



**BOB HAMILTON AND FRIENDS
RADIO REPORT**

DECEMBER 24, 1973

FIRST ARBs HIT...some surprises!

**MASON DIXON CROSSES THE LINE TO CHICAGO...
changes begin**

THERE'S MORE THAN ONE "Americans" RECORD

1973 WAS ONE HELL OF A PARTY! (special issue)

TOP OF THE HOUR



HONOLULU—Rob Walker, reporting from WQFM on the research (music) they're doing with their 100 kw FM...weekly readings from 15-20 retail outlets and 600 jukeboxes...requests via code-a-phone 24 hours a day...Dig what he says he's found...“Requests about 80% for ‘oldies’ or ‘recurrents’...the other 20% who call for currents are asking for only about 10 different titles maximum...more often it's 8 to 12.” Are record companies releasing more records than radio station listeners are willing to hear? Hmm...Line-up now set for the station with Dave Shaw (he was Bill Stevens at KIMN) doing mornings...Tommy Kramer (ex-KCBQ, KNUS, WGCL)...follows with 9-12 noon and Rob Walker pulls noon to three with Al Perkins in afternoon (from WAVZ) drive and Paul Resnik also from WAVZ at night. Captain Cook is Paul's name...Danny Fox from KMEN pulls all night...Heavy promotion and interestingly enough no billboard campaign...not allowed in the islands.

EL PASO—Juarez...Jim White, programmer for XEROK, announced that the station will go on the air on December 27th and will be operating on full power (150,000 watts) by January 3rd. The line-up is set now with Eric Chase (formerly of KNUS) being the final addition to the jock staff. Randy Hames will do 6-10AM...Bill Stevens 10-2PM...Chase 2-6 PM...Jim White 6-10PM...Christopher Haze 10-2AM and the all night show will be a tape of Chase's afternoon slot.

ASHEVILLE—Country kicks the bucket in this city January first...at least as far as WSKY is concerned...too many country stations is the given reason...and the first of it's kind here...two way talk and other talk shows...a little music will be played to add some variety during the day. But, not much.

MIAMI—WSRF-WSHE-FM PD Gary Granger and Gene Milner (who owns both those stations along with Van Patrick) have teamed up to do a little consulting on the side. They informed the **Report** that they have taken over another station and will be announcing it in the next few days. They plan to do about the same kind of thing they've done with WSHE-FM at the station...WSHE-FM is, sound quality wise, one of the most forward (Broadcasting in quad 24 hours a day) stations in the country.

NEW YORK—Some interesting personnel changes coming with a ton more to come around the first...Steve Warren has been named music director of WHN. Mason Lee Dixon will do only a short stint at WHBQ...he's been hired for an on the air shift at WCFL. Still no new PD at KQV or KYA. Jim Lloyd (creative services director) is acting PD at KQV at the present. John Young has been appointed assistant PD for KILT giving Bill Young more time with KILT-FM.

SAN FRANCISCO—New Pulse for this city shows KCBS tops in mornings with a 12 with KGO second with an 11...KABL leading in middays with a 12...KFRC beating out KABL in afternoon drive 11 to 10 and KFRC taking night numbers 9 to 8 over KGO...KSAN...and KSFO...KYA had a 7 there...A New York Pulse again produces little surprise...Dan Ingram still has more listeners than any jock on any one station in America.

NEW YORK—Don Ingram is still one of the most, if not the most listened to disc jockey in America. Pulse figures for September-October give WABC a 15 in the 3-7PM slot that Ingram holds down. At night WABC pulls an 11 for top numbers as well. In midday WOR holds top numbers with an 8 and WABC pulls a 7. In morning drive WOR leads with an 11, a point over WABC and WINS. In other day part activity, WHN 2-3-4-4...WINS 10-5-4-3...WLIB 1-2-1-0...WMCA 4-5-2-5...WNEW 5-5-4-3...WNEW-FM 5-5-4-3...WPLJ 1-2-3-8...WWDJ 1-1-3-1...WWRO 3-3-3-4...WXLO 1-1-2-2.

HONOLULU—KGMB pulls out in front on the September Pulse for this market, with a 16. While KKUA scored a 15 and KPOI pulled a 14. KGU also in double figures with an overall 10. In men it's KGMB with a 17. Followed by KPOI with a 12...KORL and KKUA both with 11's and KGU with a 10. In women KGB has a 19 followed by KGU with a 13.

DUE TO CHRISTMAS HOLIDAYS THE RADIO REPORT WILL BE CLOSED ALL THIS WEEK WITH NO ISSUE COMING OUT MONDAY DECEMBER 31. HOWEVER WE WILL RE OPEN ON MONDAY AND PUBLISH FOR THE NEXT WEEK MESSAGE PHONE WILL PICK UP AND IF YOU HAVE AN EMERGENCY WE WILL BE AVAILABLE HAVE A GOOD ONE

HOT

MASS APPEAL

JIM CROCE (Time)	92%
STEVE MILLER	77%
CHARLIE RICH	69%
ELTON JOHN	60%
BROWNSVILLE STATION	49%
AL WILSON	47%
RINGO STARR	43%
HELEN REDDY	42%
LOVE UNLIMITED ORCH.	39%
OLIVIA NEWTON JOHN	39%
TODD RUNGREN	36%
PAUL McCARTNEY	31%

HOT WITH SPECIALIZED ORIENTATION

TEEN

2-1	Jim Stafford
1-2	Donny Osmond
3-3	Led Zeppelin
4-4	David Essex
5-5	Wednesday
-6	Black Oak Arkansas
6-7	J. Frank
8-8	Cheech & Chong (SME)
9-9	Grand Funk
-10	DeFranco Family (abra)

18-24

1-1	David Essex
2-2	Stevie Wonder
3-3	Black Oak Arkansas
4-4	David Bowie
10-5	Led Zeppelin
6-6	Joni Mitchell
7-7	Who
9-8	Greg Allman
5-9	Electric Light Orchestra
-10	America

25+

2-1	Barbra Streisand
1-2	Dawn
3-3	Paul Simon
4-4	Fifth Dimension
5-5	El Chicano
-6	Barry White
7-7	Diana Ross
-8	Tom T. Hall
-9	Donny Osmond
-10	Cliff deYoung

COUNTRY

1-1	Merle Haggard
3-2	Tom T. Hall
4-3	Hank Williams, Jr.
8-4	Roy Clark
5-5	Freddie Hart
2-6	Charlie Pride
7-7	Dolly Parton
9-8	Marty Robbins
10-9	Charlie Rich (RCA)
-10	Bob Luman

BLACK

1-1	Stevie Wonder
4-2	Barry White
6-3	Gladys Knight
8-4	Aretha Franklin
5-5	Al Green
2-6	Bobby Bland
3-7	Stylistics
10-8	Lamont Dozier
-9	O'Jays
-10	Staple Singers

FRESH AIR

BOSTON—WRKO's morning man Dale Dorman is taking calls each morning, from people in the area noting certain businesses who leave their lights burning all night...business is called by name on the air and it is apparently having some effect. Plenty of energy problems up there.

LONG BEACH—KFOX's Hal McLaine (see last week's Report by the airplane picture) hit 1502 loops in his little airplane to set a world loop record for the Guinness Book of Records...did it in 8 hours and 55 minutes with pledges taken for charity to top off the promotion.

ATLANTA—I think by the time this comes out Barry Chase may have convinced John Leader that it's a good idea to splice in Elvis' "All the World's a Stage" recitation into the Donny Osmond version of "Are You Lonesome Tonight?" I think he will have...I don't know...just a feeling...

SAN FRANCISCO—"Jesus Christ Superstar" (just the superstar notes) is used as a jock logo in one of the jingles produced by PAMS for KFRC...Mike Speers (Hal Martin) PD of the station says it's super important to make each of the jock logos unique and therefore more identifiable.

TORONTO—The Americans presented on CKLW was reportedly written by Gordon Sinclair, news commentator at CFRB in this city. His version (with Battle Hymn of the Republic in the background) will be released on Avco Embassy with two lengths...3:48 and 6:00.

LOWELL, MASSACHUSETTS—WLLH is giving out tons of information on their "Operation Energy Watch" feature...providing also emergency phone numbers. New England definitely is being hit hard by the energy shortage.

NEW YORK—Remember Meridee Merzer, former music director of WOR-FM. Right now she's involved in television production...for a new show called Speak Easy. The show is undoubtedly the first of it's kind...(a talk show about music)...First show which will run in New York December 30th and Los Angeles January fifth features James Taylor...Dr. John...Grace Slick...Peter Yarrow...and Waylon Jennings not only singing, but talking about various things as well. Show is one hour old and Chip Monk is the host...produced by Don Mischer...for information Meridee can be contacted through the Report office.

ATLANTA & BAKERSFIELD? A strange "happening" occurred between WQXI and KERN Last week...both stations running similar "Christmas Cruiser" contests and also, unknowingly broadcasting on the same two-way wavelengths from cruiser to station. What happened? At times, WQXI was listening to KERN's remotes and vice a versa.

NEW YORK—The battle for the gold records is on and at this writing our information shows us with Epic division leading all companies with 21 (LPs and singles)...Capitol has 19 (5 singles, 14 albums) and Columbia a total of 15 certified gold. A complete report coming soon in the Report.

NEW YORK—The winter term at the Institute of Audio Research will be a studio technology class offering 60 hours of study.

TOP OF THE HOUR

WASHINGTON—A typo on that number you can call toll free in Washington for your personal opinion message to your senator or representative...correct number is 1-800-325-5200.

SPOKANE—Pulse out for this city shows KJRB under Steve West still on top beating KREM 25-16. Teens were close between the two with KJRB outpointing KREM 46-38. KJRM also leads in total men and women with an 18 in men and a 23 in women. KSPO is second in men with a 15 and KREM is second in women with a 12...with KREM-FM pulling an 11 there.

WE BLEW IT CITY—Bad Bad Leroy Brown was accidentally overlooked in the Hot 100 of the year we printed last week. It should be somewhere in the Top 20 by all rights. Sorry about that.

OPENINGS



KEFC-FM/Waco, Tx.
 KRBE/Houston, Tx.
 KKXL/Grand Forks, N.D.
 WYOO/Eagan, Mn.
 WGAR/Cleveland, Oh.
 KYSN/Colorado Springs, Co.
 KUUV/Seattle, Wa.
 WLCS/Baton Rouge, La.
 WKYX/Paducah, Ky.
 WLAC/Nashville, Tn.
 WEAM/Falls Church, Va.
 KOB/Albuquerque, N.M.
 Top 10 Market
 Top 10 Market
 WBUG/Richland, S.C.
 WQT-WJCT/Johnson City, Tn.
 CCIA/Valencia, Ca.
 KQWB/Fargo, N.D.
 HOLT Corp./Bethlehem, Pa.
 KUDL/Kansas City, Mo.
 KBEQ/Kansas City, Mo.
 WIBG/Philadelphia, Pa.
 WMYQ/Miami, Fla.
 HOLT Corp./Bethlehem, Pa.
 WYND/Sarasota, Fla.
 KIXY/San Angelo, Tx.

CFRA/Ottawa, Canada
 WGOM/Marion, Ind.
 WIFI/Philadelphia, Pa.
 KTAC-FM/Tacoma, Wa.
 WSHE/Miami, Fla.

WTCR/Huntington, W.Va.

WKRQ-FM/Cincinnati, Oh.
 KYNO/Fresno, Ca.
 KRSP/Salt Lake City, Ut.
 WFLT/Ft. Lauderdale, Fla.
 KOIL/Omaha, Neb.
 WLLL/Lynchburg, Va.
 WGRQ/Bufalo, N.Y.
 WYSL/Bufalo, N.Y.
 WACR/Columbus, Miss.
 WBT/Charlotte, N.C.
 WDKX-FM/Rochester, N.Y.

KATZ/St. Louis, Mo.
 Bill Parris Programming

Drake-Chenault/Los Angeles
 WAPE/Jacksonville, Fla.
 WFLA/Tampa, Fla.
 WTID/Norfolk, Va.
 WCBQ/Oxford, N.C.

KLAK/Denver, Co.
 WBIA/Augusta, Ga.
 *WOWL/Florence, Ala.
 *WBBF/Rochester, N.Y.
 *WLYV/Ft. Wayne, Ind.
 *WTOB/Winston-Salem, NC
 *WNAM/Appleton, Wis.
 *WNAP-WIBC/Indianapolis, Ind.
 *WXUS/Lafayette, Ind.
 *WIPC/Lake Wales, Fla.
 *WLLH/Lowell, Mass.
 *KFRC/San Francisco
 *WHBQ/Memphis, Tn.
 *WGNE/Panama City, Fla.
 *WQPD/Lakeland, Fla.

daytime contemporary jock
 afternoon jock (tapes & resumes)
 all night personality
 mature jocks into oldies
 personality afternoon drive
 1st phone jock (303) 634-1511
 mature morning man that digs oldie format
 1 jock & 1 newsmen (tapes & resumes)
 afternoon drive man/heavy on production
 morning personality (615) 256-0161
 2 rock jocks (404) 252-3037
 1 contemporary MOR PD (404) 252-3037
 18-34 appeal/2 jocks w/automation experience (404)252-3037
 25-49 appeal/announcers w/automation exper. (404) 252-3037
 afternoon drive jock
 2 1st ticket jocks (615) 926-6167
 ad salesperson urgent...CCIA...Valencia, Ca. 91355 (805) 255-1838
 jock/afternoon drive w/production/good pay (tapes & resumes)
 1 chief engineer/resumes to Box 111, Bethlehem, Pa.
 1st phone communicator (tapes & resumes)
 2 'Q' jocks (816) 474-1230
 'Super Radio Chick'
 morning man
 rock & roll jock/send air check: Boxx 111, Bethlehem, Pa.
 1st phone jock (813) 958-5561
 aggressive/progressive morning man & chief engineer (daytime
 AM/Class C FM)...resumes: City Hall Plaza
 7-10PM jock (tapes & resumes) 150 Isabelle St.
 1st ticket combo jock/engineer
 morning man (tapes & resumes)
 night jock
 progressive newsmen w/hard journalism background...for now &
 future...(tapes & resumes)
 aggressive communicator news director (country format)...No
 hassles...(304) 525-WTCR
 jock w/good knowledge of music (tapes & resumes)
 top entertainer...send tapes to: 2125 N. Barton Ave., 93703
 newsmen (801) 262-5541
 7-mid MOR personality
 jock
 exper. morning man & a continuity copywriter/prod. man combo
 6-10PM cooker...A.S.A.P.
 production man (tapes & resumes)
 announcer/engineer Top 40 progressive...Box 1078, 39701
 mid-day man (send tapes)
 an interesting morn. man & nights...a super black newswoman
 w/journalistic experience...prog. black Top 40 (tapes & resumes)
 young, black Top 40 jocks w/experience...no calls
 6 rock radio performers...Suite 428-1825 Connecticut Ave., NW,
 Washington, D.C. 20009-(205)262-5245 or 262-5246
 music director (213) 883-7400
 jock (904) 354-7121
 personality oldies jock (813) 229-5597
 morning & production (country format)...(804) 723-3392
 chief engineer/announcer & announcer/salesperson...(tapes & resumes)
 P.O. Box 336
 country, rock & MOR jocks...send tapes
 newsmen (equal opportunity employer)
 2 jocks for morning & afternoon drive/airchecks: P.O. Box 756
 weekend man
 morning man...(616) 456-5461
 7-midnight jock (919) 723-4353
 contemporary communicator (414) 722-6471
 midday man & other folks (tapes only)
 2 announcer/salesmen (tapes & resumes) 1000 Ortman La., 47905
 jock w/production experience...no calls (tapes & resumes only)
 newsmen (tapes & resumes)
 jock
 1 morning drive person (tapes & resumes only)
 jock & newsmen
 needs a morning man/PD

David Tolbert
 Ed Shane
 Chuck McAllum
 Doug MacKinnon
 Loren Owens
 Gregor Vaule
 Buzz Barr
 Gene Nelson
 Frank Carvel
 Dick Kent
 Kent Burkhart
 Kent Burkhart
 Kent Burkhart
 Kent Burkhart
 Butch Ballentine
 Vance Cook
 Ron Horwitz
 Wayne Hiller
 Bruce Carle
 Ron Brothers
 Chris Bailey
 Jerry Del Colliano
 Bob Shannon
 Jay Blackburn
 Paul Mazo
 Jim Carter

Paul Ski
 Chuck Crane
 Steve Kelly
 Derek Shannon
 Mark Schour

Ken Stevens

Bill Todd
 Les Garland
 Alan Hague
 Michael O'Shea
 Tom Page
 Jack Armstrong
 J. J. Jordan
 Kevin O'Connor
 John Eatherton
 Don Russell
 Bill Mack

Keith Adams
 John Moen

Lee Bailey
 Bill Burkett
 Rod Weller
 Mike Allen
 L. Steven Davis

Ev Wren
 Martin Farrell
 Rick Shane
 Carl Strandell
 Bob Hamilton
 Tommy Walker
 Dave Moore
 George Johns
 Chris Stevens
 Danny Odess
 Ron Gamache
 Michael Speers
 George Klein
 Jack Daniels
 Les Howard

Former KFRC-WOR-FM Program Director Sebastian Stone is now spending his days doing one thing...research...more specifically researching radio...radio stations...radio programming...radio listening. Here is the final part of a 3 part interview with Sebastian on that word..."research."

SEBASTIAN: The first thing you have to know about research is..."who to test"...We go through a whole elaborate process to get that done...your sample has to be what we call the "optimum core" sample. We arrive at that by "quota sampling" and the result of the "quota sampling" is what is known as a "stratified sample"...(By optimum core, Sebastian means in essence a kind of miniature replica of the target audience. Sanford Labovitz in his book "Introduction to Social Research" stated "it is necessary to decide first on the nature and size of the population and then on the type and size of the sample. These decisions not only are tied closely to the research problem and conceptual framework, but, they should also be based on the research design, observational techniques and methods selected for data analysis...factors influencing (this) decision range from the time, money, and effort available for the research to available research facilities, the competence of research assistance, and the moral implications of the problem." Quota sampling is defined as "a nonrandom procedure where the population is stratified and a percentage of each stratum is selected. The final selection of cases is left to the interviewer." A "stratified sample" then differs from the "random sample" in that it is planned according to "strata" or dividing the population by such things as class, caste, status, etc. This is an oversimplification of definition and your local library can go into further detail if you're interested.)

SEBASTIAN: You know about Gallup? You know what they do don't you? They project over 200 million people's attitudes from testing or questioning under 1300 people... These are scientifically respected results...So anyway it depends on who you ask and how you ask them. That's the key to everything.

BOB: Someone wanted me to ask you...'can a radio station hurt itself more by going on a record too soon...or too late? Which hurts more?'

SEBASTIAN: There is just no way you can come up with a pedantic answer to that...it's too broad of a thing. It depends on the situation...the life style of your audience...the competitive situation you're in. You've got to be in touch with your audience. That's the thing. If you're in a non-competitive situation or a very low competitive situation...getting on a record when you're assured that it's going to be a top 15 record then that's safe, right?...you never run the risk. However, if you're in a super competitive situation and the station across the street is very alert, very innovative, as far as new music goes then you've got to take that into consideration. The answer though is to know whether you can go as soft as Barbra Streisand or hard or spacey or what...you've got to be in touch with your audience.

BOB: That's the biggest question of all in my head...consistency and variety...and the proper balance of the two.

SEBASTIAN: I think the answer to the short play list... given the competitive situation...that would force most people to consider a short, short play list...(and I'm talking about 20 current records or so)...a guy is really going to have to look at variety more than the length of the play list. What can you do to assure the right amount of variety without having to take chances?

BOB: Yeah, it's like playing chess...the perfect move is one that is both offensive and defensive at the same time...

SEBASTIAN: Right...

BOB: That would explain, I would think the success of such records this year as Napoleon XIV and Monster Mash and those records...a safe record that has some variety in it?

SEBASTIAN: Exactly...and you know this...people have always taken this as gospel in the broadcasting business... markets are different...and still there are some things that work everywhere. We're beginning to see some examples that each market is highly individualistic. And you know what that is...it's a matter of conditioning.

BOB: Seems like the more we know about a market, the more individual it is.

SEBASTIAN: Of course. That's because the truth is that it is highly individual. Because of conditioning...of such things as...whether or not in the fifties there was a red hot super star disc jockey there...you know...defined by those times...whether or not there were two rockers in the market in 1958...

BOB: Try this one on for size..."If Elvis Presley came from your home town"...

SEBASTIAN: A perfect example. You know we can see a lot of changes in the radio stations now...because we're in touch with a lot of general managers as well as program directors...I'm really happy to say that there is a more aware attitude beginning with GM's. There are always the neanderthal dudes around that there is just no hope for, but we're beginning to realize that there are more and more...who are consciously aware of what's going on in programming...because they have to be like the man in LA who said, "I don't believe that this important and rich and influential an industry contains as little valid research." The GM's are just now waking up to the fact that there is more to it besides the budget and the trades. They're beginning to realize that the product is important...more than just paying lip service...they've been talking about it a long time. I'm sure you're talking to PD's whose GM's are now allowing them to experiment with some ideas and are more generous with their money in developing the product.

BOB: I'm also seeing it go back the other way...more responsible program directors...

SEBASTIAN: That's got to be the healthiest thing that ever happened. I'm convinced that one of the things that's held back radio (and I'm talking about AM Top 40 radio)... there's always been that largely unspoken rivalry between management and programming...and the responsibility goes both ways. The GM's just happen to have more power because they control the money. One important area I want to cover is the changes going on in our society. A classic situation that we are seeing more and more of is the aggressive young FM programmer up against the AM programmer with a station that has been successful...such as Dallas...Detroit. You know the 14 year old today is equal in experience to the 17 year old just a few years ago. You know what that is all about? Acceleration...acceleration of change...and everybody is affected by that. MOR? Example, MOR has always considered that they have 25+ men in the bag...how do you explain the erosion of some of their audience to the FM stations? This coming book is really going to be an interesting book. We have a lot of surprises I think.

BOB: Yeah, I think you're right...seems a lot more stations have taken chances this time around. Marshall Blonstein said an interesting thing last week...he said stations were not programming to the people, but to the ratings...that seems a little immoralistic to me...

INTERVIEW

SEBASTIAN: Well, I think it's self-defeating...where are the ratings at? They're the only thing we've got of course. The rating programming thing is a cop out...You know... "see, I must be doing the right thing because I've got a 7... or a 9"...and I can relate to that and I'd rather you didn't because I'd have to explain it and that would scare me to death. Anyway there is a tremendous acceleration of change...Before in radio there was no connection with various people in Academia...now there is. You've seen those programming descriptions in SRDS...right? 18-49? There is no way in existing circumstances...unless you've got a one station market...that you can count on having anything other than a very narrow target audience...and it gets more narrow all the time. So your audience has to be defined more than just 18-49.

BOB: It's back again to record research...

SEBASTIAN: What we've seen is that record sales have become more of a closed down thing because of racks and because of the centralization of record distribution, and this is what's really alarming...the number of people you can call in a retail outlet that you can trust to give you their sales...Subjectivity is one of the big things. We've found over and over again when we ask a programmer "how many stores do you call and why do you call them?"...He answers, "I never feel good about them...it's erratic." Sure it's erratic and it's liable to get more erratic...so there goes another questionable, but always relied on area for research. I'm looking. I'd like to be able to turn everybody that we're talking with and that are buying our service onto a better way to research the music...in their market because it is an individualistic market.

