Title cut

LARRY RASPBERRY & THE HIGHSTEPPERS/

High Steppin' & Fancy Dancin' (Enterprise)

Cuts getting good response:
"Jive Ass"
"Dixie Diner"
"Boomtown Blues"

MARSHALL TUCKER/A New Life (Capricorn)

Cuts getting good response:
"You Fool No One"
"Blue Ridge Mountain Sky"
"Southern Woman"
"24 Hours At A Time"

TOP SELLING ALBUMS

JOHN DENVER/Greatest Hits (RCA)

Demos: 18-35, leaning female.

Aired cuts: "Jet Plane"

"Poems, Prayers, & Promises"

"Eagle & Hawk"

SEALS & CROFTS/Unborn Child (WB)

Doing well.

Aired cuts: "Windflower"

"King of Nothing"

"The Desert People"

Title cut

MIKE OLDFIELD/Tubular Bells (Virgin)

Lots of chart-top action.

Demos: 16-30, leaning male.

DEEP PURPLE/Burn (WB)

Rising well.

Demos: 16-25, male.

Aired cuts: "You Fool No One"

"Might Take Your Life"

Title cut

JONI MITCHELL/Court & Spark (Asylum)

Percentage of markets increasing, average
chart number decreasing.

Demos: 18-30, female.

Aired cuts: "A Free Man In Paris"

"Help Me"

BILLY JOEL/Piano Man (Columbia)

Market reach still increasing, though slowly.

Demos: 16-30, slightly leaning female.

Aired cuts: "Captain Jack"

Title cut

CARLY SIMON/Hotcakes (Elektra)

Good—but losing strength.

Demos: 16-30, leaning female.

Aired cuts: "No Time For Pain"

"Mind On My Man"

"Misfit"

PAUL McCARTNEY & WINGS/Band On The Run (Apple)

Going down, but very slowly.

Demos: 16-26, even.

Aired cuts: "Bluebird"

"1985"

"Let Me Roll It"

Title cut

CHICAGO VII (Columbia)

A fast riser indeed. . .

No demos.

Aired cuts: "Wishing You Were Here"

BOB DYLAN/Planet Waves (Asylum)

Ditto McCartney.

Demos: 18-30, even.

Aired cuts: "Forever Young"

"Tough Mama"

"Wedding Song"

BACHMAN TURNER OVERDRIVE II (Mercury)

Market reach spreading.

Demos: 16-26, male.

Aired cuts: "Let It Ride"

"Blown"

"Give It Time"

"Welcome Home"

ELTON JOHN/Yellow Brick Road (MCA)

Still receiving extensive air play.

Demos: All. . .

Aired cuts: "All the Girls Love Alice"

"Funeral for a Friend"

"Grey Seal"

ARB

The January/February ARB shows little change overall in the markets surveyed and released a few weeks ago. Yet the continued fractionalization of audiences kept overall shares down in each city's leading stations. KHJ overall is number one in the Los Angeles market, for instance, with a 5.9. . .approximately the same as last book's 5.7. KABC is back up with a 1.0 increase to 5.5 just under KNX's 5.7. Fourth in the market already feeling the return of Shulke programming is KJOI, increasing from a 3.0 last book to a 4.5 this time. KKDJ's expected increase didn't come. . .at least in this book overall losing from a 3.4 to a 2.6. . .their worst book in the last four. Both KGJF and KMPC were noticeably down in the total numbers from the last book. KGJF dropped from a 3.3 to a 2.4. . . less than half their summer book share of 5.1. KMPC, which has been on a good increase trend fell from a 5.2 to a 4.0. KFVB, likewise took a drop, falling from 5.7 to 4.5, but still remaining ahead of their summer numbers. KHJ stayed about the same in the teen category pulling a 19.5 while KKDJ fell from their 18.1 to a 13.5, widening the margin between the two stations in that area. KLOS is third in teens with an 8.9 with KDAY showing biggest teen increases pulling up to an 8.1 from their 3.6 last book. KGJF, on the other hand is down to a 6.1 there and KEZY is up to a 7.0. Los Angeles Men 18+ leader is KNX with a 6.7, followed by KFVB with a 5.6. Noticeably again is the heavy Shulke increase here moving from a 2.6 to a 5.1. KABC is overall female leader with a 7.8 followed by KNX with a 6.0 and KJOI with a 4.9. So little change in LA with all news still scoring super numbers. . .KHJ holding its teens. . .KDAY making an impact and Shulke returning to KJOI and making his presence known immediately.

CLEVELAND—WGCL takes over the teen leadership with an overall 17.0 followed by WJMO with a 16.7 and WMMS pulling a 14.9. WIXY is fourth teenwise with a 13.8. CKLW still has impact on the Cleveland teens with a fourth place 6.7. Overall WERE increased very well pulling up to an 11.9 for top numbers followed by WDOK's 8.7. WQAL is right behind with an 8.6 and WGAR is fourth with a 7.1. WERE leads in both male and female pulling 12.3 (men) and 13.7 (women). . .WQAL doubled its numbers in men, increasing from 5.5 to 11.1 for second place there. WDOK is second in women with a 10.8.

SAN FRANCISCO—Little change here. KCBS has the overall numbers with a 10.4. . .slight increase for them. KGO is second with an 8.5 and then comes KFRC, pulling about the same as last book with a 6.3. KSFO comes next pulling a 5.5. . .dropping from last book. . .and KABL is up some with a 5.0 for fifth place in total numbers. KCBS has a 12.6 in total men followed by KGO with a 7.4 and KSFO with a 6.3 in that category. In women it's KGO, pulling an 11.3, followed by KCBS with a 10.7. Teenwise it's still KFRC scoring 25.6, followed by KYA pulling an 11.1. KLIV is up heavily here increasing from a 6.2 last book to a 10.9 this time. KDIA is also up in teens increasing from a 6.2 last book to a 10.9 this time. KDIA is also up in teens increasing from 5.6 to 9.5.

