Driscoll To KSTP

KSTP/Minneapolis general manager Jack Nugent announced that Mark Driscoll would become the new program director of the station, effective the first week in October. Driscoll is currently PD of WBFF/Rochester, where he earned the station top ratings. KSTP is consulted by Kent Burkhardt & Assoc.

Cook OK

WFL/Philadelphia PD, Jay Cook, entered the hospital for minor surgery last week. Jay was home and recuperating on Saturday, then complications set in and he was re-admitted to the hospital on Tuesday morning. After a few days of being in serious condition, Jay is now on the way back to health and should return to the station within a couple of weeks.

Eaton Defends WOOK

Richard Eaton, Chairman of the Board and President of United Broadcasting Co., released the following comments regarding last week’s license revocation of United’s WOOK/Washington D.C. “...We were, of course, shocked and believe the Commission’s action to be grossly inequitable and unwarranted...” Eaton told of the Commission’s principle witness against WOOK being a disgruntled former employee and a convicted felon, who allegedly furnished the FCC with false information. Eaton stated, “...We believe that this man’s testimony so poisoned the record as to make it impossible for the Commission to arrive at a fair decision based on the record. We had planned to ask the Commission to reopen the hearing to investigate this matter and to take the necessary action to assure WOOK a fair hearing.” Eaton feels confident that if there is a new hearing United will remain the licensee of WOOK.

Quickies

Gary Shannon is the new 10am to 1pm jock at WQXL/Atlanta. Gary moves to Atlanta from KJR/Seattle. Don Reason will remain acting music director at the station.
"HEY THERE LITTLE FIREFLY"
BY FIREFLY
ON A&M RECORDS
Produced by Kenny Nolan
**Money Money Money**

Y100/Miami reports another Cash Call winner of $2,613, raising their total cash giveaway over the past couple of months to well beyond the $30,000 KCBQ advertised.

**KCBQ Wins**

Local San Diego evening Tribune columnist Neil Morgan recently pointed out how KCBQ/San Diego held its own in the local mayor's election. Morgan wrote that during a debate between two candidates in the election, a bumper sticker poll was taken in the parking lot, with the final tally 1 vote for each candidate, and 4 for KCBQ's "I G In My Car" sticker.

**Back to School**

KKLS/Rapid City is sending one of their listeners back to school in style. A drawing determined the winner of Cadillac limo service for a week, delivery and pickup service to and from school, plus a $200 wardrobe. Also tying in with back to school, the station will give away the "KKLS Spirit of America" party to the high school sending in the most entries to the station. The bash is a combination record hop and disco party.

**Free Concerts Via Airwaves**

WNWU/Milwaukee is holding "Poor People's Concerts" on the air every week night, featuring a solid hour of music by one artist each night. LP's by the artists are given away to promote the series.

**Super Bumpersticker Campaign**

WAPE/Jacksonville is using extensive TV, newspaper and billboard advertising to support their bumpersticker campaign. License plate numbers of bumpersticker laden cars are called over the air, if listeners in the car call, prizes ranging from Caribbean, European and Hawaiian vacations, motorcycles, and cash are awarded.

**Free Ride**

The debut of the "Spirit of '76" traffic report helicopter recently acquired by WERC/Birmingham gave the station the opportunity to give free copies rides to their listeners. The chopper took off from shopping center locations, with the station's jocks escorting the riders. Over 3000 rides were given away to kick off the new "bird," which will regularly report traffic conditions to Birmingham's commuters.

**Corvette Cash**

WNDE/Indianapolis' listeners had a chance to win a Corvette automobile filled with cash, simply by guessing the mileage of the car and the amount of money stuffed into it.

**Disney Demographics**

KYNO/Fresno reports that their current contest giving away all expenses paid trip to Disneyland is definitely mass appeal. Listeners of all ages called to qualify for a drawing for the trip. Contest was open to entire families, up to 8 people.

**St. Jude Radiothon**

The KICL's/ Rapid City afternoon drive jock Tom Dooley was the honorary chairman of the afternoon drive jock Tom Dooley benefitting the St. Jude Hospital. Over $26,000 was raised in pledges and cash contributions, with Tom spending 72 sleepless hours to promote the benefit.

**Making A Hit**

WEOO/Waynesboro renamed their jocks to help expose their latest "Count the Hits" promotion. Contest centers around the "Villa theme, with jocks dubbed " giveaways hot shot Scott." "Ed Vito The Musico Alexander" and various other pseudonyms. Listeners are invited to count the number of "hits" played on the air during a specified period, then "make a contract" with a local merchant, filling in a coupon guessing the total number of hits played. Correct guesses win $25.

**Jeans Rip Off**

WTRU/Muskogon jocks are giving their listeners the opportunity to "rip the jeans off their backsides." Rotating cars with all the jeans are used, with winners picking the correct jock ripping off a pair of new jeans.

**continued on page 4**

**Radio News**

**Radio & Records**

Publisher: Dick Wilson
Editor: Mark Ripper

**Radio News**

Editor: Clark Leon
PC: Allen, Jesse Bostley

Coordinator: Jim Warren

**Record News**

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**Entertainment**

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Editor: Dick Krinner

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**Radio & Records, Inc.**

**NJ** Locals: WBNY/New York's "Cousin Brucie" Morrow celebrates with an excited contest winner at the station. This lucky lady won a real live cow, but decided to decline the dairy product in exchange for $400 in merchandise. All this excitement is part of the station's "Great $66,000 Contest." The cow give-away was followed with "Dynamite Datsun B210" contest. Every hour, listeners were given a clue to the identity of a famous pair, such as Sonny and Cher or Minneapolis and St. Paul. Don Imus, Bob Vernon, and Cousin Brucie take guesses on the phones every hour, even though they do not know the correct answer. Only "Hazell," the computer knows the answer. Correct listener will win a pair of Datsun B210's. Response to the contest has been so tremendous that New York Telephone has insisted WBNY switch from the regular contest phone number to a special 20 line high frequency phone system.

**John Sebastian performs for more than 100,000 Pittsburghers at 13Q/Pittsburgh's first free concert, which also featured America and Orleans.**

**WNDE/Sacramento held their "KANDIE Sunshine Festival," drawing over 25,000 people for a concert featuring Rod Stewart and Faces, The "Dynamite Datsun B210" contest. Every hour, listeners were given a clue to the identity of a famous pair, such as Sonny and Cher or Minneapolis and St. Paul. Don Imus, Bob Vernon, and Cousin Brucie take guesses on the phones every hour, even though they do not know the correct answer. Only "Hazell," the computer knows the answer. Correct listener will win a pair of Datsun B210's. Response to the contest has been so tremendous that New York Telephone has insisted WBNY switch from the regular contest phone number to a special 20 line high frequency phone system.

**The Hagerstown Speedway was the site for WHAG/Hagerstown's night at the races. The area's number one spectator sport drew crowds to see the station's jocks race stock challengers at blinding speeds up to 40mph!! Miss Hagerstown was there to present trophies to the WHAG personalities pictured here left to right: Miss Hagerstown; Lou Scally, Ed Lott, Jeff Hunt, Don Smith and Brian Meuse.**

**Dateline: Minneapolis/St. Paul. Event: knob vs. Bush part? As we tune in today to the continuing ever-growing battle between KSTP's AM drive man Chuck Knapp and his ever-loving newsman Charlie Bush, we find that Charlie has really set up Knapp to take part in a local megastation's most thrilling event, traveling from ramp to ramp in a car moving at over 100mph. The shot here pictorially displays Bush gloatingly presenting the barely alive Knapp with the first "You've Got Balls" award, just prior to being taken away in an ambulance.**
MAJOR RETAILERS HIT S E A R S  A T T A C K E D  O N  S A L E S  A D V E R T I S I N G
The Chicago Bureau of Weights and Measures has charged Sears Roebuck & Co. with falsely advertising, stemming from spot inspections which produced evidence that advertised sales merchandise was not available, and that sales advertising did not list termination dates for the sales.

SAFEWAY ACCUSED BY FTC
The Federal Trade Commission has accused the Safeway grocery store chain of not selling items to customers at advertised prices. Price problems stemmed from shelf items not being lowered to advertised figures. The FTC did not point out any specific locations where the pricing was incorrect, and Safeway countered the accusation by saying that the mis-priced items were due to human error. The company plans to contest the Commission’s allegations.

