

MA-TV, New Orleans, Louisiana—Rudy Brevington, WDDC, Washington, D.C.—James L. Branch, WITE, Col
 Georgia—Sam Broadnax, KSFO, San Francisco, California—Charles Bruno, WYDE, Birmingham, Alabama—N
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 /FM, Hattiesburg, Mississippi—William J. Kerr, WINT, Winterhaven, Florida—James W.L. Lashley, WASH, Wash
 D.C.—Larry Lyons, WNYR/WEZO-FM, Rochester, New York—Gary Mandau, KGHL, Billings Montana—Jerr
 ritten, WYSP, Philadelphia, Pennsylvania—Dave Anstead, WHAM, Rochester, New York—Tony Ardunivo, W
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 rell Neron, WPBS, Philadelphia, Pennsylvania—Gary Nicholson, WRAG, Carrollton, Alabama—Bill Piercy, KW
 OC, Poplar Bluff, Missouri—Sandy Pittle, WTOP-TV, Washington, D.C.—Neil Poindexter, WJP, Philadelphia, P
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 den City, Kansas—Missey L. Allgood, WLOQ, Orlando, Florida—Dave N. Anstead, WHAM, Rochester, New Y
 k—Fairlie Artis, Jr., WBLK, Buffalo, New York—Ron Baskin, WKBF, Buffalo, New York—Dodge Carithers, I
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PROMOTIONS



1972 produced the increased sophistication in radio contests and promotions... in both methodology and presentation to a media barraged audience that is showing itself less and less impressed with radio and the game with increased communication between broadcasters the ratings and in particular ARB ratings increased in importance...It became more and more apparent to stations and to specific programmers that the name of the game ultimately is the ratings... because of its impact on billing and as a result on their jobs. In below 150 markets the listener continued to have heavier impact. The further growth of

FM...divided the audience...competition for the numbers intensified. As a result contests which at times in the past had been put on radio as a "form of show business" were being structured to increase audience by means of quarter hour maintenance...or increase the cumes of the tune in...or third to increase the overall image of the station in the community.

Hence the increase of community involved promotions in such areas as ecology or reflection of current events...the big prizes continued to get bigger...and the old razz ma tazz disc jockey as hero startlingly increased its speed of disappearance.

Of significance in 1972 was what Kilt PD Bill Young called the most incredible promotion he had ever experienced in his many years of programming...the great Texas Bike Race...a promotion rather than a contest. Listeners won nothing... Certainly this promotion was based on the increased popularity of the bicycle and in turn was acknowledgement of radio's better mirroring reflective tastes of the audience. In San Diego, Jack McCoy program director of KCBQ invented what he called The Last Contest...its effectiveness so great that over 40 stations bought the idea from McCoy. This was the most blatant of the big prize contests...offering potential prizes such as large yachts, airplanes etc. In Los Angeles, listeners had the opportunity to experience a money battle between contemporary stations KRLA and KHJ, that at times added up to over \$40,000 being offered at one time. FM's started promoting harder... WMYQ in Miami showered its listeners with \$50,000+ in prizes over a 12-month period.

Another important change in contesting and promoting in radio came with the heavy contesting during rating period. In a good many markets, the twice a year or four times a year coincided with the third heaviest times of promotion.

It is obvious in Washington that there is (1) increased communication between the FTC and the FCC and (2) there is a heavy government mis-trust of the advertising people...and as a result...the rating services. Commissioner Nicholas Johnson has been a heavy critic in this area...and Commissioner Robert E. Lee in a November speech

in St. Louis stated in a speech critical of the rating services..."A station manager must choose to program an appealing program...one designed to achieve high ratings...rather than an innovative program...one designed to stimulate, entertain, or educate regardless of ratings..." A note not unnoticed by several broadcast rating people who privately confured that broadcasters should perhaps refrain from such heavy promotions during the ratings.

While contesting is undoubtedly done by far less than 50 percent of the stations its history in radio is long... earliest "Quiz Game" we can find on radio is back in the late 30's the Quiz Kids...a program where genius children answered incredibly hard questions wowing an adult audience that didn't know the answer. Humor was heavily incorporated in the program to make it even more entertaining. Quiz programs increased over the years...finally having "their era" where they were the most popular programs on television. An era that ended with scandal of "fixes" in the late 50's.

Contests, however, continue in their own form on television...with football games and situation comedies which in reality are psychological word contests between the square generation and the hip; husband and wife, etc...on radio the contest is a running pattern interspersed with music news, etc. The word "contest" comes from the French word "contesari"...to call to witness against...(test...testimony) then proceeded to be known "when witnesses were arrayed on both sides against each other"... "Contest" ..

Promotion is a Latin based word ..."motion for movement of time"... and pro..."meaning forward"...

A third important element is the "prize"...prize is a double derivitate of Latin "price" and French "surprise."

The word "promotion" then is ultimately used in this case to mean promoting the listener so he will listen to the radio station...It can further mean promoting the overall image of the radio station for the purpose of position in the overall community...hence the heavy promotions of community involvement in such areas as cleaning up the city, promoting the city, etc.

ARB and Pulse have broken down radio listening into two categories...cume and quarter-hour share...Cume is how many listened...quarter-hour is how long did they listen...Of course, the bigger the cume, the greater potential for high quarter-hour share numbers...But, methodologies used to increase cumes quite often conflict with quarter-hour and vice versa...so a promotion or promotion-contest is ideal when it does both. A task programmers in 1972 found increasingly difficult to balance.

Most programming is generally itself designed to increase quarter-hour by its format and in certain formats to increase cumes by its repetitiveness, and familiarity.

A contest may be designed to increase quarter-hour shares, especially with utilization of the surprise and prize element. Listeners don't know when the contest will be played and announcements on the air continue to let listeners know the game will be played shortly...Mail contests are also possible quarter-hour maintenance builders by asking for the answer to a riddle by

mail and then giving the answer out in a little by little method (such as clues), there are scores of ways that a contest can be structured...Its impact on the listener has to be carefully studied to decide if it has the basic qualities necessary to achieve the desired results.

A good many programmers in the US don't understand the structural qualities of a contest or promotion and many times will take a contest that was successful on one station and run it on their own station without understanding the ingredients.

The Radio Report has always tried to pass along many ideas on how to promote on contest...At the same time urging programmers to mold the ideas used at another station and vary them in their own unique situation. A programmer looking for a way to improve overall image may take a contest that was designed to increase quarter hours and be disappointed with its results.

In the following listing, we have written up the promotions and contests that were most effective in their unique "idea" rather than in just their results...probably none of the promotions listed were failures in their desire, but, the amount of calls or the added ratings were not as important as the possibility that they might trigger an idea in your head.

Therefore, we ask you to read the following pages for ideas of how to better promote your station with your own audience and that you take the knowledge you will learn in the following pages and add to it by studying new ways to serve the audiences who yearn to hear something worthwhile on radio.

COMMUNITY

CURRENT EVENTS

HONOLULU – KPOI (10/11/71) noting that the city is in a lot of trouble because of the dock strike, is running its own contest called a Giant Roll-A-Thon. There is a tremendous shortage of toilet tissue in the city, so the station is now giving away four rolls an hour to various callers. There must be a moral to this story.

RAPID CITY – KKLS (11/15/71) built the world's record record...the world's tallest record. Actually, it was a 50-foot stack of records donated by the listeners and the station. It was built alongside a large billboard in a local shopping center. Various community organizations then went out, as the stack of wax was growing and got pledges per foot for the United Fund. The KKLS jocks said that if they didn't get \$1,000 per foot pledge that 'the jock of KKLS would hit the ground from the top of the billboard.

The station got over 7,200 records and short of the \$1,000 per foot pledge. So the crowds gathered in the park on Saturday afternoon to watch the 'jocks fall.' On top of the billboard they climbed...but, rather than the gentlemen who broadcast on the station falling... the station had gotten a supporting supply company to embroider the names of the jocks on athletic supporters...and each one of the disc jockeys dropped his own jock strap.

LOUISVILLE (2/6/71) The High Low Contest is being run on WAKY... listeners guess how much money is in the State's Sinking fund...(a large petty cash operation...collection of license fees, other taxes, etc.). Listeners are told how high or how low that is. Winner gets a brand new sink...all installed along with everything else to make a brand new \$2,000 kitchen.

MOBILE, ALA (9/18/72) — What does your radio station do to help prevent another year of hassles and racial disturbances in the public school? WABB here taped positive statements from students all over the area...spliced 4 or 5 together...ran them over a bed of "Peace will Come" by Tom Paxton and Sly's "Everyday People." So far this year, trouble in those schools is reported minimal...perhaps in part because of a communicating radio station.

PHILADELPHIA (7/5/71) — WFIL's Dr. Don Rose is at it again. A heavy Pennsylvania income tax was passed a few weeks ago and made retroactive to the first of the year...which has taken a great bite out of the taxpayer's paycheck. The Supreme Court, last week, declared the whole thing illegal...the problem being now, how to give the money back to the people. Dr. Don has it. He sent a letter to the Governor explaining that he would help. Each morning on his show, Dr. Don hourly gives away one of 56 (560 kc.) rebate checks on his show...checks are pretty hefty...all the way past the one hundred plus mark. Listeners, each hour, just pick a check number and they get what's on it. The letter to the Governor was made into a newspaper ad for support.

LOUISVILLE (3/16/70) — WKLO, tying in last few promotions with latest called, "what do you want in the seventies." Listeners are asked that question and each entry used on the air goes into a hopper for a one thousand dollar cash prize. To support the promotion, the station has taped statements from local officials such as the mayor, etc. Also various record

artists are on the station, with their wishes for 70. Station is trying to keep listeners away from the obvious answers, such as peace...love...etc. Listeners could write in, phone in on Lee Grey's show or fill out newspaper entry. Some of the answers included... legalize pot...make a hit record...have ten birthdays...or even one chick hoped she would have a baby.

PHILADELPHIA (1/12/70) — WIGB morning man Ed Richards has launched a campaign against pay potties. Ad libbing against pocket pennies pilfered by the pay pottie people on his program, Ed has informed listeners, that if they will send a letter to him requesting it, he will be glad to send them a free pottie pass. Pass actually is a card, informing the listeners that they can get in free, with the dime attached to the card. Ed also did a mini-spin on his program last week...playing 43 records in a row... they were cut down to about a minute and a half apiece.

ECOLOGY

WATERLOO, IOWA (5/12/71) — KWVL here is giving away lead free gasoline to the winners of the paint your can contest. Listeners must dress up their garbage can including the KWVL call letters.

BUFFALO (11/72) — WKBW is giving 2,000 tickets to the Ice Capades to the club or organization that brings in the most political posters from city streets. Similar thing at KJRB in Spokane...throwing a party in local park and \$100 goes to person bringing most posters and 2nd and 3rd prize \$50.00.

LOS ANGELES (10/11/71) – 93/KHJ, in an effort to reduce pollution and support the work of Operation Oxygen and Stamp Out Smog, provided free bus service during the morning and evening rush hours during “Share A Ride Day” last week. The station paid the fares of all passengers on that day to encourage them to take the bus rather than their cars to work. The concept of “Share A Ride Day” was to reduce the pollutants in the air due to auto emissions by reducing the number of cars on the streets and freeways. One excellent way of reducing the number of vehicles is to provide bus service and KHJ is doing just that, with the added benefit of rewarding the people who participate by making the trip a free one courtesy of the station. To further highlight this service, KHJ is using the only full-sized natural gas-powered bus in regular service in Los Angeles, a virtually pollution-free vehicle.

LINCOLN (5/12/71) – KLMS is running a series of vignettes revolving around a couple constantly being caught up on the perils of pollution. The series contains 20 episodes and were produced at the station. They include all facets of pollution exaggerated to the ridiculous but, still possible. Good response.

WICHITA (9/25/72) – “Save Our Trees” promotion successful for KEYN here. High school students over an eight-week period collect as many recyclable newspapers as possible...each ton collected buys 17 trees...school with the most tonnage per student wins.

OKLAHOMA CITY (10/18/71) –

KOMA is promoting its own “pollution hot-line”... inviting listeners to tell of specifics concerning both good and bad things happening ecologically in the town. Those are edited and played back as spots on the air.

PHILADELPHIA (6/14/71) – Cornbread and Cool Earl are just two of the cats who spend most of their waking hours painting their names everywhere in this graffiti crazed city. In fact, Cool Earl is super cool...while one cat kept the cops busy rapping...Cool Earl painted his name on the side of a police car. WFIL feels that flowers and fresh paint would be better, however, than Cool Earl’s sig., so this weekend, they’re inviting listeners to come to a youth center and pick up paint and stick on flowers, butterflies, etc., and redo the whole ghetto area...I’ll take the police cars.

PITTSBURGH (5/22/72) – WTAE ran a blanket covering Ecological Campaign including all the usual ecology spots, fact sheets, etc. At the same time the station put together an exhibit called EcOasis. The EcOasis, an exhibit designed to simulate an ideal ecological environment, answered the question...“How on earth?” As a four-part exhibit it allowed people to drink absolutely pure water... they then move to another booth and breath perfect air...then after a short taped audio presentation of the growing decible levels of common everyday noises, the experience of total silence within an audiometric sound proof chamber, and finally, the gift of an untreated sunflower seed planted in a cup of organically pure earth with instructions for care and transplant.

Some 1,200 people visited the exhibit...that had to be moved into the station's studios because of a ton of organically unpure water falling all of a sudden.

DENVER (12/13/71) – KHOW cracked down on the major air polluter of this city, with each of the jocks and newsmen hyping the Public Service Company...giving facts and figures about pollution and finally stating they were going to do something about it. Word finally leaked over the air that bomb sites had been installed in the station's Cessna 182. Finally, the station announced they were going to bomb Public Service with Miracle White non-polluting detergent on a given day. The FAA was fully informed so they could handle any calls. In actuality, the station did a play by play take off and bombing complete with all the sounds on tape and ran it announcing that the whole thing was simulated. Plenty of good reaction from the public but, Public Service Company (who ironically on the day of the bombing reached one of the most polluting days) was not pleased at all...in fact they were irate.

EL PASO (3/2/70) – Two months ago, KINT asked for signatures of all those people who did not like what was being done about air pollution. The result? Some one hundred thousand people, responded. KINT, one day last week read all one hundred thousand names on the air...fifty in each set. The only record played all day was On A Clear Day. Record was played 312 times.

LOUISVILLE (8/10/70) – You hear a kiss and a grunt and your name gets

qualified for a ride around a block in a Gremlin. WKLO has just had a listener choose what he would like...kiss a sexy frog...be kissed by a sexy frog...or have a sexy frog kiss somebody else. Not only do the listeners get a ride around the block, but, get to choose the block if they show up at the station with a cleaning implement they get a tube of Ultra Brite. Ultra Brite to clean their teeth after that frog kiss and the learning implement to clean up the block they ride around. It's all part of WKLO's clean up Louisville campaign.

PITTSBURGH (1970) – Bob Harper calls it Radio Paydirt and here's the p r o m o . . . of the K Q V contest...“Captains of industry we don't usually run contests on your level, but, we've come up with one. Send us all the pollution you put into the air in one day. The best entry wins an 8x10 glossy of your family breathing it in. Enter today...neatness counts.” Another bit on the air there is a spot for Tommy Turntable School of Broadcasting using a plastic nasal voice saying pay now, attend the Tommy Turntable School of Broadcasting. Send your name and address to “Hi Everybody” KQV...Pittsburgh.

RALEIGH (4/20/70) – WRNC in Raleigh is a freak for dirty pictures this month. In fact, they are running a contest for the dirtiest picture presented to them. However, the pictures are not the Gina Lollabridgida type. They are a bit sadder than that. The cash prize winning picture will be of the filthiest place in Raleigh. Pictures will be turned over to the Earth Day people in Raleigh to add further proof of the need for an

improvement of our environment. Station also will be covering the Teach-In there in 3-minute news type slots.

PITTSBURGH (8/10/70) — WIXZ in its anti-litter campaign paid \$100 for the best decorated beer can brought to the station. "Make something practical out of our can." Station also distributed some 5,000 mini-peace stickers in two days. Listeners had to send in for them...got five each. Oh by the way, Rob Wayne who tried to set a record for go-rounds or the ferris wheel stayed up one hour and 20 minutes and got sick — way to go Rob. Add to that that Sean Grabowski is distributing his own cook book along with autographed pictures of himself and you know that Chuck Dunaway must be programming the station.

GENERAL

DENVER (7/5/71) — KTLK is looking for some help for their Colorado State Penitentiary project. They are spending time teaching radio to the inmates for their closed circuit radio station, plus helping their application for an FM station. The station needs records if you can help...send it to Station Manager...KCSP Radio...Box 1010, Colorado State Penitentiary, Canon City, Colorado, 81212.

MONTGOMERY (3/23/70) — New KHHY jock, Larry Stevens, decided to make a tour of the town, but didn't know the places to go. So, he asked his listeners to write him a letter and tell him the in places to tour. Larry, then will pick one of the letters and take a couple with him on a tour of the city to all the places the winning entry picked, plus state will pick up the tab

for a statewide tour.

LOS ANGELES (3/2/70) — KDAY, tied in with the Public Computer people in the city perform a great service, for people looking for a job. They used a promo on the air, with a voice claiming to be Ralph the Computer. He gave a phone number for people to call if they were looking for a new job. When people called a secretary answered, took the listeners qualifications, programmed it into the computer. Secretary then read back jobs that would fit that particular person. Receiving some 900-1,100 calls per day, station placed 1,200 people in the first week of operation.

LOUISVILLE (1/26/70) — WKLO, here, has hipped people to the fact that Louisville is one of the fastest growing cities in the south. Current contest promotion is "Louisville City Of The 70's." Each day a different question is asked that pertains to something that is happening to the city. For example, one question was the new post office will cost _____? Listeners are given three choices...then they write their answer on a card. There is a different question each day...and listeners can enter every day. Winning prize at the end of the month is one thousand dollars.

PEORIA (3/16/70) — One thousand dollars cash, and big dance for the winners of the On The Street Contest now happening at WIRL. Each side of a street is judged for its beauty and cleanliness, by the mayor and Sanitation Department. All the people of winning side of the block divide the prizes.

SEATTLE (1/26/70) — Ask the doctor...latest public service project of KJR in Seattle is getting great response according to PD Gary Taylor. Each night from 9:30 to 10:00 the lines are opened and listeners are invited to call one of the cities leading, (very hip) doctors. There they can ask any question they choose, mostly concerning sex, drugs, family relationship, etc. Questions have varied, to a pregnant girl asking where she can get help to an argument on drugs, etc. Calls are pre-taped and production added and they are run three an hour from ten to midnight.



EYE POLLUTION, a high-contrast photo by John Dylono of Chicago, the winner in a "Dirty Pictures" contest sponsored jointly by WGLD, the Oak Park-Chicago rock FM outlet, and the Chicago Lung Association, formerly the Tuberculosis Institute.

Plenty of no smoking campaigns . . . Dean Parkhurst kicks off a campaign at WHEN in Syracuse.



HOLIDAYS

APRIL FOOL'S DAY

EL PASO (4/12/71) – KINT. You've heard of Sonny Melendrez...April Fools's Day, the jocks and the principals traded places..principals on the air, and jocks at the school...Principals had their own logos cut, etc., and the jocks stood by to sing the jingles. On the other hand, jocks did their bits as leaders of the day at the schools...by hiping the kids to what's happening on the school intercom.

SAN FRANCISCO (4/13/70) – Might work on this for next April Fool's Day. KSFO and one of their jocks...Carter Smith pulled a heavy. San Francisco, of course, is the home of the cable cars. It's also the home of a wax museum. So Carter Smith borrowed one of the cable cars and several of the wax figures. Smith then sat down on the car and recorded peoples' reactions to sitting next to

Willie Mays, President Nixon, Liz Taylor, Richard Burton, Boris Karloff, Count Dracula and others. Smith had informed listeners what he was going to do but, none of the listeners on the streets got what has been called "suite a start."

SEATTLE (4/20/70) – This is a real switch. April Fool's Day here made listeners really wonder what was happening. All the jocks on KVI, a middle of the road station were doing their thing on KJR, the city's leading rocker. At the same time, the KJR jocks had become MOR personalities on KVI. Both stations called to let Radio 70 know that the town was turned upside down by the promotion, not to mention the absolute respect both groups of jocks learned for the other's format.

HOUSTON (4/3/72) – Bill Young of KILT is running an April Poolcontest...giving away a swimming

pool if they locate the Mystery Man, who's phoning in from various places around the city...and giving clues to where he's calling from.

CHRISTMAS

SAN DIEGO (12/72) — KFMB/San Diego coming out of one Christmas contest and going into another. Former contest was variation on "World's Largest Christmas Card" Contest. Listeners were asked to send in postcards — whoever's card was drawn won a Billboard somewhere in San Diego with a message like "Season's Greetings and a Happy New Year to (winner's name) from KFMB." The message stays up for a week or two. Contest they are going into now is "KFMB Presents a White Christmas in San Diego." Listeners are asked to call in once an hour and state, on the air, why they would like to have a white Christmas. Every hour, one listener is picked and at the end of the contest, one listener will win a white Christmas — a couple of tons of snow will be dumped on the winner's house; snow machine creating snow. Second and third prize were one of these "Your Wish Come True" things with a \$1,000 limit.

LOS ANGELES (1/19/70) — Probably one of the most successful Christmas promotions ever was run again on Drake stations across the country. It's called Christmas Wish contest. Right before Christmas listeners are invited to send in a wish, telling what they want for Christmas. Wishes varied from a wife wanting to go see her husband on his R&R in Hawaii to a college girl who needed her car repaired to go to school. All the wishes

that are granted are taped first person and played back on the air. The budget for this contest must have been phenomenal...some of the prizes were fantastic. Plus it goes without saying, a lot of good was done.

LOUISVILLE (12/7/70) — WAKY, aware that Santa Claus, Indiana isn't far away is utilizing the city for their Christmas promotion. All the kids in the area are being urged by the station to send in their names and phone numbers. Station salesmen are taking their time to call the home...posing as Santa Claus...talking to the children and asking them what they want for Christmas. All the cards go in for a drawing...the winner receiving a day in Santa Claus, Indiana...which is a far out place with all kinds of Christmas attractions...toy factory, etc. The next 100 people drawn win a deed for one square inch ownership in Santa Claus, Indiana.

SEATTLE (11/23/70) — Far out...from KJR. Getting ready for Christmas, station has the KJR Electronic Christmas trees. These trees are sold to various stores to put on the roof of their buildings. The trees are wired to the KJR frequency. Listeners are told to go to the parking lot of the various stores and they can sit and see KJR on a Christmas tree. As pulsations hit the lights on the tree that flash in time with the music. This has been proven as a good traffic builder for the stores and good publicity for the station. At the same time, the station has its own Santa Claus...on the air. Listeners can call in one an hour and speak with Santa Claus on the air. There is an age limit of something like 5-12 years old.

addition they re-ran their old Paul McCartney special.

LOVE AND VALENTINE'S DAY

MONTGOMERY (1/26/70) — The prize is the world's largest Valentine and it's being given away by fast climbing WHHY here. Listeners are being urged to drop by a numerous amount of stores in town and register their name for a drawing that will be held prior to Valentine's Day. The winning name will get to make up his or her own valentine for the member of the opposite sex chosen. Station then will have a billboard in an obvious section of town displaying not only the Valentine message by station call letters as well. Of course contest can be done in several different ways...but as PD Bob Baron says, the import and thing is the prize.

DETROIT (2/10/72) — CKLW is running a Secret Sweetheart contest. Listeners call in and tell their sweetheart (on tape) how much they love them. Once an hour the lovers are played back on the air...each lover receiving candy or flowers. On Valentine's Day the 10 greatest lovers will be awarded a hundred bucks apiece.

INDIANAPOLIS (3/9/70) — WIFE is running one of those mental-image type of promotions, without really giving away a prize. Station found some ten thousand antenna balls with stations' call printed on them. Tying it in with National Bachelor's Week, WIFE urged bachelor and bachelorette listeners to have a ball on them. Listeners could pick up the balls at

various service stations and stick them on the antenna to show everyone they were single. Promotions contained double entendre that would take Carrie Nation to figure out.

LINCOLN (2/8/71) — KLMS is running a contest they call "All the Loving Couples." Clues are given on the air as to the identity of 10 famous couples. Clues on each couple are given for about 5 hours each. First entry to guess all 10 couples wins. Dinner for 2, tickets to Love Story, etc., are the prizes.

PITTSBURGH (2/22/71) — Bob Harper of KQV could just about start his own contest idea company. This is what they did for Valentine's Day. Station promoted a Beauty and the Beast Contest. Once each hour a clue was given to "the beauty"...each beauty being a female recording artist. Later they took calls and the first person to identify the beauty took both prizes..."The beauty and the beast"...the beauty prize being an album by that artist...and the best being a pet of some kind...a puppy, kitten, goldfish, etc. Station ran the contest throughout the weekend.

DAVENPORT (1970) — KSTT calls it "Beautiful Thoughts." They took calls from listeners who had a poem...a thought...or whatever that pertained to something loving or beautiful. Complete with production, the best thirty played back over the air on Valentine's Day. Best thirty were sent a Whitman's Sampler. Thoughts were not over 20 seconds long, and were played right before a love ballad of a contemporary bag.

SHREVEPORT (3/23/70) — A Valentine promo here at KEEL. One hour a day set aside for people to call and record a message to someone they love. Valentine's Day the messages will be played back and tagged with a number. If listener hears a message to themselves they drop a card along with their number and win a prize of some kind.

RALEIGH, NORTH CAROLINA (10/17/70) — WRNC in this city has come up with the anniversary game played just like the Birthday thing. Get the year you were married...win a prize...get the month...win a bigger prize...get the exact day and win a huge prize. Bob Raleigh reports good demographic appeal.

MISCELLANEOUS HOLIDAYS

DALLAS (5/12/71) — I know you're sorry you missed it, but last Saturday was Lei Day. Lei Day is a celebration in Hawaii, promoting friendship and good will with the giving of leis...(I've never been able to think of a better way)...Anyway, KLIF in Dallas was hip to Lei Day, so they invited their listeners to send in their own leis made out of real flowers. At five o'clock on Friday, the judging was completed and the winner announced. The next day, which was Lei Day, the winner of the contest, along with KLIF jock Mike Seldon, flew to Honolulu to present their lei to the mayor of Honolulu and the governor of Hawaii. Then just 2½ hours later, Seldon and guest were flying right back to Dallas. The essence of the contest being a good will thing, rather than giving away a trip to Hawaii.

CINCINNATI (1/19/70) — WSAI does it one more time. This next week they'll be taking the side of the heavy, celebrating fat week. Little vignettes will be running throughout the day, each and every line will be geared to promoting fat people...lines like fat people are fun...fat people work the hardest, etc. To get ready for it this weekend they're running Get Heavy Weekend.

DENVER (3/6/72) — In the country's second biggest St. Patrick's Day Parade, KHOW has invited anyone who can play any instrument such as a garbage can to show up and join their floats. Auditions are also being held on the air...good response...far out instruments.

BUFFALO (11/29/71) — While you probably weren't aware that this last week was International Cat Week...WYSL morning man Jack Sheridan ran a week long promotion with the winner having his cat taken to lunch.

MOTHER'S DAY

MIAMI (5/17/71) — WFUN taping kids and having their mothers identify the voices on Mother's Day (winner getting from 20 to 79 dollars) is not unusual type contest, but the fact that out of 36 voices played, 28 of them were winners.

NEW YEAR'S DAY

BUFFALO (1/26/70) — This has been done many times before, but I thought you'd like your memory refreshed. WKBW, always a promotion minded station, reported to listeners that

CHICAGO (12/13/70) – Clark Weber, morning man at WCFL is doing his thing for thirsty Christmas trees. He is asking his listeners to send him a stamped, self-addressed envelope so that he can forward to them this exciting new thirst quencher for Christmas trees: 4 teaspoons of household bleach...2 cups of simple syrup...4 tablespoons of micronized iron (available at most florists under the tradename Green Guard). Above solution should be placed in the tree holder. Recut the tree at its base and then set the tree in the solution. It's not necessary to put the entire solution in the tree at once. It's better to add it over a period of several days. After the initial preserver, allow the tree to stand for 12 hours before decorating. Clark is sending the whole thing to listeners free. By the way, the solution is not good for people as evidenced by the ingredients so keep it away from kids.

ANAHEIM (1/11/71) – KEZY PD Mark Dennishipped us to a promotion, "Christmas Eve morning I made a direct call live via satellite to Camranh Bah, Vietnam. (7:45am California time – 11:45pm Christmas Eve Vietnam time). During an in-progress Christmas party, the USO director assembled several California boys around the phone for a brief hello and greeting from each. Perhaps the high point of the entire half way around the world conversation was a serenade of "Silent Night" by the troupes. The next hour we played back a conversation from KEZY to Saigon via Mars radio at Fort McArthur (general conversation regarding the mood and yuletide attitude of the boys, etc.). The station received

heart-warming response and we felt it was another successful link to our "humanication" approach...often times not found in a contemporary operation."

EASTER

DAYTON (4/19/71) – We were unable to reprint a picture that you wouldn't believe! WONG ran a Build An Easter Egg contest. They received about 180 eggs. all huge. Later on, using the winning egg, they ran a What's in the Egg contest, similar to What's in the Box.

LOUISVILLE (3/16/70) – WAKY HAS HIDDEN 4,000 PLASTIC Easter eggs all over town with call letters on them. some eggs have candy inside and others, slips with big prizes. Station is giving on the air clues to where the big prize eggs are hidden.

LOUISVILLE (4/3/72) – Johnny Randolph of WAKY informs the Report (although it may be a little late for this year) that those plastic Easter eggs can be purchased for almost nothing. 5,000 of the eggs cost John 64 bucks...the firm is in Peoria, Illinois. John filled the eggs with numbers and called the numbers for prizes the week prior to Easter. The night before the contest began, all the station personnel took a pack and threw them on 5,000 different lawns in the city.

LOS ANGELES (4/3/72) – Word of Easter Weekend contests and promotions deluged the office last week. At WRIT, Jim Kagen dressed up as a bunny and visited children's hospitals with the other jocks...passing

out painted eggs and other small prizes. Several stations reported all-day promotions tied in with the city's jaycees... such as WIFE, where all jocks were in costume for the annual Easter Egg Hunt, held in one of the larger parks.

FATHER'S DAY

MILWAUKEE (6/19/72) – When you hear the cat say, “So’s your father” on WRIT, a listener calls and first one in wins a father’s day type prize.

MONTGOMERY (6/22/70) – Bob Baron has created a father’s day promotion for his station. While the disc jockey fathers take the day off their wives will handle air chores. Two of the jocks are not married, but they are looking for a wife for that day. Entrants explain why they want to take over the show...best two win. It’s been done many times before, but just a bit to refresh the memory.

GEORGE WASHINGTON'S BIRTHDAY

CLEVELAND (2/15/71) – Friday in two three-hour time segments, WIXY recorded listeners...saying “I listen to WIXY and that’s the truth.” Monday on the George Washington Birthday celebration...they’ll play back the tapes...if a listener recognized his voice...and calls in time he wins a cherry pie. One of the cherry pies is full of pictures of George Washington rather than the usual cherry filling. Listeners go by the bakery to pick their pie up...they select from a stack.

NASHVILLE (1/12/70) – WMAK, tying in George Washington’s Birthday

with George Washington Record Toss. One day set aside for listeners to come down and try their hand at throwing a record across the Cumberland River. It costs them 25 cents for three throws, proceeds to go for the heart fund. If anybody gets lucky enough to throw one across, they win \$1300 from WMAK...Station also will give away box of chocolate covered cherries and dollar bills on the air. This is the third year station has done the promotion...last year no winner...year before winner gave half to heart fund.

