County Court Concludes KRUX-KUPD 'Compete Clause' Clash

The case of the disc jockey that left a station in the middle of his contract and went to work for the one containing teenage children seemed to be a lot of good music for KGB's "Home Grown" album which helped raise over $37,000 for the "family unit," or subteen children.

Ron Jacobs Wears Suit!

There were some very interesting events surrounding the decision. The ruling mentioned that the "one year no-compete clause" which was specified to be in force for a full year after resignation or termination is still in effect after the first year of the contract. Since that year expires in September 1974, KRUX may then, if they wish, re-open the case and sue again. But, the judge ruled the man cannot be sued during the first year of the contract.

In a statement to the attorneys, the judge mentioned that his decision was made in part because he felt that Johnson lacked uniqueness, and therefore KRUX really suffered no great loss. He felt all the jocks sounded the same.

The $1 million law suit against Bob Milton, General Manager of KUPD has still not been settled. The only thing was the right of Johnson to work at this time.

There's a reason why Pat O'Day (right) and Hal Widsten (page 3) both look so stunned: it's all a part of a unique promotion effort by London Records' Jerre Hall to call attention to Al Green's latest, "Let's Get Married." Their Seattle rock stations, KJR and KINK, both received telegrams announcing the marriage of their PD to a young lady left) who arrived the following Friday in a beautiful wedding gown bulging from eight months of pregnancy. Cakes, champagne, and a marriage license made out to the PD arrived with her.

LATE NEWS:

KDWB: "Z-63 Is Coming"

As reported here last week, KDWB-Minneapolis has begun their drive to regain the ratings lost to KSTP. New program director Buzz Bennett and assistant PD Steve Gaspar plan to "tighten up the total sound of the station." While they acknowledge the formidable task of overtaking KSTP, they "don't foresee any problems coming up in this book." New promo being aired is "Z-63 is Coming." Air lineup new shapes up like this: 4 AM-10 AM, Bob Shannon; 10:15 AM-4:15 PM, Jay Walker (from WZGC); 4:15 PM-2 AM, Scott Stevens; and 2 to 6 AM, Chris Roberts.

TOP TWENTY
FRIDAY, APRIL 12, 1974

1. ELTON JOHN
2. BLUE SUEDE
3. PINK
4. GRAND FUNK
5. JOHN DENVER
6. CLAYTON KNIGHT
7. TERRY JACKS
8. THREE DOG NIGHT
9. JIM CROCE
10. REDHOUND
11. KING-STAR
12. MIKE OLDFIELD
13. CARLY AND JAMES
14. JACKSON FIVE
15. CHICAGO
16. SUMMER JAM MEAD
17. CHARLIE RICH
18. PAUL MC CARTNEY
19. UTO
20. CHEER

These are the songs from the top of the charts.

Getting 'Family Unit' Key To Attracting Upper Age Groups—Bob Pittman, WPEZ

Bob Pittman, programming coordinator for WPEZ-Pittsburgh offers the following thought provokers on radio listening and the "family unit," and really questioning the data you receive from your research.

By Bob Pittman, WPEZ

Getting a good age spread from 12 to 49 is definitely one of the largest problems facing a programmer of a contemporary station. There are several factors that enter into attracting the upper age groups. The concept that I consider most important in this area is the listening patterns in given units. Quite a bit of my research has been on listening patterns in units such as peer units, geographic units, and family units. The family unit is the key to understanding adult programming for a contemporary station.

THE FAMILY UNIT

The key type of family unit is one containing teenage children or subteen children that enjoy listening to contemporary radio. In this type of unit, it's possible to control the listening pattern of the (Continued on page 30)

Rick Sklar: Short Playlist 'Boring And Monotonous'

R&R reached Rick Sklar, PD of WABC regarding the longer playlist this last week on WABC. Rick said, "I get as sick of the same records over and over again as the listeners. There just seemed to be a lot of good music available this past week. I was inspired." Rick also mentioned to R&R that he felt there was a preoccupation with a short playlist, and that the short list is boring and monotonous.

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"IF IT FEELS GOOD DO IT"

BY STORIES

#1 ON WAKY RADIO

AND CLIMBING FAST ON:

WKLO, WIXY, WAYS, WMAK, WMPS,
WBBQ, WKWK, WGRQ, WYSL, WERC, WSGN, WHHY, WLPL, WLAM,
WCOL, WNCI, WTAC, WILS, WVIC, WPOP, WCCC, WBGN,
WKGN, KUPD, KISN, KROY, KPAY
Motor City Madness In CKLW-WDRQ LP Battle

A battle of the program minds and prize budgets happened in Detroit between CKLW and WDRQ. On Tuesday CKLW announced they were giving away the top 8 albums every hour. Wednesday morning Captain John Lodge, WDRQ's new PD came on with a promo giving away the top 10 albums four times each hour. Thursday CKLW returned the one-upmanship by announcing "The Greatest LP Ripoff in Motor City History" giving away the top 8 albums eight times per hour. Not to be outdone WDRQ countered with the top 8 albums eight times per hour. About this time CKLW's PD Bill Hennes decided to push all the way and see what would happen. He loaded his top 8 album packages, being given away 8 times each hour with $100 bills. End of battle.

DON'T SAY HELLO
XEROX-EL PASO running a "Don't Say Hello" contest with everyone saying the correct phrase winning a prize and qualifying for their "Sun City Streaker" which is a brightly painted VW.

KCBS RADIOTHON
KCBS-San Diego ran a very successful charity promotion "Help Hospitalized Veterans Radiothon. Cheech and Chong were hosts and the entire radiothon originated from the CKBQ studios. Local personalities manned the phones and $31,018 was raised for the cause. Program Director Rich Robbins mentioned that Cheech and Chong offered $200 to the campaign if someone would streak the station. The station got streaked and Cheech and Chong kept their promise with a $1,000 donation.

MIC EGG HUNT
FX-New York ran an Easter egg hunt in Central Park. They topped off the hunt for plastic Easter eggs, filled with things like $50 bills, with a free concert in the park starring Brownsville Station.

NEW JOCKS AT POP
WPOT-Hartford celebrated April Fools Day with their second annual "Superstar Day." Hosted at the station by Eddie Kendricks and Jim Stafford. Both rock stars pulled air shifts and talked to listeners. WPOT is also giving away "Boogie Shirts" stuffed with goodies ranging from cash to albums.

WLOF BLASTS BACK
WLOF-Orlando on April Fools day, with no warning to listeners, turned their station back to 1960, complete with old jingles, echo, screaming jocks, time tones, a "Funderful 40 Survey," and dedications. Response was tremendous. They also featured High School salutes, and "Blasts From the Past" dating back to 1950.

WGSX SAVANNAH
WGSX-Savannah has been sold to Weiss Broadcasting for slightly more than $485,000. They are also planning an immediate move to new studios, with all new equipment.

I AM GENEROUS
Helen Reddy and husband-manager Jeff Wald donated $250,000 to the new Cedars Sinai Medical Center, Los Angeles. The gift will endow the Helen and Jeff Wald Adult Outpatient Clinic.

LEADER BACK ON AIR
WQXI Program Director Jan Leader decided to go back on the air in afternoon drive. He felt that he could not both be a top rated jock in a major market and also function as a PD, so Bill Sherard who is Director of Radio Programming for Jefferson Pilot has stepped in to handle the PD job at WQXI. Barry Chase, who was in the afternoon slot is no longer with the station.

BROTHERS RETURN
Some Quickies: The Righteous Brothers are back together again and will be recording soon. Rumors have Lambert and Potter to produce them.

