A TROPICAL STORM: HEFTEL'S QFM/HAWAII
HONOLULU ROCKER COMES OUT OF NOWHERE—PAGE 3

Harry Nilsson and John Lennon (making his first public appearance in three years) on stage in Central Park to salute the March of Dimes at a show provided by WABC. The concert, arranged as a tribute to the station's 20-mile "Walk-A-Thon," drew an estimated 80,000 people, the largest crowd in Central Park's concert history. The Chambers Brothers, Brooklyn Bridge, and Raspberries were the featured groups. More on page 3.
“Star Baby”

THE GUESS WHO

BREAKING IN

NASHVILLE, CINCINNATI, CHICAGO, HOUSTON, MILWAUKEE, CLEVELAND

ALREADY TOP TEN AT 31 KEY STATIONS

Bill Gavin Report
MAY 6, 1974

No. 19

NEW ALBUM

Group Currently On Tour

5/10 Seattle Arena
Seattle, Wash.

5/12 Portland Coliseum
Portland, Oregon

5/17 Selland Arena
Fresno, Calif.

5/18 Long Beach Arena
Long Beach, Calif.

5/22 Bowling University
Toledo, Ohio

5/24 Masonic Hall
Detroit, Mich.

5/26 Cleveland Arena
Cleveland, Ohio


5/28 Portland Exposition Center
Portland, Maine

6/1, 2 Aerie Crown Theatre
Chicago, Ill.

6/4, 5 Ambassador Theatre
St. Louis, Missouri

6/7 Moody Coliseum
Dallas, Texas

6/8 Sam Houston Coliseum
Houston, Texas

RCA Records and Tapes
Honolulu: Heftel's QFM-93 Shows Super Strong

Honolulu: Q FM-93 in the new TRACE survey, one of the best in-car and in-home listening, shows a new rocker coming from nowhere to an overall third in the market and the number one FM rocker for in-home listening. Even in morning drive, the in-home count shows QFM number one rock. Heftel Broadcasting now has the number one TV station, the number one radio station (KGMB) and the number one FM rocker. Rumors have it he'll be the next governor too. Staff at QFM-93 is Dave Shaw mornings, Tommy Kramer middays, Capt. Cook afternoons, and Bob Walker nights and PD.

WHAT RADIO'S ABOUT WLEE Radio in Chicago promoted the "Cherry Blossom Music Festival." Broadcasting live from their new remote unit, PD Bob Paiva watched out from their new remote unit, PD

LATE NEWS:

Nationwide Hooper

Chicago: WSBM FM up from a Jan-Feb 1.1 to an April 4.5. WCFL down from a J-F 16.7 to April 4.4, while WLS moves in J-F to 15.3 April.

Boston: WRKO down from a Jan-Feb 14.2 to April 14.6. WCBF from 3.4 to a 3.4.

Philadelphia: WFIL holding steady with 10.5 average, WIBG also steady averaging 5.2.

Denver: KIMM still strong with an average being a 1.0 share, KTLO close to a 6 share, and KHOW the dominant number one station.

St. Louis, KSLG still far above KKXK. KSLG 12.5 in April, KKXK 6.2.

Los Angeles: KJH moving from an 8.4 in Jan-Feb to an 8.9 in April, down a bit from a peak in March. KHOW up from 3.3 in J-F to 3.3 in April, KDKJ still moving up from 3.7 in J-F to 3.7 April only. KXOK also improved a bit 3.0 J-F, 3.8 April. KMET down from a peak in J-F to 4.3 April. Although there are exceptions, we have found that most of the time, the Hooper Trend closely approximates the upcoming ARB results. It should be interesting to watch.

RUMOR

WHDI-Boston going 40. They have apparently contacted a major market program director and offered him the job.

Sirius SPRING STUDY

WCOL-Columbus running a "Spring Sprinkler," in which contestant gets an amount of money selected by a "stop" process on a rotating cart. He can then go for a prize by matching the money, or can keep the bread. They have apparently contacted a major market program director and offered him the job.

MORE WALKING

WAMS-Wilmington jock Ray Kelso, known by his friends as "Mighty" walked 20 miles by himself for listener pledges totaling $460.00 all for the March Of Dimes.

BLASTING BACK

WGN-Cincinnati ran a special "Weekend Of The Past" playing music from '59 to '69. They featured their old 45 record packages, and recorded messages from past jocks. A special feature was their "Record Recall" asking listeners if they had a copy of the oldie being played, in which case the station would trade it for a hit album.

KZL ELVIS PROMO

KLZ-Denver: A unique promotion on both KZL AM and FM. They are each giving away a weekend to see Elvis in Lake Tahoe. AM is running a trivia qualifying contest and FM is running a "guess who" the artist is, with hourly qualifiers getting Guess Who albums.

CINCINNATI SURPRISE

WSI-Cincinnati promoted a Gregg Allman concert, which was the most popular concert of the entire month. On the air they gave away albums and promised a special surprise at the concert that not even Gregg knew about. The surprise turned out to be a Dickie Betts and The Allman Brothers Band coming out to jam with Gregg on stage during the encore. Crowd reaction was phenomenal.
Grand Rapids Rockers React For New ARB

The three main rock competitors in this city are really rushing themselves to shore up their currently ARW. WZIZ-FM proclaims, "They play fewer commercials and more rock hits. WVLW moved all its commercials into the first 20 minutes of its hour, with their news being at 55 and, they began pitching the millions of dollars more they were paying each hour. They also moved their daytime newscasts from 55 to 35 to 10 to 20, WGRD then reacted by dropping selected newscasts and began clustering to allow for maximum music play. They adjusted so they could not only stop music from 7pm to 12. WZIZ, no longer out, out to one minute newscasts and rearranged their spotload for more music presentation. WGRD will tell one of two things. Who listens for the most music, and the music (at least) news.