FAST FOOD CHANGES
McDonald’s TO TEST NEW M C P R O D U C T S
McDonald’s will test market two new products in undisclosed locations. The “McFeast,” a large hamburger with tomato and lettuce, would compete with Burger King’s “Whopper.” The second product is the “McSundaes,” an ice cream dessert.

NEW KENTUCKY FRIED CHICKEN CAMPAIGN
For the second time in 6 months, Kentucky Fried Chicken will launch into a new advertising theme, replacing the “Hey, it’s a Kentucky Fried Chicken Day” with the new logo “Real Goodness from Kentucky Fried Chicken.” The new objectives for the campaign center around increasing awareness of the complete line of foods available from the chain, and possible promotions by the company.

CAR MAKERS RESHAPE FOR ‘76

CHEVY’S SMALL CARS WILL BE BIG
The introduction of Chevrolet's latest small car, the Chevette, will mark the beginning of the company's campaign to become the largest manufacturer of small cars in the world. Advertising for the full line of compact Chevys will encompass almost two thirds of the ads introducing the full lineup.

FORD CHASES SMALL CAR MARKET
The Ford Motor Co.'s Pinto Pony MPG has been priced to go directly after Chevy's Chevette subcompact, priced $4 below the Chevette’s 2 seat model.

McMAHON TO VOICE AMERICAN M OT O R S
The theme “Small cars fill big needs!” is American Motors’ pitch for their ’76 models, featuring Ed McMahon in TV, magazine and radio ads.
“Rockin’ All Over The World,” the new single from John Fogerty, kicks off the new album by the man behind the sound that was Creedence Clearwater Revival. The sound you can’t forget. And now, the sound is back as John roars through ten new high rent rockers, including his own “Almost Saturday Night,” a raunchy bell-ringing version of Frankie Ford’s “Sea Cruise,” and Jackie Wilson’s solid gold “Lonely Teardrops.” Yes indeed, that sound is back! JOHN FOGERTY. We think you’ve waited long enough!
OPENINGS

WZOO/Asheboro has opening for a mid day man. Contact Bill Con, Bob Ashebor, North Carolina, 27202 or call [419] 872-0665. (9/6)

WBBM/Cincinnati needs a 7-midnight man. Send tapes and resumes to Mike Millard, P.O. Box 1231, Cincinnati, Ohio 45201. EOE (9/10)

KGGO/Den Moines looking for dynamic News Director. Send tapes and resumes to 3600 NE Broadway, Des Moines, Iowa, 50317. (515) 281-7318. (9/10)

KWBR/Paris seeks jock with production ability. Good pay for the right man. Send tapes and resumes to Wayne Hilker, P.O. Box 2093, Fargo, North Dakota, 58102 or call (201) 236-7090 (9/9)

WBKO/Boxton is looking for tapes for the future. Send tapes and resumes to J. J. Jorden, WKGO, Government Center, Boston, 02114. (9/12)

COUNTRY

W辽G/Ranger is seeking a jock/production man for mornings. Contact Jim MacFarland. Send tapes and resumes to WSVG, 35 Hildreth St., Ranger, Maine 04661. (9/10)

KQW/GW seeks News Director. Send t ape s and resumes to Joe Light, 37 WD, Omaha, Nebraska, 68131 (9/10)

WWT/GT/Canessa seeks an afternoon jock. Send tapes and resumes to Lee Phillips, WWTN, 1315 Cleveland Avenue, North, Canton, Ohio 44703 or call (216) 456-8396. (9/10)

WPY/P/Columbia seeks an afternoon jock. Send tapes and resumes to Sid Kaminski, P.O. Box 697, Columbus, Ohio 43201 (9/10)

WIN-U/Young is seeking a professional air talent for morning drive. Send tapes and resumes to Mike Malone, P.O. Box 4614, Mobile, Ala. or call (205) 438-4514. (9/12)

WMAG/Cincinnati is looking for a weekend jock. Send tapes and resumes to Lee Sherwood, Merchandise Mart, Chicago, Illinois 60604 (9/9)

KIXX/Houston is looking for a top notch morning man-heavens only should apply. Send tapes and resumes to Chris Collier, P.O. Box 1152, Pasadena, Texas 77501 (9/12)

WWV/Orlando is looking for a country air talent with production experience. Position to open in mid-November. Send tapes to Ted Craner, 1090 Coral Way, Miami, 33145 (9/5)

WPHG, a modern country operation in South Carolina has an immediate opening for an even/afternoon/exposure position MALE OR FEMALE. Send tapes and resumes to: Howard Dumasen, Program Director, WPHG, Box 36, Sumter, SC 29150 (9/5)

KKE-FM, Austin, Texas, looking for two jocks with country experience ready to try Progressive country. Contact P. D. Rusty Bell. [512] 454-5215

POSITIONS SOUGHT

BRIAN ROBERTS, looking after 3½ years with KYA/San Francisco. Good market position. Call [415] 775-8737. (9/19)

TOMMY KRAMER, formerly QFM/Portland, KCBQ/San Diego pending market position. Call (205) 859-4596, or (205) 331) 856-7166

GREG DOHANE, formerly WPLQ/Philadelphia, top 40 market position. Call (301) 477-9970, 332-5314. (9/15)

STEVE KOBI, formerly WHQ&D and PD at WVOC, looking for a full or part time job in a major market. Call (205) 859-4590 or (313) 631-3328

JACK ARMSTRONG, formerly of WQ, Pittsburgh, seeks Program Director or afternoon drive jock gig. Call [412] 276-2071. (9/15)

CHARLIE WALKER formerly WAYS, with excellent midday numbers. Call (704) 537-5905. (9/15)

Hard working professional heavy available immediately for Top 40 or AOR, endorsed third, full or part time. Contact C. R. Lita, 1415 Wythe Place, New York, NY 10012.

AL WAYNE still looking. Call (219) 432-2900. (9/19)

CAPTAIN STICKY is looking for a Top 40 gig in medium market. Call days at (714) 290-4696, ROE, Equal Opportunity Employee. (9/19)

DAVE MICHAELS, seeking PD/MD jock gig. Call [401] 775-5206. (9/19)

KEITH LOWE, morning man at KLVE, available 11/17. Call (213) 461-5692, after 2pm. (9/16)

JERRY BUTLER formerly of KXOK, WKKO, KHI, looking... Call [213] 781-7124. (9/19)

BILL BELL creative communicator formerly of KROY, KXFM, WSKY, looking for good personality gig. I can sing a star. Call (415) 228-3333.

JOE PETER and SUSAN BRADLEY of WABX, KRSL, looking for PD, MD, and/or air positions with pro AOR or MOR station. Call (313) 478-0683. (9/19)

DAVE FORMAN, AOR broadcaster, currently with Progressive Radio Network. Formerly WABR, PD at KYMS, available for PD/MD production or air work in Southern California. Call (714) 556-7903. (9/19)

STEVE "BOOGEY DOWN" BROWN formerly afternoon drive KSTN, KIDES, looking for Top 40 gig. Prefer California Call (205) 951-3308. (9/19)

MIKE JEFFRIES, looking for PD position in Top 40 or MOR. Formerly of WYAY, WKKO, KLVE, seeking position in medium market. Call (714) 982-0831. (9/19)

DENN HALLAM, just completed a year at WRNY/FM/Westchester, available immediately for AOR or Top 40, MOR. Third phone, endorsed. Production. Good worker and eager to learn. (203) 662-5266. (9/16)

CHANGES

SAM DEE, music director of KISN/Portland will also consult KFLY-AM/FM Corvallis, Oregon... Calling.

BRIE KEELEY, moved from WNEF to do weekends at Y-115/Appleton.

"BOSCO" joins KASH to mid-days from KUGN.

BOB WISE now Program Director at WACK/Bloomington Ill.

DENNY CARPENTER from IQZ to IQZ/Appleton.

JEFF VETA to do weekends at KDON from KSTN/Stockton.

WANDA BROWN to news position at WJON.

