

FOR ENJOY



HAMILTON PUBLICATIONS
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"Welcome To China Cove"

Demos, psychos, passive, active, call out, call in, search and research. Welcome, Ladies and Gentlemen to Radio 1977. Why, boy we've perfected it to such a point that you don't even have to listen anymore Just add 'em up and spit 'em out.

It's been three years since I published a weekly periodical for the industry and to be honest with you I had no plans to ever again get into the deadline and byline business a weekly so cruelly hand you. But in doing the Radio Quarterly Report I have little by little snuck back into the real day to day business and through this observation realized that we indeed have become so scientific that the whole idea of art suddenly has no place in this business. I don't believe that. After a couple of years in school studying the human nervous systems, the physical world etc., I especially don't believe it.

I don't believe that we can take music and reduce it to numbers and I know that we can't take the human being and make a laboratory rat out of him. Research is important. But to so many who have half-sorta-kinda gotten into it it has become a religion and one based on blind faith.

So, it's time again for the Communicator Network a group of people whose quentsence is the art of listening. Yes, they're all good researchers. They work hard at knowing what's selling and what's being requested and what's being listened to. But, I am proud to say that they also are enthusiastically digging into their stack of wax and trusting what they hear.

The trade periodicals today have spoken so highly of their ability to be objective. We're objective too. When the votes and nominations come in we add 'em up and give you the report. But if you see anything else here that you can call objective, then it's probably just an oversight on our part. We feel the other trades with their facts and formulas are doing an adequate job of "objectivity" but seems "subjectivism" and opinion as a result are supposed sins in the industry. If so then we gladly accept hell as a destination.

In deciding on a name for our little periodical we thought of all kinds of Cashbox-y, Billboard-y, Record-y, Radio-y kinds of mast heads. But, in light of what we were trying to do none of that fit. We were looking for something that said art, that said understanding, that typified quality, that meant growth. Days of searching brought us to a place about 3 miles south of the Communicator Network Center to think about it.

It was at this little white sandy secluded cove that Robert Louis Stevenson conceived of his book *Treasure Island* over 100 years ago. It became his writing spot. Later it was a favorite place for such writers as Jack London, Robinson Jeffers, Sinclair Lewis, Upton Sinclair, and others. Still today the many writers, artists, musicians in this area use it as a natural spur to creativity.

Stevenson knew about pirates and ships and buried treasure perhaps from other books, or stories from old sailors or whatever. In a way you could call that aspect of it "research." But, from deep inside of him in a world that goes beyond the information or the numbers, came a courageous imagination the world of art, if you please.

All research begins with a theory. Without that initial theory the resultant research is meaningless. The Communicator Network then together not only devises the theory (Hypothesis — We believe this record has a chance of being a hit) but follows through with the testing procedures by exposing it to their audience and getting a feedback. At the end of three weeks the Network then reports back with whether or not they consider the null hypothesis true.

What the Network is then is the largest testing ground for a theory in radio today. But, remember that it begins with a theory and to our way of thinking, that is what has been missing from the industry over the past three years. In essence what we're doing is advocating a proper research program. That is the art part.

It is to that end that the Communicator Network and this resultant weekly is dedicated, and it is why we have chosen to call this offering, China Cove.

Thank you then . . . and welcome to . . . China Cove . . . the Treasure, the Understanding, the Spirit.

AP Convention in Progress.

This week was spent in St. Louis where the Associated Press is holding it's annual convention. Most interesting were speeches by Bruce Robertson and Frank Magid.

Robertson is engineering manager for the Salt Lake City based MSI television, a company concerned totally with cable. His speech emphasized the rapid growth, both in members and possibilities for new usage. He noted that about 10% of TV watchers are now on cable and that that number is projected to hit 50% by 1985 a figure, by the way that has already been reached in Canada. With the growth will also come

more diversified programming. The electronically printed news services is an example of a new utilization.

About 700 cable systems have this service at present.

Experiments are underway all over the country. Warners for example is reportedly spending 35 million dollars on soft ware development with a ton of movies specialized programming etc. going on in America's perfect test market; Columbus, Ohio.

Despite a super high cost at this time "data retrieval" through cable TV is on the way. A news service called Reuters has announced a soon to come opening of this service. With a little dial a box on your set you can ask your TV to tell you such things as "when the war of 1812 was held." Dial, dial, dial, spit, spit, spit TV screen flash 1812.

Reuters is spending the (enormous) money to go on satellite so apparently this reality is beyond the kidding stage.

Even more eminent is a system (now being tested on Long Island) called "frame grabbing." Same 500 (pages) frames of **general** information are already on that channel on your screen. With your dial a box you can isolate any one of the frames and it will appear on your screen. Look at the possibilities of that!

Through Bruce's speech I sat with AP broadcast chief Ray Steinfort and at one point fell back in my chair in an astonished Jesus!

"It's a new world Bob," Steinfort leaned over and whispered. Whew!

