



**RECORD SERVICE**—Tom Goodkind makes a personal delivery of new wave bands who have gotten little vinyl exposure to Meg Griffin for her show "Prisoners Of Rock," which airs Sunday night on WNEW-FM New York. Goodkind, co-promoter of the Peppermint Lounge in Manhattan and leader of the new wave band U.S. Ape, has furnished dozens of new wave recordings to the show.

## Small Markets Apply City Ideas

MONROEVILLE, Ala.—WMFC-AM-FM is employing large market techniques to capture the 25-35 age group listeners in this town with a population of approximately 6,500.

The station (which simulcasts its 1kw daytime AM with its 3kw full-time FM) is slowly incorporating news and information shows into its music mix—a "countryopolitan" blend of top country and adult contemporary tunes.

First to hit the airwaves 18 months

ago was "Party Line," a 50-minute weekly program focusing on community needs and local affairs. "We don't always have local people as guests," says program director Fred Kelley. "For example, they're putting in a gasohol plant nearby here and we're bringing in someone to discuss the effect it will have on the area farmers like the increased market for corn for production of the fuel."

Added more recently are two 15-

minute weekly shows called "The Garden Center Show," which features a horticulturist discussing plant and soil problems; and "Mr. Goodwrench," with a local General Motors dealer fielding questions about car problems.

An ABC affiliate, WMFC runs a hefty proportion of news and sports. Kelley estimates that between 6 and 8 a.m., only three songs are played, with the bulk of programming taken up by news and information.

The station melds forty top country singles with an equal number of adult contemporary tunes. Album cuts are rarely played. When the AM signal shuts down, the FM outlet plays mostly adult contemporary numbers.

Kelley admits that what WMFC is doing is not new to large market stations, but says that it has significantly boosted the station's listenership and advertising revenue. And surrounding small market stations have contacted Kelley for his help in setting up similar formats on their own outlets.

## Offer Computer For Analysis Of Arbitrons

CHICAGO—Media Service Concepts, a Chicago based consulting company, is promoting desk-top microcomputers to aid programmers who must wade through Arbitron data.

Company president Dr. Roger Skolnik has introduced a new computer software package, Recall, which speeds organization and interpretation of ratings information. Recall permits up to four radio stations or four ratings books to be analyzed simultaneously, Skolnik says.

The \$750 Recall program, designed for the Apple II desk-top computer or similar machine, analyzes audience flow dynamics, day-part recycling and market positioning. The program comes on four magnetic "floppy discs" with a 100-page instruction manual and back-up free consultation services.

The program's primary benefit is dramatically speeded-up breakdown of ratings information, says Skolnik. "It can help a radio station find its strengths and weaknesses, and also those of the competitors," he claims. "In a few hours, Recall can organize analyses that previously took days and weeks to accomplish by hand."

## ERROR HIKES WWW SHARE

DETROIT—A computer processing error in the spring Detroit Arbitron gave WWW-FM an overall audience share three tenths of a share higher than it deserved.

As a result WWW-FM's share will be reduced from 4.4 to 4.1 in a reissued spring book. This really won't make much difference to WWW, since the summer book for the country outlet registers a 4.6.

WWW program director Dene Hallem notes that the 38 miscredited diaries means that WWW will have 1,300 less men listeners and 1,000 less women. Of the men, 600 are under 24 and 600 are over 55. Among the women, 900 are over 50. WWW's target audience is 25 to 34.

The error occurred when 38 unidentified diaries coded UUUU were credited to WWW.



**HISTORY IN MAKING**—Tom Thacker, seated in white shirt, who is working on Drake-Chenault's "History Of Country Music," meets with the Gatlin Bros. to discuss a segment of the program. The Gatlins from left to right are Larry, Rudy and Steve.

## National Programming

NEW YORK—Steve Martin, Rodney Dangerfield, Bill Cosby, Lily Tomlin, George Carlin and Gallagher are in the lineup for the "Laugh Machine" show which debuts on 50 stations Monday (30) in a distribution from the Progressive Radio Network.

Stations receive ten 90-second shows each week and these are available on a cash or barter basis. Bill Quinn and Susan O'Connell are in charge of this project. Progressive also offers "News Blimps," "Sound Advice" and "Holiday Package."

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Karnes-Gratin Assoc. is offering 11 shows for the coming year, plus two Christmas programs: "Tales of Christmas" and "The Matchbook Christmas Stories." Also on tap are a three-and-a-half minute "Astrologically Yours;" a 90-second "Answer Man" type show. "The Question Is ..." a Valentine's Day special, "Love Lines;" "Eastertime;" "Great American Mothers" for Mother's Day; "The Americans" for July 4; "Frightline" for Halloween; "Potpourri," a three-and-a-half minute series of bios on leaders in entertainment and politics; and "Going Places," a travel series.

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Bob Bruton has joined the Satellite Music Network as vice president of station relations. He comes from TM Programming where he was general sales manager. He was previously general manager of KFWD-AM Dallas and WNOR-AM Norfolk, Va., program director of WEAM-AM Washington. KAAM-AM has signed up with SMN to carry the adult contemporary format.

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CBS Radio Network has begun its seasonal "Cavalcade of Christmas Music," which includes 13 special programs of Christmas choir music through Dec. 24. Five of these will feature the Salt Lake City Mormon Tabernacle Choir and the balance of the programs will spotlight choirs at various colleges.

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Sheila Rene Backstage, a new one-hour music/interview syndicated series from Broadcast Arts Group, is now being cleared on seven stations including KSJO-FM San Jose, Calif. Artists being featured on the show include George

Thorgood, the Destroyers, Heart, Ian Hunter, Billy Squier, Loverboy, Devo, U-2, Mickey Thomas, Def Leppard and Blackfoot. The program is offered to stations without charge.

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Continental Radio has added a toll-free listening line for a demonstration of its 24-hour satellite-delivered contemporary gospel format. But to call it you first have to call Craig Hodgson at (804) 393-2501. Continental has added KCNL-AM Homer, Alaska. . . . The Los Angeles jazz scene since the 1920's was explored in a "Jazz Alive!" special on National Public Radio over the Thanksgiving weekend called "Central Avenue Breakdown: A Portrait of a Jazz City . . . Los Angeles." A three-part series of three-hour programs featured such artists as Dexter Gordon and Lionel Hampton.

## Ocean City Wins FM Spot

OCEAN CITY, N.J.—Although Ocean City Radio has received tentative FCC approval to set up an FM station at this resort, JM Communications vying for the same spot on the dial has notified the Federal agency that it intends to appeal the decision. If the final decision favors Ocean City Radio, the firm will have to decide whether to seek a variance or move the proposed location of the transmitter and studios since its site has been rezoned from commercial to residential.

Principals of Ocean City Radio include Francis Fernandez, radio engineer at WCAU-AM in Philadelphia; Robert W. Spain, also a WCAU engineer and his wife, Linda; and Charles Kramer, of WPFG in neighboring Atlantic City and his wife, Lori. Principal owners of JM Communications are Malcolm Pryor, a financial consultant from nearby Philadelphia and his wife, Jacqueline Pryor, a fashion model; and Robert L. Archie, an attorney from Sicklerville, N.J.

According to FCC attorney Pulette Freeman, one of the primary considerations was the degree to which the ownership and management of the station would be racially integrated. Ocean City Radio received full credit for an integrated ownership and management.

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