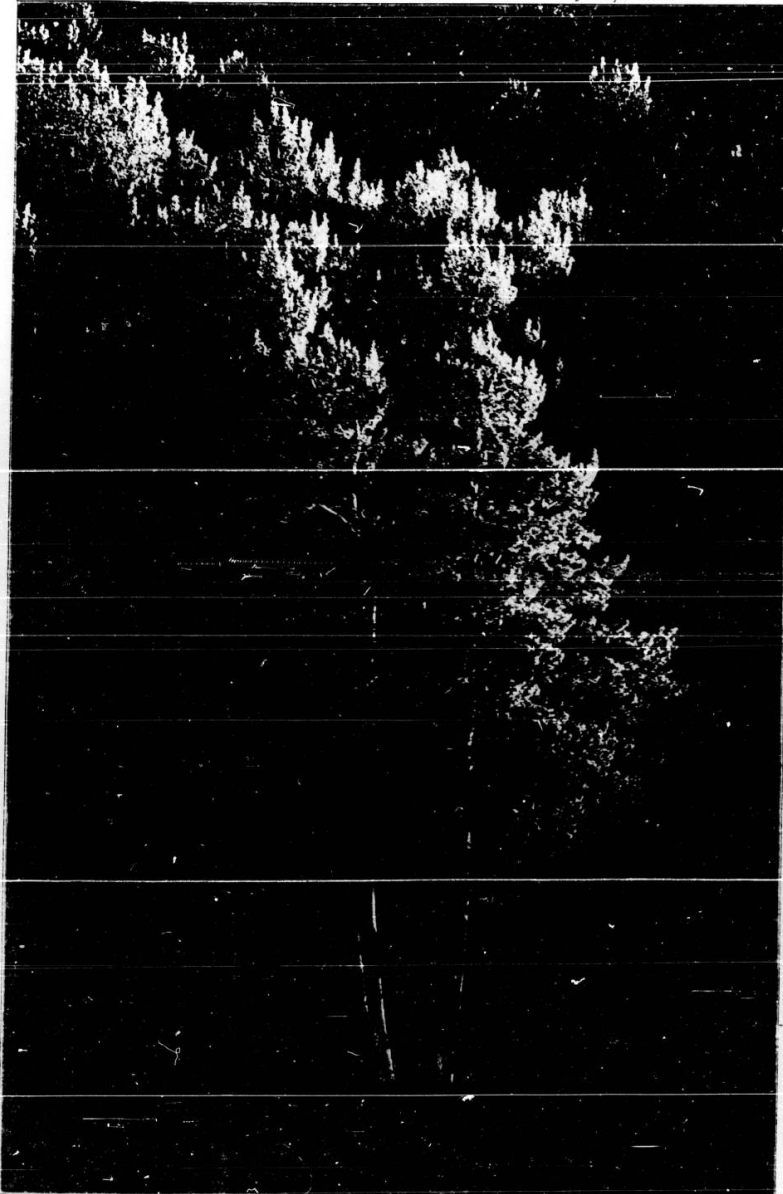


# READER

SAN DIEGO'S FREE WEEKLY

January 18, 1973



sunlight on trees

Meyer Schapiro

ROCK RADIO RANTS, RAVES,  
AND RATIONALLIZES RADIO  
RATINGS

PAGE 4

**R. Buckminster  
Fuller**

PAGE 3

**ONE PERFECT  
STEP BEYOND**

PAGE 2

**events**

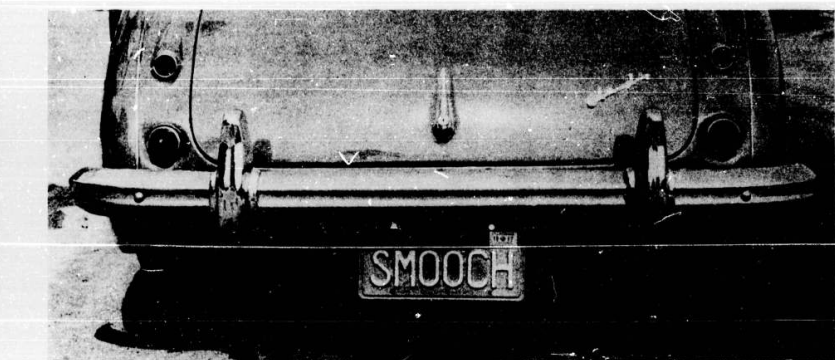
PAGE 3

**MOVIES**

DUNCAN SHEPHERD REVIEWS 34 SAN DIEGO MOVIES PAGE 6

The tables are of wood with no table clothes or paper mats and are plants hanging everywhere from the wooden partitions. The menu matches the simple, unpretentious, non-commercialized surroundings. There are eight entrees, none of which are boring, including grilled red snapper (\$3.00), chicken kano (baked in white wine with pineapple sauce, \$3.50), and a beer and beef ragout (\$2.95). These prices include the tip by now successful San Diego formula of a trip to a salad bar which has too breads to left, and the not-so-common cup of coffee. The salad bar is standard, although more well-stocked than most (there is the luxury of sliced fresh mushrooms and the novelty of misina), but the little things try your patience. Everything, especially the lettuce, is so fresh, seems to stick to them. Try the house dressing which is creamy and flavored with cheese, but do not go near the vinaigrette—it is so salty and so strongly acid as to lead one to suspect it was mixed in a chemistry lab.

**Three Weeks Later** ★★★★★ stupendous. The menu has changed subtly, a few prices going up a little, a few coming down. Those who are very budget conscious will be unhappy to learn that a la carte dinners have disappeared. I ordered the red snapper—it could not have been more succulent and yet daintily crisp—and Robert the beef and beer ragout. He raved about it, saying it was superb. I ordered a small 