

POP ROCK

**"No one is so fierce
as an 11-
year-old in love...."**

Pop rock focuses on the joy of adolescence rather than the pain. As a rule, these performers sing other people's songs rather than writing their own. Little girls suffering from advanced puppy love sigh and moan over stars who are oh-so-adorable. The girls find it easy to relate to idols as tiny as they are. No one is so fierce as an 11-year-old in love, but no one is so fickle, either. Particularly in this category, Tuesday's star is Wednesday's golden oldie.



David Cassidy
(audience ages 8-14)

What mother of a 10-year-old girl doesn't know who David Cassidy is! Practically overnight their daughters graduate from Barbie Doll to David the doll, whose small size and delicate features give him a look of almost indeterminate sex. At 21, adorable David plays a 16-year-old on "The Partridge Family" TV series, and he looks so close to his fans' age group that they consider him a peer. His diminutive size makes him the perfect heart-throb for preteens, who cannot yet cope with real sexuality.

Both with "The Partridge Family" and on his own, David records soft, pleasant songs. The beat is there, but it's buried under innocuous melodies and marshmallow words. The subteen set appreciates this smooth, slick sound. Ask little girls why they love David and they'll sigh, "He's nice." He's boyfriend, brother and best friend rolled into one tidy package.

A Hip-Pocket Guide to Who's Popular Among Kids

Artists	Number of People	Age Group Reached
Grand Funk Railroad	3	11-15
David Cassidy		8-14
Black Sabbath	4	12-16
Rod Stewart		13-21
Three Dog Night	7	12-16
Jackson 5ive	5	8-21
Carole King		15-21
Crosby, Stills, Nash & Young	4	14-21
Cat Stevens		13-21
Emerson, Lake & Palmer	3	13-21