And who's more successful at broadcast research than Frank Magid. Currently he is involved in an enormous (he has over 100 full time employees) search of audience profiles and ways news can be revised for the Associated Press. Most of his speech (I left early to catch a Carmel plane) was basic statistical methodology but he made one important newsworthy note.

Despite his cautiousness not to put down Arbitron and Pulse he did allude to "lack of sample (would you believe less diaries than you can count on your two hands?) in day part reports.

He also noted a very low confidence level (scientific term) used by those measuring companies. If facts as true a college professor would flunk you for that kind of statistical looseness.

Look for AP to do a bunch of things to revise it's service over the next year and give most of the credit to AP executive (former WLS News director) Bob Benson.

COMMUNICATOR NETWORK UNDERWAY!

China Cove, California — After a four year absence, some 50 young music programmers, comprising the Communicator Network swept back on the music-radio scene, and shook the industry from Winston-Salem, North Carolina to Maui, Hawaii. Station PD-MD's, in a balanced regional representation, waded through the tons of 45's-LP's and listened ardently to find that record they most thought to be a record destined for hit potential.

Paul Rashassen, the 16 year old, 4 year veteran of Karr in Great Falls noted, in reporting the increased record service, noted, he "had never seen anything like it."

To top it off, the Network in voting on the first three (their consensus of the most likely) records, decided that Crosby, Stills, Nash single should immediately be tested.

In 1971, the Network's first big hit was Joan Baez, The Night They Drove Old Dixie Down, on Vanguard. They grabbed that record out of the blue; first hit for Baez. In its first week of play, Crosby-Stills-Nash entered a rainy night in an ocean that was tossing with the likes of reaction that precipitated the Communicator Network toward its end.

Of 52 original members, 6 did not report the first week. That left 44 members. To that 44 were added KDWN in Las Vegas and WAKX in Duluth. This weeks only new members.

Other trade publications began to be aware of it, and questions to its validity began to crop up, first of all in a public statement in Bill Gavin's May 27, '77 issue of the Record Report. In a special notice, he remarked, "In reporting record action in your market, be sure to identify and record on your chart what you are **not** playing. Also, if you are playing any new record that has been selected by a group consensus — but not by you, personally — always make that fact known to us. We decline to be put in the position of misleading our readers, either by reporting airplay that doesn't exist or by reporting a correspondents pick that he has not originated."

A harder line against the Network has been taken by Bob Wilson of Radio and Records who has reportedly told several stations that if they are to report to his periodical, they cannot be members of the Communicator Network. WAIR in Winston-Salem and KEZY in Anaheim were two stations who drop-

ped immediately upon receiving this notice, explaining this fact to the Network Center in Carmel. KAAZ in Little Rock and WRIE in Erie followed shortly thereafter, citing the Wilson policy as the reason they also were dropping. WJON in St. Cloud and WSPT in Stevens Point also dropped out of the network this week. They also are Radio and Record reporters but told the CN Center that they were dropping for the Network for other reasons and that the Wilson policy had nothing to do with it. Other stations with the Radio-Records ruling, are now in question, but continued to report their voting on Bonnie Raitt, Steve Sperry, and Frankie Miller.

Better than 35 stations continue to be solid parts of the Network and screening processes are now backed up for stations that have applied. The Network will top off at 100 member stations. First reports on the Crosby, Stills, Nash record are positive and despite its stormy beginning the Communicator Network continues to solidify.

Of course Paul Drew has resigned

Dick Starr and Century 21 hit hard with fast changes (clever). He switches over to Toby Arnold and Associates and lady Carole joins . . . Then comes Neil McIntire. He's new head of Century 21. Both are part of the rapid growing syndication community out of Dallas. Such terms as the "Z format," and the new "E-Z" format are being marketed by 21 and Starr takes a 7 year old, Opus over to Toby's.

It's a programmer's haven . . . 9 to one record over radio it's reported . . . but, industry execs gather for the Bobby Poe convention . . . "only way to buy a new car" . . . Somebody said that . . .

Largest Arbitron rating of the year is completed and rating books are scheduled to begin coming next week . . . June 13 mailing includes San Diego, Rockford, Wilmington, New Haven, Nassau, Peoria, Bloomington, Davenport, with Chicago and others following behind. All books released by end of July.

"Canary" announces that she is looking for a record deal, apparently one of the business' most phenomenal cross-overs. "Canary" is a former award winner as a male, and now after the operation has a book, published by Bantam on the life of a trans-sexual. Canary Conn is reported to have a syndicated TV show called Canary Cage, and this whole story has simply the moral;

On the hot line: Jim Quinn, no longer at WKBW . . . went to 13-Q replacing Jack Forsythe. Now with Joel Denver moving to 96-X, who'll be Jay Cook's Music Director?

Finally: Perhaps there is another Bashkar Menon . . . Coming from Mexico, Louis Caouttolenc . . . 5 years now with RCA . . . in Mexico . . . has turned over an impressive profit . . . Ken Glancy, former Prez, heading for Europe as head of operations . . . "It's different now" a local RCA rep told CC . . . perhaps profit motive time at RCA. . .

