

# BOB HAMILTON

## RADIO REPORT

# Q CASH CALL DROPPED

### THE HITS

1. LONELY DAYS..... Bee Gees
2. YOUR SONG ..... Elton John
3. KNOCK 3 TIMES..... Dawn
- ★ 4. IF I WERE YOUR WOMAN ..... Gladys Knight
5. LOVE THE ONE YOUR WITH ..... Stephen Stills
6. MY SWEET LORD ..... George Harrison
7. IMMIGRANT SONG ..... Led Zepplin
- ★ 8. I HEAR YOU KNOCKIN ..... Dave Edmonds
9. ROSE GARDEN ..... Lynn Anderson
10. STONEY END ..... Barbra Streisand
11. BLACK MAGIC WOMAN ..... Santana
12. IT'S IMPOSSIBLE ..... Perry Como
13. ONE LESS BELL ..... 5th Dimension
- ★ 14. GROOVE ME ..... King Floyd
- ★ 15. THERE GOES MY EVERYTHING/Flip E. Presley
16. REMEMBER ME ..... Diana Ross
17. ONE MAN BAND ..... 3 Dog Night
- ★ 18. ONE BAD APPLE ..... Osmond Brothers
19. BORN TO WANDER ..... Rare Earth
- ★ 20. IF YOU COULD READ ..... G. Lightfoot
- ★ 21. AMOS MOSES ..... Jerry Reed

### HOT

- AMAZING GRACE ..... Judy Collins  
 APE MAN ..... Kinks  
 LET YOUR LOVE GO ..... Bread



SEVENTH CONVENTION THIS MONTH  
 'DOC'... HE'S BEEN THIS WAY EVER  
 SINCE! "

JANUARY 11, 1971

### San Diego

This city's listeners are going to be in for a big surprise if they are expecting the bread to flow as it did in the KGB-KCBQ battle of the bulge in the pocket as it did last year, according to the newly appointed PD Buzz Bennett. Bennett who instituted Double Cash, upon his arrival to KGB 18 months ago, said there would be no growing telephone call type jackpot at KCBQ. "I think I can beat them without it," Bennett said. "I just don't want to buy the audience." According to Bennett he has the promotional budget to do so if he wishes but, will refrain. The word is that KGB will continue with their double cash. Bennett immediately has made changes, the most important being that of enticing afternoon drive man...and heavy rating getter Bobby Ocean across the street to do the afternoon drive at KCBQ. Besides Bennett and Ocean, both Rich Robbin coming from Detroit, and Chuck Browning moving in from Phoenix, are former members of the Drake team. All but, Browning worked at KGB...he did stints at CKLW, KFRC, and KHJ for Drake. Upon Bennett's arrival, PD Gary Allyn, K.O. Bailey, Neilson Ross, and China Smith were all let go...Lee "Baby" Sims remains. Charlie Van Dyke, PD of KGB, was contacted and issued this statement "Cash Call has been a part of KGB for a long time...we plan to continue it...we however, are probably running the smallest jackpot ever...and don't expect to increase the amount drastically. Some \$150,000 was given away last year alone by both stations.

### Atlanta

The sessions the FCC spent on this one must be a record. Finally after months of review, adjustment, re-review, etc., the purchase of four radio stations by Pacific-Southern Broadcasting has been approved. The stations include KIMN in Denver, WJRZ in Hackensack, KXYI in portland, and KRHM in Los Angeles. Only KIMN has been top 40. This brings to six the number of stations owned by Pacific-Southern; these 4 being additions to WSAI in Cincinnati and WQXI in Atlanta. What changes will be brought about personnel-wise and format-wise at any of the stations remains to be seen.

### Fayetteville, Arkansas

Roy (Pat) Patterson, long time sales manager of KHOG here, died last Tuesday night in his sleep of a heart attack. Patterson 60, was an extremely well liked, popular figure in the Oklahoma-Arkansas radio community.

