PERSONALITY PROFILE

Imus Focuses on 'New Humor'

By CLAUDE HALL
Radio-TV Editor

Cleveland — Don Imus is a former railroad brakeman and he once worked in an Arizona Uranium mine and he considers himself “a real funny.” This may not be exactly the best job of training and/ or recommendation for a radio job, but Imus is part of a modern trend in radio—the complete turnaround of a losing radio station—WGR—in to a winner. In the October/November ARB WGR came up tied with CKLW for men and women, ages 18-49, with 25,000. The station, of course, is more than Imus; it’s general manager Jack Thrayer, sales manager, program director John Lund, and air personalities Joe Mayer, Bob Vernon, Chuck Collier, Norm N. Nite, and Ron Parks. But Imus is now king in the morning 6:15 to 9 a.m., paid 34,500, WGR has 32,100 in the same category, same time: WKTY’s Jim Runyon has 22,000.

Imus, for all of his “radio” training, didn’t happen just by accident. For his morning show on WGR, “I have worked as much as six hours.” Usually, I start in preparing the next day’s show after I get the chance to write most of it—that I don’t steal. In Palmadale and Stockton, Calif., when I was on radio stations there, I wing it. Now, I may wing it, but it’s prepared.”

WGR is providing him with the opportunity to present an entirely new concept in major market radio. According to Imus, “What we call new humor . . . new humor that, among others, doesn’t consider that you’re a local trend in radio humor . . . or I’ll be out of a gig.” Imus recently had his first time being Cleveland listeners that “Queen of the Hop,” by Bobby Darin, was a world exclusive for his show.

Different Places

Imus said that he gets his ideas from different places. “One of the funniest is Time magazine. Newsweek is really funny. But I don’t use comedy sources and I don’t want TV shows besides the Rams football games and I don’t listen to other any radio station. I used to listen to Robert W. Morgan when he was on KFY and I found I was sounding like him. Now, whatever I am, I’m me.”

As for what’s wrong with most morning personalities over the country, Imus said, “All over America, radio listeners wake up every morning and they have to do that with no people, but they get with it, and they’re saying ‘GOOOGOOD Morning World! Up and at ’em tiger’ Let’s eat our cereals, our breakfast, however, where, by the way, folks, it’s a meal!”

Imus claimed that he never says good morning. “If not for them who does?” It is a comparison of how the morning show was a late night TV.”

Executive program features: 96 sixty-second “The Black American” features available already, as well as 100 thirty-second features dealing with origins of myths, ideas, customs in the country.

Jingles

“Weekend countdown,” a three-hour deejay program intended to be an alternative to hiring a part-time weekend personality.

Executive digest, a bi-monthly digest of magazine and newspaper articles aimed specifically at the radio business.

Handbooks and tapes to assist educating salespeople and program directors.

Promotion and sales tools.

In addition, Gaines said that he would offer program consulting “only to stations that (Continued on page 26)”

Gaines Bows Consulting & Production Services

GALAX, Va. — All Media Services Inc. (AMS), to provide in-depth consultation and production services to radio stations, has been launched by J. Raleigh Gaines. A 15-year radio veteran under the air name of Bob Raleigh, Gaines has worked as air personality, program director, consultant, and group program director. He was recently program group manager of the Smiles chain of stations.

With plans to establish an office sometime in March in Raleigh or Richmond, Gaines will provide the following services:

WKBN-FM to EL Background

YOUNGSTOWN, Ohio — WKBN-FM, 50,000-watt stereo station here, has been managed by J. D. Williamson II, switched to an easy listening background-type music service Jan. 1. The music is the Stereo Radio Productions Line package which features music by such artists as Andre Kohn, Prince, Faith and, and lady only with eight minutes of commercials per hour in four clusters. The station is also extending its news coverage in early morning and late evening hours.

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Continental Radio Launches ‘Tun Show’ Into Syndication

HOLLYWOOD — Continental Radio, Inc., operator of the Charlie Tuna Show Syndication, according to general manager Jeff C. Alan. Tuna is a cartoon character created by local radio stations in Las Vegas. The syndicated version of this show—a weekend program—has been introduced for a number of such stations as KNZU in Houston, KLED in Wichita, Kansas; KTTC in Tucson, WJEE in Indianapolis, WSGA in Savannah, and four other stations.

Bill Sherrard, former program manager of Continental Radio, Inc., is now doing an air show on the WNCR-FM, Boston, station, with the assistance of Ron Thompson, who's been at WJZC only about a week. Ron will do the show with Charlie Tuna on WNCR-FM. WWDC.

On the morning of the Johnny Holiday morning show from Halladay’s home Christmas day, featuring Johnny and his wife and kids opening gifts and celebrating Christmas with friends dropping by the show included radio TV stations from town in as sports figure. Great idea. I decided on a radio station, I’d already been making plans to do something like this next Christmas. The music connection is a music package show. Old buddy, Jerry Check, couldn’t stay out of it. He has his Southern Hotline record sheet, but also consult WPUD in Jacksonville. The new job is that WPUD’s competition in WJZC, owned by Galley, at the old box. Stan Keller, who was the show’s regular, helped set up the WAPE format, etc. Now you’ll be vice president in charge of sales and out to knock WAPE if not, out of the way. And would also believe a letter from Morgan Teller, program director, “I think I’ve got a turkey fly!”

WAYS in Charlotte offered $1,000 to high school that collected the most bottles and cans. In an antimonial promotion, collected over $3,000,000, KYAK, country music station in Anchorage, Alaska, has been granted permission to go from 25,000 to 50,000. Station still works to collect bottles and cans. Staff includes John Robert Garland, 5:15-9:15 a.m., Richard Lohder 6:30-10 a.m., Scott Kaye 5-6 p.m., Bob Major 7-7:30 p.m. Charlie Tinker 12:30-5 p.m. Would you cut the station at all? 850 on the dial?

Continental Radio is a company that has been in the radio business for over 25 years and is one of the leading companies in the world. They have a wide range of radio stations and programming, including local and syndicated shows. Their programming includes a variety of genres, including news, sports, talk, and music. Continental Radio is committed to providing quality programming and entertainment to their listeners. They have a strong workforce of experienced professionals working together to deliver the best possible experience to their audience. Continental Radio's dedication to excellence is evident in their wide reach and diverse offerings, making them a key player in the radio industry.