

Vox Jox

• Continued from page 26

Inn in Nashville. Registration fee is \$50 to **Georgia Chellman**, 801 16th Ave. S., Nashville, Tenn. 37203. Only 200 rooms have been set aside for seminar registrants on a first-come basis. Say hello to **Tom McEntee**, **Bob Alou** and **Chuck Chellman** for me; wish I could be there. While I'm at it, I'd like to remind everyone that the fourth annual Billboard Radio Programming Forum is set for Aug. 19 to 21 at the Hotel Ambassador in Chicago. We're getting a special rate on hotel rooms for everyone and I've been able to lower the registration fee so more of the small market guys will be able to attend. The forum will be the best ever held. So, after the Nashville event in April, start saving your money for August. I'll give you full details about the second annual air personality competition either next week or the week following.

★ ★ ★

Bill Bradley writes: "What happens to old disk jockeys? I used to be in New York on old WMGM, then KLAC in Los Angeles. I changed my name from **Bill Silbert** to **Bill Bradley**, and for the past 10 years have been selling KABC-FM here. Last week we changed call letters to KLOS-FM and I've been appointed general sales manager." Good to hear from you, **Bill**. . . **Glenn Johnson** has been named operations manager of KOUR in Independ-

dence, Ia.; he'd been with KWVL in Waterloo, Ia. . . **John Rinne**, night rock man at KXEO, P.O. Box 475, Mexico, Mo. 65265, needs records. Station features easy listening and country in other parts of the day; **W. Earl Dougherty** is general manager. . . **George Hale**, director of radio for WABI, Bangor, Me., writes that he began using "American Top 40" Saturday (3). He'll use it Saturday morning and repeat it Sunday evening.

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Maurice Gourrier will be leaving WBOK, New Orleans, to join the Army this month, according to a note from **Ernest Singleton**, WBOK. . . **WNEW**, New York, has been featuring **Frank Sinatra** records on its music shows for six days ending March 29 as a tribute to Sinatra's retirement from show business. . . **Bill (Bill Bays) Gassner** is now doing the morning shift at WAYK, Fort Myers, Fla., an easy listening station. . . At WAYE, Baltimore, **Ira Littman** is general manager, **Robert Strauber** is program/music director, **Pete Larkin** from WLIR, Garden City, N.Y., is 7-noon **Robert (Robert Henry) Strauber** is noon-signoff. **Chuck Marrell** is 6-15:7 a.m. **Sam Idas** and **Bob Marvel** do weekend work.

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Alex Bennett, formerly with WMAC in New York, has shifted over to ABC-owned WPLJ-FM, New York. . . **KOKE's Arleigh Duff**, Austin, Tex., asks that record companies not send him any

record which discredits the U.S. Says he'll throw it in the trash. . . **Bill (Bill St. John) Kinkel** is out of WPTR in Albany, N.Y. . . **Bob Fuller** is leaving WKBN, Youngstown, Ohio, to operate his own business; program director **Larry Conti** says Fuller "has been doing a hell of a job for us."

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Frank Sweeney is out of radio, I hear, but still in Wheeling, W. Va. . . **Bob Jackson** has joined WGAI, Elizabeth City, N.C.; he comes from Rockville, Md. . . Old buddy **Pat McMahon** writes that he's no longer associated with KRIZ, Phoenix. He invites us all to watch his Channel 5 TV show, now going into its 17th year and says that "most of all I appreciate the five incredible years in radio."

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Dick Weber, national promotion manager for Ampex Records, called me to say that **WIBG** in Philadelphia played "We Gotta Get You a Woman" by **Runt** first, but it was really **KQV** in Pittsburgh, **WHBQ** in Memphis, and **WCOL** in Columbus that he felt were mostly responsible for breaking the record. . . **Robert Wuolle** at **CKRW**, Whitehouse, Yukon, Canada, writes that the major change at **CKRW** has been the programming of primarily album material rather than singles; claims the station is getting a more responsive audience and higher ratings. Station has dropped its weekly printed playlist.

Automated Formats Debated at NAFMB

CHICAGO — The disk jockeys who remain when stations go to automated operations are often top quality and rate higher salaries. This is one point brought out here as FM broadcasters debated the growing trend to automation during the National Association of FM Broadcasters (NAFMB) conclave. A high point of the discussion was the debate over automating progressive rock formats and ABC-FM's now-abandoned syndicated "Love" program took a battering.

The breakthrough for automation, said equipment manufacturer Lee Facto of International Good Music, came about because creative people got involved in the software, or programming. "The hardware will do almost anything you want it to." He said automation means greater consistency, control and cost savings.

"Those who say automation can't sound live better watch out," declared **Mel Elsea**, **KGRC-FM**, Hannibal, Mo. He said his station's deejays can in 15-20 minutes create a three-hour show and spend the other 7.40 hours creating commercials and improving the station's "Great River Country" image. "One deejay in automation equals three in live broadcasting," he said.

Consultant **Joe Coons**, **Constrand, Inc.**, said salaries at an Oklahoma station after automation went from \$631 a month to \$833 when 1½ people were cut to eight and that billings remained basically the same.

