WOIC Becomes Carolinas First All-Black AMer

WOIC, Columbia, South Carolina, the Carolinas' first all-black radio station, has begun broadcasting, following a press conference with Governor John C. West in Columbia.

The station, which was formerly licensed to Speidel Broadcasting, was acquired by the newly formed Nuance Corporation, an all-black organization, licensed to Speidel Broadcasting, was directed toward an all-black audience better understand themselves and their community."

WOIC's programming will be "be directed toward helping the black audience better understand themselves and their community."

A NNACE president, I. S. Lee, Johnson, "We hope that the white community similarly can benefit from an introduction to black culture. It is our common experience that communities do not grow and prosper if they are rigidly divided along racial lines, and we could not be a party to using WOIC to promote, or advance any such division."

FCC Broadens Rules Governing Daytimers

The FCC has broadened the scope of its rules governing early sign-on for daytime stations. The new ruling, which became effective Feb. 20, allows for an across the board pre-sunrise power of 50 watts for all Class Two daytime stations assigned to 1A and 1B channels.

The only exception to the 50 watts ruling is cases where co-channel interference to a foreign station would result (Canadian and Mexican border areas).

The change was designed to offset the adverse effects of the newly re-imposed Daylight Saving Time due to the energy crunch. The new ruling will assist stations which are eligible for pre-sunrise operation, but which were restricted to less than fifty watts.

FCC Wins $2000 in WDXR Contest

Practically two-thirds of the US is within range of XEROK's nighttime reach. It's an audience that PD Jim White (pictured) is somehow going to have to figure out. XEROK: Most Powerful Rocker On North American Continent

How does it feel to program the most powerful rocker on the North American Continent?

That's the question R&R asked Jim White, new program director of XEROK 80 (pronounced "X-Rock"). The Mexican-based station that broadcasts with 900,000 watts of power.

"Well, at first the Peter Principle kept flashing in front of me. Was I really going to reach my level of incompetence? Now, though, I'm here and armed with my copy of Future Shock, and I'm just thinking of programming primarily to El Paso."

"If we can do that well enough, then the other areas we cover should respond also. I made it a point to talk to as many pros as I possibly could before I came. And, the fact that the station is consulted by Kent Burkheart helps out a lot too."

XEROK is White's first programming job. He was previously a jack and the music director at KNUS-Dallas.

The biggest rocker's format is a tight playlist. Because of Mexican broadcasting regulations, the station, located in El Paso, with its transmitter in Juarez, is required to tape their entire daily programming and ship it to Mexico, to be played at the transmitter.

Some problems have resulted, mainly from engineers not working out of touch with the Mexican power company. Jim, though, feels that most of the problems have now been worked out and that XEROK is on its way.

The shifts: 6-10 am, Randy Names; 10-2 pm, Bill Stevens (production director); 2-6 pm, Cosmic Charlie; 6-10 pm, Jim White; 10-12 pm, Christopher Haze; weekends are handled by music director Steve Sever.

Check their coverage area on the nighttime signal. That's penetrating a few markets.

by a competitor, and it was noted that the Commission has given WDXR an extension of the normal thirty day appeal period, due to the station's owner recently having suffered a heart attack and being unable to respond effectively to the charges.

"We've got the extension, and we may try for a reduction in the fine, but we define 'fine' to mean any fine that we have been taxed," said Nelson. "The prizes were checks, the bread company was involved, we gave out coupons, and the winners were determined by random sampling of houses." In short, all the earmarks of a lottery.

"They got us. Just like WBAP," he said, referring to the Commission's recent $4000 fine levied against the Ft. Worth station for conflict of interest violations regarding its jocks.

LATE NEWS:

Buell Resigns As KDWB PD, Takes Over KFRC Drive

Chuck Buell resigning as PD of KDWB-Minneapolis to become afternoon drive jock at KFRC-San Francisco.

SHELTER STUFF

It's official, about Shelter Records. They've left Capitol to go with MCA for manufacturing, distributing, etc. Product would include, in addition to Leon Russell and Hank Wilson, J.J. Cale, Mary McCrea, Wills Alan Ramsey, Phoebe Snow and others.

CUT-UPS

JAY COOK-WFIL running a very clever contest called "Cut Ups." It works, with a different song and a different song making up the call letters. EX: use the "I" from Celebrate by the Dog, "Double" from Double Shot-Medallions, "U" to complete the "W" effect from any one of hundreds of songs...etc. etc. Listeners must guess the songs as they are put together in the "jingle." Might be hard to do with some call letters, especially trying to find "K's."

DALLAS PULSE

The Oct-Nov. Pulse for Dallas is in:

- KRLD (MOR) 15
- KUS (rock) 1
- KRLD (MOR) 10
- KRLD (country) 10
- KBAP (country) 11
- KNOK AM (R&B) 6
- KNOX FM (R&B) 3
- KZEV FM (pop) 1

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- KNOX FM (R&B) 3
- KZEV FM (pop) 1
"LOOKIN FOR A LOVE"

UA-XW375-W

600,000 SOLD

in only 17 days!

*(All Over The Road!)*

CKLW/JUMPED ON FIRST WEEK—#23!
WFIL/#18  KTAG/H/B  WAMS/H/B
KLIF/H/B  KJRB/H/B  WKY/H/B
KILT/H/B  WING/H/B  KISN/H/B
WPGC/H/B  WAKY/#30  KXOL/H/B
WCAO/H/B  WAPE/H/B  KELP/#35
WRC/PICK!  WMC/#28  KINT/H/B
WAYS/H/B  KJOY/#10!  KAAY/H/B
WCOL/H/B  KFJZ/H/B  WAIL/H/B
WNOE/H/B

Charted Pop:

Bobby Womack
On United Artists Records

Bobby Womack

The Pacific & Southern-Combined Communications talks have been reached, according to a spokesperson's decision to review the pending merger. Shareholders who had the deal in November will be called together in May to approve it a second time.

OLEMOSOLO
Mississippi's newest stereo FM station, WKBW-FM-West Point, is ready to begin broadcasting, once the FCC grants permission for program tests to begin. The 500 watt operation will program at 25-35 with an MOR- contemporary format. They're looking for record service; direct product to Jack King, General Manager, WKBW-FM, P.O. Box 758, West Point, Miss. 39773.

NASHVILLE BEAT
WKDA-FM recently broadcast a live set from Nashville's Exit-In Club, which lasted until 3:30 AM. Star of the show was Atlantic's John Prine, who attracted such notable as Johnny Rodriguez, Kris Kristofferson, Waylan Jennings and Steve Goodman.

NOSTALGIA NOTE
KMPC-Segue Angeleno's contest is set to crash into the "nostalgia craze" in a big way, by sending a party of four on a five-day ocean cruise aboard the liner T.S.S. Fairsea. Contest is a phone-in. Billed as "1940's Nostalgia Cruise-A Sentimental Journey," the prize will go to the one who can claim the most "nostalgia craze." The trip will take winners to Cabo a Lucas and Ensenada, Mexico; included are dance contests, hit records and hit movies of the Forties.

VALENTINES
WFLI-Chattanooga had a Valentines Day promotion that's running exclusively from WHOO.

BUSTING
WQRG Buffalo is sure busting the hits. So far, they've received gold records for "Smoke on the Water," from Deep Purple, "The Riders," by Waylon Jennings, and the most recent release by T. Rex, "The Impossible Dream." The group have received over 10,000 letters from listeners asking for the songs to be played on the station.

"The Americans" -- end, one should be on the way soon for "Seaways In The Sun." Apparently, J. J. Jordan and Rodney Christian know how to pick the hits...

HOT DOG!
At KDWB-St. Paul, Clark Buckell is up to his old WAPA tricks again. This time he's got his station "Giving You The Weenie." It's all fed into the Midwest's largest free-style skiing festival. Free style, you see, is referred to as "hot-dooging." Like 'pro shuttles' performing spills or 'thrills' on skis. Through a tie-in with Armour, KDWB is giving away custom 25-pound hot dogs to contest winners. Frankly speaking, sounds like a winner contest.

KSLY-San Luis Obispo is running a "What's Cooking" contest; they give the ingredients over the air and listeners have to try and figure out what the final outcome of the recipe will be and win the prize.

GETTING DOWN
KDZA-Pueblo ran an "American Graffiti" weekend, featuring the Wolfman Jack syndicated radio show. They featured a special screening of the movie and held a party, complete with waitresses on rollerskates, etc. Reaction was tremendous.

ALICE LOVES YOU
At KLZ-FM-Denver, Bill Struck reports a Valentines Day promotion they did with none other than Alice Cooper. They ran, "If Alice Valentine wishes on the air and gave hourly contest winners copies of A.C.'s latest, Mescal Ride." A happy Valentine's Day.

