This week’s montage of radio station promotions begins above with a beautiful young lady belly dancing atop of KISN/Portland’s control board. The event was centered around raising money for charity. The belly dancer bounced her belly for 28 straight hours, raising over $1200 (and several other things as well). To the left is U100’s Chuck Morgan getting an on the air backrub from none other than the Noxema “take it off” girl. She was in town promoting the product and insisted that Chuck get a Noxema backrub while attempting to do his show. The ghouls in the center picture are the WRIE/Erie jocks dressed up for their haunted house promotion. Left to right are WRIE’s Pat Rogers, a local Jaycee, WRIE newsman Bob Hughes, Harry Kingdom, Tony Mitchell and their morning man Mike Murphy. Over 12,000 Erie residents were treated to this eerie group. Bottom left is WGNC’s Bob Marshall. Bob is resident morning man and PD as well as tree house resident. Actually the promotion was tied in with United Way as the New England area tried to reach their goal of raising $7.8 million dollars. Marshall vowed to stay in the tree house and broadcast live until they reached their goal. By his tenth day in the house $5.5 had already been raised. Finally, keeping track of Dr. Don Rose, KFRC’s disabled morning madman, he’s now broadcasting live from his bedroom each morning. Dr. Don is in a body cast from just above his navel to the tip of his left toe. He can’t get up at all, and will be confined for at least three months. Interesting engineering feat is that his house is 26 miles away from the station, running the phone line through five switching stations.
They discovered Bruce Springsteen:
The radio stations, retailers and people of New York, Boston, Philadelphia, Washington/Baltimore, Houston, Cleveland, Phoenix and Hartford were the true discoverers of Bruce Springsteen.
All along, they knew who he was, and who he would become. Thanks from Columbia Records.
R&R Convention '76
IS YOUR MEETING!

We're setting up the panels & sessions to answer your questions and needs. Here's your chance to ask and get the answers. Our convention planning panel will select several questions for each session and they will be posed anonymously from the floor.

Please submit questions or topics you'd like discussed.
(No question is too minor to be considered)
FORMAT: ROCK □ COUNTRY □ AOR □ POP □ BLACK □

SEND TO: R&R, Convention Questions,
6430 Sunset Blvd. Suite 1221
Hollywood, Ca 90028

$76.00 REGISTRATION
Includes All Meals And Meetings

MEALS: COFFEE/JUICE, LUNCH, COCKTAILS & BUFFET FRIDAY
COFFEE/JUICE, LUNCH, DINNER & SHOW SATURDAY

NOTE: PLEASE FILL OUT BOTH COUPONS BELOW

MAIL THIS COUPON TO R&R:

R&R
Convention '76
6430 Sunset
Suite 1221
Hollywood, Calif 90028

PLEASE REGISTER ME AT THE R&R CONVENTION '76. ENCLOSED IS MY CHECK/MONEY ORDER (payable to Radio & Records) FOR $76.00

Name ____________________________
Company/Station _______________________
Address _____________________________
City ______ State ______ Zip ______

NOTE: MULTIPLE REGISTRATIONS CAN BE MADE ON AN ACCOMPANYING SHEET OF PAPER.

MAIL THIS ROOM RESERVATION DIRECT TO HOTEL

RETURN RESERVATION FORM
Radio & Records Convention
February 19-22

Reservations received after Jan. 31, 1976 will be confirmed on a space available basis.

PLEASE PRINT OR TYPE
Name ____________________________

Address _____________________________
City ______ State ______ Zip ______

Sharing room with __________________________
Arrival date ______ TIME ______ AM/PM
I am arriving after 6pm. Please hold my room on a guaranteed basis. Length of stay ______ nights.

PLEASE CIRCLE DESIRED ACCOMMODATIONS
Single $28
Double $38
For suite accommodations please contact hotel convention reservations direct.

If room will be shared by a third adult. An additional charge of $10.00 will prevail.

Any reservations received after January 31, 1976 will be confirmed at regular hotel rates and on a space available basis only.

FOR HOTEL USE ONLY
Room __________
Rate ______
Check ______
CREATIVE LISTENERS
WBRC/New York is getting fantastic results when they ask their listeners to create their own station breaks. Callers can either sing their station breaks or say it, the station airs the breaks twice per hour, awarding “Bucks for Breaks” to the listener. “Buck” prizes are $50.

30,000 TURN OUT FOR MEMPHIS
HAUNTED HOUSE
This year’s WBQ/Memphis “Screams In The Dark” Haunted House was a monstrous success, drawing nearly 10,000 people than in years past. All proceeds from the house went to the local chapter of Campus Life. The station’s 6-10pm air personality, Mason Dixon, broadcast live from the site for 10 consecutive nights.

WLS FILLS STAFF
WBCL/Chicago has announced the appointment of Bill Price as their new production director/swing shift personality. Price was a former morning man at WPGL/Washington as “Columbus.” He takes over the duties for Tommy Edwards who moved to full time mid-days, replacing the departing J.J. Jeffreys, effective December 1.

TULSA FORMAT CHANGE
KKUL/Tulsa has announced a new format for their formerly black-oriented format, with plans for gearing it toward 18 to 34 demographics. KKUL/Shannon has suggested to the National Oceanic and Atmospheric Administration that hurricanes and tropical storms should be alternately named with either male or female names, such as Hurricane “Amelia.”

MISHAP IN DES MOINES
KIOA/Des Moines staff basketball team traveled to a small near town to hold one of series of games the team has been having lately. On the way back to town, the staff’s bus broke down, making it necessary for personality Mike Ross to hitch hike back to Des Moines in order to make his shift. Luckily, Mike made it on time, and to top it off, KIOA’s team won the game.

WHBQ/Memphis is giving away all sorts of sports balls, from baseball to tennis to football, using the teaser “WHBQ is Giving Away Our Balls.” The station jocks are also combating the streets of the city asking if they have “WHBQ Written Down.” If they have it written down, they win $100, if they have it written down more than once, more money is added to the prize.

EQUAL RIGHTS FOR WOMEN
KZIV/Santa Ana jock and newly appointed program director Robert Shannon has taken on a case for women’s equal rights. Shannon believes that as the nation’s wire services recently by voicing his opinion that hurricanes should undergo a personality change, Shannon has suggested to the National Oceanic and Atmospheric Administration that hurricanes and tropical storms should be alternately named with either male or female names that are traditional.

IDENTITY CHANGE
EXCITING LISTS
WGCW/Cleveland has announced a new identity, “GB6.” Along with the new identity, the station is planning two new promotions, the first is their annual Bridal Fair, scheduled for early next year, and are also inviting their listeners to “spend their weekend with the Beatles’ hits will be played continuously, with albums given away every 20 minutes during the weekend.

THE WINNER
The lucky winner pictured here is all smiles after being awarded a check for $2,000 and a trip to Disney World in WKBW/ Buffalo’s Disney World Contest. Pictured with the winner here are [left] mid-day WKBW man Hank Nevin, and morning guy Danny Neaverth. WKBW is currently running a twist on the “Black Box” game, asking listeners to follow hourly clues and guess the three items the station has hidden inside the “Magic Kingdom.”

The Bay City Rollers are shown here with WPXJ/New York’s Dr. Jerry in [WPXJ T-Shirt] just prior to their satellite broadcast, on Howard Cosell’s premiere TV show. The two ladies pictured are the lucky winner and friend, who won a weekend in London, compliments of the station, to see the Roller’s show.

The “New WBFF”/Richmond started their first radio celebration of America’s 200th birthday with a special edition “Look Up America” bumper sticker campaign. Listeners displaying the red, white and blue stickers win $95 to $500. A roving WBFF prize car award cars cash, with live coverage via two-way radio. The first distribution of the Coca-Cola tie-in stickers was 100,000.
One Of The Year's Great Love Affairs!

