

**WGAR ‘Promo’ Sparks New Play**

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KXOA, to WGAR to serve as program director. "He's a man who's going to put together "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 and the charts in the Billboard Listen- ing Guide. Out of the Hot 100 chart, Jennings pointed to six records in the top 10 that WGAR would play. In a tape played during the Thayer-Jannsen preview of the WGAR format, such records as "In the Ghetto," "Sailing Away," "Moon River," "Light My Fire," and "A Boy Named Sue" could be heard.

Very Expansive

WGAR will use an "expansive" playlist, said Thayer. "We will not be formatted to a given number. But we will be breaking more records. Simons, RCA, WNUC, and 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 will go on the air immediately 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 will be still be 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 run the cash registers for record dealers—going back to 1955 and set up a structure of programming so people will feel young so when we play a current hit, they relive 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 stop-watch... 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 were hanged on the wall and job and go home. But you can't build a radio station that way at least not a market as competitive as New Haven."

He felt that WGAR had to compete with WNHC to general manager Bert Sherwood. "We've got a good head start, because he leaves on your own with originality and personality and it's much easier to talk to him about programming... because he understands the principles behind them. It's much easier to work with people. General managers who come out of programming, operating, the radio business are 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 "Midnight Special," Gordon music concept of programming, Hennes felt that "in a medium market, you can expect 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 airs that Hennes says is one of 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 on an hour except during housewife time when every third record is an oldie. In a four-hour deejay show, nearly all of the hot-bound (new records) would be played before 9 a.m. If a record 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."

Campaign News

BY BOB GLASSENBERG

Winners

The National Collegiate Music Festival is over and the national championships for 1970 are the Drumhauts from Rollins College and Funk Inc. from Florida A&M University. More than 25,000 people crowded the four day festival site on the Edwardsville Campus of Southern Illinois University to see the new bands and guest appearances by Bill Cosby, JessiFeliciano and Grand Funk Railroad.

Yanktown Talent Associates, management house for Josh White Jr., Bill Cosby, and H.D. Wood, is expanding its staff and will provide a block booking service headed by new staffer Mike Sudow, a former buyer in the college concert market. The agency has signed more than 1,000 college and performers and hopes that the addition of Sudow will greatly increase their capacity to handle the market.

ONGAL PROGRAMMING AIDS


**BOBBY SHERMAN'S "Julie, Do Ya Love Me" CERTIFIED by RIAA as a MILLION SELLER the week before it hits top 10—now, on top #1.**

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**ANNUONING THE DISCOVERY OF A LONGHAIRDBLY REVOLUTIONARY ARTIST**

A product of the times, a noise maker. Ugly and half crazy. A fun lover. Real. Super cool. An agitator who will move you to act. A classic case of a young radical. But he is not. He is two hundred years old. His name is Ludwig van Beethoven.

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


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