WASHINGTON—Still the big gun WMAL holds overall leadership with a 13.2 with nearest numbers being WRC's 6.9. WOL has an overall 5.8 back up after a slight book decrease in the fall. Fourth in the market is WGAY-FM with a 5.7 and then comes WTOP pulling a 5.5. WMAL has the men and women, pulling a 13.1 in men and 15.0 in females. WPGC-FM continues to lead in teens with little

change there. They edged out WRC and WOL in that category 21.4 to 15.1. That's an increase for WOL from a 10.9 last time out, and about the same for both WRC and WPGC-FM.

MINNEAPOLIS—It's still WCCO overall increasing up from last few books to a 34.6 in total persons. . .then comes the rest of the pack. KSTP maintains super numbers pulling second with a 9.7 followed by WAYL scoring a 7.7. WCCO has a 37.2 in men and a 38.6 in women with second in men going to KSTP with an 8.7. . .WAYL is second in females scoring 10.3. Teenwise KSTP continues to pull increasing leadership scoring a 28.1 followed by KDWB with a 19.3 and WDGY with a 17.6.

BOSTON—A continued squeaker in this market. Overall WBZ's 11.8 just missed the 12.3 that WEEI pulled. WRKO is third in the market with a 8.9 and WHDH fourth with an 8.7. Malewise it's WBZ with a 15.2 followed by WEEI with scores 15.6 with WBZ second there pulling a 10.4 with WJIB pulling a third place 9.1. In the teen category, WRKO has 33.1 followed by WVBF with a 12.9 and WBZ-FM with an 11.2.

PHILADELPHIA—Overall a tight race between KYW (10.6) and WCAU (10.7) with WFIL pulling a third place 9.0. WIP is right behind them despite a 2 point drop to an 8.6. Malewise KYW has a 12.8 followed by WCAU with an 11.7 and WIP pulling an 8.0. WCAU is first in women with an 11.3 with WIP second pulling a 10.4 edging out the 10.2 scored by WDVR and KYW. WFIL dropped slightly in teens but continues to lead with a 21.7 followed by WIBG with a 14.8 and WIFI scoring a 14.6. WIFI is up from a 9.9 last time out.

CHICAGO—WGN maintains its overall leadership with a 12.3 followed by WBBM with an 8.9 and WLS scoring a 7.8. WCFL scored fourth place with a 6.5 down from an 8.4. In the male area WGN has a 12.7 followed by WBBM with a 10.2. . .continued good increase for them. In females it's WGN with a 14.3 followed by WBBM with a 9.6 and WLAK (up from 4.5) pulling a 6.9. Teenwise WLS outscores WCFL 25.6 to 22.2, reversing the trend there. WDAI is up for third place pulling 11.8.

NEW YORK—The gap widens between WOR scoring a 10.1 and WABC dropping from an 8.9 last book to a 6.9 overall this time around. In fact, WRFM takes overall second in the market with a 7.5. . .WINS is fourth in the market with a 6.3 and WCBS next with a 5.4. Malewise WOR leads with an 8.5 followed by WINS pulling an 8.3 and WRFM coming in third with a 7.1. WCBS has a 6.9 there. In the female area, WOR has a whopping 12.5 followed by WRFM with an 8.9. WABC continues to dominate teens scoring an increase there up to 22.1. WPIX is second with an 8.0 and WWDJ third scoring 7.7. WXLO has a 7.2 and WPLJ next with a 7.0.

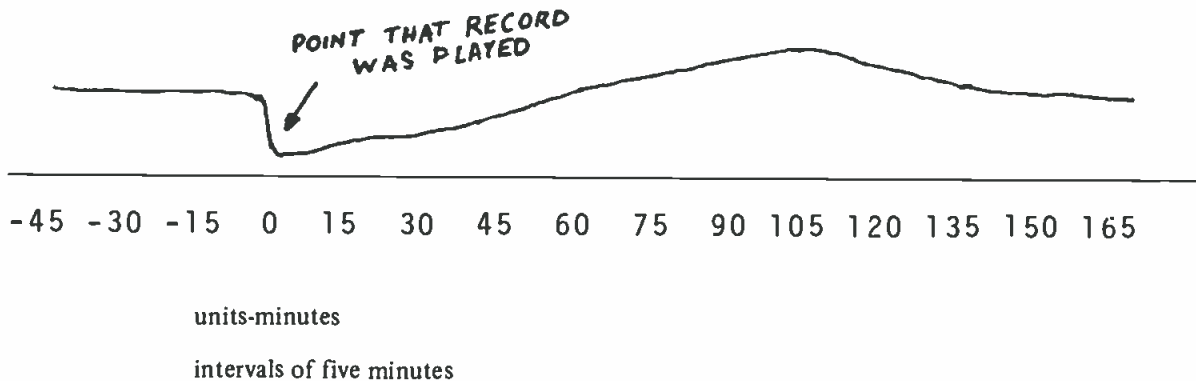
ROTATION

Should a "Top 5" song be played every hour and forty-five minutes? Or should it be played every three hours? Or every four hours? Should rotations vary by dayparts? How do you find the answers to these questions? There are two ways, arbitrary decisions (which are not really answers) and research. The big question is, what type of research can be done to determine the most efficient record rotations.

Some programmers use average listening span as a basis for record rotations, repeating records so that the average listener doesn't hear the same song twice in one span of listening. However, if you've ever observed a listener's reaction to a song he likes, I think you'll disagree with this. The reactions usually range from wanting to hear the song again immediately to wanting to hear the song again in three to five hours. Based on this knowledge, the obvious question is, when should the song be repeated.

There are several angles to approach this from. The one that I have concerned myself with is a frequency distribution and the request line. A frequency distribution is simply a listing of the given categories and the tabulation of the frequency of occurrence of each. The request line is necessary to supply the data for this frequency distribution. The request line functions as an indicator of listener response. It is by no means the only indicator, but it is the most readily available.