1-2-3-4-5-6-7-8-9-10-11-12-13-14-15-16-17-18-19-20-21-22-23-24-25-26-27-28-29-30-31-32-33-34-35-36-37-38-39-40-41-42-43-44-45-46-47-48-49-50-51-52-53-54-55-56-57-58-59-60-61-62-63-64-65-66-67-68-69-70-71-72-73-74-75-76-77-78-79-80-81-82-83-84-85-86-87-88-89-90-91-92-93-94-95-96-97-98-99-100-101-102-103-104-105-106-107-108-109-110-111-112-113-114-115-116-117-118-119-120-121-122-123-124-125-126-127-128-129-130-131-132-133-134-135-136-137-138-139-140-141-142-143-144-145-146-147-148-149-150-151-152-153-154-155-156-157-158-159-160-161-162-163-164-165-166-167-168-169-170-171-172-173-174-175-176-177-178-179-180-181-182-183-184-185-186-187-188-189-190-191-192-193-194-195-196-197-198-199-200-201-202-203-204-205-206-207-208-209-210-211-212-213-214-215-216-217-218-219-220-221-222-223-224-225-226-227-228-229-230-231-232-233-234-235-236-237-238-239-240-241-242-243-244-245-246-247-248-249-250-251-252-253-254-255-256-257-258-259-260-261-262-263-264-265-266-267-268-269-270-271-272-273-274-275-276-277-278-279-280-281-282-283-284-285-286-287-288-289-290-291-292-293-294-295-296-297-298-299-300-301-302-303-304-305-306-307-308-309-310-311-312-313-314-315-316-317-318-319-320-321-322-323-324-325-326-327-328-329-330-331-332-333-334-335-336-337-338-339-340-341-342-343-344-345-346-347-348-349-350-351-352-353-354-355-356-357-358-359-360-361-362-363-364-365-366-367-368-369-370-371-372-373-374-375-376-377-378-379-380-381-382-383-384-385-386-387-388-389-390-391-392-393-394-395-396-397-398-399-400-401-402-403-404-405-406-407-408-409-410-411-412-413-414-415-416-417-418-419-420-421-422-423-424-425-426-427-428-429-430-431-432-433-434-435-436-437-438-439-440-441-442-443-444-445-446-447-448-449-450-451-452-453-454-455-456-457-458-459-460-461-462-463-464-465-466-467-468-469-470-471-472-473-474-475-476-477-478-479-480-481-482-483-484-485-486-487-488-489-490-491-492-493-494-495-496-497-498-499-500-501-502-503-504-505-506-507-508-509-510-511-512-513-514-515-516-517-518-519-520-521-522-523-524-525-526-527-528-529-530-531-532-533-534-535-536-537-538-539-540-541-542-543-