GINO CUNICO and
"Fanny (Be Tender With My Love)"

GINO CUNICO singing "Fanny (Be Tender With My Love)" is a great record!
This incredibly beautiful song is now a brilliant showcase for the soft and
stunningly romantic textures of Gino Cunico's fantastic voice.

Produced by Vini Poncea

"FANNY (Be Tender With My Love)"
GINO CUNICO

Treat It Tenderly... But Play It!

On ARISTA RECORDS...Where CAREERS Are Launched
BUSINESS NEWS

PASTORE BLASTS FCC ON EQUAL TIME

Senate Communications subcommittee chairman John Pastore has labeled the Federal Trade Commission's policy allowing relaxing equal time rules as "a monstrosity." Pastore contends that the Commission's action violates the Communications Act. The Senator's comments came during the subcommittee's hearings on the FCC's public sessions.

CALIFORNIA FCC MEETING DEMONSTRATION

The Los Angeles Women's Coalition for Better Broadcasting held demonstrations at this week's FCC public meeting, held at the University of Southern California campus. The Coalition cited broad complaints against the FCC, stating that they have failed to serve the public as they should. The morning meeting marked the first time that the FCC had held meetings at Los Angeles, where the majority of television shows are produced. The LAWCBB stated that "the FCC has refused to put us on the agenda for its only meeting in Los Angeles." Last year, the same group filed petitions with the FCC for a license renewal on a number of Los Angeles TV stations, and KGBS radio.

PTC RULING TO PROTECT BUYERS

Effective next May 14, a new Federal Trade Commission ruling will serve to benefit consumers making large cash purchases. The ruling calls for a special clause written into credit contracts, protecting purchasers from having to pay the full amount of the contract when merchandise is faulty. The FTC is backing up the new law to the extent of telling consumers to forego major purchases until after the May 14 date.

"MOOD STONES" NEW TREND

The hottest conversation piece in the country this Christmas is a new costume jewelry Mood Stone. Originally marketed by Q-Trend Ltd., the stone changes colors according to the wearer's mood. Most industry projections for the new gem figure a nearly $1 billion market for the stones. Many retailers are already having a hard time keeping stock in stores, with further sales input possible because the mood-determining properties of the stones are short lived. Plans are in the works to market loose stones to replace defuncts.

TOY SHORTAGE FOR XmAS

Reacting to vast inventories left over in retail stores last year, stock may be in short supply this Christmas. Toy manufacturing companies contend that stock on many items will be depleted by December 10th if buying practices continue, a theory which many other companies concur with.

LONG HOLIDAY WEEKENDS FOR SOME COMPANIES

Many companies across the country are allowing their employees to take 4 day-end days during the Christmas and New Year's holidays, since both holidays fall on Thursdays this year. President Ford is considering making December 26 and January 2 federal holidays. While other companies plan to give employees the time off, in return for less vacation days, or excluding other holidays.

HOLIDAY PUSH FOR BASKIN-ROBBINS

Beginning with a New York radio push for Baskin-Robbins' "Thanksgiving treat" spot, the ice cream chain will continue to advertise all their wide variety of desserts throughout the pre-holiday season. TV spots will run in California, Hawaii, New York and some mid-western areas to back up the push, along with print media buys as well.

FIRST ARBITRON NETWORK REPORT

 Arbitron has released the first nationwide Radio Network Report. Subscribing networks for the new study are ABC, NBC, and the Katz Radio Network. The research is based on the 160,000 diaries placed in Arbitron's April-May '75 radio sweep. Audience estimates are broken down into these categories: Top 25 ADI's, Top 50 ADI's, Top 75 ADI's, Top 100 ADI's, and total United States (excluding Alaska & Hawaii). Demographic data is available in the same day parts as in Arbitron's regular radio reports.

NAB PETITIONS AGAINST NON-DUPLICATION RULE CHANGES

The National Association of Broadcasters has filed comments with the FCC asking the Commission to modify an earlier decision on network program non-duplication, telling the FCC that economic problems may occur because of the ruling. The NAB also pointed out that the network ruling would restrict news coverage.

1% RETAIL HIKE IN OCTOBER

Retail sales moved up a full percentage point in October, according to the Commerce Department. Grocery store revenue was billed as the main force behind the rise. The Commerce Department also noted that September retail figures had been revised from an earlier announcement, with sales dropping slightly instead of rising.

MCDONALD'S TEST RAISINS

Specially packaged raisins are currently being test marketed in Fresno, California McDonalds restaurants. Depending on the results of the tests, the fruit may become a regular item at the rest of the California fast food outlets. Competing chains reacted to the test by including raisins in their menus as well.

PIZZY BY THE OUNCE

Shakey's Pizza has initiated a "pay by the ounce" test program in 40 of their outlets. Customers help themselves to as much food as they want. The full plate is weighed, actual weight of the plate is subtracted, and cashier multiplies the food weight times anywhere from 12 to 145 per ounce for the total price. The price of the "Weight Of Your Lunch" is determined by local food costs.

SELF PROPELLED SCOOTER MARKETED

The Honda Motor Co. is actively pushing their new "Kick N Go," a new scooter designed for children up to 6 years of age. A pedal activates the rear wheel of the 3 wheel scooter. The company hopes to market 200,000 of the vehicles by spring.

CONSUMER PRODUCT TESTS UNDER FIRE

While the Senate holds hearings on the possibility of widespread product testing by the FTC, industry people are gearing up to fight such a law. Many industry organizations feel that enforced testing would be impractical and serve to benefit larger corporations, while the government hopes that the Consumer Product Testing Act would enable buyers to make product decisions easier. Among the clauses in the proposal is a possible dilution of the placing test results in all advertising.

VW SALES PICTURE BRIGHTER

After an all-time record sales has been set in 1974, Volkswagen sees the 1975 picture much brighter. A 5% increase in sales for the first nine months of '75 prodded the company to be more optimistic about the year's sales, and Volkswagen is also considering setting up U.S. plants to manufacture some of their auto lines.

THE FCC

[So You Can Understand It]

FCC ON MUSIC SERVICES

Please be advised that the FCC has adopted a policy on broadcaster-music consultant contracts. New guidelines will be used by the FCC to determine whether a licensee has abdicated its programming responsibilities to an outside music source. The Commission reaffirmed that each broadcast licensee has a non-delegable responsibility for the programming and operation of its stations. The Commission went on to warn broadcasters that any agreement entered into by a station that unduly "fettered" its free exercise of independent judgment in programming would be considered an abdication of that responsibility and contrary to the public interest. Specifically, the FCC called attention to the following areas that might "unduly fetter free exercise of business judgement":

1. Fixed Number of broadcast hours.
2. Prohibit AM-FM duplications.
3. Prohibit sub-carrier authorizations.
4. Require the exclusive use of any music format service or prohibits other sources.
5. Prescribe the amount of format service company music broadcast.
6. Prohibit any announcements by the station.
7. Establish the number of commercials.
8. Limit the content or source of any non-musical programming.
9. Set the amount of air time for news, music or other programming.
10. Prohibit automatic gain control of company-supplied material.

The Commission went on to point out that basic music consultant agreement contracts do not impair the public interest if they do not contain provisions that restrict the station's flexibility. The key language would appear to be statements in the basic agreement confirming the broadcast licensee's right to reject or substitute programs. Other language the Commission deems appropriate speaks to subordinating the contact to FCC Rules and Regulations.

SPECIAL PRODUCED RAISINS ARE CURRENTLY BEING TEST MARKETED IN FRESCO, CALIFORNIA. MCDONALD'S RESTAURANTS. DEPENDING ON THE RESULTS OF THE TESTS, THE FRUIT MAY BECOME A REGULAR ITEM AT THE REST OF THE CALIFORNIA FAST FOOD OUTLETS. COMPETING CHAINS REACTED TO THE TEST BY INCLUDING RAISINS IN THEIR MENUS AS WELL.