BILL FRNK joins WLS/Chicago News team.

New Line up at WACK: BOB WISE 6-10am, TIM CHRISTIAN, MD, 10-2, JON LAWRENCE 2-6pm, CRAIG TIFFANY 6-12midnight, CHARLIE WRIGHT, 12-6am. Good collection: RAY HAYNES, DOUG LANE.

New Line up at WABQ/Appleton: JASON PAGE 5-6am, BILL DAY 9-10am, RON ROSS 10-2pm, JAY JACOBS 2-4pm, TOMMY HOWARD 9-11pm, CLARK NEVAIDE 11-6am, WEEKENDS: JAY PATRICK O'NEIL.

New Line up at WNNW/Milwaukee: BIG JOE BENSON 6-10am, SUNNY 10-2pm, CHUCK BRITTON, PD, 6-10, SMOKIN' ST. JOHN, MD, POOR PEOPLE'S CONCERT 10-11pm, 11-6am. "MR. MAGGIE III."

New Line up at KSTN: DON SINCLAIR 6-10am, DAVE MORGAN 10-2pm, MARC HUNTER 2-6pm, ALAN SCOTT 6-10pm, MIKE SHANNON, 10-4am, JESS HERNANDEZ [SPANISH MUSIC] 4-6am, WEEKENDS: JERRY STEVENS and JEFF STONE.
IS IT ELTON JOHN?
IS IT THE BEACH BOYS?

NO!
IT'S "MAMA LU"
BY THE
KASENETZ-KATZ
SUPER CIRKUS

"A Camp Masterpiece" — Esquire
"Long overdue — Podell Williams — Record Eye
"Smash" — Bill Bodd — New York Music & Arts weekly
"Can't Miss" — John De'Mour — Musical News
"The Best and Most of Everything" — New York Times
"Keep It Comin" — Helen Curtis — Chart Riser
"May Well Be The Record of '75" — Elaine Dawson — Record Review
"WE THINK YOU'LL LIKE IT, TOO" — Jerry Kasenetz & Jeff Katz

MAGNA-GLIDE RECORDS

ON TOUR
MARK DOWN THESE DATES:
11/1 Torrington, Conn.
11/3 Boston, Mass.
11/5 Cleveland, Ohio
11/7 Dayton, Ohio
11/8 Louisville, Kentucky
11/14 Atlanta, Georgia
11/15 Baton Rouge, La
11/21 Tucson, Arizona
11/22 Tempe, Arizona
11/24 Dallas, Texas
11/28 Oklahoma City, Okla.
12/5 thru 12/19 Las Vegas, Nev.
WHAT COSTS THE SAME IN 1975 AS IT DID IN 1973?

...a yearly subscription to

Radio & Records

THE INDUSTRY'S NEWSPAPER

What costs the same in 1975 as it did in 1973?

A yearly subscription to

Radio & Records
NARVEL FELTS
"FUNNY HOW TIME SLIPS AWAY"

A SMASH COUNTRY AND POP HIT
A GREAT MULTI-FORMAT VERSION FOR YOUR RADIO STATION
OF THE OLD JIMMY ELLEDGE ROCK HIT
WRITTEN BY WILLIE NELSON
FLASH!—DEBUT 29 WAKY

abc Dot Records
The National Association Of FM Broadcasters held their National Radio Broadcasters Conference & Exposition September 17-20 in Atlanta. Attendance was estimated at over 1200 broadcasters, mostly station general managers, sales managers, as well as the various exhibitors. The exhibits included everything from T-Shirts to the latest equipment designs, including control boards, automation computers and transmitters.

The biggest news of the four day event was the NAFMB's decision, at the Saturday membership meeting, to change the organizations name to the National Radio Broadcasters Association, NRBA.

The name change met no opposition among the members. NRBA President James Gabbert, of K-101, San Francisco, and the Chairman of the Board Robert Herpe, of WPOR New Haven, were very pleased with the new name. The main reason for the change was to bring into the fold AM radio broadcasters as well as FM. An un-ionizing reason was to make the organization more radio and not to include the television media as does the National Association of Broadcasters.

The opening keynote speaker was Jack Thaver. President of NBC Radio, New York. The Mayor of Atlanta, Maynard Jackson, was in attendance and welcomed all broadcasters to Atlanta. Jackson was followed at the opening day luncheon by Republican congressman Louis Frey from Florida who talked on radio station license renewal.

Richard F. Wiley, Chairman of the FCC in Washington, spoke at the Friday luncheon about the shorter license renewal form. Wiley also gave some encouragement to FM broadcasters by saying the FCC hopes to, in the future, cut back on simulcast programming.

Matthew Coffey, President of the Association of public Radio Stations gave the Saturday keynote speech. Noted civil rights and political leader Julian Bond talked about black radio programming and about the responsibility of Blacks in radio broadcasting.

There were many interesting panels and exhibits that kept the convention-goers busy the entire weekend. Panels included key representatives from the industry, panels on programming, engineering, sales winners, FCC laws, rating research, minority programming and promotions were received well by those in attendance.

The final event of the conference was the Golden Radio Awards Banquet. Only two awards were given to outstanding persons in the broadcast industry. The awards are for persons who have given outstanding service to the industry. This year's awards went to Hal Kasen, an engineering consultant with A.D. Ring and Associates in Washington, D.C. Kasen was a former assistant FCC chief and was one of the early pioneers of FM broadcasting. He also helped set many of the standards of stereo broadcasting.

The other was to Sol Talshoff, Editor of Broadcasting Magazine.

-Shin Duncan

Shown are part of the many equipment displays in the exhibit hall at the NAFMB convention.

Many exhibitors had suites to sell their product. Shown here is just one of the syndicated radio exhibits in a room at the Marriot Hotel in Atlanta.
MELODESS'S NEW POWERHOUSE SINGLE!

“JUST TOO MANY PEOPLE”
MELISSA MANCHESTER

"Lady who broke with the colorful 'Midnight Blue' has more rhythmic hues to offer. Just enough of all good things come together here to make confirmed Melissa fans out of many more people." TOP COVER PICK. RECORD WORLD

"A powerful song and powerhouse production with an insistent beat propelling a statement about just too many people in the world being afraid to take a stand and thus fouling up their lives. Manchester's voice is as sweetly dynamic as it was on 'Midnight Blue'." TOP SINGLE PICK. BILLBOARD

"An emphatic melody line over bouncy vibes with a moving bass line under a breeze of brass and strings. Melissa zooms from intimate breath tones to firm, wide-open song!" TOP PICK OF THE WEEK. CASH BOX
Some forty Warner Bros., promotion men representing over twenty cities convened last week in Scottsdale, Arizona, for four days of meetings and a special awards presentation, called by National Promotion Director Gary Davis.

Among the label executives who met with the promotion men from Sept. 16 to the 20, at Scottsdale's Camellback Inn were Warners Board Chairman Mo Ostin, President Joe Smith, and Vice Presidents Eddie Rosenblatt [Sales and Promotion], Bob Regehr [Artist Development], Ed West [Business Affairs] and Russ Thyret [National Sales Manager].

On Friday, Sept. 19, the group participated in a question-and-answer session with guest radio speakers Bill Cunningham, Vice President and General Manager of the Heftel chain, Heftel National Program Director Bill Tannor, Mark Driscoll, recently appointed PD of KSTP-Minneapolis, Brian McIntyre, PD of WCOL/Columbus, Jerry Clinch, National PD for the Bartell chain and RADIO & RECORDS publisher Bob Wilson. Friday evening's entertainment was provided by Reprise Records' Al Jarreau, while the label's Emmylou Harris performed at Saturday's Awards banquet.

Awards went to Bert Keane [Denver] for Promotion Man of the Year, Murray Nagel [Dallas] for Regional Marketing Manager of the Year and to Mike Synmods [Boston] and James Lewis [Dallas] for the year's Best Promotions. Awards for Outstanding Jobs at the Secondaries level went to Bob Galliani [San Francisco], Frank Turner [Memphis], Dave Dannhotel [Charlotte] and Al Moss [Richmond], with Outstanding Achievements on Individual Projects going to Mike Stone [Detroit] and Chris Cretl [Los Angeles], David Cahn [Buffalo], Frank Turner, Al Moss, Danny Davenport [Atlanta], Dan Kelley [Pittsburgh] and Jason Minkler [Seattle].

