

BOB HAMILTON'S

RADIO 70'S

PHILADELPHIA CHANGES

PHILADELPHIA.....

The nearly major market changes continue to dominate the radio news as extremely successful program director, Lee Sherwood, announced his resignation from WFIL. Sherwood, pulled WFIL up to the dominant position in Philadelphia, after moving from Miami, about a year and a half ago. Sherwood, will become program director, for a chain, just recently formed, with WKNR in Detroit, becoming the flag ship station. Rumors are extremely strong that the group will be buying a station in Los Angeles, in the near future. However, no official word on this has been received. Sherwood, will be headquartering in Detroit for the time being. Newly named as Sherwood's WFIL replacement is Jay Cook, who worked under Sherwood as music director. Cook, worked closely with Sherwood and is apparently very qualified for the job. In other moves of major importance, Ed Mitchell leaves CKLW for KFRC....Chuck Browning of course coming to KHJ. Drake officials refused to comment as to the new line up at their station, but, supposedly the change will come in the next few days. Browning has worked morning drive and mid mornings besides his night and afternoon drive stints, and could conceivably move into the 9-12 sport vacated by Sam Riddle. At the same time another major change at KFRC, as music director and morning man Gary Shaeffer, pulled an extremely surprising move by announcing his resignation. Gary, who ruled the music with a heavy hand, will reportedly stay in San Francisco and do independent A&R. He also will have an office in Miami. Pete McNeil will be the new music director there. The WLS, program director job now seems the one remaining question, with everybody and his brother, rumored to take the job. It seems evident that ABC officials, have not really made up their minds as yet.

Nashville---WKDA, formerly one of the city's two top forty stations, announced a change in format to country and western. This leaves only WMAK, programming top forty.

RECORD OF THE WEEK SPIRIT IN THE SKY---NORMAN GREENBAUM

DICK RECORD OF THE WEEK AMERICAN WOMAN---GUEST WHO

THIS WEEK'S TOP TWENTY

- | | | |
|-----|-----------------------|-------------------|
| 1. | Bridge Over | Sam & Gar. |
| 2. | Instant Karma | John Lennon |
| 3. | Love Grows | Edison Lighthouse |
| 4. | Spirit In Sky | N. Greenbaum |
| 5. | House of Rising Sun | Frijid Pink |
| 6. | Rapper | Jaggerz |
| 7. | Let It Be | Beatles |
| 8. | Come And Get It | Bad Finger |
| 9. | Evil Ways | Santana |
| 10. | Celebrate | 3 Dot Night |
| 11. | Didn't I | Delphonics |
| 12. | Ma Belle Amie | Tee Set |
| 13. | Easy Come Easy Go | Bobby Sherman |
| 14. | Who'll Stop Rain/Flip | CORPORA |
| 15. | Kentucky Rain | Elvis Presley |
| 16. | He Ain't Heavy | Hollies |
| 17. | A-B-C | Jackson 5 |
| 18. | Give Me Just A Little | Ch.ofBoard |
| 19. | Rainy Night In Ga. | Br. Benton |
| 20. | Somethings Burning | 1st Edition |

ALSO HAPPENING

- | | |
|-----------------------|--------------------|
| Temma Harbour | Mary Hopkin |
| Gotta Hold On | Jr. Walker |
| Shilo | N. Diamond |
| Call Me | A. Franklin |
| Love Or Let Me Be | Fr. Of Dist. |
| Long Lonesome Highway | Michael Parks |
| The Bells | Originals |
| Up The Ladder | Supremes |
| Thank You/Flip | Sly & Family |
| Jennifer Thompkins | Street People |
| I Gotta Thing | Funkadelic |
| Oh Me Oh My | Lulu |
| For The Love | B. Martin |
| Hey There Lonely Girl | E. Hollman |
| Reflections | Marmelade |
| Tennessee Birdwalk | Blanch. & Morgan |
| Catwalk | Village Soul Choir |
| All I Have To Do | Glen & Bobbie |
| Little Green Bag | George Baker |
| Brown Paper Bag | Synd. of Sound |
| SAV A | |

STARTING

- | | |
|------------------------|-----------------|
| Oh Well | Flatwood Mac |
| Who's Your Baby | Archies |
| Walkin Through Country | Grassroots |
| Medley | 5th Dimension |
| Capture The Moment | Jay & Americans |
| Turn Back Hands | Tyrone Davis |
| Holly Go Softly | Cornerstone |

Los Angeles---Little surprises in the latest Pulse (Nov-Dec) for this city. Most interesting are the numbers pulled in the afternoon and night by progressive rock, KMET-FM, in many instances on the cumes out pointing sister AM'er KLAC. The following is the survey, using in home and out of home shares.....

