



## Tuning In On . . .

### WLW-Cincinnati Image Shattering

There are radio stations which, over a period of years, manage to build up a particular image, often an extremely powerful one, which linger long enough to become bothersome. WLW, Avco Broadcasting's Cincinnati AM'er, had this problem, but it has overcome it.

WLW's program director Jim Gallant explained that the outlet which began broadcasting in 1922 has long been known throughout its listening area and nationally as well, as one of the nation's "old line" stations.

This background doesn't do much for a station which is now in a contemporary, aware stance which appeals to the broadest spectrum of audience possible. In doing this, Gallant said that WLW has put together an impressive slate of air personalities in an attempt to alter their demographic range. The bracket which WLW is aiming for is the 25 to 50 year old audience. Gallant has found that in becoming much more contemporary in approach, WLW has managed to attract a new, younger audience while holding on to its "old line" listeners.

### Timebuying's New HQ

NEW YORK—Timebuying Services, Inc., a large media buying company, has just relocated to larger quarters to house its expanded staff and operation. TBS' new offices are located in the recently completed Burlington House at 1345 Avenue of The Americas, New York. TBS will have approximately 16,000 square feet of space and room to accommodate a staff of 110 people eventually. The company now employs 70 people.

TBS president Sam Wyman announced the appointment of Fred L. Nettore as executive vice president of the company's sales and administration. Before joining TBS, Nettore was president of ABC/TV spot sales for eight years.

The media buying company's new phone number is (212) 765 7710.

### 'Sesame St.' Preems

NEW YORK—"Sesame Street," a much heralded new series designed to teach pre-school fundamentals debuted on the National Educational Television network last week. A half-hour special introducing the series entitled "This Way To Sesame Street" was televised over the network on Saturday (8).

"Sesame Street" is hosted by Matt Robinson, Loretta Long, Bob McGrath, and Will Lee. The show is geared for children in the 3-5 age bracket and has been described by "Variety" as an "educational 'Laugh-In' for kids." The series is said to be extremely helpful for children in disadvantaged homes.

"Sesame Street" is supposed to be entertaining as well as educational. As envisioned, the show is supposed to interest the parents as well as their kids for whom it was created. "Sesame Street" will feature puppet dramas, story readings, cartoons and other commercial tv devices to get its instructive message across.

The series has been funded by grants from the US Office of Information, the Ford and Carnegie Foundations and several other non-profit organizations. It is produced by the Children's Television Workshop of NET under the executive direction of Joan Ganz Cooney. The daily full-hour series will be carried on more than 170 stations.

The singular fact that has largely accounted for the station's broadened appeal must certainly be its air staff. WLW's resident humorist James Francis Patrick O'Neal handles the morning drive-time slot, 6-10 AM daily. O'Neal writes all of the comedy material used on his programs. This year, the inventive dj created a statewide campaign to prompt Ohio to adopt a state "bug". The firefly won.

Joe Kelly, who has a very special appeal to housewives, airs his program from 10 AM-Noon and 1:30-3:00 PM. Between Noon and 1:30, WLW carries a simulcast of Bob Braun's popular "50-50 Club" which is televised throughout the midwest originating at the outlet's sister station WLWT-TV.

Rich King, another humorous commentator, is behind the mikes from 3:00-7:00 PM when Jim LeBarbara, "The Music Professor," takes over with his incisive comments about the artists and the music he is spinning.

Rounding out the day is the all-night "Music Till Dawn" show featuring semi-classical and classical selections. This show, hosted by Bill Myers, has been an area favorite for 10 years and obviously appeals to an audience different than any other which WLW attracts.

For yet another segment of the Cincinnati listening community, WLW offers the broadest coverage of professional sports. They have, in fact, got the town "tied up." WLW broadcasts the Cincinnati Reds, Bengals and Royals games during their respective seasons. If you're a sports fan, where else can you go.

Program director Jim Gallant eschews the title "middle of the road" programmer. WLW, Gallant says, plays the contemporary sound in music whether it be Nilsson, Blood, Sweat & Tears, Herb Alpert, The Beatles, or Andy Williams. "The important thing with us," Gallant stated, "is to be as many things to as many people as possible."

That's certainly a good way to beat the hell out of an "old line" image.

### Billy Martin Ex-Twins Mgr. Now At KDWB

MINNEAPOLIS—Billy Martin, controversial ex-manager of the Minneapolis Twins, has signed on as special assistant to the president of station KDWB.

Martin, who was dismissed as Twins' manager at the end of last season after leading the team to the American League's western divisional title, will also do sports commentary for the Minneapolis outlet. The fiery ex-Yankee ballplayer was so popular as the Twins' manager that many area residents have applied bumper stickers to their cars which read "Bring Billy Back".

KDWB program director Dean Johnson said that Martin's association with the station would bring a great spotlight to the outlet.

### KIRO's New Line-Up

SEATTLE—George Toles, program director of KIRO, announced the station's new schedule of air personalities.

The revamped personnel consists of: Jim French (6-10 AM), George Toles (10-12 Noon), Bob Piatt (1-3 PM), Mark Wayne (3-7 PM), Dave Olson ((7-12 Midnite), and John Pricer (12-5:20 AM).

## KRLA Helps Put Rock Into Halls

Radio Tie-In

HOLLYWOOD—The rock population explosion, has finally begun to manifest itself very heavily in the L.A. area. Major concerts, which only several months ago were on a once-a-month average, have jumped to more than one a week, with promoters experiencing an unusually high success rate.

