

TABLE OF CONTENTS

WAIT A MINUTE

Before you go rushing into this book take a second and read over the Table Of Contents...It's about to explain each section so all your questions later on will be answered...Thank you

The book is broken down into basic sections.

First of all.....the features....They are divided into two different areas....Broadcasting (beginning on page 12 and continuing to page 126 and then picking up again at 729 and going to page 746....The second section of the features is How A Record Gets To The Public... starting with page 748 and going to the end of the book.....

The other sections are....Week by Week...The Charts...Promotions & Contests...Radio Services...Record Companies...Markey by Market Breakdown...and Telephone Directory... Now here's the way it'll look:

BROADCASTING

History of Radio	12
The FCC	36
The FTC	43
The NAB	46
The Ad Agency & AAAA	51
The RAB	56
Ratings	61
KHEN Radio	80
KUDE Radio	89
KFWB Radio	90
KULF Radio	92
WWRL Radio	94
NATRA	100
KCUB Radio	102
PAMS	104
NAFMB	108
KMET Radio	116
NAPRA	121
ABC-FM	125
Schulke	732
The Rep	734
Future	737

listed, but in the case of top forty, the intro time, length, and way the record ends. Those other numbers you see after every record, mean simply, the month and the day...along with the position that the record was on that particular day. In other words 8/7-8, means on August 7th the record was 8 in the nation....Got it?

TOP 40	232
Albums	244
Canada	252
Progressive MOR	258
Black	268
Country	276

PROMOTIONS 285

Now catalogued the way we thought you'd find it easy, the promotions and contests from the Radio Report the last three years... We picked the ones we thought were most innovative...or that would provide you with the most information when getting your thinker started...they are catalogued thusly.....

Community	288
Current Events	288
Ecology	289
Holidays	294
April Fools	294
Christmas	295
Love & Valentine's Day	296
Miscellaneous Holidays	297

WEEK BY WEEK 127

A look of each week of last year, including the areas of Radio Programming, Radio Management, Music, The Record Business, The FCC, The FTC, Advertising and The World.....also included are the top twenty singles and top twenty albums of that week.

CHARTS 231

Not only are the top records of the year

(continued)

Table of Contents

Mothers Day	297
New Years	297
Easter	298
Fathers Day	299
Halloween	299
In Station Ideas	301
Methodology	302
Audience Creativity	302
Cash Call, etc.	304
Concerts	304
Format Change	305
License Tags	305
Marathons	305
Mystery, etc.	306
Number guessing game	309
Recorder Phone	310
Rip off, etc.	310
Rotating Carts	310
Program Promotion	310
Prizes for Contest	312
Public Appearances	313
Scavenger Hunt	315
Surveying Promotions	315
Miscellaneous	317
Astrology	317
Bicycles	318
Loss & Business	318
Politics	318
Sports	319
Music Promotion	320
Music - General	320
Music-Nostalgia	321
Off The Wall	323
Seasons	328
Spring	328
Summer	328
Winter	329
Special Audience Target	330
High School & College	330
Housewives & women	331
SERVICES	333
The companies that can supply you with jingles, green sleeves, automated programming,...syndication...Oldies are so heavy they have their own section this year on page 681....	

RECORD COMPANIES 356

In alphabetical order the top companies of the year who would provide the requested information for us.....

MARKET BY MARKET 396

The cities we thought you might be interested in from every standpoint we could find them...all the markets and all the stations aren't here, but the ones you'll want 9 out of 10 times are.....

OLDIES 681

A couple of places for you to go to pick up those rating and job savers.....

THE DIRECTORY 681

We tried to think of all the phone numbers and addresses you might need if you wanted to do business in records or radio... so here's our offering...If you have more to add for the next book dropp us a line... everything is in alphabetical order from A to Z.....

HOW A RECORD GETS TO THE PUBLIC 748

Starting with the beginning we took a tour with a song to record buyer...let the successful men along the way tell you about it... even the most informed record men might pick up something here...maybe even some radio guys too...

Year By Year Chronology of the Record	750
Life of a Single Record (by Mr. X)	752
The Songwriter	754
Copyright laws	758
BMI, ASCAP, SESAC	759
The Publisher	760
A & R	763
Production (& Arranger, Musician Engineer)	766
From Here To Consumer	776
Promotion & Marketing	778
NARM	781
Local Promotion	783
The Sales Manager	786
The Distributor	788
Indys, racks, One Stops	792
The Big Record Store	793
The Little Record Store	795