ARBITRON RADIO

The ARB is over & the ballots are in the mail. In the end, some of us will pass & some again will fail.

But when you're being judged by others. The important thing to reflect. Is, which of us have they earned your respect?

For you are an achiever, That's both a blessing & a disease. Because you not only have yourself, But someone else to please.

But when you judge your success or failure. The only thing to do Is to realize that all you've ever is to prove yourself to you. Because when you take the time And energy to look inside your soul. You'll see that you are the only person, Who keeps you from any goal.

So here's to the winners & Losers, Because each of one and The Same. The question to ask is not Did I win or lose? But why didn't I play the game?

KGB AM/San Diego's afternoon man Larry "Cruiser" Himmel wrote this poem on the eve of the fall ARB windup.

Y O U  C A N  U N D E R S T A N D  I T

T H E  A R B

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So here's to the winners & Losers, Because each of one and The Same. The question to ask is not Did I win or lose? But why didn't I play the game?
Three years ago Cashman & West wrote a special song that has become a radio classic— "THE AMERICAN CITY SUITE."

From that suite comes A FRIEND IS DYING, a powerful and urgent statement about New York City and all of our cities.

Now its time has come again!

Listen to A FRIEND IS DYING and join the stations already programming it. Help save our cities.

A FRIEND IS DYING
by CASHMAN & WEST

A LABOR OF LOVE FROM LIFESONG RECORDS

(All artists' royalties from this record will be donated to New York City.)
added this week...

PARALLEL ONE

PARALLEL TWO

PARALLEL THREE

Most Added:
Barry Manilow
Ohio Players
Diana Ross
O'Jays
David Bowie's new single
“Golden Years”
CLASSIFIED

OPENS

KELLY/WICHITA: good, gl. good backs, Contact Gary Mack, 5841 E. 295th Street, Wichita, Kansas 67220, or call (316) 685-0281. [11/11]

KBS/P-SALT LAKE CITY is looking for a morning man; a fresh, full or part time job as a News Anchor. Contact, RSP, P.O. Box 7760, Salt Lake City, Utah 84111-0776. [11/14]

WXO/ATLANTA sends a FM night jack high profile music personality with music knowledge. No experience necessary. Send resumes and resumes only to Don Benson, WXQ-FM, 2760 Peachtree, Atlanta, Ga. 30305. [11/16]

Major Market AM needs strong news person. Good delivery a must. Contact Bill Moyes, Frank Magid Assns. 1 Research Center, Miami, Florida 33129. [11/14]

WISM-MADISON is looking for creative production director. Unusual opportunity at one of the midwest's most respected stations. Weekend air shift possibility. Send tape of production and resume to Bill Vancini, Program Manager, WISM, P.O. Box 2056, Madison, Wisconsin 53701. [11/15]

Yes, if you are creative, WWOJ/ROANOKE wants your tapes and resumes for future openings in news and programming. Especially interested in women and minorities. Write WWOJ, P.O. Box 490, Roanoke, Va. 24010. [11/13]

KSL/SALT LAKE CITY has full time opening for News Editor/Anchor. 4 years experience required. Send letter of interest, news editing, writing, tape editing, on-air anchor radio, mobile reporting, field reporting, tape production and resume to Phil Maluator at (208) 326-2879. EOE [11/13]

KZL/PARKER, ARIZONA is looking for a DJ for afternoon drive. Person must be highly endorsed, general contemporary station on the Colorado river, one year experience. Contact Richard Murphy at (602) 986-0774. [11/14]

KASH/EUGENE is looking for a morning man. Send tape with fullminus at KAOA, Broadcasting, 5000 Wilshire Blvd. Los Angeles, CA 90024. [11/12]

Mere Griffin Group WXJ/WILKES BARE, PA, is looking for personality and news personality for Top 40. No calls. Rush tape and resume to WXJ, Scranton, PA 18502. [11/15]

WXQ/Detroit has a rare opening for 6-10pm jack. Looking for someone with something different to say, original good ratings. Toast only please to Ted Ferguson, WXQJ, 1503 W. 8 Mile Road, Detroit, MI 48238. [11/14]

Chief engineer wanted for Southwest market minimum 3 years experience. Send resume to P.O. Box 13560, Phoenix, Arizona 85012. [11/14]

CLASSIFIED ADVERTISERS:

PLEASE LET US KNOW WHEN YOUR OPENING IS FILLED.


130/KPTSBURGH is looking for a reliable AM drive machine brings no one. Acts Excellent Pay and benefits Send tapes and resumes to KB Tannor, 130, 100 Forbes Street, Pittsburgh, PA 15222. [11/14]

WPEP/PITTSBURGH will have a jack openings effective 1/17/86. Send tapes and resumes to Charles L. Degmyer Square, Pittsburgh, PA 15222 EOE [11/14]

WNOE/NEW ORLEANS would like to hear from bright, intelligent sounding, young talent. Air check, production work and recent resume. Send your name and resume to the new NOE to 528 Bluestone Street New Orleans, LA 70114. [11/13]

Please, open positions in 6-8/Read.

Position open at KRB/Spokane for Production Director. EOE. Send tapes to John Sherman, P.O. Box 807, Spokane, Wa. 99207-1805. [11/8]

KISD Broadcast Workshop always ready to talk with interested students. Tapes only can contribute to the new NOE to 528 Bluestone Street Minneapolis, Minnesota 55411. [11/14]

WXO/ATLANTA finds its night jack high profile music personality with music knowledge. No experience necessary. Send resumes and resumes only to Don Benson, WXQ-FM, 2760 Peachtree, Atlanta, Ga. 30305. [11/16]

KRV/El Paso/Cuidad, ad contemporary station, is experiencing fast staff turnover. Send tapes and resumes to Mario Daniels 2002 First Bank Bldg, Houston, Texas 77003 (713) 522-...

WIE/WWAT/WSNORD needs a personality oriented Top 40 jack. Send tapes and resumes to Dick Shannon, P.O. Box 300, Wayneville, PA 17088, or call (717)752-0336-10(11) EOE

WGFL/TALLAHASSEE is looking for a jack with production ability. Send resumes and tapes to Dan Boyett, P.O. Box 1315, Tallahassee, Fla. 32312 [10/10]

KQSAN/ANTONIO needs a jack who sells, and shifts control. Frankl. Home, San Antonio, Texas 78240, or call (512) 648-6101. [10/20]

WXQ/NEW ORLEANS is looking for broadcast journalists with good voices. Send information to Dave Kambul, News Journalist, WXQ-FM, 2500 Canal St, New Orleans, La. 70130. [10-20] EOE M/F

Your Openings have been filled.

MISPAC/LAEIS is interested in all of your openings. Please have your stations ready by the end of November. Send resumes and resumes to KACF, 13Q/PITTSBURGH is looking for a reliable AM drive machine brings no one. Acts Excellent Pay and benefits Send tapes and resumes to KB Tannor, 130, 100 Forbes Street, Pittsburgh, PA 15222. [11/14]

LEON ARNOLD, former V. P. of Programming at KBS/QC, is available for Top 40 and programming and consultation position. Call [404] 647-5077. [10-30] COUNTRY

KPK/P-Portland is accepting tapes and resumes for future openings. No calls. Send material to KPK, P.O. Box 1337, Ft. Worth, Washington 10th Street Portland, Oregon 97205. [11/12]

KSS/COLORADO SPRINGS has openings for experienced and entry level. Call (719) 755-9499 (203) for more information. Send tapes and resumes to Don Price, 935 S. Tejon St., Colorado Springs, Colorado 80901 EOE [11/13]

KWT/Ft. Worth and WORL are available now for AOR. Contact Betsy or Sue 657-6130. [10-4]

MARK ELLIOTT has resigned at KKEJ to join KKEJ/Kansas City to the 6-10pm. Contact, RSP, P.O. Box 7760, Salt Lake City, Utah 84111-0776. [11/14]

DAVE AULT, News Director at WYEN/Des Plaines moves to WDFH/Chicago. BOB ST. JOHN [BOB MOHN] to WMFJ/Febrid from FE渔船 to work with DENNIS RAUBERGER as News Director, from TV-13 Baltimore. [11/12]

MICHELLE LEE SCOTT to WMHJ doing nights.