- CHICAGO HOOPER

The new Hooper for March-April is out and confirms the Jan. Fare well in the WCLF-WCLBS battle: 7:00 10.3 1.3 70% TOTAL 33.6. 4.8 18.3 19.0 48.7 5.4 10.3 1.3 70% WCLF 3.4 12.7 14.1 89

INDIANAPOLIS MARKETON

From Jan. Fare 13:17:13
WIBC MOR 17.3 3.2
WWDR 17.2 10.5
WPNR WPT 8.1 21.5
WYBC WYLD 10.2 10.5
WYLC 10.3 18.0

DETROIT WELCOME

CKLW-Detroit threw a gala wedding party to say goodbye to singer Corky McMillan. The party was at the home of Gary Barbyk, Headline the party were Cheech & Chong and the entertainment was by the Waterloo. Here comes 'Waterloo'!

A year ago, Europe's television viewers get to vote on the most popular song in the world, over half million voters voted this year, the winner was a song that has already sold a million copies, and climbed to No. 1 in England in four short weeks, "Waterlooo" by ABBA. We understand Atlantic Records has purchased and is rush releasing it in the U.S.

Super morning personality at KGRT-Las Cruces, New Mexico looking for a jock to drive KQNO-2125 No. Barton, Fresno, Calif. 93703 (5-2)

KYLW-Ft. Wayne looking for a Program Director (C&W) contact Bob Hamilton. 616-456-5461 (4-24)

WVMT-Burlington, Vermont looking for news director contact John Bulmer. 957-507-3641 (4-24)

WDHF-Chicago looking for a major market jock, contact Jerry Butler, 106 N. State, Chicago, Ill. 802-2020. (4-26)

KSLQ-see Job listings for a news director contact Bob Donaldson, 1723, Bellevue, Wn. 90804. (4-24)

OPENINGS

KIRO-McMullen, TX looking for a jack contact Dick Lehman. (5-2)
WKAU-Appleton, Wisconsin contact Dave Bailey or B. J. Crocker 617-646-6663. (5-2)
KGM-Pittsburgh looking for a jack contact Alan Mason.

KR-GC-Lucues, New Mexico looking for midday jock with production abilities. Contact Dave 603-552-6881. (4-24)

WSTP-Stevens Point looking for a jack contact Jim Schuh, Box 347, 54481. (4-24)

KSYN-Calo, needs a first phone air talent, rockeer, contact Gregor Vaula. P.O. Box 1715 Colorado Springs, Colo. 80915. (5-2)

WDHF-Chicago looking for Air Talent with top phone contact, 616-456-5461. (4-24)

Wyoming Lewiston needs a female Country Talent (C&W) contact Tom Star 702-764-3971

WATN-Natchez looking for Air Talent (C&W) contact Skip Campbell 617-442-4957

WDHF-Chicago looking for Air Talent with top phone contact, 616-456-5461. (4-24)

KSLQ-see Job listings for a news director contact Bob Donaldson, 1723, Bellevue, Wn. 90804. (4-24)

PRODUCTION

WOKM-Okla looking for a production man, contact Steve Shannon

WGNX-Knoxville looking for a Production Director contact Bob Baran 615-732-2131

WKD-Ft. Lauderdale in need of a creative production man. The pay is better than average. Contact John Lodge 212-3722. (4-24)

KSDK-St. Louis in need of a Production Director contact Bob Donaldson, 1723, Bellevue, Wn. 90804. (4-24)

POSITIONS SOUGHT

J.W. Walker looking formerly with WSTP-Stevens Point 715-341-1020. Steve Johnson desires major market or upper medium market as Asst. PD or presentency. With KSYN as an afternoon drive. Experienced in AM Drive. Contact 1-312-793-2020. (4-24)

Phil Murphy formerly with WZAX-Stevens Point looking to join the WJO-EX staff. (5-2)

Mike Phillips from WXLO-WWDJ, KFRC to afternoon drive at KGW-Portland. 213-242-8560 or 378-6995. (4-26)

Jerry Bright, former PD KRUX-Phoenix looking. 602-934-8639

Bill Tanner promoted to PD at Y100-Miami, formerly with WDEA-Deerfield Beach. 313-675-1382 (4-24)

Gene Osborn formerly with WMAQ-Chicago looking for sports-news contact 505-326-2541

Keith James formerly with WPED-Pittsburgh looking for a major market jock contact Keith James formerly with WPED-Pittsburgh looking for a major market jock contact 616-456-5461. (4-24)

Wayne Brown looking for a job on weekends at KFOX. 817-242-8560 or 378-0995. (4-26)

Scott Slade returns to WAYS-Charlotte as Asst. PD

Steve Jordan desires major market or upper -medium market as Asst. PD or presentency. With KSYN as an afternoon drive. Experienced in AM Drive. Contact 1-312-793-2020. (4-24)

Bruce Chandler upped to afternoon drive from nights at KEZY. (5-2)

Jane Finch formerly with KQV-Pittsburgh looking for a job opening. (4-24)

C.Z. Smith from KHAP-Aztec, N.M. to KIMM-Rapid City.

Bill Bevins formerly with WRAP-Hopewell, Va. looking. 804-748-5905. Also to fill in weekends at KFOX.

Mike Phillips from WXLO-WWDJ, KFRC to afternoon drive at KGW-Portland. 213-242-8560 or 378-6995. (4-26)

Jeff Finch formerly with WDAI-Chicago looking, contact 312-488-7587. (4-24)

Bill Babcock formerly with KQV-Pittsburgh looking for a job opening. (4-24)

Bob Whitlow looking for a news director contact 313-675-1382 (4-24)

Mike Phillips from WXLO-WWDJ, KFRC to afternoon drive at KGW-Portland. 213-242-8560 or 378-6995. (4-26)

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RADIO & RECORDS

CHUCK BLORE

"I have no desire to recreate KFWB..."

THE R&R INTERVIEW WITH BOB WILSON

The following is the first of a two-part interview with Chuck Blore, who in 1957, the year before the success of KFWB and his current award winning commentary for the station, entered radio again as a creative consultant and programmer for KIIS-Los Angeles.