In simplified terms, what is done is that equal intervals of time are decided upon and requests for a given song are tabulated within these intervals of time. For example, suppose you wanted to determine how often to rotate a type of song exemplified by "You're 16" by Ringo. Suppose you use intervals of five minutes. You would tabulate requests for "You're 16" within these five minute units of time. You would tabulate before the song is played and after the song is played. A frequency distribution based on this information is then set up. The curve of such a distribution might look like this:



by Bob Pittman

Although this data is interval data, the point at which the record should be repeated is the mode (category with highest frequency). The mode tends to be the most representative of a change in the pattern of response. In this case, the mode is 105 minutes. If there were no other variables involved, then this type of song should be repeated every 105 minutes. This is only the skeleton of the concept. Some of the other variables which have to be considered along with the mode are audience turnover, control samples, and the make-up of the request line sample. More than likely, these request line people will be out of proportion to the universe in terms of musical awareness, sex, age, etc. Therefore, if the request line is used as the indicator of listener response, a stratified sample must be used.

As I stated before, this is a simplified version of determining record rotations. All I have attempted to do is to explain my concept, not my methodologies. But no matter which methodologies are used, the basic goal remains the same—to replace arbitrary programming decisions with decisions based on research.

MY OWN THING

By Bob HAMILTON

"I have brought you this far and I have been your leader. Right here I'll take off the cap of authority which was a crown of thorns I remember myself to be. Far within me, where the memory of what I am is still unclouded, a little child is waking up and making an old man's mask weep. A little child looking for mother and father, looking with you for protection and help—protection from his pleasures and his dreams, and help in order to become what he is without imitating anyone."

—Father Sogol
MT Analogue

Last week I spent many hours in Memphis discussing the various aspects of Radio Magazine with George and Mitch including going over the name of each individual reporter, building kind of an image of the type of station, philosophy of the programmer, his years in radio, etc.

Midpoint during the conversation George made note of a trend that was so simple it had heretofore been overlooked by Radio Mag staff members. It again involved an attitude toward that word "research."

"Have you noticed," George leaned back against one of the many piles of boxes from his squatted position on the floor and continued, "most of the people who use only the old record shop sales way of deciding the music they play are in their middle thirties and over. . . The very word (research) seems to freak out the older guys."

In looking back over the list of names and notes we had just written it was most certainly true. . . an age dividing line—matching an attitude of programming is obvious.

We have made note several times in past articles that there seems to be little or no direction in today's radio. We must now confess the possibility of simply not being able to see the trend because the very method of viewing it is different in this age.

Current radio/record trade magazines have always applauded the efforts of the programmer in the big market who was simply most popular. . . not necessarily most innovative, pioneering, or in fact successful.

Who would you consider today's radio leaders? How long have they been in broadcasting? What do their stations sound like? How are their ratings? What new innovation can you hear from their signal?

Are they your chosen leader because they are truly unique in what they do or because they are adept at P.R. enough to make you believe the "industry" has chosen them leader.

How much investigating. . . How much do we really know about our radio heroes?

Isn't the man you've chosen to emulate still working within the same basic framework (with a new jingle here, and a segue there) as Storz's original music-news format?

Of course each leader has always been dependent on his historical father, yet thru that history there have been rare pioneers who presented "a totally new idea of radio."

No one has done this for 20 years and boredom becomes a greater danger to both radio people and radio listeners as each day of the "same old thing" rolls on under the so-called 1974 radio leaders.

There is no leader in radio, no innovator, nothing different. . . unless we turn fully around and look behind us.

At first glance we see little innovation in the young, less experienced programmer of today. A second, closer look, however, will allow us to see one major unique element in those 20, 21, 22, etc., year olds.

They are asking questions.

They have not been in radio long enough to become so entrenched in ideas as to create a prejudice. The result is a freedom to think. . . and to question. . . "Where is the direction?". . . "What is radio really all about?". . . "Why am I doing this?"

So in going over the list of carefully chosen reporters we have noted that if there be a leader it is the young programmers, most (not all) in smaller markets. . . and this in truth has never happened before.

While you may differ in this viewpoint, you cannot disagree with the fact that almost all of the questions are being asked by the kids.

The older dudes are the ones answering them. The ancient answerers aren't asking and it is strange to note the older one gets the less one seems to ask and obviously the less one can know.

This is the major reason this old man of 31 is pleased to be a part of a publication totally run by inquiring young people.

They (George, Mitch, etc.) and their peers are radio's true leaders by virtue of the fact that they are continuing to ask. Research isn't a bad word to them. It's a way of life.

If you're over 30, you may not understand.



george wilson

INTERVIEW:

PART THREE



'YOU MUST INSTILL CHARACTER AND PRIDE IN THE CAT AND, OF COURSE, PRIDE IN HIMSELF AND YOUR STATION.

BOB: What do you feel about radio?

GEORGE: Well, Chuck Knox, the LA Rams football coach who by the way was the NFL Coach of the Year last year has a poem that he says sums up the way that he feels about football and it goes like this..."fight, fight on my men...Sir Andrew says, a little I may hurt but yet not slain...I'll but lie down and bleed awhile and then I'll rise and fight again"...Well, I kind of agree with Chuck Knox that Sir Andrew is what everything is all about...football, radio...you name it...course radio happens to be my thing so I Make Sir Andrew fit that. And I don't believe theres any magic to formats...just a lot of hard work and theres jocks and staffs that win and not the PDs that win or the national PD's, but of course, I do believe that poor PD's lose. When you win you have to give the cats the credit...you can't take the bows, but if you decide to do that then when you get your ass kicked you better damn well sure take the heat...get your stations fundamentally sound...you can execute any format as long as you stay concerned with the basics. People say some cats can get a lot of bread so that they should be prepared and do better, but let me tell you one thing, if a cat isn't self motivated, if he doesn't believe, and you can't pay him enough money to make him execute your format properly. You must instill character and pride in the cat and, of course, pride in themself and your station. People's drive comes from pride and pride is not something like a coat that you put on one day and put on the next and hang in the closet and the rating week you go back into the closet and you put your pride coat back on...Pride is more like doing your basics each and every day...Consistency every day is the whole thing...Constantly talk to your jocks and do it individually, constantly talk to your staff collectively, little things are important for discipline reasons. If you believe that your call letters should be given coming out of every record, then make damn sure your call letters come first everytime...If you think the guy should be in a half hour before shows they better damn well be in a half hour before their show. And if they can't get in then you better get into their face. The little disciplinary things go to make up the big ones coming easy...And for Christ's sake, keep things simple...don't spring surprises on your jocks. Stay out of promotions and things that make your air guys feel uneasy. The things that he does in the control room must be easy for him so that he feels secure and sounds like it on the air. And don't make budding great jocks too cautious...if they could say something within your format, for Christ sake let them say it...and if a cat can ad lib don't load him down with clock hours and three by five cards, let him go...Too many times we get carried away about not making a mistake that we destroy a jocks ability to make our station sound like it stands out from the rest of them. As a PD you have to be yourself and not an actor...jocks respect authority when there's also honesty and sincerity...you can't imitate other PD's...and don't compromise or lose your guts because if you do then you loose. Nothing good ever happens by accident...everything good is worked out and you must motivate your men...motivation begins with practice and here's one for Paul Drew. Practice doesn't make perfect...perfect practice makes perfect...so hang that on your wall, Paul...Prepared actions and repeated actions are stored...you have to do things over and over and over. But if the prepared things are bad then what is stored is not sound and what comes out of your station is not going to be sound. And that's kind of a play on words, but nonetheless very true. You must keep checking yourself and when you make a cedisision you damn well better believe in it.