HALLOWEEN

SANTA MARIA (10/18/71) – My God...leave it to Sandy Horn. KSEE is having a fun frolicking affair for Halloween...various groups are signing up for its first annual pumpkin rolling, painting and eating, and generally off-the-wall contest. It’s about the “off the wall” part. That’s when all else is done and the pumpkins left become ammunition for a war between the groups...that’s called a pumpkin throwing at each other contest with all the pumpkin stuff left. Who wins? Whoever is smiling at the end of the trip. All this is just a prerequisite to Sandy’s next promotion. November will be Stick It In Your Ear Month in Santa Maria...details later.

BUFFALO (11/72) – You can save this for next Halloween and maybe make a deal with Jeff Kaye for the tapes...WKBW ran 5 hours of special programming Halloween night almost all of it locally written and produced...including History of Vampires...the Wax Works...The Four Poster Bed...and War of the Worlds...In

through cleaning up after Christmas, they had found a bunch of old money they wanted to get rid of. So they held a clearance sale. Twice an hour they called a number at random and if the phone was answered "KB Cash Clearance," listener won whatever money was in the jackpot. Each day the prize went down 50 dollars...starting from one thousand. Every day (in other words) there was not a winner...the thousand dollars would cost 50 dollars, more. WKBW by the way is the first station I've heard of to hold their own ski meet...coming soon...more report on that.



Chicago — The way I always wanted to run a show..WGLD radio artist Morgan Moore did his show with the help of 14 gin and tonics on a recent holiday to emphasize sober driving...A promotion that has been done several times...in fact I know a few cats who don't even need the holiday as an excuse.

IN STATION IDEAS

HOUSTON (1/4/71) — KNUZ is coming up with an entirely different kind of survey each week. They noticed that the shucks that were put on various single records were usually thrown away because of their flimsiness. So the new KNUZ survey will be printed on a 24 weight paper in the form of a shuck. This was as explained by PD Larry Vance, the kids will keep the survey each week...plus it will help them take a little more pride in their singles.

INDIANAPOLIS (11/72) — WXLW PD, Pat Martin, found a whole raft of original Walt Disney records ("When You Wish Upon A Star," etc.) in the depths of their library and decided to make use of them. Says he'll be glad to make a sign off trip for anybody interested. Phone number is (317) 925-6494 or Box 22300, Indianapolis, Indiana 46222.

NASHVILLE (5/21/72) — Another

good idea from Buddy Blake...putting together a "talking trade sheet"...giving actual sounds of contests, etc., in the form of a record...I'm sure you can probably get a copy from Buddy if you call or write him in Nashville.

MILWAUKEE (12/7/70) — Skip Broussard of WOKY is doing something about the young people getting into radio. The station is conducting a 16 week one-night-a-week course on radio, free of charge, to those who are thinking about making it their career. The whole station staff participates...engineers, traffic heads, copy writers, salesmen, jocks. The WOKY Workshop is promoted on the air.

METHODOLOGY

AUDIENCE CREATIVITY

HOUSTON (5/15/72) – As a “spin-off” on the highly popular “I can’t believe I ate that whole thing” Alka-Seltzer commercial, KNUZ has begun the KNEWS “I can’t believe I ate that whole thing” promotion. Listeners have been invited to write and tell KNUZ what “whole thing” they can eat all of. A number of finalists have been chosen from the many interesting letters received. Entrants include: Rattle eaters (with milk and eat 7 live rattlesnakes)... Grasshopper eaters (a 15 year old boy will attempt to set a word banana eating record – 40 bananas in 45 minutes)... One man will attempt to eat all the chocolate from a chocolate covered Volkswagen. All finalists will be entered in the KNUZ “Grand Gobble Off” to be held Saturday, May 13, at the KNUZ studios. Contestant eating the most original “Whole Thing” and the contestant eating the

largest amount of “Whole Thing” will receive dinner for two at the Houston restaurant of their choice. Needless to say, the produced promos and jock ad libs on this have been extremely funny. Much listener comment.

PHILADELPHIA (8/2/71) – WFIL is running their First Annual Used Money Auction and it works like this: At the first of the hour, the jock puts up a \$20 to a \$500 bill, explaining that later in the hour they would be auctioning off the bread. At the sound of the auctioneer, the jock gets two contestants on the line. A 15-second timer begins and the two begin bidding for the money. At the end of the 15 seconds, the last person submitting a bid wins the money. Response is reported heavy.

SAN ANTONIO (9/20/71) – WOAI is running a Smiling Faces contest...asking listeners to send in pictures of their favorite smiling face

(people they know). Winning prize is a Polaroid camera. At the same time, the station has sent fifty attractive chicks out with "Tooth Totes"...containing keys. Winning Key fits a 1971 Toyota. The note here says the girls are tooth fairies...just my luck.

SEATTLE (11/13/71) – KOL disc jockey, Don Clark, has apparently procured a part in an upcoming Paramount picture for one of his listeners. Each day he is letting the people call in and audition. He gives them a word such as "anger"..."emotion"...etc., and they have sixty seconds to show whatever Don wants them to. Winner gets the part.

SEATTLE (3/6/72) – At KOL's midnight Pajama Party, all the lyrics that jock Don Clark has been collecting from listeners that they think "ought to be in a hit song" will be sung as one big song by the entire theatre at the end of the movie.

AUGUSTA, GEORGIA (4/10/72) – WBBQ is running a contest to find "Miss America Frog"...apparently it's a whole frog jumping trip all over...latest survey sheet of the station shows Miss South Carolina holding the trophy that will be presented...plenty of good tie ins.

SAN FRANCISCO (1/26/70) – Middle of the road stations can have promotions also as evidenced by KSFO's late running Up Your Pleasure contest. Listeners were invited to send in their ideas on how one's pleasure could be upped. Contestant with the best idea won all expense paid trip. Listeners were awarded special Up

Your Pleasure Kits that contained such things as a feather to tickle your fancy...confetti...perfume and other delightful gifts. Campaign was supported with TV, billboards and antenna flags.

MILWAUKEE (3/2/70) – WRIT running an unusual contest...called the Thing-A-Ma-Jig. First day of the contest, listeners are given one thing to do such as getting a pencil. All day long that one instruction is repeated. The next day they are told to tie a string to the pencil. There is a different instruction each day...thirty instructions in all. At the end of the contest, person who has built the best thing-a-ma-jig wins the prize.

DETROIT (8/10/70) – WKNR has come up with it. It's called WKNR words. Listeners have been invited to come up with lyrics to a song that they themselves have written. They can write about anything, but PD Bob Green says that most of the songs are very serious and most of the entries are young adults. Winners not only get a thousand dollars, but the guarantee that their song will be set to music and recorded by one of the Motown groups...Edwinn Starr, Stevie Wonder, Marvelletes, etc. At the same time station has prepared thirty beds and will be reading various items on the air from the lyrics over the beds. Stations who decide to run the contest must be sure and check into the legal ramifications..copyright laws, etc.

DAVENPORT, IOWA – KSTT holds the "giant popcorn ball." During a four-hour remote contestants were urged to bring out a popcorn ball. Prizes awarded in two categories:

biggest and most creative. There were 65 balls that day (possibly a record for four hours). Winners of the biggest category used 130 pounds of popcorn, 120 pounds syrup, 160 pounds sugar, five gallons water and 350 man hours. The object was not quite a ball...in fact it was an as yet undiscovered shape, hauled in for the judging on a flat bed truck. The prize, a \$200 mini-bike, was donated by the winners to their high school mascot to ride at the football games.

CASH CALL, ETC.

PHILADELPHIA (5/12/71) – WIBG running the Marvelous Money Maker...machine running off different denominations of bread...listener picks his bill...if he gets the right denomination he wins it...from a dollar bill to a thousand dollar bill. After a week of that the machine broke down...and began spitting out all kinds of money...only thing that would shut it off is the magic word. At last count machine was at 1200 dollars and was still spitting out bread at the rate of about 200 dollars a day. After a week clues to the magic word will be given.

SAN FRANCISCO (11/2/70) – The KFRC Money Machine...a deluge of dollars was created by the KRFC Money Machine, which produced a dollar a minute, every minute, every hour, every day from 6 AM to midnight. Only an eleven letter verbal command uttered by a KFRC listener could stop the machine. The first person to utter the command and stop the machine, won all the money made. The amount produced was the largest cash jackpot in San Francisco radio

history. Winner won \$13,397. No clues were given.

PHILADELPHIA (4/7/70) – They call it Checkmate at WFIL. A highly successful contest that starts with the jock giving the amount in the jackpot for the hour. Jackpot ranges from \$225 to \$1000. The second half of the hour jock takes a call. If listener knows the amount in the jackpot he gets to pick someone else who the jock gets on the phone. At this point, original contestant gets to make a move toward one of the jocks. If the move is right, they both win the jackpot. WFIL, so far, has had three winners for \$3850. Jay Cook says that the only problem is that it can take as long as three minutes to play the game if the partner does not know the rules. Station sends a consolation prize of a chess set to losers.

CONCERTS

PHOENIX (6/21/71) – KRUX is working on pushing the names of their jocks so they are tying the jocks in with the concerts rather than the station. They're calling the promotion, Musical Expo I...Musical Expo II...etc. Two jocks are promoted as presenting the concert at a time.

SAN ANTONIO (3/6/72) – KONO not only gives out tickets to concerts being performed in their city...but an entire kit at various intervals in the hour. The KONO concert kit contains the tickets, plus an album by the group along with a picture of the group.

PITTSBURGH (10/28/72) – KQV which sponsors most of the concerts

that come into Pittsburgh has a poster they are distributing that has the pictures along with the date of the concert of the last three months KQV sponsored events...one poster may contain Alice Cooper, Sly Stone, Grand Funk, etc...with the dates captioned beneath them...along with KQV's calls...but they're thrown in subtly. Station ties in with a multi-location sponsor...sells him a spot package and then gives him exclusive rights to distribute the posters. Sponsors ID is not contained on the poster.

FORMAT CHANGE PROMOTION

INDIANAPOLIS (6/14/71) – WXLW has switched formats from MOR to adult oriented contemporary. Station completely changed on June 7th after running a Mystery Box promotion. On the day it was opened on the air...a radio was found inside...switched on and the listeners heard one of the new jingles...and the new format began. This had been backed up by TV spots and a continuing "saga of the Mystery Box." The station will be playing mostly current singles but a few album cuts. Station operates at 950 kc with 5,000 watts daytime. Ray Dennis is PD.

LICENSE TAGS

DALLAS (3/15/71) – Playing tag with KLIF. State has customized license plate laws and some of them are far out. Such words are featured on the plates as GOD JR...GRASS III...JUNK...DYKE...A word called if listener has seen the tag...he calls in and describes the car...and wins \$11.90...Can be owner or non-owner.

MARATHONS

HARTFORD (10/23/72) – WDRC is running something besides the Last Contest...using the "Get Your Hands on a Toyota and Never Let Go" marathon...at 6am last Monday morning some 60 people completely obscured two contest vehicles...the reason being that the cat who keeps his hand on a Toyota longest wins the car...contestants have to be 16 years old...remain in a standing position with both feet on the ground and both hands on the car...not permitted to have a substitute or stand in...contestants are permitted one 15 minute break in twelve hours...the marathon remains in progress 24 hours a day rain or shine...a second car is awarded to the listener who guesses what the winning time will be...they shoot horses don't they?

BAKERSFIELD (10/4/71) – KAFY has been broadcasting live from the local Kern County Fair...seems jock Jerry Clifton is going to entertain the crowds by attempting to break the record of throwing an ice cube back and forth to himself. The record now stands at just over 2500 tosses. The ice cube must be regulation size.

INDIANAPOLIS (12/7/70) – You probably didn't know this, but Perry Murphey of WIFE informs the Report that the world's record for kissing is 15 hours and one minute (late word from Washington...record just broken...now up to 18 hours). Anyway the kids in Indianapolis are attempting to break the record for the longest kiss this week...all sponsored by "Have a Happy Day," WIFE. Some 62 couples have registered for the

event at a local theatre. Couple that holds the longest kiss will receive 100 dollars in cash...bottle of champagne...a case of chap stick...sack of Hershey kisses...and worldwide recognition.

DALLAS (5/22/72) – KNUS is off and running with the “Great Rip-Off”...every 20 minutes giving something away on the air. At the same time the station, intrigued by the Playboy story on flag pole sitting, has its own flag pole sitter on the perch right now. The station advertised for somebody to go up to the top and attempt to set the national record...which, by the way, is 248 days...all expenses are paid...and if the record is broken the sitter will receive a nice \$5,000 prize. The pole is near a freeway...sitting 50 feet up in the air...his little building is 5 feet by 5 feet and contains television, books and a telephone. Once a week his chick comes up to visit him, but that’s about all the visitors he’s got. If you’d like...you can talk to him at 212-234-2931.

CLEVELAND (8/28/72) – WIXY’s Mike Kelley had completed 289 hours via the ferris wheel on his way to setting a new world’s record. The record of 17 days and 19 minutes will be broken as of Tuesday, August 29th at 10:22 PM. Either Kelley or a newsman will be on duty to take telephone calls right on the spot beginning at 10:25 if you would like a live report for your station. The number is 419-627-1757...Kelley for sure will break it or forego presentation ceremonies with the key to the city given by the mayor and a parade through the streets of

Cleveland after the event.

WILMINGTON, DELAWARE (2/26/72) – This will produce some far out images...WAMS in this city just completed a Kissing Marathon where Harvey Waltgon and Patricia Lillya kissed for 36 hours and 57 minutes...taking the first prize of a dune buggy. The couple was quoted later when asked how they felt...“Ugh.”

CLEVELAND (9/18/72) – September 2nd was declared by Mayor Ralph Perk here “Mike Kelly Day” after the WIXY jock set a new world’s record for continuous rides on a ferris wheel. For those statistically inclined Kelley traveled the equivalent of 750 miles, took 11,000 revolutions during his 21 day, 4-hour adventure.

MYSTERY, ETC.

PHILADELPHIA (2/2/72) – Howard Hughes in the news may be another catapult for promotion. The Millionaire Contest at WFIL was based on Hughes...surrounded in much secrecy and mystery. The contest itself is not new...the Millionaire pulls up in front of a house...they have 15 seconds to come out; or pulling up behind another car they have five seconds to acknowledge they’re listening. Prizes are up to \$2,000. While the Millionaire was giving a report last week, he was accosted by two men in a black car and whisked away...the weekend contest asked listeners to find out where he had been taken. That was worth \$560.

SPOKANE (3/20/72) – KJRB is running a Mystery Sound

Contest...utilizing 10 different mystery sounds on the air...Winner will receive a beautiful 1923 Model T Roadster, that has been completely re-built and was one of the stars of a local car show. The car is valued at \$10,000. Sometimes we get hung up on giving away the same kind of prize everytime.

ANAHEIM (6/7/71) – Not only one, but four mystery people at one time. That's what KEZY ran last week. The contestant on the phone was asked to pick either K E Z or Y. Each letter was custom voiced by one of four Hollywood radio/television/movie celebrities. The contestant aided by additional clues was then to identify the famous four for \$400. The station made arrangements for the losers to "mingle" with the stars at Movieland Wax Museum. The KEZY guest stars were Raquel Welch, Jonathan Winters, Jay Silverheels and Elke Sommers.

SEATTLE (2/2/72) – Another off-shoot on the Mystery Man Contest...KOL is running a "Mercedes Benz Contest" asking listeners to name the chauffeur...the chauffeur, of course, will be a celebrity. Winner gets a night on the town (driven around, of course, in the Mercedes by their chauffeur)...and an extra added prize of a new color TV.

DETROIT (5/31/71) – Another take off on the Mystery whatever contest this time from WXYZ here. The station ran a Mystery Place contest with clues to the location given by using only songs written by Bacharach-David. First prize was a trip to San Jose and second prize was a camper..."A House Is Not A Home."

NEW HAVEN (4/13/70) – WNHC has come up with a bit of a twist on the Location X Secret Location type of contest. The secret location is a gold mine with gold worth \$1340. Listeners hear clues given by the old prospector.

BUFFALO (4/26/71) – First part of a two parter on different ways to run the Mystery Man Contest. WKBW is asking listeners to identify their Celebrity Swimmer who does an underwater type voice sound. Winner picks up an in-ground swimming pool, valued at \$4,000.

PITTSBURGH (7/27/70) – A summer yellow Mustang is the prize given to KQV listeners by guessing who is in the trunk of their car. Clues are given two times an hour and once per hour listener on the phone gets a chance to guess.

PHILADELPHIA (1970) – Jay Cook at WFIL calls his new contest...The Mystery Money Mansion. Hourly clues are given to the whereabouts of the house. First postcard sent to the correct address of the Mystery Money Mansion with the words "WFIL plays more music!" wins the jackpot. Jackpot starts at \$2000 and goes up \$250 dollars per day.

HOUSTON (6/15/70) – Bill Young and the cats at KILT are promoting friendliness this week. They are running the old mystery man on the street contest with a bit of a different twist. The mystery man's name is Fred Friendly and you can locate him by asking the correct man on the street, "Are you a friend of KILTS?" The winner not only wins a new car for himself but four more cars to give to

his friends.

NEW YORK (7/12/71) – WOR/FM is running a contest they call “Voices of Rock”...almost the old mystery voice thing again. Listeners have to identify who the rock star is...if they get it, they win a thousand dollars. Station gave away \$4,000 the first day.

LINCOLN, NEBRASKA (5/24/71) – KLMS is running “The Great Mystery Message in the Sky” contest. Jocks are painting, little by little, a mystery message on a billboard near the downtown area. If a listener can guess the message in the first week, he wins \$1480...1480 half dollars the second week...1480 quarters the third week and 148 dollars the fourth week.

MONTREAL (11/9/70) – Roger Scott doing the night show on CFOX...goes out right before his show and picks up numbers from phone booths. At various times in the evening, he announces he is calling a booth...whoever picks up the phone wins whatever prize he is giving away. Roger states that about sixty seconds is all it takes for somebody to pick up the phone...he's had a winner every time.

NEW YORK (3/9/70) – This contest currently running at WMCA: Giving away a brand new Pontiac, station gives three clues a day for five days. Clues are given by playing a song that would indicate a city, town or place. Listeners must pick up on all fifteen clues, to find out the route that the Pontiac is taking. After finding the route, they send it in to WMCA and earliest postmark with all fifteen correct wins the car. Clues are

repeated in complete form on the weekend.

SEATTLE (10/17/70) – Starting with \$95 in their jackpot, KJR throws two organ notes on the radio. Each day they add a note, plus another \$95. Notes keep increasing each day...so does the jackpot until someone finds out what the name of the song is. Gary Taylor says he expects the contest to cause a great deal of talk. Remember also that garage sale at KJR we rapped about a couple of weeks ago. Raised \$7000 for the Boys Club...(which was in bad financial shape)...some 5,000 people showed up in the first two hours.

MINNEAPOLIS (5/21/71) – KDWB...running a Kemosabe Kawasaki contest. It's one more way to run the Mystery Man contest. All you do is listen to the clues...and identify the masked man...ten cycles in all are given away.

PHILADELPHIA (11/8/71) – WIBG has started a new contest called “Phantom Phone”...listeners call in and guess studio private line number after elimination-type clues are given over the air...prize is \$1000...one winner so far...jock on the air dials number which listener guesses...if studio phone rings, he has guessed right.

SAN FRANCISCO (3/2/70) – Contest to be started at KFRC...apparently also will be run at WRKO...maybe other Drake stations. At KFRC, called the “Heavy Wheels” promotion...A new 1970 Firebird will be given away, along with a trunk full of dollars, nickels, dimes and pennies. All you

have to do is guess correctly the weight of the car, when it is filled with the money and all the KFRC disc jockeys. Clues are given throughout the day, and listeners are given the chance once per hour to guess the weight on the phone. Correct, exact guess wins the whole pile...except for the disc jockeys. WRKO will call theirs the Birthday Bird.

NASHVILLE (6/28/71) – The WMAK jocks have written a song together and they are letting it out piece by piece on the air. Each hour, another word or phrase is given from one of the three verses or the chorus...at the end of the four-week contest, listeners have to submit the correct lyrics in proper order...winner getting a trip to Florida and a swimming pool. The song, of course, is about WMAK and summer.

PHILADELPHIA (8/9/71) – WIBG is giving away a free concert with Freddy King, Leon Russell and The Gang...only catch is they're not announcing where it's going to be held. Listeners have to catch the clues given hourly...hopefully discerning the exact location.

BOSTON (11/29/71) – WRKO here and WHBQ are two of the Drake stations running the Superstar Contest. Five different celebrities or superstars in their own right, alternate in spelling out the word S-U-P-E-R-S-T-A-R. Hourly clues are given and winner racks up heavy prize money.

NUMBER GUESSING GAMES

HOUSTON (4/7/70) – Some listener of KILT in Houston will become a millionaire this year. There is a catch,

you're right. Winner of contest will win a million "yen." That's about \$2,800 American greenbacks...still a pretty good prize. A YEN TO WIN is being heavily promoted on the air with exotic Japanese type sounds. All listener has to do is guess how long it will take the counter of a million yen to count all of it, one by one. "Saki Tune" the counter will be displayed daily in a glass cage, surrounded by four guards dressed appropriately and wearing samurai swords. Winner, besides taking home the money also wins a trip for two to Expo 70.

SALT LAKE CITY (7/13/70) – KNAK here is pushing the fact that "You're never more than sixty seconds away from KNAK music." No breaks are longer than 60 seconds. They just gave away a new car also by asking listeners to guess how many Pepsi bottle caps would fill the trunk.

DETROIT (3/8/71) – This is an off-shoot of a lot of contests...called the WKNR Credit Card Contest. Listeners call in...get a chance to guess the first number of the WKNR credit card. If they get the number right, they win 13 dollars and get a chance at a thousand dollars by naming all four numbers and the letter at the end. If they don't get all the numbers...that first one is held over till next hour and the next contestant guesses at the second number...if they get that right they win 13 dollars and a chance at naming all four numbers and the letter. It keeps going like that until somebody can name all the numbers and the letter and then they win the thousand dollars and a new number is up.

RECORDER PHONE

MILWAUKEE (4/12/71) — George Wilson of WOKY finally came up with his second original idea. Noticing that the three recorder phones were not in use, Wilson conceived the idea of getting a newsman to record Fairy Tales and invite listeners to call and listen to Uncle Bobby's Fairy Tales. With on the air promotion, the response was incredible...phones tied all the time. WRIT across the street is running the Tooth Fairy...perhaps this had something to do with WOKY's trip. My God...what's happening up there???

CINCINNATI (6/29/70) — WSAI held its first RAP Tournament a few days ago. Once again utilizing their automatic recorder. Phone listeners called and were given twenty seconds to rap on the subject given them. Such easy to talk about items as the "Dating habits of a graham cracker," were announced to the rap tournament victims. A trophy was awarded the grand winner; several were played back on the air.

RIP OFF, ETC.

MILWAUKEE (5/8/72) — A fairly simple contest but effective...The Great WOKY Ripoff...Listeners send a post card with 5 of their friends that listen to WOKY...station then draws a card and calls one of the five and asks what station they're listening to...If they answer WOKY...they win the prize and the original card sender wins twice the prize.

ROTATING CARTS

PHILADELPHIA (1/19/70) —

Interesting contest happening at WFIL. Called the Amazing Money Maze, contestant on line is immediately awarded five dollars. Contestant must go ahead at that point and play the game. Contestant is given the choice while running the maze, of turning right or left...then that ever popular cart is pushed and it signifies whether the correct choice was made by either a door shutting or whistling on through. If contestant makes the right choice, the \$5 is doubled. At this point he has a choice of whether to stop there or go ahead. He can go through as many as four doors...stopping and keeping his money any time he wants to. The fifth door not only doubles the money but awards the contestant one thousand dollars if he picks the right direction. It takes a little while to play, but station personnel report that it is interesting to listen to. With January usually being a light billing month, this might be the time to play.

OKLAHOMA CITY (9/7/70) — Sequence carts that's what WKY has in its control room...and Danny Williams watching the carts trip from one to another came up with the right contest...It's called the WKY Money Machine...listener on the phone hears the three slots drop just like in a slot machine. One cart hits a number...the second a number and the third another number. Only nine, three and zero are used (930)...so listener can win from 000 to 9.99...

PITTSBURGH (2/2/70) — Dig the money scene here. KQV running the Bank Payment Contest. Caller on the line picks a number from 1 to 14...that's his bank account number and also the number of the cart the

jock puts into the machine. Caller automatically has won \$14 from the start. All the cart says is how many \$14 deposits has been put into the account. In other words the cart will say (with cash register sound in the background) \$14...3 times or \$14...14 times. A lot of bread given away.

PHILADELPHIA (6/28/71) – WIBG is running a Musical Chairs Contest to correspond with the changing of the line-up at the station. Promoting the fact that the jocks are moving from shift to shift, listener has to pick off the rotating cart one of seven European cities and the correct jock and his new shift on the air...if listener gets all correct, they win two Musical Chairs (airplane tickets) to the city they named. As a consolation prize, losers get two musical chairs, which are seats to the summer concerts.

PROGRAM PROMOTION

NASHVILLE (1/19/70) – Deciding to make many changes in their jock line-up, WMAK took the opportunity to tie in what they called a New Deal For A New Decade. They are promoting the fact that WMAK is all new, with newspaper billboards and cab ads, plus on the air promotion. To tie in they are running a contest they call The New Deal. Listener on the phone is given a choice of whether or not to accept a check that is immediately awarded to him (amount from 13 cents to 130 dollars) or take the new deal. Contestant, by the way, does not know what the amount of the check is until after he has made his choice. Prizes on rotating cart vary from booby prizes (like a Humphrey campaign kit) to items valued at more than \$130.00.

SEATTLE (4/26/71) – PD Jack Bolton came up with the idea of brightening up this heavy economy slide laden city with a National Day of Humor. Station ran 12 hours of comedy...starting at 8am and ending at 8pm. Various album tracks, and locally produced stuff was used...heavy positive reaction.

DALLAS (7/17/72) – Now wouldn't you know that Gordon would be into chess...Gordon McLendon (in case you don't know who that is, give me a call and I'll tell you) is back on the air at his FM station in Dallas, KNUS. Every morning, he gives a rundown of the play in the Bobby Fisher-Boris Spasski chess match. Noticing a lot more chess games being purchased lately?

PHOENIX (9/6/71) – KRUX is having a KRUX week...patterned after an NBC week to show their new fall line-up. The KRUX jocks are featured...the line-up is given a showcase...with something new each day. The day the full line-up is announced, the station will give away transistor radios...the next day, they will be showing off the fact they are going to be playing hits...every record they play being given away. The following day, they will show off their LP play list...giving away 6 LP's an hour. Thursday through Monday will be their Back To School Rip Off...playing goldens and giving away every one they play.

NEW ORLEANS (4/3/72) – Progressive station WRNO was visited by four police cars last Saturday...the results of reports that the station had been captured. On the air, they heard promotion man Kirk Mattle and former WDIA PD Roger Caveness,

telling listeners they would not give the station back until the management agreed to play more music...less commercials, etc. A call on the phone from the manager of the station, Joe Costello, resulted in a lessening of commercials and other promises as the station also announced an increase of power from 39 to 100 thousand watts. The cops were finally persuaded that it all was a promotion...

PRIZES FOR THE CONTEST

PHILADELPHIA (6/15/70) — Jay Cook WFIL program director reports that Polaroid cameras are among the most popular prizes at his station. In one week he ran the See Yourself On Radio Contest, giving away 165 of the little clickers. Jock came on during a record twice an hour and said, "Hi this is _____ watch the birdie." First caller won the prize. Also helped in cross plugging.

WILMINGTON, DELAWARE (10/26/70) — The dictionary lists a "herd" of cattle as three or more. Latest word is that southern man, Bobby Rich, has moved to WAMS here, and is giving away a herd. This message is for those who are looking for an interesting prize to give away.

DENVER (7/20/70) — KHOW is giving away a free trip to "the mysterious Middle East." Unfortunately for the listeners the mysterious middle east happened to be the middle east of Iowa...where jock Hal Moore is from. Prize included an all expense paid trip by Greyhound bus featuring some eight Iowa cities. One of the highlights of the trip is dinner in the local drug store with Moore's former high school principal.

LOUISVILLE (1970) — WFIL's George Michaels believes that telephones make a good contest prize. At intervals during his hour George rings that telephone. When you hear the fifth ring, first caller wins installation and minimum service for a year.

FRESNO (3/6/72) — How's this for a different prize. KFIG in this city has picked out several books they think might help their listeners in their daily lives...such as Jonathan Livingston Seagull...Stranger in a Strange Land...Hobbit...Greening of America and many more. Periodically the jock reads a super short selection from the book and waits for callers to identify the book the quote came from. First right answer gets the book.

DES MOINES (5/31/71) — KIOA is running a contest called "A Diamond A Day." They're giving away a Neil Diamond album each day...with that winner qualifying for the grand prize of a diamond ring. Contest ends the same day that Neil Diamond appears in concert.

WASHINGTON (11/72) — It was bound to happen; WRC ran what they called the First Contest. Whole thing was patterned after TV's Let's Make A Deal with listener getting 9.80 upon being contestant then radio artist giving the contestant an additional sum of money...25, 50 or 100 dollars...then asking the listener if he'd like to try for one of the doors...If so he picks the W door...the R door...or the C door...behind the door could be a nothing prize or other prizes that went up to new cars...trip to London...other trips...and more heavy prizes...total contest cost was in the

neighborhood of 50 thousand dollars and certainly was one of the more energetic contests ever held in this city.

HOUSTON (4/24/72) – KNUZ has an interesting prize for their mail-in-the-postcard drawing time contest. A whole family will win exclusive use of the huge Goodyear blimp “America” for a “picnic in the sky”...Meal will be supplied by one of Houston’s leading restaurants...family will cruise the Houston-Gulf area at altitudes up to 7800 feet.

BOSTON (7/3/72) – WRKO is giving away a round trip flight to Europe for two, along with all the camping equipment one needs to go “back-packing”...Promotion is...“WRKO takes you back-packing.”

PUBLIC APPEARANCES

ATLANTA (1970) – George Burns and Gary Cory at WQXI proved that you don’t have to spend a lot of bread to have a good promotion. They held the world’s first FLIP FLOP at the local race track. Listener got a chance to come out and throw all the stiff records they wanted. Categories were divided into male and female and trophies were given for distance, accuracy, and form. Albums were given to anyone who threw their records and hit the garbage can set up for accuracy. Over a thousand people attended...everything went well. One reminder...thrown records can hurt so you gotta practice a little safety.

CINCINNATI (7/13/70) – WSAI is the most insanely promotion minded station in America. Dig...latest Cincy parade will feature as WSAI’s entry the

world’s first all transistor band. Some 70 beautiful girls clad in bikinis will march in the parade all carrying turned on (and why not) transistor radios. Of course all are turned on to WSAI. Who could get mad at that. In the meantime they also are promoting a 6’1” 37-24-37 chick they call Super Chick. Guys talk about her on the air...and every once in a while, the jock will mention that he has a date with her at a certain place. Response of listeners coming to see Super Chick is incredible.

CLEVELAND (1/26/70) – WIXY holding their own row boat race between jocks Chuck Dunaway and Larry Morrow. The lake was completely frozen so jocks wound up pushing the skifs most of the way. 800 people turned out in subzero weather to witness the highly promoted venture.

HARTFORD (1/12/70) – Complete with self-destructing tape, the Mission Impossible jocks at WDRC have done everything from ride a ski lift (6,000 feet at 35 degrees below zero) trying to set a record...to riding mini bikes on a hockey field ice rink...Promotions have drawn record crowds...Complaining about basketball?