PART III: RADIO REPORT INTERVIEW

NEWS NEWS

by George Jay

Highly sophisticated methods of radio programming have made for an obvious re-emphasis on news. Unlike countries such as Australia and the Soviet Union, it is required by law that FCC controlled station program at least 5% news per broadcast week. Because we HAVE to run news, it is necessary that the most effective targeting be utilized. The most effective method of determining the targeting techniques is through research--or, in other words, by accumulating data from all available sources and then tabulating and applying the resulting information.

We are all aware of the importance of research as far as a news story is concerned, that is, telling the facts involved, but few N.D.'s and their staffs are doing anything to determine if they should even be running a story, or a particular type of story. Take for instance, the story about the local political scandal. Income tax discrepancies have been discovered by the District Attorney and have been traced back to local politicians...a "mini-watergate", if you will. Say the last news cast run used that story as a lead--the main reason being that members of the news staff spent the last month hanging out at the D.A.'s office waiting for a break. Finally, the indictments are handed down and the news men run and radio back to the station...with an exclusive! No one else in town has the story, nor will they until they hear it on the station in topic. What is the average Top 40 or Progressive listener going to do when he hears the story right off the last hit song? From research already done, we know that 60% of a 12 to 34 demographic will tune-out when they hear anything that even resembles news.* Furthermore, from information gathered by the two major wires we find that "Watergate" type stories showed a lower "interest Quotient" than most other stories available.

Why then is it necessary to waste time and money "scooping" when in doing so we will tune-out our existing audience? Since maintenance of listeners is what it's all about, we can come to the logical decision that some stories when given have more tendency to lose listeners than others...we should then eliminate or just "bury" those stories. Since maintenance of listeners is our aim, we should investigate all possibilities. Maybe a mass murder story on a hot day will tune listeners out, and giving the story on a cold day will interest them. It pays to find out, in terms of dollars and cents.

During the past couple of years, much has been done in the area of news research. ABC has done quite a bit, but made very little available. Dr. Tom Turichi and his galvanic skin tests have set new precedents in the world of effective news targeting. By measuring response to the most minute entities of a news cast such as background noise and voice inflection, Turichi and his team have been able to gain a solid edge over competitors. News Directors like Dave Cooke from KFRC, James Emerson Coleman formerly of KIMN and WWDJ along with W.D. Sandferd of WGCL have proven that proper technical news targeting is very highly successful in major market radio. We are finding more and more that people react a certain way to given stimuli, When that stimuli is scientifically accumulated and analyzed...then presented, the "certain way" will be a beneficial programming aid, rather than a traditionally tune-out.

There is no reason either we or the numbers should suffer because a close-sighted administrative department head prohibits the use of effective targeting methods. Many choose instead the use of "gut feeling" when determining if a story or a particular news style should be used in a give format. All restrictions should be barred when it comes to service our audience.

*Lee Abrams in car listening survey, 1970.



George Jay in the movie "The Gospel According To Most People."

CHANGES

- *Congratulations from all here to AMAYSA and BRENDA KINCAID on the birth of their daughter, SUZZANE, on December 17. AMAYSA is MD at WSGN in Birmingham.
 - *MARK LYONS has moved from KATI in Canyon, Wyoming to do 2-6 PM at KRAE.
 - *MIKE KELLY CHRISTINE will do the evening show at WILK in Wilks-Barre, Pennsylvania.
 - *JOHN AGRESS, news director at WCBQ will do news at WLEE in Richmond, Va.
 - *Weekend lady, PHYLLIS, from WCBQ is moving to WRNC in Raleigh to do weekends.
 - *MIKE BAILEY at KGON in Portland is going into special programming full time for KGON. He would appreciate any help and/or suggestions from out there. Call him (collect) at 656-1441.
 - *"HUCKLEBERRY" CHUCK CLEMENS returns to KMEN in San Bernardino, California to do mornings after leaving the station and radio in the early sixties...
 - *MARK ALLEN formerly with WMOH/Hamilton, Ohio will soon accept news director duties at one of 6 radio stations in the Grewe Radio Chain (based in Wheeling, W.Va.)...
 - *TOM BOVEN joins WXUS as news director, he's from WCVL in Crawfordsville, Indiana...
 - *DANNY MOFFITT joins WABB/Mobile in 7-12 midnight slot...
 - *New Lineup for KPUR/Amarillo: 6-10 AM J' MICHAEL DAVENPORT...10-3PM JIM DeHART...3-7 COREY MITCHELL...7-12 mid RON JONES...12 mid-6AM JOE GEOFFREY...weekends RHENDA LOWE...
 - *KHFI(FM) in Austin, Texas...in a programming change is now using Drake-Chenault's HIT-PARADE, a contemporary easy listening format...
 - *DANE VOSS of KLEO/Wichita exits. Going to college to get a BS in electronic engineering. Would consider jock and/or engineering gig...(316) 264-8267...
 - *BERT S. WEST, president of Golden West Broadcasters Radio Division, and John Reynolds, president of GWB's television division and general manager of KTLA, have been named to the Board of Directors of Golden West Broadcasters...
 - *United Artists Records appointed JIMMY GILMER to the position of General Manager of the Nashville office...
 - *United Artists also appoints MIKE ABBOTT National Director of R & B Promotion, he assumes the newly created post immediately, will headquarter in New York...and...RALPH HAWKINS is appointed as assistant to RICK FAZEKAS, the label's National College Promotion Director...
 - *MICHAEL SPEARS reports the latest lineup at KFRC as: weekends JOHN MACK FLAMINGO...BEAN WEANER 2-6AM...Dr. DON ROSE 6-9AM...JACK FRIDAY 9-noon...BOBBY OCEAN noon-3...ERIC "Paper" CHASE 3-6PM...CITIZEN BILL 6-10 PM...KEVIN McCARTHY 10-2AM...
 - *KFI in Los Angeles announces that they have won two Golden Mide Awards for Best Regularly Scheduled Newscast (15 minutes or under) and the other for Best News Writing...
 - *TERRY ALLEN has split WOSH and is now doing 6-10 PM and the music at WCWC...He would appreciate record service from all companies...
 - *JOHN STEWART, formerly of WROK is now doing 10PM to 2AM at WOSH in Oshkosh, Wisconsin...
 - *CHUCK MARTIN is not leaving the biz as we reported. He's moving from GRQ to WAVZ in New Haven to do afternoon drive...
 - *BOBBY DARK is presently handling the MD duties at WAMS...
 - *ROGER W. CAVANERS, formerly at WLOK, and WBOK is now sales manager at WNOE in New Orleans...
 - *New Lineup at WISE shows the following: 6-10AM BOB RYMELL...10-3PM MILES MEAD...3-7PM BOB KAGHAN (PD & MD)...7-12 mid MARK St. JOHN...12 mid to 6AM ROSS ELLIOTT...
 - *BOB RALEIGH is no longer at KWOW...
 - *ERIC CHASF moves from KNUS/Dallas to XEROK/El Paso-Juarez, Mex. to do afternoon drive...
 - *WMVA-FM is in dire need of LP product, new and old, for new progressive free form FM format...Help!
 - *RICHARD J. YANKUS has been named Local Sales Manager at WGAR...flagship station of Nationwide Communications.
 - *RANDY ORCHID leaves KRLY in Houston to do nights at KOLE in Port Arthur/Beaumont, Texas.
 - *REX RUSSELL, PD from KILE in Galveston moves to KOLE to handle middays.
 - *New lineup at KOLE includes: JAY SCOTT 6-10AM...REX RUSSELL 10-2PM...CHARLIE BROWN, PD...DAVE ARMSTRONG 2-6PM...and PHIL KRASE 6-midnight.
 - *Sorry we screwed up last week on the lineup at WOOW in Greenville, N.C. Here's the way it is: JOHN CARROS 6-10AM...LARRY FITZGERALD 10-2PM...CARL DAVIS 2-6PM (PD)...JOHN STEVENS 6-10PM...DAVE BOSTON 10-2AM and BILL TUCKER and DAVID HAINES on the weekends.
 - *BARRY JAMES has been named as MD at WHBQ/Memphis, Tennessee. STU ROBB will remain at WHBQ but won't be on the air. MASON DIXON from WAVZ moves to WHBQ to do 6-9PM and assistant MD.
 - *KBFW would like LP service.
 - *SCOTT SLADE, afternoon drive jock at WAPE has been named assistant PD.
 - *New lineup at KELP in El Paso shows: PD BRUCE BROWN 5:30-10AM...RANDY REYNOLDS MD 10-2...GUY PHILLIPS 2-6...TED JACKSON 6-midnight...and SANDY MARTINEZ from 12 to 6.
- Looking
- *MIKE COLGAN, formerly of KYA is looking for a new position...CâH (415) 588-1529...
 - *PAT ROGERS is looking for a good position in a major market...10 years experience including Detroit...Call (907) 789-7281...
 - *SID GRUBBS... "The Mojo Man" still hanging in there...looking for an evening Top 40 Rock gig...Call (305) 782-0074...or (614) 283-1265...
 - *BOB RUSSO, formerly MD of WHN...looking...contact at (212) 421-1829...
 - *RICHARD JOHNSON currently doing weekends at KEED in Eugene, Oregon is looking for medium or small market jock position...around Northwest...(503) 648-7914...
 - *The ROCK 'N ROLL PIGG is looking for a Top 40 gig...contact AMOS PIGG at (704) 735-2084...
 - *JIM SCOTT, formerly of WPTR and WDRC is looking for a major or medium market jock gig and can be reached at (518) 371-4587...
 - *KEDO in Longview, Washington, part of the SRO Chain is in dire need of record service...Capitol, A & M, WEA, Motown, ...Help!...

ARBs RELEASED

NEW YORK—The first ARB's were released this week with some interesting results in more than one city. Let's start for example with Chicago...WLS had their best book of 1973...pulling up from an overall 6.8 last time out to an 8.5 this time. WCFL stayed almost the same overall with an 8.4 as compared to their 8.5 last time...so WLS back on top in total numbers by .1. WGN on the other hand led both stations with an 11.2 down .7 from last book and down 1.8 from last January. WAIT pulled up from a 5.2 to a 6.1. WBBM moved from 6.7 to an 8.5...WIND dropped a little to an 5.1. WGN leads in men and women 18+ with a 12.9 in men and a 12.0 in women. WBBM is second in men with an 8.9 and in women with a 10.0. WCFL continues to lead in teens pulling a 26.8 with WLS coming up to a 23.9...increasing from their 17.8 last book, but still under the 25.4 of last January...WDAI continues to increase in teen pulling a third place 9.8...well over double their last January points there.

WBZ is up two points in Boston over the summer book and up about a point from a year ago to lead this market with an overall 12.7. WEEI (all talk) is second in the market with a 12.4 and WRKO third with a 10.8. That's up a couple of point for WEEI since last time around and about a point since last book. WRKO pulled a 10.0 in the summer and a 9.8 a year ago. WHDH is next with a 7.8 and WJIB comes in with a 7.3. WMEX has a 3.1 down from their summer 3.7...In men it's WEEI second behind WBZ 17.2 to 9.1 with WJIB pulling a 7.8 and WRKO a 6.8. In women WEEI leads with a 15.4 and WBZ pulls an 11.0 teen wise it's WRKO pulling a 36.6 and WBZ-FM coming in with a 12.2 just under the 12.6 for WVBF... while WMEX scores an 11.6.

Pittsburgh shows 13-Q with an overall 10.7 (AM only now divided) up from their 8.8 AM figures...their FM WSHH with Shulke pulled a 4.1. Yet, KDKA is still the giant in town with an overall 25.4...scoring 26.7 in men and 27.2 in women. WWSW was second in men with an 11.3 and 13-Q

second in females with an 8.2. WWSW had an 8.0 there. Teen wise it's all 13-Q pulling a 37.0 while KDKA is second in teens with an 11.5 and WDVE next with an 11.1. WPEZ came through with an overall 2.6 and a 7.7 in teens while KQV and WDVE (sister FM'er) pulled 3.9 each. KQV pulled a 5.6 in teens. WTAE was up scoring an overall 4.4 from a 3.7 last time out. WEEP had a 3.8...WSHH a 4.1...WKOI a 5.3.

Under Rich Robbin KCBQ continues to increase with a 13.4...up from last spring and 3 points ahead of a year ago. In overall numbers their nearest competition is now XTRA with a 9.1 and KOGO down a point, but still holding a 8.5. XTRA leads in females with a 10.2 to 9.7 for KOGO and 9.6 for KCBQ. In women it's XTRA also with a 9.9 while KOGO pulls an 8.6 and KCBQ scores an 8.2 followed by a 6.7 for KNX. 52.4 is the teen numbers for KCBQ while KSEA pulls up for second place with a 14.7 in teens. In other totals KDEO has a 5.3...KFMB a 5.1...KGB a 3.0 in AM and 3.0 in FM...KSDO scores a 4.5 while KSEA increases from a 2.9 to a 4.1...their biggest numbers in two years...KSON does a 5.5 and KNX a 5.0.

One of the stranger turn arounds happened in San Jose. While KLIV still leads in overall teens with a 22.2, the city teens turned to KFRC (San Francisco) to a tune of 17.3 as compared to 9.1 last time while KYA pulled a 6.8 down from 21.8 in the summer and down from a 30.1 they scored in the spring of 1972. In overall numbers it's KGO (SF also) with an 8.8 while KCBS pulls an 8.6 and KLOK scores an 8.2. KARA pulls a 6.1...as does KBAY while KLIV scores a 5.3, the same as KNBR. In men it's KCBS with an 11.9 and in women it's KGO nosing out KLOK 12.8 to 10.7.

Top dog in New Haven is still WELI, but they're down a bit...pulling an 18.1 with WAVZ second with a 12.6. Then comes WKCI with a 9.9 and WNHC with a 6.1. WELI has a 17.4 in men and a 29.9 in women while WAVZ beats out WNHC in teens 35.3 to 15.7. WDRC-FM has a 7.8 in teens.

New York also released their book, but didn't reach our office as yet...word is little change...a report on that first book out in January...Still too early for any type trends to develop...See you with a ton of them in two weeks.

WASHINGTON

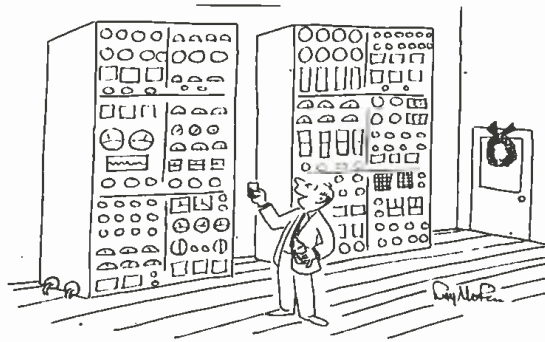
*Washington—It was the king of week where KCBQ didn't know whether to laugh or cry. They got hit with one of their best ARB's ever and a 10,000 fine from the FCC for naughty billing practices.. The practices occurred a long time ago...and Bartel, owners of KCBQ turned themselves in when they found out about it and told the Commission that they didn't really do it...it was done by the station manager at that time. They should have thought of something else. The commission said, in it's cute little way of saying it...“You are the Licensee therefore you're responsible for everything on the air. 10,000...about as big as you'd wanna go. Wonder what 'll happen to 'em next week?”

*Jearl Nennelee, Superintendent of Schools in Walsenburg, Colorado does not pledge allegiance to the flag. Floyd Jeter is general manager of KFLJ in Walsenburg. Mr. Jeter told the people on his radio station that Mr. Nunnellee did not pledge allegiance to the flag. Mr. Jeter should have, according to chief of complaints for the FCC Bill Ray, within one week of the alledged attack notify the person attacked; transmit a script, tape or accurate summary of the broadcast to the person attacked and offer a reasonable opportunity to respond over the station's facilities. According to Ray “In light of Mr. Nunnellee's position in the community...such a statement can be damaging to the reputation and teh respect that he is able to invoke from the community.” A letter showing KFLJ in violation of the “Personal Attack” rule goes on file and will be a part of the consideration for license renewal...

*WSMD-WSMD-FM sold to Crystal Broadcasting for 400,000...taht's in La Plata, Maryland...New AM granted in Charlevoix, Michigan...

*As of November 30 there are 4,395 commercial station...2,491 FM commercial and 628 FMeducational...

Merry Christmas... MR. Smith



Mr. Smith is a happy man...

"Merry Christmas, Staff!"

He is awakened in the morning by a specially designed machine that measures his sleep...the machine knows exactly how much sleep Mr. Smith needs and it wakes him just at the proper moment in just the proper way that Mr. Smith needs to be awakened. Mr. Smith enjoys a shower in the morning and that is one of the beauties of Mr. Smith's bed...It automatically sweeps out the computerized chosen bed mate and converts the bed into a shower, automatically designed to adjust to Mr. Smith's skin temperature. The shower again, automatically last just the right amount of time. At that moment Mr. Smith's bed is back and the exact amount and kind of food is served to him in bed while soothing good morning songs are played for him in a kind of crescendo type order so that when the peak of morning is reached Mr. Smith's valets are around him with the most comfortable clothes possible for Mr. Smith...again, computerized designed after years of intensive historical study. Mr. Smith chauffeur is directly outside the door and bows briskly as Mr. Smith steps in the absolutely perfectly comfortable transportation vehicle. Mr. Smith likes his chauffeur..he likes everyone he comes in contact with..they were all carefully chosen after months of testing and defining Mr. Smith's personality. Mr. Smith does not listen to the radio...his chauffeur knows better than to turn it on...Mr. Smith doesn't like to hear bad news. The proper route is taken...through lovely woods and big beautiful homes. It's shorter through the ghetto but Mr. Smith's chauffeur knows that Mr. Smith doesn't like to travel through the ghetto...Mr. Smith's office is perfect as his home...right temperature..right decor..right color..right people..all chosen of course to fit Mr. Smith's personality. Each says "Good morning" in just the way Mr. Smith likes it...Mr. Smith steps into the "Absolutely perfect head office"...designed of course to fit his specifications...Mr. Smith then spends the day giving orders. That's Mr. Smith's favorite thing of all and he does it perfectly with no mistakes. At the end of the day the procedure is reversed and Mr. Smith is finally entertained in just the perfect way and whisked off to sleepy land in the most un-crescendo way possible. Mr. Smith has seen no wars...faced no energy shortage...seen no hunger...felt no pain...

Mr. Smith is happy.

He's a robotdesigned specifically for this world.

He doesn't care. I do.

I do.

THE FOOL'S PRAYER

by Edward Rowland Sill

The royal feast was done; the King
Sought some new sport to banish care,
And to his jester cried: "Sir Fool,
Kneel now, and make for us a prayer!"

The jester doffed his cap and bells,
And stood the mocking court before;
They could not see the bitter smile
Behind the painted grin he wore.

He bowed his head, and bent his knee
Upon the monarch's silken stool;
His pleading voice arose: "O Lord,
Be merciful to me, a fool!"

"No pity, Lord, could change the heart
From red with wrong to white as wool;
The rod must heal the sin; but, Lord,
Be merciful to me, a fool!"

" 'Tis not by guilt, the onward sweep
Of truth and right, O Lord, we stay;
'Tis by our follies that so long
We hold the earth from heaven away.

"These clumsy feet, still in the mire,
Go crushing blossoms without end;
These hard, well-meaning hands we thrust
Among the heart-strings of a friend.

"The ill-timed truth we might have kept—
Who knows how sharp it pierced and stung!
The words we had not sense to say—
Who knows how grandly it had rung!

"Our faults no tenderness should ask,
The chastening strips must cleanse them all;
But for our blunders—oh, in shame
Before the eyes of heaven we fall.

"Earth bears no balsam for mistakes;
Men crown the knave, and scourge the tool
That did his will; but Thou, O Lord,
Be merciful to me, a fool!"

The room was hushed; in silence rose
The King, and sought his gardens cool,
And walked apart, and murmured low,
"Be merciful to me, a fool!"

BEAUTIFUL BABIES



RON DAVIES—LONG HARD CLIMB (A & M)

...Super album...fantastic talent and a record that should appeal to older demos at the start...worth a listen...

BOOKER T. & PRISCILLA JONES—WILD FOX (A & M)

...Super hook...excellent production...will be a good demo record...

RAY PILLOW—COUNTRIFIED (MEGA)

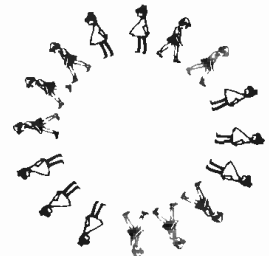
...Yeah...highly relatable and well put together...

JERRY JEFF WALKER—GETTIN BY (MCA)

...The more you listen the more it'll flip you...The Austin sound is going to hit sooner or later...

BURT BACHARACH—SOMETHING BIG (A & M)

...Older demos, but one of his best pieces of material in quite awhile...



The BIG KA-HOON-SUS

A combination of radio on the air people, General Managers, Promotion Men, Producers and even Social Researchers sat down and decided who they thought would come up with the most listeners for the most quarter hours (we were going to say "time" but that doesn't quite get it) in their prespective markets during a survey taken by Arbitron...or the American Research Bureau.. The following is a consensus of who the people who entered the contest picked to be number one...the most people picked the station the most who would have the most listeners most of the well, anyway we added 'em up and this is what happened....

