



Columbia Records, Video Tape Network Concerts On Campus

NEW YORK — Video Tape Network has devised a new promotion program for Columbia Records using the closed circuit TV systems of its 234 college affiliates throughout the United States.

Performances by Columbia recording artists are featured in a series of special half-hour shows called "VTN Free Concerts," distributed free of charge to VTN affiliate colleges for ten days of unlimited plays on their closed circuit monitors, located in high traffic areas all over

campus.

The first "VTN Free Concert" is ready for distribution with complete performances by Poco, Santana, Loggins & Messina, The Mahavishnu Orchestra, Dr. Hook, The Rowan Brothers and Blood, Sweat & Tears.

Lollos Comments

John Lollos, vice president/creative director of VTN commented that "by playing the tape repeatedly on carefully located VTN television sets all over campus, we are able to deliver this kind of program to our audience exactly where and when they want to see it. The 'VTN Free Concert' adds an important new dimension to our schedule of more than 200 hours of programming specially selected for the college audience. One hundred non-affiliate schools will also be receiving the 'VTN Free Concert' over the next several months as a sample of our programming."

Programs on the VTN system consistently reach over 90% of the two million enrolled students on affiliated campuses. Affiliate member colleges are serviced with cassette and reel-to-reel TV programming on a weekly basis. The Video Tape Network also provides a specially designed automated cassette system for those schools that have no closed circuit telecast facilities.

VTN Free Concert
Loggins and Messina, Poco,
Mahavishnu Orchestra, Santana,
Dr. Hook, Rowan Brothers,
and B,S&T



In a 30-minute video tape special.

Campus Display

WGAR Wins PSA Award

CLEVELAND — WGAR has become the first and only Cleveland radio station to win the coveted Sigma Delta Chi award for distinguished service in the field of radio public service. A panel of 71 journalists and public officials from all over the country recently awarded the 50,000 watt outlet their '72 prize for the station's in-depth news documentary on the subject of mental retardation.

The documentary was researched, written and produced by WGAR newsman Eric Braun.

TALENT ON TV

The Partridge Family, ABC (weekly, Fridays)—The show will make its first timeslot change in the fall when it moves to Saturday evening at 8 pm, up against CBS' "All In The Family."

The Midnight Special, NBC (Apr. 27)—Jerry Lee Lewis hosts a r&r revival show featuring Lloyd Price, Little Anthony & The Imperials, the Del Vikings, the Penguins, Freddy Cannon, Chubby Checker, the Ronettes, the Shirelles and the first reunion performance in 14 years for The Diamonds.

Superstars Of Rock, syndicated (in most markets, week of Apr. 23) — Albert Hammond, Uriah Heep, David Jones, Argent and Osibisa.

Bob Hope Special, NBC (to be scheduled)—The last Hope special for the '73 season will feature The Supremes, Joey Heatherton and Glen Campbell.

The Cricket In Times Square, ABC (Apr. 24)—Violinist Israel Baker provides the classical soundtrack for the animated family special.



CAUSING A STIR—Johnny Nash's Epic single, "Stir It Up," was the main topic of conversation at WPOP in Hartford as the label's local promo manager Dave Demers (left) presented pd Bob Paiva with a set of monumental stirrers.

Atlantic Begins Job Search For College DJs

NEW YORK — Gunter Hauer, Atlantic Records' college promo, director, announced that the company's college department has serviced the nation's commercial radio stations with the results of Atlantic's broadcasting employment program.

During the preceding four months, college students due to graduate this year have been invited to send Atlantic mini-resumes of their experience in college radio and their desired area of employment within the radio industry.

Atlantic has collated the material they have received into a report which has been forwarded to all of the company's commercial radio contacts. Should any of the radio stations involved be interested in interviewing any of the participants in the program, they will directly contact the students who mailed in their resume.

The company hopes that this program will be of service to both students and radio stations. Should the program receive a favorable reception, it will be repeated again this year for next year's graduating class.