R&R: About a year ago, Claude Hall at Billboard did a very extensive interview with you about your return to radio. Now I'd like to talk about some of the benefits of the first year. KIIS has not been the outstanding success the world had expected from you. I would like to get your comments about how it hasn't happened the way you would like, and the changes you have made to strengthen the position of the station in the market.

Blore: You see I had this type of format in my mind—a very effective radio station that would basically give someone an alternative that they could relate to in a positive way. Everywhere you turned, radio was either being turned off or tuned out. And what I wanted to do was show people that there was still good things, positive forces in the world and by exposing this, make their life a little better. I had no desire really, to be number one or to recreate KFWB. As a matter of fact I stayed out of radio for 10 years because I thought if I went on, I wanted me to do whenever I was contacted. Many times they would say, "What do you want to do if you were to go in radio again?" I say, "I don't know what I would do to show people that there was constant"...very, very nice.

R&R: What do you listen to?

Blore: I listen for my commercials and your commercials are, I listen. Or that used to be before KIIS, and I listen to the news stations.

R&R: Would you say the loss in total shares for AM contemporary radio in most every market is due to more dial pushing, or less talent on the air, or what? No one station has the total that they once did. No one station has the pull, or whatever it is, of KIIS.

Blore: You see I had this type of format, I just did it one time, or twice a week, we're trying to figure out what we're going to be doing with that AM property in 3 to 4 years, in addition to actively seeking to buy an FM.

R&R: Could the falling be that somewhere along the line you forget that not too many people are like you?

Blore: Well, I don't believe that because I programmed for me. I write my commercials for me. I used to be a millionaire then, you were as affluent as you are today, and mostly were you able to have the feeling about life that you now have? Or were you then a young hard working programmer trying to get to the top?

Blore: At KFWB I was at the top. If you remember, I was God in the radio business. R&R: But after KFWB?

Blore: No, during KFWB, I had reached the peak of whatever it was at KFWB. The influences of success were certainly already there. The ability to buy a new car if you wanted one there and so on. On a day-to-day basis, if my commericals are to be successful, I have to communicate with people on their level, a gut level if you will. And communication is only possible if you keep totally in tune with people. It is my feeling that you could come up with almost any kind of format that has some general appeal and stick with it and be honest with it. You will eventually attract people who can relate to that and think like that.

R&R: So that the appeal is broad enough, so that maybe 10 percent of the people can relate to it and react to it, then suddenly you find yourself with a very impressive force in broadcasting. Because that percent instead of being dissipated, are at one point on the dial. Suddenly there is a very impressive rating situation. The rating situation at KIIS right now is that we have, for many reasons, a technical problem at night with the pattern.

R&R: You knew that going in, didn't you?

Blore: No, I didn't bother to investigate. I didn't want to go back into radio. I was really quite content with my product and commercial company. We talked for months before I went back. And as it turned out, the role I was playing, the "past master" so to speak. But it was fun, I liked it.

R&R: I think one radio station, if they had every element correct and they absolutely had the new force coming out of that station 24 hours a day, the people that I'm sure had that marketing like KFWB did, I really believe that if you had a good song or even a great song, the mass appeal music, and I don't mean 18 records being played over and over and we're never going to take, people have not changed that much. It was everything sent, they heard that.

Blore: Well it was much less mechanical then and we were constantly changing too. One of the things that was exciting about KFWB is that there was constant change. We had the guys who have some more honest radio experience that was the requirement. "What did you do different and why had it not been done before?" After a couple of years, that gets to be a big challenge.

R&R: Am I correct in assuming that the people living in the era of KFWB can recall the personalities on the radio station? For example, do you remember Robert W. Morgan and Don Steele, but I don't think they can recall all the different jocks that were in between during those 9 years of radio.

Blore: I think the radio station is, and will always be the personality. That's what lets you remember them most quickly is not their talent, which is considerable, but their tenacity. They were there for a long time. At KFWB, while I was there, I had a total of 9 jocks plus 6 others who I worked with. After I left, and I think the station went then for another 2 or 3 years, it is probably 80, that's one of the differences.

R&R: At KIIS, then, the radio station, the concept, the format or the people you are putting out is more important than the announcers because there are really no personalities there?

Blore: Not actually, the personalities at KFWB may have been stronger or more apparent. Just take the strike as an example. When those guys were at the time of the strike, we had a tiny slump in the next month's ratings, but a few months later we had higher ratings than we ever had before with all brand new people. So it was definitely the race radio station then, the individual. I could change shifts: I had Bruce Haynes on in the morning, Al Owens in the morning, Bill Ballance on in the morning. Took him off and came on with Gary Owen, in the morning, and the ratings changed very, very little.

In part two, Chuck talks about the music philosophy at KIIS, and gives some excellent tips for small market stations to improve their production.
Atlantic wins the battle of 'Waterloo'

Every major record company has been battling for the U.S./Canadian distribution rights for ABBA's dynamic single, 'Waterloo.' And Atlantic has just won them.

'Waterloo' was the top song at the Nineteenth Annual Eurovision Song Festival, winning over 7000 entries from Britain, Holland, Israel and Yugoslavia while Eurovision's 500 million viewers in 32 countries watched the competition.

The record is now heading for #1 on the British charts and climbing rapidly throughout the rest of Europe as well. And 'Waterloo' will be scoring a big musical victory in America, too.

'Waterloo' (3035) by ABBA
Produced by Stig Anderson.

On Atlantic Records and Tapes.
A division of Warner Communications, Inc.
RADIO & RECORDS

FM ROCK RADIO
by Mike Harrison

In last week's column we dealt briefly with FM radio in New York City as the management of Classical WCNF (now WCBS-FM) finally denied rumors that it was switching to a progressive format. My mind flashed back to WCBS-FM which up until about two years ago was New York's third album rock station. For a complex combination of reasons, the station didn't make it as a progressive operation, switched formats, and went on to become one of the most successful Oldies stations in the nation.