Final results and winner of two days in Beltsville announced in about a month

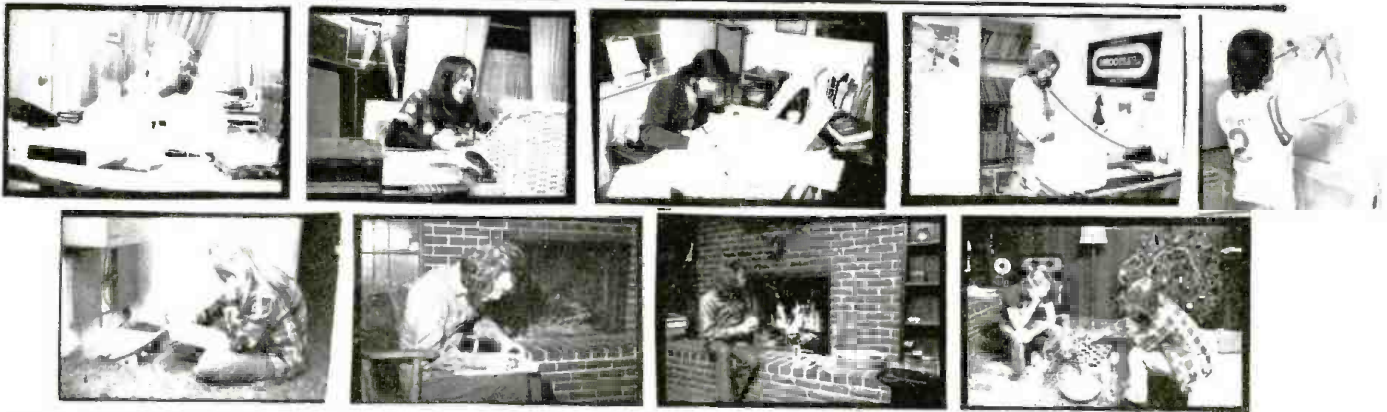
Akron - WAKR
Albany-Schenectady-Troy - WGY
Atlanta - WSB
Baltimore - WBAL
Birmingham - WSGN
Boston - WBZ
Buffalo - WBEN
Charleston, S.C. - WTMA
Charlotte - WAYS
Chattanooga - WDEF
Chicago - WGN
Cincinnati - WLW
Cleveland - WERE
Columbus, Oh - WCOL
Dallas - KRLD
Dayton - WHIO
Denver - KHOW
Des Moines - WHO
Detroit - WJR
Flint - WDFD
Ft. Lauderdale/Hollywood - WLYF
Ft. Wayne - WOWO
Ft. Worth - WBAP
Fresno - KYNO
Hartford-New Britain - WTIC
Honolulu - KGMB
Houston - KILT
Indianapolis - WIFE
Jacksonville - WAPE
Kansas City - WHB
Los Angeles - KHJ
Louisville - WAVE
Memphis - WDIA

Miami - WQBA
Milwaukee - WTMJ
Minneapolis-St. Paul - WCCO
Nashville - WMAK
New Haven - WELI
New Orleans - WTIX
New York - WABC
Norfolk-Portsmouth-News-Hampton - WRAP
Oklahoma City - WKY
Omaha-Council Bluffs - KFAB
Orlando - WLOF
Pensacola - WBSR
Philadelphia - WIP
Phoenix - KRFM
Pittsburgh - KDKA
Portland, Or. - KGW
Providence-Pawtucket - WPRO
Richmond - WRVA
Rochester N.Y. - WHAM
Sacramento - KROY
St. Louis - KMOX
Salt Lake City - KCPX
San Antonio - KTSA
San Diego - KCBO
San Francisco - KSFO
San Jose - KGO
Seattle, etc. - KJR
Spokane - KJRB
Syracuse - WSYR
Tampa-St. Petersburg - WLCY
Toledo - WSPD
Tulsa - KAKC
Washington D.C. - WMAL

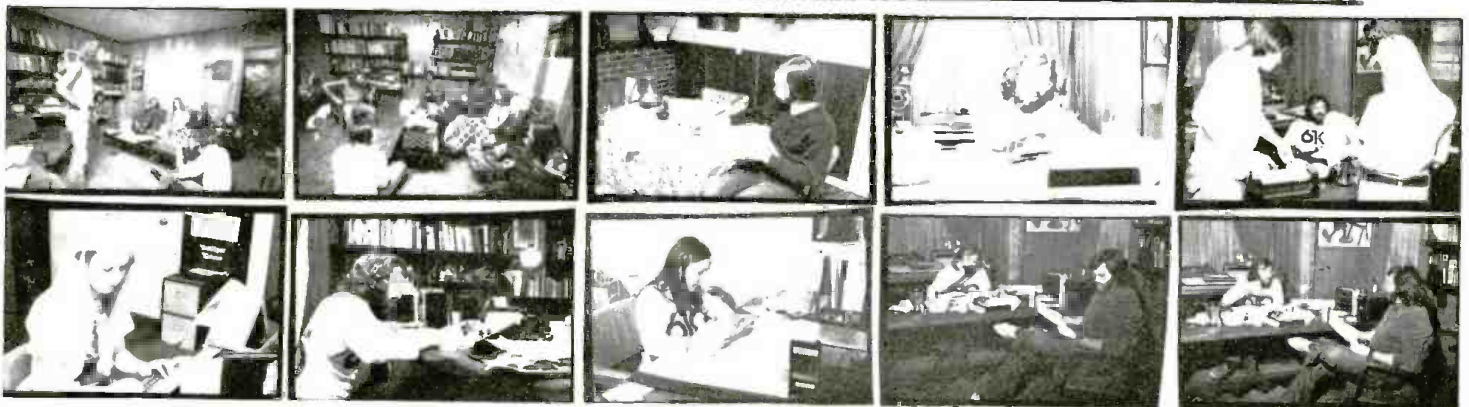
THE RADIO REPORT: Day by day



The RADIO REPORT ends its fourth year of publication this January. For this fact we can only humbly thank those of you who have given so incredibly much to it. It is truly put together each week by a large group of friends... (We had better than 3,000 telephone conversations both in-coming and out-going last month)... from reporters to assistance from NAB...RAB...FCC...etc., etc. Someone suggested a few weeks ago that it would be interesting for readers of the REPORT to see how it is exactly put together... so for this end of the year trip we thought we'd lay it on you...



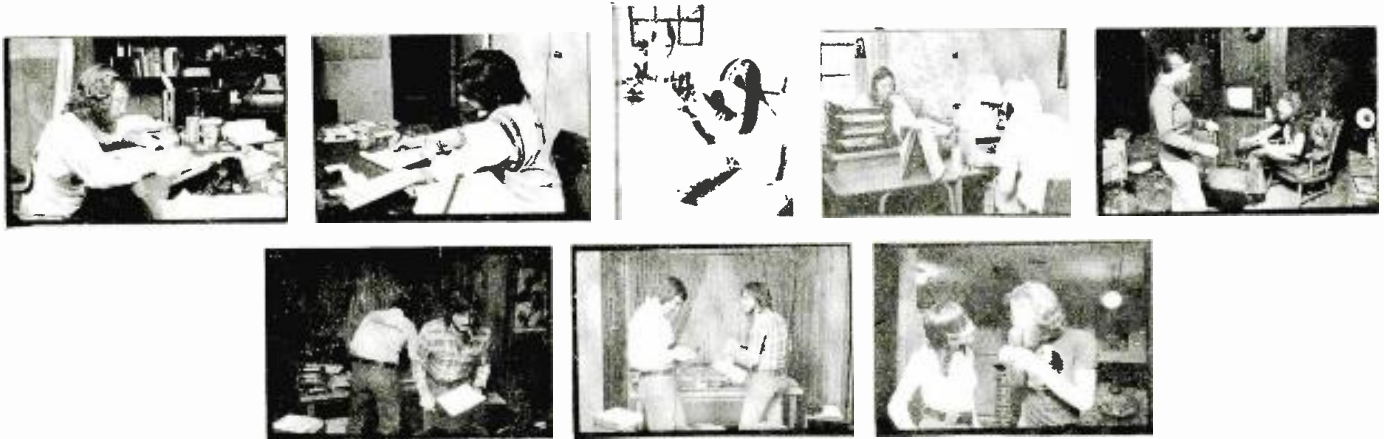
FRIDAY—The REPORT issue begins about noon Friday... Final copy on the last issue has gone to the printer and it's time to start all over again... Filing records, discussing last week's problems, putting reports away... following up... Friday is the quietest of days, everybody is tired following the long night before. Letters are answered... few calls go in and out... Occasionally there are last minute items breaking and quick calls to the printer are made to insert, take out all the way till 6PM on Friday. Weekends are generally spent in discussion of some kind... lots of album listening... reading... inputting... This time is the most valuable of all as it gives us thinking time.



MONDAY—On Monday morning there is a meeting of everybody in the REPORT... assignments and ideas are finalized... time tables set... We don't send memos... afraid it will cause lack of communication to develop... There are no titles... no big guys or little guys. After the meeting Mitch starts preparing the 200 page music book... A new book is done each week... all information from station reporters, promotion men, etc. are logged beginning with Monday afternoon. This is the day to do interviews... contact specific companies for information needed for story ideas, etc. It's also a day of defensive phone work... Mistakes in the REPORT are pointed out... complaints are filed... apologies made... There's a lot of territory to cover and mis-spelled names occur and are corrected... Study is also a good part of this day... reading ARB's and listening to air checks that come in at about a two a day rate. It's a day for all kinds of meetings such as morning man Stu Robb's discussion on semantic differential while the camera man was here.



TUESDAY—Tuesday you can feel a little tightening of emotion in the office...We start finishing articles, checking back on details and finally in the afternoon the calls begin...in and out...By Tuesday evening we've talked to forty stations about their music...their ideas... their promotions...their change in sound...how they feel...how they need help..."How's the family"...People such as Jay Cook at WFIL have spoken to this office at least once a week for all of these four years. Advice on jobs...discussion of jocks and sounds and stations are continuous during this period. Tuesday night is a thinking moment...the last chance we have as there'll be no time starting tomorrow...



WEDNESDAY—Wednesday morning 8:30...The calls have begun in earnest...There is no discussion between people for an incredible 10 hour period...no time to go out for lunch...a quick sandwich is gobbled...Chrissy is processing new subscriptions to get ready for the Friday mailing...Mitch has nothing else to think about besides the logging of the 149 reporters...It's writing and type-setting time as well... Each page has to be typed twice...so it's 64 rather than 32 pages of type-setting that started out as about 150 pages of double-spaced rough drafts. By 6 PM it's time for a drink and some joking around...Your ears hurt and your nerves are shot...The strain slackens a bit... Wednesday night the new records are narrowed down...ideas and problems are brought out...Bed finally feels good...



THURSDAY—It's the last day of production...There'll be no sleep until the REPORT is finished. Final calls are made to check on the music...promotion men are consulted...writing...and writing...and figuring and listening and thinking...sizing up the REPORT...writing headlines...pasting up...more type-setting...the BOOK is finally logged...scores are tallied...records are listened to...decisions are made on the back page...demographics are broken down and then the word..."THE MUSIC IS DONE"...and there's some time to begin to let down. Paste up...looking...re-checking...adding details like page numbers.



FRIDAY—By 6AM Friday morning the REPORT is generally done...We know the all night man better than any other jock...At eight AM all but eight pages are picked up by our printer Keith...The final eight stay on the wall for more stories...and it's Friday...noon...envelopes are run...postage...and beginning on another REPORT...taking time out at 6PM to look at the finished product... It is here that disappointment, pride, contemplation...joy and sadness...all rolled into one...This is the result of our work...too late to start over if we don't like it...promising to be better next week...At 10PM the guys take the last box of envelopes to the wagon and drive away for the airport...and we're starting to figure on new projects for the next issue...We do it because we love you...everybody to their own thing.

TOP PROMOTIONS and CONTESTS of 1973

Radio station Promotions in 1973 changed drastically in approach for the most part...rather than the old flamboyant, far out kind of Raz Ma Taz stations designed their contests and give-aways scientifically to improve quarter hour maintainance or total cume. Cash became the most given away commodity, replacing TV set, radios, trips etc. Still creativity was still, if not more prevelant. Here are some of the contest of 1973 that we felt were unique...if not scientific...

DETROIT—WDRQ's morning man, Chuck Roberts, has arranged a telephone hook-up that will give listeners the chance to talk to whomever in any part of the country. Caller is patched through and the first 15 seconds of each conversation is aired. Then they can rap as long as they so desire. Station says response has been "excellent!"

SAN FRANCISCO—"If you've ever wondered whether or not you've ever had psychic abilities"...KFRC is telling its listeners, and following it up by giving them a shot at ESP experiments worth some prizes...They call it the Head Game once an hour the radio artist on the board gets the first contestant on the phone and off the air asks him to "think of a color...or a number...or a day of the month...or whatever"... Second contestant then on the phone is asked to concentrate on one of eight colors...or 7 days or...If the color, etc. is the same as the other contestant (who is also on the air and confirms or denies the other person's concentrated guess) they both win...A good check on the contest is player's from two different cities...also a good relatable contest as well for naming the cities. Amazing how many winners the station has had so far...HMMMMMMMMM....

VALENTINE'S DAY 1973—Some quickies for Valentine's Day...WHYL in Carlisle sending out love letters to listeners with a certificate for a prize...KWHP in Edmond, Okla...got a Chevy LUV truck, painted it with hearts and are asking listeners to guess how many there are...WRSC, State College, Pa...running the most kissable lips contest...jocks will decide the most kissable lips in town on Valentine's Day, KDZA, Pueblo...running KDZA Kissing computer...promoted a story on the air...machine was designed to be a chapped lips testing machine...but as its patients came to test their chapped lips, computer started reacting to their kiss...now listeners call and kiss computer on the air...the better the reaction from the computer, the better the prize...HMMMM Happy Valentine's Day...

LOS ANGELES—KFI listeners were asked to call in at announced times during the day and tell a fictitious tale (a "snow job") of 60 sec. or less to be available in a drawing...prize? You guessed it...a snowmobile. They gave away 8 of them and called it "The Great Snow Job Contest."

AUGUSTA, GA.—Bill Craig, AM man at WAUG gave away a round bed, 10 vibrators and a pair of size 13 tennies to the listener with the most original idea of what to do with the prize...they're comment was..."needless to say, it got pretty wierd"...can imagine...

LOS ANGELES—Chuck Blore and KIIS continue expansion of between record features with latest new idea being a series called "The Unexplainable." The 13 segments investigate subjects ranging from UFO's to giant boulders erupting from inside the earth. Other phenomena studied during the series include: ancient Egypt, especially its pyramids; Devil's Triangle in the Atlantic Ocean; red rain; black snow and rain; and invisible cat that leaves footprints; giant creatures like Big Foot, Loch Ness Monster and the Abominable Snowman; and prehistoric astronauts.

LOS ANGELES—Madelin Calder is a lady any of you might be hearing from in the next two months. As an introduction into independent promo, she decided to take the 2-month Greyhound Bus Special (anywhere you want to go \$150) and hit all the stations she can. You might even take HER out to dinner this time 'round...Starting today (Monday), she'll be around Hartford, New Haven..Tuesday—Syracuse, Rochester, Buffalo...Wednesday—Youngstown, Wheeling, Thursday—Columbus...Friday—Indianapolis, Dayton. We'll follow along and report progress...should be quite a tip...huh...

INDIANAPOLIS—WXLW, having no contest or promo budget to speak of, came up with an "UN-Contest" Contest to counter competition with a lot of bread to work with. They produced spots (using Cheech & Chong type of humor) telling listeners how hard it is to win anything in big money contests and goes on to question the trip of buying a listener's loyalty, etc., etc. Then they lay down the only thing this station can give them is more music and so (being a daytimer) from 5:15 to sign off (2 hours) there's nothing but music...

EUGENE, OREGON—KUGN just finished a promotion giving away four billboards (running two weeks each) to listeners with the best ideas for using the space. Winners get the use of the art staff of the billboard company to help them with exactly the work done. Once again, "imagination is the key" with entries coming all the way from a guy who needs a date to "Don't Californicate Oregon."

NORFOLK—WNOR has been running answer the phone "Ask Me About WNOR" with anything from \$100 to \$1,000 as the prize but the latest winner made it sound more like an "ESP Contest." Mrs. W.E. Peterson answered her phone correctly because her three daughters had dreamed (3 nights in a row) that she won the contest. Her youngest 10 years old, even dreamed what day she should answer the the phone with the right phrase. Then they found out she is an instructor on dream interpretation at the Association for Research and Enlightenment (the Edgar Cayce Foundation) in Virginia Beach. Her comment on her daughters' dreams might be interesting to you..."Dreaming is merely an innercommunication with yourself. All people dream and all people can interpret their own dreams without the aid of a psychiatrist guru or yogi."

PHILADELPHIA—WFIL is running a Watergate Contest giving away a motorized bug-like device...a Volkswagen. All the listener has to do is come up with a 3 number combination that opens the safe in the Watergate Building where the keys to the "bug" are located. Once a listener is on the phone, before they get a guess at the combination, they have to swear that they or any member of their family was not involved in the Watergate affair. Even if they don't get the combination, they get a "WFIL Don't Bug Me" key-chain...careful

HOUSTON—KRBE-FM is asking listeners to “call the KRBE Swine Line” and tell them “Why I Need A Pig Immediately.” Guinn, 6-10AM jock, will play back the craziest reasons and the five listeners who hear their voices and call at the right time will win a live pig. The contest is being done in conjunction with the soundtrack LP from the movie, “Charlotte’s Webb” (Paramount) which stars “Zuckerman’s famous pig” based on the E.B. White children’s book.

BALTIMORE—WAYE’s latest promo called “A Way With Words Contest,” was asking for poems and a grand prize winner who gets \$1,000. Then they printed all of them in a booklet form and gave them away. There are some interesting pieces in it...they might have a few left if you’re interested...Penthouse, 1111 Park Ave., Baltimore, Maryland, 21201...(301) 728-7570.

BALTIMORE—Good Heavens! WAYE ran a contest giving away among other prizes \$100 worth of clothing to the listener who most uniquely “tanned” WAYE into their body. I can hardly wait for a picture of the winner.

LOS ANGELES—KIIS continues to come up with super ideas for produced quickie specials on their station...latest is “The Funny Felony Follies,” which according to KIIS “tells the tales of some inept, and apparently dumb criminals and the comical capers. They range from an attempted prison break inside a garbage can that was a flop (and also a crash, clang and clump as the convict and his can were dropped down a flight of concrete stairs) to a modern cattle rustler who is standing trial presently for modern day cattle rustling.

SEATTLE—Mark Wayne and Aunt Fern broadcasting over KIRO are concerned with value, but, they also think that some thought should be devoted to the many articles in our life that are just totally worthless...so Aunt Fern is sponsoring a “Worthless” contest...listeners are being invited to send in their most worthless items...winner gets his own stereo system...to day they’ve received such worthless things as a jar of stapled staples, an old rusty saw blade, and 25,690 inches of used cellophane tape. (I’ve got a couple of thoughts in mind...).

HOUSTON—T-shirts are big radio station items, but KLOL’s Tony Raven added a twist to their “mother” shirts...they have been giving away KLOL “little mothers” T-shirts with sizes down to 2...super for the kids who definitely freak out on them...even reminds mother about KLOL.

DETROIT—WDRQ morning man, Bill Bailey is doing his own show as a real “human being”...ending the ARB, Bailey starts in bed, gets up to take his shower, dresses and goes to work while broadcasting with a wireless mike and radio ear phones.

BOSTON—WRKO is beginning a total promotion idea with what will be about 16 different offshoots of the Great Cash Call of ‘73. Station is beginning with an American Graffiti contest...a billboard marked off into stands in front of the station and listeners are invited to write their own graffiti in an assigned square...acceptable graffiti will be read on the air and winners get tickets to movie (American Graffiti, of course) and a top ten LP.

CHEYENNE—Radio Dinner was the name of the game as, each hour, KRAE gave an ingredient to a recipe. The first listener to guess what recipe those ingredients belonged to, won \$25.00.

MIAMI—In Estes Park, Buffalo Records gave away free copies of the Guinness Book of World Records...From here all kinds of contest possibilities such as that done by WFUN in Miami...The station held one week of attempts at breaking various records listed in the book at different shopping centers across the city, covering the events with quick remote break-ins...plenty of volunteers and some records broken as well...one man set the new world “Lemon-eating” record by downing 3 lemons in 58 seconds...the old record being 2 minutes and 20 seconds...The baby carriage record was also broken...106 hours the duration. The longest handshake (53 hours) was broken as well as the duration of listening (53 hours) to the radio...as well as the football sitting record (18 hours)...Shopping center was in daily touch with Guinness and records were verified and will appear in the next edition of the book.

MACON, GA.—Capricorn’s Dick Wooley is getting exposure for records his way, with a Code-a-phone initiated in Atlanta, Dallas, and Boston where people can call and listen to three minutes of the Marshall Tucker Band Album and the Wet Willie album...promotion lasted three weeks and in more than one case blew out the phones...Wooley plans to use the idea in another 6 to 10 cities.

LOS ANGELES—KMET has picked 5 different screams from 5 songs to use in their “Guess the Scream” contest. The person who correctly guesses who’s doing the screaming and from which song, wins \$94.07 and an almost all-paid night for 3 in the Hollywoodland Motor Hotel, complete with waterbeds and closed-circuit porno flicks. In case of a tie a bulls-eye will be drawn on the sidewalk and the letters will be dropped from the roof of KMET...whichever letter is closest to the bulls-eye wins!...it’s that simple...

PHOENIX—KRIZ is running the “Don’t Say Hello” Contest but instead of shipping out LPs that listener may not want they lay a KRIZ Credit Card on them to pick out whatever they want...(via local shop, of course)...getting great response...13-Q also doing this.

LOUISVILLE—Cash Call on at WAKY with calls from the WAKY call girls coming several times per hour...now new jock, Coyote Calhoun is going to spend some time in a car suspended about a hundred feet up hanging over one of the cities major arteries, making calls from a mobile phone until 79 people have answered their phone with “Hello-WAKY”...prizes differ each hour, from cash to color TV, etc. Crane is coming in from Michigan to do the trick.

BOSTON—In cooperation with the ALA Auto & Travel Club, WBZ Radio and TV is attempting to lessen pollution and traffic conditions in the city through means of the “Commuter Computer Clubcar.” The station has placed questionnaires in the local newspapers and Bostonians interested in this computerized carpool answer the questions and mail it in. About 3 weeks later they’ll receive a computer printout listing the names and telephone numbers of neighbors with similar schedules and destinations. The neighbors can contact then each other and set up carpools. In addition to the printout, they’ll receive a Clubcar “Clubcard,” front and rear window decals, a what-to-do-in-case-of-accident reference card, and a special “Visor Advisor” with alternate route maps, emergency phone numbers and downtown parking info...and, of course, traffic reports from Joe Green in the WBZ Traffic Helicopter. More info can be had from BZ in Boston.

NEW ORLEANS—A little truth on the radio if you please.

The Better Business Bureau in this city is running a 90 second spot in morning drive on WGSO that gives actual case histories of merchants in town who have stuck it to folk... and the caper is that the actual names of the business to watch out for. Of course, the BBB checks every one of them out thoroughly through attorneys to make certain the problem is really there. At the same time when the problem is corrected the BBB talks about that also.

SAN DIEGO—The idea of the week award goes to KGB in this city...started with Captain Billy writing a song about his home, Chula Vista...and playing it on the air...from phone calls and letters came the idea of inviting listeners to write and record their own songs about their own area or city... and from that comes an album with the best twelve songs. Add to it another contest for designing the cover (in case you have no musical ability may be you have artistic ability) and then add to it that they're going to sell the album on the air and around town and give the proceeds to charity and you've about covered it...report good response with about 85 songs entered so far....."and some of them are really good."

DENVER and LOS ANGELES—"Columbo"...one of the more popular TV programs of the year has found it's way into two radio stations at least...KHOW in Denver and KHJ in LA. In Denver the station has been producing for sometime a twice daily-three minute-or so presentation called Pomp and Circumstance which features Coach Lance Turf, vice principal Ansel B. Hickey, secretary Miss Quick and others, along with Lt. Polumbo who is trying to find out how the football secrets are being leaked to the opposition. Assistant Coach Burt Renyolds wound up being the culprit who exposed it all and has resigned. Barney of the Charlie and Barney morning show does most of the writing of the show which runs AM-drive and PM-drive. KHJ has put together what Paul Drew called the best contest the station has run in years...Harvey Mednik and Sean Conrad produced Polombo's Musical Mystery Celebrity Suspect using the old mystery man concept...crack the case and win a thousand dollars...hourly clues given by an actor that sounds almost exactly like TV's real Columbo.

WASHINGTON—This is being done a great deal in several cities but, WRC found a particular theme line that fits right into a heavy crime surge in the capitol city...they call it counter muggings...when they encounter someone on the street that says they listen to WRC, they pass on money ranging all the way up to a \$100 bill. Trips are taped and played back on the air...effective...

CHATTANOOGA—WFLI, noting that the city doesn't have too many big name concerts has offered an interesting prize for a group of their listeners...called the Magic Bus Boogie...providing tickets, transportation, etc. to concerts in Atlanta, Nashville, etc.

PHOENIX—Chucker is at it one more time with KUPD's offer over a three week period to trade a "KUPD Boogie Shirt" for a T shirt from any other station. KUPD picked up about 150 shirts from about a dozen stations....

BOSTON—WRKO's luck out with the president advocating turning your thermostat down to 68 (their freq is 680) is being taken advantage of. Station employed a California actor, who does super Nixon impersonations to cut promos station..."Turn your thermostat and your radio to 68."