GOLDEN BEACH PARTY—A gold copy of the Beach Boys' "Holland" presented to Steve McClean of LA's KMET for helping to establish the album. Left to right: Dave Urso, Warner Bros. local promo manager; Steve McClean, WB asst. national promo director; Bob Greenberg and Richard Kimball of KMET.

STATION BREAKS:

That's Makin' Your Home Movies Somethin' Special Department: Charles Murdock, WLW radio gm and vp recently narrated an Easter special for the sister TV station, "Holiday Tour Of the Holy Land." Last Xmas, Charles and his wife Helen (who handled the soundperson duties) made a visual diary of their trip which was seen by the Cincinnati viewing audience on Good Friday.

John Catlett has returned to Chicago as station manager of WBBM-FM. Last June, he left to serve the same function at WCBS-FM, overseeing its switch to solid gold... Ernie (Andrew) Anastos is the pd at RKO-General's newly acquired WKFM. The station will soon undergo a call-letter change to WFYR and will be known to its friends at that time as "The Chicago Fire." Hot stuff!... New gm at WIL is Richard Carr, succeeding Tom Perryman, recently named gm of sister St. Louis FMR KFMS.

Pete Larkin, formerly pd at Baltimore's WKTK-FM is now doing afternoon drive at DC's WMAL-FM... Larry Conti has left WVL and is looking. He was pd for eight years at Youngstown's WKBN, and can be reached at (504) 367-2648... WIOD's Alan Courtney who is often credited with having the first open-phone radio show recently won an award from two musician's groups: the Musicians' Benevolent Society and the Miami Federation of Musicians. The "Award of Honor" was inscribed in part: "for his diligent efforts in promoting the cause of live bands and music."... Avco's Bob Braun, host of the "50-50 Club" has just cut a single for the local Applegate label: "A Letter To Cindy" and "Daddy, Meet A Man," both penned by local personalities Shad O'Shea and Sonny Flaherty.

KSAN-FM pd Tom Donahue re-

cently co-produced a twelve hour special with Record Plant West's co-president Chris Stone, broadcast in quad from the Sausalito studios. The show's format alternated an hour-long live set from the Plant with specially produced hour-long segments from the KSAN studios... The Missouri Broadcasters Association has honored WDAF as the state's top public affairs operation, specifically for their coverage of the drug hearings conducted by the House Select Committee on Crime held in Kansas City... Virginia's oldest station, celebrating its 50th anniversary, WTAR, has switched to a "middle of the road/contemporary" format... New ARB book makes WGN look very strong, especially Wally Phillips.

New to the airwaves is WVEP in Montpelier. In addition to covering the Vermont capital, the FMR will serve three local colleges and the nearby towns. Andrew Charles Wismuller is the station manager/pd and informs us of the outlet's split schedule—from 6 am to 3 pm it's MOR; from 3 to midnight, progressive rock... WWDC's traffic watcher Capt. Dan Rosenson is taking his traffic safety presentation to area elementary schools... Frank Fitzgerald is packaging "The Billy Walker Show" for syndication.

Dick Lavsky has produced a new 26-item jingle package for WNEW-FM, including individual themes for Gene Klaven, Julius LaRosa, Ted Brown, William B. Williams, Bob Fitzsimmons and Bill Hickock. Co-producer was station's operations manager Gary McDowell.

Tests of all kinds revealed no special components in the KOY wide-awake coffee kit, subject of some speculation in these lines last week. Guess their newsteam is just naturally up at all hours

robert adels



HAVIN' A GREAT WEEKEND—Louis Severine, general manager of WPLJ, congratulates the winners of the WPLJ Stones/Beatle Weekend contest, a 40 hour music special broadcast in January. The grand prize winner is going to London for a week and the two runners-up are owners of complete sets of Beatle and Rolling Stones albums. Left to right: Joe Kostiuk, Deborah Rizzo, Severine and grand prize winner Sandy Paul.