

VOX JOX

By CHARLES SINCLAIR

THE BAMBOO CURTAIN: Remember that recent stunt of WWDC, Washington? The one in which the station planned to swap "Top 10" hits with Radio Moscow? Well, deejay Peter Jackson of CKY, Winnipeg, has come up with his own version of this type of international co-operative venture. Concerned with world tensions over the China-India borderland "hot" war, Jackson selected a record from his current crop, packaged it and mailed it off to Mao Tse Tung, boss of Red China. The record, said Jackson in an accompanying letter, was being sent to Mao "in the hope that it will express to you the sincere hope of the people of Canada for world peace." The title of the record, however, may not amuse Mao. The record was Rex Allen's "Don't Go Near the Indians."

PULLING A SWITCH: A number of well-known jockey personalities are busy with new chores as a by-product of some last-minute switches and substitutions. Here are a few: Robert Q. Lewis, who has been a KHJ, Hollywood, personality for more than a year, has been given permission to cut short his early-morning contract with the station in order to take over the host chores on NBC's "Play Your Hunch" show, which originates in New York. . . . Phil McLean, a relative newcomer to WNEW, New York, who has a daylight-hours show, and Dick Partridge, who has been in charge of WNEW's "Milkman's Matinee" for the past 18 months, have swapped jobs. . . . Ted Steele, former WINS, New York, manager and a pioneer in TV deejay programming, has taken over Jack Sterling's morning chores on WCBS, New York, while Sterling is in the hospital for minor surgery.

PERSONAL APPEARANCES: With the holiday season at hand, it's a busy time for jocks on the public scene. Dick Biondi of WLS, Chicago, was picked to be the only radio personality to be featured in a November 25 Christmas parade sponsored by Chicago's State Street Council. . . . "Lucky Pierre" Gonneau of KHJ, Hollywood, took a troupe of Hollywood entertainers with him recently to Camp Pendleton, Calif., to help the Marine Corps celebrate its 187th birthday. His musical guests included Roberta Shore, the Starr Sisters, Jimmy Haskell and Ed Townsend. . . . Lou Tomasi of CJSP, Leamington, Ont.—a Canadian station 30 miles from Detroit—reports that "Club Sun Parlor," a record hop sponsored jointly by CJSP Radio and the town's Recreation Committee, has been racking up new attendance records. Recently, nearly 900 teenagers turned out for one despite a 12-hour downpour of rain. . . . Rhett Evers, nighttime jazz spinner at WBAB, Babylon, L. I., N. Y., was scheduled to try to break the endurance broadcasting record set by Peter Tripp (110 hours, 23 minutes, 15 seconds), starting November 27.

FOOD-FOR-THOUGHT DEPT.: Any jockey who feels that pop-platters-plus-charm are the only answer in radio programming might do well to look at the rating scores rung up by RKO General-owned WOR, New York. For some time now, WOR has been virtually an all-talk station, with John Gambling's early-morning show the only stanza (apart from some Sunday afternoon shows) which plays records, and most of them are strictly standards. WOR's latest rating situation: for the 16th month in a row, WOR has clocked top Pulse quarter-hour ratings in the metropolitan New York area from 6 a.m. to 8 p.m., Monday through Friday, leading its nearest competitor by 13 per cent.

PASS THE WAX: Getting records from the key labels is still a deejay headache. A few recent gripes: "The people with the promo copies don't seem to know we're still alive"—so write Jimmy Crews and Jerry Thompson of 5,000-watt WATM of Atmore, Ala. . . . Bill Blough, formerly of WKKD, Aurora, Ill., is now heard on WTAQ, La Grange, Ill., and requests that "mail and records" be sent to him at the WTAQ address. . . . Jerry Sanders has moved to WFBL, Syracuse, where he's host of the afternoon "Melody Matinee" show. Jerry writes that "people still enjoy listening to good, quality music." His move, incidentally, coincides with the arrival of a son, Christopher, at the Sanders residence. . . . Jim Rogers has moved from KSFA to KTFO in Seminole, Tex., and says he is "in a very desperate need of wax from distributors or anyone."

MISCELLANY: KGAF-FM, Gainesville, Tex., is now operating an evening FM stereo schedule, featuring both classics and pops. The station claims to be "the only stereo FM station located north of the Dallas-Fort Worth area and south of Oklahoma City." . . . Jerry Dean, platter spinner at WEEZ, Chester, Pa., recently presented over 2,500 records to the Children's Heart Hospital of Philadelphia. Dean previously made a similar donation, on behalf of WEEZ, to Philadelphia's Overbrook School for the Blind. . . . Deejays at KDKA, Pittsburgh, are again part of the station's "Penny-a-Month" campaign, in which listeners are asked to contribute a penny a month for each month in the year, proceeds going to Children's Hospital. Last holiday season the campaign brought in more than \$16,390.

L' L ABNER DEPT.: Station CKY of Winnipeg, has been running a simple-but-cute contest in connection with "Sadie Hawkin's Day," a fictional holiday invented by Al Capp, creator of "L'il Abner," which has achieved the status

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PROGRAMMING PANEL

If you have a provocative question to ask the nation's disk jockeys, please send it to this department, 1564 Broadway, New York 36, N. Y. Your name will be credited when it appears.

THE QUESTION:

Apart from free record releases, how can record manufacturers and/or distributors be of more help to college radio stations?

THE ANSWERS:

BOBB MOSER

Program Director, WWFM, Franklin & Marshall College, Lancaster, Pa.

Record manufacturers must come to recognize college broadcasting stations as a forceful means of sales of their products. The manufacturer often calls on the station for publicity for his new folk album, and leaves aside his popular, classical or jazz albums. The college student is interested in learning about the artists—not only folk artists. Manufacturers should do more "open-end interviewing" with their artists; this makes for good programming for campus stations. Also, advance notification of new releases would be helpful, as well as availability of artists for such promotions.