DENVER—Here's the final on the KIMN contest we talked about in Fresh Air last week...after promoting a coming contest that "doesn't require anything. All you have to do is believe"...station starts today with random telephone calls that ask the listener..."Mrs. Jubottom you're on the air at KIMN do you believe I have a hundred dollars for you?" If Mrs. Jubottom says "yes" she wins the bread...if she says "no" she doesn't...simple as that. Listeners will win anywhere up to a thousand bucks "if they believe." Station then will follow up with "You can believe KIMN" image.... in these distrusting times it's pretty far out to believe anyone or anything. Psychological effect, not only in building the station, but in believing anything seems super positive to us. Brain child of whoever or whatever inspired Carl Wigglesworth.

BOSTON—You've done it in a super market? First time I heard of doing it in a record store? As part of the weekend WRKO Album Rip-Off they're drawing a name from all of the winners and giving them five minutes in a record store to carry out all the albums they want. How about five minutes in a nuclear power plant of a five minutes in a brothel?

SEATTLE OR SOMEWHERE AROUND THERE—KTAC has an original...they and the biggest record shop have installed a KTAC juke box as they come in the door and when they can't remember the name of a record they heard on the station all they have to do is put on the earphones connected to the juke, punch the button they think might be it and listen. The chart is inserted in the juke and they can reject and punch to another song...all free...Derek Shannon...you got it.....

TOP 50 ALBUMS OF 1973

1. PINK FLOYD/Dark Side of the Moon (Harvest)
2. ALLMAN BROTHERS/Brothers & Sisters (Capricorn)
3. CARLY SIMON/No Secrets (Elektra)
4. WAR/The World is a Ghetto (UA)
5. ELTON JOHN/Don't Shoot Me (MCA)
6. LED ZEPPELIN/Houses of the Holy (Atlantic)
7. ROLLING STONES/Goat Head's Soup (Rolling Stones)
8. ELTON JOHN/Goodbye Yellow Brick Road (MCA)
9. BEATLES/1967-1970 (Apple)
10. EDGAR WINTER/They Only Come out a Night (Epic)
11. ALICE COOPER/Billion Dollar Babies (WB)
12. CHICAGO VI (Columbia)
13. GRAND FUNK/American Band (Capitol)
14. CHEECH & CHONG/Los Cochinos (Ode)
15. PAUL McCARTNEY & WINGS/Red Rose Speedway (Apple)
16. STEVIE WONDER/Talking Book (Tamla)
17. DUELING BANJOS/Deliyerance (WB)
18. CAT STEVENS/Catch Bull at Four (A&M)
19. BEATLES/1962-1966 (Apple)
20. MOODY BLUES/Seventh Sojourn (Threshold)
21. BEST OF BREAD (Elektra)
22. RINGO STARR/Ringo (Apple)
23. JETHRO TULL/Passion Play (Chrysalis)
24. JOHN DENVER/Rocky Mountain.High (RCA)
25. GEORGE HARRISON/Living in Material World (Apple)
26. THE WHO/Quadrophenia (MCA)
27. JETHRO TULL/Living in the Past (Chrysalis)
28. MARVIN GAYE/Let's Get It On (Tamla)
29. TRAFFIC/Fantasy Factory (Island)
30. ROBERTA FLACK/Killing Me Softly (Atlantic)
31. STEVIE WONDER/Innervisions (Tamla)
32. DEODATO (CTI)
33. CAT STEVENS/Foreigner (A&M)
34. PAUL SIMON/There Goes Rhymin Simon (Columbia)
35. WAR/Deliver the Word (UA)
36. STEVE MILLER/The Joker (Capitol)
37. GARFUNKEL/All I Know (Columbia)
38. CURTIS MAYFIELD/Superfly (Curtom)
39. DEEP PURPLE/Made in Japan (WB)
40. CARPENTERS/Now & Then (A&M)
41. JAMES TAYLOR/One Man Dog (WB)
42. NEIL DIAMOND/Hot August Night (MCA)
43. NEIL DIAMOND/Jonathan Livingston Seagull (Columbia)
44. JOHN LENNON/Mind Games (Apple)
45. JIM CROCE/Don't Mess With Jim (ABC-Dunhill)
46. DEEP PURPLE/Machine Head (WB)
47. ELVIS PRESLEY/Aloha From Hawaii (RCA)
48. SEALS & CROFTS/Diamond Girl (WB)
49. FOCUS/Moving Waves (Sire)
50. JOE WALSH/The Smoke You Drink (ABC-Dunhill)

A WEEK BY WEEK REVIEW

Top news stories

Top 5 singles

JANUARY 1, 1973

...WCBS-FM/KRTH pound in with oldies...heavy rating gains...
 ...KSLQ takes St. Louis teens...a beginning...
 ...KIMN regains Denver as Red Book is out...
 ...Bob Collins resigns at WRIT in Milwaukee to work at WOKY. Court issues restraining order forbidding him to work at WOKY, for 6 months in view of his having signed a "no compete" contract at WRIT...
 ...IBEW strike against CBS...
 ...Walkout at WFIL in Philadelphia...

1. YOU'RE SO VAIN/Carly Simon
2. SUPERSTITION/Stevie Wonder
3. CROCODILE ROCK/Elton John
4. ME & MRS. JONES/Billy Paul
5. YOUR MAMA DON'T DANCE/Loggins & Messina

JANUARY 8, 1973

...RKO leads in exec and station changes...Mark Hurd leaves GM post at KFRC...Hap Trout replaces him from KCBQ/San Diego...Ron Ruth leaves WXLO...
 ...Bob Collins joins Bartell as PD of WMYQ/Miami...
 ...Washington-FCC reports radio revenue increase...

1. CROCODILE ROCK/Elton John
2. SUPERSTITION/Stevie Wonder
3. WHY CAN'T WE LIVE TOGETHER/Timmy Thomas
4. YOUR MAMA DON'T DANCE/Loggins & Messina
5. YOU'RE SO VAIN/Carly Simon

JANUARY 15, 1973

...First Communicator Network Board begins...
 ...Jack Bolton takes over as PD at KOL...Jim Taber becomes PD at KROQ...
 ...John Rook begins consultancy of KROQ...
 ...Operating Manual released this week...

1. CROCODILE ROCK/Elton John
2. WHY CAN'T WE LIVE TOGETHER/Timmy Thomas
3. YOUR MAMA DON'T DANCE/Loggins & Messina
4. OH, BABY, WHAT WOULD YOU SAY/Hurricane Smith
5. SUPERSTITION/Stevie Wonder

JANUARY 22, 1973

...KKDJ announces it will go live with Rich Carroll named PD...
 ...Shotgun Tom Kelly joins KCBQ/San Diego...
 ...Chuck Knapp resigns from WLS...
 ...CFRB maintains most listened to Canadian station status in release of BBM ratings...

1. CROCODILE ROCK/Elton John
2. WHY CAN'T WE LIVE TOGETHER/Timmy Thomas
3. OH, BABY, WHAT WOULD YOU SAY/Hurricane Smith
4. YOUR MAMA DON'T DANCE/Loggins & Messina
5. TROUBLE MAN/Marvin Gaye

JANUARY 29, 1973

...WHN announces pending format change to modern country...
 ...Sis Radio, Inc. buys WRNA-FM in Charlotte from Belk Broadcasting Co. for \$310,000...
 ...Jerry Boulding resigns as PD of WWRL/New York and the Sonderling Broadcasting chain...

1. CROCODILE ROCK/Elton John
2. DON'T EXPECT ME TO BE YOUR FRIEND/Lobo
3. TROUBLE MAN/Marvin Gaye
4. OH, BABE, WHAT WOULD YOU SAY/Hurricane Smith
5. DO IT AGAIN/Steely Dan

FEBRUARY 5, 1973

...AFTRA strike at WCUE-AM & FM in Akron, Ohio...
 ...Washington-Vince Wasilewski asks for newspaper help in supporting a license renewal bill for broadcasters...
 ...KNUS/Dallas shows heavy rating gains and first challenge to KLIF in years...

1. COULD IT BE/Spinners
2. CROCODILE ROCK/Elton John
3. DON'T EXPECT ME/Lobo
4. DUELING BANJOS/Deliverance
5. DO IT AGAIN/Steely Dan

FEBRUARY 12, 1973

...New PD's named all in one week...Paul Drew/KHJ...Bill Rock/WMEX...Carl Wigglesworth/KIMN...Al Brady/WWDJ...
 ...Bob Foster resigns from KFRC...
 ...Winter ARB's over...

1. KILLING ME SOFTLY/Roberta Flack
2. DUELING BANJOS/Deliverance
3. COULD IT BE/Spinners
4. LOVE TRAIN/O'Jays
5. LAST SONG/Edward Bear

FEBRUARY 19, 1973

...Roberta Flack scores highest points ever on Report chart...
 ...Ninety Fifth Anniversary of the Phonograph...
 ...KIQQ goes on the air in Los Angeles with Rich Robbin consulting...
 ...Akron-Strike at WCUE goes on...
 ...Communicator Network Board meets again and adds four new station members...
 ...Jerry Boulding begins consulting WGRT in Chicago...

1. KILLING ME SOFTLY/Roberta Flack
2. DUELING BANJOS/Deliverance
3. LOVE TRAIN/O'Jays
4. ALSO SPRACH ZARATHUSTRA/Deodato
5. LAST SONG/Edward Bear

FEBRUARY 26, 1973

...Jim Davis new PD at WSAI (from WDAI)...
...Alan Hall resigns as PD of WEAM...
...Denver—KIMN leads in all time segments in the October-December Pulse...
...KSTT takes overall edge in October-December Pulse for Davenport...

1. KILLING ME SOFTLY/Roberta Flack
 2. ALSO SPRACH ZARATHUSTRA/Deodato
 3. DUELING BANJOS/Deliverance
 4. COVER OF ROLLING STONE/Dr. Hook
 5. LOVE TRAIN/O'Jays
-

MARCH 5, 1973

...KTLK hearings end...license renewal appears imminent...
...Hefstel gets ready to take over WJAS/Pittsburgh...
...Kent Burkhart ousted at P & S...
...George Brewer 1942-1973...A full, meaningful career is over...
...Jerry Sharell resigns in New York as National Promo Director of Buddah...

1. KILLING ME SOFTLY/Roberta Flack
 2. ALSO SPRACH ZARATHUSTRA/Deodato
 3. DUELING BANJOS/Deliverance
 4. COVER OF ROLLING STONE/Dr. Hook
 5. NEITHER ONE OF US/Gladys Knight
-

MARCH 12, 1973

...Plans being made for 'Carnival of Knowledge' at Estes Park, Colorado...
...Sylvia Clark splits P & S...
...Dallas—KLIF continues to lead overall in latest Pulse...
...KRLA in Los Angeles goes 'Contemporary MOR' and KNUZ in Houston goes to 'Contemporary Country'...
...WJAS on the air as 13-Q...

1. KILLING ME SOFTLY/Roberta Flack
 2. THE NIGHT THE LIGHTS WENT OUT IN GEORGIA/Vicki Lawrence
 3. ALSO SPRACH ZARATHUSTRA/Deodato
 4. NEITHER ONE OF US/Gladys Knight
 5. DANNY'S SONG/Anne Murray
-

MARCH 19, 1973

...Mini-clinic held in Manchester, N.H. ...
...Madison, Wisconsin...Greg Rouleau, 57 year old president and general manager of WISM in this city dies of a heart attack while vacationing in Las Vegas - March 9th...
...Michael Papale has been named Chairman of the Clinic Consultation Committee for the next Radio Report Clinic scheduled for Estes Park...
...NAB convention begins in Washington...

1. THE NIGHT THE LIGHTS/Vicki Lawrence
 2. NEITHER ONE OF US/Gladys Knight
 3. SING/Carpenters
 4. DANNY'S SONG/Anne Murray
 5. AIN'T NO WOMAN/Four Tops
-

MARCH 26, 1973

...Julian Breen resigns as PD of KYA in San Francisco and is replaced by Christopher Kane...
...Sonny Foxx resigns at KHJ and is replaced by John Locke...
...Sonny Melendrez resigns as PD at KIIS...
...WCFL pulls up as ARB's (Jan-Feb) are released...

1. THE NIGHT THE LIGHTS/Vicki Lawrence
 2. TIE A YELLOW RIBBON/Dawn
 3. SING/Carpenters
 4. NEITHER ONE OF US/Gladys Knight
 5. AIN'T NO WOMAN/Four Tops
-

APRIL 2, 1973

...Sebastian Stone leaves KFRC in San Francisco...
...Scott Burton takes over as PD of KSD/St. Louis...
...San Diego—KCBQ uncovers its own billing improprieties and files a complete report with the FCC...
...Registration begins for Carnival of Knowledge...
...FCC—NAB join together for statement putting down radio-sex shows...Bill Ballance(KGBS) changes approach...

1. TIE A YELLOW RIBBON/Dawn
 2. NIGHT THE LIGHTS/Vicki Lawrence
 3. CISCO KID/War
 4. AIN'T NO WOMAN/Four Tops
 5. TWELFTH OF NEVER/Donny Osmond
-

APRIL 9, 1973

...Memphis, Tennessee—WMC-AM in this city switched from a contemporary MOR format to Country...
...Lubbock, Texas—KLBK PD Bobby Davis died following surgery for cancer...
...J. Paul Huddleston-longtime KHJ newsman moves to KMPX as news director...
...Bill Ballance syndicated show cancelled at WITH as result of listener petition...
...GM "Hap" Trout fired at KFRC...

1. CISCO KID/War
2. TIE A YELLOW RIBBON/Dawn
3. TWELFTH OF NEVER/Donny Osmond
4. NIGHT THE LIGHTS/Vicki Lawrence
5. LITTLE WILLIE/Sweet

APRIL 16, 1973

...CRTC's Doug McGowan dies at age 45...
...Jim Hicklin, traffic-copter reporter for KMPC is shot and killed...
...Rich Sklar begins consulting KCPX/San Francisco...
...Dr. Robert K. Warford...Dr. Sanford Labovitz...and Winton Teal are scheduled for Carnival of Knowledge...
...WRC announces creation of "The Fantasy" contest...
...Cincinnati—Chris Baily is fired from WDRQ leaving this station PD-less for the upcoming ARB...
...FCC troubles continue for proposed WICV/Chicago...

1. CISCO KID/War
2. TWELFTH OF NEVER/Donny Osmond
3. STUCK IN THE MIDDLE/Steelers Wheel
4. LITTLE WILLIE/Sweet
5. YOU ARE THE SUNSHINE/Stevie Wonder

APRIL 23, 1973

...Denver—Don Tawzer, GM of KTLK for 4 months was fired and replaced by Frank Scott from sister station KLNG in Omaha...
...Chicago—WGLD is hit with two \$1,000 fines for what the FCC calls "obscenity"...first fine ever for this...
...Reb Foster, PD of KRLA resigned this week with no word of a replacement...
...Hal Martin (Mike Speers) takes over as PD at KFRC...
...Cat Simon (Bill Todd) becomes PD at WKRQ...
...Gary Allyn becomes National PD for Star...
...Bob Sherwood leaves WGCL/Cleveland...

1. STUCK IN THE MIDDLE/Steelers Wheel
2. YOU ARE THE SUNSHINE/Stevie Wonder
3. FRANKENSTEIN/Edgar Winter
4. DRIFT AWAY/Dobie Gray
5. CISCO KID/War

APRIL 30, 1973

...Providence—Long time top 40 station WICE is going country. Also may be for sale soon...
...Estes Park, Colorado—Twenty experts gave final okay for the Carnival of Knowledge to be May 25-27...
...Cuba bans American/British pop music...
...June 2nd set as date for Memphis Music Awards...

1. FRANKENSTEIN/Edgar Winter
2. DANIEL/Elton John
3. MY LOVE/Paul McCartney
4. DRIFT AWAY/Dobie Gray
5. REELIN' IN THE YEARS/Steely Dan

MAY 7, 1973

...Chicago—Mike McCormick, for several years PD of WLS here resigns to accept a position as GM of WFBM and its sister FMer...
...Carnival of Knowledge adds six more experts to roster of guests...
...Providence—WICE not going Country according to Dick Drury. Drury also said that the station is not for sale at the present...
...Bill Hennes resigns from WKLO...

1. FRANKENSTEIN/Edgar Winter
2. MY LOVE/Paul McCartney
3. DANIEL/Elton John
4. PILLOW TALK/Sylvia
5. REELIN' IN THE YEARS/Steely Dan

MAY 14, 1973

...Detroit—Alden Diehl has resigned from CKLW to apply for the license of CJLX in Thunderbay, Ontario...
...Judy Collins is slated to appear at the Carnival of Knowledge...
...Rumors of a Drake-RKO split denied...
...WGRT pays fine levied by FCC on obscenity ruling. Court costs too high to fight...
...New York—The largest ARB rating ever ends and with 151 books to be mailed beginning some time next month...
...Sonny Melendrez joins KMPC as full-time on-air personality...

1. MY LOVE/Paul McCartney
2. PILLOW TALK/Sylvia
3. FRANKENSTEIN/Edgar Winter
4. I'M GONNA LOVE YOU/Barry White
5. HOCUS POCUS/Focus

MAY 21, 1973

...John Harding dies on his way to WCFL...supposed suicide...
...Chicago—WLS Bill Bailey & WXFL's Chuck Knapp fired along with their engineers for some exchange visits to stations...
...Orlando—Bill Vermillion is asked to resign after 10½ years at WLOF...
...Carnival of Knowledge held...
...Fort Worth—KXOL is sold for 1.8 million to Sig-More. Their first station...

1. MY LOVE/Paul McCartney
2. PILLOW TALK/Sylvia
3. I'M GONNA LOVE YOU/Barry White
4. FRANKENSTEIN/Edgar Winter
5. HOCUS POCUS/Focus

MAY 28, 1973

...Canada—Bill Hennes takes over as PD at CKLW instead of going to WGST as previously announced. He fills the spot vacated by Alden Diehl...
...Cleveland—Roy Cooper resigns as PD of WHK and John Chaffee replaces him...
...Chicago—Sonny Fox joins Lee Abrams here to put WICV-FM on the air...

1. MY LOVE/Paul McCartney
 2. I'M GONNA LOVE YOU/Barry White
 3. PILLOW TALK/Sylvia
 4. PLAYGROUND OF MY MIND/Clint Holmes
 5. WILL IT GO ROUND/Billy Preston
-

JUNE 4, 1973

...Clive Davis is shown the door at CBS...
...Los Angeles—Jerry Fine, one of the country's best known promotion men, dies of a heart attack at 36...
...Milwaukee—Gary Price resigned as PD of WOKY. He's replaced by Ronnie Knight...
...700 attend Carnival of Knowledge...
...Cincinnati—GM Jack G. Carnegie resigned at WSAI with no mention of future plans. John Bayliss, GM at KIMN in Denver comes to WSAI to replace Carnegie. Bayliss' replacement is John McGuinness...

1. KODACHROME/Paul Simon
 2. MY LOVE/Paul McCartney
 3. PLAYGROUND OF MY MIND/Clint Holmes
 4. WILL IT GO ROUND/Billy Preston
 5. SHAMBALA/Three Dog Night
-

JUNE 11, 1973

...Boston—Scotty Brink is ousted from WRKO after a change in RKO policy that took away much of the PD's autonomy...
...Chicago—WLS announces it's lineup including two ladies... Yvonne Daniels and Daphne Maxwell...
...Pittsburgh—Ted Atkins is named VP and GM at WTAE...
...Newspapers press for payola investigation...
...Los Angeles—The Communicator Network is dissolved...
...Glen Powers takes over as PD at KULI/Houston...

1. KODACHROME/Paul Simon
 2. SHAMBALA/Three Dog Night
 3. WILL IT GO ROUND/Billy Preston
 4. PLAYGROUND OF MY MIND/Clint Holmes
 5. GIVE ME LOVE/George Harrison
-

JUNE 18, 1973

...Chicago—Tommy Edwards is appointed PD at WLS here...
...New York—Mel Phillips is replaced as PD at WXLO by Al Brady. Poor ratings brought about the change according to RKO VP Bruce Johnson...
...New York—The first of 151 ARB books are released. KOLA-FM in San Bernadino...WCFL in Chicago and WIFJ in Philly show increases...
...Los Angeles—Kaye Tipton resigns at The Radio Report...
...Orlando—A broadcast transmitter more than 22 stories higher than the Empire State Building collapses killing two workmen...

1. KODACHROME/Paul Simon
 2. SHAMBALA/Three Dog Night
 3. WILL IT GO ROUND/Billy Preston
 4. GIVE ME LOVE/George Harrison
 5. SMOKE ON WATER/Deep Purple
-

JUNE 25, 1973

...New York—Sean Casey is named PD at WWDJ replacing Al Brady (to WXLO)...
...Los Angeles—Richard Robbin gets his walking papers at KIQQ. He is replaced as PD by Greg 'Hurricane' Hines...
...Los Angeles—An organized crime task force is in this city to continue their investigation of the record industry concerning pay-offs...
...New York—Wolfman Jack moves his live show to this city to be heard on WNBC radio...
...Los Angeles—Jim Patton of KLOS found dead at his home...

1. SMOKE ON WATER/Deep Purple
 2. YESTERDAY ONCE MORE/Carpenters
 3. GIVE ME LOVE/George Harrison
 4. BAD, BAD LEROY BROWN/Jim Croce
 5. BOOGIE WOOGIE BUGLE BOY/Bette Midler
-

JULY 2, 1973

...New York—Current ARB's show no research -no ratings...
...San Diego—Rich Robbin to assist Jack McCoy at KCBQ...
...Des Moines—Glen Bell is appointed VP and GM of Stoner Broadcasting Co. Bell will be responsible for operation of KSO...KSMG...WNBK...WQYT...and WGNT...
...Cleveland—Eric Stevens returns to WIXY to do production, aid with the music, etc...

1. SMOKE ON WATER/Deep Purple
 2. YESTERDAY ONCE MORE/Carpenters
 3. BAD, BAD LEROY BROWN/Jim Croce
 4. BOOGIE WOOGIE BUGLE BOY/Bette Midler
 5. GIVE ME LOVE/George Harrison
-

JULY 9, 1973

...No report this week due to July 4th holiday...

JULY 16, 1973

...Los Angeles—The Radio Report introduces a new concept in music reporting based on 'total music—total radio'. Remember the stars?
...Los Angeles—Paul Drew named national PD of RKO Radio (with a VP added, too). No replacement named at KHJ as yet. Robert W. Morgan resigns at KHJ at this time. Charlie Van Dyke slated to take over Morgan's duties at KHJ, leaving WLS...
...Phoenix—Gerry Peterson resigns at KRIZ to move into PD slot at WMJR in Miami. KTSA PD Todd Wallace will replace him. Jay Stone will also leave KTSA to go to KRIZ, too...
Phoenix—Harold Shunuay left his PD post at KJJJ (country) and was replaced by Cliff Haines...
...Cleveland—Chuck Dunaway resigns as PD at WIXY and is replaced by former MD Eric Stevens...Dunaway announces he will remain with Globetrotter Communications out of Houston...

JULY 30, 1973

...Sean Conrad, former KYNO PD and recently with WDAI is named PD of KHJ replacing Paul Drew...
...Bob Pavia is fired at WPOP in Hartford and replaced by Dick Springfield who will hold down PD and MD gigs at WPOP...
...Robin Mitchell resigns his job as MD of WRKO in Boston to become PD of WSAI replacing Jim Davis...
...Lee Randall of KFJZ in Fort Worth moves to San Antonio and to PD KTSA. No replacement yet at KFJZ...
...Bob Roberts is fired at KLEO and no replacement is named...