ARMADILLO ACTION
KRMH-FM-Austin will present Frank Zappa and the Mothers on March 4. Program director Jerry Belling has also organized the second annual Texas Radio gathering, planned this point for sometime in April.

KSAY GOES WIRELESS,
The FCC has granted the assignment of KSAY AM & FM-San Francisco from KSAY Broadcasting Company, to San Francisco Wireless Talking Machine Co., for $1,182,460. The new owners, who paid $233,648 grant fee in the transaction, are a subsidiary of Pacific FM, Inc., licensee of KWO-FM-San Francisco.

FCCOK'S IOWA AM-ER
The FCC has granted the application of Braverman Broadcasting Co. for a 1-KW station at Iowa City, Iowa.

TOPEKA
WIBW-FM-Topeka running a promotion with a rear window bumper sticker; call in to win a prize. The key line is "Candy's, candy, is candy; but you'll score quicker with a super stereo FM station.

DO THE TIGHTEN-UP
WLS-Chicago cut their playlist from 25 plus to a short 25 with a solid hit rotation.

DO THE LIGHTEN-UP
WCOL-Columbus has given away 11,500 flashlights so far in their "Light Up The Mornings For Safety" promotion that's running exclusively on their morning show.

COUNTRY RADIO
KBOX Gives Away Free Trip To Anywhere In U.S.

KBOX jocks in Dallas are taking daily imaginary trips. When they've finished "flying" the...
R&R: We were talking about request calls. It seems right now that most Top 40 programmers can tell you the most hated records on their playlist. Do you make it a habit to ask for negatives when you're talking to request callers?

GERRY: No. I think that's insane. If you ask a kid, "What record do you hate more than anything?" and he says, "You're Sixteen," then he turns on his radio and you're playing it, he's twice as pissed off.

R&R: We were talking about formats, with records he gets twice as pissed off. Then they play the single from the album; you have to alleviate all the negatives first. You watch the Dolphins and you don't see any bad blocks. The thing that comes to mind. The station sounded terrible to me, because the songs were just so bad. The audience wants. After you're a perfect mirror of what your audience wants, then you can start feeding them tidbits of information, like say, "I really know you dig the Beatles, and I know you'll dig this record." But, before you dictate how they feel, you have to be an absolute perfectionist. They have to subconsciously trust you, because they know you only play what they want to hear. That is when you start using your personal gut feeling or whatever.

Now I would seldom, if ever, use my own personal gut feeling on anything. I do, I make the final decision, but I ask a lot of other people.

GERRY: I'd say there's very little correlation between 18-24 males that enjoy WRKO as enjoy WBCN. GERRY: I'd say there's very little correlation between 18-24 males that enjoy WRKO as enjoy WBCN. It communicates a general feeling of being up, of being a part of today. On a Top 40 radio it can't do that. Top 40 radio communicates with anybody. It's just that in most instances. But what it can do, is create a feeling of "rock 'n' roll." It communicates with anybody.

R&R: Do you worry about the loss of males to progressive radio?

GERRY: Not in the least!

R&R: Do you feel there are just as many 18-24 males that enjoy WRKO as enjoy WBCN?

GERRY: One of the original Drake baselines was not to say the word "records" on the radio. On KHJ, for instance, they have a phone-in where a kid says, "KHJ plays the best albums." Then they play the single from the album; you have to alleviate all the negatives.

GERRY: We don't play singles. It's all on cartridges. Progressive radio is known for playing albums. Does Top 40's token "We play the best albums," or their giving away by the top ten albums, enhance a radio station?

GERRY: I would say yes. To go one step further -- the Top 100, 2 years ago to say that you listened to FM. Cheech and Chong, you know, "I'm really not into AKA," that would be a place where people say they listen to FM when they really don't. I've interviewed thousands of kids and when I ask them, especially the girls, what station they listen to, they usually say, "You're gonna laugh, but RKO." From my long hair and looks, they get embarrassed because they think I want them to answer that they listen to a progressive station. I think the audience is perhaps into the term "albums," but I don't distinguish flips from singles at all. Rick Derringer is a perfect example of a song that we heard, and thought was great, so we put it on. It doesn't make any difference if it was on a single or an album; it sounded great on the radio.

R&R: Do you feel there are just as many 18-24 males that enjoy WRKO as enjoy WBCN?

GERRY: Yes, a Top 40 radio communicates with everyone, but on a very low keyed psychological basis. That's what it is. A screaming and high energy. A high energy Top 40 station makes a communication to the audience, but it's not the communication of "Hey, we're great!!" That what it communicates is a general feeling of "I like that." It communicates a general feeling of being up, of being a part of today. On a Top 40 radio it can't do that. Top 40 radio communicates with anybody. It's just that in most instances. But what it can do, is create a feeling of "rock 'n' roll." It communicates with anybody.

R&R: Is there a relationship between what you say.

GERRY: Sure. To a certain extent. It varies from week to week, depending how much action there is in record stores. We have a system. We go into Boston, we look at a retail outlet, ask them how many records they sell in a week to warrant a No. 1 record that they report to us. Now, one store will answer ten and one says 10,000. So, we've devised a mathematical formula so that the No. 1 at the smallest volume store does not get as many points in our calculation as the No. 1 at the largest store.

RESEARCH

R&R: Do you worry about research... For Top 40 programmers, 3 or 4 years ago it was the feel, certain PD's had the feel. Then two years ago the key word was research, I've talked to lots of PD's in medium markets who are basing their programming philosophies on research alone. But research is only the key; it's not the end.

I went through a thing of programming a station by the seat of my pants a couple of years ago. I went to work with Buzz Bennett and I started programming with more research, and no longer was the phrase "I feel the record's going to be a hit" valid. Then I went to work for Paul Drew and I've come to realize that research is important, but you have to put it in your own computer with your feel, to come out with the answer.

R&R: You talked about operating a station on gut feeling, on 100 percent research, and on using research as an aid. How big a part does research play in the music you play?

GERRY: First of all, it's a common fallacy among everyone who does research, to ask somebody a question, and then after he's given you an answer, to say, "he really didn't mean that." Because the way I asked the question might have influenced him, so I'm not going to put that answer down.

PETEerson: "...I'm a hippie with long hair and Paul (Drew) is as straight as they come from looks. But I'll tell you, Paul is not as straight as he looks in his programming, nor am I as hippie as I look..."
Radio

DEEP IN THE HEART
At KRLA Los Angeles, program director Lamar Holifield had been appointed president of the broadcast management division of Showcorporation. He was previously with Combex, a well-known establishment in the broadcasting industry for the past 10 years. He joined KRLA on January 1, 1974.

In the San Francisco-Oakland area, KFRG-FM has been appointed general manager of KCBS-FM by The West Coast Broadcasting Company, Inc. John D. Cooper has been named general manager of KFRG-FM.

In Portland, Oregon, KEX-FM has appointed John D. Cooper as general manager. He was previously with KZKL in Kansas City, Missouri.

In Seattle, KOMO-FM has appointed John D. Cooper as general manager. He was previously with KIRO-FM in Seattle.

In New York City, KDKA-FM has appointed John D. Cooper as general manager. He was previously with WABC-FM in New York.

In Chicago, KGO-AM has appointed John D. Cooper as general manager. He was previously with WLS-AM in Chicago.

In Los Angeles, KUTV-AM has appointed John D. Cooper as general manager. He was previously with KTBZ-AM in Los Angeles.

In San Francisco, KQED-AM has appointed John D. Cooper as general manager. He was previously with KQED-FM in San Francisco.

In New York City, WABC-AM has appointed John D. Cooper as general manager. He was previously with WABC-FM in New York.

In Chicago, WLS-AM has appointed John D. Cooper as general manager. He was previously with WLS-FM in Chicago.

In San Francisco, KRON-AM has appointed John D. Cooper as general manager. He was previously with KRON-FM in San Francisco.

In New York City, WNEW-FM has appointed John D. Cooper as general manager. He was previously with WNEW-AM in New York.

In Chicago, WGN-AM has appointed John D. Cooper as general manager. He was previously with WGN-FM in Chicago.

In San Francisco, KGO-AM has appointed John D. Cooper as general manager. He was previously with KGO-FM in San Francisco.
**Radio & Records**

**February 22, 1974**

**TRENDS:**

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<th>Radio &amp; Records</th>
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<td>February 22, 1974</td>
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**BTO:**

Beginning to show a nice spread. add 13Q, add WPBC, debuts 20 KJR, see page 11.

**BLUE SWEDE**

Still super hot and growing. 25-19 KKDJ, debuts 20 WLS, debuts 18 KAFY, 20-10 WQXI, 22-10 WCOL, see page 11.