CHANGES ●●●●●●●●●●●●●●●●●●●●

- *RAY COOPER replaced DANNY O'BRIAN at KRLY-FM/Houston, Texas as PD.
- *ROZ FRANK is new morning personality at WRB.
- *WRSC new line-up: JAY BROOK (PD) 6-10 am, DENNY DUBLIN 10-2 pm, MICHAEL ST. JOHN 2-6 pm, MACK HUMPHREY 6 pm to sign-off.
- *New line-up at KKJJ-FM: CARSON RENNIE 6-10 am, GARY HOFFMAN 10-5, JAY SCOTT (PD) 5-12 midnight, JOHN McGRATH 12-6 am, weekends ED LEWIS.
- *KCYW "new" manager is BRUCE OWENS. Line-up: BRUCE OWENS 6-8 am, JAY COOK 8 am-1 pm, ROLAND FOSTER (PD) 1-6 pm, MICHAEL GOODE 6-10 pm.
- *WVIX new line-up: DAN GANINGRIM 6-10 am, MARTIE WHITE 10-2 pm, JIM BRIEN (PD) 2-6 pm.
- *DON LYNCH moves from PD'ship of WNDU AM/FM in South Bend to same position at WJLQ (formerly WCOA-FM).
- *RICK ELLIOTT is currently doing 6-10 pm at Y-100 in Ft. Lauderdale.
- *KRCB's new line-up: mid-5 am KIM MONARI, 5-10 am DAVID McKEE (from KBEA/Kansas City), 10 am-2 pm MARK ANDREWS, 2-7 pm DIRTY DAVE RILEY, 7-mid JOHN FREDERICK, and weekends CHUCK SWIFT.
- *JIM BRIEN (DILLON) formerly afternoon drive at WEAM in Washington, D.C. is now the new PD and afternoon drive man at WVIX in Pensacola.
- *WCRT-WQEZ in Birmingham, Alabama has moved. . .their address is now P.O. Box 1922, Birmingham 35201.
- *New line-up at KJRB: JOHN SHERMAN 3-6 pm, TRACY MITCHELL 6-9 pm, RANDY EVANS 9-mid, and STEVE EVANS (from KYLT/Missoula) mid-6.
- *BUZZ KALLY moves from KISN in Portland, Oregon to WROA in Gulfport, Miss. Also new to WROA is ROY ROSEN from WAYS/Charlotte, N.C.
- *RON NICKELL was appointed General Sales Manager for TM Programming of Dallas, Texas.
- *MAXINE BRACY has been named Public Affairs Director and Coordinator of KHJ in Los Angeles.
- *WKGN reports a new line-up as follows: WAYNE BERNARD (MD) 6-9 am, BOB BARON (PD) 9-11 am, FRANK ERWIN 11 am-3 pm, DAVE YOUNG 3-7 pm, 'COOKIN' KENT 'TRUCKIN' NEWTON 7-mid, JERRY STEELE midnight-6 am.
- *WMAK's MARK DAMON has been promoted to assistant PD. He is keeping his noon to 3 air slot.
- *After 5 years with Bartell, JIM BROWN goes to WZUN AM & FM in Milwaukee, as PD to do battle with GEORGE WILSON.
- *WBSR/Pensacola, Fla. has promoted KENT NEWTON from WBSR to their chain station WKGN in Knoxville to do 7 to midnights. Replacing KENT is GEORGE CARTER from WAYS.
- *WTHI/Terre Haute will be going 24 hours starting April 1.
- *KLZ-FM also announces a new line-up: MARK SHERRY mid-6, DON McCULLOUGH 6-10, MIKE SHANNON 10-3, DICK BO 3-7, JOHN STONE (from KELI/Tulsa) 7-12, TERRY DATZ weekends.
- *A new line-up for WLOB/Portland: WALLY BRINA 6-10 am, ART WALLIS 10-2, PAUL SEBASTIAN 2-6, BOBBY HART 6-10, THE FRIENDLY GIANT 10-2, NEAL STEELE 2-6, and BILL MITCHELL weekends.