PATTY EVANS to KPP/Kansas for Pat Garrett. [10/30]

DAVE SPEARS, PD, WOLF is resigning to go to KYFJ/Fresno. JEFF PIGEON KNOX will join KSTT January 1st.

New Line up at KSSL St. Louis, 6-10pm PATRICK JAY, 10-2pm JEFF BAKER, 2pm TO JO KINCAID, 6am-10am BOBBY MAN, 2am-6am DAVID BOARD, Weekends: JERRY HATRIKK.

New Line up at WPIS/Evansville-3:00 SCOTTY DRAKE, 10:30 DAMN OTIS, 7:30 CAIN DECK DANIELS, Weekends - BILL STEVENS.

New Line up at KDZA/Pueblo-7:00 FRANK PROVENZA, 10-3pm DANNY GLD, 3pm KELLY, 6-9pm L. RALPH CArrTER, 10-6pm RIP VANCE, 10-2pm TOO MICHALS, 7:20AM JIMMY O'NEAL, Weekends: LEE DOUGLAS, MARK ALVAREZ. News Director: GREG ROYCE, Holiday: GREG ROYCE, 2-6pm KINET/E Flo, 6-10pm PHILLIPS & WALL, 2-10pm JOEY MANN, 7:50 AM JOHNNY KAYE, PD, 6-10am DON [THE COOKER] COOK, 10am-2pm J.J. MITCHELL, 2-6am "WEIRD" BROTHER JOHN MARCUS.
Coming! 1st Annual Rock and Roll Arm-Wrestling Championships, Dec. 5, Los Angeles (The Troubadour), as Spirit's Randy California Defends his Title...

The Group: SPIRIT
The New Album: "Son of Spirit"
The New Single: "Holy Man"

Recording Exclusively For
PUBLIC RELATIONS REPRESENTATION (proudly):
A Product of Phonogram, Inc.
tevinson associates, Inc.
Personal Management:
Marshall Berle
THE TELEGRAMS TELL IT:  
THE ROAD APPLES' SINGLE,  
"LET'S LIVE TOGETHER" DESERVES TELEGRAMS.

“Road Apples’ ‘Let’s Live Together’ No. 1 for 3 weeks… even had people coming out to the station wanting to buy the record…”
Dan Hansen, Program Director

“‘Let’s Live Together’ by the Road Apples is smash in Augusta. Have already gone top three in sales and is top ten in phones. I recommend it as an audience builder.”
John Jenkins, Music Director,
WBBQ Radio—Augusta, Ga.

“For the past two weeks we have been playing ‘Let’s Live Together’ by the Road Apples. The response has been incredible. The record is No. 1 in requests and No. 1 in sales. There is no doubt. You have a smash.”
Michael Steel,
KEEL Radio—Shreveport, La.

“Road Apples one of the biggest songs of the year… So far the biggest song sales-wise this year.”
Dave Perkins, Music Director,
WJDX Radio—Jackson, Miss.

Manufactured and Distributed by Polydor Incorporated
A Polygram Company
The album by the CAPTAIN AND TENNILLE is a real family project. Backup vocals are handled by TONI TENNILLE's three sisters and her mother. OZZY DRAGON, the CAPTAIN's brother, is the group's engineer...

HOLLYWOOD AND THE PIPS' first paying job was in 1952 at the Veterans of Foreign Wars Hall in Atlanta...

The OHIO PLAYERS don't prepare any material before entering the recording studio...NEIL DELAKA is from Brooklyn, New York and is of Spanish and Jewish descent...

THE FIFTH DIMENSION were known as the VERSITILES until JOHNNY RIVERS changed their name and produced their early hits...5 years ago: "It Don't Matter To Me" by RARE...9 years ago: "I Hear A Symphony" by THE SUPREMES...BIRTHDAYS: TINA TURNER [11/26-37]...DENNY DOHERTY, formerly of the MAMAS & PAPAS [11/9-35]...DICK CLARK [11/30-46]...The late JIMI HENDRIX was born on November 27th, 1943. He died in 1970...According to the GUINNESS BOOK OF WORLD RECORDS, the record for "Continuous Showering by a Woman" was set on November 24th, 1971 by both Paula Glenn and Margaret Nelson in England. They showered together for 98 hours and one minute...There are seven calories in a jelly bean...

KaALEIDOSCOPE NEWS SERVICE

.form a la d o m in a t e a st a t i o n i n t h e i r m a r k e t p a t t e r n f o r t h e i r r e g i o n . T h i s c a t e g o r y (I KIL T)

You're sorry.

Tom Adams
112 Ophelia Way
Henderson, Nevada 89025

Impotence is always having to say you're not...

I KNOW A GIRL WHO COLLECTS ANTIQUES. IF THEY MAKE OVER $100,000 PER YEAR.

Our pet dog was born with no legs...

A PLASTIC RUG IS NOT A SILICONE TRANSPLANT.

Nobody loves you when you're old and

Over and Out...

Nobody loves you when you're old and

For form dominant station in their market and/or are the major sales influence. These stations usually play under 35 records in time...

Parallel II: Key stations [100-149 markets] are format dominant in their respective markets, and influence rock 'n' roll pattern for their region. This category also includes some smaller market stations that are the dominant ratings/station sales influence, but have demonstrated importance in their respective markets. These stations may be programming 15 or less total current hits...

Parallel III: All other reporting stations. This parallel will not receive any regular playlists. This parallel will also include secondary reports that are not the format dominant station in their market but influence the market substantially...

"Format Ambiance" determined from April/May '75 Arbitron.

KALEIDOSCOPE NEWS SERVICE

The album by the CAPTAIN AND TENNILLE is a real family project. Backup vocals are handled by TONI TENNILLE's three sisters and her mother. OZZY DRAGON, the CAPTAIN's brother, is the group's engineer...

HOLLYWOOD AND THE PIPS' first paying job was in 1952 at the Veterans of Foreign Wars Hall in Atlanta...

The OHIO PLAYERS don't prepare any material before entering the recording studio...NEIL DELAKA is from Brooklyn, New York and is of Spanish and Jewish descent...

THE FIFTH DIMENSION were known as the VERSITILES until JOHNNY RIVERS changed their name and produced their early hits...5 years ago: "It Don't Matter To Me" by RARE...9 years ago: "I Hear A Symphony" by THE SUPREMES...BIRTHDAYS: TINA TURNER [11/26-37]...DENNY DOHERTY, formerly of the MAMAS & PAPAS [11/9-35]...DICK CLARK [11/30-46]...The late JIMI HENDRIX was born on November 27th, 1943. He died in 1970...According to the GUINNESS BOOK OF WORLD RECORDS, the record for "Continuous Showering by a Woman" was set on November 24th, 1971 by both Paula Glenn and Margaret Nelson in England. They showered together for 98 hours and one minute...There are seven calories in a jelly bean...

KaALEIDOSCOPE NEWS SERVICE

.form a la d o m in a t e a st a t i o n i n t h e i r m a r k e t p a t t e r n f o r t h e i r r e g i o n . T h i s c a t e g o r y (I KIL T)

You're sorry.

Tom Adams
112 Ophelia Way
Henderson, Nevada 89025

Impotence is always having to say you're not...