**JIM CROCE**

From the album, many were playing it before it was released. This week it is one of the hotter records: add WRC, 13Q, WGRQ, WOKY, see page 11.

**CHER**

37 of 49 reporting stations show already top 10 and moving up. see page 11.

**JOHN DENVER**

Probably the strongest of all this week and last debuts 20 KJRB, 26-24 WRKO, 22-20 KFRC, 28-17 WGRQ, sales: 25-21 KDWB, 26-24 WRKO, 22-20 KFRC, 28-17 WGRQ, see page 11.

**COZY POWELL**

"Dance With The Devil" (Chrysalis): a 2 year old song brought back a few weeks ago at WRKO is now spreading: add KKDJ, KFCR, WGRQ, WLE, KCPX, KRSP, 23-19 WKRQ (Big Tree).

**RINGO STARR**

"Oh My My" (Apple) is out and went on a good many stations, also makes it the most added record this week. Debut 37 KKLJ, add WKRO, KFRC, K100, KJR, WLE, KIIN, KIRZ, KRSO, debuts 29 KCPX, debuts 30 WMAC, add KDBW, KYNO, KACK.

**THE CHARLIE RICH** on RCA finally broke through pop this week: add WMAC, 15 WAKY, add WCOL, 30-24 WOKY, debuts 28 WLE.

**ALBERT HAMMOND**

(MUMS) debuts 39 KJR, 30-25 Y100, add WCOL, debuts 30 WBQH, add KJR and KCPX.

**THE JAMES GANG**

Single has been out a while but is just now getting the movement it has lacked: 28-21 KLIF, 25-18 WCO, 12 KCPX, on KJR. (Atlantic)

**THINK**

A two year old song brought back a few weeks ago at WRKO is now spreading: add KKDJ, KFCR, WGRQ, WLE, KCPX, KRSP, 23-19 WKRQ. (Big Tree)

**COZY POWELL**

"Dance With The Devil" (Chrysalis): debut 35 KJR, on WLE, holes, add KCPX, KJR.

**THE NEW STEVE MILLER BAND**

"Your Cash..." (Capitol) added this week at WMAS, WOYX, KYKJ.

**THE FOUR TOPS** (ABC) still growing: 27-19 WPOP, debuts 29 WCOL, 26-23 WGRQ.

**New GRAND Funk** (Def-Cap) is Little Eva's "Locomotion". add WRC, WFR, WKFJ, 20 WPGC, see page 12.

**ELTON JOHN**

"I've Been Had By The Devil" due out on Molown right on KCBQ from an acetate.

**MAIN INGREDIENT**

"Dont Want To Be Lonely" beginning to cross to rock: add WPSC, 13 KCLL, add WDRQ.

---

**Black to Rock:**

- BBOY KINGS "Like To Live The Love" (ABC 13.5)
- B. B. KING "Lover Man" (ABC 13.5)
- B. B. KING "Groovin'" (ABC 13.5)

**Crososvers**

- SAMI JO/Tell Me A Lie (MGM South)
- RICK DERRINGER/Space (Elektra)
- CHER/You Start Me Lovin' (MCA)
- RICK DERRINGER/Rock & Hootchie Koo (Blue Sky)
- COZY POWELL/"Dance With The Devil" (Chrysalis)

**Parallel Summary**

BTO: beginning to show a nice spread. add 13Q, add WPBC, debuts 20 KJR, see page 11.

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COZY POWELL: "Dance With The Devil" (Chrysalis): add KKDJ, WRC, WFR, WKFJ, 20 WPGC, see page 12.

ELTON JOHN: some nice jumps, but generally not many top numbers. Album popularity could be hurting single sales: 25-21 KDWB, 26-24 WRKO, 22-20 KFRC, 28-17 WGRQ, see page 14.

GLADYS KNIGHT: picked up well this week: add WRC, KHJ, KFCR, 15-9 WQXI, 17-3 WDRQ, see page 14.

PAUL MC CARTNEY: very large record, excellent movement: add WLS, 20-9 WKRO, 20-13 K100, 23-16 KAFY, 14-10 KIRZ, 29-20 WCFL, see page 14.

SISTER JENET MEAD: most are playing it, requests are good, but numbers remain on low side of chart, see page 14.

MFSB: one of the most added this week and last debuts 20 WPBC, 23-17 WLE, debut s 27 KJHB, debuts 19 KCLL, see page 14.

MIKE OLDFIELD: 31-21 KFCR, add WAKY, add KSAY, add KIMN, 27-19 WSGA, see page 15.

CARLY SIMON & JAMES TAYLOR: very strong this week: 10-4 KJRB, add WLS, 11-4 WQXI, 9-4 WBQH, 12-9 WCOL, 4-4 WFIL, see page 15.

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**Comparative Audience Appeal**

**TERRY JACKS**

**BARBRA STREISAND**

**DAVID ESSEX**

**JIM STAFFORD**

**LOVE UNLIMITED**

**CHER**

**EDDIE KENDRICKS**

**RINGO STARR**

**JOHN DENVER**

**REDZONE**

**DIANA ROSS & CARLY & JAMES TAYLOR**

**KOOL & THE GANG**

**MOCEDADES**

**ARETHA FRANKLIN**

**AL WILSON**

**RICK DERRINGER**

**DICKIE GOODMAN**

**ELTON JOHN**

**OLIVIA**

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**Country to Rock**

**SAMi JO/"Tell Me A Lie" (MGM South)**

Both the SAMI JO and the CHARLIE RICH have crossed. SAMI has yet to pull super numbers, the RICH is just now seeing action.

**MARIA**

Was added at WPSC, 19-17 KJRB, 17-9 KJRB, 30-19 WCO, Definitely consider it.
**added this week...**

**PARALLEL 1**

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<tr>
<th>Station</th>
<th>Artist</th>
<th>Song</th>
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**PARALLEL 2**

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**PARALLEL 3**

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**Most added**

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<tr>
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<td>Elton John</td>
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<td>Ringo Starr</td>
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<td>MFSB</td>
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<td>Jim Croce</td>
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**Numbers in parenthesis indicate highest number achieved by record at station.**
I recently had the opportunity to speak with Jim Ladd. Jim is not only the 6-10 PM air personality on KLOS in Los Angeles, but is also the former President of the rapidly growing National Association of Progressive Radio Announcers. Before joining “Rock In Stereo,” over two years ago, Jim spent some two years with KNAC in Long Beach. Jim is a prime example of the Progressive jock who has been actively involved in this kind of radio through many of its changes and gave me a quick tour of the KLOS facilities and introduced me to some members of the staff, including Program Director Tom Yates. I noticed a relaxed, slightly informal atmosphere coupled with an obvious sense of pride, dedication, and professionalism among the staff of one of the most successful FM stations in the country.

We talked about Progressive radio, and the National Association of Progressive Radio Announcers. MH: How would you define Progressive Radio?

JL: In my opinion, generally speaking, radio with programs fifty percent album cuts, rock and jazz, and has an attitude toward and awareness of social progress.

MH: How do you think progressive radio has changed over the years?

JL: Well, I remember back in the early days, it was more jock-oriented. You went in that control room and put on a show with the attitude that your listeners were interested in everything you do, play and say. And for the most part, they were. Not only has progressive radio changed, but so has the audience. Progressive jocks were so different than jocks in the 60’s that they grabbed the attention of the listeners. It just about stunned people to hear you on the radio who sounded like he could be the guy next door. The novelty wore off and the interest in the album cuts dropped. It just about stunned people to hear a regular guy.

MH: Does that mean that Progressive Jocks no longer have individual personalities?

JL: Not at all. They have, however, in the cases I have seen and heard with station personalities, identities, and consistency. The point is that you’ve got to develop and blend your skills as a broadcaster as well as just being a regular guy.

MH: Why did you start NAPRA?

JL: About three years ago, I got together with Jerry Longden, and Hillary Langdon and we started NAPRA in order to give unity and representation to a segment of broadcasters who are truly unique. These guys try harder and usually get less. Progressive jocks have not only had an influence on radio, and contemporary culture, but the entire music industry. They single-handedly changed it from a singles buying market to an album one. We are not a union or in any way involved in any matters or working conditions at radio stations. We are interested in the jocks as individuals. Progressive jocks are a united outlet, we can see the energy of the early movement put into action.

MH: The GET OFF album certainly has been successful.

JL: It has, indeed. Would you believe that we’ve already distributed about three thousand copies around the country. In addition, there are also two dedicated video GET OFF spots for television including such artists as Seals and Crofts, Steve Miller, Wonder, Loggins and Messina, and the Staples Singers. Mist: What are some of your upcoming projects?