LOOKING ●●●●●●●●●●●●●●●●●●●●

- JOHN GARY, now doing weekends at WEL is looking for a full-time gig in a medium market. . . (202) 234-5106.
- JOHN MOEM is looking for a medium or major PD or jock gig. (313) 771-1866.
- JACK ROBINSON, former PD at KAFM/Dallas is looking for a major market PD or jock position. (214) 369-3917.
- First phone cooker looking for rock gig. . .three years experience. . .A. DANNY HANSEN. (315) 568-6780.
- KEITH JAMES is looking for a major market station interested in entertainment or a medium market PD gig. . .(412) 931-3373.
- JEFF MATHEY. . .seeking top 40 gig. . .2 years at college station WRVU. . .now PD at MSU station WTGR. (901) 458-6682.
- RALPH KOAL, formerly of KJRB is looking. . .
- MICHAEL WEST formerly of WTXL and now with WSPR is looking. . . (413) 737-2712.
- JIM KEYES formerly of WXLO and WWDF is looking for a medium or major market position. . . (201) 440-0695.
- FRANK THOMAS and LEE MICHAELS formerly of KOSY in Texarkana, Ark. are looking for medium market top 40 gig. . . both have 1st phones. . .(501) 772-3771 or (214) 838-6467.
- DENNIS RAY, formerly of KEWI is looking. . .(316) 241-2816.
- GABRIEL BURTON, former MD at WKKO/Cocoa, Fla. is looking. . .first phone. . .(305) 632-6736.
- SCOTT SHANNON formerly of WPRW in Manassas, Va. (metro Washington, D.C. area) is looking for a contemporary top 40 gig. . .(215) 424-3255.
- BOB BOLTON is out due to format change at WHK/Cleveland. Looking for major or medium market personality rock or contemporary MOR job. Previously with WQXI, WFUN, WOWO and WBBQ in drive-time slots. (216) 283-5679.

Fresh Air

JACKSON, MISS.—On March 31st WZZQ-FM Radio here plans to have a 5-hour picnic. They will broadcast live from the picnic with a 40-minute taped interview with Pete Townsend and the 3½-hour King Biscuit Flower Hour Who concert.

MILWAUKEE—WNUW has hit on the latest in “Don’t Say Hello, Say ---” contests. After a four-week build-up with teasers proclaiming “giving away money like you’ve never seen before,” come the calls. Be yourself (answer “hello”) AND YOU WIN. . \$.99. Don’t say “hello” and you get the consolation prize—a giant pizza. Kind of makes you wonder. . .

DAYTONA BEACH—WROD in cooperation with Columbia Records is giving a free concert on the beach for approximately 300,000 college students April 10. Headliner will be Boz Scaggs; other acts to be announced.

PHOENIX—KJJJ is giving its listeners an Easter Sunday featuring a “KJ Regatta” composed not of gracefully speeding yachts but family-filled intertubes on the Salt River. After the hunt for a golden egg worth \$1000, KJJJ is sponsoring a music show starring Marty Mitchell.

GRAND RAPIDS, MICHIGAN—WZZM-FM carried off an extremely effective promotion utilizing the current nostalgia craze. Name: “Grand Rapids Graffiti.” Ingredients: an array of 50’s cars, a splash of 50’s TV, including “Cisco Kid,” “Father Knows Best,” “Burns & Allen,” live bands drumming out the music of that era, door prizes ranging from white sox to a Heavy Chevy, and most important a team effort by the entire staff. Result: served 6,000 decked out in duck-tails, long skirts, bobby-sox and saddles. . .and \$2500 for the local Civic Theatre. Well done.

BUFFALO, N.Y.—WGRQ in this city has added a feature to their program that has been successful in both attracting listener participation and testing new product. On week-nights, they air two new singles and listeners are requested to call in their responses to the records and name their favorite.

OPENINGS

WQNZ-FM/Natchez, Miss.

KRKC/King City, Calif.
WCPA/Clearfield, Pa.
WAPE/Jacksonville, Fla.
KHOB/Hobbs, N.M.
WKKO/Cocoa, Fla.
WBBF/Rochester, N.Y.
WVIX/Pensacola, Fla.

KING/Seattle, Wash.
WAPE/Jacksonville, Fla.
WDIG/Dothan, Ala.
KBOX/Dallas, Tex.
KGW/Portland, Ore.

sales manager. . .(601) 442-4895

weekend jock. . .(408) 385-5421
personality jock. . .(814) 765-5541
production director
jock. . .(505) 393-5149
afternoon drive personality. . .(tapes & resumes), Box 3188
high energy weekend jock
communicator. . .(tapes & resumes)

personality jock. . .(tapes & resumes)—320 Aurora Ave., 96109
production director. . .send production tape and resume
midday jock strong on production. . .(tapes & resume)—Box 1828, 36301
7-12 mid jock, country format. . .(tapes & resume)—9900 McCree, 75238
newsman. . .(tapes & resumes)—1501 S.W. Jefferson, 97201

Alan Perkins

Bob McBay
Carl Fulvo
Bill Burkett
Tom Wood
Rick Ryder
Carl Strande
Jim Brien

Hal Widsten
Bill Burkett
Steve Taylor
Tom Allen
Alan Mason

Personals:

JIM RAY at WPAL in Charleston, S.C. needs service from all record stores, and would like to get together with some black jocks who are into progressive music.

CHRIS HARRISON, please call CRAIG NICHOLS at KELI/Tulsa.

PAGE 8

TOP OF THE HOUR

Unfortunately, everything in print is not necessarily truth. An example we are in a good position to correct was the recent publication by several trade papers that Radio Magazine was dead and buried after a fatal case of loss of financial backing. (1) Good magazines never die; the entire case against the Death Theory is in your hands this very moment. (2) Our only "financial backers" are our subscribers, and we are now at an all-time high and rising. In conclusion, we are still here and you are still here.

NEW YORK—WWDF in this city has announced that they will be dropping their "Q" format for MOR gospel. They feel they will have more room for growth by leaving the crowded top 40 competitive category.

CINCINNATI—Jack Remington of Taft Broadcasting confirmed that ABC has agreed to sell KQV and its FM, WDVE, in Pittsburgh to Taft for \$3.5 million. We will keep you in touch with further developments.

Fresh Air

SAN FRANCISCO—April 21 KSAN will air a 35-minute comedy special targeted toward San Francisco's gay community, titled "The Gay Liberation Follies." Written and directed by Len Richmond (Ramparts Press' "Gay Liberation Book" co-author), the show will be involved in a new style of gay humor that refuses self-compromise. Included will be a soap opera satire "The Gays of Our Lives," "Frankenstein Meets Gay Liberation," and Naomi Ruth Eisenberg (formerly of Dan Hicks and the Hot Licks) singing "Love Is A Many Gendered Thing."



1. Did Bob Hamilton lose all his friends? True False
2. If so, did he go to Mexico, England, or Disney World?
3. Is the Radio Report still in business? True False
4. Did the Radio Report:
 - A. Lose our address?
 - B. Lose their lease?
 - C. Lose the key to the John?
 - D. Staff come down with a rare disease?