SAN FRANCISCO
The FCC granted the application for assignment of KFOG-FM from Kaiser Broadcasting to General Electric Broadcasting Co. Price was $1.4 million. The commission conditioned the grant on the outcome of antitrust proceedings involving the parent GE.

WLS BRITISH ROCK
WLS-Chicago is running a British Rock Festival this weekend giving away double record sets of "The History of British Rock" on Sire Records.

HANDY MEN
KYNO afternoon jock Mike Novak and wife gave birth to a 10 pound 9 oz. boy March 27. They sure grow them big in Fresno.

KING PD Hal Widsten and his bride for-a-day. Helped along by this amazing promotion, the AJ Green record was added to the Seattle rock stations.

At left, the WXQI "Quackers" basketball team, undefeated in two years and responsible for thousands of dollars raised for local organizations. At right, Phillip Raulls of Slax greets Larry Raspney of "Larry Raspney & The Highkickers" after a recent concert. Don Nix (right) joins group on an upcoming tour.
Lobo Hot In Midwest, Aretha Heads For Gold

The Lobo record, “Standing At The End Of The Line” has exploded in the Midwest in both sales and airplay. Out of the WEA Chicago branch it is now number two selling pop single. A good push on the Southern radio stations is now starting.

Once again WXYC-Cleveland is one of the first major market radio stations to lead the way with the Maggie Bell single “After Midnight”. Strong additions this week in secondary markets plus the tremendous album break-out in New England indicates Maggie Bell is going to be a star in 1974. More on Maggie, WEA-Boston branching out in thousands of albums in the last two and a half weeks.

Amos & Andy, “I’m in Love” is now 400,000 sales and is certainly heading towards Gold very quickly. Pop airplay is building very rapidly.


Some of the new Atlantic albums on release this week include: King Crimson, Billy Cobham in “The Last Place”, Dr. John, Buzzy Lindhart and Roxy.

**LOUIS NEWMAN/BLUE THUMB**

**Pointers Programmed Across The Board**

The Pointer Sisters are doing it again! Their current album, entitled That’s A Plenty, is destined for the top of the charts. This week’s news is the second album, which is being programmed on radio stations whose formats include Country and Western. Top 40, Rhythm and Blues and A.O.R. Everyone digs The Pointers.

My rap would not be complete without asking you to go through your stack of singles and dig out a tune called “Scratch”. You’ll be blown away, it has got to be the strangest instrumental out and it’s by The Crusaders. Get funky.

**AL COUTRY/CAPITOL:**

Huge McCartney Adds, Grand Funk Monstrous

NEW: "BAND ON THE RUN” Paul Mc Carney, title song from Number One album. ... Smash hit ... WABC-New York, WPIX-New York, KJRL-Seattle, KCBI-San Diego, KJRL-Boise, KCWW-Portland, KIMM-Denver, KTLK-Denver, KCPX-Salt Lake, WHB-Kansas City, KFBR-Pargo, KOIL-Omaha, KLIF-Dallas, KILT-Houston, 13Q-Pitts, K100-Los Angeles, WSAIL-Cincinnati, KEEL-Shreveport, WCCO-Columbus, WAKY-Louisville, WXYC-Cleveland, WKBQ-Buffalo, WMEX-Boston, WCSS-Albany, WFDN-Atlanta, WSGB-Birmingham, WMAK-Nashville. .. GIAN new Anne Murray “You Wouldn’t See Me” starting out strong KJME-Denver, KCPS-Salt Lake, KJRL-Seattle, WABC-New York.

"You Me And Mexico” by Edward Bear over the next six months has asked for release... Reaction the first week excellent.

Louis Newman

**JERRY SHARELL/ELEKTRA**

Joni Tour A Smash, Montgomery Crosses

Joni Mitchell just completed the most successful concert tour of her career. Whoever didn’t see her records and want to hear her album and single “Help Me”... Another clear example of what radio might do is Joni Tour... Another clear example of what radio might do is Joni Tour A Smash.

Charlie Rich now over 800,000, MFSB Go Gold, New Derringer, O’Jays

**FRIDAY, APRIL 12, 1974**

**BUD O’SHEA/EPIC:**

Rich, MFSB Go Gold, New Derringer, O’Jays

Charlie Rich now over 800,000. Definitely will go gold, goes from 29 to 21 at WABC-New York, top ten at most stations.

MFSB where release has been past week, looks to be a number one record, selling better than 120,000 a week for the past five weeks.

Redbone now over 850,000. Many stations have dropped the record, only because they were over it early. In general it is still top ten in cities like New York, Los Angeles and still moving up in Chicago.

Billy Paul: good reorder on the west coast and in Memphis and Dallas. 27 at KFRC, 29 at WHBQ, added this past week to WHBC. The new Rick Derringer single “Teenage Love Affair” edited down from LP, strong initial reaction, added at KJRL and KUPD. New O’Jays single “For The Love Of Money” very strong R&B play across the board, shipped over 275,000 the first week. Initial pop play: 18 CKLW, hitbound at KSTE-Sacramento. Another strong reorder is The Todd Rundgren single, “A Dream Goes On Forever” is selling well in the Cleveland market... #9 on the street.

The Doobie Bros., “Another Park, Another Sunday,” added this week at WFIL in Philadelphia, and KILT in Houston, which gives us another reorder on the record. Gordon Lightfoot “ Sundown”: the single remains the hottest record in the southwest, Denver, Dallas, and just charted at WSAI at No. 34. It adds at WPIC in Washington D.C., and starting to sell in Detroit where it is No. 26 at CKLW there.

Wet Willie “Keep on Smilin’”, and Gregg Allman “Don’t Mess Up A Good Thing” are both getting good momentum in the South.
Eddie Levine

EDDIE LEVINE/UA:

Tomark Top Ten, ELO Single Flipped

Things are really popping at UA. The Tomark Top Ten is Ten and Blue Note is noting the charts with Bobbi Humphrey and Donald Byrd. The ELO-sung is single has flipped to "Daybreakery." A hot, rocking instrumental that displays ELO's unique blend of rock and classical music. Bubbling Under in Billboard, Shirley Bassey's new song "Dayevy" is getting good initial reaction. A natural for MOR already.

KFOX, Long Beach and more...

CHICAGO HITS EVERYWHERE

EAST SIDE OR ELSE...

The first good news and then the sad news. We've had a sun gun with great immediate chart action. The song is the same, but the album has been flipped in a hurry, as the sales are just as good as the album itself. The ELO-sung single has been refused, but the "Just As Bad As You & I" was produced by former James Gang member, Dominic Traficante.

A Country Smash

When the song finally filtered into the country field with a bang comes Playboy "Room Full Of Roses" by Mickey Gilley. Already atop 1 in Houston, KILT and KNUS and all others in surrounding areas. We also get word that rockers in Dallas, KLIF and KBUR are bulging with activity.

A Newsman Contact

As Bad As You & I

As Bad As You & I is the hit that's been long since played. Now we've got a strong followup that's charting with Bobbi Humphrey and Donald Byrd. The ELO-sung single has flipped to "Daybreakery." A hot, rocking instrumental that displays ELO's unique blend of rock and classical music. Bubbling Under in Billboard, Shirley Bassey's new song "Dayevy" is getting good initial reaction. A natural for MOR already.

BOB SHERWOOD/COOL

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Radio & Records
April 12, 1974

NEW & ACTIVE

TODD RUNDGREN (Bearsville) debut 29 WMC-FM, add XEROK, 28-24 WFLI, debut KEL, 36-22 WLS. See page 10.

ARETHA FRANKLIN (Atlantic) debut 30 WMC-FM, debut 39 KFRC, 36-21 WQXI. See page 10.


