

Douglas Finds Bell Motivates Field Staff

LOS ANGELES — Larry Douglas, RCA's national singles promotion director, is a low-key, contemporary music executive. But he keeps a cowbell on his desk, which he rings into the long-distance phone when one of his field men reports getting a record on a major station's playlist. "It's just another way of motivating 25 guys to keep up their interest," Douglas explained.

He rates enthusiasm, involvement with music, following up on details and the ability to take direction in a nationwide effort, as the prime requisites for a successful promotion man.

Douglas correlates the efforts of his team with a weekly listing of RCA product on 250 key stations. The lists are mailed special delivery each Friday so the promotion staff can study national airplay patterns during the weekend.

"I really think of the promotion job as providing a service to radio stations," said Douglas, "helping them program the records that will improve their sound." He feels it's part of his responsibilities to make broadcasters aware of excellent new releases on competing labels. "I touted A&M's first Cat Stevens' release all across the

country," he said, "and I know many other progressive promotion men would do the same for a record they liked.

Douglas has also gone so far as to suggest and set up contests for radio stations on occasion.

He admits that tightening playlists and the switch of some FM free-forms to a stricter format have made this a particularly tough period for winning airplay.

Many major market outlets simply refuse to program a new release until it has reached the top 15 on the Billboard chart. Other majors keep a close eye on the playlists of secondary market stations which they feel have a strong pattern of picking hits early.

"When a program director doesn't feel like playing your record, he can come up with an endless variety of rationalizations," said Douglas. "One PD still refuses to go on Nilsson's 'Coconut,' because he says his station doesn't program novelty records."

Douglas began his music career eight years ago as retail stock clerk in his native Cincinnati and promoted for independent distributors before coming to New York for Columbia and this year moving west with RCA.

Rockoff Forecasts MOR Sub-Formats

Continued from page 18

music" FM stations to large corporations that change the formats to rock, Rockoff replied that he was delighted. "It's tragic for the marketplace, but from a selfish standpoint, we can pick up the audience these stations are losing," he reasoned.

Three FM stations here reportedly negotiating for sale include WEFM-FM to General Cinema Corporation for \$1 million; WDHF-FM to Metromedia Inc., for \$2.5 million; and WKFM-FM to RKO General Inc., for about \$3 million, according to attorney Harry R. Booth.

Booth, attorney for a citizen's group to save the classical form of WEFM (Billboard, July 15) believes "changes in format are a violation of the public's constitutional rights." He feels the "FCC should rule on whether to allow out of state speculation by conglomerates who see the broadcasting business as a way to make a lot of money at the expense of the public's best interest."

As for how WLAK's programming influences sales of product, Rockoff doesn't doubt that his type of programming affects record sales. "Look at Andy Williams, the biggest selling artist of all time.

This is the kind of music we play." The station receives up to 100 calls a day for requests or song identification (records are not introduced on air).

The program director considers WAIT and WNUS competitive, format-wise, and WGN and WBBM competitive, in audience numbers. "FM stations have not only become competitive with AM, but have surpassed it in many areas of the market in the last two years," he stated.

"We are an equal opportunity station. We appeal to everyone." Rockoff, who came to WLAK-FM eight weeks ago from the KNX-FM in Los Angeles, said he enjoys WLAK-FM music 90 percent of the time. "People are looking for an escape, something beautiful and familiar. Of course, we won't appeal to everyone all the time." Even he admitted that he still listens to rock about 10 percent of the time.

Peoria Changes

PEORIA, Ill. — WSWT-FM is the new call letters of WUNN-FM. The station now features a beautiful music format, according to operations director Walter Thurman.