After the Feb. 25 issue, there has been no more Fresh Air. . .no more Top of the Hour. . .no more music research or demos. . .no more. . .Please write, call (not collect) or stop by on your way to Disney World to let us know what happened.

**DENNY HUNT—WZZM
PROGRAM DIRECTOR**

After the April 1st issue, there will be more Fresh Air. . . more Top of the Hour. . . more music research. . . more. . . Please write, call (not collect), or come by to let us know what is happening.

- Answers:
1. False, Bob has gained two new friends—George Bryant and Mitch McCracken.
 2. D. None of the above.
 3. True.
 4. E. None of the above. Bob will be consulting and doing "His Own Thing" from his place in the sun. We (George and Mitch) would like to thank Bob for giving us the opportunity to dedicate ourselves to research, where our heads have been for quite some time.

I was born and raised in Memphis. My first introduction to radio was through my high school speech teacher. During an interview assignment for that class, I met Robert W. Walker, my second influence, who was doing nights at WHBQ. Through this friendship I developed my excitement about radio, and set up shop on my mother's ironing board with my good friend George Bryant. Our humble start (two turntables and well-aged WHBQ news copy) and bumbling for techniques (the scream, the easy, laid-back...) turned productive through the critiquing assistance of Rob and George Klein (WHBQ PD).

I first hit the air with a spot for Cobb Theatres (for which I was a theatre manager). I had been the last resort for a hard-to-please city manager...next thing I knew the national chain had bought it and was airing it nationally. With the impetus of my first success, I took my tapes down to WMC-FM and progressed there from Saturday afternoons to mid-night to six. After fourteen months there and hassles with the management, that gig ended. I then tried the record store end of music-communication as the manager for two record stores...that lasted five months. Then it was pack-on-the-back, thumb out, to KWIC, a new FM station in Beaumont, Texas. Next came a case of the Memphis blues which could be cured only by returning and there I ran into this immigrant from Los Angeles who was really into radio and I worked with his Radio Magazine (then Bob Hamilton & Friends) doing music research. From there (which is now here again) at a call from George Bryant I went to WQLT-FM in Florence which he was programming. When the Report went up for adoption, I was ready to dedicate myself to radio as a whole.

The jump from immersion in the action of a single market to this view of the entire pattern...I can feel the power that is ours: yours and mine. I hope to employ this power to the fullest for the benefit of the best in radio...starting with such services as keeping employers and announcers in close contact to best meet the needs of each, concentrating on dependable research to bring radio and the people together, getting the good ideas out front...Whatever we want from this magazine we've got the power to get. Let's keep in close touch...I'm ready.

Mitch McEckert

George Bryant...raised in Memphis and attended school at Frayser High with my partner Mitch. We became interested in Radio together and started doing gigs on an ironing board with a portable record player and tape recorder at Mitch's house. We would get news copy from WHBQ and copy the commercials we heard on the radio. After I got out of high school I still wanted to go into radio and I knew in order to get a gig I needed experience. I thought I'd go to Elkins Institute for the knowledge and experience. So here I am out of Elkins with a first phone and a certificate. Still having a hard time finding my first gig, my wife and I decided to hit the road and find me a gig. I landed my first one at WRBE in Lucedale, Miss. as the station salesman with hopes to get a chance to go on the air. I worked there for one month and then took a job at WNAG in Grenada, Miss. as a jock. I worked a morning talk show and did middays. This was a top 40 station that had no real reason for doing anything they were doing. I worked there for about 8 months when I landed a gig with WQLT-FM in Florence, Ala. Sam Phillips was buying this station and Bill Thomas was Vice President. I worked there under a man I'll never forget, Bill Reeves...this man is incredible! I worked the morning show at WQLT and after about 3 months I was appointed music director. I went into sales on the side because I needed more bread and after a few months I was promoted to Program Director. Now this is where I really became involved with the station, it really became a part of me. I started subscribing and reporting to the Radio Magazine and this was the best thing that ever happened to this station. The station's sound improved 100% and we became a more "together" station. This brings us to Curistmas of 1973; I'd been in touch with Mitch and we had both been trying to find that perfect gig. He had been working at the Report and I had rapped to him on and off over the last couple of years. We would talk about working at the same station and all the things we could do. I had an opening for the all night gig so I called Mitch and asked him if he would like to get back on the air. About a week later Mitch was working at WQLT doing the all-night show. We did good things for the station but like always ran into a lot of walls.

All the time I was on the air I was never a super jock but really into music, and programming. I remember the manager at one station I worked for telling me I'd never make it in radio because I didn't have the "voice" for it. This really blew me away because I'm really into radio but hated the small market hassles. I was ready to be discovered and didn't know how to get that chance. So here I am into radio like I was born to be a jock, but unable to get that big market gig.

I am crazy about Radio as I know it can be. I feel now that I have a chance to pass on a thought of mine or someone else's and maybe help somebody find that "perfect gig."

A handwritten signature in black ink, appearing to read "George Bryant". The signature is fluid and cursive, with a long horizontal line extending from the end of the name.

Hello,

We should begin this letter with an apology for the absence of Radio Magazine through the month of March. So we apologize. It was time for us to sit back and take a breath and gain perspective...you know the forest for the trees and all that. What we found in taking our look was a conflict...personal if you please. We've been trying to do two things at the same time for a good many months. Through the years it's probably obvious to you that we have continued to be more and more interested in the concepts behind radio...namely communication. My own personal heroes have changed from Todd Storz and Gordon McLendon to Carl Jung, J.B. Rhine, Alan Watts, J. Krishnamurti, etc. Our love of radio has increased and a growing need to spend all of our time researching and developing new ideas for it has resulted.

Therefore we have decided to end that conflict and concentrate on the study, writing and development of communication itself.

We were pleased at the same time to find fully a dozen people come forward with interest in taking over Radio magazine. Despite our decision to leave we remain extremely interested in seeing the magazine continue...much has been devoted to its life by a huge group of people...and in looking at the other so-called radio/record periodicals we must admit little respect for their money oriented philosophies and resultant lack of concern for a new more effective broadcast community.