Bill Brown, one of the finest professionals on or off the air in this business, recently became Program Director of WABC and when John Geron went to WCBS in Chicago, Brown has worked major stations on both coasts, and was very much to the Oldies and Progressive WCBS-FMs. We talked about the WCNF rumor. That led to interesting observations.

MH: As a knowledgeable observer, how do you think another FM station in New York would fare?
BB: I haven't the slightest idea whether or not anybody is planning to do it, but if anybody did, they would have to know exactly what they were doing because WCBS-FM is such a dominant factor in the market, and has been so many years. The city is very tight and competitive right now. WPLJ is making a great effort to compete with WCBS-FM which up until about last year was an album rock station. For a complex switch?

There are many years. The city is very tight and competitive right now. WPLJ is making a great effort to compete with WCBS-FM which up until about last year was an album rock station. For a complex switch?

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**BACHMAN-TURNER OVERDRIVE**

*Hooked On A Feeling*

PE (EMI) 2:54

**BLUE SWEDE**

**CARPENTERS**

*Let It Ride*

Mercury) 4:21

**NOTES:** New single is getting good play

**CHICAGO**

*(ABC) 4:19*

*I Won't Last A Day Without You*

(Columbia) 2:52

**NOTES:**

**DE FRANCO FAMILY**

*(20th Century) 2:58*

*Save The Last Dance For Me*

**NOTES:**

**JIM CROCE**

*(ABC) 2:30*

*I’ll Have To Say I Love You In A Song*

**NOTES:**

**MAC DAVIS**

*(GRC) 2:46*

*Yo Yo Man*

**NOTES:** Picking up well.

**RICK CUNHA**

*(Roxbury) 3:25*

*Be Thankful For What You Got*

**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. (KHJ should not be compared with WHYY.)

**EASY WAY TO USE:** First, lend which Parallel your station fits into by using the boxed definitions below. You can track 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.

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**P4:** Specialized markets affected by black or country influences.
RICK DERRINGER
(Blue Sky) - 2:38
Teenage Love Affair

RADIO & RECORDS
Friday, May 10, 1974

DOOBIE BROTHERS
(WB) 3:39
Another Park, Another Sunday

NOTES: Pretty spotty.

EAGLES
(Asylum) - 3:39
All Ready Gone

NOTES: Doing well.

ELECTRIC LIGHT ORCHESTRA
(UA) 3:31
Daybreaker

NOTES: Growth & spread is improving.

FANNY
(Casablanca) – 2:59
I've Had It

NOTES: PREV.

DOOBIE BROTHERS
(WB) 3:39
Another Park, Another Sunday

NOTES: PREV.

DOOBIE BROTHERS
(WB) 3:39
Another Park, Another Sunday

NOTES: PREV.
The new single by Harry Nilsson

From the Apple film "Son of Dracula"

starring Harry Nilsson and Ringo Starr
**THE HOLLIES**

*(Epic) 3:45*

**The Air That I Breathe**

- **P1**: KFRC debut 27
- **P2**: WZJM FM 17-14, KIQA debut 29, KFMP 25-22, KCQX 21-16, KSPU 24-12
- **Wipe out**: WLEE 24-16, KIQA debut 15, WSAI 18-12, WSGA 25-29, KING on
- **P3**: WAMS 29-21, KYSN 20-26, WBSQ debut 20, KKSL 14-6, WCOL 26-9, KJRB 15-6, WSM 25-29, WYKL 23-23, KZOA 10-15, KDZA 35

**NOTES:** Excellent growth this week.
THE ORIGINAL
RIGHTeous BROTHERS
ARE BACK!

Bill Medley & Bobby Hatfield

...and They've Recorded a Smash Single on Haven Records!

ROCK AND ROLL HEAVEN
b/w I Just Wanna Be Me
(7002)

Produced by Dennis Lambert and Brian Potter

Distributed by Capitol Records
LOBO (Big Tree) 2:45  Standing At The End Of The Line

P1 WPtx on, WRG 22-21, KFJZ 22-21

NOTES:

JONI MITCHELL (Asylum) 3:22  Help Me

P1 WPtx on, WLS add, KFRC 16-16, WABC add, WPDB 25, WRC 12-11, KFJZ 10-12, KQV add 27, WQXI add 23, WRKO 9-8, WFLI add 30, CLWL 21-22
P2 WGRQ 15-13, WIFE add 28, KFMG 17-17, Y100 add 27, KSYN 27-23, WSAS 19-14, WZQM FM 7-4, WLE 32-17, KING on, 1K100 15-21, KOA 10-20, WOKY 26-21, WQXI add 29, WQXI 13-13, KFMG 19-18, KTBL 27-27, KTFL 26-26
P3 WAMS 25-20, WPBC 16-13, KLIT 10-7, KJQD add, WPOP 9-7, KXKL 24-18, WGBN 27-23, WCFL 35-30, KSYN 9-11, KJQD 26-21

NOTES: Look out for this - it is strong with audiences.

STEVE MILLER BAND (Capitol) 3:22  Living In The U.S.A.

P1 WPtx on, WLS add, KFRC 16-16, WABC add, WPDB 25, WRC 12-11, KFJZ 10-12, KQV add 27, WQXI add 23, WRKO 9-8, WFLI add 30, CLWL 21-22
P2 WGRQ 15-13, WIFE add 28, KFMG 17-17, Y100 add 27, KSYN 27-23, WSAS 19-14, WZQM FM 7-4, WLE 32-17, KING on, 1K100 15-21, KOA 10-20, WOKY 26-21, WQXI add 29, WQXI 13-13, KFMG 19-18, KTBL 27-27, KTFL 26-26
P3 WAMS 25-20, WPBC 16-13, KLIT 10-7, KJQD add, WPOP 9-7, KXKL 24-18, WGBN 27-23, WCFL 35-30, KSYN 9-11, KJQD 26-21

NOTES: Look out for this - it is strong with audiences.

SOLO MILLER BAND (Capitol) 3:22  Living In The U.S.A.