I KNOW A GIRL WHO COLLECTS ANTIQUES. IF THEY MAKE OVER $100,000 PER YEAR.

Our pet dog was born with no legs...

A PLASTIC RUG IS NOT A SILICONE TRANSPLANT.

Nobody loves you when you're old and

Over and Out...

Nobody loves you when you're old and

For form dominant station in their market and/or are the major sales influence. These stations usually play under 35 records in time...

Parallel II: Key stations [100-149 markets] are format dominant in their respective markets, and influence rock 'n' roll pattern for their region. This category also includes some smaller market stations that are the dominant ratings/station sales influence, but have demonstrated importance in their respective markets. These stations may be programming 15 or less total current hits...

Parallel III: All other reporting stations. This parallel will not receive any regular playlists. This parallel will also include secondary reports that are not the format dominant station in their market but influence the market substantially...

"Format Ambiance" determined from April/May '75 Arbitron.
CONCERTS THIS YEAR HAVE BEEN STAGED FOR THE BENEFIT OF CHARITY OR ANOTHER. THE SUPERSTAR IS ALREADY PLANNING ANOTHER MAJOR TOUR AND HAS APPROACHED WELL-KNOWN MUSICIANS TO WORK UP A "MAGIC THEMES" CONCEPT FOR A NEW ROAD SHOW.

Paul McCartney was denied entrance into Japan for the scheduled Wings show in Tokyo due to Paul's old drug charge in England. Linda McCartney is brushing up new photo collection to be offered next year much on the order of last year's calendar book she put together. Twenty-five pre-trial hearings have failed to resolve Sony & Cher's multi-million dollar law suit. The singer is claiming Cher conspired to deprive him of the name on the twenty-four million dollar suit profits. The two were sued by Cher as a result of their divorce.

Mohammed Ali (who has an autobiography coming out and is slated for a movie appearance) has an honorary American jetliner presented by the group and confirmed to them that he is also planning on signing a recording contract... The East Coast will get a preview of Eric Carmen's new band when they tour the Beach Boys area due to several of them wanting to pursue independent projects. One member was overheard to say that he wanted to retire and another expressed desire to be free from the group to get involved in a solo effort.

GOSSIP AND NEWS

Those keeping constant company are Jim Stafford and Lynda (Wonder Womans) Carter. Sparks' Roy Bittan and Marianne Faithful (who are currently working on an album together). Black Oak's Jim Dandy and Linda ("The Excitement") Blair and recently divorced Glen Campbell and Max Davis' former wife, Sarah... Word is that Ringo Starr's five million dollar deal with ABC Records came in the nick of time due to the McCartney being reportedly deep in the red over several bad investments. The contract is good news for Ringo's ex, Maureen, who is suing him in a million dollar marriage settlement. If you decide to visit Robbie Bachman (of Y&T) at his huge ranch in British Columbia, let him know you're coming. Robbie is driving around the old homestead in a Sherman Tank he recently purchased in Australia. We don't know if he bought any matching ammunit or if the World War II relic even fires, but watch out for those steel behind radiators... Shipping the end of this month is a two album anthology of the Allman Brothers titled "The Road Goes On Forever" containing seventeen tracks from the first five albums by the band... Singer/Saxophone player, Norman Bell (formerly with Mahavishnu Orch. and Wonderlove) has joined Frank Zappa's band... One-time teen idol, James Darren, is in recording for Private Stock Records with his first single "Love On The Screen" being produced by Snuff Garrett, KC (of the Sunshine Band) either has business or an aversion to walking according to a Minneapolis concert promoter. When the band arrived for a scheduled concert, KC learned the limousine was parked one block away and, apparently angered at the distance, promptly turned and caught the next available plane out, blowing $12,000 for the promoter.

INSIDE THE INDUSTRY

Congratulations to Casablanca who had their third million dollar month in a row. The label has bought the 20th Century Fox film rights to "Rock of Ages" (which has already been a huge hit in Europe and is expected to tour here in the near future) and is going around the country, promoting the film.

Tony King has officially joined Rocket Records as Executive Vice President to oversee A&R, product coordination and administrative functions of the label. King acted as General Manager for Apple Records... Bernie Tures has joined Decca Records as their new Assistant Director of National Promotion working with National Promotion Director, Jim Sandell... Linda Grey has left as Vice President of Levi's & Mack forming a partnership with Norm Winter to be called Winter/Grey Associates in Los Angeles... Stan Byannounced the appointment of Jim Taylor to the newly created position of Assistant National Promotion Manager for Mercury Records plus has replaced Cliff Burdatis (who is now A&R for Mercury) with Mike Bone as National Album Promotion manager... Larry Butler has been promoted by Al Teller at United Artists to Vice President and Director of Country Product for that label... D.A. Ray Anderson has accepted the position of A&R for TelePrompTer to the post of midfielder region promotion manager to be headquartered in Cincinnati.

The Spinners show off their gold keys to the city of Detroit after hearing a declaration by the Michigan State Legislature that the first week in November is "Spinners' Week." The presentations were made after a dinner which preceded the group's homecoming performance at Olympia Stadium. The Spinners also learned that their current "Games People Play" went gold making it their ninth RIAA award. I. to R. is Spinners Henry Fambrough, Assemblerman Herbert Pete and Spinners Verita Jackson, Bobby Smith, Billy Henderson and Philipppe Wynn.

Jefferson Starship joined other illustrious bands and feet in front of the Peachtree Show in Atlanta with 20,000 spectators watching Paul Kantner (left) and Pete Sears do the honors.

Bill Griffith (left) and Pete Moore (right) of The Miracles caught in the act of "creaming" their current Motown LP "City Of Angels" down the throat of Walter Barrell. Barrell has a syndicated radio show, "Walter and Friends" taped live at XRAY in Los Angeles. [Now that's one way of getting air-play]

SAL'S OPEN FOR LUNCH

DAILY SPECIALS

"WE CATER TO THE RADIO AND RECORD INDUSTRY!"

MARTONI IN HOLLYWOOD

1523 N. Cahuenga
408-3441

Bill Griffith (left) and Pete Moore (right) of The Miracles caught in the act of "creaming" their current Motown LP "City Of Angels" down the throat of Walter Barrell. Barrell has a syndicated radio show, "Walter and Friends" taped live at XRAY in Los Angeles. [Now that's one way of getting air-play]
AOR Radio

**AOR News**

The Summer Pulse is out and it looks like a good one for many AOR's. Among the success stories are KLOS and WSHE who both placed near the top of their market's beating out AM's and FM's quite impressively... PATI GLICK and KEITH LOWE are now on the aircraft of KLOS. They are both formerly KLVE which recently switched from soft AOR to Spanish... M105 conducted a broadcast seminar geared to high school students in conjunction with the local Clevel and NBC O&O television station... JOEL MOSS is the new PD of WFLF. The station presented TERRY GARTHWAITE and TOM JANS in live radio concerts...We've entered a Celebrity Bowling Tournament. They took over a local bowling alley at midnight and pitted celebrity teams and listener teams against each for fun and prizes. Among the celebrity teams were FRANKIE MILLER, BOBBY WOAMACK, THE JEFFERSON STARSHIP, BILL GRAHAM, rock critics, and people from ROLLING STONE newspaper... WSHE had an on the air birthday party. The station wants to thank all the people who called in wishing them a happy birthday... WBCN interviewed SPLINTER and TOM JANS... KOME interviewed CARLOS SANTANA and KENNY RANKIN... KSJO interviewed CARLOS SANTANA and RORY GALLAGHER... WXRT interviewed WILLIE DIXON... WBCN presented JOHN and JOANNA HALL, AZTEC TWO STEP, JOHN LUCIEN, and BILL HOROWITZ in live radio concerts... There's a new AOR in Rockford, Illinois, WYFE AM-FM. The station is being programmed by MARK SHEPPARD...WDYE presented PAPA JOHN, BRIAN AUGER, and MICHAEL STANLEY in live radio concerts. OK102 and a half gave away 25 advance copies of NEIL YOUNG's new album on Neil's 30th birthday... PETE FORNATALE of WNEW-FM produced and broadcast a special commemorating the 10th anniversary of the great blackout... WNUF interviewed TOM WAITS and SPLINTER... DAVE FORMAN interviewed STRAWBS and MIKE HARRISON on KEY-FM... WMMR interviewed SPLINTER and HELLO PEOPLE. The station presented JIMMY CLIFF in a live radio concert... WYKE interviewed JM MESSINA... WQDA-FM interviewed LITTLE FEAT and presented BLUE JUG in a live radio concert... KLOL interviewed DAVE MASON... WRFL interviewed TIM WEISBERG, PURE PRAIRIE LEAGUE, and TRACY NELSON... WBAT interviewed BILL HAYES, who recently escaped from a Turkish prison for loyalty! One of WWWW's listeners likes the station so much that he tattooed the station's W4 logo on his arm.

