

Stations Have a Dr. Kildare; He Even Makes House Calls

By ELIOT TIEGEL

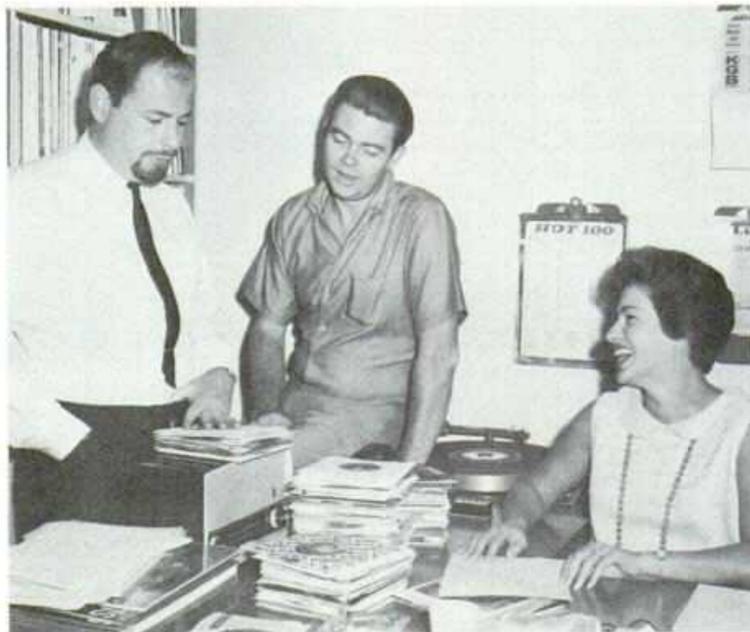
HOLLYWOOD—Bill Drake specializes in doctoring "ailing" radio stations with Top 40 medicine. Drake is currently under retainer from three separate stations in California to render injections or rock 'n' roll music, salves of jingles and control room counseling. His employers are KYNO, Fresno; KGB, San Diego, and KHJ, Los Angeles. The RKO-General outlet—KHJ—is his most recent case.

Drake's consultant role is different from programmers who operate from one office and mail out their music selections to clients. Drake is a revolving consultant on the spot, functioning several days at each patient's side. The closest similar programming service is provided by Joe Allison-Joe Nixon in the country field who work on a project basis for different managements.

From Apartment

Out of a Sunset Strip apartment in Los Angeles Drake keeps in touch with his "patients" by phone and claims he's always aware of what's on the air. He explained his specialty as setting up a station's sound . . . what the jingles will sound like . . . where the commercials will go . . . length of the playlist . . . what kind of contests will be run . . . and where the news will be slotted.

These ingredients are bottled as Drake's own formula, based on his experience as a program director of WAKE, Atlanta;



TOP 40 RADIO DOCTOR Bill Drake, center, checks new singles with operating assistants, KHJ's program director Ron Jacobs and record librarian Betty Breneman.

KYA, San Francisco, and KSTN, Stockton. He has been a free-lance consultant two years.

Drake's concept in programming a station is built around the strength derived from placing various features in the proper order. The effect, he explained, is subliminal, but one with which audiences become

comfortable in time. The quickness of presentation, coupled with their placement within the broadcast hour, are vital ingredients in Drake's formula. For example, each time KHJ plays its short identification, a record always follows. Once the listeners become accustomed to

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Bivens Gives Stereo A Successful Whirl

CHARLOTTE — With the growing popularity of stereo as a broadcast medium, Bill Bivens felt it was time to make the switch. A radio veteran, Bivens felt stereo might require a different kind of experience. He began his basic training in the medium last Feb. 1 with a live stereo deejay show here on WBT-FM.

He felt it was a wise maneuver on his part, claiming there's already a lack of experienced deejays in stereo broadcasting because "stereo is so hot now." The medium is becoming a status symbol, Bivens said. "I even get telephone calls from people with stereo multiplex receivers in their cars. One listener said he had four big speakers in his stationwagon."

Bivens is on the air Monday through Friday 6:15 p.m. to midnight. The show is live except for an hour of tape 9-10 p.m. while Bivens takes a coffee break. But the other almost five hours are live. Bivens selects all the records played and does most of his selecting over the weekend from duplicate records at home. "I use the approach of being a guest in somebody's home. On weekends, I'll even have some of my friends in listening while I'm selecting records."

Having noted the songs he wants to program, Bivens comes

in early at WBT-FM in order to begin pulling albums — as many as 120 of them for a night's show. The artists include Ethel Ennis, Roger Williams ("who is very hot here"), Jack Jones, Ray McKinley, Harry Simeone, Tony Mottola, John Gary, Frank Sinatra and Andy Williams. "They drive me crazy with requests for Andy Williams and I have to play something by Ray McKinley every night . . . he simply doesn't have enough records out to satisfy my listeners."