JL: GET OFF Volume II is already in production (continued on page 5)
He's a man who knows what he wants out of life and knows how to get it. When it comes to getting record industry information, he doesn't want to go through mounds of single-spaced typewritten xeroxed "magazines," nor is he interested in publications that devote as much space to pinball machines and jukeboxes as they do to news and facts. He has a vital need to know everything that's happening in his sphere of the industry, and he needs to know it today, not next Monday. That's why men on the way up, men like Elektra/Asylum's Jerry Sharell, read R&R. It's why you should be reading it, too.
While "Seasons In The Sun" is already No. 1, Terry Jacks is no stranger to musical success. The records he wrote, sang and produced with his wife under the name of the Poppy Family have sold more than four million world wide, and his own newly formed Goldfish label struck it rich the first time out with "Seasons." Some accomplishment for the mild mannered Canadian who started out as a pro-golfer ("low 70's") and who now lists fishing, the outdoors and listening to Top 40 all day long among his favorite pursuits.

1965

While it's a prestigious Jacques Brel tune that's giving him his new reputation, the beginning of Terry Jacks' musical career was less auspicious. He started in Vancouver in 1965, singing and writing with the Chinese Band who enjoyed some domestic success. In '66 he met ex-wife Susan, with whom he stormed the Canadian and U.S. charts with "White Lions" ("Goin' Billy") and "Where Evil Grows" (London).

"If You Way You Goin', Billy" was supposed to be a b-side, Terry recalls. "It was feeling kind of depressed and I went home and wrote it; we recorded it the next day and it went on to sell two and a half million records. We paid our musicians scarf on the session and we gave the studio a third of the record, because we didn't have enough money to pay them when we recorded it."

"I'LL COST YOU...

"When the record took off in Canada, I went back to the studio and said, 'I'd like to buy your share back.' They said, 'O.K. But, it'll cost you.' I said, 'How much,'" $500. 'So I paid 'em.'

After the Poppy Family, Terry and Susan split up, though he still writes for her. He formed Goldfish Records not long after. Their first release sold over 200,000 units, before Bell picked it up for U.S. distribution. "And I always agreed that the song and the can for over a year."

"I've been a good friend of Al Jardine of the Beach Boys for some time. They had asked us to come down and produce something with them. We got together and did "Seasons In the Sun." I'd rewrite it and we cut it, but we never finished it entirely because of some internal problems. I went back up to Vancouver. This was about a year ago."

THIRD TRY

"Then Larry Evoy from Edward Bear called me up and asked if I'd produce a song he had. He sent me a tape, I listened to it and I told him I didn't hear it as a hit. I suggested he try singing it in a lower key. Then I told him, 'I've got another song here which could be a smash.' I'm going to England in a couple of weeks. I'll be passing by Toronto. If you want, you can meet me when you're at the airport and I'll play it for you."

"He met me and listened to 'Seasons' and he didn't want to try the funny thing. He called me back later and said, 'Thanks for telling me to sing it lower.'"

"We all got into working on the record and the record was 'The Last Song.' The song I refused to produce did well for him, and I'm glad I refused it," Terry adds.

"Terry discussed the appeal of "Seasons In The Sun" and the

surprisingly, wound up commenting on one of his favorite passtimes, Top 40. "Top 40 is the soundtrack to my life."

"Seasons" had a good melody. The words were so sentimental that the recording was turned down, which I changed to being about a younger person dying. I rewrote the last verse and changed some of the chords in the chorus. I'd heard the original Jacques Brel and liked the melody, and then I heard the Ron McKuen thing. I changed the line 'du Papa' to just 'Papa,' and the last verse was originally about his wife, not his girlfriend. I tried to keep it like it was about a young person dying. Brel originally said goodbye to his best friend. I thought he was talking to his wife.

"I really felt the song. One of my best friends, the same age as me, died last year of leukemia, so I was able to feel the situation. I was inspired. We've got to make the arrangement as interesting as possible. Overall, after you've put all the ingredients of what a Top 40 record is, it needs a feel."

"Top 40 is what I'm into. There's so much good music to listen to. I read my trades backwards. But Top 40 can drive you insane. I don't like the tightness of much of it today. When you hear things too much on the radio I think it cuts down sales. It's tough on listeners. I'd just like to see it go back to a Top 40 playlist."

Gene Sculatti

PROGRESSIVE

(continued from page 8)

three-quarters finished. It includes Mel Blanc doing a spot as Bugs Bunny.

MH: How can other jocks get involved in these activities?

JL: We're planning a public service album on, perhaps, ecology, in which we are going to get actual jocks doing the spots, instead of recording artists. All the jocks have to do is go into their studios and produce the best spots they can and submit them to us. We'll pick the best ones and put them on an album.

MH: How many members does NAPRA have at this point?

JL: We've come a long way. When we started the organization, we had little in the way of funds. All money going for supplies, stationery, etc., came out of our own pockets, and we had less in the way of support. We were told that there was no need for the organization and that nobody would join. Today, we have 600 members from coast to coast.

If you are interested in joining NAPRA or are already a member, and would like to take part in upcoming activities, contact Jim Ladd, c/o The National Association of Progressive Radio Announcers, Box 2021, Los Angeles, Ca. 90051, or call (213) 464-1419.

Mike Ivlevs questions, comments, suggestions, and complaints. Every column he'll cover a wide range of topics relating to progressive radio, in which he's currently pursuing a degree in correspondence. Mike Harris - on c/o RADIO & RECORDS, 925 Sunset Blvd., Suite 719, Hollywood, Cal. 90028.
DEFINITION OF PARALLELS:

SIMPLY PUT: they group similar stations together by playlist size and air presentation.

REASON: To better define what's happening with a given record at a particular type of radio station. (KHJ should not be compared with WHHY.)

EASY WAY TO USE: First, find which Parallel your station fits into by using the boxed definitions below. You can watch a record's progress at various stations, and affirm your decision to go or not to go on a record. You can also tell at a glance what action the record's receiving at stations.

P1: Top 15 major markets/20-30 record playlist/emphasize 7-10 "hot records"/very little new product added.
P2: Secondary market/20-30 record playlist/emphasize 7-10 "hot records"/very little new product added.
P3: Major and secondary market stations with 30-50 record playlists/some very little new product added.
P4: Specialized markets affected by black or country influences.

GREGG ALLMAN

Cassadaga) 2:30 Midnight Rider

P1 24-21 KJU, 12-21 WAKY, Debut 27 K-100
P2 22-15 WIFE, 14-21 KØM, 16-14 KFY, 17-8 WFL, 14-9 KYNO, 18-32 WAKY, 17-8 V-100
P3 14-24 WMAK, 7-5 KLIF, 26-21 WAMS, 12-13 WLOF, 14-17 WPOQ, Debut 19 KSLY

NOTES: Seems to be mid charting.

BACHMAN-TURNER OVERDRIVE

(Mercury) 4:21 Let It Ride

P1 29-28 CWLX, Add 132
P2 Add WPGC, Debut 20 KJU, 26-16 KJSB, Debut 28 WBBQ

NOTES: Beginning to spread.

BLACK OAK ARKANSAS

(Ato) 2:38 Jim Dandy

P1 8-11 WRC, 8-17 WPEZ, 17-12 WLS
P2 3-6 WIFE, 15-27 KCPX, 10-5 KYNO, 9-8 KAFY, 14-18 WFL, 24-28 WBBQ
P3 4-3 WAMS, 14-14 KJSB, 6-5 WCF, 9-13 WAKY, 6-3 KOMA, 15-34 KJRB, 12-15 WMAK, 28-27 WLOF, 11-22 WISM

NOTES: One of the strongest gainers. 7 of 46 already show top 10.

BLUE SWede

(EMI) 2:54 Hooked On A Feeling

P1 25-17 WWKO, 25-19 KDJU, Debut 23 K-100, 26-20 KJU, Debut 20 13Q, Debut 20 WAKY, 24-18 KFAR, 22-22 KFRC, Debut 30 WFL, 29-26 WAKY, 27-4 WRC
P2 Debut 28 WBBQ, 6-6 KSA, Debut 18 KJU, 28-17 WFL, 33-34 KJRB, 8-4 KCPX, 27-25 WBBQ, Debut 26 KJU, 20-15 WAKY, 21-25 WAKY, 25-20 KYNO, 20-19 KGRC
P3 25-50 WOB, Debut 30 WAKY, Debut 27 KJKT, 26-20 WAKY, Debut 30 KJU
P3 38-30 KAOS, 30-19 WMAK, Debut 32 KJU, 36-25 WFL, On KSLY, 13-15 KJU, Add WAMS, Add 30 WAKY, Debut 23 WAKY, 23-11 KFRC, Debut 29 KOMA

NOTES: One of the strongest gainers. 7 of 46 already show top 10.
DEFINITION OF PARALLELS:

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REASON: To better define what's happening with a given record at a particular type of radio station. (KHJ should not be compared with WHHY.)