	<u>6-10</u>	<u>10-3</u>	<u>3-7</u>	<u>7-12</u>
KHJ	12	11	16	12
KRLA	5	7	11	8
KFWB	11	6	5	3
KHJ-FM	1	2	2	3
KMPC	8	5	4	2
KLAC	2	1	1	1
KMET-FM	1	1	3	5
KDAY	-	1	-	
KABC-FM		-	1	1

New York---WOR-FM, proving that oldies albums really make it, reported some 21,000 copies of their album have sold in the first ten days. This is using only station promotion and mail order.

New York---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.

Denver---Sometimes the best promotions can be in the music you play. Highly popular, in Denver is the Mac Davis' album, entitled Song Painter. KLZ-FM listeners were asked to submit a picture they drew or painted themselves, which explained in art form one of Davis' songs. Mac, himself flew to Denver to judge the contest, which according to reports, contained some fantastic entries. Winners received albums as prizes. Winner, drew a picture typifying In The Chetto.

Los Angeles---That guess the weight of the car contest we talked about last week, didn't quite make it at KHJ. A listener, got the exact weight just three days into the contest. Promotion is still running at CKLW, WRKO and KFRC without a winner at last report.

Indianapolis---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 bachlorette listeners to have a ball on them. Listners could pick up the balls at various service stations and stick them on the antenna to show everyone they were single. Promotions contained doube entendre that would take Carrie Nation, to figure out.

Charlotte---WAPE, in Jacksonville, was purchased this last week by WAYS in Charlotte. No word on any changes there. WAPE, is top forty

Miami---How many hours will it take for two of WFUN'S jocks to row across Biscayne Bay? How about it in a bath tub? 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.

Los Angeles---KRLA is asking listnrs to write letters to the station telling them, what they like or dislike about the station, and what changes they would like to have. By the way, we printed a story about Je' Taimé, being played on KRLA. One statement we made...."No complaints in the first week of play. Evidently it took listeners that long to figure it all out and the complaints poured into management at the beginning of the second week. Station pulled the record.

El Paso---City is honoring popular disc jockey, Sonny Melindrez, with the mayor proclaiming last Thursday, Sonny Melindrez day. A dance will be held and other such celebrations with proceeds going to charity.

Milwaukee---WRIT is giving away a color t.v. on the early morning Flying Dutchman's show. Jock will be adlibbing something and the word will be bleeped out. Listeners have to figure out what he said under the bleep.

write it down and be first to list all correct words to the station.

Louisville---WKLO, running it's Be A Jock, contest, (listed in Radio 70 three weeks ago)...compiled a total of 45 million votes from area high schools. That's 13.8 tons of paper, collected from every high school. Contest ran a month. Duplicate prizes were awarded, because the thing ran into a tie. Reports are that it was the biggest contest ever run there. Cost of compiling votes and carrying away the paper ran over five thousand dollars.

Dallas---KLIF is running a "Go Tell Your Boss To Go Fly A Kite" contest. Secretaries are sending in their bosses name. 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.

Washington---WEAM, is running one of it's rare contests. A new Pontiac is being given away. Promotion is run with clues each day to what city the keys are hidden in. Find the keys and win the car. Listeners are given a chance on the phone each hour.

Pittsburgh---WIXZ, is celebrating it's birthday this month with a contest. Each hour, contestant calls in and is given 5 dollars. He can keep it or try for a birthday present. Segue-Way the Robot, comes on and tells them what they have won. Prizes range from color television to publicity picture of Tommy Goodwin.

Charlotte---Big WAYS, here is running a new theme in their jingles...."WAYS...Carolina's Jolly Radio Giant".....To kick off the new theme, they are running a contest, called the Radio Giant. It's just a take off on the mystery voice thing, with hourly clues given by the voice. The promotion on it is heavy. Two jocks for example, periodically get on it's others shoulders, with a giant size suit and the calls on their clothes and walk around town. Four cats on stilts also cruise the city with WAYS on their sweat shirts and a huge truck drives around town with a stuffed giant dummy on the back. Outside promotion.....