AUGUST 7, 1973

...Miami—Jack McCoy takes over as PD of WMYQ with Bob Collins returning to Milwaukee as PD of WOKY...
...Cleveland—Lee Abrams and Sonny Fox (former KHJ) have teamed to form Abrams/Fox, a programming firm...
...Washington, D.C.—Dan Clayton resigns as PD of WLW after accepting the PD position at WRC in Washington. He replaces Lee Sherwood who is moving to the NBC radio network...
...Omaha—Star stations bring back Steve Brown as group PD for the chain and Gary Allyn has resigned after only a short stint...

1. LIVE & LET DIE/Wings
2. DELTA DAWN/Helen Reddy
3. TOUCH ME IN THE MORNING/Diana Ross
4. BROTHER LOUIE/Stories
5. LOVES ME LIKE A ROCK/Paul Simon

AUGUST 20, 1973

...Los Angeles—Billboard convention opens with 600 registered...
...New York—Lou Faust is named head of Bartell Broadcasting, operating from this city...
...New Orleans—Abrams/Fox have signed WRNO-FM as their second station in the area of consultation. First station was WGCL-FM in Cleveland...
...Cincinnati—WOAI's PD, George Cooper will replace Dan Clayton as PD of sister station WLW. Clayton takes over programming duties at WRC later this month...

1. HALFBREED/Cher
2. FEELIN' STRONGER/Chicago
3. LET'S GET IT ON/Marvin Gaye
4. AN AMERICAN BAND/Grand Funk
5. BROTHER LOUIE/Stories

AUGUST 27, 1973

...Lee Abrams & Sonny Fox split WGCL. Bob Peyton is appointed interim PD. Abrams/Fox moved to WRNO-FM in New Orleans but will continue helping WGCL on a limited basis...
...Billboard convention held in Los Angeles...
...New York—George Wilson is awarded the dubious honor of holding the shortest stint as PD of WNEW...He'll stay with Bartel...
...Seattle—KFRC drops its numbers chart and was followed by several other stations scattered across the country. KJR drops their numbers...
...Pittsburgh—Alan Mitchell's KDKA in this city continues to hold the market lead with a super 34 in morning drive...
...Denver—KFML-FM is sold to Jefferson Pilot, owners of WBT in Charlotte and recent purchasers of KIMN...

1. LOVES ME LIKE A ROCK/Paul Simon
2. AN AMERICAN BAND/Grand Funk
3. HALFBREED/Cher
4. LET'S GET IT ON/Marvin Gaye
5. BROTHER LOUIE/Stories

SEPTEMBER 3, 1973

...Tyler, Texas—KDOK's Dana Adams died of cancer. He owned KDOK which has produced more major jocks than any other station it's size in the country...
...San Antonio—Michael O'Connor has been named PD of WOAI replacing George Cooper who has moved to WLW in Cincinnati...
...Denver—KTLK, up for renewal and the subject of an FCC complaint on ten charges, was cleared on all counts this week. No fines were levied, and the judge recommended to the FCC that the application for renewal be approved...

1. LOVES ME LIKE A ROCK/Paul Simon
2. HALFBREED/Cher
3. RAMBLIN MAN/Allman Brothers
4. AN AMERICAN BAND/Grand Funk
5. HIGHER GROUND/Stevie Wonder

SEPTEMBER 10, 1973

...The Radio Report announces its move to Memphis, Tenn. and plans for the New World Communications Research Center and vast expansions...

...Tucson—Dick Martin is named PD of KIKX here moving from sister station KELP in El Paso...

...Omaha—New progressive rock station on the air here. KRCB-AM will be a “progressive MOR” type...while the FM will be running progressive rock...

...Boston—The WROR sale from RKO to Heftel is no go. Station continues with oldies format and remains on the block...

...New York—Next week begins the mailing of the summer ARB’s covering Philadelphia, New York, Boston, San Francisco, Los Angeles, Washington, Detroit and Chicago...

1. AN AMERICAN BAND/Grand Funk
2. HALFBREED/Cher
3. RAMBLIN MAN/Allman Brothers
4. LOVES ME LIKE A ROCK/Paul Simon
5. HIGHER GROUND/Stevie Wonder

SEPTEMBER 17, 1973

...Dallas—WFAA-FM wants to change call letters to KZEW-FM...but local station KEZT protests. No solution as yet...

...Philadelphia—Rumors squelched here as Jay Cook remains at WFIL and Dr. Don Rose heads for San Francisco to do mornings at KFRC...

...Los Angeles—Mike Curb, President of MGM Records (of which he owns a nice chunk) resigns...

1. RAMBLIN MAN/Allman Brothers
2. AN AMERICAN BAND/Grand Funk
3. HALFBREED/Cher
4. LOVES ME LIKE A ROCK/Paul Simon
5. ANGIE/Rolling Stones

SEPTEMBER 24, 1973

...Los Angeles—The Radio Report announces operations will close here on the 5th of October and resume in Memphis on October 15th...

...San Diego—Gary Allyn assumes PD duties here at KSEA-FM...

...Dallas—Tom Allen will move from WIL/St. Louis to take over as PD at KBOX here beginning October 1. Allen reports that the station will remain strictly country...

...Tampa—WLCY here has a new GM named Bill Rice who comes from KXOL in Ft. Worth and brings his PD from that station, Johnny Bridges...

1. RAMBLIN MAN/Allman Brothers
2. ANGIE/Rolling Stones
3. AN AMERICAN BAND/Grand Funk
4. LOVES ME LIKE A ROCK/Paul Simon
5. HIGHER GROUND/Stevie Wonder

OCTOBER 1, 1973

...This week’s report is dedicated to the memory of Morgan Tell. Killed in plane crash with Jim Croce...

...New Haven—John Long leaves PD post at WAVZ to work with RKO General in Boston where he’ll initially take over the FM there until it’s sold...

...San Antonio—WOAI changes formats from MOR in the day and rock at night to an all MOR format...

...Chicago—WLS GM, Paul Abrams, was fired last week after less than a year at the 50,000 watt station. Martin Greenberg from WXYZ will replace him...

1. ANGIE/Rolling Stones
2. RAMBLIN MAN/Allman Brothers
3. AN AMERICAN BAND/Grand Funk
4. ALL I KNOW/Art Garfunkel
5. LOVES ME LIKE A ROCK/Paul Simon

OCTOBER 8, 1973

...Los Angeles—The Radio Report staff begins its trek from LA to Memphis this week. One issue will be missed while the staff is on the road but will resume after this week from new headquarters...

...Louisville—Jack Crawford leaves his MD spot at WKLO here to take over at WKDA-FM in Nashville as PD. He fills the slot left by Ron Huntsman who left with no announcement of future plans...

...Cedar Rapids—A transmitting tower collapsed here and four are killed...

...Los Angeles—OBG expert Jim Pewter takes over as PD of KRTH replacing Dave Williams...

1. ANGIE/Rolling Stones
2. RAMBLIN MAN/Allman Brothers
3. ALL I KNOW/Art Garfunkel
4. HALF BREED/Cher
5. PHOTOGRAPH/Ringo Starr

OCTOBER 15, 1973 - No report...on the way to Memphis...

OCTOBER 22, 1973

...Memphis--The Radio Report settles in for its first week here...
...Washington--The Stern Community Law Firm and namely attorney Sant Buffone has picked up the fight of Mike Bramble, ousted WBUN newsmen in connection with a report that he reported a local IGA foodstore refused to allow students to check their prices for a survey...

...West Palm Beach, Fla.--June-August Pulse for this area shows growth for WIRK holding overall second place to WEAT-FM...
...Los Angeles--Charlie Tuna now doing morning drive at KKDJ with Dick Burch leaving his WNDR spot for a \$50,000 plus contract to do AM drive at WMAQ. Charlie Fox resigns afternoon drive at WRKO with no future plans while Bill Taylor was ousted from KHJ and will take over Bob Moody's spot at KTLK. Moody goes on the air at CKLW...

1. ANGIE/Rolling Stones
2. PHOTOGRAPH/Ringo Starr
3. ALL I KNOW/Art Garfunkel
4. JUST YOU & ME/Chicago
5. I'VE GOT A NAME/Jim Croce

OCTOBER 29, 1973

...Los Angeles--Bill Drake is back to program a station here, but no word yet as to which one...

...KTYD-FM in Santa Barbara changes formats to progressive rock programming. Larry Johnson PD's...

...Miami--Ron Ruth returns from Europe to manage a classical music station here. The station is WTML...

...New York--The Fall ARB begins with it's largest number of markets being surveyed in this period in it's history...

...Memphis--'FOR DISC JOCKEYS ONLY' makes it's debut this week...

1. PHOTOGRAPH/Ringo Starr
2. TOP OF THE WORLD/Carpenters
3. JUST YOU & ME/Chicago
4. ANGIE/Rolling Stones
5. MIDNIGHT TRAIN/Gladys Knight

NOVEMBER 5, 1973

...Los Angeles--Bill Drake is expected to announce this week which station he will work with here...

...St. Louis--Mort Crowley, long time PD of Storz KXOK here resigns and names Lou Kirby as replacement...

...Ft. Worth--KXOL sold to the Sigmor Corporation and Casey Jones, PD of KSEZ in Lubbock is in as Operations Manager...

...Chicago--July-August Pulse is out for this city and once again shows WCFT with an increase. WGN leads with a 24 in morning drive, but WCFL takes the rest of the day...

...Los Angeles--Pulse shows KHJ in one of their strongest positions in a while. They pulled an overall 9 with KABC and KFI both coming in second with 6 a piece...

...Chicago--WGLD goes to an automated all black format on November 18. Art Roberts (PD) and the GM leave along with the jocks while MD Darryl Roberts stays on...

1. PHOTOGRAPH/Ringo Starr
2. TOP OF THE WORLD/Carpenters
3. JUST YOU & ME/Chicago
4. YELLOW BRICK ROAD/Elton John
5. I'VE GOT A NAME/Jim Croce

NOVEMBER 12, 1973

...Miami--Y-100 here (Heftel) was knocked off the air for about 90 minutes last week as was KIMN in Denver...

...Washington--FCC begins investigations into telephone contests...

...Seattle--KTW-FM is sold by Sterling Broadcasting. Jeff Salgo, operations manager of KKDJ in LA resigns to program KTW-FM. No replacement named at KKDJ. Rick Carroll is PD at KKDJ...

1. PHOTOGRAPH/Ringo Starr
2. TOP OF THE WORLD/Carpenters
3. YELLOW BRICK ROAD/Elton John
4. JUST YOU & ME/Chicago
5. MIDNIGHT TRAIN/Gladys Knight

NOVEMBER 19, 1973

...Norfolk--Lee Fowler PD of WGH for four years resigns to join WQRK and takes Jim Connally with him...

...San Francisco--Augie Blume, former National Promo Director for RCA and recent head of promo etc. at Grunt announced he will start a new type newsletter called the Music News & Radio Rag...

...Juarez, Mexico--Kent Burkhardt and new PD Jim White from KNUS in Dallas are assembling a staff to get XEROK on the air here. It'll be 150,000 watts...

...Rochester, N.Y.--Ron Carson named PD of WHFM here moving from WEZE in Boston. The station has been automated but will go live and rock under Carson...

1. YELLOW BRICK ROAD/Elton John
2. MOST BEAUTIFUL GIRL/Charlie Rich
3. JUST YOU & ME/Chicago
4. TOP OF THE WORLD/Carpenters
5. HELLO IT'S ME/Todd Rungren

NOVEMBER 26, 1973

...Miami—Buzz Bennett was fired last week from his position as programming head of the Cecil Heftel organization...
...Stu Robb resigns at WHBQ in Memphis...plans are not announced as yet...
...Portland—After four years of simulcasting their AM & FM, KPAM will change their AM to a classic gold (Drake-Chenault) format. Change is set for December 1...
...Tucson—Dick Martin, programmer of KIKX resigns and accepts a gig in his home city of Houston. Jefferson Stone will move over from WOKY to replace Martin at KIKX...

1. YELLOW BRICK ROAD/Elton John
2. MOST BEAUTIFUL GIRL/Charlie Rich
3. LEAVE ME ALONE/Helen Reddy
4. TOP OF THE WORLD/Carpenters
5. TIME IN A BOTTLE/Jim Croce

DECEMBER 3, 1973

...Omaha—Noah Williford, local group promoter and WOW management reach an agreement on Williford's product test and Noah packs up his tent and moves from their (WOW's) lawn after spending several days there...
...New York—ARB's will be out the week of Dec. 17th. Generally San Diego and New Haven get theirs first but all will be out by Jan. 9th.
...Houston—KILT-FM announces it will reach more toward a mass appeal competitive sound with a new lineup as of Jan. 1.
...Philadelphia—WFIL pulls their highest Pulse ever. July/September book shows an overall 15 for them.

1. YELLOW BRICK ROAD/Elton John
2. MOST BEAUTIFUL GIRL/Charlie Rich
3. THE JOKER/Steve Miller
4. LEAVE ME ALONE/Helen Reddy
5. TIME IN A BOTTLE/Jim Croce

DECEMBER 10, 1973

...Pittsburgh—John Rook signed as group PD of Heftel Broadcasting. He replaces Buzz Bennett.
...Washington—U.S. Court of Appeals affirmed a Commission action of June 1972 denying license renewal for Mick J. Chaconas' WHMC in Gaithersburg, Maryland.
...New York—Bob Russo, assistant PD and Music Director of WHN is fired. No word on future plans.
...San Francisco—Summer Pulse shows usual close race with KFRC taking overall numbers with a 9.
...Boston—WBZ has been tied in the Metro shares in Pulse by WRKO. Both pulled 13's.

1. TIME IN A BOTTLE/Jim Croce
2. MOST BEAUTIFUL GIRL/Charlie Rich
3. YELLOW BRICK ROAD/Elton John
4. SMOKIN IN THE BOYS ROOM/Brownsville Station
5. HELLO IT'S ME/Todd Rungren

DECEMBER 17, 1973

...Pittsburgh—Tom Bigby named Operation Manager at 13-Q leaving his position as PD at KTLK. Ron O'Brien will leave WCFL to PD KTLK.
...WASHINGTON—Commissioner Nick Johnson unexpectedly resigned to return to Iowa.
...San Diego—Jack McCoy (KCBQ, WMYQ) named VP and Director of Research and development for Bartell Broadcasting. He will return to San Diego to work in a new lab for the entire company.
...Columbus, Ohio—Nationwide Communications added another station this week. It's WFMM in Baltimore purchased from Commercial Radio Institute for \$750,000. They already own WGAR, WNCR-FM and WRFD and WNCI-FM.

1. MOST BEAUTIFUL GIRL/Charlie Rich
2. TIME IN A BOTTLE/Jim Croce
3. THE JOKER/Steve Miller
4. YELLOW BRICK ROAD/Elton John
5. LEAVE ME ALONE/Helen Reddy

CHANGE OF ADDRESS

OLD ADDRESS

NAME _____
STATION/CO. _____
ADDRESS _____
CITY/STATE/ZIP _____

NEW ADDRESS

NAME _____
STATION/CO. _____
ADDRESS _____
CITY/STATE/ZIP _____

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.

POPULATION 1-25

CKLW (MA) NE	Detroit (5)	Bill Hennes	KPAM (MA) NW	Portland (33)	Ted Bear
KATZ (Blk) MW	St. Louis (9)	Johnny Jones	KRIZ (MA) SW	Phoenix (34)	Todd Wallace
KBOX (C) SW	Dallas (16)	Bob Clayton	KTLK (MA) W	Denver (27)	Ron Allison
KCBQ (MA) W	San Diego (21)	Jim Barker	KUPD (MA) SW	Phoenix (34)	Chuck Browning
KDWB (MA) MW	Minneapolis (15)	Chuck Buell	WCCC (MA) NE	Hartford (40)	Rusty Potz
KENR (C) SW	Houston (13)	Mark Robinson	WDAO-FM (Blk) MW	Dayton (39)	Earnest James
KFOX (C) W	Los Angeles (3)	Mike Anthony	WERC (MA) So.	Birmingham (44)	Michael St. John
KFMB (MOR) W	San Diego (21)	Johnny Michaels	WFLA (MOR) SE	Tampa (32)	Bill Phisher
KFRC (MA) W	San Francisco (6)	Mikel Cleland	WGSO (MOR) So.	New Orleans (31)	Bruce Holberg
KHJ (MA) W	Los Angeles (3)	Meredith Lifson	WHBQ (MA) So.	Memphis (43)	Stew Robb
KILT (MA) SW	Houston (13)	Barbara Wake	WIFE (MA) NE	Indianapolis (29)	Jim Wood
KING (MA) NW	Seattle (18)	Stu Collins	WKLO (MA) So.	Louisville (40)	Gary Major
KJR (MA) NW	Seattle (18)	Gary Shannon	WLCY (MA) SE	Tampa (32)	George McGovern
KKDJ (MA) W	Los Angeles (3)	Chris Blase	WMC (C) So.	Memphis (43)	Les Acree
KLIF (MA) SW	Dallas (16)	Randy Robins	WMC-FM (Prog) So.	Memphis (43)	Greg Hamilton
KLOL (Prog) SW	Houston (13)	Jim Hilty	WNDE (MA) MW	Indianapolis (29)	Pat Barry
KMPC (MOR) W	Los Angeles (3)	Eric Norberg	WNOE (MA) So.	New Orleans (31)	Jason O'Brien
KPFT (Prog) SW	Houston (13)	Mark Gangle	WOAI (MA) SW	San Antonio (38)	Michael O'Connor
KQV (MA) NE	Pittsburgh (10)	Suzie Gooch	WONE (C) NE	Dayton (30)	Terry Wood
KLSQ (MA) MW	St. Louis (9)	Chuck Roberts	WPOP (MA) NE	Hartford (40)	T.J. Lambert
KTAC (MA) NW	Tacoma (18)	Derek Shannon	WRNO-FM (Prog) So.	New Orleans (31)	Ron Apelman
KULF (MOR) SW	Houston (13)	Glen Powers	WSGN (MA) So.	Birmingham (44)	Amaya Kincaid
KVI (MOR) NW	Seattle (18)	Robin Hood	WTVN (MOR) MW	Columbus (35)	John Potter
I3-Q (MA) NE	Pittsburgh (10)	Dave Daniels	WVUD-FM (Prog) NE	Dayton (30)	Chris Cage
WABC (MA) NE	New York (1)	Sonya Jones	POPULATION 51+		
WBBM-FM (MA) MW	Chicago (2)	Alan Burns	KBFW (C) NW	Bellingham	David James
WBZ-FM (MA) NE	Boston (6)	Clark Smidt	KDZA (MA) W	Pueblo (226)	Jack Carter
WEAM (MA) NE	Wash. D.C. (7)	Ron Morgan	KELP (MA) SW	El Paso (85)	Randy Reynolds
WEBN-FM (Prog) NE	Cincinnati (22)	Mary Decioccio	KEWI (MA) NW	Topeka (83)	Bob Finot
WFAA (MOR) SW	Dallas (16)	Ken Rundel	KFH (MOR) MW	Wichita (8)	Ron Maddox
WFIL (MA) NE	Philadelphia (4)	Jay Cook	KGHL (MOR) NW	Billings (274)	Les Stevens
WFUN (MA) SW	Miami (25)	Tom Kennington	KIKX (Prog) SW	Tucson	Jefferson Stone
WGAR (MOR) NE	Cleveland (12)	Loren Owens	KKAM (MA) W	Pueblo (226)	Paul Vann Ehlis
WGRQ (MA) NE	Buffalo (24)	Roger Christian	KKLS (MA) MW	Rapid City (318)	John Derrek
WGRQ (MA) NE	Natick (6)	Wendy Furiga	KKXL (MA) MW	Grand Forks (324)	Chuck McCallum
WIBG (MA) NE	Philadelphia (4)	Jerry Del Colliano	KLAR (MA) SW	Laredo (301)	Joe Ruiz
WIL (C) NW	St. Louis (9)	Walt Turner	KLEO (MA) MW	Wichita (80)	Gary Mack
WHN (C) NE	New York (1)	Ruth Meyer	KLWW (MA) MW	Cedar Rapids	Tom Kelly
WIXY (MA) NE	Cleveland (12)	Eric Stevens	KOIL (MA) MW	Omaha (60)	Tom Page
WJPC (Blk) MW	Chicago (2)	Earlean Fisher	KOKY (Blk) So.	Little Rock (95)	Lucky Guy
WKBW (MA) NE	Buffalo (24)	Don Berns	KPUR (MA) SW	Amarillo (196)	Ron Jones
WKRQ-FM (Prog) NE	Cincinnati (22)	Bill Todd	KQWB (MA) MW	Fargo (221)	Wayne Hiller
WLS (MA) MW	Chicago (2)	Jim Smith	KRAE (MA) NW	Cheyenne	Chris Carey
WLW (MOR) NE	Cincinnati (22)	George Cooper	KREL (MOR) W	Corona	Dave Paulsen
WMEX (MA) NE	Boston (6)	Bill Rock	KRLC (MA) NW	Lewiston (330)	Mick James
WMYQ (MA) SE	Miami (25)	Jack McCoy	KRSP (MA) W	Salt Lake City (58)	Alan Hague
WNWU (Prog) MW	Milwaukee (20)	Bob Wallace	KSTT (MA) MW	Davenport (83)	Roy Dennis
WOKY (MA) MW	Milwaukee (20)	Johnny Dark	KTKT (MA) SW	Tucson (90)	Ed Alexander
WOOK (Blk) NE	Wash. D.C. (7)	Jerry Boulding	WAPE (MA) SE	Jacksonville (73)	Tim Byrd
WPEZ (MA) NE	Pittsburgh (10)	Bob Pittman	WAVZ (MA) NE	New Haven (87)	Mary Schweitzer
WQXI (MA) SE	Atlanta (19)	John Leader	WAYS (MA) SE	Charlotte (73)	Beau Mathews
WRC (MA) NE	Wash. D.C. (7)	Dan Clayton	WCBQ (MA) SE	Oxford	L. Steven Davis
WRKO (MA) NE	Boston (6)	Gerry Peterson	WCCK (MA) NE	Erie (121)	Ron Rondo
WSAI (MA) NE	Cincinnati (22)	Bob Goode	WCZN (C) NE	Flint (68)	Gary Ballard
WSHE (Prog) SE	Miami (25)	Gary Granger	WDUN (MA) SE	Gainesville	Tom Harris
WTAE (MA) NE	Pittsburgh (10)	Ted Atkins	WGOW (MA) So.	Chattanooga (102)	Tex Meyer
WWDJ (MA) NE	New York (1)	Sean Casey	WGRD (MA) NW	Grand Rapids (61)	Ron White
WWTC (MOR) MW	Minneapolis (15)	Jim Teeson	WHYL (MA) NE	Carlisle	Ben Barber
WYSL (MA) NE	Buffalo (24)	Kevin O'Connell	WIBR (MA) So.	Baton Rouge (112)	Joe London
WYSP (Prog) NE	Philadelphia (4)	Deane Clark	WIPC (MA) SE	Lake Wales	Danny Odess
WXLO (MA) NE	New York (1)	Al Brady	WISM (MA) MW	Madison (107)	Jonathan Little

