Radio-TV programming

programming aids

Continued from page 16

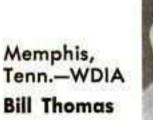
Mala; Biggest Happening is "Never Found a Girl" by Eddie Floyd, Stax; Biggest Leftfield Happening is "Here Comes the Judge" by Pigmeat Mark-ham, Chess, (After what seems like an eternity, "Lean on Me" by Tony Fox is solidly taking off. Calls are increasing to stores and to requests shows! Terrif-ic is the word for requests shows! Terrific is the word for the new Bobby Taylor and the Vancouvers newie "I Am Your Man," Gordy.)

Huntsville, Ala.-WEUP

Deejays:

"Noble Masters," "Teen Thriller" & "Pete Moss"

Best Pick is "Hitch It to the Horse" by the Fantastic Johnny C., Phil-L.A. of Soul; Best Leftfield Pick is "Broadway Freeze" by Harvey Scales and the 7 Sounds; Magic Touch.



Program Director

Best Pick is "Need to Belong" by Laura Lee, Chess; Best Leftfield Pick is "What a Man" by Lynda Lyndell, & "I Thank You Kindly" by Diane Lewis, Volt; Big-gest Leftfield Happening is "God Bless Our Love" by the Ballads, Venture.

Miami Beach, Fla.--WMBM

Donny Gee

Music Director

Best Pick and Best Leftfield Pick is "Broadway Freeze" by Harvey Scales & the 7 Sounds, Magic Touch; Biggest Happening is "What Can I Do Without You" by Linda Jones, Loma; Biggest Leftfield Happenings are "You Better Go Now" by Honey & the Bees, Artic; "Need to Belong" by Laura Lee, Chess, and "Get On Board the Train" by the Southwind.





Best Pick is "Mama Tried" by Merle Haggard, Capitol; Best Leftfield Pick is "I'm in Love With My Wife" by David Rogers, Columbia; Biggest Happening is "What Made Milwaukee Famous" by Jerry Lee Lewis, Smash. (We also have many requests for "Break My Mind" and "Walking the Floor Over You" from his current album); Biggest Left-field Happening is "I'm Coming Back field Happening is "I'm Coming Back Home to Stay" by Don Rich and the Buckaroos.

Denver, Colo.-KLAK

Con Schader

Music Director & Deejay

Best Pick is "Love Takes Care of Me" by Jack Greene, Decca; Best Leftfield Pick is "Holding On" by Eddie Rabbitt, Date; Biggest Leftfield Happening is "Pain Remover" by Sonny Wright, Columbia.

Dayton, Ohio-WAVI

Jay Williams

Music Director & Deejay

Best Pick is "We'll Get Ahead Someday" Best Pick is "We'll Get Ahead Someday" by Porter Wagoner & Dolly Parton, RCA; Best Leftfield Pick is "Undo the Right" by Johnny Bush, Stop; Biggest Happening is "Just Because I'm a Woman" by Dolly Parton, RCA; Biggest Leftfield Happening is "Tell It Like Is" by Archie Campbell & Lorene Mann, RCA, (Capitol may have underestimated RCA. (Capitol may have underestimated the two-sided potential of the new Merle Haggard. In this market, "You'll "Mama Tried".) (. . . Out of my field, but . . . that new Doors "Hello, I Love You" has got to be a smash . . .)

East Providence, R. I.-WHIM

Tony Potter

Music Director

Best Pick is "Never Going Back" by



Hollywood, Fla.-WGMA **Dutch Walker**

Program Director

Best Pick is "Only Daddy That'll Walk the Line" by Waylon Jennings, RCA; Best Leftfield Pick is "Gonna Find Me a Bluebird" by Pat Boone, Dot; Biggest Leftfield Happening is "On Tap, in the Can, or in the Bottle" by Hank Thompson, Dot.