WOMAN OF THE WEEK

LORRAINE WILLIAMS
KQV---PITTSBURGH

MY OWN THING

It was my plan this week to write a fairly non committal type editorial about the business, because I DON'T WANT THIS THING TO BECOME A BAD RAP THING, NOR will it. However, I spent a wasted few minutes last night watching CBS production of sixty minutes...and their treatment of what happens with a record from it's inception. The concept would have been great for our industry if treated in a totally, complete and honest way. However, good old network television, which is still calling music that sells, "rock and roll" kept up that same wino syndrome. They presented Frankie Crocker of WMCA, as Fast Frankie....and showed his act in a much less than sophisticated manner. Frankie, while being a great disc jockey, is not the average jock...and his uniqueness disqualifies him from being presented as the normal disc jockey. Producer Tom Reynolds, also saw fit as he explained to me on the phone this morning...to put a quick slam in about payola. He too, added, the statement that the Mafia was involved very heavily in the record business. Reynolds told me that WMCA was the only radio station that would co-operate with him. He said most of them shied away when they learned the program would discuss payola. I wonder why. Why in the hell doesn't the network ever ever present our industry's true picture? Why don't they ever have someone produce something about radio that listens to it? I got the feeling while watching the show that the last time the producer listened to radio was 1959. That was about where the program was. Actually, man, I am really just blowing a bit of steam right now because the phone call to CBS...and all the words in the world just never seem to phase those network vice presidents. They just keep on canceling the shows that tell the truth...because they never learned how themselves....and especially about radio. Maybe, just maybe, someday...we'll get somebody to do something about the terrible disease that's plaguing our country and our industry.....TV BULLSHIT.

RADIO STATION OF THE WEEK:WABC-----NEW YORK

Format: Rick Sklar describes the station as "America's largest family middle of the road radio station." Explaining that the public has shown that it is a family station, and that they determine what a station is. Jingles are used to the tune of "I'll Take Manhattan." Usage varies; possibly before a record or as a spot breaker...depending on current policy. Policy changes constantly. Playlist fluctuates widely from week to week...depending on product. Have been as low as 22 or high as 40. Seldom play album product but, may on certain occasions. Are constantly changing and modifying policy on oldies...but, do play some. Specialized programming on Sunday, such as Howard Koesel. Station runs at least four editorials per day. Contests: Try to do something different, when they run the contest...also try to use these to find out more about their audience. Don't run promotions on a regulated basis...nor are they running one all the time. Generally, is of a large prize nature. Community involvement: Run several programs to be involved in the city. Editorials...high school news, during night...Involved strongly in race relations and drug abuse etc. Do some outside promotions, generally to find out how to help on the air. News department: WABC itself has a twenty man news staff. Also, there is the network news department in New York. News is run at 25, (local) and 55, (national). Have two mobile units and mobile boat. News director is Paul Erlich. Station itself operates on a very large scale...spending a great deal of many on community involvement and outside promotion.

6-9AM Harry Harrison---Originally from New Jersey. Worked at WFIL and for a great many years at WMCA. Has been at WABC for about a year and a half. Is certainly an institution in New York. "Happy, personable and highly identifiable with New York."

10AM-2PM Ron Lundy---Originally from Memphis. Started in radio at Greenville, Mississippi...WHNN, Memphis...WIL, and now five years at WABC. "Warm and jolly...always laughing...easy going guy...lot of little phrases he uses."

2-6PM Dan Ingram---Originally from the Bronx. Worked at WIL and KBOX before coming to WABC. Has been there for seven years. "Witty...a very brilliant wit...his humor is unbelievable...good solid heavy voice..." Does many motion picture oerdubs...and a lot of other outside things...Big production voice.

6-10:30 Bruce "Cousin Bruce" Morrow---Originally from Brooklyn...Started in radio in Bermuda...WINZ in Miami...seven years at WABC..."Fastest talker alive...extremely unique style...highly identifiable with teen audience." Very much in demand as an outside speaker at youth groups and other functions.

10:30-12 Midnight Chuck Leonard---Originally from Chicago...Worked at WWRL before WABC...Formerly was a speech writer at the Pentagon..."A real professional who does a terrific job."

12-6AM Jay volds---Originally from Indianapolis...Worked at WIFE, and WAKY...Just joined WABC one week ago. Sklar said he didn't have a word for him yet but, said he was strong and they were very happy with him.