We are proud to announce that Radio magazine will now be owned and operated by Mitch McCracken and George Bryant. These two were our choice to continue the mag for several reasons. First of all because of their youth....more than one person has made note that the future of radio lies in the young people and their youth gives them a devotion and enthusiasm that will mean a unique creativity impossible for the over thirties. Both have been in radio since highschool. George is now 21 and Mitch is 22. Mitch spent some time with the magazine prior to returning to radio so is versed in its operation. They have both expressed a heavy desire to give to the broadcast industry and we leave confident that the magazine continues with the search for honesty as its basic root.

In addition several members of the staff will remain to help them through these next months, The senior member Nancy is 24...Elaine is 18...Joe is 20...Charlene is 21.....hardly what you'd call a group of old timers.

We will retire into our little place away from it all and pile ourself into records, movies, books, tapes and thinking.....From there we will continue to consult for the mag and help in everyway possible including a weekly article reporting on our research.....several projects are already underway.

The key to the success of Radio Magazine however will be, as it always has been,.....You. Because of your belief in a need for it...because of your support it has grown to an all time high of subscribers.....there's still plenty more room for growth and we look forward to watching it double in quality and readers.

I humbly thank you for the past years and I ask that you give as much to George, Mitch and the staff as you have given to me. The result will mean the best magazine ever in broadcasting.....It's time for the new direction...and here it comes.

PS...Your bill will be adjusted so you won't be charged for issues missed.
Mag back on your desk in the next few days.

Bob Hamilton

TODAY

April Fool's 1974

MASS

BLUE SWEDE
CHER
JOHN DENVER
BILLY JOEL
ELTON JOHN
JANET MEAD
McCARTNEY
CARLY SIMON
RINGO
REDBONE

APPEAL

HOT WITH SPECIALIZED ORIENTATION

12-17

- 1 Redbone
- 2 Cher
- 3 Billy Joel
- 4 Elton John
- 5 Janet Mead
- 6 McCartney
- 7 Ringo
- 8 Blue Swede
- 9 Jackson 5

18-24

- 1 John Denver
- 2 Billy Joel
- 3 Elton John
- 4 Eres Tu
- 5 McCartney
- 6 Carly Simon
- 7 Ringo

25+

- 1 Janet Mead
- 2 Cher
- 3 John Denver
- 4 Eres Tu
- 5 Charlie Rich
- 6 Mel Tillis
- 7 Conway Twitty

COUNTRY

- 1 John Denver
- 2 Mel Tillis
- 3 Conway Twitty
- 4 Gladys Knight
- 5 Charlie Rich

BLACK

- 1 MFSB
- 2 Gladys Knight
- 3 Bobby Wommack
- 4 Jackson 5
- 5 Main Ingredient

by George Jay

*As of the last day of February 1974 we count among us: 4400 AM stations, 2508 FM, and 645 FM educational. . .(FCC March count)

*Call letter requests: WJLY by Stoneland Research—Moyock, N.C.; WANM by B.F.J. Timm/Tallahassee, Fla.; KLYR-FM by Roy Forrester—Clarksville, Ark.; WXIY by Cotton Valley Broadcasting Co.—Bay Springs, Miss.; WLRV by J.T. Parker, Jr.—Lebanon, Va.; KPAG by KYOR, Inc.—Pagosa Springs, Colo.; KATB by Magof, Inc.—Agana, Guam. Call sign change requests: WBVP-FM to WWKS by Beaver Valley Broadcasting, Inc.—Beaver Falls, Pa.; WRTS to WELA by Constrander Corp.—East Liverpool, Ohio; KGLX to KODL by Larson-Wynn, Inc.—The Dalles, Ore.; KTAP to KIXL by Advance, Inc.—Austin, Tex.

*New call sign assignments: WBGD to Brick Township Board of Education—Bricktown, N.J.; KRHD-FM to Duncan Broadcasting Co., Inc.—Duncan, Okla.; WHAY to J.W. Furr—Aberdeen, Miss.; KSIW-FM to Collins Broadcasting Corp.—Waupun, Wisc.; WLFQ to WCVL, Inc.—Crawfordsville, Ind.; KYOR-FM to KYOR, Inc.—Blythe, Calif.; WZZE to Sanford School, Inc.—Hockessin, Del.; KOEA to Jack D. Hunt—Doniphan, Miss. Approved call letter changes: WYNZ to WYFC to Word Broadcasters, Inc.—Ypsilanti, Mi.; KLJT to KGOL of Coastal Broadcasting, Inc.—Lake Jackson, Tex.; KOIL-FM to KEFM of Central States Broadcasting, Inc.—Omaha, Neb.; WLLL-FM to WGOL of Griffith Broadcasting, Inc.—Lynchburg, Va.

*Failure to make entries on the program logs identifying the sponsor of a program resulted in FCC fines for the following stations: KIBE/Palo Alto, Calif., WUNR/Brookline, Mass., WJL/Niagara Falls, N.Y., WSLR/Akron, Ohio, WHAT/Philadelphia, Pa., KCOH/Houston, Tex., and WAUK in Waukesha, Wisc. KCBC/Des Moines, Iowa received liability notification for their failure to make the required sponsorship identification announcement, and KUXL/Golden Valley, Minn. was charged with both violations.

*KOBZ-FM/Orange, Texas has 30 days to pay or contest FCC fine for failing to have First Class Operator in charge of certain technical adjustments and failing to maintain the center frequency correctly.

*Here's one we're watching: KWIC-FM/Beaumont, Tex. has been ordered to forfeit \$1000 for improperly licensed operators in charge of the transmitter and for numerous omissions in the operating logs. KWIC requested the fine be reduced or dismissed on the grounds that in efforts to implement their Equal Employment Opportunity Program they had given employment priority to members of minority groups over individuals who were perhaps better trained and more familiar with FCC rules. The Commission commended the licensee's efforts to hire and train minority employees, but held to the long-held-to fact that a rule is a rule. 30 days to pay or contest. . .