**Progressive Singles:**

- **BOB DYLAN**
  - "Hurricane" (Coffey) (HAYWARD & LOKE "Blue Guitar" / Threshold)
- "It's All Over Now" (Ode)
- "She's Your Lover" (Decca)

- **JOE COCKER**
  - "You Are So Beautiful" (Columbia)

- **PETE TOWNSHEND**
  - "I Believe In Father Christmas" (All)

There is nothing new or "progressive" about good music. Good music has existed long before radio or records were invented. One of the nice things about albums is that they give an act the opportunity to showcase the stuff made of in one swoop and in doing that they give radio programmers who know how to program albums the opportunity to reflect that variety and extra dimension on their stations.

Album Oriented Rock Radio is able to promote that quality that has always existed by operating on a system of not just playing music, but placing it. Taking it to its most elementary level, the formula is as follows: The proper combination of proper songs equals Quality. How they handle A and B in that equation determines the degree of C. Rock is not the only form of music that is available in album form and able to receive the benefits attached to that configuration. Country and R&B are genric much of which qualifies for Album Oriented Rock. Then, of course there is the bulk of these forms which gives their music exclusive categories of their own. Those stations which have been playing these forms exclusively have taken on the label of the music as the label of their formats. If they play Country music, they're called Country stations. If they play R&B music, they're called R&B stations. Interesting enough, just like so many of their Rock counterparts, those stations have spent much of their histories being singles oriented missing out on much of the dynamite product available on albums that their listeners just might want to hear.

I believe that its not just the general Rock audience that's growing receptive to Album Radio. Now we see what have come to be known as Progressive Country and Progressive R&B stations popping up around the country filling a need and making ratings impact. Its too bad that the music on these stations is being labeled "Progressive" because that word scares many of the traditionalists who may be afraid to try something new. Actually, the music is not progressive. Its just good and made to sound better by the setting its being given on these new stations that are following the same basic structure of AOR Radio. That includes playing album cuts, some singles, sequencing records, and talk to grown-ups on the radio.

Album Oriented Country Radio as is being done at KAFM in Dallas and Album Oriented R&B as is being done at WBLS in New York should not be looked upon as some sort of radical, freaky concept. They are merely taking what very well may be the next logical step in the evolution of radio that concentrates on those musical genres.

Those of us in AOR Radio should support the growth of these kind of stations because their success will be our success. You see, even though it takes a degree of abstract thinking to find a parallel between Country and R&B, AOR straddles them both and is tremendously influenced by both. They, in turn, are influenced by AOR, whether or not they know it.

Good music on good radio cannot fail and is the only logical thing for broadcasters to pursue without fear or bias. There are a lot of listeners waiting.
Europe's Incredible Superstar
At His Best

A CLOSER LOOK

NOW ON TOUR WITH THE KINKS

Nov. 21 Bethlehem, Pa./Lehigh University
22 Chester, Pa./Widener College
23 Buffalo, N.Y./State University of New York
24 Trenton, N.J./War Memorial
25 Paterson, N.J./Capitol Theater
28 New York, N.Y./Beacon Theater

Dec. 2 Albany, N.Y./Palace Theater
3 Brockport, N.Y./State University
4 & 5 Boston, Mass./Orpheum Theater
6 Waterbury, Conn./Palace Theater
8 Hempstead, N.Y./ Hofstra University
11 Cleveland, Ohio/Music Hall
12 Detroit, Mich./Palace Theater
13 Chicago, Ill./Aragon Ballroom
14 Milwaukee, Wisc.
15 Waterloo, Iowa
16 Omaha, Neb./Civic Center
17 Kansas City, Mo./Memorial Hall
19 Los Angeles, Calif./Starwood
There’s a lot of determination and tactfulness in the voice and music of this unique new artist. His is a kind of cool and confident air that he’s cultivated and polished to a fine finish. While it’s quite a bit of work and care that goes into what he does, the end result is a style of music that is both appealing and memorable.

Another triumph. A quietly and deliberately crafted collection of songs that show off the beauty of Joni’s voice and sensibility. This is a well-balanced, deeply felt collection that reflects Joni’s unique sensibility and craft. Among the gems, "I’m Not the Only One," "All This I Do For You," and "You Can’t Change Me" are outstanding.

Another album that seems to be a labor of love. Where The Kids are good, they are here, there’s barely a better band. The record is full of light and air, and it’s like you’re standing on the roof of the studio without the story that weaves through it. The Kids’ version of "The Last Amendment," to provide just one example.

It’s been a long time since I’ve heard a song that made me think of Joni Mitchell. Her voice is like a breath of fresh air, and it’s a reminder of why I love her music. "The Last Time I Saw Her" is a beautiful song, and it’s a great testament to Joni’s songwriting.

I’ve been a huge fan of Joni Mitchell for years, and this album is one of my favorites. Her voice is still as beautiful as ever, and her songs are as powerful as always. "The Last Time I Saw Her" is a great example of her lyrical prowess, and it’s a song that I always come back to.

Another album that is simply breathtaking. Joni’s voice is at its best here, and her songs are filled with emotion and depth. "The Last Time I Saw Her" is a standout track, and it’s a song that I’ve been listening to on repeat for days. If you’re a fan of Joni Mitchell, you need to check this album out.
No one tells it like Ann Peebles.

Come To Mama
I Don't Lend My Man
I Needed Somebody
Stand By Woman
It Was Jealousy
Doctor Love Power
You Can't Hold A Man
Beware
Put Yourself In My Place
Love Played A Game

ANN PEEBLES
TELLIN' IT

SHL32091
Hi LONDON
Produced by Willie Mitchell
On a recent visit to Nashville some RCA Record executives were greeted by three of RCA's most important artists, BOBBY BARE, DOLLY PARTON, and CHET ATKINS. Pictured (left to right) KEN GLANCY, President RCA records; BOBBY BARE, RCA artist; DOLLY PARTON, RCA artist and recent recipient of the CMA's Female Vocalist of the Year award, and ALLEN STANTON, Vice-president and General Manager SUNBURY-JUNIAR publishing company.

WWOOK, MIAMI MAKES A SPLASH AT SEQUARIUM — WWOOK air personality CHRIS SHAWN made an appearance at Miami's Sequarium to greet a dolphin that some of Shawn's listeners helped name. As part of a promotion, listeners were asked to call in their suggestions for a possible name. The final selection was the name DAWN. Apparently the dolphin and DJ Shawn got along well during their first meeting. R&R asked SHAWN what the "poopoose" of the contest was. He replied, "I did it just for the "HALIBUT!!!"