Lynchburg, Va.-WBRG

Bob White

Music Director & Deejay

Best Pick is "Your Love Takes Care of Me" by Jack Greene, Decca; Best Left-field Pick is "Take It All Off" by Curly Putman, ABC; Biggest Happening is "As Long as I Live" by George Jones, Musicor; Biggest Leftfield Happening is "Christopher Bohin" by the Stonemans "Christopher Robin" by the Stonemans, MGM.

Macon, Ga.-WDEN

Jack Rodgers

Program/Music Director & Deejay

Best Pick is "Long Way to Georgia" by Don Gibson, RCA; Best Leftfield Pick is "Undo the Right" by Johnny Bush, Stop; Biggest Leftfield Happening is "Tessie's Bar Mystery" by David Rodgers, Columbia.

Tallahassee, Fla.-WOMA

Ken Hopkins

Music Director

Best Pick is "Just Happened That Way" by Roy Clark, Dot; Best Leftfield Pick is "Walking the Wet Streets" by Jim-my Wakely, Decca; Biggest Happening is "Born a Fool" by Freddie Hart, Kapp: Biggest Leftfield Happening is "I'm in Love With My Wife" by David Rodgers, Columbia.





WFIL-FM Switches **To Easy Listening**

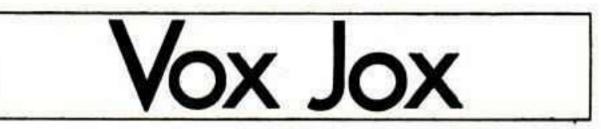
PHILADELPHIA - WFIL-FM, stereo operation here of the Triangle chain, switched to an easy listening format July 10. The station formerly programmed background music and four hours of classical music a day. John Richer, station manager said that the change in format follows a study of eight of the top 20 markets. "We decided after a lot of research that stations playing classical music were decreasing and those playing show tunes and easy listening records were increasing. Although our station wasn't decreasing in audience, we weren't growing at the rate we felt we should."

The station will be programmed in the AM concept, "but a little bit different," he said. For example, although air personalities will be used, the time and weather will all be done by jingles; jingles have been prepared for every possible time and weather condition. News intros and outtros have been prepared in jingle form.

Pick hits will be showcased on the station, and many of the golden oldies will be announced. But many of the current hits will be played without introduction. Contemporary records with adult appeal will be played.

Richer said that about 75 per cent of the records will be hits and instrumentals; the other records will be hit titles by different artists. There will only be four interruptions during an bour. We don't want personalities to dominate the sound of the station, we want the music to dominate," Richer said.

WFIL-FM doubled its revenue since 1965, Richer said. "We were making money. But what we were concerned with was the long-range view." And he felt FM stations should play what people want to hear.



By CLAUDE HALL **Radio-TV Editor**

Bob Harper has departed WKNR in Detroit for WQXI in Atlanta. . . . The new group at WIYN in Rome, Ga., now includes Bill Smith, program director, and Jack Miller, Wendy Miller, Sam Lrwin, Jerry Rucker, and Dean

wick, director of programming, has been appointed general manager succeeding Richard D. Buckley Jr.; Chuck Southcott succeeds Warwick.

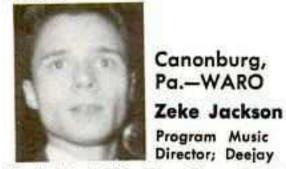
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Radio board of director of the National Association of Broadcasters have re-elected Richard D. Dudley, president and general manager of WSAU, Wausau, Wis. as chairman. . . . Walter Jacobs, currently program manager of Avco Broadcasting's WLWI, Indianapolis, will be transferred to Cincinnati headquarters to become client service representative.



-KBBQ Larry Scott Music Director

Best Pick is "Mama Tried" by Merle Haggard, Capitol; Best Leftfield Pick is "Love Me, Love Me" by Bobby Barnett, Columbia; Biggest Happening is "As Long as I Live" by George Jones, Musi-cor; Biggest Leftfield Happening is "I'm Coming Back Home" by Don Rich, Capitol. Capitol.



