

Vox Jox

By CLAUDE HALL
Radio-TV Editor

So, I'm sitting here quietly at my desk, only occasionally working, when comes a telephone call from a guy in a bar on Sixth Avenue who suddenly decides to be a disk jockey and calls me up to get him a job (you think I'm kidding, eh? I don't mind trying to help professionals; in fact, I feel like I've accomplished something when I've helped a good disk jockey and/or program director get a job. But this guy has had no experience. . . . "just think it'd be a hell of a looot of funnnn. . . ."). No sooner then I tell him to call back tomorrow, then Gary Todd walks in and says he's traveling around the world and just thought he'd stop by. "Yeah," I says. Anyway, we go out for a beer (he somehow knew my secret weakness) and finally he convinces me. Perhaps, it's the advertising in the Indianapolis News which indicates to me he's not (like I first thought) the guy from the Sixth Avenue bar trying a sneak attack to get a disk jockey job because it's a "hell of a looot of funnnn." Actually, Gary Todd, music director and morning air personality of WIBC in Indianapolis, is going around the world. He's racing Chuck Riley of WIBC, who set off in the opposite direction (you know—by way of Brady, Texas). While Gary is sitting across the desk, Bob Goode calls (he was listening to WIBC) and says to tell Gary that Chuck is already in Japan. Gary and I get him further behind in a local German Brau Haus as we consume a few beers, assuming (hopefully) that Chuck has stopped at a Geishi House or something similarly exciting in Japan. I've forgotten my point for telling this story, so I think I'll just end it here. But first, Jack Sorbi called and mentioned that he didn't think it was much of a promotion—"after all, they are having to do without the services of two of their best air personalities for a while. They could run this type of promotion every week and I wouldn't mind." For those of you who know, Sorbi is program director of WFBM, which competes against WIRC. Oh, well, back to the races, eh.

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Bob Canada, program director at WROV in Roanoke, Va., likes "10 Pound Notes" by the Steel

River on Evolution; says "Amos Moses" by Jerry Reed on RCA is a big hit. . . . Bill Ward, manager of KBB, in Burbank, Calif. (Los Angeles), picks "Aunt Maudie's Fun Garden" by Jimmie Dean on RCA.

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Ted Atkins, program director of KHJ in Los Angeles, is putting the Top 40 station back in high gear and the July/August Pulse leading by a hefty margin 6-10 a.m., largely on the strength of teens, but also very respectable in men and women. The same trend seems to exist through the day, except that KFI's baseball does quite well in the afternoon and evening. The KHJ countdown goes like this: 11 between 6-10 a.m.; 13 from 10 a.m.-3 p.m.; 10 from 3-7 p.m., and 9 from 7-midnight. In those same time periods, KRLA has 5, 8, 7, and 7. Easy listening giant KMPC has 7, 5, 6, and 10. KFI has 6, 5, 10, and 16. KIIS, the hangout of Lee Sherwood, has shown much at this point although it's still early. A real strong showing has been made by KMET-FM with a four in the evening. Soul station KGFJ has 5, 6, 6, and 5. So, KHJ seems to be taking a stronger dominance. Ted Atkins is bringing in Jerry Butler from WRKO in Boston to help out, too.

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The lineup at WGAR in Cleveland: Don Imus, Joe Mayer, Chuck Collier from WSAI, Cincinnati; Bob Vernon and Norm N. Nite. And here's a note from WGAR program director John C. Lund: "As you can imagine, Don Imus is killing them in Cleveland. In fact, the phone company's lawyers called this morning to complain about his 6:15 a.m. phone calls to a certain operator at the phone company asking her (a) "Are you married," and (b) "Do you mess around." Answer 'no' to the first and 'yes' to second, spurring 352 calls this morning alone to the business office from men wanting to speak to this operator! I just came back from spending five days at PAMS in Dallas cutting most of Series 40 and a lot of custom girds. Several of the jingles were

