

Radio-TV programming

FCC's Lee Unveils 'More Stereo' Bid

By MILDRED HALL

WASHINGTON—In a talk before Georgia broadcasters recently, Federal Communications Commissioner Robert E. Lee said there had not been nearly enough exploitation of stereo possibilities on FM radio. He said the tremendous market for stereo cartridges and cassettes indicates the public isn't receiving what it wants from the FM broadcaster. Only about 33 percent of FM stations now broadcast in stereo.

Lee scolded AM-FM broadcasters for not providing more independent FM programming, and suggested that he could not back compulsory all-channel set legislation for radio until more separate programming was available.

This brought angry repercussions from John L. Richer of WFIL-FM, Philadelphia, and president of the National Association of FM Broadcasters who

accused Lee of "turning his back" on the all-channel radio bill long pending in congress. Lee replied that he had never actually endorsed the legislation.

In his talk to the Georgia broadcasters, he had warned that the government should not force people to buy FM reception at a time when much of it is available on their AM radios. (FCC ruled some time ago that 50 percent of AM-FM programming be non-duplicate in larger markets.)

Lee also urged broadcasters to look into new aspects of
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CHUCK BRINKMAN, left, air personality at KQV, Pittsburgh, accepts a gold record from Nick Albarano, director of marketing for Janus Records. Janus Records claims KQV to be the first station to break the million seller "In the Summertime," by Mungo Jerry. The group is currently on the charts with their first LP.

Philly Good Music Station Bows 'Original Hits' LP

PHILADELPHIA — WFIL-FM, easy listening station programmed by Dave Klahr, has moved into high gear in both programming and promotion. One of the current projects is an oldies album titled "The Nicest Music, Vol. I" which will feature 14 original hits such as Oliver's "Jean," Dion's "Abraham, Martin and John," and Stan Getz' "Girl From Ipanema."

Columbia Records' custom division did the pressing; Marnel will distribute the record locally; WFIL-FM will promote heavily in spots.

WFIL-FM, using Gates automation equipment, features two instrumentals an hour, usually

hits; six oldies an hour, and two LP cuts from a feature album which is used as a promotional giveaway, and the rest current easy listening tunes. Klahr estimated that the station is playing about 75 percent of Billboard's Easy Listening chart. Production, handled by an engineer, is very tight . . . "when one tune fades, the engineer brings up the next cartridge." Air personalities used on the station are some of the heaviest in the business. Klahr uses Jay Cook, program director of WFIL; and WFIL personalities J. J. Jeffries and Tom Tyler to intro the tunes on cartridge. WFIL is the sister Top 40 station in Philadelphia.

WFIL-FM just recently cut down commercials from four clusters per hour to only three clusters per hour.

WFIL-FM occasionally varies its format with radio specials for the weekend. Recently, the station featured "A Day with Tom and Engelbert," running three of their records each an hour. This special on Tom Jones and Engelbert Humperdinck drew some 4,500 cards and letters from listeners. The station has featured specials on female singers, the Beatles, and Academy Award winners, among others.

Pays Attention to New Disks

BUFFALO—A radio station cannot over-identify a new record, according to WYSL program director Hal Martin. "If you think a new record is viable enough to play, you should set it up in such a way that listeners will know what it is. We try to give the listener a reason for listening to a new record." WYSL not only sandwiches a new record in between two familiar records but the air personality on duty identifies the new record at the beginning and at the end of its play.

This approach, as well as the other programming tactics used on WYSL are "the best things of many stations," said Martin. "I didn't invent them . . . I'm just trying to implement them effectively."

Martin works with a personality staff that includes Roger Christian 1-6 a.m., Chuck Morgan 6-10 a.m., himself 10 a.m.-noon, George Hamberger noon-3 p.m., Jim Bradly 3-6 p.m.,

Kevin O'Connell 6-10 p.m., Rufus Coyotee 10 p.m.-1 a.m., and Robin Gallagher weekends.

'No Non-Hits'

Admitting that he was very careful to avoid playing too many new records, Martin said the reason was that in a competitive situation, it is very important to not play non-hits. "Listeners can rest assured that if they don't like a tune, they'll like the one we played before that or the one coming up," Martin said.

Martin, who worked at CKLW in Detroit a year before coming to WYSL, has been largely responsible for taking a so-called Drake type station out of the doldrums. "The station had been trying a Drake concept," Martin said, "but not cutting it." Claiming that because of his "good fortune" to work with some good people at CKLW in Detroit such as Paul Drew and people like Jimmy Rabbitt and Ken Dowe at KLIF in Dallas, Martin said he "got a good taste of quite a few aspects of programming from various people. I learned promotion from the McLendon people . . . and I learned how to structure a radio hour in the Drake setup at CKLW . . . I especially learned how to handle people from Ken Dowe and Paul Drew."