The heavy London promo staff has now changed into only one London rep, outside the Nashville office . . . They're using tons of independents . . . Shades of things to . . . Oh, I gorgot, it's here . . .

Sharing Ideas

Twister Hits Albany

Albany — WPTR in this city has tied in with the local Squirt distributor and once an hour listeners get a shot at winning Squirt 6 packs. Listener on the line has to say the tongue twister, "PTR pleases skillful Squirt Sippers." For every time they say it in a five second period they win a six pack. Brian Scott notes that an added benefit is call letter orientation.

Moving in Ohio

Hamilton — Second of two contests at WMOH having to do with a little speed. Station is currently running "Win The Wheels" and in response to tracking down bumper stickers (selective promos on the air) they give away a 6,000 car, motorcycles, skate boards, record albums (thank you salesman) coupons, etc. Not too long ago they had a contest called "Free Flight Fone Fling" Now stations are heavy on the twisters and they had to do "Free Flight Fone Fling" three times on the air in order to win free flying lessons. (Thank you salesman)

Active vs. Passive

Parkersburg, West Va. — An active listener is a person who buys records and calls the radio station to request. A passive listener does neither but does listen to the radio station. Many programmers believe that the bulk of their audience is passive. Next question then has to do with whether or not those passive listeners get Arbitron rating diaries and if they do are they more or less apt to fill them out than active listeners? All of this creates a problem for the man figure out the music rotation because it is assumed that about the time the active listener is getting tired of a record, the passive listener is just getting turned onto it. Kelly West of Communicator Net station WXIL in Parkersburg is working on eliminating this problem with a several step system. First of all he plays the single; then about the time he thinks the active listener is getting tired (and the passive listener is just getting turned on) of the record he starts playing the album cut. Finally, in a third station he goes back to the single but adds a bridge or intro that fits from another cut in the album. This again gives the record a freshness.

Listener Involvement

Allentown — Get 'em to talk about you that was Gordon McLendon's slogan. So as part of a move toward listener involvement WAEB is one of the stations doing an all request weekend. Jock on duty tapes the calls as they come in and plays them back on the air in front of the requested record EVERY record was a listener-taped request for 70 hours in a row.

Listener Involvement

Savannah — 40,000 people at an annual picnic sponsored by WTOG hot dogs, cokes, along with sack-races, boat races etc.

Record Company Promotions

New York — Don't count 'em out. London records sent out about 24 oldies 45's of everybody from the Moody Blues to Rolling Stones to Marianne Faithful. An evening of listening; what a great contribution . . . If you didn't get your call Jerre Hall at London in New York. The number is in the Radio Quarterly Report.

Research

Everybody does research a little bit different Here's the method used by Scott Christianson of WEAQ in Eau Claire.

1. PASSIVE-CALL-OUT RESEARCH: We have established a sample research base in demographics M18-24, F18-24, M25-34 and F25-34. Each week all records that are being considered for airplay on WEAQ and all records already on the hitlist are researched in each demographic area, by means of a telephone interview during which portions of the songs are played for respondents and they are asked for familiarity factor and preference. Records are credited with a point assignment based on the responses. This can actually produce negative points, if there is negative response to a particular song.

2. IN-STORE PIECE COUNTS: The attached "WEAQ" stickers are placed on the shuck of each record in each bin of each record outlet in the EAU Claire-Chippewa Falls area. Each week we actually go in to the stores and count the number of pieces sold and record the new stock additions. The actual piece count is added into the point system.

3. TELEPHONE REQUESTS: All requests are broken out weekly into day-parts and demographics. Points are assigned and included in the point system.

4. ALBUM RESEARCH: The enclosed album card is placed in area record outlets along with a large poster soliciting the buyers assistance. Purchaser of an album fills out the card and we phone them back in two weeks to ask questions about purchase motivation, favorite cuts from the album and more.

5. NEWSPAPER QUESTIONNAIRES: The attached ad/survey appeared in both area papers recently. It is self-explanatory. We received over 1800 returns in just a few days and are now in the process of tabulating all the results, which I will be happy to share with you when I have them.

Changes

Jay Walker comes into KSMB for the 2-6 PM shift He's from Eunice, Louisiana . . . station KEUN . . .

KUHL in Santa Maria . . . is now moving into a 24 hour station

Current station line-up at WBAX in Wilkes-Barre . . . 6-10 A.M. Larry White . . . 9-3 P.M. Pat Finn . . . 3-7 P.M. Vince Webber (MD) 7 P.M.-12 P.M. Breeze 12-6 A.M. J.J. Mann, Weekends Mike Moran.