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P2. Secondary market/20-10 record playlist/emphasize 7-10 "hot records"/very little new product added
P3. Major and secondary market stations with 30-50 record playlists/some new product exposed
P4. Specialized markets affected by local or country influences.

NOTES: Practically all show solid top 10.

RICK DERRINGER  
(Blue Sky) 3:42

Rock and Roll Hoochie Koo

P1  6-WKRO, 3-WRC, Adk KPOC, Adk 19-13Q, 19-17 KDOJ, 16-24 KHJ,
12-11 WFL, 19-19 WPEZ, 17-15 KWDW, 17-16 K-100
P2  Add WSJ, 12-9 WSAG, 18-17 KRSP, 27-13 WIFE, 9-4 WQKX, 20-24 Y-100,
15-9 WHBQ, 12-17 KJAM, 19-16 WDEB, Adk 29 XEROK, 22-20 WGRG, 20-2 WFLI,
17-12 KHJ, 14-14 KCPX, 16-14 KCFB, 9-9 KPFM, 21-19 KTHT, 23-21 KQCB, 29-19 KYNO
P3  1-1 WQKX, 27-26 WPOP, 20-24 KHJ, 30-26 WCF, 33-26 KOAS, 8-3 KJRB, 18-11 WLS
P4  4-4 WGFC, 12-8 WAMS, 12-11 KOMA, 5-9 WBBQ, On KSLY, 104 WAKY, 87 KLIF, 15-14 WLOF,
NOTES: Moving very well most markets. A few slow moves, mostly in the majors.

LAMONT DOZIER  
(ABC) 4:24

Trying To Hold On To My Woman

P1  28-23 KHJ, 28-21 KSLY
P2  Duet 27 WLEE, 27-24 WHBQ, Duet 21 WFLI
P3  19-6 WAKY, 15-9 WPFG, 23-21 KEEL, Mid KJRB, 40-34 WCF,
NOTES: Slow this week, watch it.

BOB DYLAN  
(Asylum) 2:57

On A Night Like This

P1  28-24 WGSA, 17-14 XYNQ; On WLEE, Adk KTHT, Duet 26 XCPX, Duet 29 KRSP,
Add KAFY, 21-27 KJRB
P2  On WQFOX, On KSLL, 39-35 KOAS
NOTES: Slow this week, watch it.

DAVID ESSEX  
(Columbia) 2:51

Rock On

P1  1-1 WBGQ, 9-7 KSLQ, 3-2 KDOJ, 5-6 KHJ, 4-8 KFCR, 3-3 13-12, 9-7 KSLQ, 3-2 WLS, 11-5 KWDW, 13-13 WXLQ, 9-6 WFL, 10-7 WQRB, 2-3 WPEZ, 2-3 WRC, 6-6 K-100
P2  2-1 WQKX, 10-5 KAFY, 7-3 WGRG, 3-5 WPFL, 8-12 XYNQ, 5-2 KFFG, 7-2 WLEE, 6-5 XYNQ, 6-5 XYNQ, 8-5 WQKX, 22-17 XYNQ, 3-7 XYNQ, 7-5 XYNQ, 12-10 Y-100, 12-4 WQKX, 12-15 KJRB, 12-15 KHJ
P3  6-6 WWAQ, 9-6 WPNN, 21-10 KOMA, 6-4 WISM, 3-6 WPFG, Add WAMS, 2-2 KJBA,
3-5 WAKY, 6-11 KHJ, 7-4 WCF,
NOTES: Practically all show solid top 10.

ARETHA FRANKLIN  
(Atlantic) 3:25

Until You Come Be

P1  29-26 WKRO, 5-6 KEEL, 1-1 KFCR, 9-7 KHJ, 10-4 KDOJ, 5-6 WXLQ,
15-19 WFL, 20-15 WLS, 14-11 K-100
P2  18-2 WLEE, 4-3 KAFY, 16-12 WIFE, 24-18 KTHT, 3-2 WQKX, 13-14 KRSP,
30-27 KJAM, 17-24 WQKR, 26-29 Y-100, 12-4 WYMO, 25-23 KJAM, 10-16 XEROK,
17-16 WGRG, 13-13 KQCB, 29-20 WPFG, 19-27 WGA
P3  13-15 WQKX, 16-28 WPFG, 3-3 WISM, 26-24 WPFG, 3-3 KSLY, 14-22 WCF,
19-28 KHJ, 6-7 KJRB, 18-11 KHJ
NOTES: Definitely crossed, but not pulling big numbers.

ATOMIC ROCKET  
(Atlantic) 4:22

Make Love

P1  1-1 WBGQ, 9-7 KSLQ, 3-2 KDOJ, 5-6 KHJ, 4-8 KFCR, 3-3 13-12, 9-7 KSLQ, 3-2 WLS, 11-5 KWDW, 13-13 WXLQ, 9-6 WFL, 10-7 WQRB, 2-3 WPEZ, 2-3 WRC, 6-6 K-100
P2  2-1 WQKX, 10-5 KAFY, 7-3 WGRG, 3-5 WPFL, 8-12 XYNQ, 5-2 KFFG, 7-2 WLEE, 6-5 XYNQ, 6-5 XYNQ, 8-5 WQKX, 22-17 XYNQ, 3-7 XYNQ, 7-5 XYNQ, 12-10 Y-100, 12-4 WQKX, 12-15 KJRB, 12-15 KHJ
P3  6-6 WWAQ, 9-6 WPNN, 21-10 KOMA, 6-4 WISM, 3-6 WPFG, Add WAMS, 2-2 KJBA,
3-5 WAKY, 6-11 KHJ, 7-4 WCF,
NOTES: Practically all show solid top 10.
Debbie Dawn

1 Glorious Week in Vienna

"There Goes That Song Again"

WB 7767
Written by Ian Whitcomb
Arranged by Bill Justis
Produced by Andy Wickham
ELTON JOHN (MCA) 5:12

Bennie & The Jets

NOTES:

OLIVIA NEWTON-JOHN (MCA) 3:00

Let Me Be There

NOTES:

EDDIE KENDRICKS (Tamba) 3:30

Boogie Down

NOTES:

B.B. KING (ABC) 3:15

I Like To Live The Love

NOTES:

GLADYS KNIGHT & PIPS (Buddah) 3:29

Imagination

NOTES:

GLADYS KNIGHT & THE PIPS (Buddah) 3:45

Best Thing That Ever Happened To Me

NOTES:

KOOL AND THE GANG (DeLite) 3:08

Jungle Boogie

NOTES:

LOVE UNLIMITED ORCHESTRA (20th Century) 3:30

Love’s Theme

NOTES:

PAUL MC CARTNEY (Apple) 3:45

Jet

NOTES:

SISTER JANET MEAD (A&M) 2:59

The Lord’s Prayer

NOTES:

MFSB (Phyl/Int) 3:29

TSOP

NOTES:

STEVE MILLER BAND (Capitol) 3:36

The Joker

NOTES:

MOCEDADES (Tara) 3:12

Eres Tu

NOTES:

SIXTY TWO (Stag) 3:05

Sexy Mama

NOTES:
DEFINITION OF PARALLELS:

SIMPLY PUT: they group similar stations together by playlist size and air presentation.

REASON: To better define what's happening with a given record at a particular type of radio station. (This should not be compared with WHBY.)

EASY WAY TO USE: First, find which Parallel your station fits into by using the boxed definition below. You can watch a record's progress at various stations and affirm your decision to go or not to go on a record. You can also tell at a glance what action the record's receiving at stations.

P1: Top 15 major markets/20-30 record playlist/emphasize 7-10 "hot records"/very little new product added.
P2: Secondary market/20-30 record playlist/emphasize 7-10 "hot records"/very little new product added.
P3: Major and secondary market stations with 30-50 record playlists/new product exposed.
P4: Specialized markets affected by black or country influences.

P2: 16-18 WHBQ, 22-21 WSB, 19-21 WSH, 29-29 KIMM, Add KXOL, 16-18 KFRC, 14-3 WAKY, 27-20 KTK, 20-17 KCPX, 14-14 WEL
P3: 22-22 WMAC, 25-26 WSP, 18-10 KJR, 19-16 WBBQ, 7-9 WBBQ, 12-12 WSGA, 11-11 WLEE, 15-14 WFL
P4: 15-10 WCFL, 10-7 KSLQ, 26-25 WSL, 23-26 WSP, 18-16 KJRB, 20-14 WBBQ, 6-4 KAFY, 28-22 KFMG, 6-2 WSGA

NOTES:

P1 Add K-100, 27-25 KSLQ, 28-25 WPL, On WRC
P2 Add KT, 29-19 KCPX, Add WFL, Add KYNO, 24-14 V-100, 27-19 KSRP
P3 16-12 WAKY, 32-26 KOMA, 26-23 WSGA, Debut 26 WBBQ, Debut 29 KJRB, Debut 29 WSLQ
P4 5-9 WFIL, 13-10 13Q, 9-2 WBBQ

NOTES: Good start. Many report immediate phones.