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RIF COLLIE
INSIDE NASHVILLE

MUSIC ROW RUMBLE: DANNY DAVIS went to jail! And the NASHVILLE BRASS? They had a captive audience Tuesday night at the AMERICAN INDIAN EXPOSITION in ATLANTA... NOEL FOX who a while back quit gospel singing to book for Jim HALSEY, and MAC WISEMAN have opened the WISE FOX AGENCY, talent representation... WEIR FISCHER sending out W-4 forms to make a new official his "The Good Lord Giveth [And Uncle Sam Takes It Away]" break-breaker. Webb's back and everybody will know it... GOLDSDORO a semi-regular on JOHN CARSON's "Tonight" show! He just made his 21st guest shot Wednesday (11/5),... SUPER DING GRAY headlined a Wavely-Belmont Community Clinic benefit show last Wednesday... Restoration rumbles from the RYMAN Auditorium (The GLE OBERT HOUSE) board of trustees. Should they buy the Ryman back and give it to the city for a museum? Or tear it down and build a modern parking lot?... DOLLY PARTON will ride in the television telecast MAC's "Thanksgiving Day Parade" two days after my birthday and sing her latest hit "The Seeker," Dolly completes many more cut outs... GARY SMITH re-signed with his long-time booking agency, RARE LEE after a summer with BILLY DEATON agency... BILLY THUNDERRICK作了 the OKLAHOMA STATEHOOD FESTIVAL last weekend, and has been named "Outstanding Indian for 1975" by the AMERICAN INDIAN EXPOSITION in ARKANSAS, Oklahoma. Far as I'm concerned, he has a "can't miss" tag for superstardom. Watch him once and see... PRINCESS KAMONA, long-time performer in the Hollywood Country music community has bought a house in Music City, working gospel concerts, guesting on "THE BEGINNING AND END OF THE WORLD GOSPEL" show, and, with her husband-manager RAY KEMP, planning some unannounced appearances for the church concerts across the nation. But all this is quite a safe rumor.

Continued on page 24

RADIO & RECORDS
R&R/Friday November 21, 1975

JIM DUNCAN/Editor

Direct From Duncan

Let's see if for former R&R Country Editor JONATHAN FRICKE (now General Manager for Warner Brothers Records, Nashville Division) and his lovely lady NANCY on the arrival of their first child, 6 lb. 12oz. HEATHER BENE, last week in Nashville. Last received a note from BILL ANDERSON who wanted us to give him the scoop on his purchase of that radio station in Provo, Utah I mentioned in last week's column. Our source in Nashville told us the FCC had approved the sale, but Bill said the approval hasn't become official yet. The call letters, KIXX, according to Anderson, will not be used when he takes over. DILLON will not only be music director, but will take over as Program Director after Anderson acquires the property. Dillon is currently working for the present owners of the station and winning in San Bernardino, California. Our good friend, BOB MITCHELL, PD of KCCK, San Bernardino sent us the latest Pulse from that area. KCCK is by far and away the number one station in the area with Carlin reports topping men, women and teens. KCCK tied with local rocker KFXM with a 12 share. I would also like to thank Bob for asking me to be on the agenda committee for the Nashville Country Radio Seminar. R&R will keep you posted on the developments of that conference.

Here is a program reminder: Our AOR Editor, MIKE HARRISON, has an interesting column this week on "Album Oriented Country" I thought might be of interest to you as a programmer. Tune in to his section in this week's issue.

RON NORDWOOD has resigned as Program Director of KGA, Spokane. Norwood told me he would be going into private in Eugene, Oregon. The new PD will be JOHN OGLE, who is currently one of the staff announcers. Norwood's last day will be Friday (21).

BILL JENKINS has resigned from his position as General Manager of WUBE, Cincinnati. He has maintained by the station's new manager, VERO WHEELER...Herdures Broadcasting Company, operators of KMPS and KUET, Seattle has announced the appointment of HOWARD "Skip" VOGES as General Sales Manager of both stations. Most recently Skip was at WPVI, vice-president and General Manager of KWTY, Montebay-Salinas, California area... KBUY, Wichita has hired GARY HIGHTOWER from KFDI, also in Wichita. Hightower will join lady announcer JODDIE CARVER December 1 to the morning drive slot... KHAR, Cedar Rapids, Iowa has hired LYNN YOUNG FORMERLY with KLAC, Los Angeles, to do mornings.

MARTY SULLIVAN, KRMD, Shreveport and Mitchell of KCCK have recently formed a new service company with the old "KBI" name promotion. This is where listeners are asked to rate some of the new releases. At KRMD, Sullivan is using a poor-fair-good-excellent rating and at KCCK, Mitchell is using a point method. Mitchell claims to have helped him a great deal in his music research on marginal records... LARRY HUNTER, KSOF, Salt Lake City reports his morning jock, COUNTRY JOE, is also doing a very successful on-the-air evening Country-Disco program from 8:00pm to 1am (And you thought your hours were long. Remember he does the morning drive show too.) The early response has been great I imagine the Country-Disco could easily become a big thing in the future. If you think about it, Country music listeners are active people. From my experience with nightclub shows, they love to get up and dance... CHIRP FOLK at KLL, Lubbock, Texas said recently he put together a "Waylen Jennings Sound-a-like" sweep on-the-air and got great response. He featured a song by Waylen and backed it with tunes by ED BRUCE, CHUCK PRICE and TOMMY JENNINGS, all who sound very much like The Outlaw himself.

Many stations are giving their listeners "The Bird" for Thanksgiving: A bunch of stations are using the old "How-many-shots-to-shoot-the-Turkey Contest" for their promotions. WMC, Memphis has put together a "Phonos-forums" contest. They air a line from a song in the first quarter hour. Later they take a caller who must identify the song and artist. Winner gets a turkey or ham... Again, please make note of the holiday schedule next week. If you are reporting a station, make sure you get your report earlier than usual. It will make our research complete for that week.

KAYO, Seattle, reports PD BEN PAYTON and/or PEGGY, help one of the many C.B. contests poppin' up across the country. They called it the "Mystery C.B. Voice Contest." The station had some country artists record their voice and then the station filtered the voices for the effect. Listeners had to guess who the voice belonged to... CURTIS KING, KSD, Des Moines report's of a C.B. contest they've tagged "Breaker-Breaker," It's a weekend of truckin' music, plus they gave away a C.B. radio and album of CHET ATKINS... How about an album, plus they qualified for a drawing to win the C.B. radio, Ten-Four.

With Thanksgiving just around the corner, I leave you with this thought: Be thankful you have what you've got and haven't got what you deserve.

(If nothing else, be thankful you're not a turkey.)
NEW & ACTIVE

C.W. MCCALL
Convoy (MGM)

Radio & Records
November 21, 1975

COUNTRY

Most Added

G.C. McWILL
Convoy (MGM)

G. W. McALLISTER

COUNTRY

Most Requested

G.C. McWILL
Convoy (MGM)

COUNTRY

Radio & Records

G.C. McWILL
Convoy (MGM)

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Convoy (MGM)

COUNTRY

Radio & Records

G.C. McWILL
Convoy (MGM)
ZOOT FENSTER PROVES YOU CAN BE WAKY AND STILL WINN: ZOOT FENSTER visited Louisville, Kentucky, last week, where he has the number one chart position, both pop and country, with his "The Man On Page 602." The record is currently number one on WINN [country] and WAKY [pop] in Louisville. Pictured modeling the "Zoot Fenster" boxer shorts and T-Shirts are co-producer/writer BOBBY FISCHER, MOON MULLINS, Program Director WINN; ZOOT; JOHN RANDOLPH, Prom. director WAKY and GENE STRASSER [knitting], co-writer and label owner. The record is receiving top requests in many markets.

