

# programming aids

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**Mala; Biggest Happening** is "Never Found a Girl" by Eddie Floyd, Stax; **Best Leftfield Pick** is "Here Comes the Judge" by Pigmear Markham, 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! 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.



## Memphis, Tenn.—WDIA

**Bill Thomas**  
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; **Biggest 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, Artie; "Need to Belong" by Laura Lee, Chess, and "Get On Board the Train" by the Southwind.

# COUNTRY



## Burbank, Calif.—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, Musicor; **Biggest Leftfield Happening** is "I'm Coming Back Home" by Don Rich, Capitol.



## Canonburg, Pa.—WARO

**Zeke Jackson**  
Program Music Director; Deejay

**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.



## Charlotte, N. C.—WWOK

**Cloyd A. Bookout**  
Music Director & Deejay

**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 Happening** & **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** is "I Haven't Got What He's Got" by Gene Wyatt, Paula; **Biggest Leftfield Happening** is "Take It All Off" by Carly Putman, ABC. (Album Programming Goodies—"The Girls on Sugar Pie Lane," Buck Owens ("Sweet Rosie Jones"), "Mental Journey," David Houston ("Already It's Heaven"), "Love is a Happy Song," Sonny James ("Heaven Says Hello").)



## Cincinnati, Ohio—WCLU

**Nelson King**  
Deejay

**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 Leftfield 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" 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 It Is" by Archie Campbell & Lorene Mann, RCA. (Capitol may have underestimated the two-sided potential of the new Merle Haggard. In this market, "You'll Never Love Me Now" is stronger than "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 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 International. ("Loving Season" by Gene O. 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.



## Flint, Mich.—WKMF

**Jim Harper**  
Program/Music Director & Deejay

**Best Pick** is "Jody and the Kid" by Roy Drusky, Mercury; **Best Leftfield Pick** is "Gone Too Far" by Kay Tolliver, Musicor; **Biggest Happening** is "Dreams of the Everyday Housewife" by Glen Campbell, Capitol; **Biggest Leftfield Happening** is "Chase of the Wild Goose" by Forrest Green, Ranger.



## Greensboro, N. C.—WGBG

**Rig Dees**  
Deejay

**Best Pick** is "Don't Do Like I Done, Son" by Bobby Bare, RCA; **Best Leftfield 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 Fargo, Challenge.



## Greensboro, N. C.—WGBG

**Tom Miller**  
Program Director

**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.



## 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 Leftfield Pick** is "Take It All Off" by Carly Putman, ABC; **Biggest Happening** is "As Long as I Live" by George Jones, Musicor; **Biggest Leftfield Happening** is "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 Jimmy 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.

# PROGRESSIVE ROCK



## Detroit, Mich.—WKNR

**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 Leftfield 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, Atco. (We are getting requests for these singles: "The Night Is Almost Gone" by the Delicate Balance, NICO; "Begg'in'" by the Time Box, Deram; "Black Magic Woman" by the Fleetwood Mac, Epic.) The New Cream "Wheels of 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.

# COLLEGE

## Blacksburg, Va. (Va. Tech.)—WVUT

**Bill Robbins**  
Music Director & Deejay

**Best Pick** is "Competition Ain't Nothin'" by Little Carl Carlton, Back Beat; **Best Leftfield Pick** is "Give Me One More Chance" by Wilmer Alexander & the Dukes, Aphrodite; **Biggest Happening** 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 Leftfield Happenings** are "Midnight" by Nedra & Donna, Capitol; & "Come Away Melinda" by Kenny Rankin, Mercury.

# 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 outtroos 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 hour. 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.

# Vox Jox

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 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.

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**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 evaluated." 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-**

**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.

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In Jackson, Miss., WWUN program 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.

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Down in Atlanta, my buddy **Rudy Rannels**, 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

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# 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.