Yesteryear's Hits

POP SINGLES—Five Years Ago

September 2, 1967

- 1 Ode to Billie Joe—Bobbie Gentry (Capitol)
- 2 All You Need Is Love—Beatles (Capitol)
- 3 Reflections—Diana Ross & The Supremes (Motown)
- 4 Light My Fire—Doors (Elektra)
- 5 Baby I Love You—Aretha Franklin (Atlantic)
- 6 Come Back When You Grow Up—Bobby Vee & The Strangers (Liberty)
- 7 Cold Sweat—James Brown & The Famous Flames (King)
- 8 Pleasant Valley Sunday—Monkees (Colgems)
- 9 You're My Everything—Temptations (Gordy)
- 10 I Was Made To Love Her—Stevie Wonder (Tamla)

POP ALBUMS—Five Years Ago

September 2, 1967

- 1 Sgt. Pepper's Lonely Hearts Club Band—Beatles (Capitol)
- 2 Headquarters—Monkees (Colgems)
- 3 Flowers—Rolling Stones (London)
- 4 The Doors—(Elektra)
- 5 Surrealistic Pillow—Jefferson Airplane (RCA Victor)
- 6 Groovin'—Young Rascals (Atlantic)
- 7 Release Me—Englebert Humperdinck (Parrot)
- 8 Insight Out—Association (Warner Bros.)
- 9 I Never Loved a Man the Way I Love You—Aretha Franklin (Atlantic)
- 10 With a Lot O' Soul—Temptations (Gordy)

POP SINGLES—Ten Years Ago

September 1, 1962

- 1 Sheila—Tommy Roe (ABC Paramount)
- 2 Loco-Motion—Little Eva (Dimension)
- 3 Breaking Up Is Hard to Do—Neil Sedaka (RCA Victor)
- 4 You Don't Know Me—Ray Charles (ABC Paramount)
- 5 Party Lights—Claudine Clark (Chancellor)
- 6 She's Not You—Elvis Presley (RCA Victor)
- 7 Things—Bobby Darin (Atco)
- 8 Roses Are Red—Bobby Vinton (Epic)
- 9 Vacation—Connie Francis (MGM)
- 10 Little Diane—Dion (Laurie)

POP ALBUMS—Ten Years Ago

September 1, 1962

- 1 Modern Sounds in Country & Western Music—Ray Charles (ABC Paramount)
- 2 West Side Story—Soundtrack (Columbia)
- 3 The Stripper and Other Fun Songs For the Family—David Rose & Orchestra (MGM)
- 4 Peter, Paul & Mary—(Warner Bros.)
- 5 Pop Luck—Elvis Presley (RCA Victor)
- 6 Roses Are Red—Bobby Vinton (Epic)
- 7 West Side Story—Original Cast (Columbia)
- 8 It Keeps Right On A-Hurtin'—Johnny Tillotson (MGM)
- 9 The Basic Man—Soundtrack (Warner Bros.)
- 10 Stranger on the Shore—Mr. Acker Bilk (Atco)

WSMM-FM MOR

SAULT STE. MARIE, Mich.—WSMM-FM is now providing the population of eastern upper peninsula of Michigan and northern Ontario with an upbeat MOR sound, according to program director Earl King. Lee Van Dam is general manager. King said the potential audience is 110,000 people. Lou Ann Carl is one of the station's staff members.

From The Music Capitals of the World

DOMESTIC

Continued from page 12

hosting Charlie Parker Month with a concert series presented by the Modern Jazz Showcase from August 3 through August 27. . . . The Judy Roberts Trio is back at The Backroom, with folk/rock singer Carmen Menna doing her thing on Sunday and Monday. . . . Steve Wagner is filling in as vocalist at the Cousins Club for Mike Mateo who was called up for national guard camp. . . . The New Era cut their second album on the Expo label. . . . The Charisma open The Wise Fool's Pub, August 23. . . . Larry Watkins is opening a management agency, the Moon-Hill Management, in Austin, Tex. Present artists are Rusty, Layton and John, and Calico.

CINCINNATI

David Cassidy, Shirley Jones, Susan Day, Suzanne Crough, Brian Foster, Danny Bonaduce and Dave Madden, of "The Partridge Family" cast, put in five days recently at the new \$30 million King's Island fun center, filming a seg for the upcoming ABC-TV season titled "I Left My Heart in Cincinnati." . . . Avco Broadcasting's scheduled live telecasts from the Ohio State Fair, Columbus, which opened last week, have been canceled as a result of a contractual hassle with the International Brotherhood of Electrical Workers. Affected were the Bob Braum "50-50 Club," "The Paul Dixon Show," "Midwestern Hayride" and sundry other WLW and WLWT talent.