544-545-546-547-548-549-550-551-552-553-554-555-556-557-558-559-560-561-562-563-564-565-566-567-568-569-570-571-572-573-574-575-576-577-578-579-580-581-582-583-584-585-586-587-588-589-590-591-592-593-594-595-596-597-598-599-600-601-602-603-604-605-606-607-608-609-610-611-612-613-614-615-616-617-618-619-620-621-622-623-624-625-626-627-628-629-630-631-632-633-634-635-636-637-638-639-640-641-642-643-644-645-646-647-648-649-650-651-652-653-654-655-656-657-658-659-660-661-662-663-664-665-666-667-668-669-670-671-672-673-674-675-676-677-678-679-680-681-682-683-684-685-686-687-688-689-690-691-692-693-694-695-696-697-698-699-700-701-702-703-704-705-706-707-708-709-710-711-712-713-714-715-716-717-718-719-720-721-722-723-724-725-726-727-728-729-730-731-732-733-734-735-736-737-738-739-740-741-742-743-744-745-746-747-748-749-750-751-752-753-754-755-756-757-758-759-760-761-762-763-764-765-766-767-768-769-770-771-772-773-774-775-776-777-778-779-780-781-782-783-784-785-786-787-788-789-790-791-792-793-794-795-796-797-798-799-800-801-802-803-804-805-806-807-808-809-810-811-812-813-814-815-816-817-818-819-820-821-822-823-824-825-826-827-828-829-830-831-832-833-834-835-836-837-838-839-840-841-842-843-844-845-846-847-848-849-850-851-852-853-854-855-856-857-858-859-860-861-862-863-864-865-866-867-868-869-870-871-872-873-874-875-876-877-878-879-880-881-882-883-884-885-886-887-888-889-890-891-892-893-894-895-896-897-898-899-900-901-902-903-904-905-906-907-908-909-910-911-912-913-914-915-916-917-918-919-920-921-922-923-924-925-926-927-928-929-930-931-932-933-934-935-936-937-938-939-940-941-942-943-944-945-946-947-948-949-950-951-952-953-954-955-956-957-958-959-960-961-962-963-964-965-966-967-968-969-970-971-972-973-974-975-976-977-978-979-980-981-982-983-984-985-986-987-988-989-990-991-992-993-994-995-996-997-998-999-1000-1001-1002-1003-1004-1005-1006-1007-1008-1009-1010-1011-1012-1013-1014-1015-1016-1017-1018-1019-1020-1021