ATLANTA (6/15/70) – Speaking of good numbers, WQXI had some one thousand rafts show up for their race down the Chatahoochie River. Station sponsored the promotion in conjunction with a local fraternity. First prize included trophy and raft full of cokes...big turn out...no injuries. Entrants on rafts had to wear life jackets.

SEATTLE (7/26/71) – City beach

hanger-outers must have gotten a wee bit of a jolt to look up last Sunday and see a naval landing craft dock on the beach...the gate swing down and a local band plugged in and cooking with KOL jocks began passing out records, radios and other prizes. Only pre-promotion done on it was a mystery...“You’ll know us when you see us.”

MIAMI (1/26/70) – Courageous jocks Tom Kennington of WFUN is afraid to fly and that’s what he told his listeners. To prove his courage though, terrible Tom spent some 11 and one half hours aboard the Goodyear Blimp, doing cut ins and urging people to contribute to Toys for Tots. Some three truck loads were collected...next...skydiving.

ANAPOLIS, MARYLAND (9/7/70) – WYRE did an incredible bit that made the front page of the local paper...with headlines that read...“Man giving away \$10,000 inheritance”...Thereby follows the story which gives the facts...seriously. PD Dennis Constantine...“First we brought on our new DJ, ~~Brand~~ Summers, with a band. Brad, ‘the Millionaire’ gave away money at a local shopping center and created havoc. Actually we gave him \$100 to give away. By the time the press got hold of the story and it got to the newspapers, it was reported he was giving away fives, tens and twenties of a thousand dollar inheritance. WBAL-TV used the story as their lead off report on the 7 and 11 PM news. Well anyway, the Millionaire was offered a job at WYRE (according to the press) immediately after the money giveaway and started on the air the following day.

MIAMI (3/9/70) – How many hours will it take for two of WFUN’s jocks to row across Biscayne Bay? How about in a bathtub? That’s what FUN asked listeners to figure out this week. Tying in with Tom McCann, listeners who wished could register their guess at any TC store. Winner received a bathtub full of all kinds of hit records.

CHICAGO (6/14/71) – Taking time from his busy broadcast day, WCFL’s Dick Biondi will swing over to the Children’s Zoo (Lincoln Park Zoo) on Friday, June 11 at 1:30pm, and hug his 50-year-old Heinie a lot. Heinie is a chimp who will be 50 years old on that day, more or less, and he goes ape for Biondi. At the above hour, two brave men from Torino Baking Company will make the scene with Dick Biondi who will be carrying a five-foot high banana birthday cake for Heinie, complete with bananas (you can’t feed banana extract to chimps, baby. Embroider that on your next sampler). Starting Monday, June 7, through that week, Dick will be asking his WCFL listeners to join him when he gives it to Heinie on Friday, June 11, at 1:30pm at the Children’s Zoo. Biondi is the one with the glasses.

DUBUQUE (8/16/71) – WDBQ will be broadcasting from the Dubuque County Fair...and are now asking for entries in a rooster crowing contest they’ll have there. On a certain day of the fair, entrants will bring their roosters to the broadcast booth. Judges deciding a winner from how loud the rooster crows...how many times it crows...the length, the clarity and the rooster’s physique. Contestants can use any method to get the rooster to crow without touching

him...in a case of a tie, they would have a crow-off...undoubtedly would have a ball with the usual lines thrown in.

SEATTLE (9/6/71) — KING is sponsoring a Bed Race in a section of the city. The beds to have at least one rider...wheels and some kind of propulsion. Winner of the race gets a water bed.

SCAVENGER HUNT

PHOENIX (4/20/70) — Don Pietro of KRIZ ran a groovy bit. A scavenger hunt on the air with all items based on hit groups. Some of the items Pietro asked for were a turtle, a T bone, a grass root, a puppet, a strawberry alarm clock, a box top, etc. Contestants were to take items to large parking lot. Winner, who received a color t.v. for his efforts, arrived on the scene with all the items in some 12 minutes. Within an hour and a half 500 people had gathered on the lot with either the entire catalog of items or at least part of them.

SURVEYING PROMOTIONS

SACRAMENTO (12/72) — Johnny Hyde and Lee Kirk of KCRA here have started an interesting survey idea...(also giving jocks freedom to program using individual concepts) called the "Small Whole Record Club." First step is to send applications for club membership at listener's request...which consists of questions similar to a job application with added info on types of preferred artists, last concert attended, equipment at home and extent of use, if car radio is used, etc., etc. Next

station sends out albums (new releases), working directly with record companies with a questionnaire that must be returned within 7 days...In working with the record companies they can request certain age group to be surveyed and a preference of questions for each album. About 100 people are being used in the survey so far. The purpose is to give the station more insight into trends of new albums and at the same time serve as a test market for the record companies (since the population spread is considered good for this). Kirk takes an hour during his pm show to relate the results and preview the new albums. So far the return has been in "excess of 95%," with the only stipulation being one failure to get the questionnaire back to them takes your name out of the club...

TOPEKA (2/20/72) — The KEWI Constant Comment Line has been offered for 24 hours a day taping of 60-second listener opinions on any subject of their choice. The spots are broadcast once an hour. KTLK in Denver has also had their production department carting similar views on topics of concern...including "Radicalization of the government by student voters" and "the possibility of a woman President of the United States." Student volunteers recorded the comments via special telephone lines.

INDIANAPOLIS (3/15/71) — WIFE is running a Breakfast in Bed Contest...tying in with Robert's Dairy. Listeners pick up an entry blank either from their milkman or the dairy. Each week a new winner is drawn and they win a weekend in the city's nicest

hotel. Then on Sunday, morning man Cliff Saunders will serve the winning couple breakfast in bed...interesting. Also at WIFE, PD Murphey is putting a crossword puzzle on the front of his survey...then the night man, Scott Carpenter, is reading off the definitions...both across and down...going through it twice...on his show. Listeners fill out the puzzle and first correct entry wins the top ten. This is giving Murphey some names and addresses to get research info from...at the same time he is finding out where his surveys are going.

KANSAS CITY (4/20/70) – WHB had all of its jocks register their choice for best actor and actress plus best movie of the year. During the course of their show they would mention that they were voting for a certain item. Listeners picked up entry blanks at local theaters and wrote down what they thought would be consensus opinions of the jocks. Listener who

picked all three items correctly also picked his flight to L.A. for the Academy Awards this Monday night.

SAN DIEGO (2/8/71) – KCBQ has instituted a new format and with a feature they call the Change Line. Listeners are told through on the air promos that they can call and assume control of the station. A recorder phone is utilized reading i.e., "if there is anything you'd like us to change or continue record at the tone; all suggestions will be reviewed at the end of the day. All feasible changes will be made at the first of the month. Please help us paint the canvas of the new KCBQ. You are in control. (Tone)."

LOUISVILLE (7/6/70) – WAKY has two automatic request lines...one for singles and one for albums. Each hour, the tape is run back and the most requested cut from an album and single are played back on the air.



WPIX-FM air personality Dennis Quinn with recording artist Bill Withers, as Bill talks with listeners over the WPIX "Rap Line".

MISCELLANEOUS

ASTROLOGY

LOS ANGELES (3/23/70) – Drake stations running an astrology type contest called the Zodiac Jackpot. Listener on the line gives birthday, jock hits rotating cart and “Gypsy” (female astrology authority) comes on and gives a prediction for that day, then follows it up with the words, if you are a...(gives sign). If contestant’s sign matches sign Gypsy gives they win. Jackpots vary, but with 12-1 odds there are many winners.

DAVENPORT (7/6/70) – KSTT PD Bobby Rich reports station now has its own astrologer. She writes and records a daily astrological forecast in sets of 3 astro signs per 60 second set plus an “insight” into the Zodiac. Four cuts rotate (one per hour) so everybody hears their sign mentioned 4 times every day of the week. She not only tells them about the usual love, marriage and business, but what color

to wear, what people of a certain sign were like as children, etc.

INDIANAPOLIS (11/2/70) – Perry Murphey of WIFE says this is the biggest phone getter he’s ever had on the air. Hours are divided in thirds...every twenty minutes, night jock Scott Christianson gives their astrological sign and asks everybody under that sign to call in and give their favorite record off the chart and their favorite something else, such as food, car, day, etc. Scott averages the calls...then between eleven and twelve gives the favorite song and item of each sign. He is doing this every night, but changing item.

NEW YORK (5/31/71) – WOR-FM took a survey to see which astrological sign was the heaviest on the request phones. When a listener called in for a request, the phone girls asked them what sign they were. Out of a sample of some 7,000 calls, the heaviest

requesting sign was Leo...then Aquarius, Virgo, Taurus, Cancer, Capricorn, Libra, Pisces, Aires, Saggiarius, Gemini, Scorpio, in that order.

BICYCLES

SAN FRANCISCO (12/6/71) – KFRC newsman Bob Safford heard that a coalition of bicycle clubs was planning a race between a car, a streetcar, and a bicycle during San Francisco's "Bicycle Week." Safford volunteered to drive the KFRC Mobile Unit in the race and gave on-going reports during Jim Carson's morning show. The race moving through San Francisco ended with the bicycle in front, the streetcar second, and Safford in the news mobile third. All this happened during rush hour.

BOSS AND BUSINESS

SAN DIEGO (6/15/70) – KCBQ took advantage of the stock market plunge the last couple of weeks with a promotion. Listeners called in at various times during the day to do their own investing. Once on the line they could take the 11.70 the jock gave them and quit or invest it. Complete with sound effects, if they wished to invest, jock took them down to the floor of the market and found out how their particular stock was doing. Some lost the whole thing or wound up with as much as 117.00. Stocks were localized and had to do with particular San Diego situations.

DALLAS (6/29/70) – Can you believe this contest about ten years ago? KLIF ran its "Stock Market Sweepstakes." Listeners picked one to five of the

thirty industrials and via postcards bought five hundred shares of stock. Cards were put through a computer and at the end of the contest, card with the greatest gain won \$1000.

DALLAS (1970) – KLIF is running a "Go Tell Your Boss To Go Fly A Kite" contest. Secretaries are sending in their bosses' names. Station then calls the name of boss on the air and calls on the phone and invites him to participate in a kite flying contest, with winning prize...\$300 for an office party. Jim Tabor reports tremendous response.

WICHITA – KWBB in this city has a good way to get local time buyers to notice their station. They award a \$100 prize each month to the time buyer who gets closest to predicting how the monthly hooper is going to turn out...last time out they had 80 participants.

POLITICS

DUBUQUE, IOWA (2/1/71) – WDBQ is running an election for the most popular American President (now no jokes like...what happened...nobody win?). Ballots were available in various stores. February 15 is American President's Day which is a new holiday. On that day, the station will be broadcasting the election returns all day. Station has authentic campaign songs from some of the presidents...airing them along with gag material (such as some of the State of the Union messages)...Everyone who puts in a ballot will get a chance on a number of prizes. If winning ballots also have voted for the winning candidate, there will be a bonus of 149

dollars...(funny that's what happens in a real Presidential election).

HOUSTON (1/25/71) – KNUZ PD Larry Vance is entering an authentic replica of a Viet Cong prison hut, hung from the Astro Needle, 31 floors up near the Astro Dome. Vance will stay there until the city gains some 75,000 signatures on a petition to free American prisoners in Viet Nam. Vance says that he'll have nothing in the hut to eat or drink except rice and tea. He'll be doing reports by phone. They would like artists who can to phone and record promos supporting...news hotline is 713-523-4254. Vance and a group of people will take the petition to Paris after it's completed.

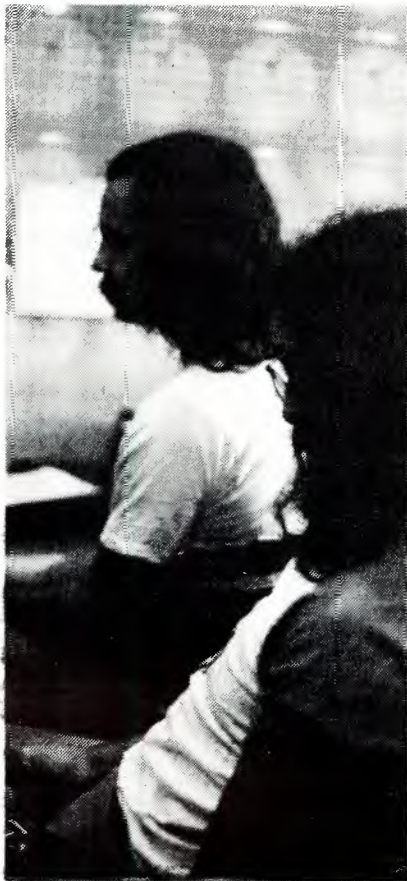
BUFFALO (11/8/71) – WYSL is (as are several stations) running the Great Ripoff. Only their's is a little different. With local elections over, the station asked listeners to help beautify the area by taking down all the political posters. The station offered a free dance with LP give-aways...plus an all expense paid weekend in Washington, D.C. for the winning school's principal. The winning school brought in over 30,000 posters. The station arranged for all the posters to go to the Buffalo Ecology Center so they could be recycled.

SPORTS

PHILADELPHIA (10/12/70) – Jay Cook of WFIL is running a typical kind of World Series related contest, but what makes it really interesting is the prize. The winner of the contest gets a portable refrigerator that he can place by the TV set while watching the

games...so he won't have to get up.

LOUISVILLE (9/14/70) – Using the local computer service...WAKY makes predictions of the college games every Friday morning and high school games in the afternoon and early evening. Very interesting...according to PD Johnny Randolph last week the computer was 96% correct.



CHEECH & CHONG record voter registration promos in the KTSA studios.

MUSIC PROMOTIONS

MUSIC GENERAL

CHARLOTTE (1/12/70) – A different kind of promotion coming from a promotion man this time. Mike Clore, Liberty's promotion man in the area given the task of making station aware of "Don't Get Close" by Little Anthony, sent each station a 25-pound bag of "Pure De Old Fertilizer made by a horse," with the note "You might not want to get close to this, try getting close to 'Don't Get Close'." Might not be better than Shelby's green door promotion, but it's dirtier. One MD was heard commenting, "All we got in this week was a lot of ____."

NEW YORK (2/2/70) – WABC currently running THE GREAT RECORD RACE...With listeners on the line a record is introduced, and a verbal cart is started that states "\$77 from the start...and continues to go down \$7 at a time until the listener guesses the name of the record. Songs

are current so it is relatively easy to guess, as evidenced by the many winners.

CINCINNATI (2/2/70) – For some reason WSAI here has gotten a reputation for playing bubblegum to a heavy extent. So this weekend (with prior promotion) station is running an end to bubblegum promotion. Every time listener hears a bubblegum record he is asked to call the station. Fifth caller wins the giant size prize...a bubblegum record and a hammer. Promos are heavy and clever.

BUFFALO (11/16/70) – Jeffy Kaye of WKBW reports good reaction to the sound of their instant replay. At end of the record a short production announcement and pre-carted sixty seconds of the same song is replayed. Jeff states that it sounds like they are playing one hell of a lot of music.

CLEVELAND (3/16/70) – Identify

the three records and go into the hopper for a drawing. Listeners at WIXY have a chance to win that every popular new automobile. Contest is called CAR-TUNES.

EDMONTON (8/16/71) – CHED has come up with an unusual type weekly chart. They've printed their list (which has no numbers, only the hits in alphabetical order) on a one and a half by two foot poster. The chart, which has a blow-up of a current artists on the flip, is being circulated to plenty of enthusiastic listeners, record companies, retailers, etc.

SALT LAKE CITY (9/6/71) – KRSP is reporting good reaction from their Midnight Tracker. Each night at midnight, they play a brand new album in totality...all the cuts. Every night a different album...each album is preselected and the week's schedule is announced on their chart prior to playing.

MILWAUKEE (1/12/70) – Jocks themselves are given a test in latest contest at WOKY. Called "Beat the Jock"...listener (on signal) gives jock the name of a song. He has just a few seconds to give the artist. If not the contestant wins..."just a little throw-away, but highly interesting to listen to."

WICHITA (3/20/72) – The jingle concept, Rock of.....has hit a good many cities of late. One of them is Wichita, where KEYN did the old..."We're going to become a thing of the past" bit...followed it with all pre-1964 oldies for a day...then introduced their new Rock of Wichita package. Contests were run asking for

various Wichita Rocks...the biggest Jesus Rock...the most progressive rock, etc. First prize in the contest was for the biggest "mutha" rock...a \$500 quad system.

DALLAS (1/12/70) – Take off on "Name It and Claim It." KLIF's Jim Tabor calls it "Armed Robbery." Complete with sound effects, etc. Run the same way as NIAC contest.

MUSIC NOSTALGIA

DETROIT (2/2/70) – A bit of a twist with the record battle thing here. CKLW ran thing called The Million Dollar Battle last weekend. Beginning with two records, five operators took calls for something like eight minutes. Votes were tabulated and the winning record was played again against a new challenger. Again votes were taken and the winning record was replayed and so on. As long as a record won it was replayed over and over against another record. All were oldies. Biggest winner was Last Kiss by J. Frank Wilson, which hit fifteen times before it was defeated.

LOUISVILLE (4/7/70) – WAKY ran something last week you had to hear to really get the full effect of. The History of Bubblegum complete with its own jingle ran the gamut of bubblegum music from Patience and Prudence to today. Two cuts were played an hour with jingle introing each cut. Promos and jingles were a total put on and very funny.

PITTSBURGH (9/7/70) – WIXZ was a thing of the past last week...this week a thing of the future. Playing some heavy music for the weekend, the

whole DJ trip will be a pre-recorded mechanical sounding voice they call Charlie the Computer. Newscasts will be things of the future also. The entire journey will be a positive one...

DALLAS (2/8/71) – The KLIF Clearance Sale is kicking off. A record with a song title that is an item (i.e. Rose & A Baby Ruth, Promises, Promises) is played on the air. Records go back to 1954. When listener hears the song he calls and gets the choice of keeping the article in the song or trading it. If he trades rotating cart is pushed and you hear sound of cat in the attic messing around finding articles from the past, finally selecting one and giving it to the listener.

LOS ANGELES (11-72) – As a tribute to Chuck Blore and the KFVB personalities in its early rock years (high rated station in L.A. – 1958-61 – broadcasting history), KMET became KFVB for 24 hours on Saturday, November 11. All of the DJ's, with the exception of the late Al Jarvis, were on the air in previous KFVB time slots. The line up was...midnight-6am Ted Quillan (XPRS)...6am-9am Gary Owens (KMPC)...9-noon Joe Yocam, noon-3pm Gene Weid (Film Factory)...3-6pm Elliot Field...6-9 pm B. Mitch Reed (KMET)...9-midnight Bill Ballance (KGBS)...news – Pat McGuinness, Charlie Arlington, Hal Goodwin and Bill Angel and Cleve Herman Live Line to Sports.

PHILADELPHIA (3/20/72) – WCAU/FM, an all oldie station in this city, is giving away three juke boxes full of oldies. They're asking the listeners to fill out a card with the

oldies they would like to have on the juke if they win. Winners are selected by random drawing.

ASHVILLE, N.C. (10/23/72) – “Boss Radio” has started anew at WISE here. “Everybody sounded dead...really it's about time to get back to rock and roll up-tempo radio,” said PD Don Moore. Boss Radio has had a dwindling number of adherents since the days of the middle-late sixties, when Bill Drake had KHJ calling it Boss Angeles. In conjunction with the move, WISE has virtually abandoned album cuts...the station kicked it off with “Super-Wise Constant Carry Off.”

OFF THE WALL

DENVER (10/17/70) – Sex is a beautiful word...and it would be nice to talk about it on the air, but since someone would probably take offense, how 'bout the word "flex." Every morning at 6:58, John Lannigan at KHOW plays the "Stripper" by David Rose. Every day...six days a week. Over the track, he gives the flex exercises for the day..."howz yer flex-life"... "Let's flex our muscles, now...but be careful or they'll get over-flexed"... "If it feels good, flex it." Besides being amusing, playing a record as highly identifiable and non-offensive as the "Stripper" at the same time each day could have a most important psychological impact on an audience.

PHILADELPHIA (8/10/70) – Yo Yos are contagious...4 times an hour, Jay Cook's WFIL is inviting listeners to call up and pick out the person who they think is a real Yo-Yo. Both caller and recipient get a WFIL Yo-Yo.

Please no up and down jokes.

NEW YORK (7/27/70) – Gil Bateman of Elektra had the idea for this bit which has been used on a couple of stations...Color Coded Weather...At the end of the cast or during the rest of the show when you're talking about weather...use one color to describe the day. A clear day would be blue...cloudy would be gray...snow would be white, etc. Even on the gloomiest day the color could be positive.

PITTSBURGH (11/9/70) – Discussion with Bob Harper of KQV about exotics. For example this week Bob ran a spot that talked about Making Money in Your Spare Time. Listeners were hyped by a very slow reading lady talking about how she made money at home. All the listener had to do was send in a request to Department F of the United States Treasury Department. Listeners were

told they would get back a roller and some paper. Well, Harper got a call. It seems the Treasury Department got a stack of mail from people that really believed it. Asked what the purpose of the put-on spots were Harper stated that people believe everything. It is just something to make them think a little bit, instead of taking the word because it's on the radio or in the paper. Most of the time the exotics are comical enough so that people can't possibly believe them, but they do.

CINCINNATI (1/12/70) – WSAI again. The funniest noise of the day gets \$25. Listeners given an open line with a tape recorder at the other end made some of the most unbelievable noises you ever heard. Heavily promoted.

SEATTLE – KOMO has pulled the coup of the month. KOL and KING were suspected of monitoring the two-way conversations between KOMO's air traffic spotter and announcer Larry Nelson...so the station planted a false report of an overturned truck spilling oil barrels onto the Evergreen Point Bridge. The two eavesdropping stations rushed the false news on the air to their immediate embarrassment. KOMO staffers awarded the "Royal KOMO Gotcha Award" to the KING radio news director who carried the story on television news.

PITTSBURGH (12/6/71) – WTAE mid-afternoon man Bill Howell introduced, as an oldie, Sinatra's "Bein' Green." He said something like.. "wonder what it would be like bein' green?" About a minute later a woman called and said that just as he

introduced the tune, she fell off her stepladder and tipped over a gallon of bright green paint. The woman was completely covered with green paint...hair, face, clothes, the works.

LOS ANGELES (5/24/72) – I've heard of die-hard listeners, but this one takes the cake...In a conversation with an undertaker in L.A., it seems the attitudes of Americans toward death are sometimes freakier than we think...and story after story of far out requests were related as people's dying wishes. Not the least of these was a gentleman whose last request was to be buried with a radio going full blast...He even requested the station...KPOL in L.A. Don't know exactly what kind of signal the cat picked up...

WICHITA (11/1/71) – Perhaps KEYN is just north of KLEO. Seems this week some dude came up with the idea of showing America's first Drive-In Matinee Movie. Sixty cars showed up to watch blank screen in bright sunshine...while listening to soundtrack of Romeo and Juliet and Spike Jones tracks for cartoons. Anybody who sat through the whole show got free movie passes...pizza and of course free records. The theatre actually made more from concessions than regular Saturday midnight show...maybe the theatre is north of KLEO.

PITTSBURGH (10/4/71) – KQV has put together their very own Rock Opera...running a total of 60 seconds...entitled Donny Osmond's Appendix. (Donny had his appendix removed and should be out of the hospital by today.) Donny's Appendix

is played by Bobby Sherman and the youngest Osmond's brothers are played by Grand Funk Railroad. Cuts from Superstar, Sherman, Grand Funk and others are used in telling the story of Donny's appendix removal...all done in a very serious vein with Superstar type production...you had to be there.

WICHITA (11/1/71) – KLEO program director Bob Roberts led an hour long discussion with the jocks about what kind of large plant that was peering into his window from just outside the station. The vice squad was called and after verifying the plant as marijuana set it on fire. With a south wind blowing, jocks gathered north of the station and watched. Late word is that KELO may be going all religion.

KANSAS CITY (5/8/72) – KUDL PD and jock Jim Morgan did his show from a nudist camp near here...the station invited listeners out...500 came and 50 of them showed...this week a skydiver will be diving right into the midst of the group absolutely au naturel (except that he'll cheat and wear a parachute)...now how can you put that on a rating chart?

HONOLULU (5/24/71) – KGMB morning man, J. Akuhead Pupule got fed up with the city traffic so he decided to send newsman, Al Allen to check on the traffic...Al started in Honolulu...and since has checked such places as L.A. traffic, New York traffic, London traffic and even the traffic in Alaska...all on the spot.

CHICAGO (1972) – WDAI-FM here ran what they consider to be one of the most successful if not the most

interesting contest promotion they've ever had. Jim David, PD of WDAI, was having lunch one day with Elektra promotion man, Burt Stein, when the idea of a Doors contest promotion evolved. After touching the bases with Roger Turnbeaugh (Gen. Mgr.), Jule Helm (M.D.), and Ralph Ebler (Elektra Reg. Mgr.), the idea took shape and became a reality. The promotion spots ran for one week from 9 to 5 stating that any listener who sent a door to the radio station would receive a Doors' album and that ultimately the station would award a complete set of doors. . LP's to the listener who submitted the most unusual door. The 30-second spots brought between 60 and 70 doors into the station including such novel entries as a 1959 cigarette vending machine door, a swinging door from a battleship, a door from a truck, glass paneled French doors, a men's room door, a telephone booth door, a safe door with the combination lock intact, a bird cage door, a refrigerator door, a map of Door County, and last but not least, a series of eleven doors each with a padlock that had to be opened to get to the next one. Behind the 11th tiny door, was a miniature reproduction of a Door's album cover. So creative were the entries, that there was actually a tie for first place. Everyone at WDAI-FM was surprised at the overwhelming response this simple little contest received. Even the station's General Manager was said to have been behind and involved with its progress every step of the way and was also most gratified at the listener's intense involvement.

NASHVILLE (10/18/71) – WMAK music director, John Young, took his physical last Thursday and was turned

down by the Army...The physical problem...John's ears aren't normal...true story.

WEST WARWICK, RHODE ISLAND (2/20/72) – WSVP got a good look at the power of their ratings during a recent snow storm here. Morning man Chuck Morgan took a routine school cancellation for West Warwick School. Since the weather was miserable, he aired it without checking for verification. The school wound up being closed anyway...some 4,000 students didn't show. At first, it was thought to be a prank by some of the politicians involved in a local school bussing controversy then it was thought that it was just a prank from one of the students.

ANNAPOLIS, MARYLAND (3/20/72) – WYNE program director Scott Carpenter received a call from a lady whose husband had gone ice fishing with a couple of friends...and during the trip a blizzard had hit the city and the men had not returned. Carpenter chartered an airplane to help search parties and did live reports over the air...as it has it, Carpenter's plane was the first to locate the three men...who were huddled together...Carpenter picked them up...safe, except for frost bite.

CINCINNATI (5/8/72) – Through a public television auction, Jerry Thomas, PD and mid-day man at WKRC will do one hour of afternoon drive at WLW, the major competition for them in this city. Dan Clayton, afternoon drive man at WLW auctioned one hour of his show off on WCET here. Thomas made the buy for \$81. The hour is scheduled to be done

after the ARB is over.

OTHER MEDIA

FRESNO, CALIFORNIA (3/23/70) – KFRE pushing their "KFRE plays favorites" thing is now giving a billboard to each of their d.j.'s. Each of the five jocks can paint on his own billboard anything he wants. Station begins billboard with theme at the top along with calls and freq. Nighttime jock for example is painting his entire board black with a star in the center and his name behind it. Jocks of course rap about it heavily on the air.

LOS ANGELES (9/7/70) – KIIS, the station, Lee Sherwood programs was one of great interest to radio people here this week. Station plays a great group of collages...a score of billboards up around the city. Man and woman about to kiss...with the line..."Please turn your dial to KIIS, 1150." Direct approach of ad is interesting.

SAN FRANCISCO (9/7/70) – Joyce Monroe, KYA's creative service director reports – "KYA-wearness buttons are circulating San Francisco urging listeners to "Keep Yourself Aware" of politics, ecology, social change, economic crisis, or what's happening – whatever, wherever, whenever it happens." The buttons with appropriate design, in black and white, read, "Keep Yourself Aware...with the K, Y, and A showing up in heavy caps.

SAN BERNARDINO (8/10/70) – A nine foot high tin man (money monster) is visiting 7-11 stores around the area. At the store the contestant presses a button on the monster's belly

and a cart machine inside the monster sounds out their prize. Some two thousand dollars worth of prizes given away in two weeks. Fantastic response.

PHOENIX (11/16/70) – Win a Billboard contest is running at KRIZ right now. Each week, for eight weeks, the station has given away a major billboard. The winners were allowed to put any message they wanted on the board. KRIZ had the billboard re-painted each Monday with the winner's message, and it remained for a full week.

CHICAGO (7/17/72) – A new concept in radio news broadcasting – the “Newsblimp” has been employed by WGLD, the Oak Park-Chicago rock FM outlet. “Newsblimps are McLuhanesque productions that assault the listener with impressions as well as information,” according to Ed Shane, WGLD Program Director. Shane said that the presentation is of pertinent news, but “it’s done with music, with sound effects, with cuts from movie scripts or whatever fits. The whole ‘Newsblimp’ gives the listener the story, not any piece of copy, not any separate part of the production.” The “Newsblimps” are produced by the Production Company in Hartford, Connecticut, and are heard on WGLD exclusively in the Chicago area.

CHICAGO (5/10/72) – Another way to promote. WGLD is using a helicopter mounted light board...the station lit the Fourth of July sky with its call letters and advertising slogan...“More Rock”...The sign measures 40’ x 8’ and is visible for

miles with the helicopter hovering at 500 feet.

SAN FRANCISCO (11-72) – Speaking of San Francisco...KSAN has on the tube some of the most unusual commercials ever run by a station...It begins with a print of the City of San Francisco...suddenly with rumbling and earthquake type effects followed by the demolition of the city...then the announcer comes in (with supportive graphics) and says, “the city that waits to die...listens to KSAN...while there’s still time.” (Editor’s note...“whew”).

SEASONS

SPRING

DALLAS (3/8/71) – The first day of spring will hit Dallas...with KLIF celebrating by running a Free Frisby Festival in the city's biggest park. People have been invited to bring their frisby and enter one of five events...accuracy, distance, etc.

SUMMER

MADISON, WISCONSIN (5/15/72) – And so begins the summer of '72...and at WISM they've decided to make this the summer that the listeners of the city will remember. Bill Vancil, PD of the station said, "It's much more than a promotion, it's a concept for in-depth audience/community involvement. A line used to promote the film, "Summer of '42" stated something like "everyone has his own special summer, the one he remembers above all the others." For our listeners we're trying to make this

the best summer of all...the one you'll remember." Everybody looks back at good times with a feeling of nostalgia, a lump in the throat. Why not dig the things that are happening now the same way? I guess we're creating a sort of instant nostalgia." TM produced a special six jingle package (which they are now offering to other stations).

PHILADELPHIA (7/19/71) – WIBG ran a new contest last week called, "Summer Rock," which began with the station locking Neil Diamond in a hotel room. Listeners called and picked a room number from the hotel...rotating cart opened the door and there were various sound effects behind the door...a dog barking...an irate man, etc. Listener who opened the door (picked the right hotel number) won more Diamonds...Tickets to a rock concert...a big diamond...and a trip to Diamond Head...the large mountain in Hawaii

DENVER (9/6/71) – KTLK is running a summer clearance contest...whenever a listener hears the word “summer” in the context of a record...they call and win all the summer things left over...water skis .golf clubs, etc.

DETROIT (7/6/70) – WKNR is running “Summer Re-Runs.” Four records from past summers are placed in a five second collage. Once an hour listeners get a chance at the jackpot, winning if they name all five songs.