After 2.5 years at WISM in Madison, David Ross moves over to the sister station in LaCrosse . . . WIZM . . . He'll be PD and morning man there . . . That moves the line-up at WISM this way . . . 5:30-9 A.M. Clyde Coffee (editor's note: a little blatant, don't you think) 9-12 noon Bob Karson 12-3 P.M. Neil Gavin 3-6 P.M. Jonathan W. Little 6-10 P.M. Charlie Simon 10P.M.-1 A.M. Dick Baldwin 1-5:30 A.M. Jay Jackson

Two new guys hit WEAQ in Eau Clair . . . no word on who they replaced . . . Bill Westland comes in from KWEB and Dave Acaley is here from Stevens Point. . .

On the record side . . . Bill Hamilton leaves Elektra/Asylum in the Pittsburgh area . . . They're looking for a replacement . . . contact the Cleveland branch.

Andy they talk so much about Greg Stevens at KVOL . . . and there he goes . . . to MCA . . . headquartered out of

New line-up at WPTR in Albany 5:30-10 A.M. Dave Donovan 10-3 Gary Evans 3-7 Brian Scott 7-12 Don Brooks 12-5:30 A.M. Floyd Wright. . . .

Openings

STATION

WIBR-Baton Rouge
KUHL-Santa Maria
WWGS-Tifton
WNBH-New Bedford
Red River Valley
Bdesting 3 jocks

POSITION

All night jock
First phone jock
Morning Man
(2) Full & part time

CONTACT

Joe London-504-344-2666
Denny Loell-805-922-7727
Bob Ritter-912-382-1430
Bob Hollands 617-999-5228
Bob Hooper 701-775-0575

THIS WEEKS MOST NOMINATED RECORDS

Old School Yard	Cat Stevens	A&M
Don't Worry Baby	B. J. Thomas	MCA
Save Me	Merilee Rush	UA
Here Comes Summer	Wildfire	Casablanca
Something About You	Lablanc and Carr	Big Tree
Black Betty	Ram Jam	Epic
Smoke From A Distant Fire	Sanford Townsend Band	Warner Bros.
What A Sound	Henry Gross	Lifesong
I Go Crazy	Paul Davis	Bang
If You See Me Getting Smaller...	Jimmy Webb	Atlantic
Sweet Alibis	Carole Bayer Sager	Elektra
Every Moment	Highway 101	MCA
It's A Crazy World	Mac McAnally	Ariola
Rio De Janeiro	Richard Torrance	Capitol
Baby Don't Change Your Mind	Gladys Knight and The Pips	Buddah
Lady Put The Light Out	Brownsville Station	Private Stock
Best Of My Love	Emotions	Columbia

REPORT ON "JUST A SONG" CROSBY, STILLS AND NASH (ATLANTIC)

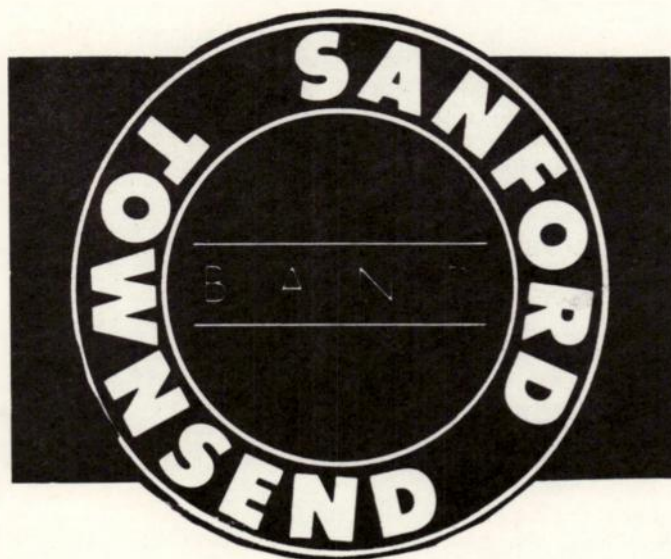
This is the first week of play on this record and stations are reporting an average play of 5.3 times in a 24 hour period. Requests are generally just beginning with a heavy percentage of the stations noting initial phones are 18+...pretty evenly divided between male and female. A few stations report extra good phones, including WNEU, WBAX, WLOX, and KSMB. Some other stations on the other hand showed no request action at all. Stock is in 52% of reporting markets. Of those a surprisingly good percentage showed at least some sales. 32 of the stations noted they believed the record would be a success. Two stations felt it was destined for failure. The rest indicated that it was too early to tell. In commenting on the record, more than one station noted the record was too short; (Are things changing?) Some stations were pleased with that short-ness. At this point the record of course is still a toss up but the company apparently has backed it well with product and a good test can be gotten on the record.