PAPER LACE (Mercy) add WOKY, 34-12 WPUC, debut 29 KDZA. See page 11.

BLACK SABBATH (WB) 30-28 CKLW, 27-25 WGRQ. See page 11.

PABLO FERREIRA/Funcado (WTCR) 36-32 WGRQ, 34-30 WGBI. See page 11.


PARALLEL SUMMARY

BTO: did well again this week, debut 30 KJH, 22-12 WPXP, 18-10 KQV, add KAFY, 19-12 WMNY, 23-15 KAKC, debut 23 WAMS. See page 12.


CHICAGO: picked up this week, debut 20 KGQ, 29-17 KJH, 19-7 WAKX, 23-14 KEEL, debut 21 KFRC. See page 10.

MAC DAVIS: doing well wherever played, 29-22 KCPC, 30-20 WGRQ. See page 11.

OLIVIA NEWTON JOHN: early action shows good movement at 21-18 WFLI, 33-23 WAYS, 27-22 WKX, debut 22 WAKX. See page 11.

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<th>Page 7</th>
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added this week...

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<tr>
<th>PARALLEL 1</th>
<th>PARALLEL 2</th>
<th>PARALLEL 3</th>
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<tbody>
<tr>
<td>KDUS/LOS ANGELES Hamlicick Jackson Five Humblewood DROPS Drops Think (12) Aethea (3) Love Unlimited (5)</td>
<td>KFRC/SAN FRANCISCO O Jays Ray Stevens Ray Stevens DROPS Sasser Janet (top 10) Kool (top 10) Simon &amp; Taylor (top 20)</td>
<td>WCLF/CHICAGO Ray Stevens Ray Stevens Stylistics Humblewood DROPS Moments Diana Ross Kidducks (top 10)</td>
</tr>
<tr>
<td>WOR/DEPOSIT Staples O Jays Bill Withers Drops Steinfeld (top 5) Simon &amp; Taylor (top 20) Humblewood (top 10)</td>
<td>WKO/BOSTON Merle Hamlisch Joel Mitchell DROPS Love Unlimited (top 5) Judy Chappin (top 20)</td>
<td>WPWO/HARTFORD Cat Stevens Ray Stevens Jackson Five Bobby Womack Electric Light Orchestra DROPS Aretha (9) McCartney (Jet) (9) Ambrose (11) Burke (3)</td>
</tr>
<tr>
<td>WLS/ST. LOUIS No Adds DROPS None</td>
<td>CKLW/DETROIT Oldfield DROPS None</td>
<td>Jim Stafford McCartney DROPS DROPS</td>
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<tr>
<td>WFL/PHILADELPHIA Hamlicick McCartney Humblewood DROPS DROPS Moments (top 15) Cher (top 10) Steinfeld (top 5) Sami Jo (no chart)</td>
<td>KJEO/DES MOINES Max Davis Jimmy Buffett Racey' DROPS Knox (11) Simon &amp; Taylor (4) MSF (7)</td>
<td>KZQ/ST. LOUIS McCartney DROPS DROPS Moments DROPS Moments (top 10)</td>
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<tr>
<td>WFIL/CHICAGO Chicago Three Dog Night McCartney Humblewood DROPS Clips (top 5) Cher (top 10)</td>
<td>WMC/FL/MEMPHIS Cat Stevens Five Man Eddie Kendricks (3) Dozier (11) Gergen (4)</td>
<td>KSLQ/ST. LOUIS Humblewood DROPS Humblewood Humblewood (top 15) Love Unlimited (top 5) Mocadore (top 10)</td>
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<td>WLS/CHICAGO Main Ingredient Jon Cato DROPS Rings (10) De Franco (5) Love Unlimited (4)</td>
<td>WVFZ/PITTSBURGH Great Funk McCartney McCartney DROPS DROPS</td>
<td>WIMO/KANSAS CITY Humblewood DROPS DROPS Moments DROPS Moments (top 10)</td>
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<tr>
<td>WPLX/New York McCartney McCartney DROPS Eues.</td>
<td>WABC/New York McCartney McCartney DROPS DROPS</td>
<td>WVON/CHICAGO Bing Crosby Santee Loan Humblewood DROPS Love Unlimited (top 20)</td>
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<tr>
<td>KIIO/LOS ANGELES Humblewood DROPS Statues (top 25) Sami Jo (top 30) Cher (top 10) Love Unlimited (3)</td>
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<tr>
<td>9XW/New York O Jays DROPS Eues (top 10) Barbra (top 5)</td>
<td>WJW/COLUMBUS DROPS Not Available</td>
<td>WQON/CHICAGO Jim Stafford McCartney (Jet) Ringo (Oh My My) (1)</td>
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<tr>
<td>Highest number in parenthesis</td>
<td>3 Most added CARPENTERS JIM STAFFORD MARVIN HAMLISCH PAUL MC CARTNEY</td>
<td>7 CARPENTERS JIM STAFFORD MARVIN HAMLISCH PAUL MC CARTNEY</td>
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DROPS: Drops
A listener calls the radio station. The troubled voice of a male approximately 20 years old asks, "Can you clear up a problem for me? I bought a pair of tickets to the Jefferson Starship concert at the Civic Theatre for April 19th and I want to know if they're fake or anything."

"What makes you think they're fake?"

"I haven't heard anything about the concert at all, no advertisements."

"How did you know about the concert, then?"

"I saw it listed on the Civic Theatre's calendar of upcoming events."

"Well, don't worry, your tickets are very real. The radio ads for the concert start running tomorrow.""I believe I could be the only one in town who knew about it.""

This conversation actually took place just a few days ago. It is a perfect example of how a consumer can doubt the credibility of a product because it is not advertised. More specifically, this example illustrates the importance of advertising a significant contemporary product such as a big concert.

A number of factors contributed to this situation. First, the radio ads for the concert were not widespread. Second, the flyers and posters that were put up around town were not very effective. Third, the newspapers and the ads in the city's only weekly newspaper were not very visible. Fourth, the radio stations that were broadcasting the names and locations of the stations were not very popular. Finally, the public was not very familiar with the names of the stations.

In the meantime, try an experiment. Produce two minute demo tapes. They should consist of the last minute of a familiar record, DJ outtake, DJ name, time, and station call letters: two 60-second agency spots back to back, DJ intro and the first minute of a familiar record. Both tapes should be exactly the same, except for the order of the commercials. Then take a group of five people and tell them what you're up to, ask them to listen to the first tape. After its over, wait three minutes and have them write down (in the order that it comes to them) everything that they remember about the tape. Mark that group one. Then gather another group of five people and repeat the process, only this time using the second tape. Compare group one and group two. Let me know how you make out.

### FM ROCK RADIO

**by Mike Harrison**

(Continued from last week)

Continuing on the premise that radio stations are responsible to serve the sponsors as well as the listeners, (if you disagree, please write and let me know), we come to the fact that FM oriented phenomenon known as the commercial cluster. In order to have the time to schedule records and create sets, commercials are segmented in sets too.

What effect does a position in such a series have upon the profitability of an individual commercial, and how can a knowledge of this help a programmer? Next week we'll talk about this by day to day radio people as well as advertising people.