L. to R: Bob Galliani presenting with Outstanding Achievements award to Ass. Natl. Prom Director Dan McGregor.

SAL'S OPEN FOR LUNCH DAILY SPECIALS
WE CATER TO THE RADIO AND RECORD INDUSTRY

MARTONI IN HOLLYWOOD

Continued on page 35
First it broke fast out of the discos, then it moved right across the board into Top-40, MOR and R&B programming.

Making a strong bid in all formats—'Summer of '42,' a hot (and very surprising) new version of the celebrated movie theme! Pulling good phones and play in some very important major markets: New York, Boston, Philadelphia, Baltimore and San Francisco, and more coming in all the time!

“Summer of '42.” Biddu Orchestra.
A hit for all radio seasons on Epic Records.
Mike Harrison

With the advent of “scientific” programming of music came the struggle to label songs according to their demographic appeal. This song appeals to women, this one to men. Age, economic status, race, and on and on. Programmers determine these laboratories by either gut feelings and/or opinions of other programmers. This is all quite valid a consideration, however, the old “mis-application of a theory” concept can sometimes lead you astray. When you stop to think that mass tastes are really a fuzzy blend of numerous individual (as relating to one person) variations, too much can be taken for granted and, worse, too much can be overlooked.

Very few human responses are based upon one single motivation. There is that subtle level of consciousness, that people are hesitant to talk about, that causes them to do the things they do and “like” the things they like. I would venture to put forth the theory that this factor is as, if not more, important for programmers to get a handle on, than the obvious “young men like hard rock” and “middle aged women like soft music” type generalizations. Who knows, maybe there are patterns and generalizations that could be drawn from individual subtle levels of consciousness, if the truths were known.

The point is (and you can check this out by observing your own thoughts and responses) every piece of music a built in “Fantasy Potential.” That is something intangible about the song that appeals to the listener on a covert non-musical level. People actually use music as a soundtrack to catalog mental movies. Some are replays of memories, some total make-up.

Believe, and, if you search your own soul, you’ll find some are quite bizarre. This is the kind of information that is definitely difficult to extract from a casual interviewee. People do strange things when they listen to music in private. Have you ever walked in on a jock in the control room and take him by surprise? Has anyone ever walked in on you? On, perhaps, a less extreme level, have you ever watched the person in the car next to you listening to the radio? What’s going on in that bouncing head?

When I was teaching music at N.Y.U., I invited Kip Cohen to the class and share his then fresh Filmore experiences. He said something then that I’ve never forgotten. He described music as being broken down into three categories of listener appeal: Cardiac, Cerebral, and Testicular. If music does, indeed, touch those “parts” of the anatomy, just think of the multitude of fantasies that could be spawned.

Continued on page 35.
The Stations: (There's still time to get on the list for this special show...call Eddie Kritzer, 617-536-7625)

The only radio show of international rock music presents:

GEORGE HARRISON

AN EXCLUSIVE CONVERSATION WITH GEORGE HARRISON

BY RATW'S LONDON CORRESPONDENT, ALAN FREEMAN.

DON'T MISS THIS SHOW

OCTOBER 5th to 11th

For more info and a demo, contact:
Eddie Kritzer
1126 Boylston St.
Boston, MA 02215
617-536-7625

The stations:

- Boston, MA
- Dayton, OH
- Albany, NY
- Albuquerque, NM
- Atlanta, GA
- Ashland, KY
- Baltimore, MD
- Beaumont, TX
- Bedford, PA
- Birmingham, AL
- Buffalo, NY
- Cape May, NJ
- Charleston, WV
- Charlotte, NC
- Chicago, IL
- Cleveland, OH
- Columbus, OH
- Dayton, OH
- Dallas, TX
- Denver, CO
- Donaldsonville, LA
- Durham/Raleigh, NC
- Elmhurst, NY
- Eugene, OR
- Fargo, ND
- Fayetteville, AR
- Flint, MI
- Florence, AL
- Fort du Lac, WI
- Fort Worth, TX
- Fort Smith, AR
- Fresno, CA
- Fort Campbell, KY

*Boston - WBCH - October 4

**Times uncertain at press deadline - check local station for times

- Nashville, TN
- New Haven, CT
- New Orleans, LA
- Norfolk/Virginia Beach, VA
- Oklahoma City, OK
- Omaha, NE
- Orlando, FL
- Peoria, IL
- Philadelphia, PA
- Pittsburgh, PA
- Philadelphia, MA
- Portland, OR
- Providence, RI
- Reno, NV
- Riverside/San Bernardino, CA
- Round Rock, VA
- Rochester, NY
- Sacramento, CA
- Salt Lake City, UT
- San Antonio, TX
- San Diego, CA
- San Rafael/San F, CA
- Santa Maria, CA
- Seattle, WA
- Springfield, MO
- New York/Lancaster, PA
- St. Louis, MO
- Kalamazoo, MI
- Tampa/St. Petersburg, FL
- Terra Haute, IN
- Toledo, OH
- Washington, DC
- Washington, DC
- Wilkes Barre, PA

KSDN AM Sunday 10:00 pm
KRST AM Tuesday 9:00 pm
KSAN AM Sunday 8:00 pm
WAMK FM Saturday 8:00 pm
WTKB FM Saturday midnight
WEBU FM Tuesday 10:00 pm
WAYC AM Sunday 10:00 pm
WERC FM Saturday 9:00 pm
WBCH FM Saturday 9:00 pm
WBRF FM Saturday 9:00 pm
WAWF FM Friday 10:00 pm
WRQX FM Saturday 11:30 pm
WCSM FM Sunday 9:30 pm
WMMR FM Sunday 7:30 pm
WRCI FM Monday 11:00 pm
WVUD FM Monday 10:00 pm
KBPI FM Sunday 11:00 pm
KSMI FM Sunday 9:30 pm
WOBM FM Tuesday 9:00 pm
WWXY FM Monday 11:00 pm
KZEL FM Monday 10:00 pm
KKEG FM Sunday 9:00 pm
WGLT FM Sunday 11:00 pm
KOWJ FM Thursday 12:00 pm
KISW FM Tuesday 9:00 pm
KRFG FM Sunday 7:30 pm
WABD FM Sunday 11:00 pm

Gainesville, FL
Glenwood Springs, CO
Grand Rapids, MI
Greensboro, NC
Greenfield, MO
Greenville/Fairview, NC
Hartford, CT
Henderson/Evansville, KY
Huntsville, AL
Indianapolis, IN
Iowa City, IO
Jackson, WV
Jacksonville, FL
Johnstown/Altoona, PA
Johnstown City, TN
Kansas City, MO
Lafayette, IN
Las Cruces, NM
Las Vegas, NV
Lewiston/Portland, ME
Lexington, KY
Lincoln, NE
Long Island, NY
Lubbock, TX
Miami/Fort Lauderdale, FL
Milwaukee, WI
Minneapolis, MN
Muscatine, IA
Nashville, TN
New Haven, CT
New Orleans, LA
Norfolk/Virginia Beach, VA
Oklahoma City, OK
Omaha, NE
Orlando, FL
Peoria, IL
Philadelphia, PA
Pittsburgh, PA
Pittsfield, MA
Portland, OR
Providence, RI
Reno, NV
Riverside/San Bernardino, CA
Round Rock, VA
Rochester, NY
Sacramento, CA
Salt Lake City, UT
San Antonio, TX
San Diego, CA
San Rafael/San F, CA
Santa Maria, CA
Seattle, WA
Springfield, MO
St. Louis, MO
Starkville/Lancaster, PA
Syracuse/Utica, NY
Tallahassee, FL
Tampa/St. Petersburg, FL
Terra Haute, IN
Toledo, OH
Washington, DC
Washington, DC
Wilkes Barre, PA