DIANA ROSS
(Motown) 2:49

15-12 KFRC, 6-4 KSLQ, 5-4 KSLQ, 15-14 KSLQ, 3-2 KDSW, Debut 24 KKD, 14-14 KHD, 14-14 WFL, 18-17 WAM, 10-7 WSL, 15-12 KFRC, 8-8 KSLQ, 5-4 WIFE, 13-18 Y-100, 20-10 KIMM, 10-8 KSRP, 25-23 KYNO, 15-7 KERK, 18-16 WAG, 26-15 WFS, 14-13 KFG, 5-6 WEL, 15-14 WSGA
P3 20-16 WMAK, 14-12 WPL, 8-11 WISM, 17-14 KOM, 4-4 KEO, 15-23 WSP, 16-14 KLR, 15-23 WSLQ, 4-4 KSGA, 9-7 WISM, 16-13 WAMS, 11-6 KJRB, 7-7 WCFL, 23-21 WELF
P4 Notes: Seems to have reached somewhat of a peak this week.

CARLY SIMON & JAMES TAYLOR
(Elektra) 3:45

14-13 WSBQ, Add WLS, 26-19 KSLQ, 22-14 KKD, 13-12 KKD, 13-14 KFRC, 18-18 WDRQ, 22-13 WRC, 15-15 KJRB, 4-4 WFL, Add CWL, 16-14 KDBW, 18-16 WSL, 22-13 WSL, 11-11 WLS, 15-12 KFRC, 8-8 KSLQ, 5-8 WIFE, 13-18 Y-100, 20-10 KIMM, 10-8 KSRP, 25-23 KYNO, 15-7 KERK, 18-16 WAG, 26-15 WFS, 14-13 KFG, 5-6 WEL, 15-14 WSGA

NOTES:
RADIO & RECORDS

Friday, February 22, 1974

PARALLELS

DEFINITION OF PARALLELS:

SIMPLY PUT: They group similar stations together by playlist size and air presentation.

REASON: To better define what's happening with a given record at a particular type of radio station. (KJJI should not be compared with WHYY.)

EASY WAY TO USE: First, find which Parallel your station fits into by using the boxed definitions below. You can watch a record's progress at various stations, and affirm your decision to go or not to go on a record. You can also call at a glance what action the record's receiving at stations.

JIM STAFFORD
(Stax) 3:26

Spiders And Snakes

You're Jateen

3:29

The Way We Were

PARALLELS

(PARALLEL 1)

WIXI NEW YORK
CLKW DETROIT/WINDSOR
KFXC SAN FRANCISCO
KJH LOS ANGELES
KKGJ LOS ANGELES
KSLQ ST. LOUIS
KJOK ST. LOUIS
WABC NEW YORK
WHRQ DETROIT
WJKO BOSTON
WALO NEW YORK
KWBW ST. PAUL/Minn.
WFIL PHILADELPHIA
WRC WASHINGTON D.C.
130 PITTSBURGH
WIBG PHILADELPHIA
WFIZ PITTSBURGH
K100 LOS ANGELES

PARALLELS 2

WRQW BUFFALO
KFXM SAN BERNARDINO
KQCQ SAN DIEGO
KCPX SALT LAKE CITY
KIMN DENVER
KING SEATTLE
KLVV SAN JOSE
KRIZ PHOENIX
KSPF SALT LAKE CITY
WQHO BUFFALO
WHBO MEMPHIS
WIFE INDIANAPOLIS
KRVX MILWAUKEE
WYMQ MIAMI
WQHI ATLANTA
WQGA SAVANNAH
KAIV TULSA
KAFY BAKERSFIELD
Y110 MIAMI
KYNO FREMONT
WLFE RICHMOND
WJAX JACKSON
KZD DES MOINES
WQAI CINCINNATI
KXKT TUCSON
KJPD PHOENIX
WFLI CHATTANOOGA

PARALLELS 3

KGK NEW YORK
WWBC PETERSBURG
KQFK DETROIT
WKRN MONTGOMERY
WSAS WASHINGTON D.C.
170 CINCINNATI
WHYY PHILADELPHIA
WAME MEMPHIS
WBBM CHICAGO
WQAM MIAMI
WABC KANSAS CITY
WLS DETROIT

PARALLELS 4

Black Demographic

Examples

DETROIT
WASHINGON D.C.
CHICAGO
SHREVEPORT
RALEIGH
RICHMOND
PHILADELPHIA

C&W

Examples

NASHVILLE
LOUISVILLE
MEMPHIS
HOUSTON
DALLAS

PARALLELS 5

ABC FM
NEW YORK BASE
KLDF FM HOUSTON
KLZ FM DENVER
KMET FM LOS ANGELES
KZMM FM AUSTIN
KSBM FM SAN FRANCISCO
WBUX DETROIT
WBNN FM CHICAGO
WBCN FM BOSTON
WCAR DETROIT
WHJN FM HARRISBURG
WPSF PHILADELPHIA
WPLR NEW HAVEN
WZZQ JACSON
WINF ATLANTA
KPRI SAN DIEGO

P1

Robbie Robertson
(Stax) 3:26

The Mayor's Daughter

P3

NOTES:

STAPLE SINGERS
(Stax) 3:26

Touch A Hand, Make A Friend

STAR SINGERS

NOTES:

PARALLELS

MONDAY

WJANN LAFAYETTE
USW 8:00, 12:00, 16:00

NOTES:

AL WILSON
(Rocky Road) 3:28

Show And Tell

NOTES:

BOBBY WOOLACK
(UA) 2:37

Lookin' For A Love

NOTES:

P1

Debut 26 WAMS, Debut 21 WPGC, On KSLY, 30-17 WAKY, Debut 30 WCOL

P2

Debut 26 WAMS, Debut 21 WPGC, On KSLY, 30-17 WAKY, Debut 30 WCOL

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P4

Debut 26 WAMS, Debut 21 WPGC, On KSLY, 30-17 WAKY, Debut 30 WCOL

P5

Debut 26 WAMS, Debut 21 WPGC, On KSLY, 30-17 WAKY, Debut 30 WCOL

P6

Debut 26 WAMS, Debut 21 WPGC, On KSLY, 30-17 WAKY, Debut 30 WCOL

NOTES:

P1

P2

P3

P4

P5

P6

NOTES:

P2

P3

P4

P5

P6

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P3

P4

P5

P6

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P3

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NOTES:
Spiners invade Reverend Jimmy Snow's gospel show on the Grand Ole Opry stage, doing their current single "Mighty Love" and their Grammy nominee "Could It Be I'm Falling In Love."

NOTES from Jonathan Frickie

Records that are receiving good requests and/or reports but have not received national recognition include:
1. (When The Morning Comes) - Hoy! Axton (A&M)
3. "Little Man" - Logan Smith (Brand X)
4. Every reporting station that has played the record reports good response. KFOX reports merchants having trouble keeping record in stock when it's available. Just added at KLAK. Former No. 1 at KENR. No. 20 "it's a ballad sound."
5. Former No. 1 at KENR. No. 20 "we're playing it." (Brand X)
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Radio

Ed Salamon, Program Director WEEP-Pittsburgh reports that long time mid-day man Ken Wells is leaving to become Program Director of WWOL-AM-FM in Buffalo, New York. This leaves Ken's 10:30 slot open. Ed Salamon may be contacted at WEEP, 107 Sixth St., Pittsburgh, Pa. 15222.

CHANGE
Gary Gallegheer joined KIKK-Houston on 2:11 for the 3:7 p.m. shift. Gary is from WJJD-Chicago.

NEW YORK
Air shifts have been changed somewhat, reports Steve Warren, music director of WNY-New York. The lineup is Jack Spector, 6:10-6 a.m.; Lee Arnold, 10-3 p.m.; Dan Daniel, 3-7 p.m.; Del DeMontreux, 7 midnight; Stan Martin, midnight-6 a.m.

Dinah Shore found a 1934 Chevrolet convertible which she drove in her television special filmed in Nashville. That's what she drove while attending Humen-Fog School High and later Vanderbilt.

COUNTRY REAL ESTATE DEALS
Jack Green bought the Oscar Sullivan Ranch, a Seventy-Four acre spread in Hendersonville, where Jack says he'll raise Black Angus Cattle.