Progressive Top Play Singles

<table>
<thead>
<tr>
<th>ARTIST/TITLE</th>
<th>LABEL</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>DAVID BOWIE/Rebel Rebel (RCA)</strong></td>
<td><strong>CHICAGO</strong>/(I've Been Skinchin' So Long (Columbia))</td>
</tr>
<tr>
<td><strong>CRUSADERS/Scratch (Blue Thumb)</strong></td>
<td><strong>3:20</strong></td>
</tr>
<tr>
<td><strong>JOHN DENVER/Sunshine On My Shoulder (RCA)</strong></td>
<td><strong>3:18</strong></td>
</tr>
<tr>
<td><strong>DR. JOHN/Rite Away (Avco)</strong></td>
<td><strong>2:44</strong></td>
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<tr>
<td><strong>GRAND FUNK/Loosegroove (Grand Funk)</strong></td>
<td><strong>2:45</strong></td>
</tr>
<tr>
<td><strong>HENRY GROSS/Dr. John</strong></td>
<td><strong>2:44</strong></td>
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<tr>
<td><strong>JIMMY BUFFETT/Living and Dying In So Sante (Dunhill)</strong></td>
<td><strong>2:20</strong></td>
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<tr>
<td><strong>JOE BURSTIN/White Rabbit (Clyde)</strong></td>
<td><strong>2:08</strong></td>
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<tr>
<td><strong>JONI MITCHELL/You Don't Know The Truth</strong></td>
<td><strong>2:36</strong></td>
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<tr>
<td><strong>EMERSON LAKE &amp; PALMER/Brain Salad Surgery (Muscot)</strong></td>
<td><strong>2:36</strong></td>
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<tr>
<td><strong>STEELY DAN/Pretzel Logic</strong></td>
<td><strong>2:36</strong></td>
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<tr>
<td><strong>DANIEL ISSER/Rock On (Columbia)</strong></td>
<td><strong>2:30</strong></td>
</tr>
<tr>
<td><strong>NAZARETH/Empty All The Pumps (A&amp;M)</strong></td>
<td><strong>2:28</strong></td>
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<td><strong>New entries an board.</strong></td>
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</tbody>
</table>

**ROCK ALBUMS**

<table>
<thead>
<tr>
<th>ARTIST/TITLE</th>
<th>LABEL</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>BACHMAN-TURNER OVERDRIVE/Back Home Again</strong></td>
<td><strong>Harvest</strong></td>
</tr>
<tr>
<td><strong>JIMMY BUFFETT/Living and Dying In So Sante</strong></td>
<td><strong>Harvest</strong></td>
</tr>
<tr>
<td><strong>CAT STEVENS/Stills &amp; White</strong></td>
<td><strong>Columbia</strong></td>
</tr>
<tr>
<td><strong>HARRY CHAPIN/When In Rome</strong></td>
<td><strong>Columbia</strong></td>
</tr>
<tr>
<td><strong>CHICAGO/Chicago</strong></td>
<td><strong>Columbia</strong></td>
</tr>
<tr>
<td><strong>COWARDLY CODY/Planet Airwaves</strong></td>
<td><strong>Paramount</strong></td>
</tr>
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<td></td>
<td><strong>Compiled by Steve Davis</strong></td>
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</tbody>
</table>

**RADIO & RECORDS**

Friday, April 12, 1974

**ALBUM NOTES**

BY BOB WILSON

The most significant action this week has been to the AL STEWART (Janus) and the ROBIN TROWER (Chrysalis). Most are promoting the entire LPs, although the cut "Roads To Moscow" seems to be standing out on the AL STEWART.

Excellent immediate airplay on two new Columbia releases: MOTT THE HOOPLE and DEEP PURPLE.

Top play cuts on the new MICHAEL MURPHY so far are "Healing Springs," "Holy Roller," and "Noah's Gonna Tell Me How To Play My Music." (Epics).
<table>
<thead>
<tr>
<th>Pure</th>
<th>That's Smokey Robinson's second solo album. Also provocative, unique, and dynamite. T6-303S1.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Boogie</td>
<td>The only way to <em>Keep on Truckin'</em> is to <em>Boogie Down</em>. Just ask Eddie Kendricks. T330V1.</td>
</tr>
<tr>
<td>Foxy</td>
<td>Willie Hutch scores again. On the right track with <em>Foxy Brown</em>. (Remember <em>The Mack</em>)! M6-811S1.</td>
</tr>
<tr>
<td><strong>COUNTRY FRESH</strong></td>
<td>-------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>EBRATICA</td>
<td>Diahann Carroll debuts on Motown. Listen to that country feeling. Produced by Joe Porter. M6-805S1.</td>
</tr>
<tr>
<td><strong>CELEBRATION</strong></td>
<td>The most magnificent assemblage of black artists ever brought together. That's <em>Save The Children</em>. The album that's a celebration of life. M-800R2</td>
</tr>
<tr>
<td><strong>Mmm Mmm Good!</strong></td>
<td>That's what Michael Edward Campbell's debut Motown album is. Open it up and see for yourself. M6-810S1</td>
</tr>
<tr>
<td><strong>It's a hot April at Motown.</strong></td>
<td></td>
</tr>
</tbody>
</table>
PARALLELS

BILL AMESBURY
(Cuba/Blanca) 2:30

NOTES: Moving up where played.

BACHMAN-TURNER OVERDRIVE
(Mercury) 3.21
Let It Ride

P1 20:15 WPXK, 22:16 WPXJ, 18:10 QVX, on KDWB, 21:16 WDRQ, on WFLI, 25:24 K100, debut 30 KTV, 27:22 KGRC, 26:22 WRKO, 14:14 CWKX

NOTES: Good week, average 5 point jumps.

BLUE SWEDEN
(EMI) 2.54
Hooked On A Feeling

P1 2:33 WPXK, 3:2 WPEZ, 1:2 WLS, 2:2 WQXJ, on KDWB, 2:4 KQV, 5:6 KQGI, 11:12 WDRQ, 2:1 KCQG, 5:5 WFLI, 2:1 KHJ, 4:3 KXRC, 8:5 KFRC, 2:4 WRKO, 16:16 CWKX

NOTES: Most report peak sales & requests.

CARPENTERS
(A&M) 3.47
I Won't Last A Day Without You


NOTES: Looks solid.

CHICAGO
(Columbia) 4:19
(If I've Been) Searchin' So Long


NOTES: Had a big week at many stations.
MARVIN HAMLISCH (MCA) 2: 57
Music From “The Sting”

**P1**
- On WPIX, add on WQXI, on KGBR, debut 19 KKDL, 19-4 WDRQ, 17-12 KSUL.
- 9-4 WFLY, add 10 K100, debut 19 KFRC, 8-8 CKLW, debut 29 WOIKO.

**P2**
- Add KFMK, 22-6 WGWG, add KCPX, debut 23 WOBG, on WIFE, add KAFY.
- 12-7 WJYK, 26-19 KCBG, 16-10 KINN, debut 18 WMYQ, 15-10 KFSP, 30-29 KIOA.
- 13-10 WFLS, 25-14 WSMH, on WAKY, 29-10 WQXI, debut 29 WOIKO.

**P3**
- 22-15 KJX, 7-1 WAZFM, 35-20 WAIK, add 47 WPGC, 26-19 WCFL, 11-6 WQCI.
- 7-16 WJYK, add 7-1 WYXK, 3-1 WQXI, 3-25 KSUL, 35-25 KIOA.

NOTES: Funny how an academy award changes programmer’s minds-one of the most added.

ALBERT HAMMOND (Mums) 3: 16

**P1**
- On WPIX, add on WQXI. on KDWB, debut 23 KKDJ, 10-4 WDRQ, 17-13 KQV.
- 8-8 CKLW, debut 29 WOIKO.

**P2**
- Add 7-1 WJXK, 17-12 WJYK, 26-19 KCBG, 16-10 KINN, debut 18 WMYQ, 15-10 KFSP, 30-29 KIOA.
- 13-10 WFLS, 25-14 WSMH, on WAKY, 29-10 WQXI, debut 29 WOIKO.