Weekends: Jim nettleton---Worked at WAVZ...WDRG, and WFIL, before WABC..."As good as anybody on the air...we don't worry when somebody is sick because we have Jim." Does some special programming during the week also.

Program Director Rick Sklar---Originally from New York...Worked at WINS to WHN...Was PD at WINS...Came to WABC as director of production and community service...six years at WABC.

Consensus: Operates at 770 at 50,000 watt, clear channel. Has a signal you wouldn't believe. Went on the air in 1921. Was flag ship station for the ABC network. Former call letters were WJZ...changed to WABC in the 30's Formerly had large studios for soap operas etc. Changed to top forty in 1960. Sklar talks about WABC: "More people in the course of a year listen to this radio station than any toher station. Only station ever to reach over 5 million people in our primary area...according to the last ARB. In the 18-49 catagory, we hold a record also...almost three million people. By far number one in teens...have over a million teens. The only time we are pulled even in household shares by Rambling with Gambling...and also sometimes all news WINS, has pulled even once or twice in the morning...You can't say anything on this radio station without people hearing it...You have to be careful what you say...We try to look at competition from the standpoint of what kind of audience...The other top forty station in town is really not a competitor at this moment...At night WOR-FM has a big share of the audience...We are really competing more against them than anybody."

JOB
OPENINGS

<u>STATION</u>	<u>CITY</u>	<u>POSITION</u>	<u>CONTACT</u>
WOR-FM-----	New York	Jock	Sebastian Stone
WABB-----	Mobile	Jock	Dick Daniels
KGB-----	San Diego	Jock	Buzz Bennett
KYNO-----	Fresno	Jock (1st)	Dave Jeffries
WRIT-----	Milwaukee	Jock	Terrell Metheny
KLWW-----	Cedar Rapids	A.M. Jock	John Long
KIRL-----	St. Louis	Jock	Dave Scott
KYA-----	San Francisco	Jock	Dick Starr
WFIL-----	Philadelphia	Jock	Jay Cook
WGOW-----	Chatt., Tenn.	Jock	Gary Kines

CHANGES

Don West former music director at KIMN...has left the station and is looking for a job in the record business....He'd like to produce, but, would settle for a promo gig in the meantime....Some record company really ought to give this very talented guy a shot.....Jack Gallo, who worked for WRIT for some fourteen years resigned this week....That's the only station Jack ever worked for.....No word on what he'll be doing.....Jack Spector, doing some heavy lecturing on drug abuse in the Brookly public schools.....Al "Jazbo" Collins, takes Roger Christian's place at KGBS...Rog resigned this week...the story is he'll do more in the music field.....Bobby Shannon of KXOK, finally pulled a number one this week....He and wife Diane have a brand new baby boy.....Ted Bear leaves WNBC....currently looking for a gig...Of course with that station behind him, you know he has something on the ball.....Jim Dunlap got bad rapped for the numbers in the last Pulse, which was taken in Miami, October 15 through December 15.....Not really fair to Jim...My records show he joined the station as program director on December 19.....Todd Chase by the way, moves from KQV to do 1-5 PM at WQAM.....Also Steve Morgan comes in from WQXI.....Larry Lawrance takes a jump from W1ST...in Charlotte...to WMP5.....Bobby Harper, just leaving W1XZ a few days ago...joins KQV.....Bill Halperin, former music director and jock at KIRL...splits...is looking.....Ron Thompson has been named new MD for KCBQ...Bob Collins still doing his on the air stint.....Don Steele takes over the Sam Riddle television show on KHJ-TV...still doing his afternoon drive thing at KHJ....Ed Mitchell, splitting CKLW for KFRC....Duke Roberts is his replacement.....Charlie Pro, now program director at KXOL.....Jack Murry goes into Dallas sales....Mark Shayne also is leaving the station for the Army.....Dick Daniels, named program director at WABB.....Bob Lockwood, former country jock of the year on the east coast wants a shot....currently at WJRZ.....Mike Davis, leaving his gig in Oregon....good man, needs a gig...Don Shaeffer splits WTAE for WNBC.....Joel Sebastian joins WLS...coming in from WCPL, across the street.....WOKY, having it's second annual pop festival on June 14th....Proceeds to Rehabilitation of hard drug users....looking for acts to help...Can contact George Wilson.....Changes at KYA, with Gary Shaeffer leaving....Pete McNeil, of course new music director.....Scott Thomas, former all night man moves into AM drive....Dave Stone, former weekender, takes over all nights....WERK, celebrating it's 14th anniversary...much congrats.....