Communicator Network Report

	Bonnie Raitt	Steve Sperry	Frankie Miller
KARR - Great Falls, Mont. - Paul Rashussen	0	0	7
KBOZ - Bozman, Mo. - Paul Van Ehlis	7.5	0	6.5
KDWN - Las Vegas, Nev. - Jack London	4	3	5
KKIQ - Livermore, Ca. - Kevin Manna	7½	6	3
KKXL - Grand Forks, N.D. - Bob Hooper	4	6	2
KMBY - Monterey, Ca. - Jay Coffey	8	5	7
KNOE - Monroe, La. - Tim Page	5	5	5
KOBO - Yuba City, Ca. - Bass W. Forbes	6	3	4
KSDN - Aberdeen, S.D. - Chris Martin	8	3	9
KSLY - San Luis Obispo, Ca. - John Tobin	8	6	8
KSMB - Lafayette, La. - Mike Mitchell	10	3	4
KSTT - Davenport, Iowa - Don Michaels	6	5	6
KUHL - Santa Maria, Ca. - Denny Luell	0	0	5
KTRN - Wichita Falls, Texas - King Wiggins	6	3	7
KUKI - Ukiah, Ca. - Mike Haggerty	6	0	7
KWEB - Rochester, N.M. - Peter Dean	6	4	8
KXEL - Waterloo, Iowa - Jay Douglas	0	6	2
KYLT - Missoula, Mont. - Vern Argo	7	5	8
WAEB - Allentown, Pa. - Jeff Frank	5	7	8
WAKX - Duluth, Mn. - Bruce McGregor	2	8	8
WBAX - Wilkes-Barr - Vince Webber	5	6	6
WEAQ - Eau Claire, Wisc. - Scott Christensen	6	8	6
WGSV - Gunthersville, Ala. - Kerry Jackson	9	4	5
WHPY - Clayton, NC - Mike Edwards	8	7	7
WIBR - Baton Rouge, LA. - Joe London	10	5	8
WISM - Madison, Wisc. - Johnathan Little	8	8	7
WKBO - Harrisburg, PA. - Jim Buchanan	6	5	6
WLOX - Biloxi, Miss. - Margi Powers	6	8	0
WMOH - Hamilton, Ohio - Joe London	7	5	5
WNAT - Hatcher, Miss. - Haynes Ford	4	0	7
WNBH - New Bedford, Mass. - Bob Hollands	8	7	7
WNEU - Wheeling, West VA - John Ashton	9	8	4
WPTR - Albany, N.Y. - Don Brooks	2	3	8
WRBR - South Bend, Ind. - Jason Foss	8	2	2
WRKT - Coca, Florida - Tom Steal	9	6	0
WRNN - Mt. Pleasant, Mich. - R. Scott Gilmore	4	0	5
WSGF - Savannah, GA - Jerry Katz	5	7	9
WTOC - Savannah, GA - Dick Richards	8	5	5
WWGS - Tifton, GA - Bob Ritter	9	5	7
WXIL - Parkersburg, West VA - Kelly West	8	6	7
KGHO - Hoquiam, Wash. - Steve Larson	9	4	5
WFLB - Fayetteville, NC - Larry Cannon	6	5	5
Average Vote	6.39	4.51	5.67

Special Note: Just at press time, the Communicator Network Center was informed that KIOA was also resigning from the Network, "other commitments in the music industry" as reason. KIOA is also a reporter to Radio and Records.

The Heat is ON! The Turntable Burner!



Smoke from a Distant Fire new- also on-

Z-93
WLEE
WSAM
WKEE
KJMO
WRUM

KFYR
KXIL
WRLC
KGAL
KYL
WSM (30)

WBBQ
WAUG
WGOW
WFLI
WNEX
WOWL
WRBN

WAAY
WTOC
WFLB
WGNI
WORD
WAKN
WDXY

WSKW
WJTO
WCDQ
WWCO
WWWD

moves-

WBTR 5-3
ESGN 22-17 Top 10
sales in
WERC 19-14 Birmingham

WRFC 20-17
WLAY 11-9
WGSV 24-21

WVOV 26-22
WFOX 30-21
Q-107 7-5

WERC-FM 7-3
98-Q 31-26
WMAK HB-27

Debut 82 with a bullet in Billboard

Fired Up

CLASSIC ROCK & ROLL

FROM WARNER BROS.



A Rap With...

A RAP WITH JOHN TOBIN

KSLY, San Luis Obispo

John Tobin is one of the most talked about new music directors in the country right now. He does what he does from KSLY, a college town on the west coast. KSLY can be called dominate in their market.

Hamilton: Thank you for calling in. Do you know who the artist on the last song was?

Mr. Tobin: The Mothers right?

Hamilton: The Mothers? It was James Taylor. Well, I'll give you the album just for calling. Cause you're the first guy to call our station.

Mr. Tobin: (Shriek) All right!

Hamilton: I've been sitting here for three years and nobody ever called. In fact you not only win the album but you get the station too. You now own the station. We don't have commercials on or anything like that and they're chopping the transmitter down back behind here, but I want you to have the station. Now, what do you think the programming concept is going to be on your new station?

Mr. Tobin: Where are we?

Hamilton: Oh, on the west coast . . . two and a half hours drive south of San Francisco . . . College town . . . maybe 40% of the population are college students. There are maybe five or six stations in the market . . . not bothered too much by outside stations . . . and everybody in town buys newspapers. So what's your programming concept going to be?