on the air immediately. They did a whale of a job for us and Bill Meeks should be especially proud, as his entire staff is, of his son Dennis. As a member of the old KOA staff, I have a few comments on Bob Sherwood's June Pulse report on Sacramento radio. One thing that he failed to break out for you was demographics. As you know, the magic of our formula is that the programming is demographically designed for the 18-to-34-age group. We're especially proud that KXOA in just two months (from the time we changed our format to the end of the one-month rating period) we went from a No. 8-rated station to a solid No. 2 in adults 18-34. KROY and KXOA were so well entrenched in the No. 1 and No. 2 positions, that the No. 3 station was thousands of listeners away. We might mention also that KXOA had no on-the-air promotion preceding or during the June Pulse, while KROY (as asterisked in the Pulse) was attempting to give away \$1,000 an hour for the entire month. I might also remind Bob Sherwood that he was promoted from music director to program director the first of July and morning man Johnny Hyde was program director while the June Pulse was being taken. Nonetheless, KXOA in Sacramento served as a fantastic test market for the new WGAR sound which has been updated and improved." In defense of Sherwood, I believe Johnny Hyde once telling me that Sherwood had been more and more involved with the programming of KROY somewhere back, so Sherwood may be more responsible for the ratings than Lund believes. Oh, well. Nothing like a good argument. Would you like to comment now, Bob?

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Don Bradley, the latest victim at WIFE in Indianapolis. He's gone to WYRL in Fort Wayne, Ind. . . . Ed Kauffman has joined "The Mike Douglas Show," produced at KYW-TV, Philadelphia, as assistant producer; he'd been on WBZ-TV, Boston; Trian King is now production assistant of the show. . . . H. Drury, a technician for NZBC in New Zealand, is willing to trade airchecks of stations there with somebody willing to aircheck several stations in the U.S. Cassettes preferable. His address is 20 Smith St., Hamilton, New Zealand.

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Staff at KRIG, Odessa, Tex.: Program director Bob Johnson, Bruce White, Jim Blain, and John Bagwell. Station is MOR and also plays some big band sounds and Bagwell needs records. . . . A note from John McCloud at KLIV, St. Jose: "I wish to thank you for a recent mention in Vox Jox about air shift changes at KLIV. However, the person who sent the information neglected to give you the complete lineup, so here are the names of the remaining jocks: Tom Barry, 6-10 a.m., three years with KLIV; John McCloud, 10 a.m.-2 p.m., there and a half years with KLIV, and Ross McGowan, 9-midnight, two-and-a-half years with KLIV. The reason I gave the years was to illustrate the fact that there is some stability in radio, at least at KLIV. P.S.: Our news director Jack Smith has been here for four-and-a-half years and assistant news director Jim Braden has been here three-and-a-half years."

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Would you believe that Tom Campbell, KYA, San Francisco, called five times Monday (12). . . . Jim Conlee from WEIM in Fitchburg, Mass., to WIXZ in Pittsburgh. This may herald a general exodus from the Knight Quality broadcasting stations, including national program director Tom McMurray. . . . I now have 77 progressive rock stations good on my personal list, and that's not counting the quasi stations. All but one are FM, two are college stations that I think a lot about. A good many of these are showing

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ZBS Plans Studio in Upstate New York

FORT MILLER, N.Y.—ZBS Media, Inc., a new radio and artist production studio located on a 45-acre estate on the Hudson River, about 30 miles from Albany, will have studios ready in about one week and plans to cater to the progressive rock FM station.

The studio is equipped with a 4-track Ampex AG 440 tape machine, three 2-track machines, remote equipment, a Philips-built 4-channel board fully equipped with pan pots, reverb, special effects filters and equalizers, Phillips turntables, production modulators, joy sticks for panning between the 4-channels, a Nagra, a wide assortment of microphones, and a Martin Vari-Speed. All equipment can be set

up from quadrasonic reproduction when required.

Plans are to produce commercials, jingles and even mystery serials for distribution across the country.

Two radio shows, one featuring "Meatball," who is Tom Lopez, head of production at ZBS, and one show featuring "Snakeskin," chief engineer, are also planned for immediate syndication when the studio opens.