WKDA FM Monday 11:00 pm
WKNO FM Saturday 9:00 pm
WRNO FM Monday 12:00 pm
WNYM FM Monday 11:00 pm
KOFM FM Sunday 8:00 pm
KRCB FM Sunday 11:00 pm
WORJ FM Saturday 8:00 pm
WPPR FM Monday 11:00 pm
WKLR FM Thursday 9:00 pm
WBBM FM Monday 10:00 pm
WGLF FM Sunday 10:00 pm
WQSR FM Sunday 10:00 pm
WVTTS FM Friday 10:00 pm
WXLT FM Monday 12:00 pm
WWRC FM Monday 11:30 pm
WALC FM Saturday 11:00 pm
KEYN FM Sunday 12:30 pm
WLTK FM Thursday 10:00 pm
It's been too long since we've heard from the force behind the legendary CCR. His voice is check full of guts and balls and there are few in his league. The world can always use more Rock & Roll. [Asylum]

Nigel surrounded himself with an impressive line up of musicians, stepped into the spotlight, and created what is a tremendous surprise package. The result is a varied, full collection of easy to program songs that have sounded of a major solo artist. [Rocket]

If there is such a thing as a cross between Progressive Country and Pop Gospel, Bonnie has come up with it. This album rolls along effortlessly and pleasantly and will probably be her biggest to date. [RSO]

He moves back and forth between simplicity and complexity with such ease as to make you thinking commercial music come across as being raw and pure. A great musician whose unique style of performance shines in this collection. Lee screams sweetly for superstardom. [WBA]

They keep getting tighter and tighter. The album mixes soulful balladeering with driving makes ya wanna get up and dance music. This bay area group has a strong nationally following and their fans will agree that the material in this LP serves them well. [WBA]

There's a little bit of Carly in her but she's got more of Lucy. The material is NIT-gritting. She's a good writer. The album is a fine showcase for her major recording debat. [RCA]
This week I'm going to dispense with the column. Because of my trip to the NAFMB Convention in Atlanta and the Jim Halsey Talent Buyers Picnic in Tulsa over last weekend my deadline could not be met. Below is an account of some of the activities at the Tulsa picnic. Information on the National Association of FM Broadcasters conference can be found in the front part of R&R.

Fourth Annual Buyers Ranch Party Success

Tulsa — Country entertainers ROY CLARK and HANK THOMPSON, along with manager/agent, JIM HALSEY and insurance executive, WAYNE CREAKEY put on the Fourth Annual Talent Buyers Ranch party last Sunday, September 21 in Tulsa, Oklahoma. The ranch party was held in conjunction with the First Annual Roy Clark Celebrity Golf Tournament and Evening With The Stars Show. The golf classic was held Thursday, Friday and Saturday of last week. The Evening With The Stars program was Saturday night. This show was held at the Oral Roberts University.

The Saturday night show was hosted by ROY CLARK and featured comedians JERRY LEWIS, GEORGE "GOOBER" LYNDESEY, ARCHIE CAMPBELL, MINNIE PEARL and NORM CROSBY. Actor ANSON WILLIAMS ["Happy Days"] and actress ADRIENNE BARBEAU ["Mousetrap"] performed, as did the OAK RIDGE BOYS and others. The show was held before a capacity audience. It was a benefit for the Children's Medical Center in Tulsa.

More than 3,000 talent buyers, press people and curious onlookers were in attendance. Country music performers from the Halsey Talent Agency provided the entertainment for the prospective talent buyers. Invites included representatives from fairs, rodeos, special events, Las Vegas showrooms and nightclubs.

Among the talent performing were ROY CLARK, HANK THOMPSON, FREDDY FENDER, MEL TILLIS BARBARA FAIRCHILD, the OAK RIDGE BOYS, FREDDY WELLER, DON WILLIAMS, MINNIE PEARL (see picture below), RED STEAGALL, JOHNNY DUNCAN, LEROY VAN DYKE, THE SPURELLOWS, SUSAN HANEY, DON WHITE, SKIP DEVOL, the BROOKS, DEBBIE CAMPBELL, BUCK TRENT, THE PLAINSMEN and SUGAR.

Some of the more than three thousand talent buyers listening to the Country entertainment provided by the JHM HALSEY Talent Agency.

A few of the entertainers of the talent buyers show and picnic are shown with R&R Country Editor JIM DUNCAN and KLC's CARSON SCHRIEBER. Pictured (Left to Right) a member of the OAK RIDGE BOYS, ABC/Dot artist DON WILLIAMS, Schriever, Dot artists HANK THOMPSON and ROY CLARK, R&R's JIM DUNCAN, and Columbia's JOHNNY DUNCAN.

WSLR has BILL ANDERSON DAY

WSLR Radio in Akron, Ohio recently had MCA recording artist BILL ANDERSON to the station to be a "D.J. For The Day." Anderson did a regular air shift and ran his own controls. It wasn't anything new for Anderson, who started his career as a D.J. WSLR Music director BOB FULLER presented Anderson with cake and a plaque after the show. BILL ANDERSON is pictured in front of the WSLR studios with staff members of WSLR after his air shift. So you wanted to be a D.J. again, Anderson? Maybe that's why they say, "You don't need to be crazy in this business but it sure helps."

DALLAS — Columbia Records and KAFM Radio in Dallas joined together to celebrate Earl Scruggs' 25th Anniversary with the label. Pictured with the cake and with the Earl Scruggs Revue Anniversary Special Album are, left to right, station program director Dave Thomas, Elwin Farmer, Geof Dunbar [seated], Skip Lamm, Jim Short, Steve Goffman, and Columbia Records Promotions Manager Stan Byrd.

Country Music Ass. Names "Hall of Fame" Nominees

Nashville — One of five finalists will be selected as the newest addition to the Country Music Hall of Fame on the 9th Annual CMA Awards Show this October 12th.

The nominees for this year are: Vernon Dalhart, Minnie Pearl, Hank Snow, Merle Travis, and Kitty Wells.

The Country Music Hall of Fame was established by the Country Music Association as an institution devoted to recognizing and honoring noteworthy individuals for outstanding contributions to Country Music.

Biff Collie INSIDE NASHVILLE

SILVER SCREENING: WEBB PIERCE fresh from MCA Records, reportedly set to start shooting his projected syndicated TV series. That makes, to my tots, the new TV series started here within the past six weeks. In no particular order they are: "JERRY REED SHOW," "T. TONTO'S MUSIC HALL," ARCHIE CAMPBELL's starrer "MOUNTAIN MAN," and "TOM T. HALL'S show, "MUSIC CITY BANDIT" with Ivan Kaska as personality TONY GEORGE, and the new WEBB PIERCE TV series. Also, they have been casting, through Spaghetti Studios here for another Nashville filmed truck driving movie. Details on that are as scanty as CHEF's latest wardrobe.

ON THE TOWN: Actor ED NELSON, a star of the long running "PETTIN PLACE" series and loads of other movies and TV credits, was here last week under an assumed name. He portrayed the late PRESIDENT HARRY TRUMAN in a TV mini-series, "Give 'Em Hell, Harry." Monday night . . . GUINELLA HUTTON, MISTY ROVE, CAYLEN, and DONALD HUMPHREY, and the "HEE HAW" female repertory company will perform charity showcase for CMA's 17th annual banquet-show concept. ANNIE'S (she's joined on the show, by HILLY [Crash] CRADDOCK, BARBARA FAIRCILD, FREDDY FENDER, LA COSTA, DOLLY PARKINSON, HILLY TUCKER, PORTER WAGONER and BEN SMATHERS and his family, the STONEY MOUNTAIN GIRLS) will perform. Webb will deliver a Hall of Fame tribute . . . ROGER MILLER and LOUISE ANDRAE MANOR on Music Row. No. he didn't check into the KING OF THE ROADS. Tower did he explain why... GLEN CAMPBELL warmed up for his co-hosting chores on the CMA awards next month, when he guest-hosted the "TONIGHT SHOW" Monday . . . DOTTIE "LOCKEY" REECE . To get her special education major at RIVERSIDE UNIVERSITY so she can work with mentally retarded children. [Good for her!] Oak Hill Mayor PAUL SIMPSON plans to show at stop activities at WEBB & AUDREY PIERCE's "Hospitality House" on Cantwood Lane.