Joseph Engle, **Gates Radio Co.**, another equipment supplier, said the average automation system costs between \$25,000 and \$27,000 on a 10 percent down and five-year payment plan which includes site tests and employee training.

During the debate about automating progressive rock, **Coons** said one problem was the lack of "local flavor." He said in Pittsburgh, the "Love" show resulted in nothing to identify the local market—"no news, no weather and it just ended up as canned radio or an automated jukebox sound."

It was also brought out that although "Love" was created in New York and bombed in Pittsburgh, it scored heaviest in far-off Los Angeles.

Not all agreed that progressive rock couldn't be automated. In fact, one panelist said even news could be automated "although that wouldn't be easy."

The cliché "garbage in, garbage out" permeated much of the discussion. **Elsea** said his people did not let the equipment dictate to them. He said programming consultants could help. "Why reinvent the wheel?" he asked, pointing out that consultants have vast knowledge already.

"Our programming dictated the format and the format dictated the equipment," **Elsea** said.

Coons said that if a station doesn't know its music, automation can control it. "You know why my hair is gray? It was listen-

ing to **Joan Baez** being programmed on a radio station in a steel mill town."

Coons said a live-automated mix works well in some cases. He consulted a **Roanoke, Va.**, station that has automation between 11 a.m.-3 p.m., a segment that outpaces the live portions "because it involves a top-drawer production job." In this instance, there was no change in full-time personnel although six part-time people were cut to two. He said billings are up 70 percent since switching to part-time automation 18 months ago.

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Denver market needs D.J. with 1st phone for full-time country station. Contact: **Ed Wren**, **KLAK**, 7075 W. Hampden, Denver, Colo. 80227. ap10

We are looking for an enthusiastic morning man who displays lots of warmth and energy in a 24-hour a-day top 40 operation in Southern New England offering a good starting salary and liberal fringe benefits. If you aspire to work for a top-notch, secure company, please apply with resume and tape to: Program Director, Box 367, Billboard, Radio-TV Job Mart, 165 W. 46th St., New York, N.Y. 10036. This position will be available as of June 1, 1971. If you as yet do not have experience, save your stamp on this one. Equal Opportunity Employer. ap10

These opportunities available immediately: 1. Modern C&W, personality, bold, heavy \$170; 2. 2 Jocks, 1st class C&W \$140 & \$170; 3. Morning, news, 1st class engineer, \$700 monthly; 4. Top 40 Jock, high paced & ability a must, salary open. Contact: **Jim Powell**, **DJPS, Inc.**, Box 1025, Nashville, Tenn. 37202, or call 615-895-5240. ap17

Established, professional MOR station in community of 46,000 near Atlanta has immediate opening for afternoon DJ shift. Good salary and working conditions. Must have at least 1 year's experience, 3rd ticket, and be draft exempt. Equal opportunity employer. Apply to **P.D.**, **WKEU**, Griffin, Ga. ap17

DJs and Newsmen needed for Denver and Kansas City markets. **WOR**, **C&W** and **Rock** Applicants invited. Send tapes to: **Ev Wren Productions**, 7025 W. Hampden, Denver, Colo. 80227. ap17

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I need a summer job. I have three years' experience on two Boston FM stations and have 3rd class broadcast. I have done shows in jazz, blues, soul and gospel formats and am currently doing a Rhythm and Blues Review. I am extremely knowledgeable in all aforementioned areas of music and write a jazz column for local paper. Can also do production and programming. Would prefer job on East Coast but not necessary, and if in NYC would accept part time. Record companies, take note. I need help, can't do it alone. **J. McEwen**, 17 Latin Way Start House, Medford, Mass. 02155. (617) 776-2297. ap10

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Attention, major market in California and Arizona: Experienced Pro, with six years' on-air experience in good medium markets, looking for step up. Good commercial delivery and smooth MOR air personality. No floater. Married with family. All inquiries will be answered. Don't wait. You may lose me to your competitor. Include starting salary in reply. Box 378, Billboard, Radio-TV Job Mart, 165 W. 46 St., New York, N.Y. 10036. ap10

You name it, I've done it! 5 years' experience in the area of contemporary and 1 at Countryopolitan, plus sales, programming and management experience. Currently Operations Manager of Countryopolitan Station and I'm looking for a good gig in a major medium market in contemporary. Ready to move! **Steve Humphries**, Area 918-485-2161. ap17

Experienced News Director wishes to join professional news-minded station. Current employer put news in the background. Family man, ten years in radio, prefer West. Top 50 market. Action news is my bag. Box 379, Billboard, Radio-TV Job Mart, 165 W. 46 St., New York, N.Y. 10036. ap17

Say You Saw It in Billboard

WEEZ Shifts To Mil Sellers

CHESTER, Pa. — **WEEZ** has changed from an all country format to a suburban format which features million sellers of the past 15 years and four current chart hits per hour.

The format change was preceded by a teaser campaign in suburban papers within the station's listener radius. Surveys throughout a four-county area and in Delaware, were taken to determine the tastes of the listeners.

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