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 potential of FM for retransmitting what it wants from the AM stations. He said FM now delivers a very high percentage of FM stations now broadcast in stereo.

Lee scolded AM-FM broadcasters for not providing more independent FM programming, adding that the FCC received complaints about not back channeling all-channel legislation for radio until more complete programming was available.

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

Decca Staffers Push Crescendo

NEW YORK—Decca Records, in a unique promotion stunt to build up action on artist Don Ellis, has been boosting a British Crescendo single on all major U.S. radio stations. The Crescendo single, "I Paid My Dues," has been given a tremendous push.

The promotion, conceived by Decca L.P. manager Bert Fardoni, is designed to give listeners in all major cities the chance to hear this single from the Decca L.P. before it is released in England. It is currently a hit in England. Decca in the U.S. has an album called "I Paid My Dues," and they feel that if Fardoni can get this Crescendo single on the air, it will enhance sales on the Decca L.P.

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

SAN DIEGO—Albums have been brought into a must in daily Top 40 programming, according to KCBQ program director Gary Allyn. The station has been scoring a down on Monday night, playing the best cuts of each rock album on the 30 best-selling albums in San Diego. These become the all-program stations also play during the week, conforming the various

DON IMUS FINDS FUSS WITH 'EXCLUSIVE' DISK

CLEVELAND—Don Imus, morning personality at WQAR here, has given a new meaning to the phrase, "queen of the hop on Ato Records. He whispered over the top of the record such old-time radio tricks as: "A WAG WITH A WIG."

Then the phone calls began to flood in from irate listeners protesting the record that wasn't. Imus put them on the air with him when he said the record was a new one. One guy called up and said the record was "pretty good...just like these "EM 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."

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 it with all your listeners," said Martin. "We try to give a listener a reason to listen. WYSL not only plays records, but also the best cuts of even non-stereo records. The air personality on duty identifies the new record at the beginning and the end of its play.

This approach, as well as the other methods of playing cuts used on WYSL are "the best things of many stations," said Martin. "I feel that WYSL is just trying to implement them effectively.

Martin works with a personality staff that includes Roger Christian 1-6 p.m., Chuck Morgan 6-11 p.m., Bob Kellogg 11 p.m. to 2 a.m., George Habenberger 2-6 a.m., and Jim Brady 6-10 p.m.

WYSL will add as many eight new records during a week, but may add or drop any one record at any time during the week. The station constantly monitors the new and old records via telephone requests and record store checks. Martin prefers records to be called in to the station rather than summering to the air. The station library of records includes a "Million Dollar Weekend" every week. On some of the shows, the station might play two or three oldies during an hour, but during the housewives hours, they have to have oldies for the hour. In certain time slots, traditional records are restricted from airplay; the deejays pull the music for their shows from 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 is based on a musical derivation, as he felt.

Custom Fidelity Steps Up Special LP Production

LOS ANGELES—Custom Fidelity is deep into production of various records sold by Top 40 and country music stations. KKBQ, in the Burbank week, will shortly release an album, "K-BQQ Country Classics," that contains an album of "All Time Great Hits." Carson Schrier produced the album, and Rick Donovan produced the rock LP.

In Salt Lake City, KCPX has sold over 10,000 copies of the rock LP, according to Schrier. Twelve of the tunes on the rock set are through a special deal with the K-Boot record company. The rock set includes artists such as Tommy James and Canned Heat. The deal with the K-Boot also includes in on one of the songs from the K-Boot album, "First Love," "Butterfly Cargil," George Jones and others. Other LPS are

WWJ TO GET MIKE AWARD

NEW YORK—WWJ of Detroit will be honored here Feb. 1 with the radio Broad- casters Foundation of America's Mike Award, which will be presented at a dinner Feb. 14. The awards are for the benefit of the Broadcasters Foundation Inc. Others who have received the award in the past include WLS, WGN, Chicago; WSB, Atlanta; KDIA, Pittsburgh; WOR, New York; WPAD, Toledo; WLYC, Lancaster, and KLZ, Denver.