221 W. 57th Street ..... Phone JU 2-5030 ..... N.Y., N.Y. 10019  
 (C) January 11, 1971 Musical Thoughts, Inc.

Anaheim ..... KEZY PD Mark Dennis hipped us to a promotion....."Christmas Eve morning I made a direct call live via satellite to Camranh Bay, Vietnam. (7:45am California time - 11:45 pm Christmas Eve Vietnam time.) During an in-progress Christmas party, the USO director assembled several California boys around the phone for a brief hello and greeting from each. Perhaps the high point of the entire half way around the world conversation was a serenade of "Silent Night" by the troupes.

The next hour we played back a conversation from KEZY to Saigon via Mars radio at Fort McArthur (general conversation regarding the mood and yuletide attitude of the boys, etc.). The station received heart-warming response and we felt it was another successful link to our "humanication" approach..... often times not found in a contemporary operation."

Los Angeles - KHJ's Charlie Tuna is now being heard weekends on 15 stations in the country via Continental radio. He's on 3 hours Saturday and 3 hours Sunday. The show contains ten one minute PSA's in each hour which can be replaced with station commercials: Shows are free except for handling charges. If you need more info you can contact Jeff Alan at 1680 North Vine St. in Hollywood.

Los Angeles - Speaking of syndicated shows, American Top 40 reports a 99% increase in ratings since it started at WMEX in Boston. Also showed in increases at KRLA, WPGC and WGAR. Currently the show is running on 53 stations and is being made available to smaller markets. Phone for them is 213-659-3834.

Minneapolis - Val Jon by the way, (KDWB, KPOI, and KMEN) has started its own television production company. Seymour Berns is President of the new company.

Houston - Larry Vance of KNUZ has had many inquires on that top 40 survey on a record shuck. He informs us he'll sell the thing for 50 bucks to first station contacting him in each market.

Pittsburgh - With newspaper strike in full swing here KQV, rather than following other stations expanded news policy is running the comics on radio. Each day they pick up "Rex Morgan MD, Short Ribs and Lil Abner from the local shut down daily and tapes it complete with narration (by Chuck Brinkman) and sound effects. The daily strip runs about 60 second.....station runs one an hour.

Seattle - KJR is sending their morning man to Alaska to pick up a glacier. Fact is the station is taking a chunk that weighs a ton off the 29,000 year old Mendenhall Glacier. They're transporting it back to Seattle and will be giving it away at the Boat Show.....a bag at a time. Promotion is the talk of the town.

Wichita - No smoking campaign at KLEO is spiced by the fact that not only have all the jocks quit but station management is donating \$40 a day per jock (price of pack of cigarettes there) to the Cancer Fund as long as jocks stay off them.

Nashville - US Apple Corps., a new group, recording for SSS is aiding Joe Sullivan and WMAK in a drug truth drive here using the theme, "Life Is Real." Group has written a song with that title and are using several other songs, some original in a station sponsored assembly at each and every Nashville high school, WMAK is using the "Life Is Real" and so are the following medical facts" poster along with billboards, bus cards and air time to promote the campaign.

Philadelphia - Two to three hundred FM broadcasters are expected to attend the National Association of FM broadcasters regional meeting at the Marriott, January 26. A cocktail party will highlight the event.....Dave Klahr of WFIL-FM is looking for artists to perform at that party.

Los Angeles - Unbelievable! Within just a few weeks KHJ music director, Sharon Nelson has been involved in 3 accidents. The latest came in the form of a head on collision New Years Eve. No injuries fortunately but, hopefully somebody is buying her a new car. She by the way wasn't driving.

Minneapolis - The Women's Lib group here objected to the line in the Runt record, "Women they sure are stupid but, they sure are fun." The letter they sent contained misspelled words, mistakes in grammar and no punctuation. KDWB is still playing the record.

Montreal - Two and a half million votes in CFOX's year end poll. Results: Best female - Melanie, Best male - Neil Diamond, Best group - Beatles, Best Canadian group - Guess Who.