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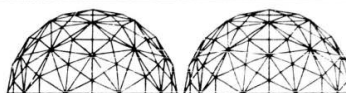
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According to Fuller, all political ideologies from communism to capitalism and Marx to Malthus are based on the mistaken assumption that there is a fixed amount of resources and that therefore, if we are to survive, we must scramble for a part of the pie and, in fact, fight each other viciously for possession of all the mince meat. But with the aid of technology, through a revolution in "design science", we can provide enough telephones and food and shelter for everyone. We can, for example, build 30 skyscrapers and house the twice as many as the average office building. And, as he points out, such a revolution in building would also have the virtue of bringing us closer to natural structures. The building blocks of the universe are spheres and tetrahedrons.



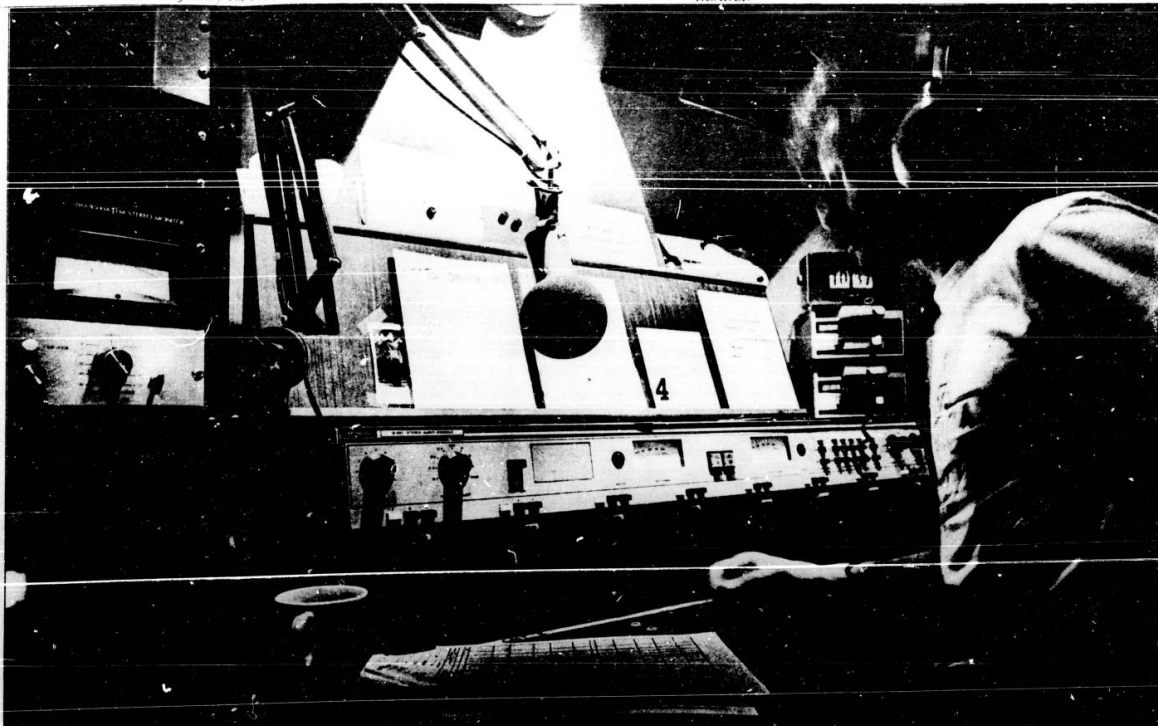
# R. Buckminster Fuller

There are now, by the way, over 50,000 geodesic domes. I wonder why there aren't more.

But, although a genius, it would be better if he didn't speak for his own work just as some poets should never read their own poetry. If you are interested in Fuller, begin with two of his books: *Utopia or Oblivion* (Bantam, \$1.25) and the shorter ordering manual for *spaceship EARTH*. Don't expect much in terms of style. Fuller is a plain man and writes in plain, drab, and

—Kathleen Woodward

# ROCK RADIO RANTS, RAVES, AND RATIONALIZES RADIO RATINGS



"There isn't a reputable statistician who would consider the ARBs completely valid." — Jack Lane, general manager, KPRI.

"Sure, there are winners this time; it's just like any other book." — Jack McCoy, program director, KCBO.

"No one did very well in this book because too many people are trying to do the same thing." — Ralph Lawler, program director, KDEO.

"The ARBs give a radio station an indication of what they're doing, right or wrong. Still, one book does not determine death or success." — Larry Shushan, father of "progressive radio" in San Diego, former owner of KPRI, now general manager of HIS/HERS.

"The ARBs are either terrific or full of shit. A week after they came out, every station had come down, and all of the stations sounded the same—like shit." — Ron Jacobs, creator of Boss Radio (KHJ in Los Angeles), now program director of "revved" KGB.

Why should the three letters, A R B, evoke such diverse and intense comments from the powers-that-be at these local rock radio stations? Because ARBs are the radio stations ratings; that's why. In radio, ARBs (so called because they were developed by the American Research Bureau) are what earn some station officials six-figure salaries and some station officials slit throats. "We live and die by those goddam ratings" is the common feeling among announcers and program directors alike. In San Diego, the results of the ARB ratings for the period October/November have just come in.

There are altogether three methods of radio ratings:

1. *Hooper* This method is known as telephone coincidental. A lady, earning \$1.65 an hour, calls people at random and asks them what station they're listening to.

2. *Pulse* This method is known as aided recall. The surveyor walks up to people in their homes and asks them what station they listen to, and what time they listen.

3. *ARB* Operated with a large computer in Beltsville, Maryland, this is the most popular and influential method, at least with radio advertisers and their agencies. A large book-like questionnaire is sent out to selected

numbers of people in certain age and sex groupings. Those who receive the books are asked a large number of questions about their radio listening habits, including the times of day they listen. The ARB read-outs then give to the stations the average percentages of a certain grouping listening to the radio over a certain time period in the day. It is these ARBs that make or break a station. By looking at the leaders in the ARBs, advertisers can determine what stations to buy.