**P3**
- 22-15 KJX, 7-1 WAZFM, 35-20 WAIK, add 47 WPGC, 26-19 WCFL, 11-6 WQCI.
- 7-16 WJYK, add 7-1 WYXK, 3-1 WQXI, 3-25 KSUL, 35-25 KIOA.

NOTES: Doing fairly well and pulling good phones.

BO DONALDSON AND THE HEYWOODS (ABC) 3: 25

**P1**
- On KDWB, 22-20 KYNO, debut 30 WHBQ, add KAKC, 27-22 WKBW.

**P2**
- Add KVHF, 40-34 KILT, 34-26 WCFL, on KJRB.

**P3**
- Add WABC, 40 WCFL, debut 39 KJRB, debut 39 KIOA.

NOTES: So far this one is getting more response of the two versions...

GRAND FUNK (Grand Funk) 3: 45

**P1**
- 28-17 WPIX, debut 19 WQXI, debut 24 KKDJ, 21-14 KQV, 4-3 WDRQ, 15-4 WQCI.
- 13-8 KSLQ, debut 27 WFLY, 29-20 K100, 30-19 KFRC, 7-9 WXYK, 19-11 KFRC, 3-1 WYXK.

**P2**
- 10-7 WQXI, 11-6 WFLY, 11-12 WXYK, 11-12 WXYK, 11-12 KFRC, 3-1 WYXK.
- 12-1 WQXI, 11-6 WFLY, 11-12 WXYK, 11-12 KFRC, 3-1 WYXK.

**P3**
- 22-15 WAMS, 22-15 WXYZ, 12-16 WMYQ, 12-16 WCFL, 12-16 WCFL, 12-16 WCFL.
- 22-15 WAMS, 22-15 WXYZ, 12-16 WMYQ, 12-16 WCFL, 12-16 WCFL.

NOTES: One of the strongest this week.

GUESS WHO (RCA) 2: 29

**P1**
- On WQXI.

**P2**
- 6-4 KCPX, 27-16 WOKY, 8-5 KTKT, 8-16 KSUL, 27-25 WSMH, 26-16 KIOA.

**P3**
- 40-24 KIL, 34-26 WCFL, 34-26 WCFL, 11-16 WQCI, 11-16 WQCI, 11-16 WQCI.

NOTES: Still alive & spreading.

GRAND FUNK (Grand Funk) 3: 45

**P1**
- 28-17 WPIX, debut 19 WQXI, debut 24 KKDJ, 21-14 KQV, 4-3 WDRQ, 15-4 WQCI.
- 13-8 KSLQ, debut 27 WFLY, 29-20 K100, 30-19 KFRC, 7-9 WXYK, 19-11 KFRC, 3-1 WYXK.

**P2**
- 10-7 WQXI, 11-6 WFLY, 11-12 WXYK, 11-12 KFRC, 3-1 WYXK.
- 12-1 WQXI, 11-6 WFLY, 11-12 WXYK, 11-12 KFRC, 3-1 WYXK.

**P3**
- 22-15 WAMS, 22-15 WXYZ, 12-16 WMYQ, 12-16 WCFL, 12-16 WCFL, 12-16 WCFL.
- 22-15 WAMS, 22-15 WXYZ, 12-16 WMYQ, 12-16 WCFL, 12-16 WCFL.

NOTES: One of the strongest this week.

THE JACKSON FIVE (Motown) 2: 29

**P1**
- 20-17 WQXI, 19-17 WJYK, 26-17 WXYZ, 19-17 WJYK, 26-17 WXYZ.
- 13-8 KSUL, debut 27 WFLY, 29-20 K100, 30-19 KFRC, 7-9 WXYK, 19-11 KFRC, 3-1 WYXK.

**P2**
- 10-7 WQXI, 11-6 WFLY, 11-12 WXYK, 11-12 KFRC, 3-1 WYXK.
- 12-1 WQXI, 11-6 WFLY, 11-12 WXYK, 11-12 KFRC, 3-1 WYXK.

**P3**
- 22-15 WAMS, 22-15 WXYZ, 12-16 WMYQ, 12-16 WCFL, 12-16 WCFL, 12-16 WCFL.
- 22-15 WAMS, 22-15 WXYZ, 12-16 WMYQ, 12-16 WCFL, 12-16 WCFL.

NOTES: Still alive & spreading.

GUESS WHO (RCA) 2: 29

**P1**
- 8-7 WFLY.

**P2**
- 31-31 KEEL.

**P3**
- Put A Little Love Away

NOTES: Parallels of Emotions. (Volt) 3: 10

ALBERT HAMMOND (Mums) 3: 16

**P1**
- 30-27 KFRC, 30-26 WOIKO.

**P2**
- On KFMK, 12-12 KCPX, add WORQ, 12-9 WIFE, 17-13 KQV, 25-26 KIOA.

**P3**
- On WPIX, add 20 K100, debut 20 WQXI, add 20 K100, debut 20 WQXI, add 20 WQXI.

NOTES: One of the strongest this week.

BO DONALDSON AND THE HEYWOODS (ABC) 3: 25

**P1**
- Debut 25 KJRB, 10-4 WDRQ, 11-7 WLS, 5-8 WQCI.

**P2**
- Add 24-30 CKLW, 30-25 KCPX, 29-27 KJRB, add WMC-FM, 28-20 KIOA.

**P3**
- On WAMS, debut 40 KILT, 39-33 KJRB, add 39 KJRB.

NOTES: So far this one is getting more response of the two versions...
**RADIO & RECORDS**

**PARALLELS**

**SAMI JO**  
(MGM South) 2:59

- **P1** 4:10 WQX, 17-17 KQV  
- **P2** 28 KFXM, 25-21 KCPX, 30-25 WIFE, 17-15 WQX, 43 K100.  
- **P3** 26 WAKY, 15-14 KEEL  

**NOTES:** Still showing good growth.

**GORDON LIGHTFOOT**  
(Reprise) 3:17

- **P1** 26-33 CKLW  
- **P2** 26-25 WOKY, debut 30 KCPX  
- **P3** 43 WPGC, 41 WXYZ, 39-34 WGRQ  

**NOTES:** Good beginnings.

**KARL MALDEN**

- **P1** 2-12 WQX, 2-12 WXYZ, 22-21 WGRQ  
- **P2** 47-12 WQX, 39-12 WXYZ, 18-11 KQV  
- **P3** 24-21 WQX, 22-21 WGRQ  

**NOTES:** Slow week in some markets.

**ELTON JOHN**  
(MCA) 5:12

- **P1** 7-4 WQX, 6-1 WQX, 22-21 WGRQ, 19-17 WXYZ  
- **P2** 22-21 WGRQ, 19-17 WXYZ  
- **P3** 13-15 WQX, 12-15 WXYZ, 11-15 KQV  

**NOTES:** Slow week in some markets.

**OLIVIA NEWTON-John**  
(MCA) 3:12

- **P1** 1-12 WQX, 1-12 WXYZ  
- **P2** 20-12 WQX, 22-12 WXYZ  
- **P3** 22-12 WQX, 21-12 WXYZ, 20-8 WOKY  

**NOTES:** Scott Shannon (WMAK) says top 5 solid hit.

**GLADYS KNIGHT & THE PIPS**

- **P1** 8-16 WQX, 8-16 WXYZ, 4-4 KQV, 8-4 KQV  
- **P2** 4-4 KQV, 8-4 KQV, 8-4 KQV  
- **P3** 8-16 WQX, 8-16 WXYZ, 8-16 WGRQ  