BARRY KEAN

Production Director, WUVA, University of Virginia, Charlottesville, Va.

College radio stations program to a somewhat specialized audience. Here at WUVA, for instance, we program a great deal of folk music—Joan Baez; Peter, Paul & Mary et al.—during evening hours. We find that not only is folk wax hard to come by, but deejay chatter info on the artists is almost nonexistent. I'd also like to see some recorded open-end interviews in this field. Regarding rock, some listings of what's breaking in major markets would be helpful. We're sort of isolated.



TERRY HAVEL

Program Director, KWAR-FM, Wartburg College, Waverly, Ia.

Manufacturers and distributors can give the greatest help to college stations if they would only send us the records to begin with. I know our station has a very difficult time in receiving records to fulfill our programming needs—top pop, jazz, classical and mood. College students buy many records. All we ask is to be included on mailing lists on the same basis as commercial operations. Our station now programs 97 hours a week.



BOUND TO SUCCEED

Everybody's Got a Note In 'My Coloring Book'

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track record in radio-TV is something else.

Past Performance

In 1955, she was signed for Eddie Fisher's "Coke Time," and in 1957 replaced Betty Johnson on Galen Drake's series. In 1960, she put in a season on Garry Moore's morning program, and then joined the Como show as a regular in the 1961-'62 season.

As BMW went to press, Sandy Stewart was suddenly one of the hottest names around for TV guest shots. NBC-TV's "Today" and "Tonight" stanzas wanted her for appearances in which she'll do "Coloring Book." Ed Sullivan also wanted her for his CBS-TV Sunday-night show—an unusual request since CBS musical shows rarely book performers seen regularly on NBC. And, almost every major deejay in the New York area was trying to arrange a Sandy Stewart visit to his show.

Sunbeam Music, which sticks closely to the ballad field and avoids rock and roll, is understandably happy at having an overnight success on its hands. A Sunbeam source told BMW that

the firm expects to ship "at least 10,000 copies" of the sheet music to jobbers and that this figure "is very conservative."

As "Coloring Book" gains momentum, other recording artists are being drawn into the act. Peggy Lee was reported planning to include the tune in her next Capitol album. There was a similar report on Kapp's Jane Morgan.

And Vince Edwards, TV's "Ben Casey," was said to be putting his scalpel aside for a Decca recording session on the tune. It was a safe bet that the tune would start showing up in nightclub appearances and radio-TV shows.

The tune's success may even cause some basic changes in TV program planning. Said a music-oriented network source: "The big TV music specials, the kind that star the Garlands and the Sinatras, have tended to play it safe with standard material. Nobody has thought much about breaking a strong new tune on a TV special, or a regular TV show, in a long time. Now, this may change, and you may see a lot more tune kick-offs on TV."

TV SPECIAL TO LOOK AT TEENERS' GROWING PAINS

BOSTON—Does teen-age music taste create a rift between younger and older generations? What does the medical profession think of such TV-popularized dance numbers as the "hully-gully"?

These and other questions are due for a serious probe on Boston's WHDH-TV December 5 in an hour-long TV special. The program, which will be produced by Howard Whitman, is titled "The Teenager's 'Growing Pains'" and is one of a series of medical specials sponsored by The Upjohn Company in co-operation with the American Academy of General Practice.

A major part of the program will deal with emotional health. One of the features planned is an

appearance by a typical rock and roll combo, with teensters dancing various successors to the twist.

Parents and their own teen-agers will also act out "socio-drama" vignettes in which parents and youngsters swap roles "to see each other's viewpoints," according to producer Whitman.

'Bye, Bye Blues' Man Dies in Oregon at 59

PORTLAND, Ore.—Bert Lown, a onetime songwriter and ork leader who switched to a broadcasting career and became Western manager of affiliated relations for CBS-TV, died here November 20, at the age of 59, while on a business trip.

Lown was the writer of "Bye, Bye Blues," "You're the One I Care For" and "Tired," among other tunes, and during the 1930's batted the ork at New York's Hotel Biltmore. Prior to joining CBS-TV in 1951, he was an executive of the Muzak Corporation. He was born in White Plains, N. Y. He is survived by his widow, Carlyn.

LOVES, HONORS, OBEYS & VOTES

WASHINGTON—There's nothing like family loyalty—even when it confuses election officials.

During the recent gubernatorial and congressional elections, Mrs. Edna Beville, wife of Ross Beville, a v.-p. of WWDC, Washington, decided that her hubby would be the ideal choice for governor of Maryland.

At the poll she inquired how to cast a write-in vote. Nobody knew. Finally her vote was duly recorded. Final county tally in the election: J. Millard Tawes—41,831; Frank Small Jr.—56,981; WWDC's Ross Beville—1.

Rotating Radio Commercials Best Bet for Impact

NEW YORK—If an advertiser really wants to reach listeners through radio, using a minimum number of announcements to reach a maximum number of homes, the best technique is that of "systematic rotation" of spots throughout a station's schedule, and not just a high-rated program buy.

That's the basis of a new scheduling technique developed by the station representative firm of Daren F. McGavren Company here. The project was supervised by the firm's research director, Claire Horn.

Using cumulative figures from Pulse studies, she calculated that a rotating schedule of daily announcements on the average station in Los Angeles would, in the course of a week, reach two out of three homes that listen to radio. A similar schedule on XTRA, an all-news radio station across the Mexican border which reaches L. A. and which is repped by the McGavren firm, would reach 92 of every 100 homes in the station's total weekly cumulative audience.