AND THEN HE SAID.....

A loser.....

A japanese eye doctor who thinks a catract is an expensive American car.

A healthy Italian starlet who plays an accordian.

A guy who gets stoned and goes home and digs Lawrance Welk.

A bronco buster who rides side saddle.

A flag pole sitter with a kidney condition.

RADIO 70

Monday, March 9, 1970

RECORDS:

THE RADIO '70 ... IN-DEPTH REPORT---Monday, March 9, 1970

This report is based on the 50 largest popularly formatted stations in the nation and reflects an actual interview with top program directors, music directors, and jocks at these stations. All statistics are researched by telephone on Thursday and run through our computerized system for publication on Monday. Note that the last 30 records are in alphabetical order for easier reading.

<u>LW</u>	<u>TW</u>	<u>RECORD</u>	<u>ARTIST</u>	<u>LABEL</u>	<u>TIME</u>	<u>LEAD</u>	<u>END</u>
1	1.	<u>BRIDGE OVER TROUBLED</u> SUPER ALL	SIMON & GAR	COL.	4:55	:22	COLD
		31 of 46 stations still report this hot....May be number one forever.					
4	2.	<u>INSTANT KARMA</u> SUPER TEEN & YOUNG ADULT	JOHN LENNON	APPLE	3:08	:04	FADE
		34 of 46 stations report this hot. ADD: WAKY					
3	3.	<u>LOVE GROWS WHERE MY</u> ALL	E LIGHTHOUSE	BELL	2:51	:13	FADE
		28 of 46 stations report this hot. ADD: WMAK					
12	4.	<u>SPIRIT IN THE SKY</u> TEEN & STRONG YOUNG ADULT	N. GREENBAUM	REP.	3:57	:15	FADE
		25 of 46 stations report this hot. ADD: WMCA					
9	5.	<u>HOUSE OF THE RISING SUN</u> STRONG TEEN & YOUNG ADULT	FRIJID PINK	PARROT	3:23	:11	FADE
		18 of 46 report this hot ADD: KAKC WRKO KHJ KRUX					
2	6.	<u>RAPPER</u> ALL-LIGHT TEEN	JAGGERZ	KAMA	2:42	:07	COLD
		16 of 46 stations report this hot. ADD: WTIX					
-	7.	<u>LET IT BE</u> SUPER ALL	BEATLES	APPLE	3:50	:13	COLD
		21 of 46 stations report this hot. ADD: WTIX					
16	8.	<u>COME & GET IT</u> TEEN & YOUNG ADULT	BAD FINGER	APPLE	2:21	:05	COLD
		19 of 46 stations report this hot ADD: KAKC WHBQ WMPS WQAM WRKO WIFE WAKY					
8	9.	<u>EVIL WAYS</u> SUPER ALL	SANTANA	COLUM	2:35	:08	FADE
		HOT: WRIT WMAK WHBQ KJR KGB WRKO WCFL WTIX WFUN WIBG QOV KILT KHJ WFIL WLS					
14	10.	<u>CELEBRATE</u> ALL-STRONG TEEN & YOUNG ADULT	3 DOG NIGHT	DUNHILL	2:43	:00	FADE
		HOT: KTLK WKLO WIXY WHBQ WMPS WOR-FM WMCA WSAI WCFL WAKY WIBG QOV KRUX ADD: WMAK KJR WQAM					
11	11.	<u>DIDN'T I</u> ALL	DELPHONICS	PHIL	3:25	:18	FADE
		HOT: WIXZ KRLA KGB KYA KFRC WMCA WQAM WRKO WTIX WAYS WFUN QOV WEAM					
5	12.	<u>MA BELLE AMIE</u> SUPER ALL	TEE SET	COLOS	3:05	:00	COLD
		HOT: KTLK WKLO WMCA WQAM WFUN WAKY WIBG KDWB WOKY WABC WCFL ADD: WKNR WTIX					
13	13.	<u>EASY COME EASY GO</u> ALL---HEAVY TEEN	BOBB SHERMAN	METRO	2:43	:10	FADE
		HOT: WMAK WQXI KNUZ WMPS WOR-FM KFRC WRKO WIFE KDWB KILT WIXY WOKY KRUX					
6	14.	<u>WHO'LL STOP THE RAIN</u>	C. C. REVELVAL	FANTASY			

ALL
Still hot at 11 of 46 reporting stations....