LOS ANGELES (7/6/70) – Probably the biggest contest ever run in the history of radio...“KHJ’s Super Summer Spectacular.” Promos hit with the announcement that this summer the station would be giving away some \$40,000. Prizes are phenomenal...automatic washers, portable t.v.’s, stereos, trips to Hawaii plus actual cash money. Jocks themselves are given a certain amount or prize to give away on their show each day. They themselves figure out various ways to give it away. Sometimes the station has a contest figured out.

MIAMI (6/22/70) – 3:43 Sunday...the very first day of summer and since Miami finds it difficult to believe the seasons do change, WFUN is running its own weekend summer promotion, “WFUN Presents Summer.” Fifteen minutes prior to the official summer opening a produced sound of summer complete with countdown is hit. All weekend long station will be playing every record they can find with summer in the title.

BAKERSFIELD, CALIFORNIA (7/31/72) – KAFY running a “Super

Summer Skinny Dip” contest. Most unique prizes are hundreds of transistor radios mailed out with batteries and turned on to the station full blast. So far, no negative reaction from the postal people.

WINTER

OKLAHOMA CITY (2/2/70) – Brilliant idea for a contest that almost worked. Oklahoma City going through one of its coldest winters had KOMA on its side. PD Johnny Bridges decided to run a whole promotion called THINK SUMMER. Hired girls in bikinis to help, plus planned to give away a prize to first chick who made it all the way to station in a bikini. Day promos were to hit...sun came out and temperature went up to the high fifties...next...

SPECIAL AUDIENCE TARGET

HIGH SCHOOL & COLLEGE

LOUISVILLE (2/2/70) – Take off on School Spirit Contest..WKLO running Be A Jock Contest. On C.T. Wigglesworth's show, he is announcing a different school twice an hour. First caller from that school is given the opportunity to introduce the next record, live on the air (with prompting from Carl of course). Intro is taped and production is added...fifty schools later, intros are run back on the air throughout the day and people are given the opportunity to vote on the jock they think best. Votes are taken, one per post card. Winning jock gets \$500 and gets to donate it to his school. Post cards are put in hopper for drawing for another \$500 prize, plus winning jock gets to help C.T. on his show for one afternoon.

CINCINNATI (3/2/70) – WSAI still causing a stir in their city. Each day, station always salutes a high school of

the day. City reacted strongly when everyday for a solid two weeks the same high school got the honor. Monday WSAI went on the air apologizing for the mix-up, but Tuesday began the thing all over again...same high school. This week, they will again do the same thing, but Tuesday come back with a different high school. There will be a new one on Wednesday, but Thursday, they'll go back with the original high school and begin again. Calls were unbelievable, but station just played dumb to the whole thing. Controversy causes a great deal of talk.

LOUISVILLE (10/17/70) – Another back to school shot...The night man at WAKY, **Weird Beard**, is sending buttons to everybody who writes their name and address on a postcard. Buttons read, "I had to get my hair cut for school and **Weird Beard** sympathizes with me." Ten cards will be drawn and those ten people will get

Special Audience Target

their books for school free of charge..courtesy of the Weird Beard. Now about that school policy of cutting your hair...

HOUSTON (3/15/71) – KNUZ jock Roger Bordon, just arrived in town...is selecting five high school girls from cards and phone calls. On selected day Roger will escort the five girls to school in a chauffeur driven Rolls Royce...upon reaching school a red carpet will be rolled from the car to the door...plus he'll be bestowing flowers and candy upon the girls...and giving LP's to assembled crowd.

ALTOONA (10/17/70) – WFBG is getting ready for the back to school thing starting today...Some ten thousand students in junior high and high school all over Blarr County will hear their name some time this week. PD John Anthony says that names will be read along with the school they're going back to...and jocks are being cautioned to mix up the way they read the names...various sets will be used for the name calling.

PHILADELPHIA (5/8/72) – The Mystery Man game has been turned into the Secret Student game during the current rating period here. Ten secret students in area high schools have been chosen...students are to ask until they find the WFIL Secret Student...for each one found there's a hundred dollar bill.

HOUSEWIVES AND WOMEN

PITTSBURGH (9/7/70) – KQV spent Women's Liberation Day saluting the great women of all time, such as Mrs. O'Leary (remember that cow in

Chicago), Marie Antoinette, and Lucretia Borgia, with the theme line, "The big 14 proves once again women weren't really made from man's rib...it was his funny bone." The Movement chicks didn't really get the humor. Piling out of cars, chicks brought all their old eggs and let the control room have it, and they weren't laughing.

MILWAUKEE (1/18/71) – WOKY running "Dreams of the Everyday Housewife"...Each hour a housewife registers with the station on the phone...where she would like to be within a thousand miles of Milwaukee...and also what she would like to take with her. Winner gets to take the trip...take what she would like with her...plus grabs a thousand dollars for the journey.

NASHVILLE (10/17/70) – Allan & Alan, the morning team on Joe Sullivan's WMAK did a number last Wednesday on Women's Lib day. They invited some of the listeners to take them to lunch. Four secretaries called up and took four of the jocks out...lit their cigarettes, opened doors, etc. Made good rap on the air. When it came check time, the chicks chickened out and checked out and the charming jocks chased the check-book.

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SERVICES



Adco, Incorporated
30233 Southfield Road
Southfield, Michigan 48076
(313) 642-4300

Contact: Cliff Beresh, Gen. Mgr.

Description: Adco, Incorporated is a production house as well as a full-service advertising agency. In application to radio stations provide the following services: Custom ad campaigns based on market research; custom jingles; multi-media campaigns for promoting radio stations; sales and promotion consulting; preparation of promotional rate cards and other materials.

Price: Quotes on request per job basis. Hourly rates or retainer. Very competitive.

American Radio Programs

P. O. Box 869
(1635 Vista del Mar)
Hollywood, Calif. 90028
(213) 469-2125

Contact: Jerry Simmonds, President, or Craig Simmonds, Production Manager

Description: Syndicating "George Putnam's One Reporter's Opinion," "Chuck Cecil in Music of the Swinging Years," "Sports Challenge," Wink Martindale's "Those Were The Days," and Jim Harrison's "Country Countdown."

Anderson, Roger Productions

770 Lexington Avenue
New York, New York 10021
(212) 486-0520

Contact: Roger Anderson

Description: Provide total creative production service — or any part thereof. Create concepts, write and produce — or take someone else's copy and produce.

Price: Fees depend entirely on situation.

American Reports Radio
1330 Massachusetts Avenue
Room 102
Washington, D.C. 20005
(202) 737-3408

Description: Four-minute program on problems relating to nuclear weapons.

Price: Free.

Alan-Tuna Productions
(213) 463-4195

Contact: Jeff Alan

Description: Various seasonal and subject oriented programs narrated by Charlie Tuna.

Price: According to market.

Audio Creations

80 N. Grand, No. 7

Eugene, Oregon 97402

(503) 686-9669

Contact: A. J. Boyan

Description: Various production specials including "Black Gold — A 12-Hour Tribute," 12-hour bit on history of black music.

The Brain Bag

P. O. Box 875

Lubbock, Texas 79408

(806) 797-3131

Contact: Jerry D. Henderson

Description: The Brain Bag is a weekly newsletter containing creative ideas in sales, programming, promotion and copy. In addition to 12 weekly radio ideas to spark sales production, one regular feature is SPOT...acronym for Sales Pitches On Tape...a humor commercial ready to be taped and sold on the spot. A collection of these SPOTS in book form is also available to new subscribers as a bonus.

Price: Two dollars per week. Bill on five-week basis, or however station prefers.

Mel Blanc Audiomedia

9454 Wilshire Blvd., Suite 305

Beverly Hills, California 90212

(213) 278-2600

Contact: Noel Blanc, President

Description: Creative services for commercials; syndicating "Gary Owens Special" and "Superfun."

Bonneville Program Services

485 Madison Avenue

New York, New York 10022

(212) 371-3400

Contact: Marlon Taylor, President and Loring Fisher, Director of Marketing & Operations

Description: Automated programming — beautiful music.

Price: To market.

Blore, Chuck Creative Services

1606 N. Argyle Avenue

Hollywood, California 90028

(213) 466-9221

Contact: Milt Klein, President

Description: Create and produce radio commercials as a service to advertising agencies.

Price: According to market.

**Program Services Division,
Bonneville International Corp.**
163 Social Hall Avenue
Salt Lake City, Utah 84111
(801) 524-2621

Contact: M. Gordon Johnson, Director

Description: Program Services produces and distributes public service and seasonal spots and programs to radio and television stations throughout the world with special emphasis in North and South America. Program Services is also a complete audio production house: mastering, mixdowns, radio spots and programs, soundtracks for filmstrips, motivational aids and sales presentations...in addition to ultra-high speed open reel and cassette tape duplication.

Price: Public service and seasonal spots and programs are sent to stations without cost.

**Broadcasting Foundation
of America**
52 Vanderbilt Avenue
Suite 1810
New York, New York, 10017
(212) MU 4-2505

Contact: Howard L. Kany

Description: Various numbers of PSA spots and programs. Catalogue is available.

Price: Free.

Comments: One of U.S. best sources for PSA material.

Buffalo Goodwill Industries
153 N. Division Street
Buffalo, New York 14201
(716) 854-3494

Contact: John Reynolds

Description: Various humorous PSA's on Goodwill Industries.

Price: Free.

Chicago Radio Syndicate, Inc.
25 E. Chestnut, Suite 19A
Chicago, Illinois 60611
(312) 944-7724

Contact: Sandy Orkin, President; Ursula Wosik, Sales Rep.

Description: Syndicates radio programming produced by Dick Orkin Creative Services, Inc. as well as other radio program producers.

Price: Rates are based upon market population, local spot rates and power!

Comments: Current programs in syndication include: CHICKENMAN, ACE TRUCKING COMPANY'S NEWS CALVACADE OF THE AIRWAVES, THE SECRET ADVENTURES OF THE TOOTH FAIRY, YOU HAD TO BE THERE, MINI-PEOPLE, BEST OF BIG MOUTHS—D.J. one liners, and MOVING-ON (documentaries on current controversial topics). Demos are available upon request. Programs are also distributed in Canada, Australia and the United Kingdom.

CRC World Productions

P. O. Box 19246
Dallas, Texas 75219
522-1620

Contact: John J. Coyle, President

Description: Custom commercials, syndicated commercials and station I.D.'s. Creativity is our one asset that cannot be copied. Satisfaction guaranteed.

Price: Depending on situation.

CHUM Ltd.

1331 Yonge Street
Toronto, Ontario, Canada
(416) 925-6666

Contact: Bob Wood

Description: Top 100 hits of 1972 – complete with interviews, top news stories in Canada, etc. – Exclusive in market.

Price: To market.

Christian Life Philosophies

WISM

P. O. Box 2058
Madison, Wisconsin 53701
(608) 271-1484

Contact: Johnathan Little

Description: Public service spots – 45 to 60 seconds.

Price: Free.

Dick Clark Radio Shows

9125 Sunset Boulevard
Los Angeles, California 90069
(213) 278-9311

Contact: Bill Cohran

Description: Syndicates Bill Ballance Show. Highly successful KGBS mid-morning man...3 hours-5 days a week – talk and music.

Price: According to market.

Canadian Association of Broadcasters

12 Richmond Street East
Suite 347
Toronto, 210, Ontario, Canada
(416) 528-0181

Contact: Jerry Acton

Description: Various special programs including 3-hour "Elvis Presley Story."

Comments: One of America's best sources for PSA's.

Mike Dodd Company

P. O. Box 925
Cleveland, Tennessee 37311
(615) 472-7441

Contact: Lois Dodd

Description: We produce 5 and 15 minute taped news commentaries; gospel song programs; voice radio commercials copy for which client furnishes, or we prepare copy.

Price: Prices are usually worked out with each individual client on a prorated basis, based on size of the population station serves.

Diamond P Enterprises Inc.

Suite 300

7715 Sunset Boulevard

Hollywood, California 90046

(213) 874-1512

Contact: George Savage, Director of Marketing; Sylvia Woodworth, Director of Station Relations

Description: Radio Program Producer and Syndicator. Creator and producer of the Audio Biography series of 12-hour "specials" on Burt Bacharach, Jerry Lee Lewis, Glen Campbell, Paul Anka and others. Producer/Distributor of "Continental Country" — a weekly, three-hour program of current country music scene featuring Jerry Naylor; distributor of "World of Wheels" daily five-minute reports on the automotive industry, with weekly 30-minute wrap up report. "World of Wheels" narrated by Ralph Lawler, produced in association with Woody Frazier; distributor of special package of programs starring Mr. Blackwell.

Price: Specials or program series priced to stations on basis of market size and station published spot rate. Rates for station purchase of programs are fixed to provide maximum value and profitability for the station. Some programs available on barter basis to stations in selected markets.

Comments: Diamond P Enterprises, Inc. intends 1973 to be a major expansion year for its radio program services and anticipates much growth in the radio program syndication industry.

Drake-Chenault

8399 Topanga Canyon Blvd.

Canoga Park, California 92301

(213) 883-7400

Description: Drake-Chenault provides full service, fully automated AM & FM programming for all markets. There are 5 basic formats: Hit Parade, Solid Gold, Classic Gold, Great American Country and Stereo Rock. Everything needed to give a station a "live" sound is provided by our company. All formats are created and developed by Bill Drake and his programming staff.

Price: All service prices are based on market size. Small market basic price starts at \$400 per month.

Comments: We also offer fully produced specials, such as the nationally acclaimed History of Rock and Roll, The Golden Years, etc. In addition to the specials we also produce the widely used jingle packages created and used by Bill Drake.

DeWolfe Music Library Inc.

25 West 45th Street

New York, New York 10036

(212) 586-6673

Contact: Fred Jacobs

Description: Supply DeWolfe music library recorded on disc and tape for all types of films and slide films.

Price: Per needle drop, per film, or on an annual contract.

Comments: We also supply sound effects.

Dennon, Jerry Productions

1810 7th Avenue

Seattle, Washington 98101

(206) MA 2-0470

Contact: Jerry Dennon

Description: Producing custom music for radio-TV commercials and station ID's. Firm is an out-growth of an active record production company that has produced over \$10 million in hit record sales. Company also owns broadcasting stations, so has valued insight into marketplace.

Price: Rates vary with each project. General rates run between \$1,500 and \$5,000 for 60-second spot.

Do It Now Foundation

P. O. Box 5115

Phoenix, Arizona 85010

(602) 955-4400

Contact: Unknown

Description: Have produced 2 volume LP "A Realistic Drug Education Album"...interviews and songs giving drug education.

Price: Free

Ecumedia

320 Cathedral Street

Baltimore, Maryland 21201

(301) 727-5510

Contact: Casimir Pugevicius

Description: Religious and other public service programming. Local production and consultation on material available from Protestant, Catholic, Jewish and other sources. Besides programming available from national syndicators, we produce BIBLE SERVICE, 30 min. weekly contemporary comments with music, by Father William F. Hill, and THE NEW PROGRAM, a 1-hr. program of contemporary show-, pop-, and folk-songs all speaking to the young adult.

Price: BIBLE SERVICE — \$100 for 52 programs. THE NEW PROGRAM — \$200 for 52 programs. Consultation on local productions negotiable. Consultation on syndicated material available from other sources: no charge.

English Poets and Performers

KISD Radio

130 N. Main

Sioux Falls, Iowa 57104

(605) 336-1230

Contact: Jerry Damon

Description: 60-minute special consisting of a series of interviews with English artists, explaining the background and concept of their music. Some of the artists are Jethro Tull, Emerson, Lake & Palmer, Procul Harum, Elton John, Cat Stevens, etc.

Comments: Took 2 years to compile.

Earth News Service
24 California Street
Suite 400
San Francisco, California 94111
(415) 362-3045

Contact: Michael Shannon

Description: Daily mail service for progressive youth oriented newscasts...also have audio service available.

Price: According to market.

Five Seas Productions Inc.
433 Beach Avenue
Mamaroneck, New York 10543
(914) 381-2730

Contact: Mr. Christopher Coleman, Executive Producer

Description: Syndicated shows and spots of all sorts.

Price: Negotiable – and obviously depending on service provided – from consultation through complete production and distribution.

Comments: Our love of radio is undiminished by our successes in TV and other media. Currently in production with a nationally syndicated talk show. We've done many spot commercials and even a radio documentary. On the planning board are musical variety specials for specific holiday radio programming.

Firestone Distributors
24 Cobek Court
Brooklyn, New York 11223

Contact: Unknown

Description: Sell green cardboard shucks.

Price: \$9.99 per thousand.

Greene Inc.
71 Park Avenue
New York, New York 10016
(212) MU 5-0211

Contact: Howard Greene

Description: Producer of syndicated radio programs for commercial clients.

Price: Programs given free to stations.

Graphic Eleven, Inc.
P. O. Box 1084
Louisville, Kentucky 40201
(502) 582-7368

Contact: Carolyn Denton, Administrative Assistant

Description: Syndicated commentary: "One Moment Please" with Mort Crim.

Greene, Larry Productions, Inc.
1151 Sunset Hills Road
Los Angeles, California 90069
(213) 273-0643

Contact: Larry Greene, President

Description: Composers, arrangers and producers of Radio ID packages, logos and underscores, creators and producers of original commercials and spot campaigns. Producers of agency-created material. Music and programming consultants to radio stations and advertising agencies. Electronic music scoring.

Gebtajon Productions
30 West Washington
Chicago, Illinois 60602
(312) 641-1109

Contact: Don St. John

Description: 3-hour show called — Top 40 Soul Records of the Year.

Price: According to market.

Horizons Communications Corp.
444 Madison Avenue
New York, New York 10022
(212) 752-3840

Contact: Jerome R. Feniger, President

Description: Chet Huntley radio show; Arthur Godfrey radio show; now getting into syndication.

Hartwest Productions, Inc.
211 East 51st Street
New York, New York 10022
(212) 593-0550

Contact: Saul Jaffe, President

Description: Syndicating Norman Vincent Peale's "Live With Confidence."

Hap Day Industries
40 Court Street
Boston, Massachusetts 02108
(617) 267-7886

Contact: Merrill Barr, General Manager

Description: Syndicating and promotion, plus The Audio Biographies (12-hr. specials) on Burt Bacharach, Paul Anka, Jerry Lee Lewis, Glen Campbell.

Help Unsell The War**P. O. Box 4453****San Francisco, California 10027****Contact:** Unknown**Description:** A group of ad execs put together spots to inspire more public opinion against the war...60's & 30's.**Price:** Unknown, but probably free.**Habile Enterprises****P. O. Box 4004****Dayton, Ohio****(513) 228-8132****Contact:** Unknown**Description:** Produced a six-hour show called The Golden Era of the Four Seasons – History of Recording Group, Four Seasons.**Price:** According to market.**International Good Music****Box 943****Bellingham, Washington 98225****(206) 733-4567****Contact:** Don McMaster, Program Manager**Description:** Complete syndicated music programs in all formats.**Irving Productions, Inc.****405 LVO Enterprise Bldg.****Tulsa, Oklahoma 74103****(918) 583-7564****Contact:** Dick Schmitz**Description:** Audio production house. Recording of radio spots and television tracks.**Kidder Organization, Inc.****430 16th Street, Suite 316****Denver, Colorado 80202****(303) 573-6051****Contact:** David L. Kidder, President**Description:** Syndication of "The Music Professor" with Jim LaBarbara.**Kowatchi Productions****(215) 922-2530****Contact:** Unknown**Description:** Produce short shows (about 2 minutes) called The Stone Ranger – humorous bits.**Price:** According to market.**Lafayette Recording Co.****989 Oakland Street****Lafayette, California 94549****(415) 284-7575****Contact:** W.E.S. Dyer, Jr., Owner**Description:** Taped programs and/or background music for radio broadcasting, with or without commercials, custom timed to suit the station concerned. Programs consist of light or heavy classical music,

music of the 20's, 30's, 40's, etc. that the older generation enjoyed, and music of the jazz vein in the traditional style of the great jazzmen. All programs are interspersed with commentary about the selection upcoming.

Price: Prices available upon written application to Lafayette Recording Co. All tapes for broadcast are leased only; not sold outright and remain the property of Lafayette Recording Co.

Comments: Programming and type of music desired by the sponsor and/or the radio station are seriously considered, but the final schedule is the responsibility of this organization, i.e. Lafayette Recording Co. All tapes are available in monaural or stereo modes, at 15 ips, 7½ ips, and for background music only, at 3¾ ips. All recordings meet or exceed NAB standards. Further information is always available from this company.

Messiah College

Grantham, Pennsylvania 17027

(717) 766-2511

Contact: Ray M. Zercher

Description: 15-minute broadcast "Music from Messiah College" issued for weekly airing in mono.

Price: College provides program, station provides time.

More Music Productions

Box 3133

North Hollywood, California

(213) 654-4522

Contact: Ron Lewis

Description: Produce The Chronology of American Music, 19-hour program designed to include every number one record in U.S. since Rock Around the Clock.

Price: According to market from \$300 to \$1200.

Comments: Narrated by Johnny Darin and Jay Stevens.

Morris Electronics

1153 W. Fayette Street

Syracuse, New York

(315) 476-7431

Contact: Unknown

Description: Sells green cardboard shucks.

Price: 2 cents each.

Mondo Productions

1101 S. 9th Street

Omaha, Nebraska

(402) 341-1406

Contact: Unknown

Description: Various specialized programs — 13 week, 2-minute humorous show — special one minute shows on mysticism — other shows.

Price: According to market.

Charles Michelson, Inc.
45 West 45th Street
New York, New York 10036
(212) PL 7-0695

Contact: Robert Michelson, General Manager

Description: Syndication of original old-time radio programs. Company has cleared rights with copyright holders and paid all performers. All programs on tape. 52 THE SHADOW, 52 GANGBUSTERS, 52 THE GREEN HORNET, 52 FIBBER MCGEE & MOLLY, 52 THE LONE RANGER plus others.

Price: Rates based upon market size, residual payments and promotional materials provided in total cost.

Comments: Company is planning to release quarter hour original adventures of SUPERMAN in 1973. This company is one of the very few that has rights to legally syndicate programming of this nature.

Nightingale-Conant Corp.
6677 North Lincoln Avenue
Chicago, Illinois 60645
(312) 478-0050

Contact: Mr. Bryant W. Gillespie, Vice President – Radio

Description: Syndicated five-minute radio program by Earl Nightingale currently broadcast by more than 850 radio stations in the U.S., Canada, the South Pacific and the Caribbean.

Price: According to individual market.

No Soap Radio Ltd.
One Patchin Place
New York, New York 10011
(212) 924-2424

Contact: Dan Aron

Description: Create and produce award winning radio commercials, and music for radio and television. Specialists in unique use of music, sound effects and copy.

Price: According to market size and nature of production. Bid on job basis.

Comments: Full music, writing and production staff with their own gold record and outside production credits.

Orbit Radio/Video
P. O. Box 1644
Louisville, Kentucky 40201
(502) 584-5535

Contact: Stephen A. Cisler

Description: Tape programs of imported music with English announcing; all types of pop, folk, classical, plus documentaries and spoken word. In 30-55-60 minute segments. All programs designed for American radio, including those which may be originating from overseas. Now using material from 30 countries. Designed for spot commercial insertion, or complete sponsorship, or sustaining. Sold on exclusive basis to one station per market. Audition samples on returnable (or charge) basis. Mono and stereo formats.

Price: Size of market and station rate.

Comments: Will offer list of old USA radio programs for rebroadcast. Foreign radio series now available: ORBIT—a 60 min. magazine type, 5 per week. MAGIC CARPET—60 min. music, 5 per week. ON THE SPOT—30 min. special from unusual locations. MUSIC OF THE WORLD—30 min. series, each program devoted to separate country, embracing both pop-folk-serious. ZOUNDS!—30 min. series on pop music. Also special custom features.

Peters Production Co.
1333 Camino del Rio
San Diego, California 92108
(714) 291-4044

Contact: Ed Peters

Description: “Only for Women” and “Just for the Two of Us” formats.

PAMS, Inc.
4141 Office Parkway
Dallas, Texas 75204
(214) 827-0901

Contact: Toby Arnold, Vice President & Sales Manager

Description: Jingle packages, various sound services. Equipment sales also.

Programming DB
6430 Sunset Boulevard
Suite 621
Hollywood, California 90028
(213) 466-4116

Contact: Ken Draper, President; Chuck Blore; Bob Fuller, Director of Sales; Chris Lane

Description: Automation “Old Gold,” “Big Country,” “Lovin’ Touch.” Weekly syndicating “Sir John Manelesco” (astrology); “Rock Shoppe,” “Christmas Is,” “Rock ’n Roll Reunion,” plus “Pilgrims’ Progress” special and others.

Programming Aids & Services
3620 Barham Boulevard
Los Angeles, California 90068

Contact: Russ Barnett

Description: Work with stations in a variety of areas including promos, jingles, license renewal.

Price: According to market.

Professional Programming Production
8867 So. Dixie Highway
Miami, Florida
(305) 667-4678

Contact: Dick Starr

Description: Various syndicated programs and commercial production.

Price: According to service.

Radio Programming/Management (RPM)**15552 Arbor Place****Southfield, Michigan 48075****(313) 557-3246****Contact:** Tom Krikorian

Description: We have two areas of service: automated programming, and RPM top tapes. "Top Tapes" is a monthly hit music service where we supply the top 40 "MOR" or "Top-40" hits on tape to smaller stations. Our automated programming packages are complete with music, ID's, graphics, and consultation in both marketing and engineering. Our two automated packages are middle of the road and beautiful music.

Price: Top Tapes: \$28.00 per month flat rate for any market. RPM Automated Programming: Price level changes with market size. We have set the lowest rate to be within the means of a station in Market No. 300.

Comments: Custom spot production is done by RPM for local agencies here in Detroit. Our automated formats are designed by computer. RPM is working on a system for broadcasting four channel stereo over FM radio. We have received publicity about this in many trade papers. Our system for quad stereo is being studied by the National Quadrophonic Radio Committee along with systems from General Electric, RCA, Zenith, Motorola and others. If you need more data, feel free to call.

Rowe International, Inc.**(Customusic Division,****Subsidiary of****Triangle Industries, Inc.)****888 Providence Highway (Rear)****Dedham, Massachusetts 02026****(617) 326-4446****Contact:** R.T. Eckel, Director, Customusic Sales

Description: Background Music Systems; Central Studio Music Service for FM Multiplex; on-premise units with atmosphere, commercial and production libraries; specialty music available.

Price: Lease and/or purchase.

Radio Script Services**301 N. Queen Street – 2nd Floor****Lancaster, Pennsylvania 17602****(717) 393-4337****Contact:** Estella B. Christman, Director

Description: 1. Commercial Copy Book – includes commercial copy, 120 pages monthly and program aids such as editorials, 36 pages, monthly. 2. Christmas Script (Stories of Christmas and Santa Claus Script).

Price: Commercial Copy Book: \$10.00 per month plus mailing charges. Program Scripts are \$20.00 and \$30.00.

Radio & TV Roundup Productions**111 Maplewood Avenue****Maplewood, New Jersey 07040****(201) 762-2755****Contact:** Bill Bertenshaw

Description: Provide public service programs to radio stations and radio

networks. Radio programs available: "Suggested Solutions" 52 weeks yearly 24-minutes weekly on tape. Series originates from New York, but 26 programs are recorded on location in USA, Canada, Latin America. Interview/discussion series all topics. Pennsylvania Highlights, 52 3½-minute weekly taped programs dealing with issues of concern in Pennsylvania.

Price: All programming free to stations with exception of weekly 24-minute series, "Suggested Solutions", for which there is a nominal charge of \$3.00 per week.

Comments: Other programs: "Health's-A-Poppin", 52 weeks 3½-minute series of taped news interviews on all aspects of health.

Scott Ross Show

R.D. No. 2

Freeville, New York 13068

(607) 272-8080

Contact: Jacki Brown or Alan Belknap

Description: Internationally syndicated Jesus Rock show. Now on over 100 stations throughout the U.S. and the world. For two consecutive years in a row, it has won the Billboard Magazine Award for best syndicated show.

Price: In tallying up the total cost, the figure is \$18,000 per week or roughly \$1,000,000 per year. Due to the design of the show and the FCC regulations, this time is donated by stations and runs in prime time, to reach the greatest number of people with the message of Christ. In other words, it's FREE!

Comments: While the show was originally financed by the Christian Broadcasting Network, Love Inn Ministries has been carrying the financial obligations for the last twenty months.

Ross-Gaffney, Inc.

21 West 46th Street

New York, New York 10036

(212) JU 2-3744

Contact: Charles R. Barnett, G.M. or James A Gaffney (partner)

Description: Maintain one of largest music libraries and one of largest sound effects libraries on east coast. Have sound mixing facilities, recording facilities, etc. In short, completely equipped, including sound editing personnel, to create sound tracks for radio.

Price: Studio Time: Narration recording – Wild – Per hr. \$50.00; Narration Recording Sync. – Per hr. \$55.00; Transfer Mag-Opt – Per hr. \$40.00; Mixing (includes transfer to any one type track) – Per hr. \$80.00.

R & B Productions

1734 Villa Avenue

Indianapolis, Indiana 46203

(317) 784-4471

Contact: Rickie Clak – Johnny Biscuit

Description: Handling all groups, bookings, etc. and will be operating on a program consultant basis with any black station interested.

Price: According to market.

Signal Productions, Inc.

6223 Selma Avenue
Hollywood, California 90028
(213) 463-4173

Contact: Edwin W. Buckalew, President or Kenneth L. Veth, Vice President/Station Relations

Description: Signal Productions specializes in the production and syndication National and Worldwide of 5-minute daily radio programs features including: Point of Law, Doctor's House Call, Art Linkletter's Little Ones, The World of Money, Frank Brezee's Original Golden Days of Radio.

Price: By size of market taking into account radio station's local time rates.

Stereo Radio Productions Ltd.

36 East 61st Street
New York, New York 10021
(212) 980-3888

Contact: Jim Schulke or Phil Stout

Description: SRP provides consultation and complete programming in beautiful music/lush/category. One of the most successful in this area of programming with 5 of their client stations number one in their markets in April/May 1972 ARB's. SRP client stations include WLYF, Miami, KRFM, Phoenix, WOOD-FM, Grand Rapids, WWJ-FM, Detroit, WWSH, Philadelphia, WLAK, Chicago, WLIF, Baltimore and WWEZ, Cincinnati, among others. President of SRP is Jim Schulke, Vice President and Creative Director is Phil Stout.

Price: According to market size.

Sheridan-Elson Communications, Inc.

48 West 48th Street
New York, New York 10036
(212) LT-1-2531

Contact: Bob Elson, Bill Sheridan

Description: Broadcast publicity. We are creators, producers and distributors of radio and TV material which is distributed free of charge to stations for on-air use. Programs range from a 52-program series on nutrition produced for Nabisco for radio (each program runs 2 minutes), to a 15-minute documentary on drug abuse produced for the Foundation for Full Service Banks. Programs for radio are factual, topical, professional and entertaining. We also have 1,000 programs, already produced, available for syndication in one-minute segments. These are for sale and there is additional material available upon request.

Price: For the broadcast publicity services, there is no charge. Syndicated programming is priced according to the size of the market and the number of shows purchased.

Comments: Our broadcast publicity programming is sent each month to those stations requesting it. All we ask is that they return the enclosed, pre-paid reply card indicating usage. If any station wishes to be included in our mailings they should drop us a note telling us what type of programming best suits their needs and we'll add them to our list.

Ralph Stachon & Associates, Inc.

1322 Inwood Road
Dallas, Texas 75247
(214) 748-8216

Contact: May Moseley or Ralph Stachon

Description: Full service production; ID's; Automation service; 10 syndicated music packages: including "Sound of money;" "Sound for All Season;" "Radio Good Times;" and "We Believe" series.