Denver - KIMN likewise gave awards. Best male - Neil Diamond, Best song - I Think I Love You, Best group - Beatles, Best female - Barbra Streisand.

## BOB HAMILTON RADIO REPORT

## OPENINGS

STATION	CITY	POSITION	CONTACT
KNAK	Salt Lake	Morning-1st Ticket	Richard Boothe
WOKY	Milwaukee	Midday	Skip Brouard
KGB	San Diego	Jock	Charlie Van Dyke
WIXY	Cleveland	Heavy night man	Chuck Dunaway
WCCC	Hartford	Mid-morning	Rusty Potz
CJME	Regina, Saskatchewan	9-12 Noon	Hart Kirch
CHED	Edmonton	Jock	Keith James

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 CHANGES

Scott Muni has been named as program director of WNEW-FM...will take over the middle of this month...  
 Dino Airele, formerly of A&M will be going to Shelter records...he'll do various gigs there....  
 Lyle Wood has resigned at KIXZ in Amarillo....he's looking...806-355-8519.....  
 Scott Lawrance has been named as new program director at KIXZ.....  
 Harold Childs moves to the coast as new head of A&M.....  
 Ron Riley will take over as PD of WPDQ.....Jack Gale will be consulting that station.....  
 Larry White resigns as music director of WBBF in Rochester....he'll still be on the air.....  
 Tim Griffin will take his place handling music.....  
 Nat Stevens programming KULF in Houston...Bill Bossey is GM there.....  
 Shift changes at KYA...Howard Clark from 2 to 6 AM...John Hardy doing 10PM to 2AM...Chris Edwards now  
 doing 6 to 10 PM....  
 Nine to noon man at WOKY, Jim Brown leaves that station to take over morning drive at WRIT....  
 Rick Holley leaves KALE...looking.....  
 Jimmy Spyder taking over music at KALE.....  
 Lee Leseff married to Elaine in Los Angeles.....  
 Dave Brooks leaving KPAR....looking....505-296-2171.....  
 WCFL naming Nick Acerenza as Assistant Music Director....He has been in the WCFL music library for nine years....

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 THE CHARLIE TUNA SHOW

5-10-15-20-25-30 Years Of Love With..what's her name.

It's so cold in Los Angeles, the KHJ accounting department reported that even their assets are frozen.

I've always had a mean streak...even as a Boy Scout, I used to help little old ladies halfway across the street.

TV football can really get to you. I saw so many instant replays yesterday that...I saw so many instant replays yesterday that...I saw so many instant replays yesterday that.....I hope it hasn't affected me.

I'm not worried about automation...how many buttons do you know that would get up this early?

The newest thing at my bank is an Easter Bunny Club. It works like the Christmas Club, you put one rabbit in each week for an entire year, and at the end of the year....you have 4,016 rabbits.

It's either this or my old job of selling sand paper to shoe shine boys in Holland.

Chicago.....ARB.....October/November.....Total Persons 12+.....Cume Ratings.....

	6-10AM	10-3PM	3-7PM	7-12Mid.
WLS	18.3	13.4	19.2	15.4
WCFL	13.1	9.3	15.2	11.8
WBEE	.5	.5	.4	-
WKFM-FM	11.7	2.2	2.9	2.4
WIND	7.8	3.6	5.6	3.6
WLS-FM	.8	.8	1.4	1.1
WVON	5.9	3.4	5.0	4.0
WJJD	2.5	3.1	3.5	-
WBBM-FM	1.6	1.7	2.2	1.5
WGN	20.9	8.9	12.8	8.3

Memphis.....October/November 1970.....Pulse Shares.....

	6-10AM	10-3PM	3-7PM	7-12Mid.
WHBO	18	14	23	19
WREC	15	9	8	16
WDIA	20	13	19	19
WLOK	8	9	9	13
WMC	8	10	8	5
WMPS	8	11	9	6
WMC-FM	1	2	2	5

Los Angeles - Requests for demographics on that ARB from here we printed last week. Following are totals.....