Best Pick is "My Heart Keeps Running to You" by Johnny Paycheck, L.D.; (the flip is just as good: "Yesterday, Today and Tomorrow"); Best Leftfield Pick is "Come On Home" by Debbie Lori Kaye, Columbia; Biggest Leftfield Happening is "Texas Tea" by Dee Mullins, SSS.



N. C.-WWOK Cloyd A. Bookout

Best Pick is "Big Girls Don't Cry" by Lynn Anderson, Chart; Best Leftfield Pick is "I Ain't the Worrying Kind" by Billy Edd Wheeler, Kapp; Biggest Hap-pening & Biggest Leftfield Happening is "I Really Go for You" by Jeanne Chapell, Challenge,

Cincinnati, Ohio-WZIP

Allan M. Peck

Music Director

Best Pick is "Mama Tried" by Merle Haggard, Capitol; Best Leftfield Pick Haggard, Capitol; Best Leftfield Pick is "I Haven't Got What He's Got" by Gene Wyatt, Paula; Biggest Leftfield Happening is "Take It All Off" by Curly Putman, ABC. (Album Programming Goodies—"The Girls on Sugar Pie Lane," Buck Owens ("Sweet Rosie Jones"), "Mental Journey," David Hous-ton ("Already It's Heaven"), "Love is a Happy Song," Sonny James ("Heaven Says Hello".) the Lovin' Spoonful, Kama Sutra; Best Leftfield Pick is "The House Song" by Virgil Warner and Suzie Jane Hokom, LHI; Biggest Leftfield Happening is "Texas Tea" by Dee Mullins, SSS Inter-national. ("Loving Season" by Gene O. Debbs TPY playing asyncimental.) Debbe, TRX, playing experimental.)

Evansville, Ind.-WVHI

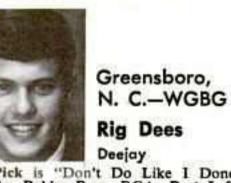
John Trimble

Program Director & Deejay

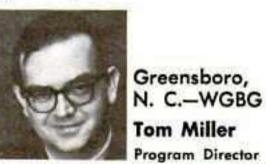
Best Pick is "Undo the Right" by Johnny Bush, Stop; Best Leftfield Pick is "Do You Believe This Town" by Roy Clark, Dot; Biggest Leftfield Happening is "A Jim in Every Town" by Jimmy Nall, Monument.



Roy Drusky, Mercury; Best Leftfield Pick is "Gone Too Far" by Kay Tolli-ver, Musicor; Biggest Happening is "Dreams of the Everyday Housewife" by Glen Campbell, Capitol; Biggest Left-field Happening is "Chase of the Wild Goose" by Forrest Green, Ranger.



Best Pick is "Don't Do Like I Done, Son" by Bobby Bare, RCA; Best Left-field Pick is "I Forgot More Than You'll Ever Know" by Barry Richards, Columbia; Biggest Happening is "Dreams of the Everyday Housewife" by Glen Campbell, Capitol; Biggest Leftfield Happening is "Daddy" by Donna Far-go, Challenge go, Challenge.



Best Pick is "Love Takes Care of Me" by Jack Greene, Decca; Best Leftfield Pick is "To My Sorrow" by Johnny Duncan, Columbia; Biggest Leftfield Happening is "Do You Believe This Town" by Roy Clark, Dot.



Paul Cannon Program & Music Director

Best Pick is "Wheels of Fire" LP by the Cream, Atco; Best Leftfield Pick is "Creedence Clearwater Revival" LP by the Creedence Clearwater Revival, Fantasy; Biggest Happening is "Wheels of Fire" LP by the Cream, Atco.

Houston, Tex.-KFMK

Jay Teekell

Music Director & Deejay

Best Pick & Best Leftfield Pick is "Mr. Bojangles" by Jerry Jeff Walker, Atco: Biggest Happening is "Wheels of Fire" LP by the Cream, Atco; Biggest Left-field Happening is "The Blues Along" LP by John Mayall.

