WBBQ Makes Key Changes in Programming—'Flashbacks' Used
By CLAUDE HALL

AUGUSTA, Ga. — WBBQ, considered one of the most important new radio stations in the nation's record industry for breaking new records, has made some improvements recently to improve its air personality.

Under the new policy of the radio station, which went into effect top 20 on the playlist will be followed by a new record, then by another top 20 record. The air personality on duty will then play a chart record which might be expected to appeal to the audience in the market or one that the playlister will like best.

The policy of the Top 40 radio station, programmed by Harley Drew, largely hinged on what many radio people call a "salt and pepper" theory. A record by a white artist or pop artist is followed by a record from the black artist, and vice versa. A record from the black artist is followed by a record from a pop or rock artist. The ratio of white and black artists on the playlist is about 7 to 1.

Randell, who started in radio at WXYZ in Detroit, working under Dick Reas, then music director of that station, said that WBBQ new plays a to 45 records. It's pattern of five categories allows all of the records on its playlist to get repeated about every three-and-a-half hours.

Flashbacks, or oldies, are very important in adult time periods. Randell, who started in the station in the all-night slot a year ago, said that this past week does not show the house show, said that he might go as long as the show. But that the "black cat" was the winner of the oldies, this show probably will go no further back than 1964 in his flashback records in afternoon drive, the air personality on duty—Harley Drew—stays pretty current in this record

"Our purpose is to give folks something in this area they can listen to without objecting to the listener," said. Randell, who started in radio at WXYZ in Detroit, working under Dick Reas, then music director of that station, said that WBBQ new plays a to 45 records. It's pattern of five categories allows all of the records on its playlist to get repeated about every three-and-a-half hours.

WIXZ Shifts Its Airplay
PITTSBURGH — After extensive research into the market, WIXZ, FM, has converted its format to a "Solid Rocking Gold" format Sunday (1), according to Nor- man Wain, president of Westchester Corpo.

The format will consist mostly of oldies, with the major-selling 20 records weaved in.

Deejay talk will be cut to absolute minimum; there will be only four commercial interruptions an hour and only a total of five minutes of music between each hour. Wain said WIXZ will not allow more than one ad per hour. The station will air a format and on-air handling the telephon calls and all of them will be handled from 9 to 11 p.m. on Sun.

KSO in Des Moines, for example, put on an evening re-

WJR-FM to 'Gold' Play
DETOIT — WJR-FM, 24-

ART PAGE, left, air personality at WEXT, West Hartford, Conn., presents the WEXT's "Jewish Programming" which is a "contemporary-inspirational" format which combines religious "talk" programs with inspirational music, according to M.A.S.C., station program director.

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