

Radio-TV programming

Billboard Forum Bows Public Service Awards

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ties of the nation's radio stations."

The Billboard Community Service awards will be based on presentations submitted by radio stations. A select panel of leading public figures will judge the presentations and the presentations will be put on display in a special exhibit room at the Forum so that everyone attending can study them at length. Presentations must be submitted prior to June 1. There is no limit as to the size or the type of presentation; this is left up to the radio station. But every effort should be made to indicate the station's total involvement in promotion, public service, publicity and other aspects. A special award will be given to the station who did the most last year in helping quell the nation's riots. The awards will be broken down by format, meaning that Top 40 stations will be competing only with Top 40 stations or country music stations with other country music

Summer Soars With Music

NEW YORK — ABC-TV's summer will swing with music, especially new shows featuring Johnny Cash, John Davidson, and Mireille Mathieu. In addition, "This Is Tom Jones" and the "Lawrence Welk Show" will present fresh shows this summer and the music-variety series hosted by Dick Cavett will be fresh, according to Leonard Goldberg, vice-president in charge of TV network programming.

"The Dick Cavett Show" will be 10 p.m. Monday, Tuesday, and Friday; "The King Family" will be seen 8:30-9 p.m. Wednesday; "This Is Tom Jones" at 9 p.m. Thursday; "The John Davidson Show" at 8 p.m. Friday; "Lawrence Welk" at 8:30 p.m. Saturday and "The Johnny Cash Show" at 9:30 p.m. Saturday.

Lawrence, Lorenz Co.

BUFFALO—Dick Lawrence, former program director of WPTR, Albany, and George Lorenz have launched a new radio consulting firm called L&L: Programmers Inc. Lorenz owns WBLK-FM here and publishes a weekly record tip sheet.

Lawrence said the new firm will provide the records as well as a comprehensive music playlist and order-of-play formula. The firm will also have available a library of oldies and a custom commercial production operation. The firm will operate in all formats, and provide on-the-scene station and market analysis, as well as trained personalities.

stations, and by market size. The awards will be presented at the concluding luncheon Sunday, June 22.

Radio stations wishing to offer their community involvement material for judging should contact Billboard Radio Programming Forum, James O. Rice Associates, 900 Madison Avenue (9th floor), New York, N. Y. 10017.

The Billboard Forum, hailed as one of the most important events in radio last year, drew about 500 program directors, station managers, and air personalities. This year, the scope of

FM Country Format Bows

PHOENIX — KNIX-FM, owned by Capitol Records artist Buck Owens, launched a country music format last week, simulcasting with KTUF in the daytime, according to Joe Thompson, vice-president of the two stations. The FM station had been programming progressive rock. Nighttime-to-dawn country music on KNIX-FM will be programmed by program director Woody Starr, who estimates the 100,000-watt signal has a potential audience of more than a million listeners. KTUF is a well-known country daytime station.

WUBE Switches to 24-Hour Country

CINCINNATI — WUBE, 1,000-watt station of the Seattle, Portland, and Washington chain, switched to a 24-hour country music format April 1, announced general manager Les Smith. Thus Cincinnati gets its first full-time AM station. Both WZIP and WCLU are daytime stations, although WZIP-FM carries country music around the clock.

Arlen Sanders, who put the modern country sound of WVVA in Wheeling, W. Va., on the map, has been brought in as program director, he was last with KCKW in Tulsa.

An unusual programming

KOGO Expands E. L.

SAN DIEGO — KOGO, a Time Life Broadcasting station, has expanded its easy listening programming to a 24 hours-a-day schedule, according to general manager Clayton H. Brace. Rick Martel, who had been on 7 p.m. until 1 a.m. sign-off, will do the all-night show; filling his slot will be Skip Conover from KGNU in San Jose.

WKAK-FM in Shift

KANKAKEE, Ill.—WKAK-FM, "because of popular demand by our younger listeners," has started programming Hot 100 records in the evening, reports program director George Laurie. The station otherwise plays easy listening records.

the Forum will range from speeches on "What Variety of Music Should Top 40 Stations Program to Compete?" to sessions on new trends in modern music and what programmers and deejays should know about advertising. In all more than 23 key sessions are scheduled including 37 speeches and five workshop sessions in which all will participate.

All major formats will be covered, including rock, country music, easy listening, r&b, and progressive rock. In addition, there will be sessions on far ranging topics such as production, ratings, and promotions.

WBMJ Rocks in Latin Setting

SAN JUAN, Puerto Rico—It took a lot of guts to kick off a Hot 100 format station in a Spanish-speaking market, but the gamble has paid off for WBMJ. The Hot 100 format station went on the air May 9, 1968, according to general manager Robert Bennett. "And we recently had our first soldout weekend."

More important to the record industry, perhaps, is the impact the station has made in record sales. Tom McGinnis of Columbia Records, now headquartered in New York, attributed the station to a complete flip-flop in record sales, said Bennett. "Before we went on the air, the

majority of record sales were Spanish records; but he told us recently that the majority of singles records now sold by Columbia were English-language records."

The 24-hour, 10,000-watt Top 40 station has a deal with Town Hall one-stop in New York, which ships the station all of the records picked in the trade magazines each Monday. The station also orders another weekly shipment of other singles over the phone each week that arrives on Thursday.

'Break 'em Fast'

"Thus we can break a new record within one or two days of almost any station—and we are sometimes ahead. For example, we were at a performance of Paul Anka's at the El San Juan Hotel one night and heard him introduce one of his songs as the next Sinatra record. We got him to give us one of his advance personal copies, and I guess we were one of the first stations to expose 'My Way.'"

As proof of how the station does in influencing record sales: When the station started, only one store stocked English-language records, Bennett said. "Now there are seven stores devoted to Hot 100 records."

All deejays speak English, but

Turpin Tries New Theory on KHYT

TUCSON—Former Bill Drake programmer Les Turpin has bought a partnership in 500-watt daytimer KHYT here and is experimenting with a format midway between "sophisticated" rock and easy listening.

Turpin, who left KFRC, San Francisco, Jan. 23, pulls the early-morning shift and also sets up the music programming which he emphasizes has no specific limitations. Co-owner is Robert Sholz, also a former Drake man. His design is to knock off the area's leading rocker, KTKT, and the top easy listening station, KCUB, and hopes to do this by developing a musical sound which complements strong disk jockey personalities. His music reflects his theory of no mechanical restrictions, no boundaries, in that he schedules jazz flutist Mike Sharp's "Light My Fire," Bren-

da Lee's "Johnny One Time," "Never My Love" by Mario Said and music by the new Apple vocalist James Taylor.

"You can find the right music for today's listener," he says, "if you search it out and not rely exclusively on a well-known artist or melody."

Turpin relies heavily on album cuts, emphasizing, "I'm placing all my eggs in that basket."

Turpin says his playlist has no cutoff and he vies for a feeling of unpredictability. "Nothing is slotted. I don't base my presentation on the mechanical singing of an image or logo."

Rock music radio began to graduate in 1965 to where today's listener is a sophisticated individual, he believes. Radio has gone through a disastrous

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ANN SAPLIN and Ricky Feldman of New York University's WNYU campus radio station chat with independent record promotion man Paul Brown, left, and MGM Records publicity chief Sol Handwerker, right, at the MGM exhibit during the recent Intercollegiate Broadcasting System's annual convention in Washington. Brown was convention co-ordinator for the record labels.