7 15. KENTUCKY RAIN ELVIS PRESLEY ROA 3:20 :12 FADE
ALL
HOT: KAKC WRIT KOMA KJR KRLA WMPS WHB KGB WRKO WIFE WAKY KILT
KHJ WOKY ADD: WABC

15 16. HE AIN'T HEAVY HOLLIES EPIC 4:20 :11 FADE
ALL---TEEN & YOUNG ADULT, HEAVY
Holding it's own this week...still hot at 7 of 46 stations

- 17. ABC JACKSON 5 MOTOWN 2:51 :00 FADE
TEEN & YOUNG ADULT
HOT: WIXZ KRLA KPRC KYA WMCA WCFL WKNR KQV CKLW KHJ KIMN
ADD: KAKC WRIT KOMA WQXI KTLK WKLO WHBQ KJR WSAI KILT WEAM
WIXY WOKY KRIZ WABC WFIL WLS

10 18. GIVE ME JUST A LITTLE CH. OF BOARD INV 2:43 :05 FADE
ALL---STRONG YOUNG ADULT
Still reported hot at 13 of 46 ~~reporters~~

18 19. RAINY NIGHT IN GEORGIA BROOK BENTON COT 3:29 :13 FADE
ALL
Staying up there with nine of 46 reporting it hot

- 20. SOMETHING'S BURNING FIRST EDITION REP 3:40 :07 FADE
ALL---STRONG YOUNG ADULT
HOT: KOMA WHBQ WMPS KJR KGB WOR-FM WRKO KHJ
ADD: KAKC WSAI WAKY

ALL I HAVE TO DO GLEN & BOBBIE CAP 2:31 :10 COLD
ALL
Record is spotty at the moment but, hot at WSAI and WIFE
Added at WMPS

BROWN PAPER BAG SYRD. OF SOUND BUDDHA 2:18 :07 COLD
TEEN & YOUNG ADULT
ADDED at WKLO KJR WMPS WSAI KQV WIXY WLS

CALL ME ARETHA FRANKLIN ATL. 3:16 :11 FADE
ALL
HOT: WIXZ WB Q WMPS WCFL WKNR CKLW WEAM
ADD: WEAM

CATWALK VILLAGE SOUL ABBOTT
TOO SOON
HOT: WQXI WQAM WSAI WIBG

CAPTURE THE MOMENT JAY & AMERICANS UA 2:21 :14 FADE
TOO SOON
ADD: KNUZ KJR WMCA WAYS WOKY

FOR THE LOVE BOBBIE MARTIN UA 2:35 :08 FADE
ALL---LIGHT TEEN
HOT: WOR-FM WIBG WFIL
ADD: WEAM

GOTTA HOLD ON JR. WALKER SOUL 3:28 :06 FADE
ALL
HOT: WQXI KFRC WKNR WAYS CKLW
ADD: WRIT KJR WQAM WTIK KRUX

HEY THERE LONELY GIRL E. HOLLMAN AB? 3:01 :09 FADE
ALL
HOT: KGB WFUN WABC KLIF

HOLLY GO SOFTLY CORNEPSTONE LIBERTY 2:15 :07 FADE
HEAVY TEEN
HOT: KTLK.....getting play in many secondary markets

I GOTTA THING FUNKADELIC WEST 2:51 :22 FADE
ALL
HOT: WKNR CKLW
ADD: WIXZ

IF ONLY I HAD MY BEE GEES ATCO 2:34 FADE
 TOO SOON
 HOT: KIMN ADD: WOKY KOMA WKLO

JENNIFER THOMPSON ST. PEOPLE MUS 1:52 :08 FADE
 TEEN & LIGHT YOUNG ADULT
 HOT: WAKY KRIZ KLIF

LITTLE GREEN BAG GEORGE BAKER COL 3:21 :20 FADE
 YOUNG ADULT AND TEEN
 HOT: WHBQ KHJ
 ADD: WKLO WIXZ WMP5 WTIK

LONG LONESOME HIGHWAY MICHAEL PARKS MGM 2:00 :06 COLD
 ALL---APPEALS TO TV SHOW WATCHERS
 HOT: KFRC KYA WSAI WCFL
 ADD: WRIT KGB WHB WOR-FM WRKO WKNR WFUN CKLW WEAM KRUX