Salk Lake City, Utah-KLUB Paul Coburn

Program Director

Biggest Happening is "You Keep Me Hangin' On" by the Vanilla Fudge, At-co. (We are getting requests for these singles: "The Night Is Almost Gone" by singles: "The Night Is Almost Gone" by the Delicate Balance, NICO; "Beggin'" by the Time Box, Deram; "Black Magic Woman" by the Fleetwood Mac, Epic".) The New Cream "Wheels on Fire" is a monster. Most playable cuts: "As You Said," "Those Were the Days," & "Crossroads." The New Iron Butterfly "In-A-Gadda-Da-Vida," is featured this week " week."



Blacksburg, Va. (Va. Tech.)-WVUT

Bill Robbins

Music Director & Deejay

Best Pick is "Competition Ain't Noth-in'" by Little Carl Carlton, Back Beat; Best Leftfield Pick is "Give Me One More Chance" by Wilmer Alexander & the Dukes, Aphrodisiac; Biggest Hap-pening is "The Snake" by Al Wilson, Soul City; Biggest Leftfield Happening is "Let's Spend Some Time Together" by the Distortions, Capitol.

Philadelphia, Pa. (University of Pa.)-WXPN

F. ROnald Baker

Music Director

Best Pick is "Eli's Coming" by Laura Nyro, Columbia; Best Leftfield Pick is "Feet of Clay" by Bruce McKay, E.S.P .: Biggest Happening is "Night in the City" by Joni Mitchell, Reprise: Biggest Left-field Happenings are "Midnight" by Nedge & Donna, Capitol; & "Come Away Melinda" by Kenny Rankin, Mercury.

Batty. The station, which recently switched to easy listening format, is also playing the cream of country and rock-"the real good records," said Smith. . . . Jack Alix, host of the daily 4-5 p.m. "Wing Ding" bandstand show on WDCA-TV (channel 20) in Washington (the address is 5202 River Road) needs videotapes. He's also willing to give much exposure to artists live. Record companies, this is your chance.

Wayne Allen is the new music director at WAIR in Winston-Salem, N. C.; he'd been with WDBQ in Dubuque, Iowa, as a deejay. "We are the only 24-hour operation now serving Winston-Salem with a tight hard-hitting rock-r&b format. Like all stations, we are in need of better record service. Now that WAIR has a full-time music department, all records will be carefully evalu-ated." On-the-air personalities at WAIR include Ray Travis, Allen, Bob Blair, Oscar (Daddy-O) Alexander, and Terry Wayne. . . Management changes at KGIL, Los Angeles, include: Stan War-

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In Jackson, Miss., WWUN pro-gram director Jim McCullough came up with a dandy of a promotion tie-in with a concert featuring such names as Gary Puckett and the Union Gap, the Happenings, the Strawberry Alarm Clock, and Jay and the Techniques. The WWUN deejays hosted a poolside autograph party with the groups for 30 listeners who'd won a contest.

Down in Atlanta, my buddy Rudy Runnells, program director of WIGO, has added a duo team of personalities on the morning

side of the r&b outlet. The team is James Rowe, a WIGO veteran, and Dave Hull, a newcomer to the station. The duo is not the first for r&b, but it may be the first on a morning show; morning duos do quite well on easy listening stations, so it'll be interesting to

(Continued on page 20)

LIVE REMOTE PROGRAM IS LAUNCHED BY WXEN-FM

CLEVELAND — WXEN-FM, the sister station to WABQ here, has bowed a live remote program from the Eagle's Nest Restaurant, located in the penthouse of the Forest Park Towers. Based on NBC-TV "Tonight Show" with live music and guests, the show is hosted by Phil Fink, who does an early morning show on WXEN-FM, and Frank Porath, who does the early morning program at WCLV-FM.

"Entertainers and record stars are invited to stop by and visit with me and my sidekick," said Fink. "We would like any entertainer who knows he will be in our area and would like to appear on our show to call me at WXEN-FM between 2 and 6 p.m." The phone number is 696-4444.

The hour show is aired midnight to 1 a.m., five nights a week on WXEN-FM.

18

Music Director & Deejay

Charlotte,