

Radio-TV PROGRAMMING

• READY-TO-GO PROGRAMMING • VOX JOX
• PROGRAMMING NEWSLETTER

TV Review

HOLLYWOOD A GO GO

WPIX, Monday (1) 7:30-8:30 p.m. (N.Y.C.)

Distributed by Four Star

Produced by Wally Sherman

Host: Sam Riddle

Guests: Round Robin, Carol Connors, the Sinners, Joe and Eddie, the Walker Brothers, Rick and Donna, Skip Battyn, the Gazzari dancers.

"Hollywood a Go Go," is the newest entry in the current wave of network, nationally syndicated and local TV shows, using popular music and record artists as its mainstay.

Placed into syndication two weeks ago by Four Star, the 60-minute show emanating from RKO General's KHJ-TV is aimed at the "young adults," as are its counterparts "Shindig," "Hullabaloo," "The Lloyd Thaxton Show," and "The New American Bandstand-'65" to name only the national entries.

Viewing the debut Monday (1) on WPIX-TV, (the show is now being aired on KHJ, Los Angeles; WGN, Chicago; WTT Washington, D. C.; KTVT, Ft. Worth; WTBJ, Miami, and WTBT, Tampa) one gets the feeling of being amidst a Zulu uprising or witnessing a contemporary interpretation of Dante's Inferno.

Host Sam Riddle (until two weeks ago a key KFVB DJ, is now spinning records for KHJ radio) is an unobstructive host who introduces his guests shouting at the top of his voice to the accompaniment of jungle drums (there must be a message in there somewhere).

The set is reminiscent of a speakeasy or a prison yard with its stone wall backdrop. The studio guests, pre-screened and all over 18 years of age, dress informally in slacks, bulky sweaters while squiggling, squirming and undulating to the various dance crazes.

During the lip-synched performances of the guest artists, members of the Gazzari dancers swing, sway, weave and gyrate with flailing arms from a postage stamp sized stage, step ladders and other lofty perches.

The show is a fast-mover frequently sequing from act to act without interruption. The

DISK TALENT ON TV THIS WEEK

HULLABALOO (NBC-TV, Tues.): Bobby Vinton, Chad and Jeremy, Johnny Rivers, the Hullabalooos, Barbara McNair, Billy J. Kramer and the Dakotas, the Young Folk.

SHINDIG (ABC-TV, Wed.): Tony Bennett, Donna Loren, the Righteous Brothers, Aretha Franklin, the Beau Brummels, the Nashville Teens, the Drifters, Dobie Gray. "Disk Pick of the Week" the Everly Brothers sing, "You're My Girl."

PATTY DUKE SHOW (ABC-TV, Wed.): Robert Goulet.

THE DANNY KAYE SHOW (CBS-TV, Wed.): Oscar Peterson Trio.

THE JACK PAAR PROGRAM (NBC-TV, Fri.): Peggy Lee.

tempo is mostly upbeat with the emphasis on the driving, breast-beating sounds.

With more than half of this nation's population seen to be under 25 years of age, there is much practical economics in this programming (see Radio-TV Section, Billboard, March 6).

So far, however, the network entries have not garnered any hefty ratings. NBC's "Hullabaloo" is scheduled for axing after this season. Observers conjecture that the show's diluted approach of intermixing the more sophisticated non-rock performers with the newbeaters in an attempt to please everybody, was a major factor in its demise.

The Thaxton show, however, along with local offerings such as WABC-TV's "Go! Go!" with "All-American" DJ Bruce Morrow and WPIX-TV's Clay Cole stanzas are currently enjoying a rating bonanza.

Wally Sherman, executive producer for "Hollywood a Go Go," claims the show, aired Saturdays at 9 p.m., has amassed a healthy 10 rating and 14 share in the LA ARB.

There is little question that all of these shows are a tremendous boon to record talent and the record industry as a whole. However, one wonders if all of this might not put TV in a rut similar to the one caused by a proliferation of Westerns which resulted in virtually all of these shows disappearing from our screens.

It's axiomatic that a sameness of diet may cause skin blemishes — especially in young adults. **GIL FAGGEN**

WTOL Contest Offers Roses

TOLEDO—WTOL air personalities Ken Shaw, Bill Harrington, Scott Bodell, Jaque Heaton and Lowell Lynn ran a "Red Roses for a Blue Lady" contest on each of their shows for an entire week.

The boys invited listeners to put on a postcard the name of a lady whom they felt would be deserving of a dozen roses.

From the more than 400 entries during the week-long contest, the WTOL men selected 102-year-old Mrs. Minnie Page. The station also sent a rose to every name that was entered in the contest.

Mills Music's Bernie Pollack is elated with the song's heavy performance record via the Bert Kaempfert, Vic Dana and Wayne Newton waxings. It is rare for a single tune to be represented by three hit records simultaneously.

Davis Buys KWIZ

SANTA ANA, Calif.—KWIZ has been sold to the Davis Broadcasting Co. of Beverly Hills, pending FCC approval. Bill Weaver, former general manager of KROY, Sacramento, has been named g.m. New owners are lawyers Phil Davis and Tom Davis. No price has been quoted.

Projected Format Changes At KHJ Causing Flurry

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under the aegis of Don Otis, director of operations, which developed into the top local news-gathering operation, are in question.

The reason is that RKO has not yet made any official announcements but reports keep filtering out to give an indication of the turmoil within the station. Before the concept change leaked out two weeks ago, plans were to shift morning man McIlvaine to the afternoon and bring in Dan Sorkin from WJJD, Chicago, as the early man. Don Ross, who moved over from KNX news as the afternoon deejay, was scheduled for a straight news assignment.

Michael Jackson, who blew the whistle on the rock format on the air, had been given more time on weekends with John Gentry, a regular weekend DJ. Gentry had been a fill-in man.