LOVE MINUS ZERO TURLEY RICHARDS WB 3:06 :00 FADE
 ALL---STRONG YOUNG ADULT
 HOT: KNUZ KGB
 ADD: WRIT KOMA

LOVE OR LET ME BE LONELY FRIENDS OF DIS RCA 2:55 :04 FADE
 ALL
 HOT: WRIT WQXI WKLO WHBQ KGB KYA WTIK WAYS KRUX
 ADD: WIXZ WMP5 WQAM KQV WIXY WFIL

MEDLEY FIFTH DIMENSION BELL 5:32 :26 FADE
 ALL
 HOT: WSAI ADD: WAKY

OH ME OH MY LULU ATCO 2:45 :04 FADE
 ALL LIGHT TEEN
 HOT: KYA WMP5 KDWB WIXY

OH WELL-PART ONE FLEETWOOD MAC REP 3:22 :09 FADE
 SUPER YOUNG ADULT AND LIGHT TEEN
 HOT: WMAK KGB ADD: WIFE

REFLECTIONS OF MY LIFE MARMELADE LONDON 3:09 :23 FADE
 STRONG TEEN & YOUNG ADULT
 HOT: WOR-FM KHJ
 ADD: WRIT WIBG KDWB WEAM KIMN

SHILOH NEIL DIAMOND BANG 3:55 :04 FADE
 ALL
 HOT: KJR KYA WKNR CKLW WOKY WFIL
 ADD: WQXI WMP5 WOR-FM WQAM KDW

TEMA HARBOUR MARY HOPKIN APPLE 3:20 :08 FADE
 ALL
 HOT: WKLO KRUX KIMN KRIZ
 ADD: WIXZ KYA WAYS KILT CKLW WEAM WFIL

TENN. BIRDWALK BLANCHARD & MORGAN WAYS 2:52 :07 FADE
 BIG WITH PEOPLE WHO DIG COUNTRY
 HOT: WRIT WOKY KIMN
 ADD: WIXZ KYA KRUX KRIZ

THE BELLS ORIGINALS SOUL 2:55 :04 FADE
 YOUNG ADULT AND ADULT
 HOT: WQXI WIXZ WMCA CKLW WEAM
 ADD: WMAK WOR-FM

TURN BACK THE HANDS TYRONE DAVIS COT 2:20 :20 FADE
 ALL--LIGHT TEEN
 ADD: KOMA WIXZ WCFL KILT

UNTIL IT'S TIME FOR YOU N. DIAMOND UNI 3:29 :03 COLD
ALL
HOT: WKLO ADD: WIFE WEAM KYA

UP THE LADDER SUPREMES MOTOWN 2:58 :00 FADE
ALL
HOT: WKLO WCFL KRLA WSAI KHJ
ADD: WMAK KOMA KTLK WIXZ WMPS KFRC WFUN WIXY KIMN

WALKIN THRU THE GRASSROOTS DUNHILL 2:59 :13 FADE
YOUNG ADULT AND LIGHT TEEN
HOT: WRIT KDW : ADD: WIBG

WHO'S YOUR BABY ARCHIES KIRSH 2:49 :00 FADE
TEEN & LIGHT YOUNG ADULT
HOT: WKLO KFRC WCFL
ADD: KTLK WQAM WFUN WIFE

JERRY FULLER.....a trip to the MARK LINDSAY STUDIO

Our trip this week was to a Mark Lindsay recording session and a look at producer Jerry Fuller.....

