

Radio-TV programming

CKEY Computerizes Airplay—Precedental Move in Canada

TORONTO — CKEY is the first Canadian station to introduce the computer to its music programming. The station, with a contemporary middle-of-the-road sound, began employing the computer to make up its music lists in mid-July, and after two weeks program manager Gene Kirby describes it as "the efficient, effective way of programming; it produces a remarkably consistent sound."

The move to computer began with a survey in April of the musical tastes of 1,400 Torontonians between the ages of 27 and 49, from all socio-economic levels. The survey, carried by CKEY with help from the U. S. firm of Frank Magid Associates, consisted of personal interviews two-and-a-half hours long. "We now know the music preferences of the vast majority of people in this age group, and we know what irritates them, things they find objectionable in music that we

had thought were acceptable, and we're following these leads," Kirby says. "Now the people are picking our music, rather than a program director making a subjective decision about what is going to be played."

CKEY's use of the computer has been misunderstood by some members of the radio and record industries. "The records still come to me, as they always have, and I listen to each and every one, everything from hard rock 'n' roll to classical," Kirby emphasizes. "I delete the material that I know from our survey would cause a person to dial away, and categorize the records to be played. Then I give the computer the mix I want for each hour of the day, depending on the sound we want in that period—the mix of male vocals, female vocals, instrumentals, uptempo numbers, ballads, and so on, and specify the amount of airplay to be given each record, and in 26 minutes

we have our programming for 24 hour a day, seven days a week." Although labor-saving was not a factor in the decision, the station has let two librarians go and employs one girl in the library, filing records, reordering, and doing paper work.

No Choices

"The computer has no preferences, plays no favorites, doesn't fall in love and stare off into space, or take payola," says Kirby. "A listener knows what sound he's going to hear on CKEY now; it can't fluctuate with a mood or whim."

Kirby believes Canadian talent gets fairer treatment from a computer. "Most broadcasters have good intentions about giving Canadian music a fair share of air time, but sometimes people have prejudices, unwarranted prejudices, against Canadian product. They don't seem to have confidence in it. With the computer it's possible to give

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Tickets to Owens LP Buyers In WIL Promo Tie With Cap.

ST. LOUIS—WIL, through the co-operation of Capitol Records, is bowing a promotion campaign to establish the station's identity. The climax will present two free shows by Buck

Owens at Kiel Auditorium Aug. 23.

Tickets will be presented free to the show to anyone who buys a new Owens album, according to WIL program director Chris Lane. Lane is working with Buz Wilburn, district manager for Capitol Records in Cincinnati and local Capitol representative Bill Valenziano.

The promotion will include a special hour TV show Aug. 18 by Owens on KTVI-TV (Channel 2) that will promote the show.

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WCOY to E. L.—Switch Pays Off

COLUMBIA, Pa. — WCOY, 500-watt daytime operation owned and managed by Ron Krancer, has shifted programming from big bands and standards to an easy listening format that is already receiving enthusiastic response.

The new deejay lineup at the station includes program director Ed Wickenheiser, formerly with WJNC in Jacksonville, N. C.; Dr. Bill Kauffman, from WCLM-FM, Chicago; Dick Kenlinger, from WLAN, Lancaster, Pa.; Jim Carr, from WCOY and WRLM-FM in Taunton, Mass., and weekenders Ed Moshier and John Urrich.

WASP Outlet Bows

BROWNSVILLE, Pa. — A new country music station, WASP bowed on the air here Aug. 2 with Bob Williams as program director. The station broadcasts at 1,000 watts and has applied for a power increase to 5,000 watts. The station, according to Williams, will also program hymns and gospel music records.

Client Festivities Bow New Format for WHOO

More than 250 clients, agency executives, city officials, record company executives, and country music artists showed up to celebrate the new Countryopolitan sound of WHOO, 50,000-watt station in Orlando, Fla. Although the station was a success as a rock 'n' roll operation, general manager Robert F. Hood felt a country music format offered even greater potential. The Friday party was followed by Saturday night "Shower of Stars" show, first of a series to be held every seven weeks.



General manager Robert F. Hood welcomes clients and agencies to cocktail party and explains the raison d'être behind the new country music format of WHOO.



Wally Cochran, RCA Victor promotion manager, prepares to launch the entertainment at the party.



Archie Campbell and Skeeter Davis, record artists, entertain, as did Willie Nelson and Johnny Burnette.



From left: Archie Campbell, Skeeter Davis, WHOO general manager Bob Hood, Willie Nelson, Don Gibson and Earl Boyles, executive vice-president of Bluegrass Broadcasting that owns WHOO.



From left: WHOO deejays Chuck Lowe and Clay Daniels, Hood, Nelson, Larry Ketner of McDonald's Hamburgers and WHOO program director Bob Baker.



Skeeter Davis chats with Fred Ruppert of RCA Victor in Miami, center, and Vito Blando, right, RCA Victor district manager.



Lorenne Mann performs at Saturday night "Shower of Stars" headlined by Don Gibson and Willie Nelson.



Teen country music fans surround WHOO staffers backstage with Skeeter Davis. Deejay Chuck Lowe is at left, Clay Daniels has back to camera, facing camera is Hood.