Monday through Sunday.....6AM to Midnight.....Shares Metro survey.....This is the Oct./Nov. rating.....

	MEN					WOMEN					TEENS
	18-24	25-34	35-49	50-64	TOTAL	18-24	25-34	35-49	50-64	TOTAL	
KABC	1.2	2.8	5.4	8.9	6.0	.8	1.5	7.6	18.2	10.4	1.0
KFI	3.9	6.6	9.0	8.5	7.3	1.6	5.0	4.5	7.9	5.2	1.6
KFWB	1.7	3.9	7.5	9.7	7.5	.7	2.2	4.5	7.6	5.0	.5
KHJ	11.6	4.7	4.2	1.3	4.8	15.8	8.0	3.7	1.2	5.4	25.6
KRLA	9.7	1.9	1.5	.6	2.6	7.7	2.1	2.1	.7	2.3	18.4
KMPC	3.5	5.4	9.0	7.3	6.4	2.8	4.2	3.4	7.6	4.5	1.0
KNX	3.2	4.4	6.1	8.7	6.3	.8	1.1	3.5	7.4	4.7	1.0

NEW YORK—A discussion of the concert scene in New York and the rest of the country prompted research on how well concert situation was going. Here's what we found out city by city.....

Toronto—good...especially with Creedence Clearwater and 3 Dog Night...facilities are rough though.

Chicago—heavy...depending on the acts.

New York—very heavy...especially at Madison Square Garden and Filmore East.

Nashville—Very heavy....have quite a few.

Dallas—Enormous...one almost every week.

Seattle—good...Neil Young here recently...a sell-out.

Cleveland—almost every one is a sell-out.

Indianapolis—Just had a sell-out last week....11,000 for Grand Funk...only thing is that the acoustics are bad in the only place to play which is the Coliseum.

Washington, DC—At the moment very little activity...most of the places have closed their doors to concerts. Some held at Baltimore Civic Center with good results.

Minneapolis—Very heavy...recent successes with John Sebastian, 3 Dog Night...The Depot is the local happening club.

Boston—Nothing much is happening in the major category. When they are, they draw good. Boston Gardens is the biggest place.

San Francisco—Probably the best spot along with New York...biggest draw places, Filmore, Winterland and Pepperland.

Cincinnati—weird...Grand Funk sold out but most groups don't do that well...overall is bad.

Los Angeles—Heavy with many concerts every week...Forum, Anaheim Convention Center, Santa Monica Civic Auditorium.

Atlanta—Pretty good...don't have a good facility however. Civic Auditorium is bad.

Louisville—Very good.

Miami—if you've got the right groups...very good.

Oklahoma City—very well....fairly good facilities.

Detroit—Has to be a dynamite act to pack them in...varies according to group and promotion.

Pittsburgh—Good....attraction must be major league. 70% of last year's shows sold out. \$1,750,000 gross last week.

## BOB HAMILTON RADIO REPORT

## RADIO STATION OF THE WEEK

KFRC Radio  
415 Bush Street  
San Francisco, California  
415-982-9200

Program Director: Paul Drew

Music Director: Carol Archer

**Format:** Contemporary...well produced...personality. Playlist is anywhere from 31 to 36 records. Jingles are produced by the Drake organization. New jock identification jingles have just been added. Usage is before a record... not before every record. Much the same format as most of the Drake stations. Commercial load limit is 13 minutes per hour. Station differs from the other Drake stations by the amount of rap and kind of rap being done. Format has been here for quite some time...and Drew feels that station has to be more of a San Francisco personality.

**Contests:** No set policy....If someone comes up with a good idea either in the chain or at the station, they'll run either a promotion or contest. Do not run contests on a regular basis time-wise, but, may run one after the other if the situation calls for it. Station may give away small prizes or large...as they did a couple of months ago...giving away \$13,000 at one shot.