POPULATION 26-50

KBEQ (MA) MW	Kansas City (26)	Chris Bailey	WJDX (MA) So.	Nashville (59)	Dave Walton
KBER (radio) SW	San Antonio (38)	Doug Shane	WJDX (MA) So.	Jackson (122)	Bill Crews
KCMO (radio) MW	Kansas City (26)	Stu Bowers	WJDX (MA) So.	Knoxville (77)	Bob Baron
KFJZ (MA) SW	Ft. Worth (42)	Ray Potter	WJDX (MA) So.	Kingston	Fred Schaeffer
KGW (MA) NW	Portland (33)	Phil Jackson	WJDX (MA) So.	Charleston (99)	Mike Justin
KHOW (MOR) W	Denver (27)	Jim Heath	WJDX (MA) So.	Okla City (51)	Sandy Jones
KIMN (MA) W	Denver (27)	Scott Kenyon	WJDX (MA) So.	Carrollton	Ed Wyrick
KJJJ (C) SW	Phoenix (34)	Cliff Haines	WJDX (MA) So.	Nashville (59)	Scott Shannon
KLAK (C) W	Denver (27)	Con Schader	WJDX (MA) So.	Ft. Wayne	Rich Hughes
KLZ-FM (Prog) W	Denver (27)	Max Floyd	WJDX (MA) So.	Daytona Beach (167)	Dain Eric
KMBZ (MOR) MW	Kansas City (26)	Steve Bell	WJDX (MA) So.	Hamilton (142)	Joe London
KONO (MA) SW	San Antonio (38)	Rick Reynolds	WJDX (MA) So.	Greenville	Larry Fitzgerald
			WJDX (MA) So.	Orlando (65)	Michael Lyons
			WJDX (MA) So.	Oshkosh (116)	Larry Kaye

WOW	(MA)	MW	Omaha (60)	Tom Barsanti	WWCK	(MA)	NE	Flint (68)	Bill Pearson
WQDR	(MA)	SE	Raleigh (66)	Keith Wilson	WYRE	(MA)	NE	Annapolis	Charlie Lake
● WROD	(MOR)	SE	Daytona Beach(167)	Bob Belz	WZZQ	(Prog)	So.	Jackson (122)	Curtis Jones
WROK	(MA)	MW	Rockford (12)	Jon London	CANADIAN MARKETS				
WSAU	(MOR)	MW	Wausau (254)	Jack Davison	CFG0	(MA)	NE	Ottawa	Ric Allen
WSGA	(MA)	SE	Savannah (160)	Jerry Rogers	CFRW	(MA)	MW	Winnipeg	Bob Quinn
WSM	(MOR)	So.	Nashville (59)	Don Smith	CHAM	(MA)	NE	Hamilton	Greg Stewart
WTAC	(MA)	NE	Flint (68)	Peter Cavanaugh	CHED	(MA)	MW	Edmonton	Wayne Bryant
WTCR	(C)	NE	Huntington (129)	Chris Robbins	CHUM	(MA)	NE	Toronto	Nancy Hunt
WTHI	(MA)	NE	Terre Haute (170)	Rich Dickerson	CKGM	(MA)	NE	Montreal	Tom McLean
WTLB	(MA)	NE	Utica (90)	Art Levy	CKLG	(MA)	NW	Vancouver	Roy Hennessey

MISCELLANEOUS MAJOR MARKET MASS APPEAL STATION ADDS

WRKO-Boston	Donny Osmond Diana Ross	WIXY-Cleveland	Natural Four Lamont Dozier Love Unlimited Orchestra Terry Jacks Black Oak Arkansas
KHJ-Los Angeles	Donny Osmond		
WHBQ-Memphis	Love Unlimited Orchestra Barry White	KLIF-Dallas	Greg Allman Tom T. Hall Billy Preston Lou Christy
KFRC-San Francisco	Donny Osmond David Essex		
KRIZ-Phoenix	Love Unlimited Orchestra Al Wilson Harold Melvin	CKLW-Detroit	No Adds
WSAI-Cincinnati	No Adds	WABC-New York	No Adds
WMAK-Nashville	Gladys Knight Cliff de Young Smokey Robinson	13-Q-Pittsburgh	David Essex Brian McGregor
WNOE-New Orleans	Jim Stafford Gladys Knight	WFIL-Philadelphia	No Adds
WFUN-Miami	Love Unlimited Orchestra	WOKY-Milwaukee	Jim Stafford Tom T. Hall Alice Cooper
KILT-Houston	Grand Funk Barry White Tom T. Hall Redbone	KJR-Seattle	Defranco Family Brian McGregor Redbone Bobby Bare Black Oak Arkansas Terry Jacks Steelers Wheel
KDWB-Minneapolis	Gladys Knight Black Oak Arkansas War	KCBQ-San Diego	No Adds
WLS-Chicago	Barbra Streisand Greg Allman Defranco Family	KSLQ-St. Louis	Love Unlimited Orchestra Gladys Knight
KIMN-Denver	Jim Stafford	WKBW-Buffalo	Staple Singers Alice Cooper Olivia Newton John Jim Stafford Jim Croce N.R.B.Q.
WAYS-Charlotte	Love Unlimited Orchestra Ann Peebles Merle Haggard		
WQXI-Atlanta	Barry White Donny Osmond Black Oak Arkansas	WKLO-Louisville	Love Unlimited Orchestra Barbra Streisand Led Zeppelin War

TOP SELLING ALBUMS

1. **ELTON JOHN/Yellow Brick Road (MCA)**
89% report hot...15-28 male and female...“ALL THE GIRLS LOVE ALICE” is being requested at WBBM-FM, WEBN-FM, KPUR. “FUNERAL FOR A FRIEND” is requested by WEBN-FM, WORJ-FM and WKDA-FM while “LOVE LIES BLEEDING” is on WVUD along with “BEN-NIE AND THE JETS”. WKDA-FM is also reporting the “HARMONY” out.
2. **STEVE MILLER/THE JOKER (CAPITOL)**
78% show this one hot...16-29 male and female. Added WRNO this week. “SUGAR BEBE” getting play at WFAA and WMC-FM. WVUD reports “SOMETHING TO BELIEVE” and WFAA is on “EVIL”. WMC-FM is getting response to the title out and “LOVING CUP”
3. **CARPENTERS/The Singles 1969-1973 (A&M)**
73% reporting hot...16-34 leans slightly female.
4. **THE WHO/Quadrophenia (MCA)**
67% show hot...16-29 leans male...“LOVE REIGNS O’ER ME” reported by WFAA and WVUD is getting response to “ALMOST CUT MY HAIR” while WBBM-FM tells us that 5:15 is being requested. WMC-FM report “I’VE HAD ENOUGH” and WORJ-FM is getting good reaction to “PUNK MEETS THE GODFATHER”, “REAL ME” and “I’VE HAD ENOUGH.”
5. **RINGO STARR/Ringo I (APPLE)**
67% show hot...15-25 about even...“OH MY MY” reported by WMC-FM, WEBN, and WORJ. “DEVIL WOMAN” is getting reaction at KPUR, WKDA-FM, and WBBM-FM who is also on “6 O’CLOCK”
6. **JIM CROCE/Don’t Mess With Jim (ABC-DUNHILL)**
69% report hot...16-31 leaning male...No cuts reported...if you don’t know by now...
7. **NEIL DIAMOND/Jonathan Livingston (COLUMBIA)**
45% show hot...sales are strong.
8. **JIM CROCE/I Got A Name (ABC)**
50% report hot...not much more to say.
9. **ALICE COOPER/Muscle Of Love (WB)**
45% hot on this one...15-25 leans female...Title Cut getting response at KIKX and WKDA-FM, and KPUR. “TEENAGE LAMENT” ringing phones at WOSH, WEBN-FM and KPUR and WVUD who is also on “WORKING UP A SWEAT.”
10. **EMERSON, LAKE and PALMER/Brain Salad Surgery (MANTICORD)**
Picking up this week with 41% reporting hot...17-30 leans male...“STILL YOU TURN ME ON” getting calls at WFAA, WBBM-FM, and WEBN-FM. WRNO adds this week and WORJ-FM reports “MISTY MORN” IST IMPRESSION PT 2 is on WBBM-FM.
11. **ROLLING STONES/Goat’s Head Soup (ROLLING STONE)**
28% still report hot...16-27 leans male...no cuts yet.
12. **GREGG ALLMAN/Laid Back (CAPRICORN)**
28% also on this one...shows no demographic break down...“MIDNIGHT RIDER” is obvious hot some other cuts are “DON’T MESS UP A GOOD THING” at WMC-FM and WORJ-FM. WKDA-FM reports “QUEEN OF HEARTS” and WORJ-FM reports “THESE DAYS” WRNO IS Featuring the LP this week.
13. **CHARLIE RICH/Behind Closed Doors (EPIC)**
Up to 23% reporting hot now...still no demos..
14. **JIM CROCE/Life & Times (ABC)**
18% showing hot...15-25 even no breakdown on requested cuts.
15. **LOGGINS AND MESSINA/Full Sail (COLUMBIA)**
23% report hot...16-22 slightly female...
16. **PAUL McCARTNEY & WINGS/ Band on the Run (APPLE)**
18% show up as hot...do demos...“JET” and “BLUE-BIRD” are being played on WVUD, WBBM-FM, and WNUW. Add at WRNO. Title Cut is on at WQDR, WNUW and KLZ-FM where it’s 6th hottest. WEBN playing “JET.” 1985” is on WNUW and getting requests at WQDR “BLUEBIRD” on KIKX and WEBN-FM.
17. **BETTE MIDLER (ATLANTIC)**
23% report hot sales...18-21 leans male WMC-FM reports “BREAKING UP SOMEBODYS HOME” as super hot and “HIGHER and HIGHER” which is also reported by KPUR, WBBM-FM, and WEBN-FM. “IN THE MOOD MEDLYE” is on WBBM-FM and WEBN FM.
18. **DAVID BOWIE—Pinups (RCA)**
18% show this hot...no demos...WORJ-FM playing “CAN’T EXPLAIN” and KPUR is on “SORROW” Both on “FIRDAY” or MY MIND”
19. **JOHN LENNON/Mind Games (APPLE)**
18% on this one, too...16-29 male and female... WBBN-FM is on “ONLY PEOPLE” and WORJ-FM is playing “I KNOW”
20. **JOHN DENVER’S/Greatest Hits (RCA)**
17% report his hot...no demos or cuts.
21. **CHEECH AND CHONG/Los Cochinos (ODE)**
17% show hot...14-30 leans male...
22. **LEONARD SKYNARD/Smokes (MCA)**
10% say it’s hot...no demos or cuts.
23. **QUEEN (ELECTRA)**
8% show as hot...demos still...WMC-FM playing the single cut and WBBM is playing “LIARS”. WNUW is also on “LIARS”, “DOING ALRIGHT” and “KEEP YOURSELF TOGETHER.”
24. **THE BAND/Moondog (CAPITOL)**
12% report hot...no demos...WORJ-FM is on “SHARE YOUR LOVE” and WFAA is on the single cut “I AIN’T GOT NO HOME”. WMC-FM and WVUD are playing “MYSTERY LIAR”.
25. **GLADYS KNIGHT/Imagination (BUDDAH)**
8% saying hot...no demos...
26. **CHICAGO/Chicago VI (COLUMBIA)**
8% show hot...don’t have demos...
27. **MIKE OLDFIELD/Tubular Bells (VIRGIN)**
6% show hot but no demos yet.
28. **BLACK OAK ARKANSAS/High On The Hog (ATCO)**
6% reporting hot sales this week.
29. **JOE WALSH/The Smoker Ya Drink, The Player Ya Get (ABC-DUNHILL)**
8% tell us its hot...no demos.
30. **SANTANA/Welcome (COLUMBIA)**
6% show this hot...no demos... Title Cut played at WORJ-FM and WVUD. “WHEN I LOOK INTO YOUR EYES” is hot at WMC-FM. “LOVE, DEVOTION and SURRENDER” is on WEBN, WVUD and WMC-FM WFAA reports slow.
31. **ELECTRIC LIGHT ORCHESTRA/Showdown (UA)**
6% register hot sales...no demos.
32. **BACHMAN, TURNER OVERDRIVE/BTO (MERCURY)**
6% say its hot...no cuts or demos.
33. **J. GEILS BAND/LADIES INVITED (ATLANTIC)**
8% reporting this one hot...16-29 males and females. No cuts reported
34. **DAVID ESSES/Rock On (COLUMBIA)**
4% tell us this one’s hot...no demos.

TOP SELLING ALBUMS

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|---|---|
| <p>35. ISAAC HAYES/Joy (ENTERPRISE)
4% tell us this one's hot...no demos.</p> <p>36. AEROSMITH (COLUMBIA)
4% show hot sales...no demos...</p> <p>37. RICK DERRINGER/All American Boy (BLUE SKY)
4% report hot sales...no demo yet...WMC-FM reports
"ROCK AND ROLL HOOCHIE KOO" and "SLIDE ONE</p> | <p>SLINKY" as being hot.</p> <p>38. Z.Z.TOP/Tres Hombres (LONDON)
4% reports say hot...no demos</p> <p>39. O'JAYS/Ship Ahoy (PHILLY INT.)
4% show hot sales...no breakdown as yet</p> <p>40. LED ZEPPLIN 4 (ATLANTIC)
4% report selling hot...15-24 leans male...no cuts.</p> |
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RADIO MUSIC

▲ SHOWING EXCEPTIONAL UPWARD MOVEMENT

<p>AEROSMITH-DREAM ON (COLUMBIA) 3:25 :13 Fade August 6 Demos: Male 18 +... Details: From market to market... MA: KELP 13-12...WFIL 25-24...WIBG 11-11...WYSL No. 8... COSMIC: KIKX 10th hottest...</p>	2	3	0	0
<p>ALLMAN, GREG-MIDNIGHT RIDER (CAPRICORN) 3:22 :22 Demos: Seems 18+ so far... Details: Slow at KJR...No. 3 requests at WQXI... MA: KELP NM-30...WQXI 23-15...WBBM 9th hottest...WQDR 9th hottest...WWCK HB-29...WKTM hot...Adds: KFJZ...KLIF... WAPE...KKAM...WDUN...WGOW...Moving at WTLB... COSMIC: WKDA-FM 10th hottest...WORJ-FM adds...WVUD-FM moving...</p>	4	4	7	1
<p>ALLMAN BROTHERS-JESSICA (CAPRICORN) 4:50 :13 Fade December 24 Demos: Too early... MA: KPUR adds...WQDR adds... COSMIC: WSHE No. 1...</p>	1	0	2	0
<p>AMERICA-RAINBOW SONG (WB) 3:28 :09 Cold Demos: Roughly 18-24 at the start... Details: Early but no negs... MA: KDWB 28-23... COSMIC: WSHE No. 2...Adds: KIKX...WKDA-FM...WVUD-FM...</p>	1	1	3	0
<p>ANKA, PAUL-LET ME GET TO KNOW YOU (FAME) 2:52 :11 Fade December 24 Demos: Leans female passive... Details: Good midday response reported... MA: KQV HB-20...WIXY 18-17...</p>	0	2	0	0
<p>BARE, BOBBY-DADDY, WHAT IF? (RCA) December 17 Demos: Obvious older demos... Details: No. 8 requests at KIMN...looking good...incredible lyrics...super song. One to watch... MA: KIMN No. 8 requests...Adds: KFJZ...KJR...KLIF...WIPC moving... 25 + PASSIVE: KHOW adds... COUNTRY: KLAK moving...</p>	0	3	4	0
<p>BLACK OAK ARKANSAS-JIM DANDY (ATCO) 2:38 :03 Fade November 12 Demos: Heavy 12-21 about even male & female... Details: Pow! Plenty of ads...good jumps...Note 2-1 at WERC... MA: KBEQ 17-9...KRSP NB- 30...KUPD 28-21...WMAK 16-6...WSGN 6-4...KKLS 2nd hottest...WERC 2-1...WSGA 28-19...Adds: KJR...KLIF...WIXY...WQXI...WYSL...CFGO...KTKT...WISM...WJDX...WTLB...WWCK...WBBM moving...WKTM moving... COUNTRY: KBER adds... COSMIC: WVUD-FM moving...</p>	3	9	12	0
<p>BLAND, BOBBY-THIS TIME I'M GONE (ABC) 3:23 :17 Fade November 19 BLACK: KATZ 2nd hottest...KOKY 5th hottest...WJPC 12-10... COSMIC: WMC-FM adds...</p>	2	1	1	0
<p>BLUE MAGIC-STOP TO START BLACK: KATZ adds...WOOK moving...</p>	0	1	1	0
<p>BOWIE, DAVID-SORROW (RCA) 2:48 :10 Fade October 29 Demos: Good 16-22... Details: Good phones at WORJ-FM...no negs... MA: KTAC 16-14...WMAK No. 28...KKLS No. 7...WLCY 6th hottest...KPAM adds...KJR moving... COSMIC: KLZ-FM 9th hottest...WKDA-FM No. 1...WORJ-FM 5th hottest...WSHE 7th hottest...</p>	5	2	1	0

BROWNSVILLE STATION-SMOKIN IN THE BOYS ROOM (Big Tree) 2:57 :02 Fade	37	31	1	0
Demos: 12-27 active type...leaning male...				
Details: No. 4 requests at WOKY...52% show hot this week as compared to 49% last. Tops at KRSP...				
MA: CHUM 25-22...CKLG 16-8...KBEQ 13-12...KCBQ 21-20...KDWB 7-5...KFJZ No. 4...KFRC 16-12...KGW 18-10...KHJ 7-6...KING 7-7...KKDJ 16-8...KLIF 3-2...KPAM 9-6...KRIZ 11-8...KRSP 1-1...KTLK 20-15...WEAM 10-6...WFUN 5-5...WGRQ No. 2...WHBQ 10-8...WIBG 8-5...WLS 13-9...WMEX 21-16...WNOE 10-9...WOKY 8-7...WRKO 24-21...WWDJ-29...WYSL No. 5...WAPE - 15...CFGO 10th hottest...CFRW 3rd hottest...KEWI 5th hottest...KPUR hot...KQWB hot...KRAE No. 4...KTKT 5th hottest...WBBM 4th hottest...WCCC hot...WGTR 9th hottest...WHYL 8th hottest...WISM no. 7...WJDX 16-13...WMEE No. 9...WOSH hot...WPEZ 3-3...WPOP 9-7...WTLB 3rd hottest...WCBQ adds...WAVZ moving...WDUN moving...				
COUNTRY: KBER moving...				
COSMIC: KIKX 6th hottest...KLZ-FM 4th hottest...WMC-FM 10th hottest...WNUW 7th hottest...WVUD-FM 4th hottest...				
CARPENTERS-TOP OF THE WORLD (A & M) 2:56 :17 Cold	25	11	0	0
Demos: All...passive...				
Details: 19% continue to show hot. Number 1 at CHUM...13-Q...				
CARTER, CLARENCE-MIDNIGHT SPECIAL (FAME) 2:35 :10 Fade December 24	1	1	1	0
BLACK: KOKY 6th hottest...WDAO adds...				
COSMIC: WMC-FM 26th...				
CHAPIN, HARRY-W*O*L*D (ELEKTRA) 3:56 :03 Fade December 17	0	1	7	0
Demos: Too early...				
Details: Adds, but no pattern as yet...				
MA: KELP adds...WSAI 22-20...WYSL adds...WBBM moving...WKTM adds...WTAC adds...				
25 + PASSIVE: KFH adds...				
COSMIC: WKDA-FM adds...WORJ-FM adds...				
CHEECH & CHONG-SANTA & HIS OLD LADY (ODE) December 17	1	3	2	0
Demos: All heavy male & leans lower demos...				
Details: Super phones at 13-Q...KEWI...WPEZ...				
MA: 13-Q - 19...WMYQ 27-17...KEWI No. 1...WPEZ 16-11...WAPE adds...				
25 + PASSIVE: KFH adds...				
CHEECH & CHONG-SISTER MARY ELEPHANT (ODE) 2:36 :00 Cold November 12	3	2	0	0
Demos: Heavy teen still...				
Details: No. 1 requests at WOKY...Still moving from market to market...				
MA: WLS 18-11...WOKY 1-1...WISM No. 8...WOSH hot...				
COSMIC: WNUW 9th hottest...				
CHICAGO-JUST YOU & ME (COLUMBIA) 3:44 :06 Fade September 3	8	5	0	0
Demos: All...passive...				
Details: About 8% still showing hot...				
CHI-LITES-I FOUND SUNSHINE (BRUNSWICK) 2:50 :04 Fade December 24	1	1	0	0
BLACK: KATZ 8th hottest...WDAO moving...				
CLARK, ROY-SOMEWHERE BETWEEN LOVE (DOT) 3:11 :13 Cold	4	2	0	0
25 + PASSIVE: KMBZ moving...				
COUNTRY: KBFW 3rd hottest...KCMO moving...KJJJ 7th hottest...KLAK 3rd hottest...WSKY 7th hottest...				
COOKER-TRY TO FALL IN LOVE (SCEPTER) 2:59 :06 Cold November 26	0	2	1	0
Demos: No definite pattern as yet...				
Details: Smash at KPUR...				
MA: KFJZ adds...KPUR moving...				
COSMIC: WNUW moving...				
COOPER, ALICE -TEENAGE LAMENT (WB)	4	4	11	0
Demos: 12-26...leans slightly male...				
Details: Good sales and requests at WLCY...				
MA: KBEQ adds...KTAC adds...WKBW adds...WOKY adds...CFGO 6th hottest...KOIL adds...KKLS & KPUR moving...WBBM 10th hottest...WPEZ 8-8...WQDR 6th hottest...WWCK HB-30...Adds: WERC...WKTM...WTAC...WTLB...WISM moving...				
COSMIC: KIKX adds...WORJ-FM adds...				
COVEN-ONE TIN SOLDIER (WV) 3:18 :15 F Tde December 17	2	2	0	0
Details: Continues to happen a market at a time...				
MA: WLS 7-3...WBBM 2nd hottest...WCCC hot...WPOP 15-12...				

CRADDOCK, BILLY-SWEET MAGNOLIA BLOSSOM (ABC-Dunhill) 2:54 :07 Cold Dec.17 - 1	0	4	0
Details: Country orientation... COUNTRY: KBFW adds...KCMO adds...KLAQ 7th hottest...WCZN adds...WMC adds...			
CROCE, JIM-IT DOESN'T HAVE TO BE THAT WAY (ABC-Dunhill) 2:31 :06 Fade Dec.17 - 0	2	5	0
Demos: Plenty of Croce fams... Details: Christmas with less play than expected...limited by content...Heavy phones at WIXY... MA: WIBG adds...WIXY 35-27...WKBW adds...WMEX -25...WAPE adds... 25 + PASSIVE: KMBZ adds... COSMIC: WNUW adds...			
CROCE, JIM-TIME IN A BOTTLE (ABC-Dunhill) 2:24 :11 Cold Oct.29 ▲	80	43	0
Details: 92% show hot as compared to 89% last week...KELP number one also tops at KFJZ...KFRC...KIMN...KJR...KPAM...KQV... KRIZ...WFIL...WIFE...WIBG...WIXY...WKY...WMYQ...WSAI...KKLS...WPOP...WSGA...WHYC...WGAR...KHOW...KULF... WNUW...			
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DAWN-WHO'S IN THE STRAWBERRY PATCH (BELL) 2:23 :02 Cold Nov.5	8	5	0
Demos: Some teen...mostly 25 + passive... Details: Negs at KLTK...peaking at 12 at WFIL...It's doing okay... MA: KDWB 12-10...KQV 14-11...KSLQ 19-11...WFIL 13-12...WIBG 20-20...KEWI No. 7...KQWB hot...WERC No. 8...WTLB 7th hottest... 25 + PASSIVE: KHOW 7th hottest...KMBZ 5th hottest...WROD 9th hottest...WSM 10th hottest...			
DEFRANCO-ABRA-CA-DABRA (20th Century) 2:56 :04 Fade December 24	0	2	2
Demos: Let's see...uh... Details: Heavy phones at WIXY and WOKY... MA: KJR adds...WIXY 38-30...WOKY HB-29...WHYL adds...			
DELLS-I MISS YOU (CADET) 3:30 :19 Fade	1	2	0
Demos: Black orientation so far... BLACK: KATZ moving...WDAO 6th hottest...WJPC 13-9...			
DENVER, JOHN-PLEASE DADDY (RCA) 2:50 :01 Cold	1	1	2
25 + PASSIVE: WGAR adds... COUNTRY: KBFW adds...WMC 7th hottest... COSMIC: WNUW moving...			
DERRINGER, RICK-ROCK & ROLL	0	2	3
MA: WIBG adds...WKY HB-18...WRKO 30-23...WGTR adds... COSMIC: WSHE adds...			
DeYOUNG, CLIFF-MY SWEET LADY (MCA) 2:40 :05 Fade December 3	3	5	2
Demos: Movies... Details: Heavy phones and sales at WGOW...Excellent at CKLW... MA: CKLW HB-29...KGW -26...KING adds...KJR moving...KKAM No. 10...KLWW No. 4...WGOW 14-9...WGTR No. 1...WJDX 13-3... 25 + PASSIVE: KHOW 2nd hottest...			
DeYOUNG, CLIFF-SUNSHINE (MCA) 3:25 :00 Fade December 17	1	0	1
Demos: Movies... MA: KKAM No. 3...WWCK adds...			
DOZIER, LAMONT-TRYING TO HOLD ONTO MY WOMAN (ABC) 4:24 :24 Fade	1	5	1
Demos: Super heavy black... Details: SHash in Detroit...one to watch... MA: CKLW 10-1...WIXY adds...WWCK 27-24... BLACK: KATZ moving...WDAO moving...WJPC moving...Detroit No. 1...			
DYLAN, BOB-A FOOL SUCH AS I (COLUMBIA) 2:38 :50 Cold	1	5	3
Demos: No definite pattern... Details: No negs... MA: KELP HB-29...KFJZ adds...KKLS moving...WKTM adds...WMFJ moving... 25 + PASSIVE: WGAR 8th hottest...WROD adds... COUNTRY: KCMO moving... COSMIC: WMC-FM 27th...WVUD-FM moving...			

