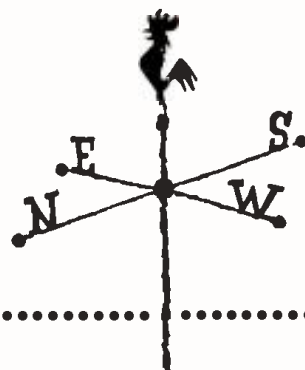


hometown USA

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 - Commercial Clinic
 - Station Log
 - Radio Registers
-




Disc Jockey's Changing Role Is Viewed

*Storz conference studies d.j.'s
changing role in
mapping programming trends*



Some of the more than 2,000 persons who attended the first annual Pop Music Disc Jockey Convention, sponsored by the Storz Stations, to examine radio trends.

 The disc jockey, long regarded as strictly a talent, is adding other dimensions to his character, according to a recent industry gathering. Statements made at this conclave would indicate that as more advertising dollars go to independent programming, the d.j. is beginning to take on both the role and responsibilities of the big businessman.

This new position was much in evidence at the first annual Pop Music Disc Jockey Convention, held in Kansas City, Mo., last month. Sponsored by the Storz Stations, the meeting brought together 1,110 representatives of station management and the major recording companies, as well as approximately 1,000 disc jockeys.