**Specialized Programming:** Station has a public affairs department that puts together a one hour program called Focus 71...which is a one hour program that features interviews and discussion on a specific subject. The subject can be on something local or national. Runs Sunday morning. Public affairs department also produced Special Assignment...shorty reports running on Sunday within the body of the newscast...about three minutes long. Station is religious blocked early Sunday morning. Also run one minute shots called Landmark which runs during the broadcast week...educational kind of thing about certain subjects. At the same time will run the special promotion kind of thing tying in with music as most Drake stations do...such as History...the Motown thing, etc.

**Community Involvement:** Very important. Station for example hires trainees in various departments of the station...such as news, engineering, public affairs, etc. These people learn about their specific area plus are paid for the work while learning. A group from local colleges come in and learn in various areas every three or four weeks at the same time. Station is involved in some charity fund raising...put out oldie album and first 5 thousand dollars went to San Francisco State for needy students. Other charity kind of things. Have been involved in a drug abuse program...which is unique in itself. Station has presented its campaigns in a very hip mature sort of way. Its projects are planned carefully and a great deal of time is devoted to them.

**News:** Bill Abbott is News Director. There are five on the air newsmen and besides that five reporter editors. News at 40 past the hour...each hour in morning drive then 11:40, 2:40, 5:40, 11:40 and then on the all night show. Two units are out in the field frequently. Run traffic information in drive times. Station runs at least one editorial per week. Local news is heavily emphasized...have all the UPI services.

6-9AM—Jim Carson—Originally from Los Angeles. Started in 1962 on KBLA in Burbank. Worked there for five years. Moved to KGB in 1967...started all nights...then 8-12 midnight then morning drive. July of this year moved to KFRC.. started all nights then moved to morning drive. "Sounds like San Francisco...very well accepted...witty...intelligent...pleasant both on and off the air."

9AM-12 Noon—Frank Terry—Originally from Rapid City, South Dakota. One of the original boss jocks in LA...worked at KHJ. Also worked at KFI and KGIL in LA. Plays the drums. "a happy go lucky sort of guy...very happy person."

12 Noon-3 PM—Duke Roberts—Originally from Scranton, Pennsylvania. Worked at WMEX...WFUN...CFOX...CHUM...WIBG...CKLW. At one time he owned his own radio station in New York State...WYBG. "does what he does for the fun of it...but, to perfection."

3PM-6PM—Mike Phillips—Originally from Portland, Oregon. Worked at KISN...KNBR...KJR...where he was PD.... was one of the original jocks at KFRC when Drake took over, "has all the tools...dedicated broadcaster...a lot of drive.. a lot of energy."

6PM-9PM—Dave Diamond—Originally from Deadwood, South Dakota. Worked at KFOR in Lincoln, Nebraska...KOIL in Denver...KHJ...KBLA...KFWB...graduate of Southern Mississippi where he got a degree in journalism. Always has ranked either first or second. As Diamond says..."I'm not a dj...I'm a performer...and rock and roll is my stage...KFRC my theatre..."Diamond uses such lines on the air as "rock and roll is my life...I love it." I'm glad I'm not on opposite myself tonight....I wish I was home listening to myself tonight."

9PM-12 Midnight—Bob Foster—Originally from Muedy, Illinois. Worked at WSAI, WIBG, KIMN, KGB and several other stations. "one of the most creative, imaginative talented individuals in the history of radio. Put him in the category of a Bobby Mitchell...super heavy weight...when properly motivated...he's the best."

12-6AM—Joe Conrad—Originally from Milwaukee. Worked at WEMP...PD of WQXI...WCBM in Baltimore. A writer as well as a performer ...involved in poetry...working on an album..."warm and sincere style...that makes the all-night show a welcome companion."

Swing-Man—Don Kelly—Originally from Baltimore. Worked at WKYC...Ted Atkins brought him out with him. "Versatile...cooker...ambitious..."

Program Director—Paul Drew—Originally from Detroit...graduate of Wayne State University. Was at WAKE...then to WQXI as PD...March of 1967 went to Detroit as PD at CKLW...then went to KFRC about five months ago.