EL CHICANO-TELL HER SHE'S LOVELY (MCA) 2:59 :24½ Fade Oct. 22	3	9	4	1
Demos: Heavy Chicano Details: Slow at WKY...Doing well in Denver-About 12% Chicano oriented polulation...positives everywhere else MA: KBEQ WMYQ Added. WKY Slow...KIMN 18-4...KHK 14-7...KGW 19-18...KTLK 18-14...WSGN 32-15... Moving KRAE Moving WOSH KTKT 6th Hottest... 25 + PASSIVE: KHOW 6th hottest...KVI Hot...Added WKOT COUNTRY: Moving KBER BLACK: Moving KATZ COSMIC: KIKX Added				
E.L.O.-SHOWDOWN (UA) 3:17 :10 Fade	3	2	3	0
Demos: 16-22 Details: Continued Positives MA: KELP 8-7... Added WEAM...KOIL...KQWB Hot...KKLS 5th hottest... COSMIC: Added KIKX Moving...WVUD-FM...WEBN 2nd hottest...				
ESSEX, DAVID-ROCK ON (COLUMBIA) 3:13 1:02 Oct. 22 ▲	10	10	10	0
Demos: 16-23 leaning male... Details: No. 2 requests at KGW... MA: Added CHUM...KBEQ...KELP...KRRC...WIFE...WMYQ...WSGN...13-Q...KOIL...WSGA...Moving...WISM...WTLB...KCBQ 28-24 KGW 22-20...KING 12-10...KJR 13-3...KPAM 20-11...WMAK HB-27...KTAC 3-3...KUPD 2-1...KKAM 5th hottest...KKLS 8 hottest. KPUR Hot... COSMIC: KLZ-FM 5th hottest...WEBN 6th hottest...WORJ-FM 1...WVUD-FM 6th hottest				
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FELLER, DICK-BIFF THE FRIENDLY BEAR (UA) 3:48 :05 Cold Oct. 29	1	1	0	0
Details: Super reaction at KCMO COUNTRY: KBFW 4th hottest...MOVING KCMO				
FIFTH DIMENSION-FLASHBACK (BELL 3:37 :15 Fade Nov. 19	2	0	0	0
25 + PASSIVE: WSM 8th hottest...WKOT HOT				
FRANKLIN, ARETHA-UNTIL YOU COME BACK (ATLANTIC) 3'25 :09 Fade Nov. 12 4		3	2	0
Demos: Heavy black...heavy female Details: Sure looking good MA: CKLW 11-10...WIXY 19-16...Added WSGA 25 + PASSIVE: WGSO Added BLACK: WDAO 9th hottest...WJPC 7-6...WOOK 1...KATZ 5th hottest DET 4th hottest...				
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GARFUNKEL, ART-I SHALL SING (COLUMBIA) 3:36 :36 Fade Dec. 3	1	5	6	0
Demos: 16-25 fairly even...Garfunkel fans Details: No negs...some good reports MA: KGW, KRSP, KOIL, KKLS Added...Moving...WIPC...WOAI...WSGA 29-25...Added WWCK, WJDX. 25 + PASSIVE: Moving KMBZ...WSM.. COSMIC: Wshe 3 rd hottest				
GARY & DAVE-COULD YOU EVER LOVE ME (LONDON) 3:10 :07 Fade Oct. 22	1	1	1	1
Demos: 16-20 leaning male Details: Smash at WIXY...interesting. Was big Canadian record MA: WIXY 9-8...Added KOIL...KLWW 5th hottest				
GAYE, MARVIN-COME GET TO THIS (TAMLA) 2:40 :01 Fade Oct. 29	1	2	0	4
Demos: No pattern Details: Slow at WFIL, KQV, WMC-FM, WAVZ MA: KBEQ 15-13...WMFJ 8th hottest BLACK: WJPC 6-4...				
GIBSON, DQN - SNAP YOUR FINGER (HICKORY) 2:49 :08 Fade	0	1	1	0
COUNTRY: Added WTCR moving WHN				

GOLDSBORO, B.-Marlena (UA) 3:30 :11 Fade Dec. 24	0	0	4	0
Demos: No patter				
Details: good start				
MA: Added KLWW				
25 + PASSIVE: Added WKOT...KFH...				
COUNTRY: WHN Added				
GOODWIN, DON-THIS IS YOUR SONG (SILVER BLUE) 3:13 :13 Fade Dec. 17	0	1	1	0
MA: WIXY 13-11...KLIF 39				
GRAND FUNK-WALK LIKE A MAN (CAPITOL) 3:22 :30 Nov. 12	5	7	5	0
Details: Good phones, slow sales at WIXY...				
MA: KERP 15-13...WIXY 30-29...WOKY 29-28...WSGN 21-17...KRSP 9-9- Added KQWB...WMOH...WOSH...WERC...WTAC hot...WWCK 5-3				
COUNTRY: KBER Added				
GREEN, AL-LIVING FOR YOU (HI) 3:09 :19 Fade November 19	6	4	2	0
Demos: Heavy black orientation...				
MA: WIXY 24-23...WKLO 19-14...CFG0 5th hottest...WCBQ No. 10...WERC moving...WGOW moving...WJDX adds...WOOW hot...				
25 + PASSIVE: WGAR 7th hottest...WROD adds...				
BLACK: Detroit No. 14...KATZ 7th hottest...KOKY 3rd hottest...				
COSMIC: WMC-FM 23rd...				
<hr/>				
HALL, TOM T.-I LOVE (MERCURY) 2:06 :05 Fade October 29	9	3	4	0
Demos: 18-34 female at the beginning...				
Details: Expect this to continue and grow...All positives. Huge country orientation...				
MA: KLIF adds...WOKY adds...WSGN adds...WSGA 30-26...WGOW moving...				
25 + PASSIVE: KMBZ adds...				
COUNTRY: KBFW 8th hottest...KCMO moving...KENR 3rd hottest...KJJJ 4th hottest...KLAk 8th hottest...WCZN 8th hottest... WHN 7th hottest...WIL 3rd hottest...WMC 3rd hottest...WONE 4th hottest...WSKY no. 1...				
HAMPSHIRE' KEITH-BIG TIME OPERATOR (A & M) 2:36 :15 Fade November 12	1	3	0	0
MA: CHUM 30-27...CKLG 27-24...WIXY 7-4...WLCY 10th hottest...				
HAMMOND, ALBERT-HALF A MILLION MILES (MUMS) 3:00 :10 Fade November 12	0	3	1	0
Demos: Leans female 25+ passive...				
Details: Well...uh...				
MA: WIFE 23-16...KKLS moving...WCBQ moving...				
25 + PASSIVE: WFAA adds...				
COSMIC: WMC-FM No. 28...				
HAGGARD, MERLE-IF WE MAKE IT THROUGH DECEMBER (Capitol) 2:41 :10 Fade	10	3	5	0
Demos: Country orientation...December lyrics... ▲				
Details: Big requests at WSM...Moving well at WOKY...WAYS...				
MA: KLIF adds...WAYS adds...WOKY HB-24...WAPE adds...WCBQ adds...WGOW 18-17...WJDX -28...WSGA adds...				
25 + PASSIVE: KMBZ No. 1...WSM moving...				
COUNTRY: KBER adds...KBFW No. 1...KCMO No. 1...KENR 5th hottest...KJJJ 3rd hottest...KLAk No. 1...WCZN 4th hottest... WIL No. 1...WMC 4th hottest...WSKY 10th hottest...				
HART, FREDDIE-IF YOU CAN'T FEEL IT (CAPITOL) 2:02 :10 Fade November 5	3	0	0	0
COUNTRY: KCMO 6th hottest...KLAk 2nd hottest...WHN 3rd hottest...				
HAYS, ISAAC-JOY (ENTERPRISE) 4:35 :37 Fade December 10	0	1	4	0
MA: KFJZ adds...				
25 + PASSIVE: WFAA adds...WGAR adds...				
COSMIC: WNUW adds...WVUD-FM moving...				
JACKS, TERRY-SEASONS IN THE SUN (LONDON) 3:24 December 17	2	3	4	0
Details: Smash at CKLW...Super hot at CFGO...Watching another week but looks like a big record...				
MA: CHUM 11-8...CKLG 5-2...CKLW HB-24...KJR adds...WIXY adds...CFG0 hottest...CFRW No. 1...WGOW adds...WWCK adds...				
JENNINGS, WAYLAN-YOU ASK ME TO (RCA) 2:30 :00 Fade	2	0	0	0
COUNTRY: WHN 9th hottest...				
COSMIC: KLZ-FM 10th hottest...				

	TOP 10	MOVING	ADDS	NEGS
JOHN, ELTON-STEP INTO CHRISTMAS (MCA) 4:30 :16 Fade December 17 MA: KRSP 30-26...WAPE adds...KKLS No. 6...WOSH moving...WWCK 30-25... COSMIC: WNUW moving...	1	4	1	0
JOHN, ELTON-YELLOW BRICK ROAD (MCA) 3:13 :08 Cold October 8 Details: 60% continue to show hot...Tops at CKLG...KCBQ...KGW...KHJ...KTAC...WEAM...WMEX...WMFJ...WMOH...WOAI... WAVZ...KBER...KIKX...WPEZ...	60	21	0	0
JOHN, OLIVIA NEWTON-LET ME BE THERE (MCA) 3:00 :08 Fade October 22 Details: Slow at CKLW...KKLS...39% show hot as compared to 44% last time out...Here are the numbers... MA: CHUM-30...CKLG 25-19...KBEQ adds...KCBQ 26-25...KDWB 10-6...KFRC 19-10...KGM 24-19...KHJ 26-20...KING 16-12... KKDJ 10-9...KPM 14-9...KQV -17...KRSP 26-20...KSLQ 20-17...KTAC 11-10...KTLK 33-26...WAYS 10-8...WHBQ 11-10... WIFE 29-24...WIXY 27-22...WKBW adds...WKY 13-8...WOKY 26-24...WQXI 2-1...WRKO 28-25...WSAI 10-5...CFGO adds... KKAM No. 2...KPUR hot...KQWB hot...KRAE 6th hottest...KTKT adds...WAVZ moving...WCBQ 5th hottest...WDUN hottest... WHYL 6th hottest...WKTm hot...WMOH 6th hottest...WSGA 4-4...WTLB moving... 25 + PASSIVE: KULF 7th hottest...WKOT hot...WROD 8th hottest... COUNTRY: KCMO 5th hottest...KENR 4th hottest...KJJJ 2nd hottest...KLAK 6th hottest...WHN 10th hottest... COSMIC: KIKX adds...WMC-FM No. 20...	24	24	3	1
JONES, GEORGE-ONCE YOU'VE HAD COUNTRY: KBFW moving...KENR moving...WIL Adds...WONE 7th hottest...	1	2	1	0
KENDRICKS, EDDIE-KEEP ON TRUCKIN (TAMLA) 3:21 :02 Fade MA: KELP Added...WYSL Added...KUPD 5-4...WMEE 5th hottest...WHYL Added COUNTRY: KBER 10th hottest				
KING, B.B.-I'D LIKE TO LIVE THE LOVE (ABC) 3:15 :22 Fade Dec. 24 Black? WDAO...KATZ...Added	0	0	2	0
KNIGHT, GLADYS-IMAGINATION (BUDDAH) 3'29 :13 Fade Nov. 19 Demos: Heavy Black...18-25 males MA: Added KELP...KGM...KRSP...WNOE...WWDJ...KKLS...WHBQ 22-17...WFIL HB29...WKY HB-20...WRKO 27-24...KTLK 28-23 WABC 15-12...WCCC Hot...WERC Moving...WWCK 14-9...WOSH, WISM Added BLACK: WDAO 7th hottest...WJPC 11-7...WOOK 6th hottest...KATZ 10th hottest	6	13	8	0
KOOL AND GANG-JUNGLE BOOGIE 3:10 :01 Cold BLACK: WDAO 5th hottest KOKY Moving...DET 13	1	1	0	0
KRIS & RITA-SONG I'D LIKE TO SING (A&M) 3:34 :00 Fade MA: WIXY 22-21... 25 + PASSIVE: KFH Hot	1	1	0	0
ZEPPLIN, LED-D'YER MAKER (ATLANTIC) 3:15 :15 Fade Oct. 22 Demos: 14-25 slightly male Details: Slow at KBEQ No. 15 requests at WMYQ, NO' 2 requests at WQXI...at its biggest...super reports MA: KFJZ 22-15...KHJ 17-15...WMYQ 14-9...WRKO 26-16...WAPE 18-17...Added WKLO...WMEX...13-Q 16-12...KTLK 14-21...KRSP 11-9 CFGO 3rd hottest...CFRW 4th hottest... 25 + PASSIVE: WGSO 8th hottest COSMIC: WNUW 10th hottest	6	14	2	1
LENNON, JOHN-MIND GAMES (APPLE) 3:59 :14 Fade Oct. 29 Demos: 17-30... Details: Dropped at WKBW...SLOW AT WAPE...Needs teens. MA: KDWB 6-3...KELP 6-4...KFJZ 8th hottest...KLIF 15-12...KQV 11-9...KRIZ 7-7...WQXI 17-14...WWDJ 27-21...WMYQ 24-20... WFIL 16-14...KOIL 7th hottest...WABC 28-19...Added WGTR...WTLB 4th hottest...WIPC 5th hottest...WKTm Hottest COSMIC: KIKX 4th hottest...WMC-FM 18th hottest...WNUW 4th hottest	16	18	1	4
LIGHTHOUSE-PRETTY LADY (POLYDOR) 3:04 :17 Fade Oct. 8 Demos: Seems ya...Hard to tell at this point Details: Drooped at WSGA ...Hot at WROD MA: KBEQ 21-18...WMEX 2-2...Added WKY... COSMIC: WMC-FM 25 th hottest	3	2	1	1
LOGGINS AND MESSINA-MY MUSIC (COLUMBIA) 3:05 :11 Cold Oct. 22 Demos: Leans male 15-25 Details: Slow at CKLG...stiffed at CFRW...SLOW at WOSH, WPOP, KTKT... MA: KCBQ 22-21...KKDJ 21-18...WKY 19-17...WFIL 15-13...WIBG 10-10...KTLK 10-8...WMFJ 10 COUNTRY: KCMO 4th hottest				
LOBO-EOVE ME FOR WHAT I AM (BIG TREE) MA: WMAK 1210...Added WIPC				

				TOP 10	MOVING	ADDS	NEGS
LOVE UNLIMITED ORCHESTRA-LOVES THEME (20TH CENTURY) 3:30	Inst. Dec. 3	12	21	20	0		
Demos: All female leaning...older demos heavier							
Details: 39% report hot as compared to 44% last...still will continue to grow							
MA: Added at these stations...WAYS...KILT...KPAM...KRIZ...WKLO...WKY...WGRQ...WHBQ...WIFE...WIXY...KOIL...KQWB...KKLS							
WGSN 12-19...WQXI2-17...WSGN 27-19...WYSL 10th hottest...WIBG 14-8...KHK 22-18...WABC-11...KLWW 8th hottest...CFGO 7th							
hottest...KRAE 3rd hottest...WKBW 17-6...Added...WPOP WOSH...WKTM...Moving...WGOW...WISM...WTLB...WSGA 23-18							
KSTT 3rd hottest...WTST 3rd hottest...WCCCHot...							
25 + PASSIVE' Added WGSO...Moving WKOT...WGAR 4th hottest...KHOW 3rd hottest							
BLACK' Det 9th hottest...							
COSMIC' Added WMC-FM...WKDA-FM							
LUMAN,BOB-STILL LOVING YOU (EPIC) 1:57 :06	Fade Nov. 6	2	2	0	0		
COUNTRY: WCZN 1...Moving...WONE...WHN...KJJJ 8th hottest							
LYNN, LORETTA-HEY LORETTA (MCA) 2:48...:11	Fade	1	1	0	0		
COUNTRY: WCZN 5th hottest...Moving KCMO							
MASON, DAVE-BABY PLEASE		2	0	0	0		
COSMIC: WORJ-FM 10th hottest...WSHE 6th hottest...							
McGREGOR, BRIAN-AMERICANS (Westbound) 3:48 :03	Cold December 24	1	0	7	0		
Demos: Not big in Canada as yet...Americans...							
Details: No. 1 requests at KLWW...unbelievable response at 13-Q and WMC...							
MA: KJR...KTAC...13-Q...WEAM...WGRQ...all adds...KLWW adds...WTAC adds...							
COUNTRY: WMC No. 1...							
MONKEY MEEKS-TAKE ME TO YOUR HEART (ROXBURY) 2:47 :09	Fade	0	1	1	0		
MA: WKLO 26-22...KOIL adds...							
COSMIC: WMC-FM No. 30...							
MELVIN, HAROLD-LOVE I LOST (PHILLY) 3:35 :46	Fade September 10	11	11	1	1		
Demos: Heavy female 18-34...							
Details: Slow at KCBQ...							
MA: CKLG 30-26...KELP 26-19...KIMN 15-7...KRIZ adds...KTLK 7-7...WFUN 11-6...WGRQ No. 5...WIFE 14-7...WKLO 14-11...							
WMEX 16-14...WRKO 14-12...WWDJ 11-10...WAVZ No. 5...WCCC hot...WERC 10-5...WJDX 13-11...WKTM hot...WMEE No. 4...							
WOAI No. 8...							
25 + PASSIVE: WGSO 7th hottest...WKOT hot...WROD 5th hottest...							
COUNTRY: KBER 11-7...							
COSMIC: WMC-FM No. 15...							
MILLER,JODY-HOUSE OF THE RISING SUN (EPIC) 3:16 :17	Fade October 29	2	1	0	0		
MA: WERC 5-3...							
COUNTRY: KBFW moving...WCZN 7th hottest...							
MILLER, STEVE-THE JOKER (CAPITOL) 3:36 :00	Fade October 1	60	41	1	0		
Demos: 13-25 even male and female...							
Details: 77% show hot as compared to 82% last week...Tops at KDWB...KILT...WGRQ...WLS...WMAK...WNOE...WSGN...Super huge.							
MITCHELL, JONI-RAISED ON ROBBERY		1	3	3	0		
MA: WGRQ adds...KLWW moving...WCBQ adds...							
COSMIC: WEBN 4th hottest...WNUW adds...WMC-FM Nh. 29...WVUD-FM moving...							
MOCEDADES-ERES TU (TARUS) 3:12 :15	Fade November 5	0	2	3	0		
MA: KCBQ 13-11...KFJZ adds...KHJ NB-24...WLCY adds...							
25 + PASSIVE: WSM adds...							
MURRAY, ANNE-LOVE SONG (CAPITOL) 2:50 :01	Fade December 3	0	6	1	0		
Demos: 25 + Passive...							
MA: KELP HB-27...CFRW moving...WHYL adds...							
25 + PASSIVE: KMBZ moving...WSM moving...							
COUNTRY: KJJJ moving...KLAK moving...							
McCARTNEY, PAUL-HELEN WHEELS (APPLE) 2:39 :11	Fade November 12	17	24	0	6		
Demos: 12-25 male & female...							
Details: 31% show hot as compared to 46% last week...WKBW...WLS...WMYQ...KUPD...CFRW all show slow...							
MA: CHUM 15-12...KBEQ 10-6...KDWB 11-9...KELP 7-6...KFJZ No. 10...KFRC 18-15...KGW 11-11...KILT 13-9...KPAM 8-8...							
KRIZ 6-6...KRSP 8-7...KSLQ 8-6...KTLK 13-10...WAYS 24-20...WFIL 17-16...WFUN 13-10...WGRQ No. 10...WIFE 24-13...							
WKLO 25-21...WLS 17-14...WMEX 13-2...WNOE extra-10...WSAI 13-12...KOIL No. 10...KRAE No. 5...WAVZ moving...							
WGTR No. 11...WHYL No. 5...WISM No. 10...WMFJ moving...WPOP 17-9...WWCK 4-4...WOOW hot...							
COSMIC: WMC-FM No. 17...WNUW 6th hottest...WORJ-FM 7th hottest...WVUD-FM 9th hottest...							

NATURAL FOUR-CAN THIS BE REAL 1 2 2 0
 MA: Added WIXY...CKLW 27-15,,
 Added WWCK

O'JAYS-PUT YOUR HANDS TOGETHER(PHILADELPHIA INTER.)
 MA: CKLW 27...Added WQXI...
 BLACK: WOOK 2nd hottest...DET 10th

OSMOND, DONNY-WHEN I FALL IN LOVE/ARE YOU LONESOME TONIGHT (MGM) 3:00 + :12 :14 :109 Fade 4 6 6 0
 Demos: teens and 25 + FEMALE
 Details: doing okay...teen oriented for sure...
 MA: Added KBEQ...KFJZ...KHJ...KFRC...WRK)...KOIL ...KRSP27-27...KTLK 19-17...WMYQ 22-19...Moving...WCBQ...WGOW 19-10
 COUNTRY: KCMO 9th hottest
 OSMOND, MARIE-PAPER ROSES (MGM) 2:39 :17 Cold 1 1 0 0
 MA: CHUM 8-6...WOSH HOT...