Since he may only play one or two songs from an album, Bivens is in favor of the stereo single as a programming aid. He said a Capitol Records promotion man had questioned him on it. "Summer Wind," by Roger Williams is a big favorite in the area, Bivens said. "Perry Como had it out on a single, but not in stereo, so I couldn't play his version."

The key to a successful stereo show lies, in part, upon poise—"I never talk down to an audience. I don't believe stereo listeners would appreciate a loudmouth. I also vary the tempo. If I stayed sweet, I'd lose listeners; they'd become bored after a while. But during the dinner period, I keep music nice and stringly—Ethel Ennis and David Rose. Afterwards, I step up the pace . . . Dean Martin, Bing Crosby." About 10 p.m., he may play some band music, then slow the pace down again around 11 p.m. He feels live stereo deejay shows are no longer a thing of the future. "It's here."

Radio's Job Hailed

WASHINGTON—The broadcasting industry of the north-eastern United States was commended last week for its role in the widespread electric power failure. Vincent T. Wasilewski, president of the National Association of Broadcasters, said, "The over-all performance by the industry was one in which all of us in broadcasting have a deep sense of pride."

Dial C for Country

NEW YORK — WCBS-TV's "Dial M for Music" show of Nov. 28 will feature country music talent, including Minnie Pearl, LeRoy Van Dyke, Dottie West and Don Bowman. The country special, packaged by Gerald W. Purcell Associates, Ltd., is expected to be syndicated to CBS affiliates and their affiliates across the nation.

WJRZ PRAISES PURCELL SHOW

NEWARK N. J. — The Gerald W. Purcell live country music show Nov. 12 here was praised last week by WJRZ as an excellent station promotion. The show was promoted by the Purcell firm, known for promoting similar shows for radio stations across the nation. Not only was WJRZ's show a sellout in advance, but many fans were turned away. Station executives complimented the Purcell organization on the show's balance, variety (mixture of humor with music) and audience impact.

ALL KINDS WANTED

New Records, New Records, We Need New Records: Stations' Plea

NEW YORK—A change in format by a radio station can lead to immediate problems, and the biggest is the need for new records. KBMF-FM, Spearman, Tex., has 'problems,' because the station is now using a variety format. Music played includes rock 'n' roll, country, good music, jazz, and gospel. Station manager George (Big John

Little) Willhite needs records of all kinds.

"Although we are FM, we program on an AM format and style," Willhite said, "and this programming is being received real well . . . but we need records to really do it justice." Besides covering the Texas Panhandle, the station reaches into three other States, Willhite said.

Address to Willhite at KBMF-FM, 603 Kenneth Street, Spearman, Tex.

One of the biggest aids to programming is Billboard's Record Source International service headed by Don Ovens. KIDO *(Continued on page 54)*

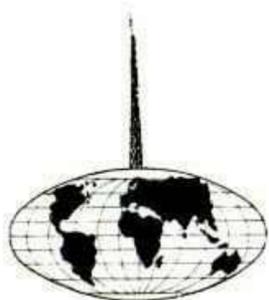
Peabody Entries Close Jan. 10

ATHENS, Ga.—Jan. 10 is the deadline for 1965 entries for the George Foster Peabody Radio and TV awards. Entries should be sent to Dean John E. Drewry, Henry W. Grady School of Journalism, University of Georgia, Athens, Ga.

Entries for both radio and TV will be considered in the following categories: News (reporting, interpretation, and/or commentary); entertainment (musical and/or nonmusical); education; youth or children's programs; promotion of international understanding, and public service. Also, outstanding radio-TV writing. Each entry should give title of program, name of station or network, address, classification in which entry is submitted, name of person making entry, when entry is accompanied by transcription, tape, or kinescope; brief description of program with reasons why it should be considered. This is the 26th year of the Peabody awards.



MERCURY RECORDS ARTIST Dave Dudley, left, and WJJD radio program director Chris Lane, seated, were joined by station personalities John Trotter and Stan Scott, right, last week for a look at some of the 2,000 letters received by the station in a contest built around Dudley's new single, "What We're Fighting For." The contest, which invited listeners to voice their own views on United States aims in Vietnam, was praised by Illinois congressmen Daniel Rostenkowski, Roman C. Pucinski and Frank Anunzio, with their taped comments aired over the station. The winner, to be announced next week, will be awarded an American flag in a special Washington ceremony.



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