

# KOWH: From Country To Omaha Soul King

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Translated into a format, this means KOWH AM and FM is now programming 50 top soul records plus 15 soul "extras" each day. Added to this are two pop records from the "Hot 100" per hour. In fact, "Knock Three Times" by Dawn is KOWH's top record now.

Harris said he is playing "Domino" by Van Morrison, "Lonely Days" by the Bee Gees, "He Ain't Heavy... He's My Brother" by Neil Diamond and even album cuts by pop groups.

The station is very much into community affairs and has

## Pulse to Survey N.Y., Other Areas

NEW YORK—Pulse will survey both the metropolitan area and a larger "radio station area" in most of the 166 scheduled Pulse markets in 1971, according to sales vice president George Sternberg. He also announced that the ninth edition of Pulse's local, qualitative radio study in top markets is now available.

its own black news director. The head of Reconciliation, Inc., is Rodney S. Wead, also head of the United Methodist churches here. Some of the top stockholders in the company are baseball star Bob Gibson, basketball star Bob Boozer and football great Gayle Sayers.

Robert Nichols, formerly located in South Carolina, is the station manager.

Harris said plans are definitely underway for the group to purchase more stations. He said the religious affiliation, in regard to Wead, has no effect on music programming. "There are religious programs on Sunday, but our responsibility is to become a commercial success—a top station."

The twist of programming considerable pop music on what is basically a soul station is all the more curious, he noted, because years ago KOWH was the top rocker in Omaha. Harris claims KOWH's AM signal spreads to Des Moines, Iowa, and on through Kansas City, location of the nearest other soul outlet.

Buzz Bennett has gone back to San Diego and will march against KGB, a station he once programmed. Buzz will be program director of KCBQ; Gary Allyn is out, as are some of the KCBQ personalities. Rich Robbins, who'd been at WWW-FM in Detroit, will be the music director of KCBQ; Ocean of KGB is expected to join Buzz and the rumor was that Chuck Browning, who'd only recently joined KRUX, will be joining the Buzz Bennett forces. So, San Diego is in for some action. Buzz, you see, had been tossing off some comments about Drake's programming theories; now the question is whether Drake will let him get away with taking over the San Diego market, also how much of the Drake programming knowledge did Bennett soak up while with KGB.

Ron Riley will be the new program director of WPDQ, Jacksonville, Fla. . . . Tim Daniels has been promoted from news to become program director of WIXZ in Pittsburgh. Bill (Sean Grabowski) Rock is production director, Jim Connolly is music director, and Terry Lee is the other air personality. . . . Larry James has been promoted to program director of WDIG in Dothan, Ala., replacing John Bates who has been transferred to country-formatted WPNX in Columbus, Ga., as program director. James also says: "I really love Dothan. It's about 40-50,000 and we're the only great-sounding station in the area. We feel that we can beat anything in nearby cities three or four times the size of Dothan. We're Top 40 with a softer sound in the daytime, airing things like Cash, Como, pre-1960 oldies even. After 3 p.m., we get a little heavy and after 7 p.m. we pour it on. We have a top 30 sheet with about 20-25 extras and hitbounds. I'm really excited about '1900 Yesterday' by Liz Damon's Orient Express and Wilson Pickett's new 'Don't Let the Green Grass Fool You.' We have no trouble getting new releases, mainly because of the top-notch guys at Southland and Godwin in Atlanta. I've been in the game for 10 years and have done all right for myself . . . probably one of the highest paid small market jocks in the South, but that's because my great boss, owner and manager Ed Wein, has a lot of confidence in me for some reason. One thing about him, for your own information, he really cares about the guys that care enough to put in good hours and give 110 percent."

Gary Allyn, program director of KCBQ in San Diego, wants to nominate Pete Bennett for Being in the Most Pictures With Important People in Billboard. . . . Bill Hickok has been put on weekend shift at WNEW in New York and Charlie Jefferds is the new host of "The Milkman's Matinee." Jefferds had been a mid-day personality on WPRO in Providence. . . . WMIL has moved into new facilities at 520 W. Capitol Drive, Milwaukee, and general manager William H. Luchtman says that coverage has been increased about 70 percent due to a new higher tower and new broadcast equipment. Power of WMIL-FM, which simulcasts WMIL's country format, has been upped to 50,000 watts.

Ron Schubert has been named supervisor of music clearance for ABC, New York; he'd been music co-ordinator for CBS-TV Network the past five years and before that was an independent record producer and artist manager. . . . Michael J. Kedor has been named program director for KREM in Spokane, Wash., and Allen Wetzel

# Vox Jox

By CLAUDE HALL  
Radio-TV Editor

is the new production manager. . . . Air personality Al Dunaway at WHOO in Orlando has become an account executive with the station; joining the 50,000-watt country station to fill up the gap is Rick Taylor. Taylor, formerly with WABR in Orlando, will do the afternoon drive. . . . George Boyce, WKAL, Rome, N.Y., needs albums and singles; he's adding 10 new extras each week and is giving them a three-week trial period; says he's not afraid to play new artists.