PARTON, DOLLY-JOLENE (RCA) 2:38 :08 Fade Nov. 26 5 0 0 0
 COUNTRY: WCNZ 2nd hottest...WSKY 9th hottest...KJJJ 6th hottest...KENR 10th hottest

PAYCHECK, JOHNNY-SONG & DANCE MAN 1 1 0 0
 COUNTRY? Moving WONE...WSKY 6th hottest

PEBBLES, ANN-I CAN'T STAND THE RAIN (HI) 2:31 :04½ Fade nov. 12 1 4 3 2
 Demos: heavy black
 Details: slow at KFRC, WCCC, Number 2 requests at WJDX
 MA: KIMN HB-30...WHBQ 17-16...WAYS -24...WMAK 30-22
 WCBQ Added
 COSMIC: KLZ-FM Added

PRESTON, BILLY-SO UNIQUE (A&M) 3:18 :09 Fade Dec. 24 0 0 6 0
 MA: ADDED at these stations...KELP KFJZ WEAM WLCY
 COSMIC: ADDED WKDA-FM...WNUW

PRIDE, CHARLIE-AMAZING LOVE (RCA) 4 0 0 0
 COUNTRY: WCNZ 3rd hottest...WONE 1...WSKY 5th hottest...KCMO 10

QUEEN-KEEP YOURSELF ALIVE (ELEKTRA) 3:42 :35 Fade December 17 1 2 1 0
 Demos: Hard core 18-22...
 Details: LP selling...
 MA: WMEX 22-17...WDUN adds...WGTR No. 6...WWCK 29-28...

RASPBERRIES-I'M A ROCKER (CAPITOL) 3:05 :17 1 2 0 0
 MA: KELP 23-21...KIMN 12-11...KKLS No. 4...

REDDY, HELEN-LEAVE ME ALONE (CAPITOL) 3:26 :10 Fade October 22 42 27 0 2
 Demos: All...heavy female...
 Details: 42% show hot...No number ones reported...

RICH, CHARLIE-MOST BEAUTIFUL GIRL (EPIC) 2:42 :09 Fade September 10 60 33 0 0
 Demos: All...
 Details: 69% show hot as compared to 96% last week...Tops at WFIL...WWDJ...WYSL...WAPE...KOIL...KLIF...KSLQ...KTLK...
 WABC...WISM...KJJJ...WGSO...WHN...

RICH, CHARLIE-THERE WON'T BE ANYMORE (RCA) 2:22 :11 Cold 2 0 2 0
 COUNTRY: KBFW adds...KENR No. 1...WHN adds...WMC No. 2...

<p>ROBBINS, MARTY-LOVE ME (MCA) 3:25 :32 Fade October 22 Details: Country orientation... COUNTRY: KCMO 8th hottest...KENR 9th hottest...WCZN 6th hottest...WIL 4th hottest WSKY 4th hottest...</p>	<p>5 0 0 0</p>
<p>ROBINSON, SMOKEY-BABY,COME CLOSE (TAMLA) 3:20 :16 Fade December 18 BLACK: WDAO 4th hottest...WOOK 7th hottest...</p>	<p>2 0 0 0</p>
<p>RONDSTADT, LINDA-LOVE HAS NO PRIDE (ASYLUM) 2:55 :17 Cold Demos: No pattern discernable... Details: Slow at KUPD... MA: WKY adds... 25 + PASSIVE: KMBZ adds... COUNTRY: KCMO moving... COSMIC: WKDA-FM moving...WNUW adds...WVUD-FM adds...</p>	<p>0 2 4 1</p>
<p>ROSS, DIANA-THE LAST TIME I SAW HIM (MOTOWN) 2:49 :06 Fade December 17 MA: KQV adds...WRKO adds...WSGN adds...KPUR adds...WAVZ adds...WHYL adds...WIPC adds...WOAI adds...WTLB adds... 25 + PASSIVE: KMBZ adds...WKOT moving... COUNTRY: KCMO adds... BLACK: WJPC adds... COSMIC: WNUW adds...</p>	<p>0 1 13 0</p>
<p>ROSS, JERIS-MOONTAN (ABC) 2:19 :06 Cold December 24 COUNTRY: KBFW adds...WCZN adds...WSKY adds...</p>	<p>0 0 3 0</p>
<p>RUNDGREN, TODD-HELLO IT'S ME (BEARVILLE) 3:34 :12 Fade August 6 Demos: All... Details: 36% register hot, with No. 1 at KKDJ and WRKO. Seems to have peaked... MA: CHUM 16-11...CKLG 14-13...KFJZ No. 3...KFRC 7-5...KGW 7-7...KHJ 6-5...KING 11-8...KJR 7-7...KKDJ 2-1...KSLQ 14-10... KUPD 14-10...WEAM 3-3...WFIL 5-5...WIBG 9-9...WKLO 10-7...WMAK 4-4...WNOE 3-3...WRKO 3-1...KOIL 18-8...WAVZ No. 2... WERC 6-6...WGTR No. 7...WKTM hot...WOAI No. 2...WOSH hot...WPOP 4-4... 25 + PASSIVE: KVI hot...WGSO No. 4...WOW hot... COUNTRY: KBER 4-2... COSMIC: KIKX 5th hottest...WMC-FM 4th hottest...WNUW 2nd hottest...WRNO adds...</p>	<p>27 21 1 0</p>

<p>SIMON, PAUL-AMERICAN TUNE (COLUMBIA) 3:44 :05 Fade MA: KELP 30-27...WMEX -26...KOIL 28-23...KRAE 9th hottest...WCBQ Added...WWCK 17-13...WMFJ Moving 25 + PASSIVE: KMBZ 7th hottest...KFH Hot... COUNTRY: KCMO Moving</p>	<p>4 5 1 3</p>
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<p>STAFFORD, JIM-SPIDERS AND SNAKES (MGM) 3:03 :15 Fade Demos: Teens leaning male Details: Good adds this week at KBEQ, KIMN, WIBG, WKBW MA: CKLG 23-16...WEAM 21-10...WHBQNM-27...WMAK 5-5...WSAI 7-6...KRSP 11-2...KTAC 24-16...KCBQ 12-9...KLWW 6th ...KPUR Hot KQWB Hot...ADD CKGO...WIBG...WKBW...WNOE...WOKY...KIMN...KBEQWDUN 8th...WGOW 8-3...WMOH 5th hottest...WWCK 3-1... 25 + PASSIVE: KFH Added...KHOW 4th hottest... COUNTRY: WHN Added Moving...KCMO</p>	<p>13 14 9 2</p>
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<p>STAMPLEY, JIM-TOO FAR GONE (DOT) 3:39 :09 Fade Nov. 19 Demos: country oriented COUNTRY: WMC 5th hottest...WONE 9th hottest</p>	<p></p>
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<p>STAPLE SINGERS- IF YOUR READY (STAX) 3:19 :08 Fade Oct. 22 Demos; MA Details: adds at CKLG, WKBW, KQWB. Dropped at WOSH MA: KELP 5-5...KGW 12-12...KJR 14-9...WRKO 17-15...WSGN 15-10...WKY 14-6...WIFE 19-14...WFUN 12-9...KEWI 6th hottest...WOKY 26-23...KKLS 10th hottest... Hottest at WAVZ 10...WCBQ 6th...WGTR 15...WISM 5th ...WMFJ 9th...WOAI 9th...WWCK 11-8...WJDX 5-5... BLACK! KATZ 4th hottest...WOOK 8th...DET 5th... COSMIC: WVUD-FM 8th hottest...KIKX 8th hottest</p>	<p>16 16 3 3</p>
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<p>STARR, RINGO-PHOTOGRAPH (APPLE) 3:59 :13 Fade Sept. 24 Details: Peaked and is over now MA: KTLK 29-25...KOIL 9th hottest.</p>	<p>1 1 0 0</p>
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STARR, RINGO-YOUR SIXTEEN (APPLE) ▲

Demos: MA

Details: Solid upward swing 43% report hot adds at WGRQ, KOIL, KOIL, KQWB.KULF WSGO and WOOK No. negs.

MA: KLWW 7th hottest...KRAE 1...Moving...CFRW...WEAM...WNOE...CKLG 22-15...KFRC 21-13...KKDJ 19-11...WKLO 25-21...WMEX -24...
WQXI 5-55...WSGN 20-13...WRKO 23-22...KTAC 21-19...WABC HB-28...CFRW moving...WLS 31-16...KPUR Moving..
WSGA 17-12...WWCK 18-10...WTLB Moving...WOSH Moving...WGOW Moving...WISM, WIPC...KTKT 7th hottest...WMOH 9th hottest
WERC 21-9

25 + PASSIVE: KULF, WSGO Added...WKOT Hot...WOW Hot...WSM 4th hottest

COUNTRY: Moving...KCMO

COSMIC: KIKX 7th hottest WMC-FM 16th hottest...WVUD-FM 10th...WEBN 1

S. WHEELS-STAR (A&M) 3:00 :16 Fade Dec. 3

0 0 5 0

Demos: No patter yet

MA: Added...WYSL...KLWW...KFR...WCBQ

STEELY DAN-MY OLD SCHOOL (ABC-DUNHILL) 4:16 :09

0 2 1 1

MA: KELP 12-10...KGW 29-27...

COUNTRY: KBER Added

STEVENSON B.W' - RIVER OF LOVE (RCA) 2:39 :12 Fade nov. 5

1 3 0 1

MA: KELP 28-24;;WOKY 30-27...WWCK 24-21...

STREISAND, BARBARA-THE WAY WE WERE (COLUMBIA) 3;29 :03 Fade

15 24 5 0

Demos: MA

Details: Still building where played....

MA: Added CKLG...KBEQ...WIFE...WKLO...Moving...WEAM...KCBQ 14-13...KDWB 22-15...WKY 11-9...WOKY HB-21...WSAI 29-11...

WAPE -23...KLWW 3rd hottest...KOIL 26-14...KPUR Hot...KRAE 2nd hottes...KTLK 24-19...KKDJ -21...KQV 19-15...

Added WERC...WMOH 10th hottest...WLCY Moving...WTLB Moving...WISM Moving...WTLB Moving...WSGA 25-18...WABZ 9th hottest

WGOW 6-2...WGTR 14th

25 + PASSIVE: KMBZ 6 th hottest...WGAR 3rd... WGSP 10th hottest WOW Hot...WSM MOving...

STYLISTICS-ROCK AND ROLL BABY (AVCO) 3:15 :03 Fade

7 20 1 0

Demos: Good spread...all except country

Details: Added at WMEX

MA: KLWW Moving...KKDJ 18-16...KFRC 20-17...WHBQ 23-19...WIFE 38-18...WIXY 18-16...WLS 27-20...KHK 20-19...KTAC 23-19...KTLK

25-20...WRKO 28-26...WOAI 5th ...WWCK 19-16...WJDZ 22-16...Moving WISM ...WHYL 10th...WCCC Hot...WCBQ 8th hottest

25 + PASSIVE: KVI Hot...Hot WKOT

BLACK: KOKY 14-4...DET 11th hottest

COSMIC: KLZ-FM 2nd hottest

TEMPTATIONS-LET YOUR HARR DOWN (GORDY) 2:40 :00 Fade Dec. 24

0 1 1 0

Demos: Black so far

Details: Only two reports.

BLACK: KATZ Moving...WDAO Added;

THOMAS, IAN-PAINTED LADIES (CHESS) 3:30 :16 Fade oct. 29

5 7 1 0

MA: KDWB 16-11...WIBG 17-15...WKY HB-19...KRSP 25-25...KILT 32-27...

25 + PASSIVE: WFAA Added...KHOW 5th

COSMIC: WEBN 9th hottest...WKDA-FM 7th hottest

TILLIS, MEL-MIDNIGHT ME AND BLUES

0 0 4 0

COUNTRY: Added WCNZ, WMC...WONE...KENR

TRUC-MOON OUT TONIGHT (ZERO) 3:26 :00 Cold Dec. 17

1 1 0 0

MA: WOKY 14-9...

COUNTRY: Moving KBER

COSMIC;;;WNUW 8th

TUCKER; TANYA- WOULD YOU LAY 2:23 :00 Fade Dec; 24

0 0 5 0

Demos: country only

Details; Adds at KENR KLAZ WCNZ WMC at WTCR

WALSH, JOE-MEADOWS (ABC-DUNHILL) 3:26 :26 Fade

0 3 2 0

Demos: Can't tell yet...

MA: KIMN 30-27...KLIF 13-8...KKAM moving...KKLS adds...KQWB adds...

	TOP 10	MOVING	ADDS	NEGS
WAR-BABY BROTHER (UA) 3:30 :08 Demos: Still spreading... MA: KGW adds...KHJ 24-23...KLIF 13-8...WABC-26...WIFE -26...WKLO adds...WMEX-23...WRKO 20-14...KOIL adds...WKTM adds...WMFJ moving... BLACK: KIKY 8th hottest...	1	3	4	2
WEDNESDAY-LAST KISS (SUSSEX) 2:14 :07 Fade October 1 Demos: Teens and females... MA: KTAC 8-7...WIBG 18-16...WOKY 4-2...WYSL No. 3...KOIL adds...KLWW No. 1...KKAM No. 1...WOSH moving...WTLB 5th hottest...	6	4	1	0
WELLER, FREDDIE-I'VE GOT TO KNOW (COLUMBIA) 2:48 :00 Cold Demos: Country... COUNTRY: KBFW 5th hottest...WCZN adds...WMC 9th hottest...	2	0	1	0
WHITE, BARRY-NEVER GONNA GIVE YA UP (20th Century) 3:58 :19 Fade Oct.22 Demos: Spreading to MA now... Details: Adds at WHBQ...WIFE...WQXI...WRKO...WSGN...WBBM and WSGA...Slow at WAYS and KJR... MA: KFRC 26-22...KGW 27-24...KHJ NB-26...KLIF 16-13...KRSP NB-29...WABC 21-13...WGRQ No. 6...WHBQ adds...WIFE adds...WKBW 14-8...WKLO 24-20...WKY 20-13...WMEX -29...WQXI adds...WRKO adds...WSGN adds...WYSL No. 6...KKLS No. 3...KLWW No. 9...WBBM adds...WCCC hot...WJDX 26-21...WMFJ No. 5...WPOP 24-20...WSGA adds... 25 + PASSIVE: WFAA hot... BLACK: KOKY 15-7...WDAO 3rd hottest...WJPC 3-2... COSMIC: WMC-FM 7th hottest...	10	13	7	2
WHO-LOVE REIGN O'ER ME (MCA) 3:11 :02½ Fade October 29 Demos: Teens and male young adults... MA: WQDR No. 2...WWCK 23-20... COSMIC: WEBN 5th hottest...WORJ-FM 2nd hottest...	3	1	0	0
WILLIAMS, HANK Jr.-THE LAST LOVE SONG (MGM) 2:43 :02 Fade November 15 Demos: Country orientation... COUNTRY: KBFW 2nd hottest...KCMO moving...KENR 2nd hottest...KLAK moving...WCZN moving...WMC 8th hottest...WONE 3rd hottest...WSKY 3rd hottest...	5	3	0	0
WILSON, AL-SHOW & TELL (ROCKY ROAD) 3:28 :23 Fade October 8 Demos: All... MA: KBQ 20-17...KFJZ No. 6...KFRC 10-8...KGW 14-9...KHJ 30-22...KILT 3-2...KJR 7-5...KKDJ 14-5...KLIF 14-4...KQV 12-7...KRIZ adds...KRSP 28-19...KSLQ 4-4...KTAC 4-4...KUPD 18-13...13-Q -17...WABC 24-20...WAYS 2-1...WFIL HB-30...WHBQ 3-1...WIBG -24...WKY 10-5...WLS 3-2...WMEX -22...WNOE 6-5...WOKY 13-13...WQXI 4-3...WRKO 19-18...WSAI 3-3...WWDJ 15-12...WYSL No. 2...WAPE 15-7...KPUR hot...KTKT No. 10...WAVZ No. 4...WCBQ No. 1...WCCC hot...WDUN 10th hot...WGOW 1-1...WISM No. 9...WJDX 2-1...WMEE No. 1...WMFJ moving...WPOP 13-8...WSGA 15-8...WTLB 9th hottest...WOOW hot... 25 + PASSIVE: KMBZ 9th hottest...KULF 3rd hottest...WFAA adds...WGAR 9th hottest...WGSO 9th hottest...WKOT hot...WSM No. 1... BLACK: KATZ No. 1...KOKY No. 1...WDAO No. 1...WJPC 2-1...WOOK 4th hottest... COSMIC: WMC-FM 8th hottest...	39	32	2	0
WILSON, FRANK-LAST KISS (VIRGO) 2:25 :09 Fade November 19 Demos: Mass Appeal... MA: KIMN HB-29...WMAK 19-12...WSAI 28-23...WGOW 5th hottest...	1	3	0	0
WINTER, EDGAR-HANGIN AROUND (EPIC) 2:53 :16 Fade Demos: Too early to see it... MA: KPUR moving...WCCC adds...WTLB adds...	0	1	2	0
WONDER, STEVIE-LIVING FOR THE CITY (TAMLA) 2:53 :16 Fade Demos: Heavy black...mostly young adults... MA: CHUM adds...KBQ 19-16...KELP 17-14...KFRC 15-14...KGW 16-13...KHJ 11-10...KTAC -31...KTLK 26-22...WHBQ 14-11...WIXY 29-28...WKBW 18-16...WKLO 21-16...WKY adds...WMAK 25-19...WMEX 15-12...WMYQ 26-24...WNOE 8-6...WRKO 11-7...WSAI 15-10...WWDJ 22-14...WAPE 8-3...KPUR moving...KRAE No. 7...WAVZ moving...WBBM 5th hottest...WCBQ No. 7...WDUN 9th hottest...WGTR No. 13...WJDX -22...WKTM hot...WMFJ No. 6...WMOH No. 7...WPOP 29-17...WQDR 8th hottest...WSGA 12-7...WTAC hot...WTLB 8th hottest...WWCK 7-5...WOOW hot... BLACK: Detroit No. 8...KATZ 3rd hottest...KOKY 2nd hottest...WDAO 2nd hottest...WJPC 5-3...WOOK 9th hottest... COSMIC: WEBN 7th hottest...WMC-FM 12th hottest...WVUD-FM 7th hottest...	22	24	2	0
WYNETTE, TAMMY-ANOTHER LONELY SONG (EPIC) 2:37 :07 Demos: Strictly country... COUNTRY: KBFW 7th hottest...KLAK moving...WCZN adds...WHN moving...	1	2	1	0

TWAS THE NIGHT BEFORE CHRISTMAS (at the radio station)

by Jeff Alan

Twas the night before Christmas and all through the station
Nothing was stirring, not even the automation.
The mistletoe was hung by the closet with care
In hopes the bosses' foxy secretary would soon be there.
The jocks all had visions dancing in their heads
Of the phone girls nessed all snug in their beds.
And the GM in his suit and the PD in his cap
Were talking to the moring man bout his Christmas day rap.
When out in the field there arose such a clatter
The staff ran down the hall to see what was the matter.
Away to the windows they flew in a flash
And trampled the janitor as he took out the trash.
The moon cast it's shadow on the flashing red light
As the receptionist thought the all night guy just might.
When what to their wondering eyes should appear
Superjock, in search of his new budding career.
He had a good voice, was witty and resembled the Big Kahuna,
They knew in a moment it was The Real Morgan Landecker Van Tuna.
He streaked cross the sky his cape fluttered in the wind
He was truly radio's answer to Rin Tin Tin.
He whistled and cursed at PD's by name,
Even the ones that gave him his fame.
Now Drake, now McCoy, now Bennet and Sclarr

Oh Rook, oh Burns, oh Drew and Star
To the top of charts, to the top of the hou
Everyone move back I'm going to land on the tower.
And that he did with a giant poof
Then sprang in a fury onto the roof.
As they shook in amazement and then turned around
Down the vent came Van Tuna with his new sound.
He was dressed all in vinyl from his head to his toe
He looked straight at the GM and said "Friend or Foe."
A bundle of records he had flung on his back
He looked like Clive Davis had just come back.
His eyes how they twinkled, his voice oh so deep
He looked at the traffic girl and winked in deceit,
The stump of a mike he held tight in his teeth
And the cord encircled his head like a wreath.
He had a nice face and a big Adam's apple
That throbbed when he spoke so they asked for a sample.
A wink of an eye and a twist of his head
Let the entire staff know they had nothing to dread.
He opened his mouth and went straight to work
He segwayed and back talked, then turned with a jerk.
Then placing his finger just under his tongue,
He coughed and gaged and his body then flung.
Up the vent to the tower he flew with a passion
When it came to this dude, there was nothing old fashion.
But they heard him exlain as another station did summon
Merry Christmas to all and make sure those hits keep on comin'

PASSIVE / ACTIVE

by Greg Budil

It has become fashionable to divide the mass audience into one of two categories, either "passive" or "active". I think this is unfortunate because those two terms will undoubtedly be abused much in the same way "demographics" was when that term was introduced. By abused, I mean that they will become handy decorations to the vocabularies of people who don't really understand the meaning or application of either. "Active and passive" have become particularly vogue here in Chicago.

Active (or reactionary in some cases) is loosely defined as the type of listener who gets more involved with the radio station via request lines, picking up the surveys and buying a lot of records. Passives, as I interpret it, are involved with the radio to a far lesser extent. I dislike both terms. They are inadequate for the reason that it is impossible to lump thousands of different people into a pair of categories.

As I see it, ALL people are involved with the radio. People turn on a radio by their own choice (remember?) for their own reasons. Radio is there to fill a void for each individual. The degree of involvement depends on the size of the void. This ties in with the ridiculous theory that listeners are dumb and can be programmed to like a herd of cattle. Whatever is dictated to them will be accepted. The few that whimper in a letter or phone call are branded reactionaries and are forgotten. It's the quiet cattle that most stations seemed concerned about. If programmers would get off their asses and talk to the people that listen to their stations, they might get a better idea of what's going on out there. They might discover that listeners are a good deal more intelligent and perceptive than ever imagined. They might get an idea of what the market is all about, coming to the realization there is something more to a listener than a number in a book.

Industry folks talk about radio being bland, tight playlists and all of that. It's true. Stations are plain and simple scared to try anything. Paranoid. Theories are developed in the office so a station winds up programming AT the listener instead of TO the listener. Programming has become so formulated that the natural elements of excitement have been lost or ignored. Images. Bullshit!

A case in point. Sean Conrad comes in to program WDAI. Not once did I see him turn an ARB inside out for analysis. Instead, he took the time to find out what the city was like, the tastes of people and so on. He did this outside the offices of WDAI, so his programming reflected the city of Chicago. And the results were some damn hefty increases in WDAI's audience. It was a nice blend of research and common sense. Sean Conrad now works as the PD for KHJ, and it would be hard to think of a better choice for the job.

More power also to guys like Ron Saul who put down the tight play list. Those who worship national charts as Bibles should be sent to hell by their respective markets, killed by the stupid bullets they watch for every week.

Someday I will program a radio station...not by the standard theories of radio "geniuses"...not by my way of thinking...but by the desires and needs of the people in my market. And I will win.

I wrote this simply out of frustration. And I wrote it to you because you seem to be the only person working in this direction. The REPORT has done an incredible job of enlightening our industry towards new goals. Keep on truckin' Bob. Let's rehumanize this business.

TOMORROW

DAVID ESSEX - ROCK ON (COLUMBIA)

16+ actives leaning male...no negs...number 2 requests at KGW...Bunch of adds...

TOM T. HALL-I LOVE (MERCURY)

Expect this to continue and grow...All positives. Huge country orientation...

TERRY JACKS - SEASONS IN THE SUN (BELL)

Smash at CKLW...Super hot at CFGO...looks like a big record already...

GLADYS KNIGHT - IMAGINATION (BUDDAH)

Heavy black 18-25 males...good spread...a contender for top chart positions...

BARBRA STREISAND - THE WAY WE WERE (COLUMBIA)

Check out the adds inside and decide. Huge record...

STEVIE WONDER - LIVING FOR THE CITY (TAMLA)

Heavy black...mostly young adults, but spreading well...New adds at CHUM...WKY...solid and moving up when played.

*\$130/year or \$35/quarter
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