P1 WPtx on, WLS add, KFRC 16-16, WABC add, WPDB 25, WRC 12-11, KFJZ 10-12, KQV add 27, WQXI add 23, WRKO 9-8, WFLI add 30, CLWL 21-22
P2 WGRQ 15-13, WIFE add 28, KFMG 17-17, Y100 add 27, KSYN 27-23, WSAS 19-14, WZQM FM 7-4, WLE 32-17, KING on, 1K100 15-21, KOA 10-20, WOKY 26-21, WQXI add 29, WQXI 13-13, KFMG 19-18, KTBL 27-27, KTFL 26-26
P3 WAMS 25-20, WPBC 16-13, KLIT 10-7, KJQD add, WPOP 9-7, KXKL 24-18, WGBN 27-23, WCFL 35-30, KSYN 9-11, KJQD 26-21

NOTES: Look out for this - it is strong with audiences.

MAIN INGREDIENT (RCA) 3:31  Just Don't Want To Be Lonely

P1 WABC 19-12, KLST 9-10, WRC 17-17, KNO 23-23, WFLI 21-18, KFRC 8-8, WPDB 27-22, WIXY 16-16, KOKU 14-14, WH 26-15, KJQ 7-7

NOTES: Extremely strong.

WABC 18-14, WPBC 16-14, WLS 18-16, WABC 19-12, WRC 12-11, KFJZ 10-12, WPDB 25, WRC 12-11, KFJZ 10-12, KQV add 27, WQXI add 23, WRKO 9-8, WFLI add 30, CLWL 21-22
P2 WGRQ 15-13, WIFE add 28, KFMG 17-17, Y100 add 27, KSYN 27-23, WSAS 19-14, WZQM FM 7-4, WLE 32-17, KING on, 1K100 15-21, KOA 10-20, WOKY 26-21, WQXI add 29, WQXI 13-13, KFMG 19-18, KTBL 27-27, KTFL 26-26
P3 WAMS 25-20, WPBC 16-13, KLIT 10-7, KJQD add, WPOP 9-7, KXKL 24-18, WGBN 27-23, WCFL 35-30, KSYN 9-11, KJQD 26-21

NOTES: Look out for this - it is strong with audiences.

MARIA MULDAUR (Reprise) 3:36  Midnight At The Oasis

P1 WPDB 18-14, WPBC 16-14, WLS 18-16, WABC 19-12, WRC 12-11, KFJZ 10-12, WPDB 25, WRC 12-11, KFJZ 10-12, KQV add 27, WQXI add 23, WRKO 9-8, WFLI add 30, CLWL 21-22
P2 WGRQ 15-13, WIFE add 28, KFMG 17-17, Y100 add 27, KSYN 27-23, WSAS 19-14, WZQM FM 7-4, WLE 32-17, KING on, 1K100 15-21, KOA 10-20, WOKY 26-21, WQXI add 29, WQXI 13-13, KFMG 19-18, KTBL 27-27, KTFL 26-26
P3 WAMS 25-20, WPBC 16-13, KLIT 10-7, KJQD add, WPOP 9-7, KXKL 24-18, WGBN 27-23, WCFL 35-30, KSYN 9-11, KJQD 26-21

NOTES: Some show a peak, also loss of men.
PARALLELS

NILSSON
(RCA) 3:03
Daybreak
P1 WABC on, KFJZ debut 28, WRKO 11-13, WPIX debut 18
P2 WSAI debut 28, KING on, KTFT add, KAKC add, WGSA debut 30, KFMG debut 29, WZRM FM 22-19
P3 KEEL debut 37, WPGC 34-28, WCOL 28-19, KJRB 12-21, KJLX 16-11, KKXL 19-15, WAMS on, KJ in on, WPOP 21-20, KZDA debut 39
NOTES:

O'JAYS
(Phil/Intl 3:45
For The Love Of Money
P1 WQXI 19-15, KSLQ 24-21, CKLW 12-16, WPIX add, WIBG 28-26, KFRC 20-14, WRC 21-22, KFJZ 13-15
P2 WSGA 6-6
P3 KEEL debut 37, WPGC 34-28, WCOL 22-19, KJRB 16-9, KKXL 39-32, WAMS on, KJR on, WPOP 23-21, WKKX 13-10, WISM debut 26
NOTES: One of the strongest new ones.

COZY POWELL
(Chrysalis) 3:32
Dance With The Devil
P1 WPEZ 18-19, 13Q 20-24
P2 KFMG 9-18, KTFT 18-24, KWJZ 20-21, KJopa 14-7, KRSP 14-18, KJLX 5-10
P3 WMAK 26-23, KZDA 38-32, WPGC 24-30, WKSJ 7-8, WISM 11-10
NOTES:

RED Bone
(Epic) 3:30
Come And Get Your Love
P1 WPEZ 4:13, KSLQ 15-19, WRK 5-7, KKOJ 23-21, 13Q 28-29, KCOG 10-13, WABC 5-10, CKLW 6-3, WLS 4-5, 99X 5-9, WQDR 6-4, KQV 14-17
P2 WQXI 24-27, KCOB 7-11, KJDP 4-4, KTLK 22-25, Y100 19-23, KFDM 25-29, WAXY 23-25, WFL 20-24
P3 WCFL 1-4, KZDA 32-33
NOTES:
NOTES: Should do well judging from the beginnings.

CAT STEVENS (A&M) 3:38

Ok Very Young

RAY STEVENS (Barritty) 3:19

The Streak

STEELY DAN (ABC) 3:58

Rikki Don't lose That Number

CAT STEVENS

P3

KEL 39-24, WPGC 30, WCOL 36-28, KJRB 38, KSL 36-26, KJIB 38, KS 38, WPN 39-30, KOZA 36-28

NOTES: Many have cut rotation, despite sales & requests.