Show-Biz Comedy Service

1735 East 26th Street
Brooklyn, New York 11229
(212) 336-0605

Contact: George Schindler

Description: Show-Biz Comedy Service provides spoken and written comedy material geared to radio. (Deejays or advertisers). Commercials are specially written for specific clients or local station requesting comedy ideas or finished scripts. Nothing is done on tape or ET. In addition to commercials, we also supply day to day comedy.

Rates: Fees are quoted on a per job basis depending upon time and length of script.

Showcase Productions of Texas, Inc.

21 Turtle Creek Square, Suites H & I
Dallas, Texas 75219
(214) 522-4940

Contact: Rusty Gold, Frank Bloebaum

Description: Custom create and produce singing commercials, film scores, records, background music for advertisers, ad agencies and radio and television stations. Also create, produce, and syndicate station ID jingles for radio and television. Series of singing commercials for specific categories of business also available.

Rates: Rate card for singing commercials available upon request. Rate cards for ID's are variable. Syndicated series sales sold on a market rank basis and by number of cuts.

Smokey Robinson- End of An Era

KKVA Radio
765 Amana
Honolulu, Hawaii 96814
(808) 946-2869

Contact: Steven B. Williams or Steve Nicolet

Description: One hour special on Smokey Robinson

Price: According to market.

William B. Tanner Company (formerly Pepper-Tanner)

2076 Union

Memphis, Tennessee 38104

(901) 274-6674

Contact: Tony Armstrong or Zack Hernandez

Description: Library services: (1) instant library service, (2) creative sales service library, (3) Tanner total sound library (available in stereo), (4) country-western library, (5) showcase production music. Airplay International – Promotional ideas for stations including a sales promotion...two programming contests and twenty thematic promos supplied monthly. All cuts are customized with station call letters. "Golden Reflections:" 24 special hours reflecting hits and headlines beginning with the year 1955. Airchecks of top markets. Custom concepts for advertisers, ID's.

Price: By market.**Totalsound**

4504 Belmont

Dallas, Texas 75204

(214) 823-6821

Contact: Tom Parma – President

Description: Creators and producers of musical commercials, radio station, ID's and film score. A complete staff of writers, musicians, vocalists and recording engineers.

Price: Fees are based on market(s) size, number of instruments and vocalists.

Rick Trow Productions

7320 Old York Road

Melrose Park, Pennsylvania

(215) 635-6200

Contact: Richard Akins

Description: Assembly programs for high schools on history of music, sound, etc.

Three N. Productions

502 Lincoln Building

Cleveland, Ohio 44114

Contact: Norm N. Nite

Description: Various specials (5 minutes) on music (The Honor Roll of Hits) and various other subjects...(The Sullivan Years...story and interviews with Ed Sullivan).

Price: To market.**TRAV**

341 Ponce de Leon Ave. NE

Atlanta, Georgia 30308

(404) TR3-8921

Contact: Bill Huie

Description: Various religious programs

(PSA) Price: Free

TM Productions, Inc.
3103 Routh Street
Dallas, Texas 75201
(214) 748-8216

Contact: Jim Long, Jim West, Joe Levin, Tom Parma, Rusto Gold

Description: (1) Radio station identification production (for all formats) – contemporary, MOR, soul, C&W, and good music. TM provides complete custom production as well as syndicated services, (2) custom commercial service – a full library of product commercials cataloged for easy usage, combined with a professional sales seminar at the station. (A super sales aid to radio stations.), (3) direct service to advertising agencies and film companies offering complete audio services.

Price: Services are priced according to market size and based on current union scales.

Comments: TM Productions, Inc., is “kicking-off” the New Year with “shock-wave.” the first contemporary production in the radio production field. After scoring one success after another in “Phase II,” “Phase III,” and the “propellants” – “Shock-Wave” is based on “Blending Devices” guaranteed to revolutionize industry thinking.

University of Illinois at Chicago Circle
Public Information Office
Box 4348
Chicago, Illinois 60680
(312) 996-3456

Contact: Michael A. Steinberg

Description: Production of public affairs programming, generally, 30-minute programs in 13-week series, current series include pollution and growing old in America. Formats are talk, question and answer and panels.

Price: Service is free of charge on a return after airing basis.

Universal Media, Inc.
P.O. Box 4606
Fort Lauderdale, Florida 33304
(315) 565-9406

Contact: Mr. Alger, President

Description: Station ID's, merchandise, promotion.

Price: Barter basis.

Thomas J. Valentino, Inc.
151 West 46th Street
New York, New York 10036
(212) 246-4675

Contact: Thomas J. Valentino, Jr.

Description: Provide complete libraries of Sound Effects and Production Music for Radio Programming. Services come on discs and are used by Radio Stations as a software tool in production.

Price: Sound Effects come on 15 LPs, (500 effects) and each LP is priced at \$5.00 individually or \$75.00 for the entire set. Production Music (Openings, Closings, Themes, bridges, stings, etc.) comes on 124 LP set of albums again can be purchased individually or as a set. Free catalogs on request to our company.

Watermark, Inc.
10700 Ventura Boulevard
Los Angeles, California 91604
(213) 980-9490

Contact: Tom Rounds or Steve Aitken or Jane Nunez

Description: (1) "American Top 40," weekly, 3-hour countdown of the national Top 40 records along with information and vital statistics on the music, artists, producers and writers of the hits. Hosted by Casey Kasem; based on chart information supplied in advance of publication by Billboard Magazine. Currently on over 200 stations in the U.S., (2) "The Elvis Presley Story." A 12-hour documentary on the life of Elvis, written by Jerry Hopkins; produced by Ron Jacobs, heard on more stations in more countries than any other program of its kind, (3) complete 8-track recording studio designed for radio production.

Price: According to the retail price structure established by radio stations and other clients.

Comments: Watermark's engineering services division, headed by David Freese, provides technical consulting and installation services for broadcast stations.

Wrather Corporation
270 N. Canon Drive
Beverly Hills, California 90210
(213) 278-8521

Contact: Charles Michelson of Charles Michelson, Inc., International Broadcasting.

Description: Distributor of 52 Lone Ranger half-hour radio programs.

Price: Negotiated.

Comments: Address of Charles Michelson, Inc. is: 45 West 45th Street, New York, New York 10036.

Robert Wold Company (RWC)
11661 San Vicente Boulevard
Los Angeles, California 90049
(213) 820-2668

Contact: Robert N. Wold, R.F. Wold, Jane Martin

Description: (1) Technical services including leasing of telephone company facilities for remote broadcasting, (2) production and distribution of live special events programming.

Price: Technical services priced according to requirements. Programming priced according to market size and type of program.

World Wide Bingo, Inc.
P.O. Box 1401
Englewood, Colorado 80110
(303) 781-8697

Contact: Jack Hampton, "Beanie" Wedgel

Description: Radio Bingo Package Program plus Bingo Supplies.

Price: Radio package: \$348.95, Bingo Cards \$3.00 per M.

Comments: Track record of over 1,000 stations in the past 22 years.

Westport Communications Group, Inc.

155 East State Street
 Westport, Connecticut 06880
 (203) 226-3525

Contact: Tod Dockstader

Description: Electronic themes, signatures, ID's, complete music and effects libraries; two recording-mixing-editing studios; specializing in station identity sound and renaissance-radio drama, mono and stereo.

Price: Hourly rates on fixed services (recording, mixing, editing); per-use rates on music and effects; package rate on original material (ID's, etc.); royalty rates on programming syndications.

Woroner Films & Ben-Scott Recordings

1995 NE 150th Street
 North Miami, Florida 33161
 (305) 945-5465

Contact: Murray Woroner

Description: Primarily commercials for radio.

World Broadcasting System, Inc.

P.O. Box 19246
 Dallas, Texas 75216
 522-1620

Contact: John J. Coyle, President

Description: Have two complete Production Libraries: The CRC Money Maker and the New World Production Series. Both are available on an exclusive, Outright License basis for broadcast use by market.

Price: Outright License for Money Maker and New World Libraries: Broadcast License – \$1,800 per market payable over one year, \$1,000, if paid within 90 days. Slide Film License – \$600 – non-exclusive.

ZOUNDS!

224 Bellevue Avenue
 Haddonfield, New Jersey 08033
 (609) 429-4482

Contact: Frank Knight

Description: Complete production of musical, dialogue, humor, straight-announce commercials, backgrounds, and identifications for agencies, advertisers, and stations. Radio and TV (film and tape). Over 300 credits.

Price: Services are priced at less than average due to smaller staff. None but the finest performing and technical talent are hired on a per-job basis.

Comments: Have the knack of coming up with concepts and commercials that are used not for mere campaigns or seasons – but rather, for years.

Zoo World News

Box 6848
 San Francisco, California 94101
 (415) 956-2920

Contact: Tom Newton

Description: Daily Mail Service for progressive youth oriented news – also taped interviews available.

Price: According to market.

ZBS Media**RD 1****Fort Edward, New York 12828****(518) 695-6406****Contact: Michael****Description:** Various progressive type program serials – Tower of Inverness – The Farm Hour, also do specialized commercial productions.**Arthur Henley Productions****507 Fifth Avenue****New York, New York 10017****(212) 263-0136****Contact: Arthur Henley****Description:** Package production and writing services. Programs created for specific needs. Commercials to order.**Price:** Negotiable.**Comments:** Arthur Henley Productions has created, produced and written properties for all major networks, as well as for syndication and local broadcast.**Mark Century Corporation****3 East 57th Street****New York, New York 10022****(212) 421-6880****Contact: F.C. Beck – Executive Vice President****Description:** Packager of commercial production services for radio and television.**Price:** Priced on a monthly fee on either a two- or three-year contractual agreement.**Meridian Productions Company****J. F. Kennedy Box 8765****Government Center****Boston, Massachusetts 02114****Contact: Bill Drake****Description:** PRODUCTS FOR RADIO STATIONS: A 'CAPPELLA JINGLE I.D.'s ala the Bill Drake/Johnny Mann sound. "The Real Thing" series: 10 cust, Lyrics dictated by station, 5 voices. "The Basics": 5 cuts 1-3=call letters in three tempos, 4=frequency logo (eg.: 62/KGW), 5- legal I.D., Seven voices.**Prices****Prices:** "The Real Thing" – \$695. – "The Basics" – \$500 with extra cuts available at \$100 each.



We are the music-makers
And we are the dreamers of dreams,
Wandering by lone sea breakers,
And sitting by desolate streams;
World-losers and world-forsakers
On whom the pale moon gleams:
Yet we are the movers and shakers
Of the world forever, it seems.

— Arthur O'Shaughnessy: *Ode*

THE PEOPLE FROM CAPITOL



RECORD COMPANIES



ABC/Dunhill Records
 8255 Beverly Boulevard
 Los Angeles, California 90048
 (213) 651-5530

HISTORY: ABC Records was begun by the ABC Corporation...beginning by bringing in Sam Clark who was owner of a Boston record distributor and an advisor at Cadence Records...to run the company...ABC is now in its sixteenth year. At that time the only philosophy and direction of the company was "get some hits." They began with hit records such as "Short Shorts"... "At The Hop"... "Little Star" by the Elegants... "Born Too Late"... hits by Ray Charles...and the Impressions...the company was super successful right off the bat...Lou Adler and Jay Lasker put together a label deal with ABC...beginning their own label called Dunhill...later, all labels were put together and the operation moved into one central place...from New York to Los Angeles...The company has about 35 acts on the pop labels...Impulse has about 10. President Jay Lasker formerly worked with Kapp...then was on the ground floor of Reprise...after that, working with Veejay prior to his beginnings with Dunhill.

ABC/DUNHILL (the name): Of course, ABC came from the American Broadcasting Company...Dunhill hit in '65 when the English thing was happening so big...the name was derived from various English companies with that name to present an English image...

OTHER LABELS: Besides ABC and Dunhill, they have Impulse which is basically a jazz label, Westminster Gold and Audio Treasury which are classics labels and Bluesway which is a blues label...

TOTAL ALBUMS RELEASED: Dunhill has released about 140...ABC has released about 650...last year the two companies released 46 LP's...

TOTAL SINGLES RELEASED: Dunhill 200...last year about 100 singles for the two labels...

BIGGEST SINGLE: "Joy To the World" - Three Dog Night.

BIGGEST ALBUM: "I Can't Stop Loving You" by Ray Charles...followed by Mamas and Papas first album.

EMPLOYEES: Less than 100...offices in New York, Los Angeles, Nashville and Atlanta...

NATIONAL PROMOTION DIRECTOR: Dennis Lavinthal

NATIONAL COUNTRY PROMOTION MANAGER: Tom McAntee

NATIONAL SALES AND MARKETING: Lou Sebok

NATIONAL COUNTRY SALES MANAGER: Tom McAntee

NATIONAL A&R: Steve Barri

NATIONAL COUNTRY A&R: Don Gant

PRESIDENT: Jay Lasker

POLICY REGARDING PROMOTION COPIES TO RADIO STATIONS: Will supply any station...

SUMMARY: Jay Lasker... "For a company our size, we release less product...to do a proper job for an artist...we just can't work on too much at a time...the key is quality of artist and repertoire and quality of promotion."

A&M Records
 1416 N. La Brea
 Hollywood, California 90028
 (213) 469-2411

HISTORY: Jerry Moss, growing up on the east coast, attending Brooklyn College (with a major in English and minor in writing), kicked around various aspects of the entertainment business, including stints in television production, etc...leaving that, he started working some in the record business...and then a move to the west coast...and a beginning of his own business...independent promotion. At the same time, Herb Alpert was not only a musician, but a singer...and he had been recording as a vocalist...with little success. The two of them met...and started their own record

company...the first record out of the bag was "The Lonely Bull" by Alpert, but this time he was playing...not singing...That was 1962...The rest, of course, is well known history...the company struggled along with some chart records for awhile...but it was not until two and a half years later than the company really began to hit..."Whipped Cream and Other Delights" by Alpert was recorded...from that came a giant single "Taste of Honey"...the success has continued...

A&M (the name): A for Alpert and M for Moss...they tried to come up with all kinds of names...but finally decided this was about the only way to go...

OTHER LABELS: No other labels owned...only other label they distribute is Ode...

TOTAL ALBUMS RELEASED: About 300.

TOTAL SINGLES RELEASED: 750.

BIGGEST SINGLE: "Close To You" - Carpenters.

BIGGEST ALBUM: "Whipped Cream and Other Delights" - Herb Alpert and the Tijuana Brass.

OTHER OFFICES: Besides the home office in L.A., Toronto, New York and London.

TOTAL EMPLOYEES: 211.

NATIONAL PROMOTION DIRECTOR: Harold Childs

VICE PRESIDENT IN CHARGE OF DISTRIBUTION: Bob Feede

VICE PRESIDENT IN CHARGE OF RECORDED PRODUCT: Chuck Kaye

PRESIDENT: Jerry Moss

SUMMARY: Jerry Moss attributes the success of the company to simply following instinct and then executing...A&M is the furthest from a follower...they've become well known in the industry for doing their own thing...

Apple

54 St. James

London, England

9130 Sunset Boulevard

Los Angeles, California 90069

(213) 274-7554

HISTORY: Early 1968 the Beatles formed Apple Records, Ltd. in London to provide themselves and aspiring new artists the freedom needed to be really creative. We think everyone will agree that this was accomplished. Apple Records, through the Beatles, collectively and individually, whether performing or producing have set the standards for contemporary music.

APPLE (the name): They (the Beatles) liked it better than "Orange."

OTHER LABELS: None

TOTAL ALBUMS RELEASED: 46 (15 Gold)

TOTAL SINGLES RELEASED: 62 (20 Gold)

BIGGEST SINGLE: Hey Jude - The Beatles (excess of 5,000,000)

BIGGEST ALBUM: Abbey Road - The Beatles (excess of 7,000,000)

TOTAL EMPLOYEES: 23

GENERAL MANAGER (U.S.): Charley Nuccio, Los Angeles

NATIONAL PROMOTION

DIRECTOR: Pete Bennett, New York

NATIONAL SALES MANAGER: Tom Takayoshi, Los Angeles

NATIONAL A&R: Alan Steckler, New York

WHO DO STATIONS CALL WHEN THEY NEED RECORD SERVICE:

Tom Takayoshi or Pete Bennett

Atlantic/Atco Records

1841 Broadway

New York, New York 10023

(212) 757-6306

HISTORY: In 1948 Herb Abramson and Ahmet Ertegun decided to start a jazz and blues label...quickly Atlantic moved into rhythm and blues with people like LaVern Baker, The Coasters, The Drifters, Ray Charles. At the same time, the company was developing a strong jazz line with Charles Mingus, John Coltrane, Herbie Mann. In mid-1950's Jerry Wexler and Neshui Ertegun joined as

partners...about the same time Atco was started as a new label and its first big hit was "Mack the Knife" by Bobby Darin. Herb Abramson left the company in 1958. In the mid-60's Atlantic moved strongly into the pop-rock field with Sonny & Cher, Buffalo Springfield, Iron Butterfly and began developing English groups like Cream, Bee Gees, Led Zeppelin, King Crimson. It was in 1967 that Jerry Wexler signed Aretha Franklin and rhythm and blues flourished on the label with Wilson Pickett, Sam & Dave, King Curtis, Otis Redding. Company was solid and diversified coming into the late sixties and seventies with Crosby, Stills, Nash & Young; the Woodstock album; the Rolling Stones label; comedy with George Carlin, Flip Wilson, Conception Corporation; more jazz with Eddie Harris, Les McCann, Mongo Santamaria, Roberta Flack; and rock with Emerson, Lake & Palmer, Black Oak Arkansas, through Asylum Jackson Browne, Eagles, Jo Jo Gunne, Joni Mitchell, J.D. Souther, Linda Ronstadt. Company's approach has been to develop strong acts and maintain diversity. Atlantic has moved into country music with the signing of singer-songwriter Willie Nelson and Bobby Austin.

ATLANTIC RECORDS (the name): Derived principally from their location in the vicinity of a large body of water.

OTHER LABELS: Asylum, Little David, Signpost, Clean, Rolling Stone, Chimneyville.

TOTAL ALBUMS RELEASED: Over 2,000.

SINGLES RELEASED: Over 6,000-7,000.

BIGGEST SINGLE: They say too close to separate are "Groove Me" by King Floyd, "Dock of the Bay" by Otis Redding and "Respect" by Aretha Franklin.

BIGGEST ALBUM: Iron Butterfly - "Inna-Gadda-Da-Vida."

TOTAL EMPLOYEES: About 200.

PRESIDENT: Ahmet Ertegun

EXECUTIVE VICE PRESIDENT:

Jerry Wexler

VICE PRESIDENT/PRESIDENT OF W.E.A.: Nesuhi Ertegun

GENERAL MANAGER/SENIOR

VICE PRESIDENT: Jerry Greenberg

NATIONAL PROMOTION: Dick Kline (Atlantic), Vince Feraci (Custom labels)

VICE PRESIDENT/PROMOTION: Henry Allen

VICE PRESIDENT/FINANCE: Sheldon Vogel

VICE PRESIDENT/MARKETING: Dave Glew

VICE PRESIDENT/ADVERTISING & PUBLICITY: Bob Rolontz

SALES MANAGERS: Sal Uterano (albums) and Johnny Beinstock (singles)

SUMMARY: In the words of Jerry Wexler... "One of the most important considerations is that the people who run the company have emerged from the Studio. Atlantic has been run by owner-managers from the beginning. Management is in the hands of visible people, which gives us a continuity of identity...we try for the least amount of commercial compromise. It's been psychically so rewarding to make it with music we believe in...we're not victimized by rhetoric (our own or others)...we have a passion for details."

Asylum Records

9120 Sunset Boulevard

Los Angeles, California 90069

(213) 278-8510

HISTORY: Asylum was founded in September, 1971 as a joint venture between David Geffen and Atlantic Records. The Geffen Roberts Company, run by Geffen and his partner, Elliot Roberts, was already guiding the talents of such artists as Joni Mitchell, Laura Nyro, David Crosby, Stephen Stills, Graham Nash and Heil Young: artists whom Geffen and Roberts had discovered and worked with from the beginning. Asylum Records was the next logical step, continuing the essential aim of

Geffen Roberts to discover and develop new talent.

ASYLUM (the name): We chose the name Asylum because the music industry is a crazy business and we like to think of our office as a refuge from all the showbiz madness — and the name Asylum can have both meanings.

TOTAL ALBUMS RELEASED: 8
TOTAL SINGLES RELEASED: 12
BIGGEST SELLING ALBUM: Joni Mitchell — “For The Roses”

BIGGEST SELLING SINGLE: Eagles — “Witchy Woman”

TOTAL EMPLOYEES: 5

PRESIDENT: David Geffen

NATIONAL PROMOTION: Paul Ahern

Radio stations are serviced through Atlantic Records.

SUMMARY: There is a way things can and should be in the record business, and we are trying to make it happen. We have faith in everyone we record; we are proud of each one of our artists. Asylum was begun with new talent and we are always interested in more new people, but we can't say we are anxious to get much bigger.

Avco

1301 Avenue of the Americas
 New York, New York 10019
 (212) 956-6276

HISTORY: Formed June, 1969, as part of Avco-Embassy Pictures in New York. May of 1971 it was taken away from picture company and made a separate division of Avco Corp. Company started making mainly LP product geared toward pop. In 1971, their efforts were geared toward R&B and pop as well.

OTHER LABELS: Honey Records (owned)

TOTAL ALBUMS RELEASED: Approximately 25

TOTAL SINGLES RELEASED: 175
BIGGEST ALBUM: Stylistics first LP — “Stylistics”

BIGGEST SINGLE: “You Are Everything” by Stylistics

PRESIDENT: James Kerr

OPERATING OFFICERS: Hugo

Peretti, Luigi Creatore

NATIONAL PROMOTION DIRECTOR: Steve Rudolph

NATIONAL SALES MANAGER AND GENERAL MANAGER: Bud Katzel

NATIONAL A&R: Independent producers only

TOTAL EMPLOYEES: 15

WHO DO STATIONS CALL WHEN THEY NEED RECORD SERVICE:

Steve Rudolph

SUMMARY: The company's aim is to make R&B product and the kind of black music that can cross over to appeal to a wide audience in top 40, etc.

Bang

2107 Faulkner Road, NE
 Atlanta, Georgia 30324
 (404) 325-9810

HISTORY: Started in New York City in 1965 by an independent producer and writer Bert Berns (Drifters, Exciters, Solomon Burke). Offices located on Broadway until 1971. Company was basically singles orientated and had such records as Hang on Sloopy & Brown Eyed Girl. Bert Berns died at end of 1967 — survived by Ilene Burns and 3 children. From 1968 to the beginning of 1970 and during that time picked up a master on Cinnamon by Derek. 1970 company changed to album orientation, selling catalogue and moving toward new product.

Bang (the name): Original four partners — first letter of first names = Bert Berns, Ahmed Ertegen, Neushi Ertegen, Gerald Wexler.

OTHER LABELS: Shout — own. Bullet — distribute. Solid Gold — distribute.

TOTAL ALBUMS RELEASED: 16

TOTAL SINGLES RELEASED: 155
BIGGEST ALBUM: Neil Diamond's Greatest Hits

BIGGEST SINGLE: Hang On Sloopy McCoy

PRESIDENT: Eddie Biscoe

NATIONAL PROMOTION**DIRECTOR:** Eddie Biscoe**NATIONAL SALES MANAGER:**

Eddie Biscoe

NATIONAL A&R: Paul Davis**TOTAL EMPLOYEES:** 6**WHO DO STATIONS CALL WHEN THEY NEED RECORD SERVICE?**

Ms. Creel Cutler

SUMMARY: One of the last of the small independent record companies left. We believe today to survive you need outstanding product as well as excellent promotion and a tremendous amount of support on the distribution level. Excellent catalogue and have been very successful in repackaging. Instrumental in bringing Neil Diamond to national recognition. Making strides in building new names and artists. Paul Davis is a good example of a name you will definitely be hearing more from.

Barnaby Records

816 N. La Cienega

Los Angeles, California 90068

(213) 657-6150

HISTORY: Formed by Andy Williams as a recording outlet for The Osmonds. The general direction of the label was MOR and a little country. Since the takeover by Ken Mansfield, the direction has become definite 50% C&W and 50% contemporary.

BARNABY (the name): Named after owner's (Andy Williams) dog.

OTHER LABELS: None**TOTAL ALBUMS RELEASED:** 29**TOTAL SINGLES RELEASED:** 64

BIGGEST ALBUM Everything Is Beautiful — Ray Stevens

BIGGEST SINGLE: Everything Is Beautiful — Ray Stevens

PRESIDENT: Ken Mansfield**NATIONAL PROMOTION****DIRECTOR:** Cliff Gorov**NATIONAL C&W PROMOTION****DIRECTOR:** Joy Hall**NATIONAL A&R:** Ken Mansfield**TOTAL EMPLOYEES:** 11**WHO DO STATIONS CALL WHEN THEY NEED RECORD SERVICE:**

Cliff Gorov (Pop/MOR/U/6), Joy Hall

(C&W)

SUMMARY: Artist environment controls — Barnaby is completely artist oriented.

Bearsville Records

44 E. Fiftieth Street

New York, N. Y. 10022

(212) 751-7030

HISTORY: Albert Grossman started the company some 2½ years ago...he had been one of the top managers in the business with Dylan for eight years, Janis Joplin, Paul Butterfield, and others. It was a sort of natural evolution...how to serve the artist in a different capacity. He began the label with a studio in Bearsville, N.Y. The company was originally conceived as a "purist" type of thing for artists...time tempered the approach somewhat (termed the realities of business). The label was originally distributed by Ampex...in fact, their early releases were on the Ampex label (since Ampex had no releases of its own — somehow that makes sense). It seemed to confuse a lot of people...Bearsville when with Ampex didn't have their own staff. September 1971 (preceding the demise of Ampex), Bearsville signed a joint venture agreement with Warner Brothers. Their early artists were the Great Speckled Bird, Jesse Winchester, Todd Rundgren (at that time known as Runt). Bearsville became a distinct entity, hiring their own people, once with WB. Todd Rundgren came into his most successful work, "I Saw The Light" and the resultant album I SAW THE LIGHT. Company's artists are now Rundgren, Foghat, Jesse Winchester, Sparks, Bobby Charles. Coming up is product from Paul Butterfield and his latest band.

BEARSVILLE (the name): Named after this city in New York...right down the road from Woodstock.

DISTRIBUTED BY: Warner Brothers**TOTAL ALBUMS RELEASED:** 15

TOTAL SINGLES RELEASED: About 15

BIGGEST SINGLE: Todd Rundgren's "I Saw The Light"

BIGGEST ALBUM: Same fellow's SOMETHING ANYTHING

TOTAL EMPLOYEES: 6

PRESIDENT: Albert Grossman

VICE PRESIDENT, DIRECTOR OF OPERATIONS: Paul Fishkin

COORDINATOR, PROMOTION: Marc Nathan

COORDINATOR, OPERATIONS: Bob Merlis

SUMMARY: In the words of Paul Fishkin, "We're an artist-oriented company that insists on retaining the luxury of working on but a few projects at a time, so that we may fully realize the potential of each artist or project."

Bell Records

1776 Broadway

New York, New York 10019

(212) 757-6081

HISTORY: Larry Uttal, formerly in the doughnut business...then the ready-to-wear business entered the music business by becoming a music publisher...He quickly decided the action was in records and not in sheet music...and by 1964, after developing a reputation for his exceptional ability to find hit masters...started Bell Records. The label's first smash "Midnight Mary" by Joey Powers was quickly followed by his breakthrough as an important company with the signing of Del Shannon...then a major artist. In 1969, Bell Records sold to Columbia Pictures and Uttal was still afforded complete autonomy...in its operation. From its beginning, Uttal's concept was total independent production with complete company emphasis on promotion sales and advertising and publicity...This policy has remained the guiding force behind Bell Records. In January, 1971, Bell Records signed a three-year agreement with Deutsche-Grammaphone, covering the manufacturing and sale of Bell products under the Bell logo with the exception of the United States,

Great Britain, Canada, Japan and Taiwan...In January of 1971, Bell became a completely independent label in the United Kingdom...

OTHER LABELS: Has distribution agreements with Windfall, Rocky Road, Big Tree, Philly Groove, Pye and Amos...

TOTAL ALBUMS RELEASED: Since inception of the company 200...last year 28...

TOTAL SINGLES RELEASED: About 1600 since inception...last year 172...

BIGGEST SINGLE: A toss up between "Knock Three Times" by Dawn and "I Think I Love You" by the Partridge Family...

BIGGEST ALBUM: "The Partridge Family"

OTHER OFFICES: Los Angeles and London

TOTAL EMPLOYEES: 72

PRESIDENT: Larry Uttal

EXECUTIVE VICE PRESIDENT: Irv Biegel

VICE PRESIDENTS:

PROMOTION: Steve Wax

MARKETING: Gordon Lawson

SALES: Oscar Fields

A&R: Dave Carrico

FINANCE: Allen Cohen

PRODUCTION: Beverly Weinstein

SUMMARY: The company's current status of 11 single and 7 LP's on the chart at this time, by such artists as David Cassidy, Fifth Dimension, Delphonics, Climax, Mountain, Partridge Family, Original Cast album of Godspell attests to its success in all spectrum of sound...Larry Uttal on the reason behind the success of the company: "I really feel it was the concept of independent production...we have no mikes in the house...no house A&R...My theory was that if I developed a broad spectrum of producers, each one of whom produced a specific type of material, that we would be able to broaden our sound basis and have as broad a base to work from as possible..."

Beverly Hills Records, Inc.
 6430 Sunset Boulevard
 Hollywood, Calif. 90028
 (213) 461-4409

HISTORY: Label was started initially as an arm of the newly formed Beverly Hills Studios (Motion Picture), which was formerly the old Desilu Studios, in early 1969. After almost a year of preparation and organization the backers decided to utilize the studios strictly as a rental facility and do away with the normal motion picture making and all its subsids. Morris I. Diamond was in charge of the record company, plus a vp of the overall operation. In lieu of future salaries contracted for, Diamond took over the books and stock, and has since been running the company as sole owner.

OTHER LABELS: We own "THE TALKING MACHINE"...involved in recordings that span the years from 1888 to the present...voices of Thomas Edison, Lillian Russell, etc.

TOTAL ALBUMS RELEASED: 18

TOTAL SINGLES RELEASED: 32

BIGGEST ALBUM: "Sex Is Not Hazardous To Your Health" by Jackie Vernon

BIGGEST SINGLE: "A Song For You" - Jaye P. Morgan and "Why Do You Pretend" - David & Goliath

PRESIDENT: Morris I Diamond

VICE PRESIDENT: George "Bullets" Durgom

NATIONAL PROMOTION DIRECTOR AND NATIONAL SALES

MANAGER: Morris I. Diamond

TOTAL EMPLOYEES: 4

WHO DO STATIONS CALL WHEN THEY NEED RECORD SERVICE: Morris I. Diamond

SUMMARY: There is "Top 40" - "R&B" - C&W - MOR - Our aim is to be "A O R" (All over the road). We try to give an artist the best shake possible...and that is total concentration on promotion, that is our forte. If a record has to get started, it must come from within our organization. Distributors can do only so much. We must rely on the various

free-lance promo specialists around the country in our employ.

Big Tree Records
 555 Madison Avenue
 New York, New York 10022
 (212) 838-2781

HISTORY: Big Tree was started in January, 1970 with a \$10,000 initial investment by Doug Morris and Dick Vanderbilt (both had been in promotion for Laurie). It was originally oriented strictly toward singles...and "whatever was commercial." In 1972 Big Tree made a distribution deal with Ampex and released Lobo's "Me and You and A Dog Named Boo." Big Tree has a policy of only buying masters...then having first refusal rights on subsequent tracks. Following the demise of Ampex, Big Tree switched to Bell as a distributor earlier this year. Their artists include Bullett, Lobo, Sugar Bears, April Wine, Brownsville Station, and the newly signed Duane Eddy and The Happenings. Big Tree considers Brownsville Station their first "album group" and is looking to move more in that direction...albums and long-term artists. With Morris, Vanderbilt and Dick Webber being 75% of the company, it's very heavily into promotion.

