



January 22, 1977

Miss Debbie Kruger,  
[REDACTED]  
[REDACTED]

Dear Debbie :

Many thanks for your letter, as it's been quite hectic during the Christmas/New Year break I'm a little slow in replying.

Yours was quite a long letter, and I appreciated your interesting comments on 2SM.

I hope you didn't take my "surrender" to Rollermania too seriously; we thought the doctored photo was quite hilarious and worth printing in such a well respected magazine as Spunky!

One of your complaints was that we appeared to hold our contests while you were at school. It's true that we've been trying to build up our daytime audience lately, but I think you'll find some interesting round the clock promotions coming up soon.

With regard to airplay of songs like "Gimme Love" and "I'm A Survivor"; 2SM's attitude is usually to wait until other stations or TV exposure gets the record off the ground and then give them heavy airplay. This "playing it safe" attitude has worked very well for 2SM over the years and I can't see the station management giving it up for the time being.

The reason "Nutbush City Limits" didn't chart in Sydney when it was a hit everywhere else, is because it had already been quite successful in this city in mid 1975. It seems the current disco fad had made it take-off in those cities where it didn't sell the first time round (maybe somebody in those cities was playing it safe too!).

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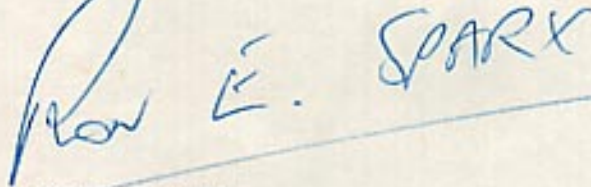
Page Two

I think Wild Cherry's "Funky Music" record still gets my vote for the best remembered song of '76, although I agree that Chicago is not far behind. Let me say that for a 14 year old, you have excellent taste in music.

You mentioned in your letter that you had been listening to 2SM while in bed sick; I hope you're now well enough to be enjoying the holidays.

Once again, Debbie, my thanks for your letter. Any time you feel like putting pen to paper, we always dig to hear comments about our radio station.

All the best,



RON E. SPARK.