STYLISTICS (Ave) 4:45

You Make me Feel Brand New

P1

The Show Must Go On

P1

KGV 3-5, WPEZ 15-7, WLS 13-8, WRC 4-3, WDFL 5-3, KSU 3-6

WABC 7-4, WBG 84, WSK 7-9, 130-7-5, KJDO 35, KFRC 10-15, WPX 9-6, KFJZ 6-3, 99X 14-11, WSK 8-4, KSL 9-4, KHJ 3-8

P2

KFPG 7-9, KCPX 6-13, KAF 8-2, WRE 9-4, KING 3-9, KODA 11-12, WMSN 10-12, WSKA 8-2, KJFX 21-13, KFPG 29-23

WOKY 21-11, WADD 34, KFXL 20-15, WMSN 15-13, WHBH 22-17

WMSO 24, KYNZ 20-15, WJF 36, WPS 4-2, WSSA 26-22

P3

WISM 5-6, KISI 20-15, WSSA 31-27, WMSN 34-32, WJF 31-27, WPS 34-32, WSSA 26-22

NOTES: Many have cut rotation, despite sales & requests.

THREE DOG NIGHT (ABC) 3:29

The Show Must Go On

P1

KGY 3-5, WPEZ 15-7, WLS 13-8, WRC 4-3, WDFL 5-3, KSU 3-6

WABC 7-4, WBG 84, WSK 7-9, 130-7-5, KJDO 35, KFRC 10-15, WPX 9-6, KFJZ 6-3, 99X 14-11, WSK 8-4, KSL 9-4, KHJ 3-8

P2

KFPG 7-9, KCPX 6-13, KAF 8-2, WRE 9-4, KING 3-9, KODA 11-12, WMSN 10-12, WSKA 8-2, KJFX 21-13, KFPG 29-23

WOKY 21-11, WADD 34, KFXL 20-15, WMSN 15-13, WHBH 22-17

WMSO 24, KYNZ 20-15, WJF 36, WPS 4-2, WSSA 26-22

P3

WISM 5-6, KISI 20-15, WSSA 31-27, WMSN 34-32, WJF 31-27, WPS 34-32, WSSA 26-22

NOTES:
Response To WHK/Cleveland Promos
Jams Telephone Switching Lines

According to Dave Donahue, Program Director, WHK-Cleveland listener response to a recent promotion "Battle of the Country Giants" was so great the telephone switching equipment jammed. An operator logged 28,000 phone calls during that weekend. An official with Ohio Bell estimated a minimum of 300,000 callers attempted to reach WHK. Their current promotion revolves around Mickey Gilley's WHK. Their current promotion giving away enough roses to fill a room to put them in a room and the grand prize is a room. According to Dave Donahue, their current promotion giving away enough roses to fill a room to put them in a room and the grand prize is a room.

NOTES from Jonathan Frickie

The ten sung riff riff Ravi Shiden the strongest gains this past week (includes the fastest movers, the top sellers, most requested and most added records regardless of how long they have been available) are:
1. Mickey Gilley (Playboy)
2. Dolly Parton (RCA)
3. Waylon Jennings (RCA)
4. Ray Stevens (Barnaby)
5. Hoyt Axton (A&M)
6. Leroy Lyda (MCA)
7. Olivia Newton-John (MCA)
8. Conway Twitty (MCA)
9. Don Williams (Hanna)
10. Joe Stampley (Dot)

With KCRC's 150 personality Mark Williams will host the 4-Midnight broadcasts with help from the other KCRC announcers. A specially constructed soundproof booth, housing a complete broadcast studio will be used. "Live" entertainment broadcasts will use Brandin' Iron artists.

WIRE AT THE WIRE

Indiana AP Broadcasters Association recently awarded the WIRE News Dept., under the direction of Bob Coker, first place for the following:
1. Best locally originated news cast (This is their third consecutive year.)
3. Important new feature. Agri-business Dept. placed first in Farm News.
4. Continuing public affairs program.

The WIRE News Dept. also received the Broadcast Award from the Indianapolis Community Service Council.

Molly Mattlin, Program Director of WINN Louisville was quoted in Time Magazine (5-6) as being General Manager Glen George KCKN Kansas City. At last report Moon was at the local newsstand buying all available copies of Time.

Gary Shaffer, Program Director WHKY Huntington is hosting the Proctorville Volunteer Fire Dept. Show featuring Jean Shepard.

On May 11, Steve Warren, Music Director WHN is MCing a show in the Fold Forum called the "Final Country In New York." It features George Jones and Tammy Wynette.

THE SEARCH ENDS-The winner in the nationwide "Search For the Singing Cowboy" is Neely Reynolds (third from left). 20th Century President Russ Regan (left) has wasted no time in signing and releasing product from the talented 24 year-old winner. Next to Regan is Pierre Costette, and at right is Wes Farrell.

KFOX Long Beach MD Chris Collier (right) greets Glen Campbell backstage at the Las Vegas Hilton after a recent performance.

This Week's Most Added

Henson Cargill
Stop And Smell The Roses
MEL TILLIS
Stomp Them Grapes (MGM)
MARTY ROBBINS
Don't You Think (MCA)
BILLY CRASH CRADDOCK
Rub It In (ABC)

worked a number of dates to fulfill Farson's commitments, with Farson's band as well. Harlan Howard and his wife--Donna Gale just got back from a month's tour of the West Coast from San Diego to Seattle and all points in-between. Said he was giving Donna Gale country education, making stops at virtually every country night club on the road. Harlan's Melba Montgomery hit is filling with the No. 1 spot on the Hit Parade, and Harlan says Charlie Walker's next week scheduled record will be his next No. 1. Charlie hopes so Haden!

Tommy Overstreet on music row Wednesday, excelling over the Central Park "Woodstock" type Country Festival this summer. Tommy will cut a "live" album there, make TV film for later networking, and expects another "Tonight Show" shot soon, resulting from Roy Clark's album on the night Johnny Horton was killed in that October 1960 car crash in East Texas, that he would have been killed too! (Tillman was in the car with Johnny).

Ask Wilder's Music's Don Davis how to keep a trim waist. Cedarwood publishing's John Denny says Bill Sterling is one of the most talented record acts in town. One day he'll be discovered John.