**NOTES:** Still showing good growth.
SISTER JANET MEAD
(A&M) 2:59

**The Lord's Prayer**

| **P1** | 8-15 WPIX, 12-13 WPEZ, 3-3 WLS, 17-26 WFIL |
| **P2** | 9-6 KFXM, 4-7 Y100, debut 25 KCBQ, 6-4 WAJ, 9-5 WHQB, 3-3 WROK, 2-13 KCPX, 3-4 WOKY, 10-14 WMYQ, 9-3 WMC-FM, 14-21 KAKC, 3-5 WKBW, 11-11 KAFY, 11-17 KRSP, 12-17 KTKT, 8-16 KIOA, on WAXY |
| **P3** | 8-6 WAMS, 10-11 WPOP, 38-40 KYSN, 4-3 WISM, 3-3 KDZA, 6-6 KEEL, 16-16 WZFM-FM, 3-15 WCM-FM, 7-2 KJR, 8-6 WGH, 3-8 KGW |

**NOTES:**

MFSB
(Phy/Int) 3:29

**TSOP**

| **P1** | 1-1 WPIX, 18-17 WPEZ, 17-12 WLS, 1-2 WQKI, 1-4 CKLW, 4-5 WRKO, 2-2 WFIL, 7-9 KSLQ, 6-7 KKO, 3-1 WQKI, 2-1 KFI, 10-14 WMYQ, 3-3 WSAI, 6-6 KEEL, 8-6 KGW |
| **P2** | 13-10 WROK, 3-2 KFXM, 1-1 Y100, 15-18 WGOW, 16-21 WMCI, 3-3 WROK, 6-6 KEEL, 10-14 WMYQ, 9-3 WMC-FM, 14-21 KAKC, 3-5 WKBW, 11-11 KAFY, 11-17 KRSP, 12-17 KTKT, 879 KIOA, on WAXY |
| **P3** | 2-2 KILT, 5-4 WAMS, 11-16 WBBQ, 6-2 WPOP, 6-5 KRUX, 14-4 WMAK, 18-27 WPGC, 5-6 KYSN, 10-5 WAKY, 6-4 WISM, 15-10 WCFL, 6-6 KLIF, 18-27 KJRB, 7-5 KDZA, 5-1 KEEL, 6-7 WCOL, 8-4 WZZM-FM, 12-10 WGH, 7-4 KGW |

**NOTES:**

JONI MITCHELL
(Asylum) 3:22

**Help Me**

| **P1** | Debut 18-8 CKLW, debut 26 WGRQ, debut 11 WDRQ, add 99X |
| **P2** | Debut 29 WHBQ |
| **P3** | Debut 38 KILT, on WAMS, debut 18 WPOP, add KRUX, 28-22 WPGC, 18-14 KYSN, 13-18 WISM, 25-24 KEEL, 25-19 KLIF, 41-38 KKO, 27-26 WCOL, 16-11 WZFM-FM, 31-23 WGH, 21-17 KGW |

**NOTES:**

MOCEDADES
(Tara) 3:12

**Eres Tu**

| **P1** | 1-5 WPXI, 5-6 WLS, 23-24 WROK, 6-9 WFIL, 9-13 KKVQ, on WKBW |
| **P2** | 16-23 Y100, 19-21 WOKY, 11-15 WMC-FM, 6-4 WROK, 7-15 WGRQ, 14-18 XEROK, 6-15 WGRQ, 10-11 KOOAK, 11-15 WGRQ, 10-29 KAKC, on WAXY |
| **P3** | 6-4 WCFI |

**NOTES:**

MARIA MULDAUR
(Reprise) 3:36

**Midnight At The Oasis**

| **P1** | 24-11 WQXI, on K100, on KDBW, 16-8 WROK, debut 30 WFIL, 24-13 KFRC |
| **P2** | 27-23 KFXM, debut 25 WGOW, 21-20 KSKP, 10-7 WSAI, 19-27 KIOA, debut 30 WROK, on WIFE, on WGRQ, 1-18 WQXI, on WABC, 22-21 WRKO, 30-29 WFIL, on KDWB, debut 29 KHJ, 6-4 KFRC, 20-18 KQV, 23-22 KSLQ, 44 KFWL, 17-14 KGW |
| **P3** | 28-19 KILT, add WAMS, 15-5 WBBQ, 20-10 WROK, debut 26 KJRB, 18-24 WMAK |

**NOTES:**

NILSSON
(RCA) 3:03

**Daybreak**

| **P1** | On WPXI, 25-17 WROK |
| **P2** | 28-23 WRKO |
| **P3** | 28-19 KJRB, 26-20 KGW, debut 31 WZFM-FM |

**NOTES:**

One of the biggest movers of the week, should go top 10.

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 new product exposed.
- **P4:** Specialized markets affected by black or country influences.

O'JAYS
(Phil/Int) 3:45

**For The Love Of Money**

| **P1** | 18-11 CKLW, debut 28 KFRC, debut 11 WDRQ, add 99X |
| **P2** | Add KFXM, 18-14 WIFE, 22-22 KRSP |
| **P3** | 29-23 WBBQ, add WPGC, 22-28 KYSN, 28-26 KDZA, 23-21 KEEL, 28-28 KLIF |

**NOTES:**

GILBERT O'SULLIVAN
(Mam) 3:06

**Happiness Is Me & You**

| **P1** | 10-5 WPIX, 5-6 WLS, 23-24 WROK, 6-9 WFIL, 9-13 KKVQ, on WKBW |
| **P2** | 16-23 Y100, 19-21 WOKY, 11-15 WMC-FM, 6-4 WROK, 7-15 WGRQ, 14-18 XEROK, 6-15 WGRQ, 10-11 KOOAK, 11-15 WGRQ, 10-29 KAKC, on WAXY |
| **P3** | 6-4 WCFI |

**NOTES:**

MIKE OLDFIELD
(Virgin) 3:18

**Tubular Bells/Theme From The "Exorcist"**

| **P1** | 21-19 WPXI, 5-6 WLS, 21-23 WQXI, 29-26 WABC, 22-21 WROK, 30-29 WFIL, on KDBW, debut 29 KHJ, 6-4 KFRC, 20-18 KQV, 23-22 KSLQ, 44 KFWL, 17-14 KGW |
| **P2** | Add KQYN, 6-1 KAKC, 11-9 KFXM, 5-15 Y100, 17-19 WQXI, 14-14 KCBQ, 9-9 WMYQ, 26-17 WSAI, 22-17 WMC-FM, 23-19 KAKC, 7-1 WIFE, 14-14 WOKY, 1-1 KIMM, 13-6 XEROK, 15-14 KKO, on WAXY, 22-15 KCPX, debut 30 WGRQ, 20-9 KRSP, 23-15 KTKT, 11-12 WQXI, 16-19 WGRQ, 2-7 WROK, 10-11 KFWL |
| **P3** | 5-8 KILT, 28-21 WAMS, 8-10 WBBQ, 13-11 KRUX, 8-4 WGRQ, 13-27 WSAI, 19-22 WISI, 26-17 WROK, 11-9 WCFI, 10-10 KLIF, debut 35 KJRB, 19-15 KKO, 26-23 KEEL, 3-10 WCOL, 15-6 WZFM-FM, 12-10 WGH, 15-13 KGW |

**NOTES:**

One of this weeks strongest

BILLY PAUL
(PHIL/Int) 2:57

**Thanks For Saving My Life**

| **P1** | 28-28 WGRQ, 28-22 WHRI, debut 29 KFYD |
| **P2** | 29-27 WGRQ, 28-22 WHRI, debut 29 KFYD |
| **P3** | 15-11 WAMS, on KAKC, 33-25 KEEL |

**NOTES:**
DEFINITION OF PARALLELS:

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P3: Major and secondary market stations with 30-50 record playlists/some new product exposed.