In San Diego, at least four radio stations, KPRI, KGB, HIS/HERS and KDEO, look to the 18 to 34 male as their most important target. There are 142,000 men in that category here, making them the largest single demographic group locally. (In the age group 12 to 17, male and female combined, there are only 171,400.) This 18 to 34 group is about twice as important as it is in most cities; here, the 18 to 34 make up 12 per cent of the population, while in Phoenix, for example, they account for only 6 per cent. Thus, we have an unusually large number of "progressive rock" stations trying to appeal to the 18-34 group, and paying close attention to their ARB scores in this category.

Although there are twelve Hooper and four Pulse ratings taken in San Diego every year,

it is the semi-annual ARBs that make waves. Taken in the two period April/May and October/November, the ratings have just been released for the latter period. According to these new figures, the following percentages of those in the 18 to 34 market listen to the following San Diego stations during an average fifteen-minute period 6 A.M. to midnight:

Men 18 to 34	
KCBO	9.9%
KPRI	9.9%
KGB (am.)	8.6%
KGB (fm)	4.4%
HERS	7.0%
HIS	2.9%
KDEO	6.0%
Women 18 to 34	
KCBO	11.5%
KGB (am)	4.9%
KGB (fm)	3.5%
KDEO	6.3%
HERS	5.6%
HIS	2.4%
KPRI	2.1%
Combined 18 to 34	
KCBO	10.5%
KGB (am)	7.0%
KGB (fm)	4.0%
KPRI	6.5%
KDEO	6.1%
HERS	6.4%
HIS	2.7%

Each station, of course, has its own explanation of the figures. Almost all of the five rock stations listed above complained about the smallness of the ARB sample, and about the fact that there were very few books returned

by the 18 to 24 male grouping — only 35 from that group came in, making each of those books represent five thousand listeners.

KDEO complained loudly and explicitly about the new ARB samplings. Ralph Lawler, KDEO's program director, put it simply. "We're not pleased with this new book at all. They didn't get the proper return in the 18 to 24 male category, so the men who responded got undue power. Also, a large portion of the diaries (ARB books) came from North County, and we don't have a signal there. We got screwed." Then Lawler tried to give a few more reasons. "I'm not trying to sound like a sore loser but basically no one did very well in this book. Too many people are doing the same thing. Back when we started, it was just KPRI. But now it's getting awful goddam crowded with people hunting for the same audience. The pie's not big enough to split up."

Ron Jacobs, the program director of KGB, recently written up in *Rolling Stone* for KGB's Charity Ball, which brought upwards of 50,000 fans to San Diego Stadium and some helpful pub. to KGB, is, in his own eyes, a victor. He can say that the combined ratings of KGB AM and KGB FM make him Number One. But, wearing football jersey and tinted wire

rim, he talked philosophically. "The ARBs aren't everything. But they did serve to show us that our efforts weren't wasted. It was important for us to come out good in the ARBs because there were a lot of people waiting to say, 'See, they couldn't do it; they just don't know the music.' In radio, there's always the hostile competitiveness. I'm used to it by now. Myself, I just like to rub their noses in it. Anyway I have to give credit where credit is due. KDEO laid the foundation in AM radio for a progressive audience. Still, KGB is a real San Diego station. It's not located in El Cajon (as is KDEO) or Santee (as is KCBO). Our reception is the best. We don't have to turn our transmitter up and distort the music. KGB and KCBO used to compete; they tried to outsell and out-tell each other. Well, we don't do that any more. All I can say is that I had to get out of the exploitative mediocre trap I was in at KHJ. I've contributed to polluting the air waves and I'm through."

If one combines the KGB AM and FM ratings, KPRI came in third. But Jack Lane, KPRI's general manager, stresses that KPRI is an FM station and that its listeners have maintained a consistent loyalty. He spent a lot of time defending his past reputation as a muckraker. "When I

"In radio, there's always the hostile competitiveness. I'm used to it by now. Myself, I just like to rub their noses in it..."

"We're finally getting out of being the hippy-dope-smoking station," but in the next breath (he) seemed to sing the praises of the "movement"

started at KPRI I was Sales Director. I saw rate-cutting and price prostitution and wanted to do something about it. People around here weren't used to that sort of thing and reacted to it strongly." Mr. Lane also defended the station against the accusation of bad taste. "We started some ads for KPRI, one in admittedly bad taste that said 'Don't take sloppy seconds', but it was in better taste than KGB's 'no shit' ad. We had our reasons. KDEO had been distributing literature with old ARB ratings, completely misrepresenting the figures. Okay, so our ads got negative response, but it served a purpose in getting us a mailing list of dissenters, people who cared."