Remember the name Sharon Robbins. Great voice, from Greenwood, S.C., whose husband Otis operates Mark V Studio there, and arranges her sounds. Really something!! Larry James of WUNI Radio in Mobile, has one of the best collections of voice characters on his shows that I've heard since Dick Haynes at KLAC... Audie Ashworth huddled with Alex Harvey on future Harvey Capitol session plans. Bob Arbazzy, manager of WPAS Radio, Zelda Mills, Florida, told me he got a letter from a listener regarding one of his ex-disco jocks which read: "If --- is getting paid for what he does on the air, he is stealing money!!"
Country

TOP TWENTY

Friday, May 10, 1974

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

1. STEVENS
   - Ray Stevens/The Streak (Barnaby)
   - No. 1 WJZ, WUBE, KNUZ, WEEP, WNCR off WJJD
   - Signifies fastest moving records

2. SMITH
   - Cal Smith/Country Bumpkin (MCA)
   - No. 2 WSLR, WIRE, No. 3 WJJD, WONE, WEEF, WAME

3. JAMES
   - Sonny James/Is It Wrong (Columbia)
   - No. 2 WSLR, WIRE, No. 3 WJJD, WONE, WEEF, WAME

4. WILLIAMS
   - Merle Haggard/Things Aren't Funny Anymore
   - No. 4 WPLO, WHK, No. 5 WHHY, No. 6 WHNL

5. HAGGARD
   - Hank Snow/Hello Love (RCA)
   - No. 8 WHIN, No. 9 WSLR

6. SNOW
   - Charlie Rich/A Very Special Love Song (Epic)
   - Strong, No. 2 WEET, No. 7 WHO, No. 9 KCKC

7. PARTON
   - Dolly Parton/I Will Always Love You (RCA)
   - No. 2 KSON, No. 4 WMC, WINN

8. RICH
   - Charlie Rich/A Very Special Love Song (Epic)
   - No. 6 WJJD, No. 8 WHK, Good cover record

9. CLARK
   - Roy Clark/Honeymoon Feeling (Dot)
   - No. 1 WJZ, KNUZ, WEEP, WNCR

10. MILSAP
    - Ronnie Milsap/Pure Love (RCA)
    - No. 12 WCMS, No. 7 KITS

11. MELBA
    - Melba Montgomery/No Charge (Elektra)
    - No. 12 WCMS, No. 7 KITS

12. OWENS
    - Buck Owens/Cover of The Music City News (Capitol)
    - No. 12 WCMS, No. 7 KITS

13. RODRIGUEZ
    - Faron Young/Somewhere River (Epic)
    - No. 12 WCMS, No. 7 KITS

14. YOUNG
    - Faron Young/Somewhere River (Epic)
    - No. 12 WCMS, No. 7 KITS

15. TINA
    - Ronnie Milsap/Pure Love (RCA)
    - No. 2 WWOK, No. 3 WCMS, No. 13 WEET

16. WEST
    - Olivia Newton-John/If You Love Me (MCA)
    - No. 12 WCMS, No. 7 KITS

17. OLIVIA
    - Olivia Newton-John/If You Love Me (MCA)
    - No. 12 WCMS, No. 7 KITS

18. PRIDE
    - Olivia Newton-John/If You Love Me (MCA)
    - No. 12 WCMS, No. 7 KITS

19. OVERSTREET
    - Olivia Newton-John/If You Love Me (MCA)
    - No. 12 WCMS, No. 7 KITS

20. BANDY
    - Olivia Newton-John/If You Love Me (MCA)
    - No. 12 WCMS, No. 7 KITS

\* Signifies fastest moving records
AUDIENCE APPEAL GRAPHS

SIMPLY PUT: The levels (0%-100%) represent a record's progress at R&R's reporting Country stations. The higher the percentage, the more stations that record is charted on, and or the higher the chart number that record has at the reporting stations.

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 also show how a record may "hold on" in audience popularity long after sales have dropped.
**TOP TWENTY**

Friday, May 10, 1974

<table>
<thead>
<tr>
<th>Position</th>
<th>Song</th>
<th>Artist</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>SUNDOWN</td>
<td>Gordon Lightfoot (Reprise)</td>
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<tr>
<td>2</td>
<td>HELP ME</td>
<td>Joni Mitchell (Asylum)</td>
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<tr>
<td>3</td>
<td>WON'T LAST A DAY WITHOUT YOU</td>
<td>Carpenters (A&amp;M)</td>
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<td>4</td>
<td>ONE HELL OF A WOMAN</td>
<td>Ray Stevens (Baranby)</td>
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<tr>
<td>5</td>
<td>THE STREAK</td>
<td>Maria Muldaur (Reprise)</td>
</tr>
<tr>
<td>6</td>
<td>MY GIRL BILL</td>
<td>Jim Stafford (MG)</td>
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<tr>
<td>7</td>
<td>MIDNIGHT AT THE OASIS</td>
<td>MFSB (Philly int.)</td>
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<tr>
<td>8</td>
<td>OH VERY YOUNG</td>
<td>Albert Hammond (MAM)</td>
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<tr>
<td>9</td>
<td>I'M A TRAIN</td>
<td>Herbert Ohta (A&amp;M)</td>
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<td>10</td>
<td>YOU MAKE ME FEEL GRAND NEW</td>
<td>Stylistics (Avco)</td>
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<tr>
<td>11</td>
<td>IF YOU LOVE ME</td>
<td>Olivia Newton John (MCA)</td>
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<td>12</td>
<td>YOU WON'T SEE ME</td>
<td>Stevie Wonder (Tamla)</td>
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<tr>
<td>13</td>
<td>STANDING AT THE END OF THE LINE</td>
<td>Lobo (Big Tree)</td>
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<td>14</td>
<td>BAND ON THE RUN</td>
<td>Paul McCartney (Apple)</td>
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<tr>
<td>15</td>
<td>FOREVER YOUNG</td>
<td>Joan Baez (A&amp;M)</td>
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<tr>
<td>16</td>
<td>DON'T YOU WORRY</td>
<td>Tom Waits (Virgin)</td>
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<tr>
<td>17</td>
<td>SEARCHING SO LONG</td>
<td>Chicago (Columbia)</td>
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<tr>
<td>18</td>
<td>JACO'S THEME</td>
<td>Mike Oldfield (Virgin)</td>
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<tr>
<td>19</td>
<td>OH WHAT A NIGHT</td>
<td>Mac Davis (Columbia)</td>
</tr>
<tr>
<td>20</td>
<td>SONG FOR ANNA</td>
<td>Herb Ohta (A&amp;M)</td>
</tr>
</tbody>
</table>