Also scheduled to bite the dust are the team of Steve Allen and wife Jayne Meadows, re-

KEWB GAINS IN ROCK BATTLE

SAN FRANCISCO—Crowell-Collier's KEWB is gaining ground in the battle of the rockers. A composite October through December Pulse rating has the station leading in its competition during the 3-7 p.m. period for the first time in some while. San Francisco's leading format station has been KYA. The top station in the market over-all is KSFO.

Wm. B to Host Show

NEW YORK—William B. Williams, WNEW radio air personality will host a 30-minute filmed celebrity interview program to be produced and distributed by Henry Jaffee Enterprises, Hollywood and New York.



JOHN B. GAMBLING, right, and son, John A. Gambling, left, along with Johnny Cook, the show's engineer for 35 years, mark 40 years of "Rambling With Gambling" on the 50,000-watt RKO General Station this week. The wake-up show, which has held the No. 1 rating for many years, was begun by John B. in 1922. Gambling Sr., a native of Cambridge, England, joined WOR as an engineer and worked as an announcer before stepping in as a replacement on the morning program, which primarily featured calisthenics. John A. inherited job in 1959, and has carried on in the relaxed, informal tradition set by his father, who returns occasionally to pinch hit.

cently hired for a morning talk show. The Allens have a 13-week contract.

Reports reaching Billboard reveal that programmers from San Diego's top contemporary music-formatted KGB—not a member of the RKO family—(See Radio Response Rating this section) will play a prominent role in the KHJ format revamping.

The entry of the RKO General station into the contemporary music swim will mean a locking horns with two firmly entrenched pop rockers. Crowell-Collier's KFVB and KRLA, Pasadena. The latter enjoys top rating among hot poppers.

NAB Slates FM, TV Days

WASHINGTON—Both FM and TV will fall under special spotlights at the National Association of Broadcasters 43rd Annual Convention here March 21-24.

FM Day will be presided over by Harold R. Krelstein, president of the Plough stations, Memphis, Sunday at the Shoreham Hotel.

"The Future of Television Conference '65"—a two-hour panel discussion—will be held Tuesday morning at Sheraton Park Hotel.

Slated for the FM session Sunday afternoon will be reports by Ben Strouse, chairman of NAB's FM Radio Committee and president and general manager of WWDC, Wash. and George W. Bartlett will discuss "Vertical Polarization" and Strouse will report on the FM broadcasting industry.

Three panel discussions will complete the FM Day agenda. Topics and panel members are:

"FM: Class? Mass? Mass-Class?" Harold T. Tanner (moderator), president and general manager, WLDM, Detroit; Everett Dillard, president, WASH, Washington; David Polinger, vice-president and general manager, WTFM and WGLI, New York, and Fred Rabell, president and general manager, KITT, San Diego.

"Is Separate FM Programming Good or Bad for the Public?"—N. L. Bentson (moderator), president, WLOL, Minneapolis; Kenneth A. Cox, member of the Federal Communications Commission; Oliver J. Keller, president and general manager, WTAX, Springfield, Ill.; and Strouse.

"Measuring the FM Audience"—Howard Mandel (moderator), NAB vice-president for research; Sidney Roslow, president, Pulse, Inc.; George Dick, president, American Research Bureau; and Frank Stisser, president, C. E. Hooper Co.

The National Association of FM Broadcasters will provide the Sunday morning program for FM Day.

The TV conference Tuesday morning will feature discussions on wall-size TV screens, push-button merchandising, UHF developments, satellite communications, the pros and cons of community antenna TV and Pay-TV.

Beatles for Sullivan

NEW YORK—Here they come again. The Beatles will appear on "The Ed Sullivan Show" on CBS-TV from New York in the next few months. The boys smashed all ratings during their last live Sullivan track.

Landers Exits WNEW; Tate His Replacer



JIM TATE

By GIL FAGGEN

NEW YORK—Bob Landers, WNEW air personality for the past eight years, exited the Metromedia station today (8). He is being replaced by Jim Tate, from sister station WIP in Philadelphia.

Landers' sudden departure brings about more musical chairs at the prestigious 50,000 watter, with Pete Myers recently brought over from WINS (where he held forth as "Mad Daddy"), moving from the 8 p.m. to midnight slot into Landers' 1 to 4 p.m. time period, weekdays and 10 a.m. to 2 p.m. Sundays. Myers had been with the station for several years prior to his switch to WINS having been introduced to the market by Mark Olds, then WNEW program director. Olds, while PD at KYW in Cleveland, scouted Myers at competing WHK, another member of the Metromedia radio family.

Coincidentally, Harvey Glascock, WNEW's new vice-president and general manager, held a similar post with WHK during Myers' tenure.

It is evident at this point that Glascock, one of the most liked and respected radio executives in broadcasting, selected to take over from John V. B. Sullivan, upped to Metromedia Radio president, is placing his personal stamp on the flagship outlet.

With his move to WNEW on Jan. 1 from WIP, he brought along music librarian Gertrude Katzman, who replaced Al Trilling the station's music director for some 30 years. Glascock in a further move to broaden the station's appeal in the wake of a slow 'n easy rating leak, has dropped all "minority appeal" programming, which resulted in the scratcing of the Billy Taylor nighttime jazz show and the Freddy Robins Sunday celebrity interview stanza.

Other changes involved include the yo-yoing of Wally King back into the 8 p.m. to midnight time segment with Tate taking over the all-night "Milkman's Matinee" alternat-

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MARTIN TO DO NBC SERIES

HOLLYWOOD—Dean Martin, currently on an album and single hit wave, has been signed to do a weekly hour-long variety series, "The Dean Martin Show," on NBC-TV next season.