WYSL may add as many as

eight new records during a week, but may add or drop any given record at anytime during the week. The station constantly "samples" the market on music via telephone requests and record store checks. Martin prefers to move the music fairly fast up or down on the chart.

The station has a library of some 2,500 oldies and features a "Million Dollar Weekend" every week. On some shifts, the deejays may play only two oldies during an hour, but during the housewife times this ratio may go as high as five oldies for the hour. In certain time periods, certain records are restricted from airplay; the deejays pull the music for their own shows within certain guidelines. However, new records are on regular rotation to make sure they get proper exposure.

WYSL comes out of the news into a hit record. All patter by air personalities should spring from a musical derivation, he felt.

Custom Fidelity Steps Up Special LP Production

LOS ANGELES—Custom Fidelity is deep into production of special albums sold by Top 40 and country music stations. KBBQ, in the Burbank suburb, will shortly release an album, "K Bar BQ Country Classics." Top 40 stations in Phoenix, Anaheim, Calif., and Salt Lake City are selling on the air a double LP set for "24 All Time Great Hits." Carson Schrieber produced the country set; Rick Donovan produced the rock LP set.

In Salt Lake City, KCPX has sold over 10,000 copies of the rock set, according to Schrieber. Twelve of the tunes on the rock set are through a special deal with Liberty/UA records. The rock set includes artists such as Tommy James and Canned Heat; the country LP includes Henson Cargill, George Jones and others. Other LP's are planned.



JOSE FELICIANO, RCA Records artist, with guitar in hand, serenades KFRC air personality Dave Diamond with a song he wrote for Dave. While at the station, Feliciano also played a song he wrote for Bill Drake, it's also his latest RCA release "Feliz Navidad."

Decca Staffers Push Crescendo

NEW YORK — Decca Records, in a unique promotion stunt to build up action on artist Don Fardon, is servicing a British Crescendo Records single to U.S. radio stations. The Crescendo single—"Indian Reservation"—is currently a hit in England. Decca in the U.S. has an album featuring Fardon called "I Paid My Dues." Herb Gordon, director of national promotion for MCA Manufacturing Corp., has instructed all Decca promotion men to promote the Crescendo single along with the Decca LP, feeling that if Fardon comes up with a hit U.S. single it'll enhance sales on the Decca LP.

LP's a Must in Daily Top 40 Planning: KCBQ's Allyn

SAN DIEGO—Albums have become a must in daily Top 40 programming, according to KCBQ program director Gary Allyn. The station has been scoring well with an album countdown on Monday night, playing the best cuts from each of the 30 best-selling albums in San Diego. These become the cuts the station also plays during the week, conforming the various

cuts to the best time periods. Audience reaction has been excellent, Allyn said.

The station has been inserting LP cuts into its regular programming the past three months and using the slogan "KCBQ, the Long Play Station." The station features an LP of the week and gives away 25 copies of this LP in promotions. LP gold cuts from earlier progressive rock groups are also programmed.

DON IMUS FINDS FUSS WITH 'EXCLUSIVE' DISK

CLEVELAND—Don Imus, morning air personality at WGAR here, went on the air Nov. 25 claiming he had an "exclusive" on Bobby Darin's "Queen of the Hop" on Atco Records. He whispered over the top of the record such old-time radio tricks as: "A WGAR exclusive" and "You heard it first on WGAR."

Then the phone calls began to flood in from irate listeners protesting that the record wasn't new. Imus put them on the air with him via phone and argued that the record was a new one. One guy called up and said the record was "pretty good . . . just like those old records several years ago . . . has a beat." And Imus said: "Yeah . . . that record goes back to the roots of rock 'n' roll just like the Creedence Clearwater Revival is doing. It's gonna be a hit."



WWJ TO GET MIKE AWARD

NEW YORK—WWJ of Detroit will be honored here Feb. 1 with the 11th annual Broadcast Pioneers' Mike Award. The award will be presented at a dinner at the Hotel Pierre for the benefit of the Broadcasters' Foundation Inc. Others who've received the award in years past include WLW, Cincinnati; WGN, Chicago; WSB, Atlanta; KDKA, Pittsburgh; WTIC, Hartford; WHO, Des Moines; WOR, New York; WSPD, Toledo; WGAL, Lancaster, and KLZ, Denver.