The biggest problem facing rock promoters here has been the L.A. County ordinance prohibiting those under 18 years of age from being on the premises of a dance hall. With the exception of New York, the bulk of major city rock business is done by ballroom-type operations, following the lead of San Francisco's Fillmore West. There is little question that southern California residents would like a ballroom of their own. However, several previous ballroom attempts here have failed, due to a mixture of police harassment and, in some cases, inefficient operation. Therefore, rock in L.A. has been relegated to the concert hall.

### STATION BREAKS:

KPIX/TV—S.F. was named as the recipient of the 1969 John Sweet Award for its contribution to the understanding of educational issues, programs, and needs . . . Harvey Mednick was named as the new promo director for KHJ/AM/FM-Los Angeles . . . James K. Hackett, formerly station mgr. of WICE Providence, becomes general mgr of WGBB Long Island, NY and v.p. of Nassau Radio Corp., WBGGLicensee . . . Jerry Coleman, former NY Yankee star and Yankee broadcaster joined the sports staff of KMPC-LA. Coleman will handle weekend sport shows at 6 PM on Fridays and Saturdays and 8 PM on Saturdays . . . Robert Binkley joins the staff of WMMR-Philadelphia and will host the 9 AM to Noon "Kinesthesia" show on Saturdays. "Kinesthesia" will deal with the combined fields of kinetics and aesthetics.

Last week, KSFO-San Francisco aired the second half of a special show "The Minority Nobody Knows," dealing with the emergence of the Mexican-American as a viable and articulate force in society . . . Miami's WGBS started its annual coverage of the southern Fla. racing season with the opening of Tropical Park . . . WDCA/TV-DC carried a half hour documentary entitled "Children's Hospital-The Second Century" during its 12 hour telethon for the Children's Hospital last week . . . KSFO's-SF "Records At Random," a series programmed by radio/tv students at San Francisco State College, began its tenth year of broadcasting on the outlet this month.

Walter Anderson joined the staff of WESY Greenville, Miss. as an air personality . . . KMET-LA added Tom Gamache, better known as "Uncle T," to handle the 2 to 6 PM spot on the progressive rock programmer . . . Martin Cohen was appointed as account executive for WROR/FM, the FM affiliate of WRKO in Boston . . . Arch Obler, creator of the famous horror show "Lights Out," is re-editing 52 of the half-hour terror shows originally broadcast in the 40's for radio syndication. The syndication will be handled by Manzell & Associates . . . the KNX-LA newsradio sales dept . . . Robert E. Lee will be hosting the all night show on Chicago's WCFL starting this week . . . On October 31st, Al Schwerling retired as WLW's-Cincinnati radio engineer. Schwerling started at the station for \$25 a week. That was only 46 years ago.

One of the key factors in making sit-down concerts more palatable to the dance-oriented audiences has been the heavy participation by KRLA, an AM station that has been programming underground sound of late, with two concert promoters, Concert Associates and Sight & Sound Productions. Using a heavy schedule of quickie radio spots, KRLA has given the concerts of both firms a uniform look and has created a "who is KRLA presenting" atmosphere among rock followers. This unified thread is especially important because the concert site is never the same from week to week. Depending on the drawing power of the attractions, Concert Associates and Sight & Sound Productions shift around from the large Forum (or, in Spring and Summer, the Hollywood Bowl) to the medium-sized Long Beach Arena or Anaheim Convention Center to the small (3000 seat) Santa Monica Civic Auditorium.

According to Dick Moreland, former KRLA program director, who serves as go-between for the station and the promoters, KRLA has been able to successfully involve itself in a wide variety of concerts.

Moreland pointed out that KRLA actually programs the artists who appear in concert and added, "It wouldn't make much sense for a straight Top 40 station to get involved with, say, a Jefferson Airplane concert when they haven't played a Jefferson Airplane record in two years. KRLA however, in its 9 to 12 PM and 12 to 6 AM slots, actually goes pretty heavy into underground and contemporary acts and therefore reaches the concert audience."

Recent concerts from the two firms have featured the Stones, Johnny Cash, Donovan, Gordon Lightfoot, Buffy St. Marie, Simon & Garfunkel, and Blood, Sweat & Tears. Upcoming are Jethro Tull, Creedence Clearwater, Crosby, Stills, Nash & Young and Joe Cocker.

Although the general outlook is that the one-a-week pace may be too heavy, the L.A. concert scene is in its best shape in years.

### KOKX's Xmas Gift

KEOKUK, IOWA — Local radio station KOKX is offering its facilities to area residents for recording Christmas messages to friends and loved ones currently serving in Vietnam and other foreign posts.

Although the idea of tape recorded messages to servicemen may not be an entirely original one, it is an especially significant service in a community of the size which KOKX serves. In a major market, it would be virtually impossible to serve a large portion of its audience. However, in an area of 18,000 people, KOKX's community, the station can probably accommodate everyone who might want to make use of the service.

Arthur Mann, KOKX's program director, related to Cash Box that he had originally set a recording deadline of Dec. 3rd. However, due to the tremendous response from KOKX's listeners, the deadline will probably have to be extended. The station has set up a one-hour daily recording session for those who wish to tape messages. KOKX provides interested individuals with a four-minute tape and mailing containers.

Mann said that this would be KOKX's way of expressing its thanks to the station's listeners and, at the same time, provide servicemen with a much needed lift at Christmas Time.