*The sale of KPUA and remotes in Hilo, Hawaii by Pacific Broadcasting to Hefel Broadcasting Corporation has been approved. The license was granted assignment to Hefel Radio-Hilo, Inc.

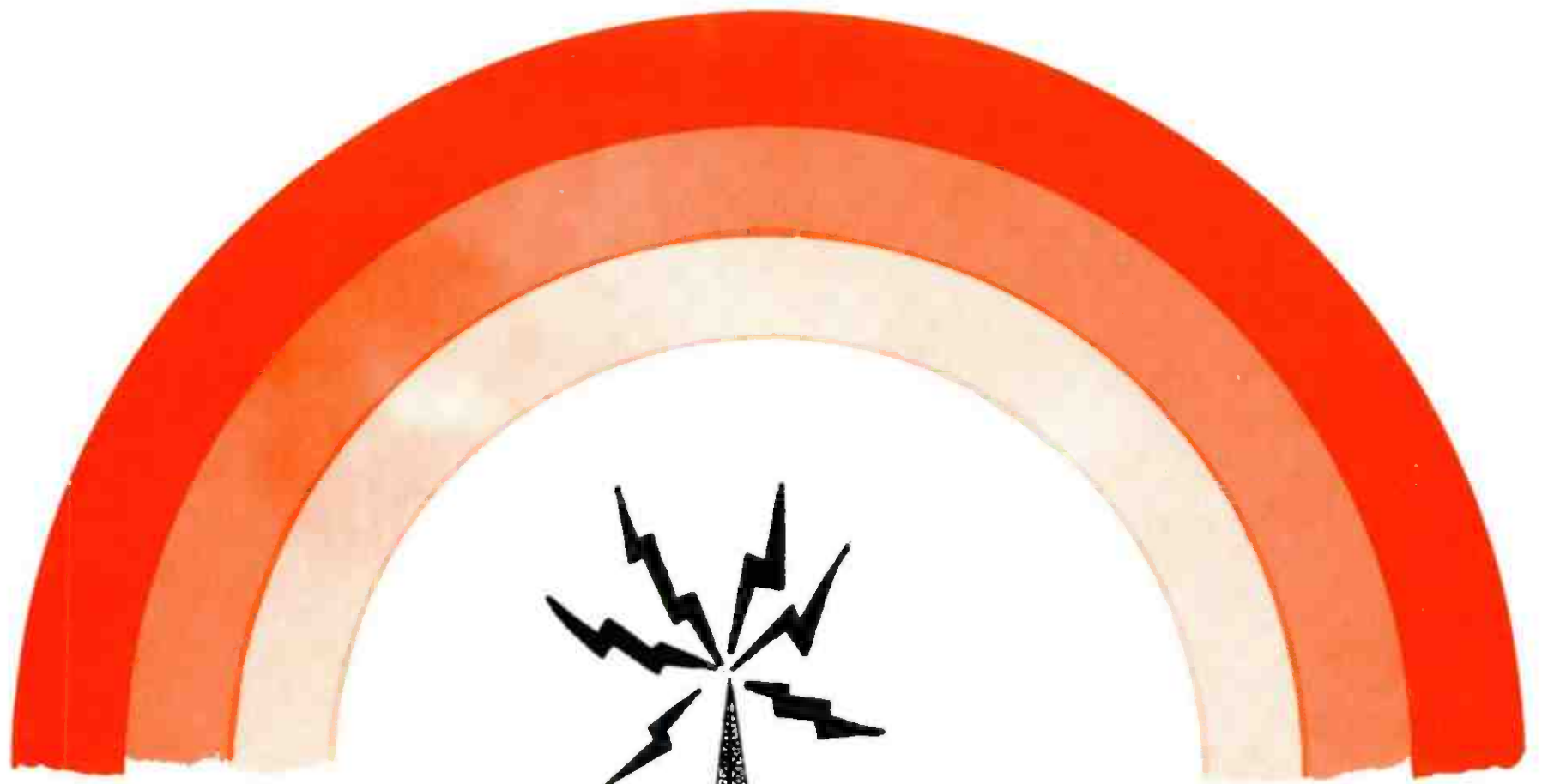
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Most radio stations are music oriented so it is applicable to relate music and record familiarization concepts with news relatability factors.

Basic familiarization concepts applied to music research are helpful tools in determining relatability factors. That is, as a particular record becomes familiar it becomes relatable as well. The analogy of music/records to news story selection is valid only when considering proper targeting techniques for the station as a whole. Advertising agencies have for many years used these same research oriented targeting methods to discover the relatability of all aspects of their products from the name of the product to the market into which it is initially released. Now that radio is coming around to full utilization of scientific research methods that have been known about for years, it is important that we make full use of them in all aspects of the format. . .including news. To find out if a record should be played the music director or program director uses all sources available, i.e., store calls, periodicals, requests, other stations, surveys, etc. Once it is determined that a record is familiar to a large portion of the audience, either by title or artist, then it is given airplay with the assurance that people will listen to it.

Thus, a proportionate amount of emphasis can be given to news story relatability. News people are well aware of the importance of researching a story as far as the facts involved are concerned, but few, if any research audience trends and listener awareness to find out if a story should be aired in the first place! This is vital when seven or eight stories must be chosen from the several hundred at hand. Even in the use of actualities when we must choose between a school board election and say, an artist review. . .Both extreme types of stories are applicable in a given format but the truth is, some stations are using all types of stories even at the risk of creating a tune-out. BUT, if the school board election received front page coverage in all of the local papers and all other stations in town were using the story as a lead, obviously you would use the story also. . .not because it is necessarily interesting but because it had achieved relatability through past familiarization. Granted, few newscasters have the time between newscasts to do a complete rundown on every story they use; it is still important that trends be established through research to determine the relatability factors in each type of story or subject to be aired.

It is futile to discuss here all aspects of familiarization/relatability concepts as they apply to news, especially on a network level. Goodness knows, a book could be written on the subject. . .(as all of the major networks have done—confidentially, of course). However, in this age of rapidly advancing and highly developed programming alternatives in most phases of any specific format, we must use every available source to gain knowledge and awareness; and when we do that, the results of our efforts are quite apparent. . .in "The Book!"



Radio

is back....