Porter Wagoner and Dolly Parton, with comic Speck Rhodes and the Wagonmasters, set for a single shot at Taft Auditorium Sept. 16, with ducats pegged at a \$5 top. . . . Jackie Sanderson and his country group billed as the Cajuns are the weekend features at Plantation Hall. Line-up has Bob Sanderson, drums; Calvin Hayes, bass; Junior Corey, electric rhythm; Charles Trusell, steel, and Jackle, lead guitar. Sanderson's new release on the RYE label is "Cajun's Way of Life."

Nick Clooney, whose music-talk show bearing his name was canceled by WCPO-TV eight months ago, is slated to return to the airwaves early in September with a one-hour show being produced by General American Productions in collaboration with WKRC-TV. Due to litigation restraining Clooney from appearing on any station within a 100-mile radius of Cincinnati for a period of one year, the new seg will originally be offered to stations out of the area. The restraining order expires in January, when WKRC-TV is expected to pick up the show for beaming throughout the territory. Jim Welsh is doing the producing.

Dee Felice and His Mixed Feelings, who in the past have toured

with James Brown, Mel Torme, Mark Murphy and Johnny Hartman, moved into the local Playboy Club Monday (14) for an indefinite stand. Appearing with Dee Felice are Frank Vincent, piano; Lee Tucker, bass; Bugsy Brandenburg, guitar, and Brenda Woodrum and Mary Ellen Tanner, vocals.

Bonnie Lou, long a personality figure on Avco Broadcasting's WLW and WLW-T, is sporting a new album, "Raining Down Happiness," on Lewis B. Chitty's Wrayco label out of Baltimore. Paul Dixon, host of her WLW-T morning show, penned the liner notes, with the Three K's handling the background vocals. . . . Kim Tolliver, who recently signed a three-year recording pact with General American Records here, has as her first release a single titled "I Caught You." She was formerly on the road with Dan and Dave, Joe Tex and Joe Simon.

Martha Reeves, former lead singer of Martha and the Vandellas and now making it on her own, in town recently for the taping of a guest appearance on "Soul Street," new syndicated show recently produced by General American Productions in conjunction with WKRC-TV. The seg is presently being viewed in 25 major market.

Roger Flagler, branch manager of U.D.C., Inc., formerly Liberty/UA Distributing Corp., has introduced a new sales gimmick to hypo the firm's weekly sales meetings. Invited guests are asked to sit in on the weekly sessions to discuss ways and means of promoting and selling his product. First guest was Jack Pierce, manager of Royal Distributors here, biggest one-stop and rack jobber in the area. . . . Dick Shuey and the Nashville Rebels show their wares at military installations in Maine, Connecticut, New York and Pennsylvania for the Oct. 3-14 period. They follow with six days at the various NCO Club annexes in Fort Bragg, N.C., starting Nov. 6. Bookings were arranged by Bruce Rohrbach of Harrisburg, Pa.

The Cincinnati Symphony Jazz Quintet is sporting its first album titled "Symphony Jazz Quintet" (Liben, CFS-2754). In the group are Frank Proto, piano and bass; Marie Speziale, trumpet; Paul Piller, trombone; Robert Bradley, bassist-valve, and David Friedrichs, drums of WING, Dayton, Ohio. . . . Steve Kirk, who recently took on the additional duties of squiring the late Saturday night movies on WLW-T, succeeding the veteran Bob Shreve, was out after the first week. He has been replaced by Jerry Beck, Columbus, Ohio, advertising agency head who has been holding down the same post at WLW-C in the latter city.

BILL SACHS



PRESENTING JIMMY CASTOR, RCA, with his gold record for "Troglydyte" are from left to right: Buzz Willis, director of r&b for RCA, George Morris, manager of r&b promotion, RCA, Jimmy Castor, Gene Settler, marketing division vice president, RCA, and Tom Draper, merchandising manager, RCA. The presentation was made at the Apollo Theater.

SEPTEMBER 2, 1972, BILLBOARD

IMPORTANT!

THE MUSIC PROFESSOR

will soon be starring in
your mailbox.

You'll want him to star on
your radio station.