COUNTRY ALBUMS

ARE YOU READY FOR FREDDY? FREDDY FENDER Are you Ready For Freddy? [ABC/ Dot] Fender is a hit born right now and this LP will give you plenty to feature this newcomer to the national Country scene. Simplicity is the key to the stronger material on this album. Simple melodies with simply, easy-to-relate to lyrics. Best cuts: "Teardrops In My Heart's A Frog" and "How Much Is That Doggie In The Window." (I told you not to laugh.) Remember the key is simplicity. Also very good: "I'm Not Through Loving You" and "Besinning To You." Possible: "You Came In The Winter Of My Life." The featured single is "Secret Love."
Radio & Records

NEW & ACTIVE

JOHNNY MATHIS
Stardust (Columbia)

It's been several months since Mathis has had his kind of acceptance. Latest single on the charts is "Kissing's All Right," which bodes well for the album "The Number One." It's been a year since he released his last album, "The Number One," and fans have been eagerly awaiting his new material. With "Kissing's All Right" climbing the charts, fans can expect big things from Mathis in the coming months.

HELEN REDDY
Somewhere In The Night (Capitol)

Another great song for Ms. Reddy, "Somewhere In The Night." It's a beautiful ballad that showcases her powerful vocals. The song has been a hit on radio stations across the country and fans have been singing along to the catchy melody.

DIONNE WARWICK

Once You Hit The Road (WB)

Strongest start for Dionne since her hit with the Spinners last year. "Once You Hit The Road" has been climbing the charts and is expected to be a big hit in the coming months. Dionne has been on a roll with her recent releases and fans are excited to hear more from her.

Radio/Records POP/40

The planning stage for R&R Convention '76 is moving at a rapid pace. At this point it looks like the turnout of Pop programmers will far exceed last year's attendance. As I mentioned in the phone calls, please start to formulate your thoughts, suggestions and ideas so we can make our portion of the convention the most informative and mutually rewarding industry meeting ever.

By MIKE KASABO

The pop radio scene during the week was exciting and full of surprises. Some new artists made their mark on the charts, while established names continued to dominate.

During a recent concert in Jacksonville, Fla., Roger Whitaker stopped by WMTR to present morning personality Gerry House with a pre-recorded copy of his upcoming album. According to Roger, the LP will be released in January by RCA on his own label Tembo, which is Swaheli for elephant.

West side of Atlanta's Stone Mountain in order to give him courage to "race" all the way to the top. This station sponsored charity will benefit the Scottish Rite Children's Hospital. Many other area media representatives also participated. Event took place last Saturday.

ASK YOUR QUESTIONS

AT R&R CONVENTION '76

SEE PAGE 3

Subscribe

Name
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City State
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O ONE YEAR - $130
O ONE QUARTER - $40
Tel: (213) 466-9561

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Radio & Records

November 21, 1975

**New & Active**

All other new and recent releases getting substantial airplay. These are listed in order by their activity levels at our reporting stations.

**KISS** “Rock & Roll All Nite” (Casablanca) 38 reporters on it, 16 adds including KJR, WCPX, WMGK, WBBQ, WAYS, Z93. Moves: 5-3 CKLW, 17-15 at 13Q, 23-20 WPCC, and many more.

**ELO** “Evil Woman” (UA) 35 reporters on it, 19 adds including WCAQ, KJR, WERC, WBFF, WQLQ. Moves: 38-34 WIXY, 23-19 KSTP, 32-24 WSGA.

**GLEN CAMPBELL** “Country Boy” (Capitol) 34 reporters on it, 14 adds including WSQA, WERC, GHUM. Moves: 37-32 KTLK, 33-29 WCPX, 24-18 KRSP, 27-23 KEKL, debut 28K.H.

**FREDDY FENDER** “Secret Love” (ABC) 24 reporters on it, 3 adds including KTLK. Moves: 15-10 KLIF, 21-15 WAYS, 13-11 WNOE, 30-28 WCPX, 22-17 WAKY.

**NAZARETH** “Love Hurts” (A&M) 23 reporters on it, 12 adds including WAYS, KYNO, WBBF, WORC, KJOY, WAAY. Moves: 19-12 WERC, 39-33 WBBQ, 17-13 WGLF.

**MARRIOTT TUCKER** “Fire On The Mountain” (Capricorn) 22 reporters on it, 2 adds. Moves: 7-5 WSGA, 13-5 WBBQ. 39-26 WAYS, 4-2 KJOY.

**GLADYS KNIGHT** “Part Time Love” (Buddah) 21 reporters on it, 3 adds including WERC, and WLAC. Moves: 21-16 WIXY, 26-20 WAYS, 34-26 WBBQ, 39-34 WCLL, 28-17 WRFC, 20-14 WCUY.

**HEAD EAST** “Never Been Any Reason” (A&M) 20 reporters on it, 7 adds including KJR, KSTP, KYSN. Moves: 19-16 WBBQ, 18-15 KJOY, 19-13 WBBQ, 28-24 WCOL.

**C.W. McCOY** “Convoy” (MGM) 18 reporters on it, 11 adds’ including KLIF, WBBQ, KJR, WIFE, WAPX. Moves: 24-15 WXQI with number one requests, 40-33 WIXY, 40-28 WFOM.

**AMERICA** “Woman Tonight” (WB) 18 reporters on it, 9 adds including WLAC, WCLL, KYNO. Moves: 24-19 WBBQ, 35-30 KEEL, 42-29 at 89Q.

**PAUL ANKA** “Times Of Your Life” (UA) 17 reporters on it, 5 adds including KLIF. Moves: 24-23 WOXY, 32-30 WIXY, 27-21 WYND, 39-34 AT 98Q.

**EARTH, WIND & FIRE** “Sing A Song” (Columbia) 16 reporters on it, 10 adds including WPIX, WSGA, WGNQ, on WABC, WCAQ and many more.

**HAMILTON, JOE FRANK & REYNOLDS** “Winners & Losers” (Playboy) 15 reporters on it, 6 adds including WIXY, and KTLK. Moves: 19-14 WCFX, 25-22 WERC, 23-17 WAIR.

**ROAD APPLES** “Let’s Live Together” (Polydor) 13 reporters on it, 1 add, WCAO. Moves: 14-3 WAYS, 14-12 KCPX, 8-6 WGNQ, 15-5 KEEL, seems to do well where played.

**DIANA ROSS**

Theme From Mahogany (Motown)
38 percent of our reporters now on it, adds this week at WCFL, KILT, WGCL, WAYS. WCFL. Moves: 27-21 WIXY, 18-11 WKRO, 13-12 WBBQ, 8-5 WORC. See Parallels.

**O’JAYS**

I Love Music (Phy/Int)
35 percent of our reporters now on it, with major adds at WABC, KIR, WQAM. WHBB, WLAC. Moves: 16-13 CKLW, 25-18 WFLL, 19-4 WBBG, 40-31 WCCL. See Parallels.

**ACTIVE ALBUM CUTS**

- JOHN DENVER
- ELTON JOHN
- DAVE EDMUNDS
- NEIL SEDAKA
- PAUL SIMON

**MOST ACTIVE RECORDS**

- KC & SUNSHINE
- SILVER CONVENTION
- BEE GEES
- BAY CITY ROLLERS
- STAPLE SINGERS
- JIGSAW
- CAPTAIN & TENNILLE
- PETE WINGFIELD
- EAGLES
- SIMON & GARFUNKEL
- OHIO PLAYERS
- HOT CHOCOLATE

**ACTIVE ALBUM CUTS**

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- BEE GEES
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**NATIONAL REQUEST TABULATION**

- KC & SUNSHINE
- SILVER CONVENTION
- BEE GEES
- BAY CITY ROLLERS
- STAPLE SINGERS
- JIGSAW
- CAPTAIN & TENNILLE
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**Others Getting Significant Action**

See Page 12