Mr. Tobin: Well . . . to give the people what they want and anticipate their tastes a little bit at the same time.

Hamilton: (incredulously) Anticipate their tastes?!!!!??? You mean DICTATE (heavy emphasis on this word)????!!!

Mr. Tobin: No, not dictate. Give them options. What I would like to do is give them the best of everything because I feel it would be really easy to dominate the market. It's possible to be a mass appeal radio station.

Hamilton: How do you anticipate people's tastes?

Mr. Tobin: Well . . . I use a little bit of my own, and I let people hear what I like. And if they don't like it then I quite playing it awfully fast.

Hamilton: So, it's real important to know if they like it or not, right?

Mr. Tobin: Definitely.

Hamilton: I hear a lot of talk about you John . . . About what a good guy you are, and how hip you are to what's going on . . . and I've heard that more than one time . . . so there must be a reason

. . . Why do you suppose . . . Why do you suppose people are saying to me, "Hey, have you talked to John Tobin . . . he's really heavy. . . ."

Mr. Tobin: That's because I play their records . . . I'm sure. This industry has a way of making famous . . . people who help you out . . . I think.

Hamilton: You think record people influence what you play?

Mr. Tobin: Yeah, I think they're really good at it. Sometimes, I don't know that they're influencing me. The more I'm in the business the more I realize the pressure. When you do sales research and the record companies have started going to the stores in the market . . . since there are so few . . . and getting to know all the people in there. When we go on a record they'll be calling them every day to check and see how the record is selling. Now the clerks are pretty honest with me when they give me a sales report but, it seems like when the record companies make them aware of the record every day they just seem to notice when it sells . . . and they pay more attention to it . . . so they give me a more accurate report, perhaps, than they would on another record.

Hamilton: About "passive" research . . . Do you do passive research? That seems to be the popular thing now.

Mr. Tobin: Oh, call-outs? Yeah, but mostly for oldies. We find out what oldies people want to hear and what people are tired of hearing on the radio. But, new and unfamiliar product . . . on a call out thing . . . people don't respond to that too well.

Hamilton: So you think that program directors who call radio listeners and play them records one time are not doing proper research?

Mr. Tobin: Oh yeah . . . I think that's like . . . I'm not sure how to use it yet. I haven't found it very helpful.

Hamilton: Why?

Mr. Tobin: People aren't as aware of the current stuff as they are of oldies. People want to hear familiar things.

Hamilton: Do you think there's a separation with the familiarity factor with the "passive" as opposed to the "active"? First of all . . . let me ask you . . . Do you think you can draw lines between passive and active?

Mr. Tobin: Oh, definitely. For example, people who take 6 to 8 weeks to go in and buy the record . . . as opposed to people who go in the third week and buy the record.

Hamilton: So you think passive listeners don't call radio stations or buy records?

Mr. Tobin: Not at all. . . .

Hamilton: Do you think passive people fill out Arbitron rating diaries?

Mr. Tobin: It seems to be a certain kind of person. Here we have the college crowd and we have the locals. The locals are almost a minority because stations just play to the college kids. So, while the college crowd is the audience that everybody is going for . . . all the radio stations here . . . the people that fill out the diaries are not the college kids . . . the locals . . . so we have to play to them.

Hamilton: So what you're basically saying to me in the conversation, John is that you believe you can gather certain facts about people and predict their behavior?

(John Tobin answers in part two of this most intriguing Rap With John Tobin Next week from China Cove)

Washington

Phone Call From Washington

FCC-P10 head Sam Sharkey in a weekly rap "Just how many radio stations are there in the U.S. right now, Sam?"

Answer - AM 4,496 FM - 2,900 FM, Educational

Bob Burkhart of the Technical and Allocations branch of the Broadcast division of the FCC talking about the current status of AM stereo — Currently with a Rule Making before the Commission regarding technical specifications for stations wanting to be AM stereo, three different sets of equipment are being tested. This is being over-seen by an Industry Advisory Group, now over a year old. Smith tells us that it won't be very long until a major Inquiry will be held that will determine what the outcome of the rule making is. What kind of promises does that hold for AM, now looking for some way to improve their tech sound? "None," replied Burkhart, "but, we'll know very soon."

we get letters

Dear Folks:

I'm sure that the Bright Angels Retirement Home has thanked you and the many others who have made gifts to the home that has brought so much pleasure and comfort to us residents. But I wish to thank you personally from the bottom of my heart because I am the recipient of the little portable radio which you gave me. I listen to it constantly while I am awake. I have never had a radio all my life that was my very own ever since I came to the home to live. Everything is nice here and they take wonderful care of us. There are two of us in each room. My roommate is Martha Jenson. She is 87 and I am 83.

Martha has had a radio of her own ever since I came here ten years ago. She kept it so low I could never hear the programs. When I would ask her to turn it up so I could hear she wouldn't do so. Bless her she is a sweet and I suppose she can't help being that way.

