

WGAR 'Promo' Sparks New Play

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KXOA, to WGAR to serve as program director. The music format of WGAR will hinge on "age groups" of records. One group will be from 1955-60, another from 1960-65, the third from 1965-70, and then current records. The current records will be from both Billboard's Hot 100 chart as well as the Top 40 Easy Listening chart. Out of the Hot 100 chart, Janssen pointed to six records in the top 10 that WGAR would play. In a tape played during the Thayer-Janssen preview of the WGAR format, such records as "In the Ghetto," "Spinning Wheel," "Moon River," "Light My Fire," and "A Boy Named Sue" could be heard.

Very Expansive

WGAR will use a "very expansive" playlist, said Thayer. "We will not be formatted to a given number. But we will be breaking more new records than any station in town. The local Top 40 station, for example, tells the local record

promotion men they have to wait on a given record until it's selling in other markets. We will not; if we like a record, it'll go on the air immediately." He said that WGAR will not play a cover record; it will play the hits.

All of the records will be slated for the air personalities, some of whom were still being lined up as of last week. "Every record must be a favorite song," Thayer said. "We want to move people emotionally through an exciting part of their life with our music."

"We have compiled a list of records—the ones that rang the cash registers for record dealers—going back to 1955 and set up a structure of programming so people will feel young so that when we play a current hit, they'll relate more to it."

He said that the equipment of WGAR was being modernized, the news staff expanded, and that "while other radio stations can operate from a calendar, we're going to operate from a stopwatch . . . we're going to move this station . . . we're going to make you believe in radio again."

LP's Stir Confusion in Top 40

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radio and too many guys are part-time radio men. . . they want to come in and do their job and go home. But you can't build a radio station that way; at least, not in a market as competitive as New Haven." He credited a lot of his success with WNHC to general manager Bert Sherwood. . . "he's good to work with. First, because he leaves you on your own. Too, he's a former air personality and it's much easier to talk to him about programming or promotion because he understands the principles behind them. It's much easier to work with a general manager who came out of programming, opposed to one whose career is strictly from sales."

WNHC uses a playlist of 35-40 records and adds anywhere from five to seven new singles

each week. Although the station features the Bill Drake concept of programming, Hennes felt that "in a medium market, you can expose a few more new records than on a major market station, so we like to break new records, though it's tough to do here."

The air personalities pick from a list of records; they have a rotation pattern to follow in order to give the station's sound proper balance. About four oldies are played an hour except during housewife time when every third record is an oldie. In a four-hour deejay show, nearly all of the hit-bound (new records) would get exposed, but no new records are played before 9 a.m.

If WNHC plays a new record, it stays on it at least three weeks. The reason, Hennes said, is that "product is slow getting into the market these days.

Too, the public seems to need longer time to react today than ever before. If you put on a new record, say by the Three Dog Night, you may get phone requests early, but it takes much longer to stir record sales."

The criteria used in selecting records is the sound and how much "appeal I think it will have to the listener," Hennes said.

Hennes worked as an air personality at WJEF in Grand Rapids, WIBM in Jackson, Mich.; WTRX in Flint, Mich.; and WTAC in Flint before moving to WKLO in Louisville. It was Terrell Metheny Jr., program director of WKLO in Louisville, who helped Hennes get his first programming job. "We'd talked about programming many times; he knew I was interested in programming."

In his interview with Sherwood that got him his programming job, Hennes said he talked about his programming philosophies. "It's funny, isn't it, that you always know more about programming before you get into the job?"

Campus News

By BOB GLASSENBERG

Winners

The National Collegiate Music Festival is over and the national champions for 1970 are the **Drambuies** from Rollins College and **Funk, Inc.** from Florida A&M University. More than 25,000 people crowded the Mississippi River Festival site on the Edwardsville Campus of Southern Illinois University to see the new bands and guest appearances by Bill Cosby, Jose Feliciano and Grand Funk Railroad.

Addition

Yorktown Talent Associates, management house for Josh White Jr., Earl Wilson Jr., the Saxons and Hod David, is expanding its staff and will provide a block booking service headed by new staffer **Mike Sadev**, a former buyer in the college concert market. The agency has serviced more than 1,000 colleges with performers and hopes that the addition of Sadev will greatly increase their capacity to handle the market.

Freshman Week

WNYU, New York University, Uptown, is sponsoring various activities during freshman orientation week. **Michael Gordon**, music director and co-rock director, said that the station has arranged to let record companies like Elektra, Columbia and A&M give free product to the students for the week. Also planned is a dance, a folk night, and a jazz get-together in the coffeehouse at NYU Uptown. Also present will be Dave Herman and Allen Shaw from ABC-FM. Zacherely, from WNEW-FM, will host the traditional Ducking Dance at the university. The purpose, according to Gordon, is to promote the station and show the students that WNYU does more than play music.