Music Director—Carol Archer—Originally from San Diego. Is beginning her third year at KFRC...before that worked

(continued on page 6)

**BOB HAMILTON RADIO REPORT**

**RECORDS THAT WILL BE HITS**

	LABEL	TIME	INTRO	END
<b>APE MAN/Kinks</b> Added by WCFL, KNUZ, WIXY, WKLO, WRKO, WLS, Hot at WSAI HB-26, KFRC 30-21	Reprise	3:53	:15½	Cold
<b>AMAZING GRACE/Judy Collins</b> Added by KRUX, KYA, KJR...WMAK 29-24, KLIF 14-5, KNUZ 7-3, WEAM 17, WKY HB-9, KILT 5-2, WRKO 28-24, WHBQ 1-1	Elektra	4:00	:00	Cold
<b>GET YOU A WOMAN/Runt</b> Has set a record for being in this column. Shows signs of re-picking up. Added at KILT, CHUM 16-9, KGB 26-21 WCFL new-36, KRLA 28, WIXY 30-20, KDWB 10-3, WFIL 26, WAKY 20-10, KHJ 20-26, WLS 30	Ampex	2:58	:05	Cold
<b>LET YOUR LOVE GO/Bread</b> Heavy addition...CHUM, WKBW, KYA, WIFE, WIXY, CFOX, WOKY, WFUN....WOR-FM, 25-23, KRUX, 22, KGB HB-29, KLIF 32-20, KNUZ 28-22, KILT HB-33, WAKY 22-18, WKLO 22-13, KIMN 27-20, KHJ 26-23, WLS 23-20	Elektra	2:25	:08	Fade
<b>LOVE STORY/Henry Mancini</b> Almost all places it's Mancini...However Francis Lai, at KYA, WKLO, WFIL, Manici....WCFL 33-24, WFUN HB-38 KIMN....added at KLIF, KNUZ, KJR, WIXY, KILT, WHBQ. Movie is a giant...getting in is a problem....Romeo & Juliet return. One station checks when the movie lets out...then plays it 10 minutes later.	RCA	2:55	Inst.	Cold
<b>MR. BOJANGLES/Nitty Gritty Dirt Band</b> This record is a hit wherever itbeen played. WEAM 20-15, KDWB HB-24, KHJ HB-28, WHBQ 22-12, WKNR 15-10, KQV 13-6, Added by KLIF, WQAM, KFRC, WRKO.	Liberty	3:35	:03½	Cold
<b>MOTHER/John Lennon</b> KNUZ pick-35, KILT 36-29, KIMN pick-34, KQV 30-24, Added by KYA, WIXY, WEAM, WFUN, WAKY, WLS	Apple	3:55	:00	Fade
<b>MAMA'A PEARL/Jackson Five</b> Haven't got this record yet but KLIF, WCFL, KRLA, KFRC, KHJ, WLS and WKNR have and they're playing it.				
<b>SWEET MARY/Wadsworth Mansion</b> CHUM 11-6, KYA 5-4, WCFL, 18-12, KRLA 18-7, WEAM hb-22, WOKY 16-11, WKY hb-20, WFUN 4-4, WFIL 26-21 KHJ 9-6, WLS 17-11, WKNR 9-8, Added at KNUZ.	Sussex	3:01	:00	Fade

**BOB HAMILTON RADIO REPORT**

**BEST OF THE REST OF THE NEW RECORDS**

**JUST ANOTHER DAY/John Townley & Apostolic Family (Vanguard)**

Got to be the best record I've heard in a month...heavy record...sounds like a hit...

**I'VE BEEN LOVING YOU TOO LONG/Otis Redding (Atco)**

From the Live album....Just might be ready for another Otis.....

**YEAR OF WAR/Frank Lewis (Beverly Hills)**

Understand this was a hit in Australia...sound is certainly different but, message comes over as sincere...left fielder but.....