Meatball has produced shows for the BBC in England, CBC in Canada and the Pacifica Network as well as working for a time at WUHY, Philadelphia, where he did a nightly broadcast, "Feed," and at CKGM in Toronto. "Snakeskin," Bob Bre-

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RADIO-TV Job Mart

If you're a deejay searching for a radio station—or a radio station searching for a deejay—Billboard is the best buy. No other trade publication is read by so many air personalities and program directors. And all of the sharp programming-oriented general managers read the magazine, too! Best of all, Billboard classified ads achieve better results than any other publication in the field. General managers report that a Radio-TV Job Mart can draw five times the results of the next leading radio-TV industry publication. The cost is \$15—in advance—for two times. Box numbers will be used, if you wish. Send money and advertising copy to:

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POSITIONS OPEN

Top Gun #1 Country Station in Midwest looking for afternoon drive jock, maybe you're a man with track record as country jock looking to move from small to medium market . . . or maybe a rock jock about to go batty from Top 40 pressure. My friend . . . come to country, much room to become big man in this field. Top studios and people to work with. First ticket pros only no hicks or beginners. Maybe we'll see each other at CMA if you get resume and production/air check first mailing to Box No. 316, Radio-TV Job Mart, Billboard, 165 W. 46th St., New York, N.Y. 10036.

Exposed a lot of heavy rock before heavy was heavy on the 1st progressive rock show in the state. Then suffered format affliction and became one heck of an editor and writer. Over 20 rock culture features published in the past 4 months. Presently night city editor at 2nd largest paper in state. Been here 22 months. Have lovely wife/lover/friend; three intelligent sons, paid-for 1970 VW Bus, and (big sigh) no debts. Subtle sense of humor with respect for the absurd and a hatred of the obvious. Not very big on dead-end formats (radio or writing) of any kind. Calm, accent-free voice. Call Mr. Nobles at (912) 236-9860 before 4 p.m.

Major Market Contemporary looking for involved, interesting, exciting night-time personality jock who can project within format, Pulse, ARB, Hooper-rated Number One—except at night. Comfortable, pleasant working conditions, salary open. No goof-offs need apply. We want a dedicated professional who can join a team and bring in numbers. References, tape, resume to Box 318, Radio-TV Job Mart, Billboard, 165 W. 46th St., New York, N.Y. 10036.

Anxious to work long hours on your news staff. Experienced disc jockey, control board operator, announcer, salesman. Tight board; third endorsed; dependable, creative, versatile; will relocate. All replies answered. Box No. 320, Radio-TV Job Mart, Billboard, 165 W. 46th St., New York, N.Y. 10036.

Personality plus Contemp/MOR—Immediate opening for professional entertainer in beautiful area. Will consider limited experience if promising. Rush tape, resume, photo and salary requirement to: Barry St. John, WLVA, Box 238, Lynchburg, Va. 24505.

2 experienced first phones, morning and midday, seeking medium or major market Contemporary or Rocker. Both strong on production run tight boards, married, stable, looking for station that doesn't mind paying some decent money for good personality. We don't have to be hired together. If you need a good jock or two write Box No. 321, Radio-TV Job Mart, Billboard, 165 W. 46th St., New York, N.Y. 10036.

POSITIONS WANTED

Ready to Move . . . 3 yrs.' experience. 1 phone and working afternoon drive time for 100,000 market . . . Want medium market or maybe stable small market . . . will travel to any Top 40 Rocker after 2 weeks' notice. For picture, tape and first letter write Radio-TV Job Mart, Box No. 317, Billboard, 165 W. 46th St., New York, N.Y. 10036.

Paul Michaud is looking for his first job in radio. I have third phone and am a broadcasting school grad. If you would like to help, my tape can be found at 387 S. Quaker Lane, West Hartford, Conn. 06119 (203) 523-7663.

Young, draft-exempt personality looking for opportunity with medium market MOR or Top 40 station. Have been afternoon entertainer on 5000-watt Ohio MOR for the past year. Experience also includes 3 1/2 years production at NBC, Cleveland. Box No. 319, Radio-TV Job Mart, Billboard, 165 W. 46th St., New York, N.Y. 10036.

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WE ARE REPLACING A MAN WHO HAS MOVED
UP TO BUFFALO. BIGGER BUT NOT BETTER!

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