FROM FOOTBALL'S SUPER BOWL TO COUNTRY SUPER STAR TERRY BRADSHAW hasn't said it, but he must be thinking some about it. The Super Bowl champ PITTSBURGH STEELERS' king quarterback went to his LOUISIANA Shooting TILLMAN FRANKS (he's led some to the top i.e.: FLOYD "TIEDUP", JOHN HORTON, DAVID HORTON and others)... that led to a Nashville trip last summer. A rap with TERRY KENEDY, re: Post season record setting ceremonies on MERCURY. New Terry agent says he hasn't made a commitment to anyone. He's good. They say...
Attention PD’s, MD’s, and OP’s...
LYNCH and LAWSON are HUNGRY!
They are presently working for tips in a two-bit back-alley ale house in London.
...But they’re not dismayed because they think they’ve cut a hit.
So do the folks at Monument Records
SO DO WE!
Their landlord hopes to God we’re right!
SO DOES OURS!
HELP!!!
Give a listen to
“Emmy Lou, The Belly Dancer”
LYNCH & LAWSON
House of Bryant
Radio & Records
September 26, 1975

Most Added

MERLE HAGGARD
Movies/Shades Down (Capitol)

DOLLY PARTON
We Used To (RCA)

JOHNNY RODRIGUEZ
...Song In My Heart (Mercury)

EDDIE RABBIT
...Married You (Elektra)

DOLLY PARTON
We Used To (RCA)

Most Requested

TANYA TUCKER
San Antonio Stroll (MCA)

WILLIE NELSON
Blue Eyes Crying (Columbia)

DON WILLIAMS/Turn Out The Lights (ABC/Dot)

DICKEY LEE
Rockey (RCA)

CONWAY TWITTY
Don't Cry Joni (MCA)

NEW & ACTIVE

MERLE HAGGARD
Movies/Shades Down [Capitol]

Most added of the week. Off a strong start. Added WBDE, WBAP, KBUL, KUZZ, WBAM, KCNN, KVIX, WHK, KKFU, KKKX, KFOX, WKKW, KSDP, WVN, KBOX, KRED, KSOP, WJQS, WKMY, WJMD.

JOHNNY RODRIGUEZ
...Song In My Heart [Mercury]

Strong phones and big chart movements in many markets. Activity:


CHART ACTION: #1 KILL, #2 KJeff, #3 WHK, #4 WWJO, #5 WBAP.

DONNA FARGO
Whatever I Say [Capitol]

Donna Fargos debut 29-22 WBAM, 32-22 KRMX, 35-22 WBNX.

CHIP TAYLOR
Big River


Continued on page 28
FREDDY FENDER'S
"Since I Met You Baby"
— GRT-031 —

★ Immediate adds/picks on over 50 Key Stations!
★ Immediate heavy requests!
★ Immediate store calls!
★ Immediate orders for over 100,000 singles!

It's an old performance...
BUT IT'S A GREAT NEW RECORD 
ON GRT RECORDS

P.S.—But when a record gets this kind of tremendous reaction, does it really matter what label it's on?
What A Diff'rence
A Smash Makes!

Esther Phillips has caused a one-woman POP EXPLOSION on stations across the nation

WABC  WSAI  WAYS
WCFL  KYA  WAIR
WCAO  KHOW  99X
WIXY  KJOY  KRDJ
WCOL  WMFS  WING
WCUE  WGOR  WAZ
WBBQ  WORC  WLFF
WYSR  WLOR  WRRF
WTIX  WLEY  WSAR

... and more explosions by the day.

TRADE CHART BREAKOUTS
Billboard 35 ★
Record World 32 ■
Cash Box 34 ●

Esther Phillips
“What A Diff’rence
A Day Makes”
(KU-925)

The Smash Single From the Smash Album WHAT A DIFF’RENCE A DAY MAKES/KU-2351
On Kudu Records & Tapes.

Distributed by Motown.
THE HOTTTEST: Neil Sedaka Spinners
Morris Albert Eagles "Liyin' Eyes"
Jefferson Starship

PARALLEL ONE
WPGC / WASHING TON D.C.
Sedaka / John 17.13
Eagles 15 - 10
Leon Russell 13

WBGU / BUCK N:\Y
Koerner / John 11.12
Weird Al Yankovic 9.9

WMUR / SACRAMENTO
Koerner / John 11.12
Weird Al Yankovic 9.9

WMARR / CHICAGO
Koerner / John 11.12
Weird Al Yankovic 9.9

WRG / WASHINGTON D.C.
Koerner / John 11.12
Weird Al Yankovic 9.9

WKIA / PHILADELPHIA
Koerner / John 11.12
Weird Al Yankovic 9.9

PARALLEL TWO
WQUAM / WEST PHILA.
Koerner / John 11.12
Weird Al Yankovic 9.9

WAPL / GREEN BAY
Koerner / John 11.12
Weird Al Yankovic 9.9

WRX / WASHINGTON D.C.
Koerner / John 11.12
Weird Al Yankovic 9.9

WCLW / MILWAUKEE
Koerner / John 11.12
Weird Al Yankovic 9.9

WYSP / PHILADELPHIA
Koerner / John 11.12
Weird Al Yankovic 9.9

WFXC / FORT MYERS
Koerner / John 11.12
Weird Al Yankovic 9.9

PARALLEL THREE
WAMS / ATLANTA
Koerner / John 11.12
Weird Al Yankovic 9.9

WAVF / FORT LAUDERDALE
Koerner / John 11.12
Weird Al Yankovic 9.9

WGRZ / ROCHESTER
Koerner / John 11.12
Weird Al Yankovic 9.9

WJLR / CLEVELAND
Koerner / John 11.12
Weird Al Yankovic 9.9

Most added
Leon Russell
McCartney & Wings
Linda Ronstadt
War
Captain & Tennille

Ad d ed t hi s week...
**Country Albums**

LYNN ADKINS (Columbia): "Love Has No Pride" and "Best Keep Secret In Santa Fe"

ASLEEP AT THE WHEEL (Capitol): "Bump Bounce Boogie"

JOE DENVER (RCA): "Wind Song"

DONNA FARO (AEC/Dot): "Late Night Radio"

JUICE NEWTON (RCA): "Love Is A Word"

LOGGINS & MESSINA (Columbia): "Oh, Lonesome Me"

EDDIE RABBITT (Elektra): "Love Me Like A Fool"

LINDA RONSTADT (Asylum): "I Will Always Love You" and "Hey Mister, That's Me"

MEL TILLIS (Railroad Records): "Search For Tomorrow," "Mental Revenge" and "Storms Never Last"

DAVID WILLS ( Epic): "Queen Of The Starlight Ballroom"

**Dj Hall Of Fame**

**Sets First Nominees**

The Country Music Disc Jockey Hall of Fame Foundation, Inc., which was recently chartered by the State of Tennessee "to recognize, honor and perpetuate the meritorious achievements of persons who have gained fame in the world of country music radio and television," has selected the first set of nominees for this awards ceremony. This initiative was selected by blind vote of the Board of Directors consisting of Don Castle, Charlie Cohen, Stan Fredrick, Stan Kozlowski, and Dan Starkey. Joe Allison, outstanding radio personality and producer, Forre, The Dean of country record promotion men, Cliffie Stone, nationally known radio voice and President of Granite Records, Trees Pee King, Country Music Hall of Fame award winner, Bill Anderson, famous country music artist and songwriter, and Connie B. Gay, one time owner of a radio chain and one of the original founding members of the Country Music Association.

Chuck Chevelman, President of The Chuck Chevelman Co., an independent record promotion firm and producer of that Foundation, announces the following three nominees for the Country Music Disc Jockey Hall of Fame Award for a living radio personality:

**Eddie Hill**

Hill is best known for his career in country music in 1941 at WDDO, Chattanooga, then worked at WNOX, Knoxville on the well known show, Mid-Day Merry-Go-Round From WNOX, he went onto WPTF, Raleigh, WMP, Memphis and then to WSM, Nashville. Hill was the first disc jockey to host the all night country music show on WSM. He continued his colorful career at WENO, WLAC and Continued on page 33

**Niel Tillis**

Tillis Stampede handles the ball as Stampley is a classic artist. This is an album that should definitely fit his way to stardom. His music entertains. Songs like "Me and A-Pluck" give us an almost-crazyignal that makes you want to get up and move. Stampley's energy and as well as his up material. "I Was Keeping Warm For You" has a great catchy melody and beautiful harmony. "Boy" (of "I Was Batchen) is superb. Stampley's rock and roll backup gives the "The River Road" a real touch. "Down Home Girl." Also good was the movie: "Down Home Girl."
NEW & ACTIVE

ANDY WILLIAMS
Sad Eyes [Columbia]
Most initial interest I've seen on a Williams release in some time. Adds include WPTF, KOY, KWAV, WLW, WASH, WCCO.