BIG TREE (the name): It's the nickname of the president of the company's son, Walter.

DISTRIBUTED BY: Bell

TOTAL ALBUMS RELEASED: 10

TOTAL SINGLES RELEASED: 51

BIGGEST SINGLES: "Me and You and A Dog Named Boo" by Lobo.

BIGGEST ALBUM: Of A Simple Man by Lobo

TOTAL EMPLOYEES: 4

PRESIDENT: Doug Morris

VICE PRESIDENT, TREASURER: Dick Vanderbilt

NATIONAL PROMOTION DIRECTOR: Dick Webber

SUMMARY: In the words of Doug Morris..."We believe in continual detail

and thorough follow-through on all projects undertaken...we're trying to develop album artists.

Blue Thumb Records
427 North Canon Drive
Beverly Hills, Calif. 90210
(213) 278-4065

HISTORY: Blue Thumb was started on Nov. 1, 1968 by Bob Krasnow...an A&R oriented man who had produced for King...WB, and Kama Sutra...the purpose of the company is the same today as it was 4 years ago, according to Krasnow...“to entertain people.” Blue Thumb feels an experimental consciousness...ranging from Captain Beefheart (who they started) to W.C. Fields. The company wants to maintain “a low profile,” putting artists ahead of the structures. Other artists they feel instrumental in breaking are Ike and Tina Turner, Dave Mason, Leon Russell, Dan Hicks, Crusaders, Mark Almond. In May, 1972, the company was purchased by Gulf and Western. Blue Thumb takes pride in the fact that though they're small, it's still a “full service record company.” Recently signed to the label are National Lampoon, Sun Ra, Pearls Before Swine, Arthur Adams, Hoo Doo Rhythm Devils...to go along with people like Finnegan and Wood and the Last Poets. The company feels it is definitely not oriented towards one type of artists more than another.

BLUE THUMB (the name): Krasnow explains it thusly: His friends were always getting arrested...he knew they could always identify with fingerprints.

TOTAL ALBUMS RELEASED: 44
SINGLES RELEASED: 19
BIGGEST ALBUM: The multi-colored vinyl of Dave Mason's classic, “Alone Together.”
BIGGEST SINGLE: “Put It Where You Want It” by the Crusaders.
TOTAL EMPLOYEES: 7
PRESIDENT: Bob Krasnow
VICE PRESIDENT & GENERAL MANAGER: Sal Licata

VICE PRESIDENT, A&R: Tommy Li Puma

NATIONAL PROMOTION DIRECTOR: Louie “Flash” Newman
SUMMARY: In the words of Bob Krasnow: “Blue Thumb always comes up with the unexpected and the best.”

Brunswick Record Corp.
888 7th Avenue
New York, New York 10019
(212) 541-9860

HISTORY: The company was half owned by MCA. Nat Tarnopol owned other half. It was wholly acquired by Mr. Tarnopol two years ago. Since then we have had great success.

BRUNSWICK (the name): I believe it was originally owned by the Brunswick Co., Bowling Equipment, etc.

OTHER LABELS: Dakar, BRC
TOTAL ALBUMS RELEASED: 35
TOTAL SINGLES RELEASED: 40
BIGGEST ALBUM: “Lonely Man” – Chilites (850,000)
BIGGEST SINGLE: “Have You Seen Her” – Chilites – over 3 million
PRESIDENT: Nat Tarnopol
NATIONAL PROMOTION DIRECTOR: Melvin Moore

NATIONAL SALES MANAGER: Pete Garris

NATIONAL A&R: Carl Davis and Eugene Record

TOTAL EMPLOYEES: 20
WHO DO STATIONS CALL WHEN THEY NEED RECORD SERVICE: Melvin Moore and Dave Bernstein
SUMMARY: A quiet little company making more money than a lot of the companies that are always being written up in tip sheets, trade papers, and especially The Bob Hamilton Report.

Buddah Records
810 7th Avenue
New York, New York 10019
(212) 582-6900

HISTORY: Kama Sutra Records was

begun with a distribution deal with MGM...the direction being toward progressive with such groups as Sopwith Camel, Lvin' Spoonful, etc...Artie Ripp wanted to establish a new label. In August of 1967 Ripp brought in Neil Bogard (general manager of Cameo-Parkway at that time) to run the new label...this was the beginning of Buddah. The company needed to make money immediately...and establish themselves...first direction was toward teeny bopper rock records...Fruitgum Company...1910 Fruitgum Company...Ohio Express, etc. Most of these were master purchases...although not all. The first year in business the company sold 18 million singles. A good part of the company's success was a large promotion team that was constantly on the road...as Bogard phrased it..."It was indeed scientific promotion...covering all areas." From Buddah Records came the term "bubblegum records"...Curtis Mayfield...the Impressions...the Isley Brothers...the Stairsteps joined the label and it began to take a sort of R&B pop direction...later the company started going back to where it began...with Melanie and other acts...the folk rock bag was back. The company today is still producing some teeny bopper rock...some R&B and some folk rock...they've expanded into all areas of music.

BUDDAH (the name): Was an obvious off-shoot of the term Kama Sutra which is an eastern term for love making...

OTHER LABELS: Buddah group now owns Kama Sutra and Cobblestone which is a jazz line...they also distribute Hot Wax, Curtom, T-Neck, Sussex and a newly added label Charisma...

TOTAL ALBUMS RELEASED: Approximately 200

TOTAL SINGLES RELEASED: Approximately 250

BIGGEST SINGLE: "It's Your Thing" – Isley Brothers

BIGGEST ALBUM: A toss-up between two..."Candles In The Rain" – Melanie...and the first Curtis Mayfield album...

TOTAL EMPLOYEES: About 85 in four offices...New York, Los Angeles, Chicago and Atlanta.

NATIONAL PROMOTION DIRECTOR: Jerry Sharell (Cecil Holmes is National R&B Promotion Director)

NATIONAL MARKETING DIRECTOR: Joe Fields (Dominic Sicilia is Creative Director)

NATIONAL A&R: Neil Bogart

CO-PRESIDENTS: Neil Bogart and Art Kass

POLICY REGARDING PROMOTION

COPIES: Will give to any legitimate radio station.

SUMMARY: Neil Bogart..."The company basically today is totally dedicated to the record industry and I think we take as much pain in improving the record industry as we do our own company...At the same time I think we're an exciting promotion company and we try to keep show business in the record business.

Capitol Records, Inc.

(A Subsidiary of

Capitol Industries, Inc.)

1750 N. Vine Street

Hollywood, California 90028

(213) 462-6252

HISTORY: Piqued by the way the "Big Three" companies in New York operated, songwriter Johnny Mercer, record retailer Glenn E. Wallichs and Paramount Pictures Producer B.G. (Buddy) DeSylva met at lunch in the spring of 1942 in Hollywood, and founded their own record label. At first it was called Liberty, but by the time the first discs (all 78 rpm shellacs) were issued June 15, the company named had been switched to Capitol because of a name conflict with Liberty Music Shops of New York. DeSylva served as financial angel

with an original investment of \$10,000 and was never active in the company. Mercer was president and A&R chief. Wallichs bossed Sales and Promotion. Among the first five singles released were two smashes, "Cow-Cow Boogie" by Ella Mae Morse and Pianist Freddie Slack and "Strip Polka," a Mercer tune sung by Cap's young prexy. The first year saw 25 singles released, no albums, and a sales gross of \$200,000. Within two years, the "Big Three" of RCA, Columbia and Decca had become the "Big Four" as talent like Peggy Lee, Nat King Cole, Stan Kenton, Margaret Whiting, Jo Stafford, Paul Weston and Andy Russell all enjoyed strings of hits. Cap was the first label to romance the deejays, many of them being serviced with special, personalized copies. By 1948, Capitol released 400 singles annually, 44 albums and grosses hit \$16,900,000. In '49 it was the first company to issue discs on all three speeds. Mercer had left the firm and DeSylva had died by 1950, but Capitol's success continued with chartbusters by Nat Cole, Tex Williams, Nellie Lutcher, Tex Ritter, Les Paul & Mary Ford, Kay Starr and Tennessee Ernie Ford, followed in the early 50's by Jackie Gleason, Frank Sinatra and Dean Martin. In 1954, the majority of Cap shares was purchased by England's entertainment giant Electric & Musical Industries, Ltd., a move that further established Capitol's recording leadership throughout the world. In 1957, Capitol acquired the Angel classical label and launched the Capitol Record Club. Then came the Beach Boys, the Beatles, Glen Campbell and Grand Funk. The Beatles have had the industry's best selling album in the six of the last eight years. In 1968, Capitol merged with Audio Devices (a recording tape producer) and purchased control of Merco Enterprises, a major rack jobber in retail and college book stores. Capitol stock is now traded under Capitol Industries on the American

Stock Exchange. There have been several major management changes in recent years, Bhaskar Menon of EMI taking over as Cap president in April 1971. Wallichs died last December.

OTHER LABELS: Angel, Seraphim and Melodiya (Classical), Apple, Harvest, Invictus, Island, Purpose, Shelter (Distributed).

TOTAL ALBUMS RELEASED: About 4,000

TOTAL SINGLES RELEASED: Over 6,000

BIGGEST SINGLE: "Hey Jude/Revolution" — Beatles

BIGGEST ALBUM: "Abby Road" — Beatles

EMPLOYEES: Over 3,200 including four plants, distribution and sales personnel, Audio Devices and Merco.

PRESIDENT: Bhaskar Menon

VICE PRESIDENT A&R: Mauri Lathower

VICE PRESIDENT, MARKETING: Brown Meggs

VICE PRESIDENT, NATIONAL SALES: Marvin Beisel

VICE PRESIDENT, NATIONAL PROMOTION: Al Coury

SUMMARY: Bhaskar Menon, 38, a veteran record man who has supervised record companies and represented American labels in all parts of the world for EMI, has brought about dramatic changes at Capitol over the past year, cutting costs, shortening lines of communication and generally putting the company back onto a profitable basis after the disastrous 1970-71 fiscal year in which Capitol lost money for the first time in its 30-year history. Philosophical cornerstones of Menon's approach are (1) sensitivity to artists' needs and (2) a high degree of professionalism throughout management. The company's artist roster has been pared down to a solid, manageable body of talented performers who merit total marketing support and exploitation.

Capricorn Records
 548 Broadway
 Macon, Georgia 31201
 (912) 745-8511

HISTORY: Established in 1969 to cut rhythm and blues records, Capricorn went through some sudden sweeping changes...Phil Walden, president of the company, had managed rhythm and blues artists, some top names like Otis Redding, Percy Sledge, Arthur Conely...he built a studio in Macon and Jerry Wexler of Atlantic suggested he form his own label...his rhythm and blues single orientation ended one day when he heard Wilson Pickett's "Hey Jude"...not a reaction to Wilson, but to the song's lead guitarist, Duane Allman. He met Duane, asked him to form his own band and made the decision to go into albums...Capricorn has kept its focus on albums...originally distributed by Atlantic, they switched to Warner Brothers in January...Capricorn goes after varied artists...from the Allman Brothers and Captain Beyond to Alex and Livingston Taylor...also have Cowboy, White Witch, Wet Willie, Martin Mull...company is into young artists...Phil Walden is proud Capricorn's studios don't have a clock ticking away the bread young artists can't afford.

CAPRICORN (the name): Astrologically inspired by the birth signs of both Phil Walden and Jerry Wexler.

OTHER LABELS: None

TOTAL ALBUMS RELEASED: About 16

SINGLES RELEASED: Approximately 20

BIGGEST SINGLE: Although not heavily into them, they sold over a million of Jonathan Edwards' "Sunshine" (he's no longer with Capricorn).

BIGGEST ALBUM: Allman Brothers "Eat A Peach" on its way to platinum status (an ore more coveted than gold).

TOTAL EMPLOYEES: 25

PRESIDENT: Phil Walden
VICE PRESIDENT: Frank Fenter
NATIONAL PROMOTION DIRECTOR: Dick Wooley
NATIONAL A&R: Johnny Sandlin
DIRECTOR, WEST COAST OPERATIONS: Tim Lane
SUMMARY: Phil Walden, about the company he created..."We don't want to be just another distributed label...we want to be autonomous from the standpoint we create, produce and figure the exploitation of our own records. We want Capricorn to be a company, not a label."

Chelsea
 7033 Sunset Boulevard
 Los Angeles, Calif. 90028
 (213) 466-9676

HISTORY: March 1, 1972 - N.Y. based, doing business in Los Angeles, California. Concept designed to deal with minimum amount of artists with maximum-maximum roster - 12 artists. Broad based in terms of top 40, prog., and R&B.

CHELSEA (the name): Just a name Wes liked. From Chelsea in London.

TOTAL ALBUMS RELEASED: 5

TOTAL SINGLES RELEASED: 9

BIGGEST ALBUM: "Daddy Don't You Walk So Fast" - Wayne Newton

BIGGEST SINGLE: Same as above

PRESIDENT: Wes Farrell

NATIONAL PROMOTION

DIRECTOR: Jerry Fine

NATIONAL SALES MANAGER:

Buzz Wilburn

NATIONAL A&R: Wes Farrell

TOTAL EMPLOYEES: 9

WHO DO STATIONS CALL WHEN

THEY NEED RECORD

SERVICE: Jerry Fine

SUMMARY: Our objective in the formation of Chelsea Records was a result of our production company. We want to be the first major company distributed by a major - distributed by RCA.

Chrysalis

6922 Hollywood Blvd.
Burbank, California 90028
(213) 461-4751

HISTORY: Started in London, England in 1968 by Terry Ellis and Chris Wright. October 23, 1972 formed in U.S.A. (Los Angeles, California) to accentuate and intently expose the highest quality of English music.

CHRYSLIS (the name): Two owners, Chris Wright and Terry Ellis — Chrislas

TOTAL ALBUMS RELEASED: Approximately 47

TOTAL SINGLES RELEASED: Approximately 25

BIGGEST ALBUM: "Aqualung" by Jethro Tull

BIGGEST SINGLE: "Living in the Past" by Jethro Tull

PRESIDENT: Terry Ellis

EXECUTIVE VICE PRESIDENT: Chris Wright

NATIONAL PROMOTION DIRECTOR: Michael Papale

NATIONAL SALES MANAGER: Ron Goldstein

NATIONAL A&R: Everyone

TOTAL EMPLOYEES: 40

WHO DO STATIONS CALL WHEN THEY NEED RECORD SERVICE: Mike Papale

Columbia Records

51 West 51st Street
New York, New York, 10019
(212) 765-4321

HISTORY: The oldest and the biggest, Columbia began as Columbia-Graphanola before the turn of the century. The vision was of something larger than records, it encompassed most of what is now electronic communications — recordings, broadcasting, manufacturing equipment...music was on cylinders and marching bands had the "hits." In the early 1920's Columbia was bolstered by artists like Bessie Smith. In 1948, about the time Columbia was

introducing the first albums as we know them today, Goddard Lieberson became President of the company...he was a record producer and during his tenure Columbia put out some of the all-time big soundtracks like My Fair Lady and West Side Story...Mitch Miller was head of A&R for part of this time...1966, a time for the emergence of a lot of new music...Columbia felt the need for changes...they had Dylan. The Byrds, Simon & Garfunkel. Lieberson felt it was time for him to step down...after a long search he decided Clive Davis should replace him...Davis had been general counsel of Columbia and new artists were not considered his forte...he laid back for a while, got the feel of things and then started signing new rock artists...Janis Joplin, Chicago, Blood, Sweat and Tears, Santana...he's kept the pace and recently announced signing Lee Michaels, Dave Mason, Neil Diamond, Mott the Hoople. Why sign established artists? Columbia feels its strength is in working with groups who have long futures rather than one-record flashes...Davis has not sacrificed diversity...in country Johnny Cash and Ray Price...in MOR Andy Williams, Barbra Streisand...Classical Leonard Bernstein...and jazz Miles Davis to name just a few. They're still working on new groups like Dr. Hook, Loggins and Messina, Chi Coltrane, etc.

COLUMBIA RECORDS (the name): Not chosen for its aesthetic qualities...more for reliability and universality...they compare it to National, Federal or General.

OTHER LABELS: Epic and Columbia custom labels...Rak, LeCam, Entrance, Spindizzy, Monument, Philadelphia International, Mums, Douglass, Panda, Fillmore, Great Western, Gramophone (in the future we'll do a report on Epic and the Columbia custom labels they work).

TOTAL ALBUMS RELEASED: Over 5,000

SINGLES RELEASED: They can't find an adding machine with that

many digits...suffice it to say over 15,000.

BIGGEST SINGLE: They're not swelling with pride over this one...but Gene Autrey's "Rudolph the Red-Nosed Reindeer" found its way into eight million eager hands...more recently "Bridge Over Troubled Waters" sold over four million copies. **BIGGEST ALBUM:** Over eight million copies worldwide of "Bridge Over Troubled Waters."

TOTAL EMPLOYEES: About 6,000

PRESIDENT: Clive Davis

EXECUTIVE VICE PRESIDENT: Walter Dean

NATIONAL PROMOTION DIRECTOR: Steve Popovich

NATIONAL A&R: Jack Gold, Kip Cohen, Vice President

VICE PRESIDENT, BUSINESS: Elliott Goldman

VICE PRESIDENT, MARKETING: Bruce Lundvall

VICE PRESIDENT, MARKETING & SALES: Ron Alexenburg

VICE PRESIDENT, SALES & DISTRIBUTION: Jack Craigo

SUMMARY: The words of Clive Davis..."And people are what we record, not styles, sounds, images or categories. It works out pretty well, for one reason: people are around a whole lot longer than trends. We will change whatever, whenever, however is necessary to make certain that in this world of changes, nothing will change our position as the complete record company. One that is both youthful and mature, bold with a sense of tradition, innovative with an awareness of the past and, above all, committed in every sense to music.

Crested Butte Records
1200 Lincoln Street
Suite 315
Denver, Colorado 80203
(303) 534-0127

HISTORY: J. Carlos Schidlowski, formerly a New York marketing specialist, started the company in

August this year. He saw Colorado, with its great influx of young people and faster growth rate in the nation, as a potential new recording capital. He used the already established "mellow...land conscious" attitude of the people as a motivation in ideals for the company. The "Open Fairness" policy led him to bring in a "reputable management consulting firm" to put all royalties, payables and inventories, etc. on the computer. The basic premise of the system is to have all information readily available in simple form so artists and managers have ready access to immediate facts. "We will be able to discover and take care of problems before they get out of control." A young company concerned with more than the record/promotion aspect of the industry. For example, the Disq Pak, following in line with our company's "land conscious" philosophy, totally eliminates the need for cardboard mailers — an important ecological conservation step in packaging. The acoustical portable pavilion, which we will be setting up this year and beginning a series of "mini-festivals" (press release to be sent out sometime this month) is an environmental approach to live concert sound. Thus, when we say "...a business that isn't all promotion..." you can get a better idea of what we mean. The inclusion of the Disq Pak and the acoustical portable pavilion as integral parts of our company's operations is more important than anything else that was written!

CRESTED BUTTE RECORDS (the name): The name of a small, unspoiled mining town in the central Rockies.

DISTRIBUTED BY: Independent distribution in 26 cities.

TOTAL ALBUMS RELEASED: 1

TOTAL SINGLES RELEASED: 1

TOTAL EMPLOYEES: 4

PRESIDENT: J. Carlos Schidlowski

COORDINATOR, PROMOTION:

Gary Kensmoe

COORDINATOR, OPERATIONS:

Kathy Eichler

SUMMARY: In the words of J. Carlos Schidlowski...“The key word for us is “environmental.” Our idea is to use honest marketing concepts in a business that isn’t all promotion. Crested Butte is fresh air!”

CTI

1 Rockefeller Plaza
New York, New York 10020
(212) 489-6120

HISTORY: 1969 – separate independent label – prior, Creed Taylor Productions had been distributed by A&M. All products produced by Creed Taylor – Wes Montgomery, Stan Getz, Astrud Gilberto.

CTI (the name): Creed Taylor Inc.

OTHER LABELS: Kuder – owned, Salvation – owned. Metronome – distribute.

TOTAL ALBUMS RELEASED: 32

TOTAL SINGLES RELEASED: 27

BIGGEST ALBUM: Grover

Washington Jr. – “Inner City Blues”

BIGGEST SINGLE: Grover

Washington, Jr. – “Inner City Blues”

PRESIDENT: Creed Taylor

NATIONAL PROMOTION

DIRECTOR: John Rosica

NATIONAL SALES MANAGER: Lee Levine

NATIONAL A&R: Creed Taylor

TOTAL EMPLOYEES: 44

Barbara Morris

SUMMARY: Unique and unusual label. Branch and independent distribution. Electronic excellence and graphics are primary factors in the company.

Curtom Records, Inc.

5915 N. Lincoln Avenue
Chicago, Illinois 60659
(312) 769-4676

HISTORY: The company began about June 1969 in Chicago. The company began as an R&B label distributed by Buddah Records and now is diversifying into all fields of music

from soundtracks to hard rock. Our artists are Curtis Mayfield, Impressions, Gene Chandler, Larry Hutson, Ruby Jones, Natural Foni.

CURTOM (the name): Curtom was derived from Curtis Mayfield for Cur, and tom was for his past associate Eddie Thomas.

OTHER LABELS: Mad/Tad distributed by Scepter Records.

TOTAL ALBUMS RELEASED: Approximately 12

TOTAL SINGLES RELEASED: Approximately 50

BIGGEST ALBUM: “Superfly” by Curtis Mayfield

BIGGEST SINGLE: “Freddie’s Dead” by Curtis Mayfield

PRESIDENT: Curtis Mayfield

NATIONAL PROMOTION

DIRECTOR: George Morris

EXECUTIVE VICE PRESIDENT: Marv Stuart

NATIONAL A&R: Rich Rufo

TOTAL EMPLOYEES: 14

WHO DO STATIONS CALL WHEN

THEY NEED RECORD SERVICE:

George Morris

SUMMARY: We are going to be a major force on music during the 70’s. We know what the public wants and we’ve got the talent here to “keep on pushing.”

Douglas Records

c/o CBS

51 W. 52nd Street

New York, New York 10019

(212) 765-765-4321

HISTORY: 1968 NYC with what we could assemble as a catalogue indicative of our strange and wondrous tastes...Lenny Bruce, Malcolm X., Eric Dolphy, etc. Changed distributors twice, now Epic, with increase product \$\$ and more flexibility to swing with. We try for “classics” – put unique product through existing distribution. Broke LAST POETS, John McLaughlin. We’re multi-media. Books & Records and EL TOPO. Cross-media whenever possible. (Bruce Book &

Record, same cover) (EL TOPO book record & film same cover-log, etc.). Most interested in artists and records to sell constantly over many years than pop-wipe hits. Development. Our first real rock band is out this week, Buzz Feiten's band Full Moon. Only a few releases a year, much love. We produce finished product for CBS to manufacture. Has to be special, all of it.

DOUGLAS (the name): Alan Douglas

OTHER LABELS: In answer to your question, it's Douglas Books (dist. by World Publishing Co.) and Douglas Films, (El Topo dist. through ABKCO). UA just released "Douglas Collection of jazz classics. Alan Douglas produced in the early sixties.

TOTAL ALBUMS RELEASED: 20 or so, 10 of which still in catalogue, others dropped as we evolved to higher levels from esoteric to universal, ya know? They were just to get started.

TOTAL SINGLES: 4?

BIGGEST ALBUM: The Last Poets

BIGGEST SINGLE: 7

PRESIDENT: Alan Douglas

NATIONAL PROMOTION

DIRECTOR: Phil Willen, — Ken Schaffer, Propaganda

TOTAL EMPLOYEES: 3-5 (seasonal)

WHO DO STATIONS CALL WHEN THEY NEED RECORD SERVICE:

Epic

SUMMARY: In the five fun-filled years since we started we've appeared and disappeared with equal miraculousness. Never put out an artistically bumner product, have starved and sniffed separately week-to-week, kept production "in the house" to keep it clean and come to see the market grow up to us. Contributions are tax deductible, send to Ken Schaffer.

Elektra Records

15 Columbus Circle

New York, New York 10023

(212) 582-7711

HISTORY: Jac Holzman, president

and founder of Elektra Records, created the company in 1950 while attending college. The label's initial direction was in the folk vein introducing such artists as Jean Ritchie, Theodore Bikel, Josh White and Judy Collins. In 1964, Elektra launched Nonesuch Records, a moderate-price classical label which has become preeminent in the classical field, winning numerous awards for its innovation in artistic packaging and merchandising done under the creative guidance of William S. Harvey. 1967 found Elektra more involved in contemporary pop music and with the signing of such groups as The Doors, Love and The Butterfield Blues Band, a Los Angeles office and studio were opened. In 1970, Elektra became part of Warner Communications, Inc. Over the course of its 22-year history, Elektra has changed considerably while remaining in the forefront of the new music the public desires.

OTHER LABELS: Nonesuch Records (classical music) is owned and distributed by Elektra. Countryside Records (country music) is owned and distributed by Elektra beginning in 1973.

TOTAL ALBUMS RELEASED: 402

TOTAL SINGLES RELEASED: 227

BIGGEST ALBUM: The Doors

BIGGEST SINGLE: "Light My Fire" — The Doors

PRESIDENT: Jac Holzman

NATIONAL PROMOTION

DIRECTOR: John Davis

NATIONAL SALES MANAGER: Stan Marshall

NATIONAL A&R: Jac Holzman

TOTAL EMPLOYEES: 90

WHO DO STATIONS CALL WHEN THEY NEED RECORD SERVICE:

John Davis

SUMMARY: Elektra Records is dedicated to a "Tiffany" type approach to the record industry. We believe in a selective release schedule and the ability to merchandise every artist that records for the company.

Epic Records
51 West 52nd Street
New York, New York 10019

HISTORY: Epic was begun in 1951 as a second label for Columbia...there was an independent distribution system, which they considered strong at that time. They were originally heavily oriented "pop music"...first really big star was Roy Hamilton. Epic was originally distributed internationally, as was Columbia, by Philips. In addition to their pop line, Epic moved into classical, jazz, and some traditional MOR. Company moved strongly into the English scene in the mid-sixties, led by the Dave Clark Five. Donovan, now back on Epic, and Sly became immediately popular. About four years ago Epic joined the CBS distribution network. At one time the company owned the Okeh Label, which was primarily rhythm and blues (Major Lance). Epic has continued to pick up other labels for idistribution (now has 14 of them). Epic is a large country label with Tammy Wynette, George Jones, David Houston, Johnny Paycheck. Rock flourishes with groups like Jeff Beck, Argent, Hollies, Edgar Winter, Spirit and Poco. Company oriented toward commercial diversity, strong acts.

EPIC (the name): A contest...yes, it's true...the winner received a prize for naming the company.

OTHER LABELS: Douglas, Entrance, Fillmore, Le Cam, Great Western Gramophone, Monument, Sound Stage Seven, Mums, Prophecy, Rak, Spindizzy, Philadelphia International, Gamble, Amber Antique.

TOTAL ALBUMS RELEASED: Over 1,500

SINGLES RELEASED: About 3,000

BIGGEST SINGLE: "Family Affair" by Sly and the Family Stone

BIGGEST ALBUM: Sly et al's "Greatest Hits."

TOTAL EMPLOYEES: 195 worldwide

PRESIDENT: Clive Davis

VICE PRESIDENT, SALES

DISTRIBUTION: Ron Alexenburg

DIRECTOR OF SALES: Jim Tyrrell
DIRECTOR OF PROMOTION: Stan Monteiro

DIRECTOR OF MERCHANDISING: Charles Lourie

DIRECTOR OF A&R: Don Ellis

SUMMARY: In the words of Ron Alexenburg: "We're very unique in our size in that we operate as a major record company under the Columbia umbrella. It gives us the opportunity to develop our own label. That's very important. The key to the success of the label is the development of an artist on a steady basis."

Famous Music Corp.
1 Gulf & Western Plaza
New York, New York 10023

HISTORY: Dot Records started 1951 bought by Paramount Pictures who also own Famous Music Pub. All purchased by Gulf & Western in 1966. Now named Famous Music Corp. Parent company handles Dot - Paramount & Satalite Labels. Dot Label is only C&W.

FAMOUS MUSIC CORP. (the name): Famous Music Corp. after Publishing Co., also Paramount after Paramount Pictures.

OTHER LABELS: Distribute Family, Just Sunshine, Neighborhood, Green Bottle, Sire. Own Dot, Paramount, Tumbleweed, Blue Thumb.

TOTAL ALBUMS RELEASED: Over 5,000

TOTAL SINGLES RELEASED: Over 5,000

BIGGEST ALBUM: "Love Story" - over 1,500,000

BIGGEST SINGLE: "Brand New Key" - Melanie - over 2,000,000

PRESIDENT: TONY MARTELL

NATIONAL PROMOTION DIRECTOR: Herb Gordon/Dot-Paramount, Noel Love/Satellites

NATIONAL SALES MANAGER: Carmen LaRosa

NATIONAL A&R VICE PRESIDENT: Chuck Gregory

TOTAL EMPLOYEES: 90

WHO DO STATIONS CALL WHEN THEY NEED RECORD SERVICE:

Herb Gordon — (212) 333-7065

SUMMARY: Strong direction in all field, C&W, Pop, MOR and strong contemporary — Famous Music Building new labels and artists — Melanie, Commander Cody, Donna Fargo, The Crusaders, Dan Hicks, Fabulous Rhinestones, Heywoods, etc.

Fantasy Records

10th & Parker

Berkeley, California 94710

(415) 549-2500

HISTORY: The label was begun 22 years ago by the Weiss Brothers...their background is not available...The original concept of the label was to work with spoken words and jazz...The first Lenny Bruce stuff...Allen Ginsberg and others started the label. On the jazz side, they began with such people as Cal Tjader, Vince Guaraldi, Mongo Santamaria, Stan Getz, Earl Hines, and B.B. King. About five years ago, Saul Zantz who had a background of experience in the record industry and more specifically in the jazz field, got a group of people together and bought the label from the Weiss Brothers. Saul had been sales manager and then general manager for the label. A group that had recorded under the name The Golliwogs and later Tommy and the Blue Velvets, was signed by the label, and their name was changed to Creedence Clearwater Revival. "Susie Q" was the first big pop hit for them and for Fantasy after the sale to Zantz and friends. The label then began slowly building acts along that line as well...with Redwing and Alice Stewart. At this point, the company is "in a work shop affair"...not going after name producers and acts, but developing their own trip in San Francisco...they're building three studios at this time (1½ completed at this point).

FANTASY (the name): Fantasy

Records came directly from the science fiction magazine Fantasy Tales...likewise, subsid label Galaxy came from the mag.

TOTAL ALBUMS RELEASED: Impossible to say exactly after 22 years...they currently have 140 albums in the catalog...last year, they released 12 albums on Fantasy and 60 albums on Presige

TOTAL SINGLES RELEASED: Last year the company released about 10 singles.

BIGGEST SINGLE: "Proud Mary" — Creedence Clearwater

BIGGEST ALBUM: "Cosmos Factory" — Creedence Clearwater

PRESIDENT: Saul Zantz

NATIONAL SALES: Max Cooperstein

NATIONAL PROMOTION: (Fantasy) Bob Mercer (Prestige) Bob Gaitors

NATIONAL A&R: Ray Shanklin (Fantasy) Ozzie Cadena (Prestige)

VICE PRESIDENT: (Creative Services) Ralph J. Gleason

OTHER LABELS: Also own Prestige and Galaxy

OTHER OFFICES: Have an office in New York besides the home office in San Francisco. New York is mostly Prestige...about 60 employees in all with the company.