This Week's Most added
FARON YOUNG Some Kind Of A Woman (Mercury)
MELBA MONTGOMERY No Charge (Elektra)
CAL SMITH Country Bumpkin (MCA)

Tried chicken, and cedar posts. He's still recovering from his Florida sinus surgery.

ADD REAL ESTATE
George Jones and Tammy Wynette signed the most money contract to buy the Franklin Road Mansion of Nashville businessman Fred Gregg. Purchase price in the neighborhood of $500,000. (That's some neighborhood!) It has 19 rooms on two floors all crowded into 10 acres five minutes from downtown Nashville.

PERSONALITY NOTES
Chet Atkins is taking up tennis, says he's still a golf nut, but also likes the tennis racket.

Stonestaw Jackson has a new steel guitarist; he was formerly Stonewalls' drummer. He has now taken up the strings. He's Stonewall's 13 year old son, Stonewall Jackson Jr.

Dolly's sister Stella Parton made her first record session for RCA. She had previously traveled with her own gospel group for three years.

COUNTRY CORRESPONDENTS
KLAK DENVER
WAMS NORFOLK
KXPN LAS VEGAS
WHO0 ORLANDO
WIRE WILMINGTON
KIK HOUSTON
WKDA NASHVILLE
KCKC SAN BERNARDINO
WON SEATTLE
WMM MEMPHIS
WINN LOUISVILLE
KLAC LOS ANGELES
KFOX LONG BEACH
KROS TUCSON
KRAT SACRAMENTO
KFGO FARGO
WEAF OPENING
WUBE CINCINNATI
KTUH PHOENIX
KUZZ BAKERSFIELD
KTRV KANSAS GRANDE
KREN HOUSTON
KBMY BILLINGS
KERE DENVEN
WRCR PHILADELPHIA
WPLO ATLANTA
WVVM GREENVILLE
WHDF CHARLOTTE
WONE DAYTON
KSON SAN DIEGO
WSL AKRON
WBN NEW YORK
WWJ DETROIT
WMMI COLUMBUS
WLS CHICAGO
WEEP PITTSBURGH
WKKN KANSAS CITY
KBOX DALLAS
KNZU HOUSTON
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KSON SAN DIEGO
WSL AKRON
WBN NEW YORK
WWJ DETROIT
WMMI COLUMBUS
WLS CHICAGO
WEEP PITTSBURGH
WKKN KANSAS CITY
KBOX DALLAS
KNZU HOUSTON
WHBY HUNTINGTON
Friday, February 22, 1974

The top twenty listings reflect sales of audience appeal.

The graphs measure the song's level of audience appeal.

**Country Top Twenty**

Friday, February 22, 1974

<table>
<thead>
<tr>
<th>No.</th>
<th>Song Title</th>
<th>Artist</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>CHARLIE RICH/There Won't Be Anymore</td>
<td>MCA</td>
</tr>
<tr>
<td>2</td>
<td>JOHNNY RODRIGUEZ/The Way Love Goes</td>
<td>Mercury</td>
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<tr>
<td>3</td>
<td>TAMMY WYNETTE/Another Lonely Song</td>
<td>Epic</td>
</tr>
<tr>
<td>4</td>
<td>BILL ANDERSON/World Of Make Believe</td>
<td>MCA</td>
</tr>
<tr>
<td>5</td>
<td>ANNE MURRAY/Love Song</td>
<td>Capitol</td>
</tr>
<tr>
<td>6</td>
<td>BOBBY BARE/Daddy What If</td>
<td>Capitol</td>
</tr>
<tr>
<td>7</td>
<td>JOE STAMPLEY/I'm Still Loving You</td>
<td>Dot</td>
</tr>
<tr>
<td>8</td>
<td>FREDDY WELLER/I've Just Got To Know</td>
<td>Columbia</td>
</tr>
<tr>
<td>9</td>
<td>TANYA TUCKER/Would You Lay With Me</td>
<td>Columbia</td>
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<td>10</td>
<td>TOM T. HALL/Love</td>
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<td>ABC</td>
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<td>BARBARA FAIRCHILD/Baby Doll</td>
<td>Columbia</td>
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<td>JIM MUNDY/The River's Too Wide</td>
<td>ABC</td>
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<td>DAVID ROGERS/Loving You Has Changed</td>
<td>Atlantic</td>
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<td>19</td>
<td>MEL TILLIS/Midnight, Me And The Blues</td>
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<tr>
<td>20</td>
<td>TUCKER</td>
<td>WJJD</td>
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</tbody>
</table>

**Trend**

Friday, February 22, 1974

- 75% show increase, 15% decrease, 10% same.

- Slowing at some stations, but upward movement at 63% of stations.

- Top 20% of stations reporting.

- 20% of stations reporting.

- No. 1 at KERE, No. 8 WHKY, No. 10 WONE, Top 5 in Houston.

- Added at KRAK.

- Added at KRAK.

- Top 10 in KMLE, WHKY, WYNETTE.

- Top 10 in KCDC, KZKU, WEET.

- Added at KRAK.

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- Added at KRAK.
**Dear Broadcaster:**

This year the planning committee for The Country Music Radio Seminar is conducting a survey to ascertain programming, promotion and employment practices of Country Music Stations throughout the United States. We need your cooperation.

The results of this survey covering over 2000 radio stations will be released at the Country Music Radio Seminar, March 15 & 16 in Nashville. If you will be unable to attend but would like a copy of the results, please so indicate and a copy will be mailed to you.

The intent of the survey is to give you a basis of comparison with other music stations on both a total and market size basis. No individual station will be identified or quoted.

We believe all the questions are of a non-confidential nature but if you do not wish to identify yourself or your station, please complete the questionnaire leaving those answers blank.

We hope to expand the questionnaire in future years so your cooperation in this first survey is essential to obtaining a sufficient sample to have meaningful results.

Please complete and return this survey no later than February 28, 1974.

Additionally, for use in a promotional display at the seminar, we would like to have a copy of your standard presentation sheets such as station profile, coverage map, rate card, brochure, weekly chart or any other sales promotional material you normally use in presenting your radio station. Please send these under separate cover to:

Bill Jenkins
General Manager
WUBE AM/FM
225 East Sixth Street
Cincinnati, Ohio 45202

Thanks for your cooperation and see you in Nashville at the Seminar.

Best Regards,
Bill Jenkins
General Manager

---

**Questionnaire for Country Music Radio Seminar**

- **Station:**
  - AM / FM / DAYTIME / FULLTIME

- **Region:**
  - (check one)
  - ROCKY MT. AREA
  - EAST COAST
  - SOUTH EAST
  - CENTRAL
  - MIDWEST
  - SOUTH WEST
  - ROCKY MT. AREA
  - NORTH WEST

- **Market Population:**
  - (check one)
  - Under 100,000
  - 100,000-500,000
  - 500,001-999,999
  - 1 Million+

- **Employment:**
  - 1. **How do you recruit air personnel?**
    - ADS IN BILLBOARD
    - BROADCASTING
    - LEADS FOUND IN GAVIN OR OTHER TRADE PUBLICATIONS
    - REFEREES
    - SMALLER MARKETS
    - MONITOR ON TRIPS AND THEN CONTACT
    - OTHER
  - 2. **Was the quality of applicants:**
    - DECLINED
    - REMAINED CONSTANT
    - IMPROVED

- **Music:**
  - 1. **What is the length of your weekly playlist?**
    - Under 30
    - 30 to 40
    - 40 to 50
    - 50 to 60
    - 60 to 70
    - 70 to 80
    - 80 to 100
    - 100 to 125
    - 125 to 150
    - 150 +
  - 2. **How many "oldies" do you program per hour?**
    - __4__
    - __6__
    - __Up to jock__
    - __Other__
  - 3. **How many "album" cuts do you program per hour?**
    - __4__
    - __6__
    - __Up to jock__
    - __Other__
  - 4. **What do you use as the basis for compiling your record list?**
    - (If more than one, please give percentage of weight accorded to each source)
      - BILLBOARD
      - CASH BOX
      - RECORD WORLD
      - GAVIN REPORT
      - OTHER TRADE PUBLICATIONS
      - (Please list)

- **Promotion:**
  - 5. **What influences your decision to add new records?**
    - (Please indicate percent accorded each source)
      - PROMOTION NEWS
      - TRADE PUBLICATIONS
      - RECORD TIP SHEETS
      - OTHER STATION PLAYLIST
      - PERSONAL JUDGEMENT

- **Programming:**
  - 6. **Who decides what new records to program?**
    - (If more than one, indicate percentage of weight accorded each person)
      - MUSIC DIRECTOR
      - PROGRAM/OPERATIONS MANAGER
      - STATION MANAGER
      - OTHER

- **Other Comments:**
  - (Please list)

---

**STATION CONTESTS**

1. **Do you run on air contests?**
   - YES / NO
2. **Average Value of Prizes:**
   - UNDER $25
   - $25 to $50
   - $50 to $100
   - $100 to $500
   - $500 to $1000
   - $1000 Plus
3. **What are the purposes of your contests?**
   - (Indicate 4, if more than one)
   - TO BUILD AUDIENCE
   - AS A SALES PROMOTIONAL VEHICLE
   - OTHER

**COMMENT SECTION:**

Please list the major problems confronting you as a country music programmer:

Please list the opportunities you see for country music radio:

Please list any specific subjects you would like covered at the Country Music Radio Seminar.