In one breath, Mr. Lane seemed to say KPRI was changing. "We're finally getting out of being the hippy-dope-smoking station," but in the next breath (he) seemed to sing the praises of the "movement." "We were the first station to open up the counter-culture to the public via broadcasting. You could say that we were San Diego youth's first love, and because we were first, we're the most remembered. That's the phenomenon KPRI has become."

KCBO, long known as the bubble-gum station of San Diego made no concessions in light of the new ARB figures.

"We're still Number One," Jack McCoy, KCBO's program director claimed. But Mr. McCoy said he didn't know why everyone made the 18 to 34 male so important. "We want to appeal to everyone from 12 to 49." He did let the fact slide that "usually we're ahead by two or three to one — not this time, of course. — but we're still Number One, we're still Number One!"

Although not interviewed personally about the San Diego ARBs, Marshall McLuhan seemed to be talking about them when he prophesied. "Radio is provided with its cloak of invisibility, like any other medium. It comes to us ostensibly with person-to-person directness that is private and intimate, while in more urgent fact, it is really a subliminal echo chamber of magical power to touch remote and forgotten chords." Somehow the indirectness and the invisibility that surrounds the ARBs make it difficult to see through to the truth. Especially with the charges of distorted samplings. However, the more one looks at the figures and listens to the rationalization of them, the question becomes where does the indirectness and invisibility lie — in the figures and their validity or in the post-mortem explanations?

Aspi Lettice



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## Personal

**TO MAYA GIRLS**. We think you guys are all right. Too much for us to handle. Thanks for being so nice. Hi Claudia. Signed the men across campus.

**TO ANDY AT BEAGLE**. Missed you terribly over Christmas. When I went up to see you, it just wasn't the same. Now that you're home, let's get it together. Ted La Jolla.

**LOVER**. I Love you and want to wish you a Happy Birthday. Thank you for a wonderful two years. You are my man, my baby and my cool raven all in one loving package. XXX OOO. Myrtle.

**TO THE FINDER** of my tinted, prescription glasses in a brown frame with the name "R. Yachon" imprinted. Please turn them in to the Astec lost and found or call 465-8903. I need them. Reward.

**CHUCK**. 8-1-22-5 18-5-3-15-22-5-18-5-4 13-5-5-20-9-14-7 15-11-1-25-4 20-8-8-18-6-18-4-1-25-1-20-26-15-15 16-1-18-11-9-14-7 12-15-20 18-5-22-5-14 16-13 7-9-12-12 4-3-9-4-5 18-15-21-20-5 1-14-4 "16-9-26-26-1" 20-8-5-14 George.

**IT TAKES A** heap-o-heapin to heap a heap-o-heap. Hung in there Jeanine. You'll find yourself. America and the ultimate reality. All the world loves a lover.

**FREE GERMAN Shepherd**. Three years old, black and tan, approx. 40 pounds. Very intelligent animal. I can't keep her and would like to find her a good home. For more info, please call 287-3737.

**HELP!** Our Siamese is freaking out at city life. He needs a warm country home. Please call 233-6895.

**NOTICE** VIDDY's real horrorshow crat under Scripps Pier every Friday, plenty of moko although you ought to bring your own. Before getting your spatchka, eat some beer. Righty right?

**FERRIS MY LOVE**—how come my boomerang won't come back? My boomerang won't come back? My boomerang won't come back. Best love and tickles, bopphone.

**BOOPIE-DINKLES**. I've loved you from the first time we met in the gym. Please talk to me. I won't ever make fun of your name again. Margie.

## Wanted

**WANTED**: Employed female 20's to share new luxury apt. in Pacific Beach. \$100. Please call 272-4381 after 11 p.m.

**WANTED**: A Job. Student. Vet. 26 needs full time job starting Feb. I have longhair and a beard. I will do almost anything. Call Steve at 284-6667.

**FEMALE**. 25 needs full time employment. Experienced waitress, sales, general office, cashier. Also have an A.A. degree in child care. Call Ann at 284-6667.

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