P4: Specialized markets affected by black or country influences.

NOTES: Varies market to market.
NOTES: Still looks good.


NOTES: Looks pretty good.


NOTES: Looks good.


NOTES: Great jumps most report excellent.


NOTES: Home run.


NOTES: Looks pretty good.


NOTES: 33% show peak.


NOTES: Still looks good.

**RADIO & RECORDS**

**INSIDE NORTHShORE**

**by Bill Collie**

Chris Lane, co-founder of the Programme Shoppe,

arrogance, but out of the fact that we have as much pride in the radio as they do. We want to be able to say, "They're running Big Country; therefore, any time you tune in the station you can hear Big Country.""

**ALL OR NOTHING**

Because Big Country has an identity, or profile to maintain, just like a competitive rock station, Big Country subscribers have to take the entire package.

Chris Lane points to the recent growth in the Country audience and defines it as being altogether different from the larger Pop audience.

"With Country today, you've got both the traditional, old-line fans and the growing number of younger people. Our endeavor with Big Country is to bring both portions of the audience together."

**COUNTRY AUDIENCE**

"I do not believe the Country audience will stand still and be led the same thing over and over like the heavy rotation, tight playlist situation that rock audiences accept."

"There's that rich tradition of Country Music as being a whole thing, that should be presented intact. Say, if somebody has just found Charlie Rich for the first time with "Most Beautiful Girl," they're obviously going to want to hear his earlier works. The same with Ray Price, Merle Haggard. The people who've always been part of the Country audience love to hear the artist's earlier things because they remember them, and it's something fresh and new that somebody else has just found."

"If you look back in history, whenever the country's been in trouble, there's been a tremendous resurgence of Country music. The country is in trouble now and it's looking back at its heritage for something it can build on. Two of the most popular music stations today are Country and Black, and I think it's because both music has a lot of truth to them."

"It's like Kristofferson said, Country music is the white man's soul. It's real. Everybody can relate to a "Help Me Make It Through the Night." You can be in New York or Oklahoma and be lonely and relate to that song. That's what Country's about, truth. That's why it's only begun to tap the potential audience it has."

Hank Snow the "comeback artist of the year." His "Hello I Must Be Going..." for the promised land, that's for sure! Betty Jean Robinson seems to be making a go as a top writing team. Bob Jennings has interesting neighbors. He learned after living next door, that Betty Jean Robinsons are good. In the song she wrote songs (who doesn't) for a hobby. Four Star booman Joe Johnson knows how to pick 'em. Besides, Bob's the leading golfer (in his family)."

The two additionally confirmed board members of Nashville Songwriters' Association, who were named last week are: Mary Reynolds Davis and songwriter-performer Bill Anderson. Also, per requests, songwriters who are interested in becoming members — annual dues are $100, plus a one-time membership fee of $250."

"We've unveiled the Secret of the programme Shoppe as part of the package."

Eight markets are currently running Big Country (WBKR-Owensboro, KING-Minneapolis, WORC-Washington, WBGW-Bangor, Maine, WOLD-Marion, Virginia, WBFS-FM Miami and WOAI-San Antonio) and that's not the whole story either; the personalities we offer — like Chris Lane, or Hugh cherry, we're saying to you, we give the entire radio station.

Not only a library of a couple thousand records, but constant updates, the personalities, the new songs and artists, so you can't be able to tell that it's not live. Plus, we offer the no commercials, promotions as part of the package.

"When it's done, we've put together a franchise format that's truly a one-of-a-kind. Ultimately, I'd like to see us in the position of saying, 'hey, your hamburgers are six for a dollar, and that's not the agreement we had. We won't allow you to do it that way.'"
REX ALLEN JR.

Has Country Music's Most Beautiful Single:

"Goodbye"

(WB 7788)

Give it a warm hello. It's from Warner Bros. Country
Country Top Twenty

Friday, April 12, 1974

The top twenty listings reflect sales. The graphs measure the song's level of audience appeal.

1. CHARLIE RICH / Very Special Love Song (Epic)
2. HANK SNOW / Hello Love (RCA)
3. FREDDIE HART / Hang In There Girl (Capitol)
4. CAL SMITH / Country Bumpkin
5. ELVIS PRESLEY / Take Good Care / A Thing (RCA)
6. TANYA TUCKER / Lay With Me (Columbia)
7. MELBA MONTGOMERY / No Charge (Elektra)
8. CAL SMITH / Country Bumpkin
9. ELVIS PRESLEY / Take Good Care / A Thing (RCA)
10. DONNA FARGO / I'll Try A Little Bit Harder (Dot)
11. TOMMY OVERSTREET / You Were A Lady (Dot)
12. CONWAY TWITTY / Honky-Tonk Angel (MCA)
13. DONNA FARGO / I'll Try A Little Bit Harder (Dot)
14. JONES & WYNETTE / (We're Not) The Jet Set (Epic)
15. MERLE HAGGARD / Things Aren't Funny (Capitol)
16. DONNA FARGO / I'll Try A Little Bit Harder (Dot)
17. MEL TILLIS / Midnight, Me And The Blues (MGM)
18. BOBBY WRIGHT / Seasons In Sun (ABC)
19. MELBA MONTGOMERY / No Charge (Elektra)
20. JERRY WALLACE / Guess Who (MCA)
LYNN ANDERSON
Smile For Me (Columbia)

HOYT AXTON
When The Morning Comes (A&M)

MOE BANDY
Hating Cheatin' Songs (GRC)

JOHNNY CARVER
Country Lullaby (ABC)

ROY CLARK
Honeymoon Feelin' (Dot)

LA COSTA
I Wanna Get To You (Capitol)

JOHNNY DUNCAN
The Pillow (Columbia)

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—say, teens, or mostly males. The graphs will also show how a record may "hold on" in audience popularity long after sales have dropped.

NARVEL FELTS
Till The End Of Time (Cinnamon)

MICKEY GILLEY
Room Full Of Roses (Playboy)

RONNIE MILSAP
Pure Love (RCA)

JOHNNY PAYCHECK
My Part Of Forever (Epic)

Buck Owens
Cover Of Music City News (Capitol)

DOLLY PARTON
I Will Always Love You (RCA)

MICKEY GILLEY
Room Full Of Roses (Playboy)

RAY PRICE
Storms Of Troubled Times (Col)

PETERS & LEE
Welcome Home (Phillips)

OLIVIA NEWTON-JOHN
If You Love Me (MCA)

JEANNE PRUETT
To Move A Mountain (MCA)
Bob Pittman
(Continued from page 1)

parents by controlling the
listening pattern of the offspring.
Using certain elements that
exploit characteristics of these
patterns, a station that appeals to
teens and sub-teens can also
appeal to their parents, more
easily the mother than the father.

By the time the average mother
has reached 35, her interest in
and knowledge of music is quite
diminished. This mother will
often listen to a station for the
simple reason that her child
enjoys the music the station
plays. The mother's music
preference is often that of
the music preferences of her child.
She enjoys the music her child
enjoys. From a sociological
perspective, it all gets back to the
child as being the center of the
American mother's life. The child
is the mother's purpose in life.

A FAMILY RADIO STATION?
A "good clean fun" sounding
contemporary station that does
not sound as if it condones social
deviant behavior can be a
true family station. The station
can attract the whole family, thus
having a good 12-49 spread.
However, the parents do not seem
to share the child's listening to a
progressive station. This can be
attributed to the approach of a
progressive station. To the
parent, the progressive station
presents the "bad influences"
of society. To the parent, it's a
"Hippie Station." This is why
quite often progressive stations
do well 12-24, sometimes 12-34, but
as opposed to contemporary
stations which can do well 12-49.
This concept can be visualized in a
diagram.

