

JB: If as I hope despite weariness I hope only temporarily the calls have subsided and I've missed what "I" clipped from today's Post, I'm taking a break to hear if Zodiac's DC subscriber, WGB, Georgetown W., will carry the item (with today's black and white news I doubt it), while sitting and doing nothing, it suddenly occurred to me that if we use a quantitative rather than a qualitative measure, I've never had so many calls in a single day. The stations' audiences may be and probably are small, but the percentage of Zodiac's subscribers who phoned has to be large. My point is that as a measurement of youth and minority interest this says there is much. Each station had an item twice the normal maximum size and could have been content with it. Jon wrote that he had heard it used on two San Francisco stations. One used it on tape today, taped Friday night here...I do think that while we may never translate this into \$\$\$ it is a dependable measurement of popular interest in the subject(s). My mail for more than a year confirms this. Heavier than since Garrison raised his ~~of~~ head. Remember, I've initiated no single call. That so many wanted more than the item is, I think, meaningful. WGB did read copy at 8:15. It had no address. I'll ask Jon to include the "junkie" in his next lead. II