Letters I receive indicate much unrest on the campus. A recent visit to the Midwest indicates an atmosphere of repression balanced by a polarization of the campus communities, with students on one side and community citizens on the other. Where will the campus station fit in?

COLLEGE PROGRAMMING AIDS

WNIU, Northern Illinois University, DeKalb, Curt Stallheim reporting: "All Right Now," Free, A&M; "For Yasgur's Farm," Mountain, Windfall; "El Condor Pasa," Simon & Garfunkel, Columbia; "Santa Domingo," Sandpipers, A&M. . . . KRC, Rockhurst College, Kansas City, Mo., Pete Modica reporting: "Up on the Roof," Layra Nyro, Columbia; "Gas Lamps and Clay," Blues Image, Atco; "Anytime Is the Right Time," the Visitors, Tangerine; "Loving You Is a Natural Thing," Ronnie Milsap, Chips. . . . WBGU-FM, Bowling Green State University, Bowling Green, Ohio, Thomas R. Schoen reporting: "Keep the Customer Satisfied," Buddy Rich, Liberty; "Give Peace a Chance," Jazz Crusaders, Blue Note; "Just Guitar," Sandy Nannson, Embryo; "Best of Nina Simone," Nina Simone, RCA Victor. . . . WLUC, Loyola University, Mundelein College, Chicago, Walter Paas reporting: "Peace Will Come," Melanie, Buddah; "Heaven on Their Minds," Murray Head, Decca; "For Yasgur's Farm," Mountain, Windfall.



DEL TROLINDER, Bill Anderson and Carl Watson, left to right, at Bradley's Barn following the first demo session for the new writers for Stallion Music, Anderson's publishing company.



FRED SCOTT, general manager of KECK Radio, Lincoln, Neb., congratulates RCA's Connie Smith at the close of the station's first Outdoor Country Music Festival. The event staged in the city's Pinewood Bowl, drew more than 20,000 people.

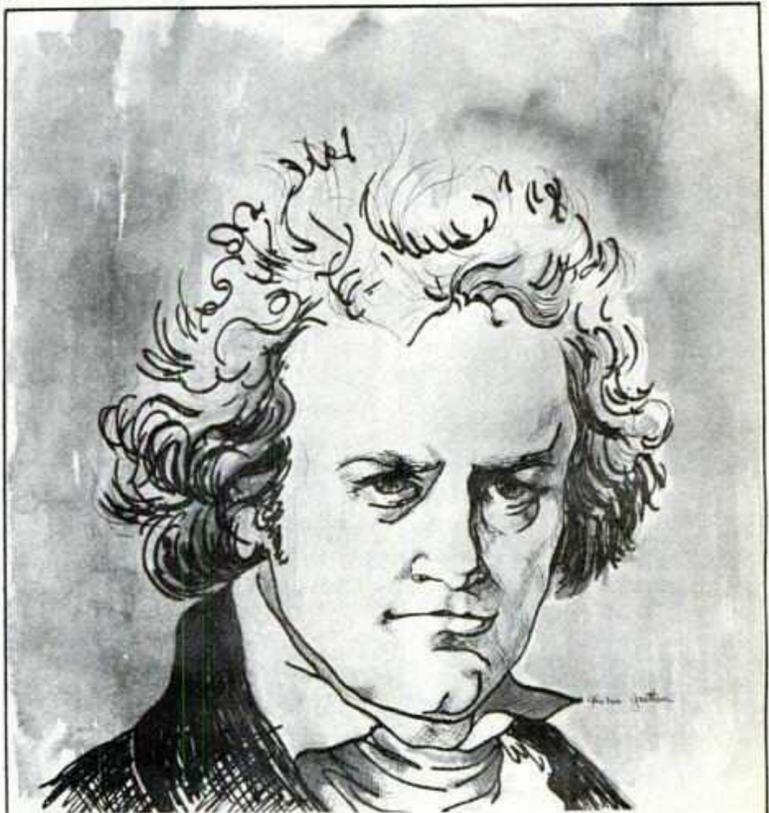
'Now Explosion' Expands

MIAMI — "The Now Explosion" will go on four more stations in October—WPHL-TV in Philadelphia, KEMO-TV in San Francisco, WPGH-TV in Pittsburgh, and WXIX-TV in Cincinnati. The deal comes as an agreement with U.S. Communications Corp., which owns the four properties, that cancels a \$10 million Productions against U.S. Com-

munications. "The Now Explosion" will be inserted in "The Music Connection," a music TV programming concept to be on those four stations that is similar to "The Now Explosion" produced by Telejockey Inc. In Atlanta, "The Now Explosion" competes against "The Music Connection." Among stations carrying "The Now Explosion" are WPIX-TV in New York.

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"Julie, Do Ya Love Me"**

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hits top 10—
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October 3, 1970. Beethoven, his performance, his potential, his power. In Billboard's Special Beethoven Anniversary Issue.

AD DEADLINE: SEPT. 23