SUMMARY: Saul Zantz's "realistic outlook" toward the label...it has operated as a very low key label...yet had successes. Company does what it does with much thought and taste in front, as shown by the small amount of records released each year.

Great Western Gramophone

9151 Sunset Boulevard

Los Angeles, California 90069

(213) 278-1566

HISTORY: The label began its existence in March of 1972 as a custom recording business entity distributed by Columbia Records. Our desire is to offer to the recording artist the freedom and identity which is inherent in a small company while at the same time offering the strength and power of a major label. Our

musical tastes and direction are broad spectrum and we expect to be strong in all facets of the business.

GREAT WESTERN GRAMOPHONE (the name): We wanted to have an identity that would create a specific image in the public mind and make us stand out from the multitude of labels known as "So & So" Records.

TOTAL ALBUMS RELEASED: 2

TOTAL SINGLES RELEASED: 3

BIGGEST ALBUM: Our projects to date are all too new to have a sales identity.

PRESIDENT: Don Shain

VICE PRESIDENT: Mike Gruber

ADMINISTRATIVE ASSISTANT:
Pax Couenberg

TOTAL EMPLOYEES: 3

WHO DO STATIONS CALL WHEN THEY NEED RECORD SERVICE:
Don Shain

SUMMARY: Our initial album artist, the English group "Glencoe," begin their first tour in this country in December and we expect them to be the forerunner of a highly competitive and viable label structure.

Grunt Records

P. O. Box 99387

San Francisco, Calif. 94109

(415) 221-7410

HISTORY: Jefferson Airplane decided they no longer wanted to be recording artists on a larger label, and felt they wanted to have more control over their music. So in August, 1970 they formed their own production company called Afterthought Productions, Inc., and also formed their own label, Grunt Records. A production contract was signed with RCA Records, who are funding the production company. They manufacture and distribute Grunt Records. Grunt is staffed with people who believe in artistic freedom for the artists, which carries on through to the packaging and promotion of their records. The label has so far been primarily an album oriented company. Would love to have some hit singles

but it has to be in the grooves to happen. Heavy reliance on RCA for promotion and sales. Label doesn't have the bread for its own people in the field as yet. Bill Thompson and Jefferson Airplane decide on who to sign. So far the artists on the label include Jefferson Airplane, Paul Kantner and Grace Slick, Hot Tuna, Papa John Creach, Jorma Kaukonen, Black Kangaroo with Peter Kaukonen, Jack Bonus, ONE, Richard Talbott, Joe E. Covington, and Jack Traylor. Company works out of the Airplane house in San Francisco. No plush offices, no business cards, but we do have a good time.

GRUNT RECORDS (the name): Grace and Paul like the sound, feel it added a little class to the record biz.

TOTAL ALBUMS RELEASED: 9 through December 1972

TOTAL SINGLES RELEASED: Same as above

BIGGEST SINGLE: "Pretty As You Feel (from the BARK album)"

BIGGEST ALBUM: "Bark" by Jefferson Airplane

TOTAL EMPLOYEES: 9

PRESIDENT & CATALYST: Bill Thompson

PUBLICITY: Heidi Howell

PROMOTION: Augie Blume

PRODUCTION: Jamie Howell

SALES: Nancy Blume

KEEPING THE BOOKS: Mel Goldblatt

KEEPING IT ALL ALIVE: Rosemary Leaver, Ned Handsome, Doris Cook

SUMMARY: Music is the essence of it all. Would like to become a good small record company that can do a good job for its artists.

Hickory Records

2510 Franklin Road

Nashville, Tennessee 37204

(615) 297-8558

HISTORY: Label formed in Nashville, Tennessee, 1953, by the late Fred Rose to find and establish new artists. The first release, "Good Deal Lucille"

— Al Terry, made No. 1 in C&W charts. Hickory, 90% C&W started and helped such C&W artists as Don Gibson, Bob Luman, Roy Acuff, Wilma Lee & Stoney Cooper. Pop acts include Donovan, Frank Ifield, B.J. Thomas, Sue Thompson and New Beats. Hickory is the record arm of Acuff Rose Publishing Co.

HICKORY (the name): From “Old Hickory” — home of Andrew Jackson

OTHER LABELS: TRX Records — own label — used for pop acts and lease masters.

TOTAL ALBUMS RELEASED: 68

TOTAL SINGLES RELEASED: 1,000

BIGGEST ALBUM: The Best of Donovan

BIGGEST SINGLE: “Norman” — Sue Thompson

PRESIDENT: Wesley H. Rose

NATIONAL PROMOTION

DIRECTOR: Hugh King

NATIONAL SALES MANAGER: Joe D. Lucas

NATIONAL A&R: Wesley H. Rose

TOTAL EMPLOYEES: 16

WHO DO STATIONS CALL WHEN

THEY NEED RECORD SERVICE:

Joe D. Lucas — Hugh King

SUMMARY: Hickory is rated one of the strongest independent labels in Nashville, with releases under the Hickory name in all free countries.

Hi Recording Corporation

308 Poplar Avenue

Memphis, Tennessee 38103

(901) 948-8776

HISTORY: Hi Recording Corporation was originated in Memphis, Tennessee in 1957 by Joseph A. Cuoghi, for the particular purpose of recording an artist named Carl McVoy. Hi's first hit however was “SMOKE PART II” by Bill Black, and it was successful primarily in the sale of instrumental records by Bill Black, Ace Cannon, and later Willie Mitchell. In 1969 Hi released such Rhythm & Blues artists as Al Green and Ann Peebles, and progressed in this field to the point

that presently it has a complete roster of artists including Al Green, Ace Cannon, Ann Peebles, Otis Clay, Syl Johnson, Willie Mitchell, and many others.

HI (the name): By taking part of the term “Hifi”

OTHER LABELS: Mach & Hi Country

TOTAL ALBUMS RELEASED:

Approximately 80

TOTAL SINGLES RELEASED:

Approximately 250

BIGGEST ALBUM: “I’m Still in Love With You” — Al Green — over 2 million sales

BIGGEST SINGLE: “Let’s Stay Together” — Al Green — over 1 million sales

PRESIDENT: Nick Pesce

VICE PRESIDENT: Willie Mitchell

GENERAL MANAGER: Willie Mitchell

NATIONAL PROMOTION

DIRECTOR: London Records

NATIONAL A&R: Willie Mitchell

TOTAL EMPLOYEES: 10

WHO DO STATIONS CALL WHEN

THEY NEED RECORD SERVICE:

London Records Promo Dept. (212) 675-6060.

Im’Press Records

7925 Santa Monica Blvd.

Hollywood, California 90046

(213) 654-4522

HISTORY: Im’Press Records was started November 1, 1971 by Bud Dain, former General Manager of Liberty Records...and Alex Hassilev (one-third of the Lmeliters)...they’re owned by Custom Fidelity Corp. of which David Burkus is President. Custom began 14 years ago producing top quality records for other people...such as high school and college choirs...have also moved into recording equipment sales...Custom does some three million dollars worth of business a year. The major premise behind Im’Press is that independent

record distribution is the key to competition in the industry...want to take a select group of artists (three or four) and build the way A&M, Elektra and ABC-Dunhill did...Im'Press is very conscious of technical quality and is willing to spend more money on the finest quality vinyl (pure virgin vinyl)...also a polyline inner sleeve...feel the consumer will react favorably to the higher quality...they're not geared to any particular bag of music...artists they've put out include Glenn Yarborough, they say it's his last album but we've heard that before...also Dennis Weaver, whose leg has mended to the extent he's fought big city crime...and Havenstock River Band, a group the company is really behind. Im'Press is also looking forward to the release soon of product from Sonny Terry and Brownie McGhee.

IM'PRESS RECORDS (the name): Lifted from a book by a dude named Webster...it means "mark of excellence."

OTHER LABELS: Distribute the Yardbird Label, with "Sweet Marie" group. The number one rock group in Hawaii and breaking on mainland.

TOTAL ALBUMS RELEASED: 5

TOTAL SINGLES RELEASED: 8

BIGGEST ALBUM: Glenn Yarborough and Havenstock River Band

BIGGEST SINGLE: Ben Wassah

PRESIDENT: David Berkus

NATIONAL PROMOTION

DIRECTOR: Jim Sinclair

NATIONAL SALES MANAGER: Jim Sinclair

NATIONAL A&R: Ron Lewis

TOTAL EMPLOYEES: 4

WHO DO STATIONS CALL WHEN THEY NEED RECORD SERVICE:

Ron Lewis

Jamie Record Co.
919 N. Broad Street
Philadelphia, Penna. 19123
(215) 232-8383

HISTORY: Jamie Record Co. started in 1956 in Philadelphia and its first successful artist was Duane Eddy. Since its inception, Jamie has released recordings produced by others where it has acquired the masters, and the Duane Eddy masters were produced and sold to it by Lester Sill and Lee Hazelwood, legendary names in the industry. It has not been limited to any particular type of recording and has from time to time released records on labels other than Jamie, which were quite successful. Among these were the Montel Record by Dale & Grace, "I'm Leaving It Up To You," Sundi Record by Merci of "Love Can Make You Happy," the Teardrop Record, "Talk To Me," by Sunny and the Sunliners; the Arctic Record of "Yes I'm Ready" by Barbara Mason; the Dionn (and then Top & Bottom) recordings by Brenda & The Tabulations, of which "Dry Your Eyes" was the outstanding hit. Jamie in 1967 created its R&B oriented label, Phil.-L.A. of Soul, on which it has had such hits as "Boogaloo Down Broadway" by the Fantastic Johnny C., and "The Horse" by Cliff Nobles and Co. Jamie had a very successful comedy album about President Johnson in "Our Wedding Album or The Great Society Affair," which still gets calls from the nostalgic historians. In addition, Jamie has a very successful album containing the original speech by Malcom X of "Ballots or Bullets" on the First Amendment label.

JAMIE (the name): Jamie is the name of the daughter of Allen Sussel, one of the originators of the company.

OTHER LABELS: (Own) Guyden, Phil.-L.A. of Soul, and First Amendment Records. (Distribute) S.O.S., Arctic, Top & Bottom.

TOTAL ALBUMS RELEASED: 50

TOTAL SINGLES RELEASED:

Several hundred

BIGGEST ALBUM: Duane Eddy

BIGGEST SINGLE: "The Horse" by Cliff Nobles & Co.

PRESIDENT: Harold B. Lipsius

NATIONAL PROMOTION

DIRECTOR: Bobbi Silver
NATIONAL SALES MANAGER: Paul Fien

NATIONAL A&R: Paul Fien

TOTAL EMPLOYEES: 5

WHO DO STATIONS CALL WHEN THEY NEED RECORD SERVICE: Bobbi Silver

King Records

3557 Dickerson Road
 Box 8188
 Nashville, Tennessee 37207
 (615) 228-2575

HISTORY: King Records founded in Cincinnati, Ohio in 1943 by the late Syd Nathan. Started as a country label. Moved into rhythm and blues in 1944. Purchased the Deluxe label and others during mid-40's. Added Bethlehem in 1958.

OTHER LABELS: (Own) King, Federal, Bethlehem, Deluxe, Starday Nashville, Queen, Agape, Hollywood, Good Medicine, Mecca

TOTAL ALBUMS RELEASED: King: 463, Bethlehem: 102, Deluxe: 8, Federal: 12, Starday: 373.

TOTAL SINGLES RELEASED: Over 6,000

BIGGEST ALBUM: James Brown Live at the Apollo - Vol. 1

BIGGEST SINGLE: "Honky Tonk" by Bill Doggett

PRESIDENT: Hal G. Neely

NATIONAL PROMOTION

DIRECTOR: William "Hoss" Allen
NATIONAL SALES MANAGER: Col. Jim Wilson

NATIONAL A&R: Jerry Leiber and Mike Stollen

TOTAL EMPLOYEES: 35

WHO DO RECORD STATIONS CALL WHEN THEY NEED RECORD SERVICE: "Hoss" Allen

SUMMARY: One of oldest independent companies. Headquarters in Nashville with offices in New York and London. Purchased in 1968 from Nathan family by Hal Neely. Now owned by Neely, Jerry Leiber, Mike Stollen, Freddy Bienstock. Owns over

30,000 masters. Starday and Nashville, country lines, purchased in 1968 and added to King.

Laurie Records Inc.

165 West 46th Street
 New York, New York 10036
 (212) 582-2975

HISTORY: Laurie Records Inc. started in New York, N.Y. in 1958. It was essentially a one artists label, that artists being Dion & The Belmonts. Eventually more artists were added and the company built up into a multi-faceted organization comprising records, educational material, radio and TV commercial music, and now TV record marketing.

LAURIE (the name): Former partner's daughter's name.

OTHER LABELS: Legrand (Dist.), Audicon (Dist.), Rust (Own).

TOTAL ALBUMS RELEASED: 61

TOTAL SINGLES RELEASED: 593

BIGGEST ALBUM: Presenting Dion & The Belmonts

BIGGEST SINGLE: "Snoopy vs. The Red Baron" - The Royal Guardsmen)

PRESIDENT: Robert Schwartz

NATIONAL PROMOTION

DIRECTOR: Gene Schwartz

NATIONAL SALES MANAGER: Robert Schwartz

NATIONAL A&R: Eliot Greenberg

TOTAL EMPLOYEES: 5

WHO DO STATIONS CALL WHEN THEY NEED RECORD SERVICE:

Gene Schwartz

Little David

1425 N. Kings Road
 Los Angeles, California 90069
 (213) 656-3842

HISTORY: Started with Flip Wilson album, 1970.

LITTLE DAVID (the name): Flip has a son named David - also David knocked off Goliath and the rest of the record companies are Goliaths.

TOTAL ALBUMS RELEASED: 6

TOTAL SINGLES RELEASED: 3
BIGGEST ALBUM: "Devil Made Me Do It" – Flip Wilson
BIGGEST SINGLE: None
PRESIDENT: Monty Kay
NATIONAL PROMOTION DIRECTOR: None
NATIONAL A&R: Jack Lewis
TOTAL EMPLOYEES: 4
WHO DO STATIONS CALL WHEN THEY NEED RECORD SERVICE: Jack Lewis and Joanie Juster
SUMMARY: When an album is ready and company is fully happy, the album is released. Very laid back, no hurry to rush anything.

Record Company of the Week
 (5/29/72)

London Records
 539 W. 25th Street
 New York, New York 10001
 (212) 675-6060

HISTORY: London Records is celebrating their 25th year in business. Sir Edward Lewis began the company in London. He had previously been in business in London with Kapp...but during the war, Sir Edward began London...He had his first hits on 78's...“shipped to the US in wooden crates by boat...allowing 4 to 5 weeks for delivery.” His first hit was “Now Is The Hour” by Gracie Fields...he also had hits with “Music Music Music” by Teresa Brewer...and numerous hits by Tutie Camarata. All of the records at first were British product...even the Teresa Brewer stuff was done there and sent here. DH Toller-Bond is president of London Records in the United States (also prez of Decca Radar and Decca Navigation)...It was then that the company started going toward American product in conjunction with continuing British product. London was one of the first companies to look to outside distributors...hits in this era included Marcie Blaine's “Bobby's Girl”...“Monster Mash” by Bobby

“Boris” Pickett...“Goodbye Jimmy Goodbye” by Kathy Linden...and later, beginning with Hi Records, hits by Bill Black and others...and finally with their deal with Monument as its beginning, the first hit...“Gotta Travel On” by Billy Grammer, and, of course, the Roy Orbison stuff. London really came into its own, of course, when the British influx of music hit in full swing...the Rolling Stones stuff was all on London, along with the Zombies, Moody Blues, and later Tom Jones and Engelbert Humperdinck...at the same time, they made a deal with Sir Douglas and had hits with him...Ace Cannon, Los Bravos, and many others. At the same time, their Hi affiliation continued with hits from Bill Black. The number of artists hitting on their labels at this time was incredible. Today, Al Green, the Moody Blues, Tom Jones, and others keep the company on the charts constantly. London of American is associated with London of England, but the two are separate record companies.

LONDON RECORDS (the name): Of course, the name came from London, England.

OTHER LABELS: Deram, Threshold (owned by Moody Blues), Parrot, MAM, and distribute Hi Records...they have country product on the Renegade and Ashley label. Company still is very heavy into catalogue...classical, jazz, etc.

ALBUMS RELEASED: Total is impossible to figure, but company released about 300 albums last year...that includes their classical, Phase IV, and other specialized product as well.

SINGLES RELEASED: Again total is impossible, but company released 111 singles last year.

BIGGEST SINGLE: “Satisfaction” – Rolling Stones

BIGGEST ALBUM: “Rolling Stones' Greatest Hits”

CHAIRMAN OF THE BOARD: Sir Edward Lewis

PRESIDENT OF LONDON-AMERICA: DH

Toller-Bond

VICE PRESIDENT IN CHARGE OF

A&R: Walt McGuire

VICE PRESIDENT IN CHARGE OF

SALES & MARKETING: Herb

Goldfarb

DIRECTOR OF PROMOTION &

SINGLE SALES: Sy Warner

NATIONAL PROMOTION

(SINGLES): Dave Marshall

NATIONAL PROMOTION (LP's):

Len Mizell

NATIONAL PROMOTION

(COLLEGE): Ray Caviano

TOTAL EMPLOYEES: Company

employs about 175 people in one main

office (New York) and six branches

around the country. The parent

company is one of the largest

companies in the world.

SUMMARY: Reason for success of

London...“Good management...good

leadership...

MCA

100 Universal City Plaza

Universal City, Calif. 91608

HISTORY: October 1972 began the

formation of MCA Record label. MCA

will be the label for contemporary

product.

MCA (the name): Music Corporation

of America

OTHER LABELS: Decca, Kapp, Uni,

Coral, Vocalion

TOTAL ALBUMS RELEASED: 1

TOTAL SINGLES RELEASED: 1

BIGGEST ALBUM: “Hot August

Night” — Neil Diamond

BIGGEST SINGLE: “Crocodile Rock”

— Elton John

PRESIDENT: Mike Maitland

NATIONAL PROMOTION

DIRECTOR: Pap Pipolo

NATIONAL SALES MANAGER:

Vince Cosgrove

NATIONAL A&R: Artie Mogul

TOTAL EMPLOYEES: 480

WHO DO STATIONS CALL WHEN

THEY NEED RECORD SERVICE:

Pat Pipolo

SUMMARY: Aim of the company is

to continue their upward trend and to

make people aware of the success of

MCA Records as a whole rather than

three individual labels.

MGM Records

7165 Sunset Boulevard

Hollywood, California 90046

(213) 874-0180

HISTORY: MGM, of course, began as

part of MGM Motion Pictures a good

many years ago, but really has become

a completely different record

corporation formed two years ago

with Mike Curb. Curb had been in

business with his own

corporation...Sidewalk Records, which

he sold to Trans-Con. He, in effect,

bought it back from Trans-Con and

then merged it with the MGM Corp. to

form the new company. With him he

brought the Osmond Brothers, Michael

Parks, Eric Burdon and War were

the first new artists to be broken on

the label...The company also took over

distribution of Collusus...and had hits

with product from Holland. About 18

months ago, the company began to

work toward signing established

names...such as Sammy Davis

Jr...Steve Lawrence and Eydie Gorme

and Lou Rawls. The company changed

direction about this time in their

attitude toward being creatively

involved in the product...With the

Osmond Brothers and a ton of other

artists, the company has been super

successful in the past two

years...Richie Havens, Kenny Rogers

and the First Edition, Danyel Gerard,

Joey Heatherton, Petula Clark, Five

Man Electrical Band, Frigid Pink are

among MGM's artist roster...are also

strong in the country field.

MGM (the name): The name, of

course, came from Metro-Goldwyn-

Mayer Motion Picture Company.

OTHER LABELS: Verve, Lion, both

wholly owned labels...also distribute

Sunflower, Sounds of Memphis, MGM

South.

TOTAL ALBUMS RELEASED: (Since

new corporation formed) a little over 200 in last two years.

TOTAL SINGLES RELEASED: Figures not available, although Curb says the company is now putting out about 12 singles a month.

BIGGEST SINGLE: "Puppy Love" — Donny Osmond

BIGGEST ALBUM: (Besides being co-marketer of Shaft-Isaac Hayes) between "Alarm Clock" — Richie Havens... "To You With Love" — Donny Osmond... "Phase III" — Osmond Brothers.

PRESIDENT: Mike Curb

NATIONAL PROMOTION

DIRECTOR: Ben Scotti

NATIONAL PROMOTION (MGM): Ernie Ferrell

NATIONAL PROMOTION (Verve): Jacques Amman

GENERAL MANAGER: Bud Fraser

NATIONAL SALES: Saul Greenberg

VICE PRESIDENT A&R: Eddie Ray

TOTAL EMPLOYEES: About 90...Offices in Los Angeles and Nashville.

SUMMARY: Mike Curb: "We're being extremely cautious about the number of artists we sign... Secondly we're making sure that when we have a hit single, we're building an artist that means something in terms of potential longevity and album sales."

Mainstream

1700 Broadway

New York, New York 10019

(212) 247-0655

HISTORY: Bob Shad left Mercury and started Time Records (inception of big stereo records). Sold to Ampex; had just started Mainstream as a jazz label in '64-'65. First into acid rock — Janis Joplin, etc. One and one-half years ago killed entire catalogue and started total jazz. Since June 1971 put out 70-80 albums. Also have an avant garde classical line on Mainstream.

MAINSTREAM (the name): Bob Shad had an album on Mercury called Mainstream by Jerry Mulligan in 1956.

TOTAL ALBUMS RELEASED: 300

TOTAL SINGLES RELEASED: 50

BIGGEST ALBUM: "Journey to the Center of Your Mind" — Amboy Dukes

BIGGEST SINGLE: "Convention '72" — Delegates

PRESIDENT: Bobby Shad

NATIONAL PROMOTION

DIRECTOR: Morrie Apatow

NATIONAL SALES MANAGER: Dick Carew

NATIONAL A&R: Bobby Shad

TOTAL EMPLOYEES: 11

WHO DO STATIONS CALL WHEN THEY NEED RECORD SERVICE:

Morrie Apatow

SUMMARY: Trying to enjoy himself — Bobby Shad.

Marina Records, Inc.

8733 Sunset Boulevard

Los Angeles, Calif. 90069

(213) 659-5440

HISTORY: Company formed in 1970. Direction toward a full commercial sound label — MOR, R&B, POP.

TOTAL ALBUMS RELEASED: 2

TOTAL SINGLES RELEASED: 10

BIGGEST ALBUM: "Skyjacked" (The Marina Strings)

BIGGEST SINGLE: "Skyjacked" (The Marina Strings)

PRESIDENT: Harold Berkman

WHO DO STATIONS CALL WHEN THEY NEED RECORD SERVICE:

Office

Mercury Records

35 East Wacker Drive

Chicago, Illinois 60601

(312) 332-5788

HISTORY: Began in March of 1947 when Irving Green and Burl Adams started it in Chicago. Adams was in artist relations at that time, and Green was an engineer...It was primarily an R&B label at that time. "To Each His Own" by Eddie Howard... "Cry of the Wild Goose" by Frankie Laine... "I

Cover The Waterfront" by Bill Samuels...along with Dinah Washington and later Patti Page. They continued their growth through the '50's...moving in both the R&B and the Pop fields..."How Much Is That Doggie In The Window" by Patti Page was a monster hit in the middle '50's...the company's hottest period. They sported artists such as the Crew Cuts, Vic Damone, along with the artists named above. In 1961, the company became a wholly owned subsidiary of North American Philips...which was 70 percent owned by Philips-Land of Holland. At that time, a cross licensing agreement was established between the two companies...A later merger in Europe established Polygram...and Mercury became a part of that. In the late sixties, an entire change came down in the upper management...Irving Green was replaced as president, and Irwin Steinberg became president of the company. Since that time, a growth has ensued in the company with Rod Stewart, Uriah Heep and Buddy Miles (and beginning with Mouth & MacNeal)...along with a strong country roster, headed by Jerry Lee Lewis...and a strong R&B roster spotlighting Joe Tex (Dial) and Jerry Butler.

OTHER LABELS: Philips, Vertigo...along with a distribution deal with Dial.

TOTAL ALBUMS RELEASED: Have no idea the total, but company plans to release about 75 albums this year, as opposed to as many as 300 LP's in previous years.

TOTAL SINGLES RELEASED: Again, the total is impossible to know but should release anywhere from 100 to 150 this year...released about 150 last year.

BIGGEST SINGLE: "I Gotcha" by Joe Tex or "Maggie May" by Rod Stewart...hard to say which is bigger as yet.

BIGGEST ALBUM: "Every Picture Tells A Story" - Rod Stewart

PRESIDENT: Irwin Steinberg

VICE PRESIDENT & MARKETING DIRECTOR: Lou Simon

A&R: Divided up between Robin McBride in Chicago, Charles Fash in New York, Denny Rosencrantz in Los Angeles and Jerry Kennedy in Nashville.

DIRECTOR OF PROMOTION: Stan Bly (with Long John Silver working pop singles)

EMPLOYEES: Have about 135 people working in four offices, Chicago, Los Angeles, New York and Nashville.

SUMMARY: Irwin Steinberg: "I think we're moving in a direction in which we're finding very good balance between the creative side of the business...and meeting our fiscal responsibility of the business. In the process of trying to make a profit, we are very interested and into the creativity...we respect it, we like working with it...it's exciting to us."

Metromedia Records

1700 Broadway

New York, New York 10019

(212) 757-8387

HISTORY: Metromedia Records started in the autumn of 1968 in New York City with Len Levy as president.

METROMEDIA (the name): Metromedia Records is part of a large corporation, Metromedia, Inc.

OTHER LABELS: We own Metromedia Country

TOTAL ALBUMS RELEASED: 55

TOTAL SINGLES RELEASED: 170

BIGGEST ALBUM: "Here Comes Bobby" - Bobby Sherman

BIGGEST SINGLE: "Julie, Do Ya Love Me" - Bobby Sherman

PRESIDENT: Jack Wiedenmann

NATIONAL PROMOTION

DIRECTOR: Mike Becce

NATIONAL SALES MANAGER: Mort Weiner

NATIONAL A&R: Dave Knight

TOTAL EMPLOYEES: 21

WHO DO STATIONS CALL WHEN

THEY NEED RECORD SERVICE:

Mike Becce or Linda Rice

SUMMARY: Young, aggressive company started immediately with a gold record in the R&B field, "Color Him Father" by the Winstons, then became super active with Bobby Sherman, Gypsy, and Elephant's Memory. Under the direction of Jack Wiedenmann, president of Metromedia Records, company has gone into contemporary and (underground) rock oriented records, plus strong MOR acts, like the Hillside Singers. Believes in starting with new groups and developing them. Company has strong financial backing through the support of its parent company, Metromedia, Inc. Future plans are to start with limited artist roster and concentrate all our efforts in promotion and sales of these artists. There is a close relationship amongs Metromedia Records staff, with everyone believing in our continued growth.

Motown Records

2457 Woodward Avenue
Detroit, Michigan 48201
(313) 875-2262

HISTORY: Started in January of 1959 in Detroit. Smokey Robinson persuaded Berry Gordy to manufacture and distribute his own records. Motown was to become the master purveyor of the "Detroit Sound" which soon became the Motown Sound. The only change is the company's diversification into Broadway shows, publishing, films and television. Becoming a total entertainment complex.

MOTOWN (the name): Motor-town

OTHER LABELS: Tamla, Soul, Gordy, Rare Earth, Natural Resources, Mowest

TOTAL ALBUMS RELEASED: 350

TOTAL SINGLES RELEASED: 4,000

BIGGEST ALBUM: "What's Going On" - Marvin Gaye

BIGGEST SINGLE: Heard It Through the Grapevine" - Marvin Gaye

PRESIDENT: Berry Gordy, Jr.

NATIONAL PROMOTION

DIRECTOR: Al De Noble

NATIONAL SALES MANAGER: Phil Jones

NATIONAL A&R: Suzanne de Passe

TOTAL EMPLOYEES: 300

WHO DO STATIONS CALL WHEN

THEY NEED RECORD SERVICE: Al De Noble

SUMMARY: To reflect the cultural complexities and social changes of an era in which its music has gained international repute as a stylized reflection of Afro-American tradition.

Mums Records

8899 Beverly Boulevard

Suite 501

Los Angeles, California 90048

(213) 273-5050

HISTORY: We began in June of 1972, based in Los Angeles as a CBS custom label. The objective of our "totally promotion oriented" label is to establish artists, with longevity being the culminating factor. We feel and find by having a limited artist roster we are able to concentrate and extend all personal promotional efforts required. A case in point being Albert Hammond. We have released two singles and one album of his at the present time and all three have hit the national charts.

MUMS (the name): Mums as in "Fine Taste" and Mums as in "Mum's the word."

OTHER LABELS: Prophecy Records (R&B)

TOTAL ALBUMS RELEASED: 2

TOTAL SINGLES RELEASED: 5

BIGGEST ALBUM: "It Never Rains In Southern California" - Albert Hammond

BIGGEST SINGLE: "It Never Rains In Southern California" - Albert Hammond

PRESIDENT: Barry Gross

NATIONAL PROMOTION

DIRECTOR/VICE PRESIDENT:

Marty Kupps

NATIONAL A&R: Don Altfeld

TOTAL EMPLOYEES: 4

WHO DO STATIONS CALL WHEN THEY NEED RECORD SERVICE:

Local Epic Branches

SUMMARY: To continue in the direction of hit artistry, and at the same time make the music business fun for all involved.

Musicor Records

240 W. 55th Street

New York, New York 10019

(212) 581-4680

HISTORY: Musicor Records as a label was created in 1962 with Gene Pitney as its first artist. The label was distributed by U.A. until 1965 at which time it became an independent record company on its own.

MUSICOR (the name): Actually means Music Corporation

OTHER LABELS: Dynamo, Rhythm & Blues

TOTAL ALBUMS RELEASED: About 150

TOTAL SINGLES RELEASED: About 250

BIGGEST ALBUM: "Popcorn - With Hot Butter/Gene Pitney's Greatest Hits

BIGGEST SINGLE: Popcorn

PRESIDENT: Art Talmadge

NATIONAL PROMOTION DIRECTOR: Danny Jordan

NATIONAL SALES MANAGER: Chris Spinosa, Vice President

NATIONAL A&R: Richard Talmadge, Vice President

TOTAL EMPLOYEES: 15, N.Y. Office

WHO DO STATIONS CALL WHEN THEY NEED RECORD SERVICE:

Danny Jordan

SUMMARY: Making strong attempt to build contemporary stable with new groups and new single artists. We own our own 16 track studio.

Nashboro Records

1011 Woodland Street

Nashville, Tennessee 37206

(615) 227-5081

HISTORY: Started in 1948 by Mr. Ernest Young. Initially C&W, changed in 1950 to Black spirituals and blues. Purchased in 1966 by the Crescent Co. of Nashville. Continued expansion in spirituals and blues, with diversification into R&B and Pop. Now has national distribution through independent distributors and licensees throughout the world.

NASHBORO (the name): Nashboro is a derivation from Nashborough, the name of the fort that protected the first settlers of Nashville.

OTHER LABELS: Own: Excello, Abet, Mankind, Nasco, Creed. Distribute: Kenwood

TOTAL ALBUMS RELEASED: 200

TOTAL SINGLES RELEASED: 1,500

BIGGEST ALBUM: "Heart Warming Spirituals" includes the cut "Waiting for My Child" by the Consolers.

BIGGEST SINGLE: "Baby, Scratch My Back" by Slim Harpo.

PRESIDENT: Bud Howell

NATIONAL PROMOTION DIRECTOR: Freddie North, Vice President

NATIONAL SALES MANAGER: Bud Howell

NATIONAL A&R: Gospel - Shannon Williams, V.P. Other - independent producers

TOTAL EMPLOYEES: 26

WHO DO STATIONS CALL WHEN THEY NEED RECORD SERVICE:

Promotion Department

SUMMARY: We don't hype.

