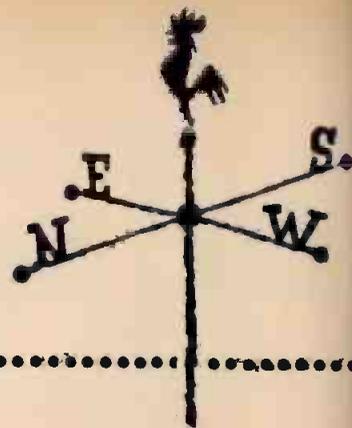


hometown USA

- Commercial Clinic
 - Station Log
 - BPA Memo
(Local Promotion)
 - Radio Registers
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Disc Jockey: Performer or Businessman?

The disc jockey, as industry leaders see him, is charged with the responsibility of spinning off sales, wholesome chatter, community projects, in addition to records



Off the record, what is a disc jockey?

He's a salesman, says the business manager. He's a performer, says the program director. He's an advertising man, says Agency Row. He's an artist, an educator, a crazy mixed-up kid and/or the voice of civic virtue, chime in a dozen interested parties.

Whatever he is, he's valuable, as evidenced by the attention lavished on him at the second annual Radio Programming Seminar and Pop Music Disc Jockey Convention held recently in Miami, Fla. The convention, sponsored by the Storz Stations, drew top names in the advertising,

broadcasting and recording fields as its speakers and panelists for the three-day session. The roster of "guest stars" included keynoter Harold Fellows, president of the National Association of Broadcasters; Matthew J. Culligan, executive vice president of the National Broadcasting Co.; Gordon McLendon, president of the McLendon Stations, and 60 other leading figures.

And an estimated 3,000-plus disc jockeys came away from their microphones across the country to hear themselves praised, chided and challenged from the podium.

The Culligan-McLendon debate on the merits of network versus in-

dependent radio plunged conventioners into a depth study of the medium that ranged far beyond apparent concerns of turntable maestros. Urging factions of the industry to call off their "family feud" and unite in a concerted effort to promote radio as an entity, Mr. Culligan and Mr. McLendon introduced the first of a series of topics denoting a growing concern for the development of responsible as well as distinctive station personalities.

Platter-spinning is only one aspect of the disc jockey's job, representative spokesmen who addressed the convention gathering agree. How much of what else he supplies to