

Vox Jox

By DOUG HALL

NEW YORK—MCA officials have been concerned over some resistance of AM stations to play Steely Dan's soundtrack album from the film "FM." It seems some AM stations don't want anything to do with anything that mentions FM. But WDUN-AM Gainesville, Ga., has solved that problem.

WDUN music director Phil Schwab simply dubbed "FM" and "Aja" from another Steely Dan album and then substituted the "A" from "Aja" for the "F." On WDUN the song is now "AM." Does MCA mind? Initial reaction is favorable to the alteration.

When Jim Gabbert's KIOI/KIQI San Francisco stations suggested to listeners tune in and watch these stations they weren't fooling. For 12 hours viewers could tune in channel 26 in San Francisco and watch the behind-the-scenes operation of the AM-FM combination.

Using the radio stations' audio on the tv program Gabbert called the program the "first AM-FM-TV simulcast in history." The show was produced by KIOI's own tv production company, Michael Lincoln Associates.

DJs viewed and heard were Ron Castro, Chuck Morgan, Cliff Saunders, Jack Friday, Sam Van Zandt, and Charlie Seraphin. The show also included tours of the transmitters as well as the studios and interviews with the stations' staff.

Visual interest was maintained as aerial views of the city were superimposed over the DJs at work. These were provided from the KIOI plane. In addition, audio-modulated color patterns were used.

Little by little Dick Casper seems to be shifting contemporary stations in Florida into all-news formats. Three years ago he took adult contemporary WINZ Miami into all-news. Now he's teamed up with Woody Sudbrink to buy WFUN Miami and convert the easy listening format to all-news. The new station is called WNWS, the same calls used by NBC for the flagship of its ill-fated NIS service. WFUN shifted to easy listening two years ago from a rock format.

Casper's latest move with Sudbrink is to buy WORL/WORJ Orlando from Emil Corona for \$1.4 million. The sale is now before the FCC. Casper says he will not take either the black-formatted WORL or contemporary WORJ into a news format.

KRE Berkeley, Calif., is presenting "Soundz By The Bay" from Bay Breeze Productions Tuesdays and Thursdays at 7:30 p.m. The in-depth personal interviews or "audio portraits" as KRE calls them will include in June vibist Bobby Hutcherson, and drummer Chico Hamilton.

Ray Hellkamp, p.d. at WROW Albany, reports the station has just concluded "what is probably the most successful on-air contest in its history." The contest was a soap opera quiz with the grand prize a home videocassette recorder. WKQB Nashville switches from "beautiful" music to a 25-34 targeted AOR format. Lee Abrams of Burkhart/Abrams is helping to put the new format together. KSPN Aspen, Colo., operations manager J.T. Shrigley is looking for a morning drive personality. Those interested should call for more information at (303) 925-5776.

WGAR Cleveland tied-in with Coppertone to hold a "Frisbee Fly-In" at the town mall. Monte "Basic Lion" Lyons, p.d. at KOKN Pawhuska, Okla., reports his station has new owners, Dawn Broadcasting of Pittsburgh, new format, Top 40, and a new lineup: Lyons in a.m. drive, Silly Billy Coleman from 10 a.m. to 2 p.m., Kris Knight from 2 p.m. to 5 p.m., and Pat Carriger from 5 p.m. to signoff. The station needs record service badly.

KROY Sacramento is involved in a number of promotions. In one the station tied in with local disco Ozzie Funuken's for a giveaway of two nights on the town including a visit to the disco. In other promos 97 local secretaries were sent a rose for National Secretaries Day, tickets to Bee Gees contests are being awarded, and showing of the film "Ladies And Gentlemen, The Rolling Stones" is being sponsored at a local theatre.

A simple vacation for WFTL's morning DJ John Lupton was turned into a major promotion at the Fort Lauderdale station. First Lupton staged a walkout in the middle of his program in a fake dispute with management. This was staged complete with dead air and a frantic newsman trying to fill time for Lupton. After 15,000 phone calls Lupton and the station had a "reconciliation" and he was given a trip to Europe. The promotion continued with the audience asked to guess what "mystery moments" he would bring back with him to be awarded to listeners.

He brought back two diamonds from Amsterdam. While Lupton was away his show featured more than 30 guests including the mayor, police chief, and sheriff. Instead of just playing DJ, each had to perform his "unknown talent" on the air.

KFSO San Francisco just completed a five-week "Tell A Friend KSFO Loves Them" promotion. Listeners sent in cards with their name, address and phone number and the same information for a friend they had asked to listen to KSFO. Five times a day a "KSFO Loves Your Friend" clue word was given on the air. Later in the hour a friend's name was given. When the friend called the station and gave the correct "love word" both the friend and the card sender won \$56 each. The station also ran a "Send Your Mother To Denver For Mother's Day" contest, awarding tickets to John Denver's local concert, Denver albums, and a grand prize of a visit with Denver backstage.

WXAP Atlanta p.d. Dan Dunning celebrated his station's one-month anniversary of its new "Countryopolitan" format. More than 3,000 calls were logged during a three-week giveaway of various prizes ranging from cruises to tv sets. WEEP Pittsburgh is promoting its morning drive team of husband and wife Jon and Terry Rhodes as "The Perfect Marriage" on bus cards. Tom Robin has departed from his 6 to 10 p.m. slot on KRSP Salt Lake City. He has not announced plans, but can be reached at (801) 272-7990.

WMAG Chicago morning drive man Lee Sherwood has been voted "Country DJ Of The Month" by CountryStyle Magazine. WKDK (Continued on page 46)

Billboard HOT 100 Chart BOUND

YOU BROUGHT THE WOMAN OUT IN ME — Hot 100
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