Last week she dropped her radio and it broke into so many pieces it cannot be repaired. Last night I was listening to the evening services of the First Methodist Church and the beautiful old hymns that I love so well. Martha asked me to turn it up, so she could hear, so naturally I told her to go fuck herself. Again thanking you, I am,

Gladys Gardiner

Just a note to clarify what you may have already heard concerning my situation at RKO Radio. After four years as the Vice President of Programming, I have decided to resume my career as an independent consultant and branch out into other areas of the entertainment industry as well as pursue governmental interests I have established. Obviously, I cannot do both independent work and continue in my present capacity. So, here's what's happening; I am setting out on my own as Paul Drew Enterprises and I am pleased to announce that my first major client is RKO Radio. I will be reporting to Dwight Case directly. You see, Bob, all that has really changed is the structure which now allows me to grow and develop a greater client list on a non-competitive basis.

Needless to say, the four years at RKO Headquarters in Los Angeles were the finest I have spent in my twenty-two years in the industry because they have given me the base upon which I can now build my future. What more could any man ask of his job?

If you have any questions, please give me a call.

Cordially,

Paul Drew

Nothing Ever Changes

Do you realize that in America's history only two kinds of people have been relegated to seating in the back of public transportation? . . . Blacks . . . and people who smoke . . . If you're a black subjected in former days to that archaic idea you saw it change . . . but if you're a black who smokes, then . . . Welcome home. You've got your old seat back.

New Music

The following information will be a whole new thing in the business . . . It's called "Listening" . . . None of this column is based on research, or trade listings or numbers but on the sharing and turning on of music freaks, those records they think "sound" good . . . Like for example, the new James Taylor single, Handy Man . . . Biggest play record in our office this week, although Margo still says she can't stand it . . . probably the only person in our office without an ear. Everybody agrees that Black Betty by Ram Jam on Epic is a record . . . Rivalled Taylor for most play. Check out Jorge Ben on Island . . . new unique kind of sound . . . Other singles we got off on included A Real Mother For You by Johnny Guitar Watson on DJM . . . Little Darlin by Dave Edmunds on Swan Song (bring those 50's back) . . . and George Carlin's headlines single . . . New Peter Frampton LP measures up to the ultimate as far as we're concerned . . . Prediction for a new up coming star . . . Al Dimeola . . . Saw him play at Santa Monica Civic in LA last week and consider him to be the finest guitar player alive today . . . only 23 . . . plenty of stage presence and a good band backing him . . . Likewise Cecilio and Kapono at the Roxy . . . Two of the nicest guys in the business as well as super talents. George Fischhoff called the Network office to mention his new single . . . Piano Dancing . . . with a listen . . . And for the end of the evening there is the Supertramp single . . . Downstream . . . pretty record, nice lyrics . . . Seven Arrows is coming and it's beautiful . . . If you have a record you think is unique and artful please call China Cove at 408-624-0338 . . . We're just waiting to be turned on.

Mediastat

Aberdeen, S.D. — KSDN in this city reports that results of Mediastat in first two weeks of May show them with 56% of the 12+ audience. Full report on this coming next week.

WRKT in Cocoa, Florida has been sold . . . New owners taking over in a few weeks . . . No format change is foreseen.

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P.O. Box 3135
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408-624-0338

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Beth Galea
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HOW THE COMMUNICATOR NETWORK WORKS

- (1) Within the stack of records that you get each week pick out up to three records that you feel have a super potential of becoming hits. Send the names of these records (along with the names of the artists) to the Communicator Network Center in Carmel, California. You do not have to nominate any records if you don't hear anything you think has hit potential.
 - (a) In order to be eligible for nomination the artist can not have had a top 20 single record in Billboard's Hot 100 list within the past year. This is the only stipulation for nomination.
- (2) These nominations then are compiled at the Communicator Network Center and up to three (of the most nominated) go on the Communicator Network Ballot.
- (3) This ballot is then sent to you. You then listen to the records and rate them one to ten, based on your feeling of hit potential.
- (4) The ballot (which will also include space for your new nominations for next week) is then sent back to the Communicator Network Center.
- (5) We will add up the votes and average them.
- (6) If the record gets a 7.0 average (or above) then all Communicator Network stations will play the record 4 or more times daily for 3 weeks. Only one of those plays should be in the all night show.
- (7) Another space will be provided on the Communicator Network Ballot for a report on the record . . . i.e., amount of sales, requests, is there stock in the market etc.
- (8) The weekly Communicator Network periodical will then report the progress of the record, based on a compilation of all station reports. We will report its success or failure in the general market place and make predictions based on what you find.
- (9) At the end of three weeks you have ended your obligation to the record and may drop it or continue playing it. It is highly important to note FCC requirements of control and community service. You of course do not have to play a record, for example, that has lyric content you feel will be objectionable to your audience. You should however report to the Center that you are not playing it so we may report that fact in the weekly periodical.
- (10) Just as an aside, there should be one name listed as the station reporter . . . fictional names or names of people other than the one filling out the ballot will not be used. Likewise, your vote on each individual record will be listed by your name and call letters in the weekly periodical.