Gary Palant has resigned as program director of WNEW-FM in New York, a progressive rock station, and intends to move back to Tucson, to help operate the family real estate business. Scott Muni has been promoted to program director of WNEW-FM. . . . Chuck Denson, a former personality on soul-formatted WABQ in Cleveland, is taking a leave of absence from his news job on WGAR in Cleveland to attend the Ohio University School of Communications. . . . Emil Mogul, president of Basic Communications, which owns and operates WWVA in Wheeling, W. Va., and the Wheeling "Jamboree" Saturday night country music show, as well as a couple of more radio stations, reports sales were up about eight percent and net profit about 10 percent. So, some radio is doing quite well. Mogul is bringing in a new general manager at WIGO, Atlanta soul station.

Ronald M. Miller, a former program director of WHON in Richmond, Ind., and now vice president of the Greater Dayton Jaycees, Dayton, writes to praise WONE and the country station's general manager Sam Yacovazzi, sales manager Don Kidwell, program director Terry Wood, and deejays Bob Clayton, Dave McFarland, and Rick Stevens. Not only did the men work six hours a day in the

city's downtown booth to raise funds to buy Christmas toys for needy children, but launched an all-out on-the-air campaign. . . . Bill Paris is now at WNDR, Syracuse, N.Y., he'd been with the AFRT somewhere.

Allan Mason, special products director of A&M Records, 213-461-9931, has some copies of the "A&M Bootlegs" album around and "if anyone can come up with a worthwhile project that might need a prize or a fund raiser, call."

Dick Nellis from WCKL in Catskill, N.Y., has joined WADR in Remsen, N.Y. Rest of the WADR staff includes program director Ted F. (Ted Allen) Bertot, music director Clyde Bickins, and weekend man Jack Moran. Bertot says also: "I'm looking for a really sharp guy who can dig, edit, and deliver local news; adhere to a strict format; and doesn't detest (though he doesn't have to really like) modern country music to start working for a ridiculously low salary at WADR by the first of February."

Bob Rogers has been named station manager of KTUF and KNTX-FM in Phoenix and Larry Daniels as operations manager. . . . Dave Thompson has left WPDQ in Jacksonville, Fla., to do the 8-midnight show on WINZ in Miami. . . . Looking for work is Mitch Craig, SP5, 439-70-9924, AFKN Radio Network, APO SF 96301. He's married, 22, seven years experience in rock radio (including a year at Pepper/Tanner working in production) and is getting out of the service in about a month. . . . John Kimel, program director of WWSR-FM, St. Albans, Vt., is leaving radio effective Feb. 1. Harry Tea, music director, will take over the programming chores. Station will simulcast its AM middle-of-the-road affiliate except for the 4 p.m.-6 a.m. period, which time will be reserved for rock.

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If you're a deejay searching for a radio station—or a radio station searching for a deejay—Billboard is the best buy. No other trade publication is read by so many air personalities and program directors. And all of the sharp programming-oriented general managers read the magazine, too! Best of all, Billboard classified ads achieve better results than any other publication in the field. General managers report that a Radio-TV Job Mart can draw five times the results of the next leading radio-TV industry publication. The cost is \$15—in advance—for two times. Box numbers will be used, if you wish. Send money and advertising copy to:

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Ho, ho, ho, look what Santa found at the bottom of his sack of goodies! Announcer . . . first ticket, available now. Can do DJ, news, combination of both with equal enthusiasm. Would also like chance as Program Director or News Director. New Jersey, Connecticut, New York, Pennsylvania areas first concern. No tape available, but can come for personal interview today. No reasonable offer turned down. All replies answered. Larry Kay, 58 Fairview Ave., Valley Stream, L.I., N.Y. 11581. (516) 791-6557. ja23

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Combo Man—Copy and production. Must have 3rd good voice and ability. Metro Market. Send tape resume and sample copy to Box 350, Billboard, Radio-TV Job Mart, 165 W. 46 St., New York, N.Y. 10036. ja16

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WNOW, York, Lancaster and Harrisburg's only modern Country Music station, is searching for a first-rate air personality. The man we are looking for is a proven professional. Rush tape resume and salary requirements to Station Manager, WNOW-AM-FM, York, Pa. 17405. ja23

## WCCC-FM Hears Listeners

HARTFORD—Every record programmed by WCCC-FM here—except for 20 new singles kept close at hand in the studio and played at the rate of two an hour—are requested by listeners, said program director Rusty Potz. If a listener requests a new single, it gets extra play. "We're getting an awful lot of requests for 'I Hear You

Knocking,' by Dave Edmonds," Potz said.

Ordinarily, the requests range from records by Nat King Cole and Tony Bennett in the mid-day to Led Zeppelin in the evening. "But we'll always give an artist a chance with exposure before most other radio stations in the nation; if it sounds good I'll put it on the air."



WMMS-FM, Cleveland progressive rock station managed by David Moorhead, welcomes the Badfinger of Apple Records to Cleveland. From left, WMMS-FM music director Ted Ferguson; Badfinger's Tom, Mike, Joey, and Pete; and Capitol Records promotion man Don Whittemore. The group appeared on WMMS-FM Mike Griffin show 3-7 p.m.

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