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BIOS FOR DEEJAYS

Lonnie Mack



Lonnie Mack, who is currently riding the charts with "Memphis" on Fraternity, was born twenty-two years ago in Harrison, Indiana. The instrumentalist's real name is Lonnie McIntosh and he had his first guitar, a \$9.95 Lone Ranger model, at the age of four.

When he was six Lonnie was playing country music and singing with his brother and sisters. At twelve Lonnie was getting paid for performing at a local hotel. While still a teenager he got his first electric guitar and started working clubs with his brother, Alvin. And at fourteen he had his own rock 'n' roll band.

In 1959 the artist married his childhood sweetheart, Ruth Browning, and continued to make his living as a guitarist. As with most surprise successes, Lonnie's came from a lucky break. Two months ago Lonnie came to the attention of Harry Carlson, topper of the Fraternity label. Carlson was impressed with the youngster and immediately recorded him. The rest is music biz history.

Righteous Brothers



The Righteous Brothers, currently scoring with "Little Latin Lupe Lu" on Moonglow, are not brothers at all. The duo actually consists of Bill Medley and Bobby Hatfield.

Bill was born in Los Angeles on September 19, 1940 and now makes his home in Santa Ana. In addition to his singing talent, he is also top-notch tunesmith (his present chart-rider is one of his own compositions). He also plays the piano and bass guitar.

Bobby was born in Beaver Dam, Wisconsin on August 10, 1940. He appeared in high school musicals, was emcee and sang in school talent shows, and because of the encouraging reaction he got, decided to enter show business.

Before the boys teamed up a few months ago they both had built-up followings as solo performers in southern California but their current hit represents their initial acceptance on a nation-wide scale.



PLATTER SPINNER PATTER

Approximately 10,204 listeners took advantage of the recent WLS-Chicago offer to "see the world" with a special five-fold Rand McNally expanding map. The on-the-air promotion offered a complete world map and an extra up-to-date feature of the map of Cuba for 25¢. Out of the total 10,204 maps requested by listeners, 1379 maps were ordered by schools.

WIL-St. Louis has been named the first place winner in the 1962 Broadcasters Promotion Association "on-the-air" awards competition. The station received first place for its "4th of July Traffic Safety Promotion," in which the outlet offered to buy everyone in Missouri a free soft drink, if there were no fatal accidents during the 1962 4th of July holiday. For the first time in history, no fatal traffic accidents occurred and the station rewarded Missourians with gigantic payoff parties. WIL's entry was entered in the "markets over 500,000 special events for radio" category. The station received the highest number of total points of all entries, including television stations, for its entry. . . WIL recently entertained St. Louis with an interesting "phony baloney" contest. Station personalities each claimed to be the same personality and hourly promotion announcements invited listeners to guess which deejay was which. Listeners submitted their guess as to which was the "real WIL personality" by card and correct entries received transistor radios.

Mickey Armen is appearing around Gotham plugging his latest Peek-A-Boo release "Cheating On Me." Mickey appeared at the Bruce Morrow Palisades show with Alma John (WWRL) and on the Armed Forces Network.

In one of the most unusual promotions in northwest radio history, Gary Todd, KPEG-Spokane program director was crowned "world champion deejay free style cow milker" at the 1963 Diamond Spur Rodeo in the Spokane Coliseum. The long-heralded contest between Todd and sales manager, Bruce Hughes, took place before a capacity crowd of 7,000 at the Saturday night final of the rodeo. Deb Copenhaver, twice world saddle bronc champion, presented the KPEG personalities with gold cow bells trophies in behalf of the Washington State Dairy Products Commission.

WABC-New York has donated nearly half-million dollars to public service programming during the first four months of 1963, it was announced last week by Harold L. Neal, Jr., the outlet's veep and general manager. The addition of \$116,172 in April brought the total to the near half-million mark for the year.

KEX-Portland's morning air personality, Barney Keep, recently starred with the local Shrine Circus. The spinner appeared in full clown regalia at the Memorial Coliseum as a featured guest of the Shriner's annual fundraising Circus.

WIP-Philadelphia recently participated in the Rittenhouse Square Clothesline Exhibition by offering a prize of \$100 for the best oil painting

selected by a jury of art connoisseurs on June 6th, 7th and 8th. The winning painting is now a part of the station's Metromedia Art Collection.

WMIL-Milwaukee has won three top awards in the 1963 Radio and Television Councils competition for programming and public service. The award winning programs were "Club Continental," a clutural-ethnic program which has been on the air Saturdays for the past six years. First awards were also given for "Industrial Sports Report," a commercial sports program which is on the air twice daily and "Heimatklaenge," a commercial inspirational program which has been on the air on Sundays for the past eight years.

KBOX-Dallas received more than five million votes in its annual "Principal of The Year" contest. A total of 5,800,503 votes were mailed to the station by Dallas high school students, to determine the most popular principal in Big D. . . Tom Murphy, KBOX personality was recently master of ceremonies of the annual National Transportation Week banquet in Dallas. More than 400 transportation industry leaders were present, as two Dallas beauties were crowned "Miss and Junior Miss Transportation for 1963."

As a tribute to veterans of all wars, WIOD-Miami recently conducted a special series of salutes for Memorial Day. Throughout the day, once per hour, the station broadcast a series of special thoughts and dedications by leaders of all veterans groups in south Florida.

Broadcast time allotted to public affairs programming and public service announcements by WXYZ-Detroit the first four months of 1963 has exceeded \$272,000 dollars. In addition to broadcasting more than 17,000 public service spot announcements on behalf of some 120 local and national service organizations, the station has expanded its activities in the local production of news-in-depth and documentary programs.

Hal Davis, general manager of KROD-El Paso, sends along word that the station has been awarded the National Safety Council's Public Interest Award for exceptional safety for the second consecutive year.

KDWB-Minneapolis' public service director D. J. Leary, has been named to a special citizens committee set up to serve St. Paul with increased promotion of the city's famous pop musical ice revue.

VITAL STATISTICS:

Norman L. Rosen given the green light as general manager of KDKA-Hollywood. . . Ron Riley, formerly with WHK-Cleveland, is noy spinning 'em on WLS-Chicago. . . Dick Crippen has exited his niche on WFLA-TV-Tampa to assume the production manager chair on WINQ-Tampa. . . Joe Finan named veep of KTLN-Denver. . . Dick Blanchard, former program director of WBSR-Pensacola, has been promoted to sister station WGKN-Knoxville as program director. . . Tom Campbell has joined WFLA-Tampa as the all-night air personality.