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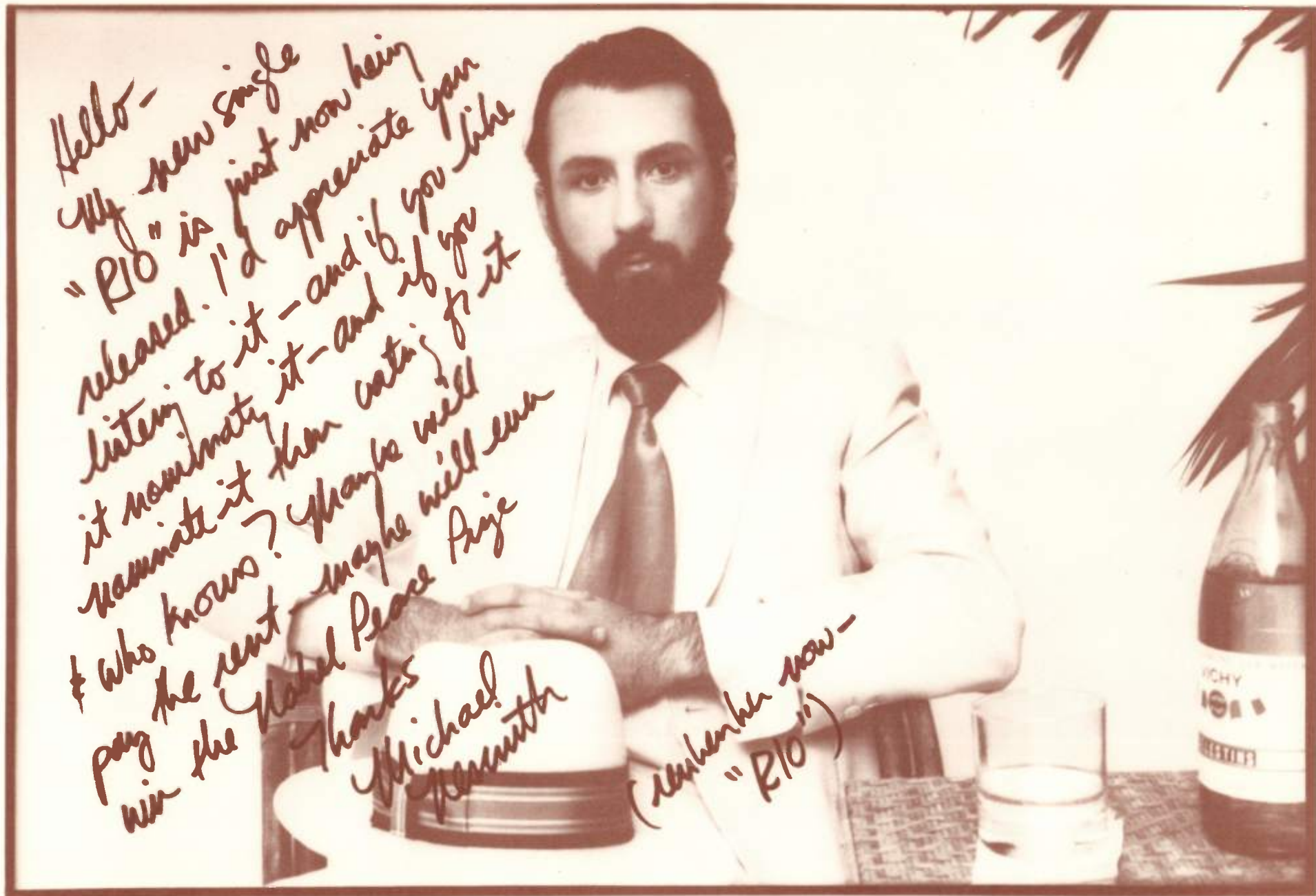
RADIO QUARTERLY REPORT
P.O. BOX 3135
CARMEL, CA. 93921

Name _____

Company _____

Address _____

City _____ State _____ Zip _____



Hello -
My new single
"R10" is just now being
released. I'd appreciate your
listening to it - and if you like
it nominate it - and if you like
to nominate it - and if you like
& who knows? Maybe it will
pay the rent - maybe it will even
win the Nobel Peace Prize

Thanks
Michael
Nesmith

(remember now -
"R10")

Michael Nesmith



Gladys Knight & the Pips'

new hit single

"BABY DON'T CHANGE YOUR MIND"

BDA 569

"I have been playing this single for four weeks. I have received great phones after the first day or two that it was on the air. This record has all the earmarkings of a smash — phones & sales & it's now top ten."

— John Barber
WQTC (15Q) in Two Rivers

from the Hit album



BDS 5689

Most Added Record
This Week in England

33-23 on British Charts

R'NB Across the
Board Radio Activity
everywhere —



We Have a Hit and
Need Your Support