

# ..... Young Idol Communicates—Sort Of ..... David Cassidy: I'm Asked A Lot Of Questions--You Know?

By EDWARD L. BLANK, Press TV-Radio Writer

In talking with David Cassidy, it would help to be able to speak his language.

You know?

He's interesting — but not so much as an interviewee. Where that's concerned, his answers are punctuated with far too many presumptuous "you knows" to make anything clear.

No, it's because he's the archetype of teenie bopper idols, a young man whose droppings have been so thoroughly exploited by fan magazines that he seems unwilling or unable to articulate in responding.

That may be the natural result of having every grunt and sigh plastered across the front of pap publications.

David, 21, the son of actor Jack Cassidy, co-stars with Shirley Jones, his real-life step-mother, in "The Partridge Family" at 8:30 p. m. Fridays on Channel 4. His work in the series is not unappealing, but it hardly provides a clue to the tremendous popularity he enjoys.

Whatever it is he has, he communicates it to millions of girls 10 to 15 years of age. The communicating, it appears, has little to do with spoken language. You know?

David, how does the material about you get planted in magazines?



DAVID CASSIDY

"Just by writers. They have ideas for stories, and they just write them like that. I've talked with teen editors and I mean, you know, they take stories from things we've discussed.

"I mean, I must have told them my life story about 10 times. I mean, literally, in depth. So they go from there. They exaggerate and change things around. They make stories out of little incidents that happened, and they kind of blow it up out of proportion."

Most are innocuous, of course, but do any disturb you?

"No, no — no longer. I don't even read them. I honestly don't. I don't see them, I don't read them, and I don't eat my guts out about them because that's all you end up doing, and there's no way to stop it."

Are you concerned about overexposure?

"Gee, I don't really know. I haven't really given it that much thought. I mean, I suppose if anybody's gotten overexposed, it's me. It doesn't seem to have hurt me. I don't know. I really don't know."

Which performance prior to "The Partridge Family" brought you the most attention? (Pause) The "Marcus Welby" one?

"Yes, uh-huh. I would imagine so."

You did a "Medical Center," too, didn't you?

"Yeah, I did a 'Medical Center' and a 'Bonanza' and a 'Mod Squad.' Lots of them."

Did any bring a particularly great amount of mail response?

"Yeah, 'Welby' did. 'Welby' brought an awful lot."

Was that the performance with which you were most pleased?

"Yeah, I would say so. I mean, the role was excellent. And I was good in it, you know? And it was the first big one I did.

The whole thing was built around me, and so it was a big role and a very good role."

And the records?

"We do like 12 or 13 at a time in about three weeks."

You and Shirley are the only ones from the show who sing on the records, aren't you?

"Yeah, I sing the leads, and she sings the backgrounds with other background singers."

Do you have any favorite among the songs?

"Oh, gee. I love so many of them, you know? The music we do is excellent, I think. The material is excellent. You know. Good songs."

Specifically, is there one you're most inclined to spotlight in concerts and personal appearances?

"No. Well, I do 'I Think I Love You.' You know, I mean, that's the biggest record I've had. I mean, it was the record of the year last year. It sold about five million copies."

Do you have any plans for acting outside "The Partridge Family?"

"Well, there's so many ways I can go. I don't want to do anything that's like 'The Partridge Family,' you know?"

"I'm really so busy with recordings and concerts (he'll be at the Civic Arena Feb. 19) and doing the show that when I go on hiatus I'm going to do a lot of resting and do concerts and not get into working seven days a week when I'm on hiatus, too, because I'm working seven days a week now."

Do you have a long-term commitment to "The Partridge Family?"

"Not a long-term one. No. I mean, not a long, long standard contract. But I don't really want to say how long I'm going to be and how long I'm not going to be. I'll be on it for awhile. You know?"

Perhaps.