VICKIE LAWRENCE
The Other Woman [Private Stock]
Building. Now on WSB, WSM, KMEN, KFDI-FM.

CAPTAIN & TENNILLE
...I Want To Touch You [A&M]
Adds this week include WGAN, WREC, KOY, KAKE, WSM, WLW, KNX-FM, KEMG, KDIG, KMEN.

LARRY SANTOS “Can’t Get You Out Of My Mind” [Casablanca] Add WHIO, WHOK, Calls at WTRX. SALSOUL ORCHESTRA “Salad Hustle” [A&M]
HPLIT [Easy Evil] [Capitol]] Add KNX-FM, hot at K101.

P OP NOTES

BY MIKE KASABO

Since many people have asked, I'll take this opportunity to clarify the current confusion relative to Linda Ronstadt’s latest single. Originally, the A-side “Love Is A Rose” was backed with “Silver Blue.” A cut from her latest album, “Heat Wave,” got enough reaction to cause the company to alter priorities. At this point “Heat Wave” is the A-side which will feature “Rose” as the flip for consumer consumption.

MCA hosted a preview of Neil Sedaka’s latest album “The Hungry Years” last week in Los Angeles. The invitation only received reaction most favorably to “Stephan,” “Your Favorite Entertainer,” “Baby Blue,” “Who You Were Lovin’ Me.” The Hungry Years and a ballad version of his 1962 smash “Breaking Up Is Hard To Do.”

We note good activity on the Travis Wammack single “Easy Evil” at K101. I guess the big story this week is John Denver’s “Calypso.”

Listener reaction to this side suggests that it might be one of his very biggest ever. Meanwhile, “I’m Sorry” continues to prove itself strong in most areas.

Michael Kenny’s “Morning,” which has had a slow start, is now reporting hot at WPTF-Raleigh, WHIO-Dayton.

Welcome to Doug Shane, KIRL, our new reporter to R&R. Doug reports good phone response to Roger Whittaker’s “I Don’t Believe In If Anymore.”

Heavy calls reported by Tom Booth, WREC, on the Jigsaw record “Sky High.”

As if John Denver needed another hot song, we just learned that the title song from his latest album, “Windsong,” is reporting hot phones at WGN.

The new WINGS “Letting Go” was just getting out at press time. Airplay activity should be substantial by this time next week.

The Chad Mitchell Trio’s “Lizzie Borden” continues to pull great phone reaction at KEX according to Eric Norberg.

The George Baker Selection is reporting hot at Atlanta powerhouse WB.

Arthur Alexander continues to show strength at WSM... jumping 17-10 on the station’s chart.

Bennie Smith, WMAL reporting immediate hot phones for the latest Andy Williams tune “Sad Eyes.”
THE DISCO SMASH!
PAT LUNDI

THEY SAID PARTY MUSIC COULDN'T GO 'POP' RIGHT OFF THE BAT BUT

"PARTY MUSIC"
VI-1723
DID! WITH A 78 BULLET IN BILLBOARD'S TOP 100 CHART!!

"PARTY MUSIC" IS ON EVERYBODY'S NATIONAL R&B CHARTS

PRODUCED BY DENNIS GANIM BUDDY SCOTT, AND PETE MOLlica FOR GANIM-MOLlica PRODUCTIONS AND MR. VEE PRODUCTIONS ARRANGED BY PHIL MEDLEY

ON VIGOR RECORDS
DISTRIBUTED BY PIP RECORDS A DIVISION OF PICKWICK INTERNATIONAL INC.
CLIFTON: The first thing they have to learn is the basics. The first thing they have to be on board right, and following that is what we are dealing with, you know, local promotions and all that type of thing. They have to learn how to be a disc jockey first before they're going to be the take the time and teach them how to do this. They have to be very good at the basics. Then, after he learned that, after he's sitting in the chair behind the board, you start then. You get on the phone and do a bit an hour that will relate to the copy that they're seeing on what he said, so they can hear what they didn't say anywhere, very boring. Very bald, full of words.

CLIFTON: That's a good trick.

CLIFTON: 12 at such and such a station, with so and so. Let me ask you some research. Do you believe in deaupting?

CLIFTON: Yeah.

CLIFTON: Darxcurrents as well as well. CLIFTON: You have that to find out about the station number, you do not, such little bit, we back off and then plan on what we do in school, mostly. But when you look at that run by an adult, they should see that kids are the same kind of people we wouldn't play if you were just kids.

CLIFTON: What about your gold beat? It used to be under 700. CLIFTON: Buzz Bennett era, right?

CLIFTON: When Buzz Bennett was, according to what I was told, they had a sales of music, like 20 things and 200 records over and over and over again for the year that we've been in the is that in the concept in a way that I'm sure is the leader of the pack, I think they do that. Probably if it were today, it wouldn't happen. But it was a good idea. When I was a kid, I was probably playing 2000 records and you want to know what I'd like to happen.

CLIFTON: Wall in Miami, the first disc jockey stops are people with other besides disc jockey. So that was an open of the earliest on Top 40. Disc jockeys, it's another way to say that based on the 

CLIFTON: It's better to go by Top 40 radio stations, where do you fit "dia-

CLIFTON: OK, with a certain station are not going to tell anyone. The only ones that will tell you that some disc jockeys to get out what they did wrong. Might make radio just a little bit better.

CLIFTON: Where do you fit "discos" or disco music into the correspondence? How does one fit in Miami you were pretty big on playing a lot of the disco records, they have heard these records, they are good records and dance to, and a few of those records got to be hit records. They go to the store and buy the record after that, it's just another place where people is exposed to product. I think it's an additional selling point to the record companies to take advantage of. They can take records in disco guys are happy to play them one time. I know lots of the people, a lot of the record executives in New York hang around the discos. And get reports from the disco disc jockeys all the time. Find out which records people are asking for.

CLIFTON: Do you have any predictions for the Orleans/November

CLIFTON: I think the one thing that is happening right now is that the people who had been struggling to find a way to figure out what they were doing. Which always happens when there is a bad record. People get fired, new people come in.

CLIFTON: That's why we're doing all those interviews because I'd like to open their eyes.

CLIFTON: OK, with a certain station are not going to tell anyone. The only ones that will tell you that some disc jockeys to get out what they did wrong. Might make radio just a little bit better.

CLIFTON: The only real statement that I can make at that everything you turn around you hear somebody says, you know, I heard that was the same thing from the time everybody relates to it is, "Is it 40 good, whatever, are the days of Top 40 radio gone? It is a very simple thing to say that based on the chart file of Top 40 radio, that it is impossible for Top 40 radio to be anything but the controlling kind of station in any market where it is done well. It's impossible.

CLIFTON: That's right. Maybe it will take new records, new calling stores and getting fair, reasonable exposure on record surveys.

CLIFTON: It takes more than that, but that's the M.O. It's just that and that's how they controlled a certain amount of people, and it's just that. Same thing, and I started.

CLIFTON: Good, tack on now, I know KHJ happens to have a 

CLIFTON: That's right. Since we first did the KHJ thing, we've got the best news
department, we've got the best personalities in house, we spend all the money we need to buy that thing that needs to be done, we try to make sure that we do it better than anybody else is doing it. That's just.

CLIFTON: That's a good way to put it. I thought last season that there is anything else?