Neighborhood Records

1 Gulf & Western Plaza

New York, New York 10023

(212) 333-4198

HISTORY: Peter and Melanie Schekeryk formed Neighborhood Records in August, 1971.

NEIGHBORHOOD RECORDS (the name): A nice place to bring up your music.

DISTRIBUTED BY: Famous Music Corp.

PRESIDENT: Peter Schekeryk

VICE PRESIDENT: Jerry Kellert
SALES & MARKETING: Irv Trencher
NATIONAL PROMOTION COORDINATOR: DeDe Desmond
PUBLISHING: Bob Esposito
A&R: Les Turpin
SPECIAL PROJECTS: Irene Minett
TOTAL ALBUMS RELEASED: 4
TOTAL SINGLES RELEASED: 9
BIGGEST SINGLE: "Brand New Key" — Melanie
BIGGEST ALBUM: "Gather Me" — Melanie
OTHER LABELS: Toy Records
SUMMARY: Just your friendly Neighborhood record company!

Original Sound Records

7120 Sunset Boulevard
 Los Angeles, California 90028
 (213) 851-2254

HISTORY: Contrary to the belief of many, when Art Laboe formed Original Sound Records 14 years ago, it was not with the intention of packaging "oldies but goodies," but to produce new records with an "original sound." A direct result of the concept was "Teen Beat" by Sandy Nelson, the first rock and roll record to spotlight a drummer. Another Original Sound record was Preston Epps' "Bongo Rock," the first record to feature the bongo. "Oldies But Goodies" album series started when Art Laboe, President of Original Sound, was a disc jockey doing a radio show for a drive-in restaurant in Hollywood called Scrivner's. Laboe says, "I always dug old records. Consequently, I had a large personal library of oldies to play" and listeners preferred the "oldies but goodies" as Laboe called them. The success led to Laboe's producing live "Oldies But Goodies" shows and soon the words "oldies but goodies" and Laboe became synonymous. Now there are 12 Volumes of "Oldies But Goodies" with Volume 14 to be released in January; skipping Volume 13 for

obvious reasons.

ORIGINAL SOUND RECORDS (the name): Original Sound Records...to start a record company that would produce new records with an "original sound."

OTHER LABELS: Starla and Now Records

TOTAL ALBUMS RELEASED: 18

TOTAL SINGLES RELEASED: 110

BIGGEST ALBUM: "Oldies But Goodies, Volume One," nationally charted for over 200 consecutive weeks.

BIGGEST SINGLE: "Teen Beat" by Sandy Nelson and "Since I Don't Have You" by the Skyliners (now owned by Original Sound).

MOST REQUESTED SINGLE: "Memories of El Monte" by The Penguins (written by Frank Zappa), released in 1963.

TOTAL EMPLOYEES: 18

PRESIDENT: Art Laboe

VICE PRESIDENT: Paul Politi

W.C. OPERATIONS MANAGER: Joe Daigle

EAST COAST OPERATIONS MANAGER: Charlie Peters

LONDON OPERATIONS MANAGER: Susan Jacoby (commencing January, 1973)

SUMMARY: In the words of Paul Politi: "Everyone at Original Sound Records has a deep love and appreciation for the 'roots music' of the 50's and 60's. Since the beginning, we try focusing attention on this music, which it so rightly deserves."

Perception/Today Records

165 W. 46th Street
 New York, New York 10036
 (212) 765-9690

HISTORY: Perception/Today began in January, 1970. It was created by Terry Phillips, a writer-producer who worked with Phil Spector, Leiber-Stoller and others, and Boo Frazier who was with Vee-Jay and Mercury working primarily with R&B artists. Relying heavily on R&B product along with

jazz (which they got into before its recent resurgence...they signed some artists with widely varied backgrounds...like five year old Lucky Peterson, who had a substantial R&B record called "One, Two, Three, Four." At the other end of the spectrum is Dizzy Gillespie...an artist most record companies no longer believed in...last year, while on Perception, two of his albums were nominated for Grammy Awards. The company "has taken on the initially greater fight" of independent promotion and distribution because it feels ties to a major label are restrictive. Other jazz artists they're "bringing back" are Johnny Hart, "Girl from Ipanema" Astrud Gilberto, Shirley Horn and pop artists Bobby Rydell and Milyn Maye. Artists do a lot of their own producing or co-producing. Company also has Top 40 acts King Harvest ("Dancing in the Moonlight"). Company takes inspiration from independents who've "made it" like A&M and Elektra...Perception wants to be a major independent. They're into a country thing through Hamboree, a label they distribute. Perception is a publicly owned company, traded over the counter. Other artists include Black Ivory, Wanda Robinson, Odds and Ends, James Moody and Maya Angelou. Perception is oriented towards albums and feels developing a good catalog is most important.

PERCEPTION/TODAY RECORDS

(the name): Perception was chosen to indicate the vantage point of the artist and company. Perception comes from an artistic feeling, while Today was to be a vehicle for more "pop sounds." However, both have pretty much evolved into one.

TOTAL ALBUMS RELEASED: Over 30

TOTAL SINGLES RELEASED: Over 20

BIGGEST SINGLE: "Dancing in the Moonlight" by King Harvest

BIGGEST ALBUM: Black Ivory's album, "Baby Won't You Change

Your Mind"

TOTAL EMPLOYEES: 12

PRESIDENT: Terry Philips

EXECUTIVE VICE PRESIDENT,

MARKETING: Boo Frazier

EXECUTIVE VICE PRESIDENT: Dan Teitelbaum

SALES MANAGER: George Saydah

NATIONAL PROMOTION: Jeanie Brittan, Pop, Progressive; Luella Johnston, R&B, Jazz

HEAD OF A&R: Patrick Adams

SUMMARY: In the words of Terry Philips... "Perception is trying to develop creative product that satisfies people's life styles and needs...we're trying to build a reputation not only as hit-makers, but ahead of ourselves artistically...it's a great industry when you can share the charts with monster companies."

Philadelphia International

250 South Broad Street

Suite 611

Philadelphia, Pa. 19102

(215) 545-6490

HISTORY: Kenny Gamble and Leon Huff had long been a successful production team focusing primarily on rhythm and blues...their production credits include Jerry Butler, Wilson Pickett, Archie Bell and the Drells, Dusty Springfield. In 1971, they took their dream...to have an identity of creative ability, which would enable them to control and develop their own artists in a first class manner...and formed Philadelphia International. They're still doing some independent production, but are concentrating on their own artists...like the O'Jays, Billy Paul, Harold Melvin and the Bluenotes, Johnny Williams, Bunny Sigler. Success has come quickly for the company, which had had a number of "cross-over" records recently.

PHILADELPHIA INTERNATIONAL (the name): Gamble and Huff being from Philadelphia have a hope to spread that music worldwide.

OTHER LABELS: Gamble

Records...which has the Intruders and Futures.

DISTRIBUTED BY: Epic (they are a Columbia custom label).

TOTAL ALBUMS RELEASED: 4

TOTAL SINGLES RELEASED: 23

BIGGEST SINGLE: "Backstabber" by the O'Jays has gone over a million.

BIGGEST ALBUM: O'Jays again.

TOTAL EMPLOYEES: About 20

PRESIDENT: Kenny Gamble

VICE PRESIDENT: Leon Huff

ADMINISTRATIVE VICE

PRESIDENT: Earl Shelton

OPERATIONS DIRECTOR: Harry J. Coombs

ASSOCIATE PRODUCER AND ARRANGER: Tom Bell

SUMMARY: In the words of Kenny Gamble..."Philadelphia International Records represents a goal we have been trying to reach. We have created the sound of Philadelphia, a sound that has taken eight years to perfect and eight years to penetrate the record industry. We're a home, a family for artists and creative people...it's part of the Gamble-Huff family.

Playboy

8560 Sunset Boulevard

Los Angeles, California 90069

(213) 659-4110

HISTORY: August 1971, company was formed to make money. Contemporary product.

TOTAL ALBUMS RELEASED: 6

TOTAL SINGLES RELEASED: 10

BIGGEST ALBUM: Will not say

BIGGEST SINGLE: Will not say

PRESIDENT: Hugh Hefner

VICE PRESIDENT, PLAYBOY

ENTERPRISES: Sal Iannuci

EXECUTIVE VICE PRESIDENT:

Larry Cohn

TOTAL EMPLOYEES: 14

SUMMARY: We intend to be commercial as well as artistic, prideful as well as profitable in our music offerings to the public.

Polydor

1700 Broadway

New York, New York 10019

(212) 245-0600

HISTORY: Polydor, as a label, was introduced in this country three years ago under the direction of Jerry Schoenbaum. Interested in expanding his horizons, Schoenbaum left his position as head of one of the country's largest mail order record services to become director of the classical division at MGM, which at that time distributed Deutsche Grammophon, Archive and Heliodor. An extension of his department at MGM, Schoenbaum was largely involved in establishing the Verve-Forecast label for MGM, and was responsible for the initial recording efforts of artists such as Janice Ian, Laura Nyro, Tim Hardin, The Blues Project and many others. After five years at MGM, Schoenbaum's success at searching out new talent led him to Atlantic Records, where he became director of new talent, a position that was established especially for him, and one that he held for a short time...when Polydor Inc. was established in the United States, and he accepted the presidency of the company. Polydor, Inc. is owned by Polydor International, but recently, Polygram U.S. was set up as a corporate umbrella for Polydor, Phillips-Mercury and MGM...the latter two having recently been acquired along with Chappell Music Publishing Company. Polydor in the U.S. also distributes Spring Records, Event, People, Brownstone and the Lava labels. The first group signed was Cat Mother, who had an immediate hit, "Good Old Rock and Roll." Other major artists include Mandrill, John Mayall, Lily Tomlin, James Brown, Joe Simon, Millie Jackson, James Last, Arthur Fiedler and the Boston Pops, Ellen McIlwaine, Roy Ayers, Jake with the Family Jewels, Lyn Collins, The Bells, Hank Ballard, J.B.'s and others.

Polydor, Inc. is distributed exclusively in the U.S. by United Artists Distributing Corporation. Polydor, Inc., however, maintains its own promotion staff with 22 local men, four regional men and five in R&B promotion.

TOTAL ALBUMS RELEASED: 199
TOTAL SINGLES RELEASED: 261...Average of about eight singles per month.

BIGGEST SINGLE: "Drowning in the Sea of Love" – Joe Simon on the Spring label.

BIGGEST ALBUM: "Turning Point" – John Mayall.

PRESIDENT: Jerry Schoenbaum

GENERAL MANAGER: Si Mael

DIRECTOR OF A&R: Peter Siegel

NATIONAL SALES MANAGER: Phil Picone

DIRECTOR OF PROMOTION: Mike Becce

TOTAL EMPLOYEES: About 65...offices in New York, Los Angeles, and Union, New Jersey.

SUMMARY: A dynamic full line label with heavy emphasis in classical, R&B, popular music in all of its forms...and a label that is considerably ahead of last year in sales, chart singles and albums, and heavy in the development of new artists.

RCA Records

1133 Avenue of the Americas
 New York, New York
 (212) 586-3000

HISTORY: In 1929 the Radio Corporation of America (into electronics and radio) bought out Victor (since 1903 a leader in "talking machines"). David Sarnoff, President of RCA during the formative years and then some, felt it was a natural for radio and records to meet. Sarnoff's visions were of the consumer as the ultimate judge...people shouldn't be hyped...and quality was important at every level. From the beginning Sarnoff took the company in the direction of being full-line. RCA's early success was with classical

artists...when they were finding "hard times" at the outset, Enrico Caruso cut ten sides (equivalent to ten records) for RCA on a flat fee, no royalties basis...company moved up sharply thereafter. Early classical artists were joined by show-biz folks like Eddie Cantor and Nelson Eddy. In 1956 few realized the importance of the signing of that truck driver with the loose hips. Elvis was, to say the least, a boon for the company. RCA has been working on technical improvements vis a vis dynagroove and dynaflex (if your TCA dynaflex records are sticking, they say you only need adjust the tone arm)...recently company has started on quadrasonic product. RCA's worldwide prominence is still there and several of their other labels are doing well. Diversity is just as important today with RCA...strong in classical, country (Charlie Pride, Jerry Reed), MOR (Ed Ames, Perry Como)...they have felt that lack of developing strong rock artists over the last several years and are working to change it...now have the Kinks, Harry Nilsson, Guess Who and through Grunt, Jefferson Airplane.

RCA RECORDS (the name): Radio Corporation of America...have pretty much abandoned the Victor...but the real story here is the most recognizable mascot in the business...Nipper is the official name of that canine always listening to the gramophone.

OTHER LABELS: Grunt, Chelsea, TMI, Neon, Wooden Nickel, Kirchner, Camden (budget line), Red Seal and Victrola (both Classical music labels).

TOTAL ALBUMS RELEASED: Over 8,000

SINGLES RELEASED: Over 25,000

BIGGEST SINGLE: Elvis did over 7 million copies of "Hound Dog."

BIGGEST ALBUM: "Sound of Music" has done over 13 million copies.

TOTAL EMPLOYEES: Over 4,000 domestic and about 2,000 more worldwide.

PRESIDENT: Rocco Laginestra

VICE PRESIDENT, COMMERCIAL

OPERATIONS: Mort Hoffman
DIRECTOR OF PROMOTION: Frank Mancini
NATIONAL SINGLES PROMOTION: Larry Douglas
NATIONAL ALBUM PROMOTION: Tom Cossie
VICE PRESIDENT, MARKETING: Gene Settler
VICE PRESIDENT, A&R: Don Burkheimer
SUMMARY: Rocco Laginestra says he will continue David Sarnoff's visions of a full-line company serving the consumer...“our goal is to be as strong in every area of music as possible.” Main drive in recent years has been to sign rock artists...“We want to be everywhere with a strong showing. We sell talent...there isn't any music without the artist.”

Roulette Records
 17 West 60th
 New York, New York
 (212) PL 7-9880

HISTORY: Roulette Records actually starts back around 1954...George Goldner had a label called Rama and Gee, which was small but successful with such acts as the Heartbeats...at the same time Morris Levy was booking acts (mostly jazz) for various companies around the country including Birdland. Levy also owned his own publishing company in partnership with Phil Kahl and Morris Gurlock...and eventually bought into Gee and Rama at the same time that Phil Kahl's brother Joe Kolsky also became a part owner. Levy felt the label should take a different direction...so after discussion with Goldner, he decided to form his own label and he called it Roulette...Goldner owned part of it, as did Joe Kolsky. Morris Levy bought out Joe Kolsky's interest in all the record companies in 1961. The first two records out of the bag were both million sellers...“Party Doll” by Buddy Knox and “I'm Stickin' With You” by Jimmy Bowen. The label was formed

in 1957. When Roulette took off it brought all the other labels in...Gee, Rama, Gone, Edn, Tico, Allegre, Mardi Gras...From there the company hit with people like Jimmy Rodgers...and later Tommy James...The number of hit records in the early days was incredible.

ROULETTE (the name): Obvious...was named just because of the wheel and the records.

OTHER LABELS: Tico, Allegre, and Mardi Gras are all Latin labels...Calla...distribute Virgo.

TOTAL ALBUMS RELEASED: Approximately 700 to 800

TOTAL SINGLES RELEASED: Hard to say, but over a thousand

BIGGEST SINGLE: “Crimson and Clover” – Tommy James

BIGGEST ALBUM: Between the “Best of Tommy James,” or “Peppermint Twist” by Joey Dee and The Starlighters

OTHER OFFICES: The record company itself doesn't have any offices...but the publishing company has offices in seven foreign countries. Company has about 100 employees...including publishing and the record company.

NATIONAL PROMOTION DIRECTOR: Joe Kolsky
NATIONAL SALES: Joe Kolsky
NATIONAL A&R: Morris Levy and several others in the office.

Scepter
 254 West 54th Street
 New York, New York 10019
 (212) 245-5515

HISTORY: Mrs. Greenberg was a housewife with teenagers and dug the music. Shearells were friends of her kids. She learned about the business runnin' around New York.

OTHER LABELS: Wand, Mace, Hob
BIGGEST ALBUM: Dionne Warwick
PRESIDENT: Florence Greenberg
NATIONAL PROMOTION DIRECTOR: Kris Jonz
NATIONAL SALES MANAGER: Ed

Kushins

NATIONAL A&R: Stanley Greenberg

TOTAL EMPLOYEES: 40

WHO DO STATIONS CALL WHEN

THEY NEED RECORD SERVICE:

Kris Jonz

SUMMARY: Try to put out good records the public likes.

The Shelby Singleton Corp.

3106 Belmont Boulevard

Nashville, Tennessee 37212

(615) 385-1960

HISTORY: Formed January 1967 in New York City – to cover all fields of endeavor in the music business – of late have been involved mostly in pop and country oriented product. Early years heavily R & B oriented.

The Shelby Singleton Corp. (the name): Founder S. S. Singleton

OTHER LABELS: Own – SSS, Plantation, San, Midnight Sun – Distribute: American Heritage.

TOTAL ALBUMS: 64

TOTAL SINGLES: 400

BIGGEST ALBUM: Harper Valley P.T.A. by Jeannie C. Riley

BIGGEST SINGLE: Harper Valley P.T.A. by Jeannie C. Riley

PRESIDENT: Shelby S. Singleton, Jr.

NATIONAL PROMOTION

DIRECTOR: Buddy Blake

NATIONAL SALES MANAGER:

Dick Bruce

NATIONAL A&R: Shelby S. Singleton

TOTAL EMPLOYEES: 18

WHO DO STATIONS CALL WHEN

THEY NEED RECORD SERVICE:

Buddy Blake

SUMMARY: Shelby Singleton: "Other than established acts, the type material released is of such an unusual nature that it usually is 'a million, or nothing.'"

Stax Records

96 N. Avalon

Memphis, Tennessee 38104

HISTORY: Stax Records began as

Satellite Records back in 1957...dealing with pop, country, etc. They immediately went through a three-year period without a hit record...Jim Stewart began the company...he had been a banker (VP of a bank, in fact)...and a musician as a sideline. In 1959 Jim's sister who's name is Axton came into the business with Jim and the next year the company moved to a new location (present) which was a black-white fringe area...and this began to attract a good many black musicians...It was from this that the company began to deal with mostly black oriented product. It was not planned to do this...it just evolved as a result of the location...Jim's sister ran a record shop in front of the studio...which helped pay the bills of the sessions...most of their customers were buying black oriented product and this in turn was an influence of the company...The continued perseverance of Stewart and his sister resulted in their first success which was Gee Whizz by Carla Thomas...This was a master purchase deal with Atlantic, however...the first hit on Satellite was Last Night by the Mar-Keys...and it was then that a west coast company informed Stewart that they had previous rights to the name Satellite...It was then that the company changed its name to Stax...Stax was affiliated with Atlantic...first from a master purchase deal...From 1960 to 1967 Stax had a distribution agreement with Atlantic...being very successful in the era with records that were regional hits (some of them selling 150,000 or more) that never hit the charts...Otis Redding for example was having hits from 1962 on. Other artists such as Booker T...Sam & Dave...Carla Thomas were hitting the national charts...But at the same time artists like Albert King and William Bell were keeping the company going with "bread and butter" records...In 1967, Atlantic Records was sold...six months later Stax became an independent company...shortly after that they sold to Gulf and Western. Shortly after that

Stewart bought the company back from Gulf and Western (18 months later)...Mrs. Axton got out of the business and it was here that Al Bell and Jim Stewart became partners. Al had been with the label since 1964...and worked his way to being part owner and finally he and Stewart joined full forces and the two are the owners of the label today. Al had been in the business for some time before joining Stax...

STAX RECORDS (the name): St for Stewart and ax for Axton

OTHER LABELS: Volt, Enterprise, Respect, Gospel Truth and also distribution agreements with Koko. We produce Ardent

TOTAL ALBUMS RELEASED: 125

TOTAL SINGLES RELEASED: 365

BIGGEST SINGLE: Close race between several, but I'll Take You There by Staple Singers is biggest so far.

BIGGEST ALBUM: Shaft by Isaac Hayes

TOTAL EMPLOYEES: 125

PRESIDENT: Jim Stewart

EXECUTIVE VICE PRESIDENT: Al Bell

CORPORATE MANAGER: John Smith (also pretty well directs promotion)

SALES MANAGER: Hy Weiss

A & R: No A & R director as such...Stewart, Bell and several others work with this area

SUMMARY: Reason for the success of Stax records...Jim Stewart "without sounding trite I think it's the old blood, sweat and whatever else you want to call it...On all levels...Let's say that people are totally involved...I think you saw this when you were down here...the girls in the sales department for example...they dearly love what they're doing...it's not just a 9 to 5 job to them...they dearly love to sell Stax product...Like I say you'd have to sit in that sales office to appreciate that...I've gone into other sales offices and saw the people just sitting around and bullshitting until somebody says "do something." That's not it at Stax...they're busy and

they're enjoying what they're doing...that's in every area...it's a total involvement that makes the difference...

Stereo-Dimension Records

888 Seventh Avenue

New York, New York 10019

(212) 582-6855

HISTORY: 1969 started in New York – Direction contemporary pop music – has expanded into R & B. Company owned by Westinghouse Corporation. **Stereo-Dimension Records (the name):** Wanted it to be Dimension Records but that was taken so Stereo was tacked onto beginning.

OTHER LABELS: There is no Stereo-Dimension label – only the company "Evolution Records" – pop-contemporary. R & B – "Road Show," Children – "Let's Pretend," and "Affinity."

TOTAL ALBUMS RELEASED: Approximately 50

TOTAL SINGLES RELEASED: 75

BIGGEST ALBUM: One Fine Morning by Lighthouse (Evolution)

BIGGEST SINGLE: One Fine Morning by Lighthouse (Evolution)

PRESIDENT: Loren Becker

NATIONAL PROMOTION

DIRECTOR: Margo Knez

NATIONAL SALES MANAGER: Fred Edwards

NATIONAL A&R: Loren Becker

TOTAL EMPLOYEES: 14

WHO DO STATIONS CALL WHEN THEY NEED RECORD SERVICE:

Margo Knez

SUMMARY: Today's music is our business. That means popular contemporary and includes R & B. We release very little only promoting the talent and records we honestly believe in, but we work as hard and as long as necessary to bring our artists recognition – Loren Becker.

Sussex Records
 6430 Sunset Boulevard
 Suite 1405
 Hollywood, California 90028
 (213) 461-4923

HISTORY: Sussex was started in early 1970 by Clarence Avant...he started the company "to face the music and dance to it"...he was into music, but didn't like the arbitrary classification of R&B, country, etc...consequently he's diversified musically without paying strict attention to it...Avant says, like the Gallery, "I Believe in Music"...early big records for Sussex were the Presidents' "5, 10, 15"...and "Sweet Mary" by Wadsworth Mansion...their current artist roster includes Bill Withers, Zulema, Dennis Coffey, Gallery, Faith, Hope and Charity, Soul Searchers, Eddie Senay, Amish, Segments of Time, Billy Charne, Yukon, and Creatice Source.
Sussex (the name): There is a joke around the Sussex office the name is a misspelling of the word success.

DISTRIBUTED BY: Buddah Records
TOTAL ALBUMS RELEASED:
 Approximately a dozen

TOTAL SINGLES RELEASED:
 Approximately 40

BIGGEST SINGLE: "Lean On Me" by Bill Withers (sold 2-1/2 million)

BIGGEST ALBUM: "STILL BILL" by Bill Withers

TOTAL EMPLOYEES: 11

PRESIDENT: Clarence Avant

VICE PRESIDENT: Ron Moseley

NATIONAL R&B PROMOTION:
 Wendell Bates

NATIONAL POP PROMOTION:
 Chuck Fassert

NATIONAL LP PROMOTION:
 Charles Kipps

SUMMARY: We at Sussex have laid the groundwork for long range success by committing ourselves totally to a triple objective: (1) filling existing voids in contemporary music by securing and developing original, creative and diversified artists; (2) dedicating ourselves to excellence of product; (3) gearing our efforts to the

lucrative LP market which we feel is the foundation of a steady growth pattern.

Trans Maximus, Inc.
 1711 Poplar Avenue
 Memphis, Tennessee 38104
 (901) 278-5850

HISTORY: Started as a production and studio facility and has progressively gotten bigger;

Trans Maximus, Inc. (the name):
 Originally from the Latin

OTHER LABELS: TMI and Orange.

TOTAL ALBUMS RELEASED: 20

TOTAL SINGLES RELEASED: 45

BIGGEST ALBUM: The Jeff Beck Group for Columbia.

BIGGEST SINGLE: "You're Still A Young Man" - Tower of Power for Warner Brothers.

PRESIDENT: Jerry L. Williams.

NATIONAL PROMOTION

DIRECTOR: Ewell Roussel

NATIONAL SALES MANAGER:
 Ewell Roussel;

NATIONAL A&R: Jerry L. Williams.

TOTAL EMPLOYEES: 26

WHO DO STATIONS CALL WHEN THEY NEED RECORD SERVICE:

Ewell Roussel and Don Russell

SUMMARY: This company has had 3 chart albums and 5 chart singles in the last five months and can only look forward to greater success in 1973.

20th Century
 8255 Sunset Boulevard
 Los Angeles, California 90046
 656-8575

HISTORY: Started September 1st 1972 - Los Angeles. Pop and R & B record company.

20th Century (the name): Shortened Fox name.

OTHER LABELS: None

TOTAL ALBUMS RELEASED: 3

TOTAL SINGLES RELEASED: 8

BIGGEST ALBUM: Marina Strings.

BIGGEST SINGLE: Love Jones/B

PRESIDENT: Russ Regan
NATIONAL PROMOTION DIRECTOR: Paul Lovelace
NATIONAL SALES MANAGER: Tom Rodden
NATIONAL A&R: Russ Regan
TOTAL EMPLOYEES: 9
WHO DO STATIONS CALL WHEN THEY NEED RECORD SERVICE: Paul Lovelace
SUMMARY: Hopefully we'll be a giant major independent record company.

Tumbleweed Records, Inc.
 1368 Gilpin Street
 Denver, Colorado 80218
 (303) 321-4010

HISTORY: We started full operation on July 9th, 1971 having been financed by Gulf and Western. And for 1-1/2 years, we have been on an exciting learning experience. We set new policies and contracts and decided to have a artist-oriented company here in Denver. Much has worked and a lot hasn't. We are an artist company but distribution hasn't been what we have hoped it would be. We feel, however, it is coming - we hope it is.

Tumbleweed Records, Inc. (the name): A tumbleweed is a loco-weed that is up-rooted and rolls with the wind (hopefully gathering knowledge along the way).

OTHER LABELS: Carapan Records (a sex-education series with Dr. Stanley Daniels), Pan Records (a child/psychology series)

TOTAL ALBUMS RELEASED: 7

TOTAL SINGLES RELEASED: 4

BIGGEST ALBUM: Danny Holien

BIGGEST SINGLE: Colorado - Danny Holien

PRESIDENT: Larry Ray
NATIONAL PROMOTION DIRECTOR: Robert Ruttenberg
NATIONAL SALES MANAGER: Gil Bateman
NATIONAL A&R: Larry Ray, Mitch Kampf, Gil Bateman
TOTAL EMPLOYEES: 9

WHO DO STATIONS CALL WHEN THEY NEED RECORD SERVICE:

Bob Ruttenberg

SUMMARY: What we have been doing and where we have been doing it - WORKS!! L.A. and N.Y. aren't the only areas that an authentic endeavor can be accomplished.

United Artists Records
 6920 Sunset Boulevard
 Los Angeles, California 90028
 (213) 461-9141

HISTORY: United Artists, as a company, began back in the thirties when Charlie Chaplin, Mary Pickford, and Douglas Fairbanks decided to fight the motion picture establishment and begin their own company of United Artists...the company began as an off shoot of motion pictures...beginning as a package label...basically motion picture music and jazz...David Picker and Art Talmadge, taking over in the late fifties, developed the label further...with such acts as Spencer Davis, Gordon Lightfoot, Manfred Mann and others...Trans America bought United Artists in 1958...it was then the direction changed...Liberty Records began as a west coast company...started by Sy Warnicker, who had been an A&R man for labels and Jack Ames, who had owned other small labels...the company found itself in trouble after a period of time...when Al Bennett came in and bought out Jack Ames' half of the company...a short while later, the company came up with its first hit...Ross Bagdasarian's "Chipmunk Song"...from there the singles-oriented company came with hit after hit...Bobby Vee, the Ventures, Johnny Burnette, Jan & Dean, Gene McDaniels and many others...Trans-America bought out Liberty and the new company became known as Liberty-UA...A year and a half ago, a reorganization procedure brought Mike Stewart to the helm of the

group...it was then that the image of the company was changed and with it came a new direction and a new name...United Artists Records...The two companies at that time had a total roster of some 300 artists on all labels...today the total is only about 70...

UNITED ARTISTS (the name): As previously explained, began as a group of motion picture artists dissatisfied with working with large corporations...no idea of where the name Liberty came from, although you'll remember there was a picture of Statue of Liberty on the label...

OTHER LABELS: Blue Note, which is basically a jazz line...moving into other areas...Avalanche, which is owned by the publishing company...primarily to develop copyrights...Latino...a latin line...company also distributes Poppy...and Anthem...

TOTAL ALBUMS RELEASED: No idea...but are releasing less at this time than previously...Last year the company released about 100...which was down 200 from the previous year...that's total albums...

TOTAL SINGLES: Not available

OTHER OFFICES: London, New York, Paris, Nashville, Munich, and Toronto...

NATIONAL PROMOTION: Gene Armond

NATIONAL SALES: Jack Mesler

A & R: Actually headed by Stewart...Nick Venet also...

PRESIDENT: Mike Stewart

PROMOTION COPIES: Available to any legitimate station

SUMMARY: President Stewart: "to create a climate that will attract the most productive creative people in our business...to give them a strong progressive company that will promote and exploit their product in all areas...and to give them the climate that will let them create without people looking over their shoulders."

HISTORY: In March, 1958, Warner Brothers Pictures spawned a record company bearing their name...at the outset, it was a "determinedly M.O.R. catalog company"...Jim Conkling was the first President and embarked on an overly ambitious plan that led to serious trouble in 1959, when Warner Brothers pulled back and had to fire some 100 employees. It was in this 1959 era of searching that the company was perhaps saved by an album titled "The Button Down Mind of Bob Newhart" and a single, the Everly Brothers' "Cathy's Clown." In 1961, Frank Sinatra left Capitol to start Reprise, which Mo Ostin ran...that same year Mike Maitland took over as President of Warner Brothers. In 1963, Warner Brothers bought two-thirds of Reprise, with Sinatra retaining one-third. More M.O.R. stars were signed...Bill Cosby, Dean Martin, Sammy Davis, Jr., in 1964 Reprise took on the English rage with Ray Davies' Kinks. In 1967, Reprise started a swift departure from their over-30 image by signing Jimi Hendrix, Arlo Guthrie, Randy Newman...it was in '67 that Warner Brothers was sold to Seven Arts and the company feels 1968 was a time they "became more creative." Over the next couple of years, strong artists were signing at a phenomenal rate...Neil Young, Van Morrison, Black Sabbath, Alice Cooper, Jethro Tull, James Taylor. Mike Maitland left the Presidency in 1970 and Mo Ostin and Joe Smith, who had been GM of Warner Brothers, took over. A year later WEA (Warner-Elektra-Atlantic) was formed for sales and international distribution. Warner Brothers and Reprise had ceased to be separate and distinct entities. Undoubtedly one of the most potent record company around today, Warner-Reprise has noticeably stayed away from R&B, country, or "gum" artists...they say they will venture into these fields if they find acts that also have "pop" appeal. Meanwhile, they're continuing success within their current spectrum

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