

WGOM Programs to Target Audiences

MARION, Ind.—After four months of experimenting with various formats, Ken Roberts, program director of WGOM, found that a small market station which uses transition throughout the day and aims its programming at specific targets during specific hours can stop an audience from tuning in larger, out of town stations. As of June 1, Roberts changed the station's call letters from WMRI to WGOM and has been programming to target audiences throughout his broadcast hours. "I went over the various surveys the station ran for the past three years and found that many people, about 50 percent, were tuning in the large market stations which had the power to reach us. Most of the out of town stations were rockers featuring a Top 40 type format. I figured that if we offered this format and a little more, perhaps we could recapture that 50 percent which tuned to out of town stations."

Roberts aims at the housewife and the mature adult in the early mornings, featuring a soft, country-politan type sound on his show from 6-11 a.m. "We feature some Top 40, and a couple of oldies an hour for the mature audience. Usually the oldies date from 1956-1963. The sound is soft," Roberts

said, "because we want to be thought of as a companion to the early riser and reveille is not my idea of enjoying those early morning hours." When Craig Weston takes over from 11 a.m.-4 p.m. the sound becomes transitional with a good country flair. "Once again," Roberts pointed out, "this is not the hard country music. Occasionally there will be a Johnny Cash cut, but we generally stick with artists like Bobbie Gentry, Glen Campbell or Jack Blanchard. We also begin to get a little heavier in our popular cuts. We go to a heavyweight popular record every third cut after 3 p.m.," Roberts explained.

Ed Shannon handles the 4-9 p.m. signoff slot. "He has great appeal with the young people around here," said Roberts. Most of the records played on this show are Hot 100 items, with oldies and solid album cuts thrown in to make a "pleasing mix," according to Roberts. "We seem to be getting good audience appeal and I think it's because we change with the time of the day," Roberts said. "We can compete in daytime statistics now. If we can bring back the out of town tuners like I think we can, by offering more music suited to tastes, we will be No. one during the day."



CARP, Epic Records rock group, snapped as they appeared recently on "The Nick Clooney Show" on WCPO-TV, Cincinnati, to plug their newest single, "Save the Delta Queen." Left to right: Gary, Nick Clooney; Alan P. Colford, Cincy Epic promotion manager, and Rusty. Seated: Don and Ronnie.

Vox Jox

By CLAUDE HALL
Radio-TV Editor

Russ King, formerly with WMMR-FM in Philadelphia as music director and operations manager, has joined WABC-FM in New York as operations manager as ABC's FM operations continues to rob manpower from various progressive rock stations around the country in an attempt to build some ratings in markets where they own stations. . . . Dave Patrick is now operations director of KICA in Clovis, N.M.; former operation director Keith Ingram has gone to KGNC in Amarillo, Tex. . . . Dusty Miller, a veteran country music personality, is now with WEEE in Amsterdam, N.Y.; he'd been with WKOL in that city.

Buck Reingold, East Coast promotion director of Buddah Records, got the "ARD Silver Award of Merit" from the Association of Record Dealers, a New York organization. ARD president Mickey Gensler presented the award. . . . Bruce Bradley shifted from KDON in Salinas, Calif., to KLOK in Sacramento. Bill Craig came in from KSTN in Stockton, Calif., to take his place. Then Bob Alexander from KYOS in Merced, went to KSTN.

By the time you read this there should be a new program director at WGN in Knoxville replacing Possum Riley. Don't know who yet. . . . Al Kasha, president of National General Records, and Fred DeMann, head of promotion for the label, have set up a series of phone interviews plugging "Rolling Stone" by Henry Fonda and Jimmy Stewart. Fonda is taping five to six interviews a day for delayed DJ play. Any radio station that wants copies should contact DeMann in Los Angeles. . . . Jim Carson will do the midnight to dawn stint on KFRC; he'd been with KGB in San Diego.

In case there's anybody in the world who doesn't know Ray Freas, he's a Decca Records promotion authority. And a nut, of sorts. So, he turns up at the MGM Records party for Eric Burden & War, then the next night goes to the Roulette Records boat party (which turned out to be a dock party because the Coast Guard wouldn't let the overcrowded boat sail). In my opinion, any promotion man who can promote extra "parties" like that is one hell of a promotion man!

Brian L. Wallin, program manager of WJAR in Providence, writes in to say that news and talk stations are still alive and even quotes some ratings (sorry, but no xerox, no print). Also mentions that Jim Mendes' midnight-6 a.m. show on WJAR is one of the few jazz shows in the country. . . . WQIK in Jacksonville, Fla., is working out

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WVEM-FM Rocking at Night To Stay With Listener Taste

SPRINGFIELD, Ill.—A station must change with the taste of its audience, according to Richard Williams, program director of WVEM-FM. "We felt that there had to be a change but we had to be careful," commented Williams. "The rock change at night seemed to be right. According to our phones and other channels by which an audience responds, we have done the right thing for our nighttime audience."