---

**Thank You**

Please return to:

PO BOX 1239
CINCINNATI, OHIO 45202

NO LATER THAN FEBRUARY 28, 1974
LYNN ANDERSON
Smile For Me (Columbia)

JOSIE BROWN
Both Sides Of The Line (RCA)

BURGESS & LOGAN
Wake Me Into Love (Shamrock)

GLEN CAMPBELL
Houston (Capitol)

DONNA FARGO
I'll Try A Little Bit Harder (Dot)

NARVEL FELTS
Good Love Was Mine (Cinnamon)

JACK GREENE
It's Time To Cross That Bridge (MCA)

JONES & WYNETTE
Jet Set (Epic)

MERLE HAGGARD
Nothing's Funny Anymore (Capitol)

BOBBY GOLDSBORO
Marlena (UA)

WAYNE KEMP
Listen (MCA)

DICKEY LEE
I Use The Saw (RCA)

ELVIS PRESLEY
Take Care Of Her (RCA)

MCCOY/RONSTADT
Silver Threads (Monument/Asylum)

MELBA MONTGOMERY
No Charge (Elektra)

KENNY O'DELL
You Bet Your Sweet Love (WB)

TOMMY OVERSTREET
You Were A Lady (Dot)

MARIE OWENS
J. John Jones (MCA)

AUDIENCE APPEAL GRAPHS

SIMPLY PUT: The levels (0% to 100%) represent a record's increasing or decreasing popularity with the "general mass audience" for the format being graphed.

A RECORD reaching 90-100% is a total, across the demographic board smash. A record registering 50% may do so because it's appealing to only a portion of the audience - teens or middle males. The graphs will also show how a record may "hold on" in audience popularity long after sales have dropped.
added this week...

JERRY REED:

Crude Oil Blues (RCA)

HANK SNOW:

Hello Love (RCA)

RED STEGALL:

I Gave Up Good Morning (Capitol)

STATLER BROS.:

Randolph Scott (Mercury)

JERRY WALLACE:

Guess Who (MCA)

PATSY SLEDD:

Chip Chip (Mega)

CAL SMITH:

Country Bumpkin (MCA)

DON WILLIAMS:

We Should Be Together (MCI)

BOBBY WRIGHT:

Seasons In The Sun (ABC)

WSLR—AKRON:

Lynn Anderson
Donna Fargo
Merle Haggard
Sonny James
Cal Smith
Faron Young
DROPS

KRWJ—PORTLAND:

Lynn Anderson
Donna Fargo
Merle Haggard
Sonny James
Cal Smith
Faron Young
DROPS

WEET—RICHMOND:

Ginger Boz twright
Melba Montgomery
Linda Ronstadt
Faron Young
NO DROPS

KRAK—SACRAMENTO:

Johnny Cash
Barbara Fairchild
Donna Fargo
Fredric Hart
Doyle Holly
Jones & Wynette
Lawanda Lindsey
Charley Collingsworth
80 DROPS

WJJJ—CHICAGO:

Roy Price
Wayne Kemp
Lefty Frizzell
Tommy Overstreet
Red Steagell
Doyle Holly
DROPS

KENS—DENVER:

Faron Young
Melba Montgomery
Sue Richards
Merle Haggard
Karen Wheeler
Ray Price
Dolly Parton
NO DROPS

KJKK—HOUSTON:

Hoyt Axton
Hank Williams, Jr.
Sami Jo
Kenny O'Dell
Faron Young
Lynn Anderson
Merle Haggard (Both)
DROPS

KLC—LAS ANGELES:

Doug Kershaw
Donna Fargo
Charlie Rich (Epic)
Merle Haggard
Bobbie Lewis
Bobby Wright
Jean Shepard
Faron Young
Sonny James
Lynn Anderson
Hank Williams, Jr.
Melba Montgomery
DROPS

WMS—NORFOLK:

Merle Haggard
Karen Wheeler
Tommy Overstreet
Kenny O'Dell
Melody Allen
Faron Young
DROPS

WAPD—SAN DIEGO:

Elvis Presley
Lynn Anderson
Sonny James
Faron Young
Jerry Lee Lewis
Kenny Rogers
DROPS

WHY—HUNTINGTON:

Donna Fargo
Earl Nelson
Tony Booth
Bob Lumin
John Denver
Lynn Anderson
Charlie Rich (Epic)
Willie Nelson
Tommy Overstreet
Jerry Lee Lewis
Hank Snow
DROPS

WCRP—PHILADELPHIA:

Hank Williams, Jr.
Patti Page
Tommy Overstreet
Lynn Anderson
Hoyt Axton
Merle Haggard
NO DROPS

WAME—CHARLOTTE:

Melba Montgomery
NO DROPS
**POP/MORE TOP TWENTY**

Friday, February 22, 1974

1. JOHN DENVER/Sunshine On My Shoulder (RCA)
2. TERRY JACKS/Seasons In The Sun (Bell)
3. TOM T. HALL/I Love (Mercury)
4. ANNE MURRAY/Love Song (Capitol)
5. SISTER JANET MEAD/The Lord's Prayer (A&M)
6. LOU CHRISTIE/Blue Horizon (Three Brothers)
7. BARBARA STREISAND/The Way We Were (Columbia)
8. LOVE UNLIMITED ORCHESTRA/Love's Theme (20th)
9. DIANA ROSS/Last Time I Saw Him (Motown)
10. MARVIN HAMLISCH/Music From "The Sting" (MCA)
11. CHER/Dark Lady (MCA)
12. STEALERS WHEEL/Star (A&M)
13. CLIFF DE YOUNG/My Sweet Lady (MCA)
14. MOCEDADES/Eres Tu (Tata)
15. CHARLIE RICH/There Won't Be Anymore (RCA)
16. MARIA MULDAUR/Midnight At The Oasis (Reprise)
17. RINGO STARR/You're Sixteen (Apple)
18. NEW SEEKERS/Another Fool Like Me (MGM)
19. CARLY SIMON & JAMES TAYLOR/Mockingbird (Elektra)
20. BOBBY BARE/Daddy What If? (RCA)
Without question, the hottest record in the country is "The Lord's Prayer" by Sister Janet Mead. It's a record you want to play for three months, but must agree it's a record you need to expose to your audience. Some artists seem to be overlooked and underplayed. "Piano Man" by Billy Joel, now grabbing action at WMAG-Chicago and WCAI-Baltimore, Virginia by Bill Amesbury... The first release on Casablanca appears to be heading to the top. New action from WGAR-Detroit, KHJ-CA, Denver, "She's Gone" Hall & Oates picking up in Seattle on KOL. "Stars" by Stealer's Wheel is suddenly hot in Los Angeles, Denver, Chicago... remembering everybody is a star. Many stations are still not with the Lou Christie Record. Our reporting stations swear it's a winner. We agree.

Several new items you should be aware of: first, the new Jim Croce, "I'll Have To Say I Love You In A Song." Added at KMPB. WGAR, WMAG and many more to come this week. Ellen John's "Benny & The Jets" made a surprisingly fast start at many stations including KOL, WMAG and WCAR. The Mike Oldfield record "Theme From The Exorcist" is strong at WGAR. WCIA, no negative response reported, the new Neil Diamond, "Sycamore," from his album, showed up too late for add information this week, but album play was so strong that there is little doubt this one will get good play in the weeks to come.

Other brand new items to consider include: "Watching The River Run" by Loggins & Messina, "Honey Please Can't You See" by Barry White, "Heavenly" by The Temptations. A battle appears to be shaping up with the two versions of "Theme From The Young And The Restless." The Ventures version on UA has a stronger head start, as does the Floyd Cramer version on RCA, we feel, deserves a great deal of attention. We're not taking sides, just trying to keep you aware.

Although not listed this week due to space problems, the Bette Midler record, "In The Mood," is showing significant action. We'll track the record again next week. Ringo Starr's "You're Sixteen" is now just about had its course, but look out for his just released "Oh My My." "Pepper Box" by The Peppers is showing signs of happening with the more "progressive" MOR stations. Once again, we'll keep track of that one next week.
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THUNDERBOX

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