"I don't know man...maybe it's my tin ear...but, I hear something. What do you think Artie?" His arranger agreed, "I think it's the second trumpet...it's flat." Sitting in the studio with Jerry Fuller was indeed a trip. And hearing him exude humbleness by saying had a tin ear, made me not believe my own ears. Jerry Fuller, originally from Fort Worth, Texas, probably has less tin in his ears than anybody. Originally an artist, Jerry decided to come to L.A. to do his thing. He joined Four Star publishing company and wrote a song called Travelin Man, which you'll remember Rick Nelson recorded. That was the beginning of a string of Nelson hits, which Jerry wrote. He added It's Up To You, Wonder Like You and Young World...then Congratulations. That's not counting some 25 album cuts he wrote. Some 300 songs in all for Jerry Fuller were recorded by somebody. All this time he was still putting out records as an artist. In 1962 he went into the service but, continued writing. After the service he spent two years in New York, running Four Star...but, Jerry, hated Manhattan...and one day he called to say he had to get of there. "I got tired of people saying go to hell, when I said good morning." He spent another year or year and a half with Four Star before moving to Columbia the Knickerbockers. Jerry has been at Columbia as an A&R producer for some two and a half years. His record is phenomenal. Jerry Fuller produced all the Union Gap's hits up to the current one. He found the group playing in San Diego. He wrote some of their hits. He has added Andy Williams, Mac Davis, and O.C. Smith to his fantastic list of hits he produced. Talk about Hickory Holler Tramp or Happy Heart...or Arizona, and you have to list Jerry Fuller underneath as the producer. The Mac Davis album, which Jerry produced is already a middle of the road smash. We asked him about the seemingly constant sound of the Union Gap, record after record...."It was just like the Four Seasons, for awhile...which they finally got to a plateau where whatever they made was a hit....They were sure that people liked that particular sound so they stayed with it...they were smart. It's like milking a cow...If she gives good milk don't change her until she goes dry. That's my theory and it paid off." Jerry's latest big success is the recording of Mark Lindsay's Arizona. The next Lindsay single is Miss America...a semi patriotic song.. JERRY FULLER: "I think almost every song that is mine...or in most cases that I produce, it's usually women to man. I don't try to wave a flag or try to get into the racial situation. I feel that man-woman songs will always be around. I have a strongly patriotic song coming out by Mark Lindsay...but, the song just knocked me out. I guess if it knocks me out enough I'll do it. I like to do something everybody will like, no matter how they feel politically. I don't like to start campaigns, because, I'm not a politician. I know music and I know songs and I don't want to get out of something I know something about. There's so many issues, that unless you live with those issues, you don't really know one side, much less both sides. I don't really have time for that. I stick to the man-woman thing because that's what I know more about." Jerry Fuller and a good friend of his named Glen Campbell used to play demo sessions, together when they first came to L.A. Whatever, they had, it rubbed off on each other. How can you be more successful than Jerry Fuller. Oh, by the way, Jerry has a new single coming out as an artist. Wonder when he's going to start his own sheet?

MIDDLE OF THE ROAD SINGLES

The following is a list of 30 singles, that we feel most fit programming on adult contemporary radio stations. The list is a combination of our opinion and that of our correspondents who are major market adult contemporary stations.

Bridge Over Tro-ble--Water	Simon & Garfunkel
Easy Come Easy Go --	Bobby Sherman
Elusive Dreams	Bobby Vinton
Down Home	Dean Martin
Two Little Boys	Rolf Harris
Temma Harbour	Mary Hopkin
Can't Help Falling	Al Martin
Theme From Z	Henry Mancini
Peter & Wolfe	CR Greene
Rainy Night In Georgia	Brook Benton
Brighton Hill	Jackie De Shannon
All I Have To Do	Glen & Bobbie
I Would Be In Love	Frank Sinatra
Long Lonesome Highway	Michael Parks
For The Love	Bobbie Martin
Until It's Time	Neil Diamond
Tennessee Birdwalk	Blanchard & Morgan
Funniest Thing	Classics Four
Life Goes On	Margaret Whiting
All The Young Women	Gene Pitney
Words & Music	Nancy Wilson
What Are You Doing	J. P. Morgan
Love Story	Peggy Lee
Applause	Marilyn Maye
Elusive Butterfly	Kimberlys
New World In The Morning	R. Whitaker
July 12, 1939	Charlie Rich
No Way To Let You Go	Leland Scott
Miss America	Mark Lindsay
Ain't No Big Thing	Mills Brothers

ALBUMS GETTING PLAY (NON ROCK)

Tonight I'll Say A Prayer	Edie Gorme
Elusive Dreams	Bobby Vinton
Allegria	Bossa Rio
Let Me Choose Life	Glenn Yarborough
Painter of Songs	Mac Davis
Can't Take My Eyes	Nancy Wilson
Kaempfert Touch	Bert Kaempfert
Tiajuana Brass Greatest Hits	Herb Alpert
Love Of The Common People	Ed Ames
The Big Ones, Vol. II	Floyd Cramer

ALBUMS GETTING PLAY (ROCK)

Magical Connection	John Sebastian
Climbing Mountain	Windfall
Bridge Over Troubled	Simon & Garfunkel
Chicago	C.T.A.
Moon Dance	Van Morrison
Morrison Hotel	Doors
He Ain't Heavy	Hollies
Sweet Baby James	James Taylor
We Went To Different Schools	Jaggerz