**TREND:**

Friday, May 10, 1974

1. Still very hot everywhere.
2. Sales and calls are impressive.
3. Late start, late finish.
4. Covered here, now a breaking rock.
5. Still strong.
6. Heavy jumper.
7. Several key drops, but sales remain strong.
8. Strongest week so far.
10. Late start, late finish.
11. Slowly moving records.
12. Moving records.
That should open things up a bit.

The AR B survey has just been completed. Last week for hot information, but don't forget over a year.

"Flight 309 To Tennessee" by Vickie Britton is still playing both sides confirming that "Weave Me The Sunshine" is definitely the top side. Those stations that are still playing both sides confirm that "Weave Me The Sunshine" is definitely the top side. Those stations that are still playing both sides confirm that "Weave Me The Sunshine" is definitely the top side.

In general this was not an outstanding week for almost six months. Initially got good response. It's been around healthy phone registration outstanding phone reaction in audience popularity long after sales have dropped.

The Mermaid (RCA)
BOBBY BARE
Fox Hunt (A&M)

LOVE UNLIMITED
Rhapsody In White (20th)

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

HERB ALPERT
Fox Hunt (A&M)

BOB DONALDSON & HEYWOODS
Billy Don't Be A Hero (ABC)

DE FRANCO FAMILY
Save The Last Dance For Me (20th)

PET CLARK
Old Fashioned Way (MGM)

Audi e appeal graphs

Not much change.

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 registering 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.

AUDIENCE APPEAL GRAPHS

BOBBY GOLDSBORO
South Is Going To Rise Again (UA)

SHIRLEY BASSEY
Daisy (UA)

CROSS COUNTRY
Rock & Roll Music (Atlantic)

NEW COLONY SIX
Never Be Lonely (MCA)

DAVE LOGGINS
Please Come To Boston (Epic)

VICKIE BRITTON
Flight 309 To Tennessee (Bell)

RICK CUNHA
Yo Yo Man (GRC)

MEL CARTER
Only Have Eyes For You (Romar)

DENNY DOHERTY
You'll Never Know (Paramount)

HERB ALPERT
Fox Hunt (A&M)

PET CLARK
Old Fashioned Way (MGM)

GEORGE FISCHOFF
Georgia Porcupine (UA)

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

BOB DONALDSON & HEYWOODS
Billy Don't Be A Hero (ABC)

DE FRANCO FAMILY
Save The Last Dance For Me (20th)

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.

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The Golden Ear

RIGHTIOUS BROTHERS
Rock & Roll Heaven (Haven) - 3:23

T.J. LAMBERT, MD WPOP/Hartford: “I only added one record this week because it’s the best; even the jocks are flipping out”.

RAZZY
I Hate Hate (MGM) - 3:15

SCOTT SHANNON, PD WMAK/Nashville: “Nobody likes it but the listeners...it’s a hit.”

BROWNSVILLE STATION
Leader of the Gang (Big Tree) - 3:09

GARY WALDRON, PD KCX/Salt Lake City: “Sounds like a cross between Grand Funk and Alice Cooper, I think it’ll be a monster.”

Parallel Summary

CARPENTERS: Some slowing midchart, but many show strong top 10 action. See page 9.

RICK CUNHA add WPIX, charts at WLEE 27, KQV 27. See page 9.

MAC DAVIS: the believers have been vindicated. 11-10 WQX, top 10. WCOL, 15-12 KFRC, strong adult appeal. See page 9.

DEFFREDOs: debuts at 23 at 130. on 39. KLIF, 27-12 WCFL. See page 9.

WILLIAM DeVAUGH: super adds: should be a giant. See page 9.

DOOBIES: still moving, 24-21, WLEE 34-24 KLIF. 17-12 KJR. See page 10.


FANNY: picking up more each week. 28-20 KFRC. debut 27 WACF. See page 10.

ARETHA: debuts at 20 KQV, 21-15 WQW, on K100. 24-18 KLIF, 17-10 KQV. See page 10.

GUESS WHO: Super action this week, add WACF, WACF. 14-4 WLS. See page 12.

BO & HEYWOOD: super strong teens, debuts 22 WQXI, 27-14 WDRQ. See page 12.

OLIVIA NEWTON JOHN: on WABC, debuts 28 at 130. on 34. WACF, 10-7 KLIF, 9-7 WACF. See page 10.

KODD & NAGA 36-19 WIXY, 25-17 WSAI. top ten both WACF and WACF. See page 12.

GORDON LIGHTFOOT: heading for top ten. Many have it already there. Page 12.

LOBO: a bit slow in some markets this week. Check page 14.

MCCARTNEY: strongest from the album. Numbers this week prove it. See page 11.

MAIN INGREDIENT: 36-15 KQV, 14-15 KFRC. 11-4 KQV, 17-4 WACF. See page 11.

JONI MITCHELL: had a good week, add WACF, WACF, 17-17 KQV. 13-17 KLIF, 9-7 WACF. See page 14.

ANNE MURRAY: on WABC, debuts 28 at 130. on 34. WACF, 10-7 KLIF, 9-7 WACF. See page 10.

ARETHA: debuts at 20 KQV, 21-15 WQX, on K100. 24-18 KLIF, 17-10 KIR. See page 12.

OLIVIA NEWTON JOHN: on WABC, debuts 28 at 130. on 34. WACF, 10-7 KLIF, 9-7 WACF. See page 10.


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