CLIFTON: That's right. I'm not sure that I wanted to that, that I wanted to get across more to people thing that they thing that they are going to get that out of you, you never get specific. I'm trying to get out of you, maybe I'll try to get you to say, "Hey Stu." What is Chuck Berry? What did you find in those people it is not there, and I wanted to maybe you think anybody did you think anybody did you think anybody did you think anybody did you think anybody did you think anybody did you think anybody did you think anybody did you think anybody did
Première LP from GRAEME EDGE of the Moody Blues featuring Adrian Gurvitz
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<td>WMMS/FM/CLEVELAND</td>
<td>Added:</td>
</tr>
<tr>
<td>WAAF FM/Worcester</td>
<td>Added:</td>
</tr>
<tr>
<td>WCOL FM/COLUMBUS</td>
<td>Added:</td>
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</tbody>
</table>

**Added:**

- Grateful Dead (USA)
- Chicago (USA)
- The Byrds (USA)
- The Who (USA)
- The Beatles (UK)
- The Rolling Stones (UK)
- The Beach Boys (USA)
- The Doors (USA)
- The Grateful Dead (USA)
- The Who (USA)
- The Byrds (USA)
- The Beatles (UK)
- The Rolling Stones (UK)
- The Beach Boys (USA)
- The Doors (USA)
"My Father's Song."

The hottest MOR single around right now—early airplay is strong and solid all over and the action is building fast!
Written by Rupert Holmes.
Produced for her by Rupert Holmes and Jeffrey Lesser. From her forthcoming album, "Lazy Afternoon." On Columbia Records.
TAMMY WYNNETTE "I Still Believe In Fairytales" (Epic) Added WNYN, KSPO, WIGS, KLJZ-FM, Chart debut 27 WVVO, 34-31, KSON, 29-25 KFXO, 22-21 KQBO, 39-29 KLAK. GENE WATSON "Where Love Begins" (Capitol) His second single off to good start, KSOK, KSHO, KWMO, KJOH, KBBQ, KENK, KTUF, KNNM. KENR, KTFU, WINN, KZON-PM. C. H. McCAll "Black Velvet/Red" (MGM) Added KENR, KOHO, Chart debut 34 KQPO, 32-25 KCKG, debut 30 KNEW, 36-29 KFOX, 38-22 WHO, debut 23 WVJO.

FREDY REED "Since I Met You Baby" (GRT) Added KSDO, KKTU, KXJ, WBM (pick), KKKU, KZZZ.

"RECORDS TO WATCH" EDDIE ARNOLD "Middle Of A Memory" (MGM) Added KSPO, KZON-PM, WIGS, WURU, WQRE, WREG, WDDY.

JEFF ALLEN "Love Is Bigger Than Baseball" (UA) Added KSOP, WUBE, WUBB, WQXO, WNL.

EAGLES "Lyny "Eyes"" (Asylum) More adds including WPWC, WISX, KCXN, KXOM, WBNW, WHOM, WTXM.

GEORGE KENT "She'll Wear it Out Tonight" (Shannon) Added KSPG, KWMV, WDKA.

OLIVIA NEWTON-JOHN "Something Better To Do" (MCA) Added KSPG, KJBY, WDBA, debut 37 KSON.

BUCK OWEN "Battle Of New Orleans" (Capitol) Added KXXX, WFBP, KSPO, KSDO, KSDU, WDBR, WQXO.

BARB OWEN "Someone Loves You" (Four Star) Added WIGS, KEOU.

STELLA PARTON "It's Not Funny Anymore" (Country Soul) Added WQXO, KSPO, KDKK.

DIANE KEYS "Combed Her Hair" (UA) Added WONE, KCKN, 22-17 WSLR.

JERRY REED "You Got A Lock On Me" (RCA) more adds including WQXO, KDDO, WQBO.

BOBBY G. RICE "I May Never Be Your Lover" (GRT) Added WQXO, WVQX, KKRK, KMPS, WONS.

JOHNNY RUSSELL "Our Marriage Was A Failure" (RCA) Added KCKG, KSPO, KSAM-WF, KQPO, WDKA, KKMZ.

SUSAN RAY "He Gives Me Something" (Capitol) Added KRKX, KMPS, KSPO, WSMS, KUB.

JAY RICHARDS "My Jabe" (Ace of Hearts) Added KUBE, KXJY.

SUNDAY SHARPE "Fabulous Satins Pillows" (UA) Added WQXO, KSPO, WONE.

JOEL SONNEN "I've Been Around Enough To Know" (Mercury) Added WIGS, WQXO, WDKA, WQMO.

KARL STUART "Just Now Thought Of You" Added KRRK, KMRX, WQXO.

SHEDAL TILTON "I'm Beginning To See The Light" (Con Brio) Added WQXO, KMPS, WDKA, WQRG (pick).

BILLY BOB "Help Me To My Rockin' Chair" (ABC) Added WQXO, WPOG, WUL, KXJY, WPNN, WPPX, debut 38 KPOK.

FREDdy WELDER "Stone Crazy" (ABC/Dot) added KJLX, KMPS, KSPO, KXJY, WQXO.

MIKE HARRISON

Continued from page 26

Therefore, when you try to categorize music and stick labels on records that will give you a thumbnail indication of demographic appeal, it might be wise to go beyond the obvious production, instrumentation, and other "cool" musical elements in the music to look at the people who made the music. Sometimes you become obsessed with what you think about "Fantasy Potential." Use yourself as the first subject. After all, the radio and record industries couldn't possibly be what they are today without the record buyers.

[EDITOR'S NOTE: The cartoon in this section was created by Jeff Gelb, who is currently the afterno on drive personality at KGB in San Diego. He's been with KFRI, WMMS, and WNCR. In addition to his radio work, Jeff is an active member of national comic book and science fiction circles, playing a role in the organization of conventions and speaking on the subjects for schools and organizations.

WHAT COSTS THE SAME IN 1975 AS IT DID IN 1973? Yes, a yearly subscription to Radio & Records is a great value.
<table>
<thead>
<tr>
<th>September 26, 1975</th>
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</thead>
<tbody>
<tr>
<td><strong>WINGS “Letting Go”</strong> [Capitol] 25 reporters on it, 39 adds including WAFI, WLSA, WAOH, MOVY, WAXY, KXXP, WJSP, 37-27 WMGR, 35-30 WRKQ, and many others.</td>
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<tr>
<td><strong>NAZARIOLE “This Will Be”</strong> [Capitol] 9 reporters on it. 10 adds including WQAM, KTFM, WTMX, WQYK, WSHR, WQWK, WQWQ, WSMY, WSMC, and WSHC.</td>
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<tr>
<td><strong>WESG “Nights on Broadway”</strong> [RSO] 18 reporters on it, 15 adds including KLIF, WCFL, WSAI, WIBG, WBNR, KROY, KSST, debut 30 WQDD.</td>
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<tr>
<td><strong>ARTURO ALEXANDER “Everyday I Have To Cry”</strong> [Buddah] 14 reporters on it, 4 adds including WAFI, WLSA, WAOH, MOVY, WAXY, KXXP, WJSP, 37-27 WMGR, 35-30 WRKQ, and others.</td>
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<tr>
<td><strong>ROCO “Keep On Tryin’”</strong> [ARC] 15 stations on it, 5 adds including WAFI, KCFX, KTLK, 30-21 KJOY, 29-25 KQWB, debut 38 WCOL, 29-29 KQSP.</td>
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<tr>
<td><strong>JOAN BAEZ “Diamonds &amp; Rust”</strong> [A&amp;M] 14 stations on it, 4 adds including WQAM, WMAK, Moves; 36-31 WCOL, 25-30 KDON, debut 26 WMGY.</td>
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<tr>
<td><strong>BOB SEGER “Kentucky”</strong> [Capitol] 14 reporters on it, 1 add. Moves; 29-21 WAFI, 25-12 KJOY, 31-23 WLSA, 18-15 WAEF, 40-26 WBQB.</td>
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<tr>
<td><strong>PETE WINGFIELD “Eighteen With A Bullet”</strong> [Island] 12 reporters on it, 2 adds. 21-18 WCFI, 17-11 XKLI, 21-17 WORC, debut 20 WISM, add KJOY.</td>
</tr>
<tr>
<td><strong>ROAD APPLIES “Let’s Live Together”</strong> [Polydor] 12 stations on it, 2 adds. 20-16 WCOL, 28-16 WBBQ, 19-16 WRMA, and many others.</td>
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