WVEM-FM programs MOR during most of the day. As the day progresses, the music becomes more up tempo. "By 4 p.m.," said Williams, "we are verging on Top 40. We do six hours, from 4-10 p.m. of this type of music. Then, at 10 p.m. we get into a heavy underground sound." Doug Lane hosts the rock show from 10 p.m.-midnight, signoff, and plays mostly album cuts from a variety of popular groups including Iron Butterfly, Janis Joplin, Ten Years After and Led Zeppelin. There are between 27 and 35 records on the rock playlist which is compiled by Doug Lane. He plans the shows a day or two in advance and makes necessary last-minute changes if needed.

"Our advertising has increased greatly on the show,"

said Williams. He also stated that he thought the audience had also grown and he had hopes of going with more rock, "perhaps from 4 p.m. on," he said. "Since we are known as a music station," Williams commented, "I don't think we will take more than 10 minutes of advertising per hour. Since we are heard in many offices throughout the Springfield area, I do not think it would be feasible to go full-time rock or to take on more advertising. If we aim at the younger market during the night hours, we cannot take on any more commercials. That would not be fair to the people listening. Money is second. Our audience is first," Williams said.

Besides Lane, the other air personalities include Rich Dolack, 6-8 a.m.; Williams, 8 a.m.-4 p.m. and Dan Rion, 4-10 p.m.

Dolack does a straight MOR formatted show with very soft music. Williams adds brass to the MOR sound to bring the tempo up and make a steady, smooth flow into the near Top 40 show of Rion. "By evening, the audience is ready for our rock show," said Williams. "We build to it slowly and evenly, always aware of our listeners' needs at specific hours."

Billboard Magazine recommends the following books to program directors who wish to further their knowledge on national and local drug abuse problems. All issues are edited by Dr. Davis Smith, medical director of the Haight-Ashbury Clinic, San Francisco.

1. Back Issues:
 - Volume I, Issue 1 (revised): "Psychedelic Drugs and the Law" (\$2.75).
 - Volume I, Issue 2: "Psychedelic Drugs and Religion" (\$2.75).
 2. Single Copies of Volume II:
 - Volume II, Issue 1: "Marijuana Past and Present" (\$2.75).
 - Volume II, Issue 2: "Patterns of Apphetimine Abuse" (revised) (\$2.75).
- Both copies of Volume II are available together at \$5.00.
Single Copies of Volume III:
Volume III, Issue 1: "LSD: The Psychedelic Experience and Beyond" (\$2.75).
Volume III, Issue 2: "Drugs, Crime and Violence" (\$2.75).

These books are available from Journal of Psychedelic Drugs, P.O. Box 27278, San Francisco, Calif. 94127



GEORGE KLEIN, WHBQ air personality and host of "Talent Party" on Channel 13, Memphis, talks with Tom Jones after Jones' recent performance at the Memphis Mid-South Coliseum which Klein hosted.

Direct Line Seen Opening Service Road to Stations

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Ralph Wayne, program director of KITT in Columbus, Neb., said he didn't receive any records for his station, but a commercial religious station in town got everything, including duplicates. "The records there are taken home by the announcers and the record companies receive nothing for their efforts."

Loren Thompson, program director of KVBR in Brainerd, Minn., said: "They send you a letter asking your format, you answer middle-of-the-road and they send you 95 percent rock, 80 percent of which you never use, even on your rock shows."

The variations of complaints of this nature were vast, such as from program director Joseph Fennessey, WHMP, Northampton, Mass.; program director Bob Steinbrink, KPRO, Riverside-San Bernardino, Calif., and program director Ron La-

Pann, WLAQ, Rome, Ga.

"I would like record companies to do some checking and see just who uses what records," said program director Don Gilbert, KUVR, Holdrege, Neb., "I believe record companies waste money by sending every station records they won't play," said program director Tom Lawson, KFEQ, St. Joseph, Mo. He said he had worked out a record trade deal with another station in town, because they got records they couldn't use either. He recommended record companies "polish their mailing procedures to save money. We will frequently receive two or three envelopes from a company the same day with only one or two records in each."

EDITOR'S NOTE: This is the second in a series of the communication breakdown between the record industry and the radio field regarding record promotion service.



UNITED ARTISTS' JANET LAWSON holds up Sonny Taylor, air personality at WGLI, who stayed up 126 hours to raise money for the Suffolk Fresh Air Fund. Left to right are Steve Kahn, promotion manager for Liberty/UA, Janet Lawson, and Sonny Taylor.