CONTemporary STATION
12-17 18-24 25-34 35-49
one music appeal group

PROGRESSIVE STATION
12-17 18-24 25-34 35-49

This tie between
age groups is broken

These patterns of listening in
family units have implications for
the day-parting of music. Is it
beneficial to play "adult music"
in "adult time slots"? Or is it
more beneficial, in terms of
attracting adults, to play teen
appeal music in these "adult time
slots"? Does programming for
adults on a contemporary station
actually lose adults? The parent
with a teenage or subteen child
can often be best attracted by
playing music that is popular with
the child.

RESEARCHING RESEARCH
This listening pattern research
also has implications for music
research. For example, suppose
that a station does call out music
research. Besides the fact that
adults, more often than teens,
cannot identify by name the songs
that they enjoy, often adults do
not listen to a station that plays
their favorite songs. If a forty
year old female is asked what are
her three favorite songs, she
might name three Frank Sinatra,
Johnny Mathis, or the
Warwick songs, or maybe some
songs from the fifties. If the
interview ends here, the
researcher might conclude that
this person would be attracted to
a station that plays these songs.
However, if the interview went
into a bit of listening pattern
research, it might be discovered
that this interviewee listens to
stations that play music that the
offspring in the family enjoys. It's
a matter of making the interview
thorough.

The entirety of this discussion
has only been the surface of the
concept of listening patterns in
family units. There are many
other variables that need to be
explained, such as the
percentages of ties between
parent and child, the distribution
of these ties in different socio-
economic level families,
distribution in different size
families, etc. The effects of
external variables also needs to
be determined. Although this is
somewhat time consuming, I
sincerely believe that this whole
area of listening patterns
definitely warrants the time
and effort of the research oriented
programmer. The rewards for
such research is an increase in
ratings and an increase in 12-49
spread.

Radio & Records
News and record information the week it happens
not the week after
**TOP TWENTY**

Friday, April 12, 1974

1. **MFSB**
   - Still hot.

2. **MULDAUR**
   - Has several drops this week, wear factor is high.

3. **CROCE**
   - Many now report good phones and sales.

4. **OLDFIELD**
   - Sowing in a few markets, might midchart peak.

5. **JO**
   - Awards never hurt, may pick up another surge.

6. **HAMLISCH**
   - Proof that a good song and performance make it.

7. **JOEL**
   - Rockers are now taking note.

8. **HAMMOND**
   - Fading.

9. **REDDY**
   - Steady sales growth.

10. **M. DAVIS**
    - Fading.

11. **KRIS & RITA**
    - Steady sales growth.

12. **MITCHELL**
    - Rockers now taking note.

13. **RINGO**
    - Slowing in a few markets, might midchart peak.

14. **RICH**
    - Doing super.

15. **GLADYS**
    - Proof that a good song and performance make it.

16. **STEVENS**
    - Doing super.

17. **O'SULLIVAN**
    - Doing super.

18. **STAPLES**
    - Doing super.

19. **STREISAND**
    - Doing super.

20. **STEVENS**
    - Doing super.

---

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

**MFSB/TSOP (Philly Int.)**
- **3/29 - 4/5**
- **4/12**
- **4/5**
- **4/19**

**MARIA MULDAUR/Midnight At The Oasis (Reprise)**
- **3/29**
- **4/5**
- **4/19**
- **4/26**

**JIM CROCE/Love You In A Song (ABC)**
- **3/29**
- **4/5**
- **4/19**
- **4/26**

**MIKE OLDFIELD/Tubular Bells (Virgin)**
- **3/29**
- **4/5**
- **4/19**
- **4/26**

**SAMI JO/Tell Me A Lie (MGM South)**
- **3/29**
- **4/5**
- **4/19**
- **4/26**

**M. DAVIS/One Hell Of A Woman (Columbia)**
- **3/29**
- **4/5**
- **4/19**
- **4/26**

**BILLY JOEL/Piano Man (Columbia)**
- **3/29**
- **4/5**
- **4/19**
- **4/26**

**ALBERT HAMMOND/I'm A Train (MUMS)**
- **3/29**
- **4/5**
- **4/19**
- **4/26**

**HELEN REDDY/Keep On Singing (Capitol)**
- **3/29**
- **4/5**
- **4/19**
- **4/26**

**MAC DAVIS/One Hell Of A Woman (Columbia)**
- **3/29**
- **4/5**
- **4/19**
- **4/26**

**KRIS & RITA/Lovin' Arms (A&M)**
- **3/29**
- **4/5**
- **4/19**
- **4/26**

**RINGO STARR/Oh My My (Apple)**
- **3/29**
- **4/5**
- **4/19**
- **4/26**

**CHARLIE RICH/Very Special Love Song (Epic)**
- **3/29**
- **4/5**
- **4/19**
- **4/26**

**GLADYS KNIGHT/Best Thing That Ever Happened (MCA)**
- **3/29**
- **4/5**
- **4/19**
- **4/26**

**JONI MITCHELL/Help Me (Asylum)**
- **3/29**
- **4/5**
- **4/19**
- **4/26**

**RINGO STARR/Oh My My (Apple)**
- **3/29**
- **4/5**
- **4/19**
- **4/26**

**RAY STEVENS/The Streak (Barnaby)**
- **3/29**
- **4/5**
- **4/19**
- **4/26**

The top twenty listings reflect SALES.

- The graphs measure the song's level of audience appeal.
So far I've counted twelve different "streaking" records...and apparently some more on the way. But, it seems that Ray Stevens will run away with the lion's share of airplay with his Barnaby release "The Streak."

Several stations not playing it have asked me this week if it's just a big airplay item and nothing more. Well, I can state that without exception that phones light up and the caller wants to know where he can purchase the record. By nature, novelties don't last too long, so if you have a mind to play it, now would be the time.


LaVerne Drake, music lady at... KNBR San Francisco reports playing "Haven't Got Time For The Pain" from Carly Simon's album ... she also mentioned that the cut would be Carly's new single.

JOAN BAEZ
Forever Young (A&M)

CARLTON SHOWBAND
Buddy Mcgraw (RCA)

CASH & CARRY
Tchop, Tchop (Tar)

CHICAGO
Searchin' For So Long (Col.)

DAWN
It Only Hurts When Smile (Bell)

ALLIANCPE APPEAL GRAPHS

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JOHN DENVER
Sunshine On My Shoulder (RCA)

EL CHICANO
Gringoten Mexico (MCA)

NEW COLONY SIX
Never Be Lonely (MCA)

CARPENTERS
Won't Last A Day (A&M)

GORDON LIGHTFOOT
Sun down (Reprise)

MELIA MONTGOMERY
No Charge (Elektra)

HOLLIES
The Air That I Breathe (Epic)

NEIL DIAMOND
Skybird (Columbia)

ART GARFUNKEL
Travelin' Boy (Columbia)

MAUREEN MCGOVERN
Nice To Be Around (20th Century)

LOBO
At The END Of The Line (Big Tree)

LOGGINS & MESSINA
Watching The River Run (Col)

PERCY FAITH
Hill Where Lord Hides (Columbia)

GEORGE FISCHOFF
Georgia Porcupine (UA)

MAIN INGREDIENT
Don't Want To Be Lonely (RCA)

JOAN BAEZ
Forever Young (A&M)

CARLTON SHOWBAND
Buddy Mcgraw (RCA)

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MAIN INGREDIENT
Don't Want To Be Lonely (RCA)
There's Only
One
Ray Stevens

AKA
“THE STREAK”
BARNABY 600
BY
RAY STEVENS

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