

## AirPlay

**AND THE ENVELOPE PLEASE** — The New York City and Connecticut Arbitron books kicked off the manic depressive season for radio people two weeks ago, and last week the Chicago and Los Angeles numbers arrived, as did those for Madison and Davenport. Major markets expecting their report cards this week include Baltimore, Boston, Detroit, Philadelphia, Providence, Washington, D.C., Toledo, Sacramento, San Diego, San Francisco and San Jose. Congratulations to the winners and better luck next time to the rest.

There are always a lot of job and format changes when the ARB books come down, and even more rumors of changes. One of the most persistent is the one about Storer Broadcasting's L.A. outlets. Rumor has it that AM rocker **KTNQ (Ten Q)** will go country and FM country **KGBS** will switch to a progressive rock format. One thing is for sure, **Paul Cassidy** has left as vice president and general manager. **Nell Rockoff**, Storer's radio division vice president, will serve as acting GM. . . . Other rumors mention **Harry Nelson**, but word from on high at RKO is that the **WRKO/Boston PD** is merely on sabbatical.

**YEAR-ROUND PROMOTIONS** — As ABC radio programming vice president **Rick Sklar** told the Broadcasters Promotion Association last week at its convention, the advent of continuous audience measurement is making radio promotion a continuous effort. Although Audits & Survey's TRAC 7 and Burke Marketing's ratings services are not yet real factors in the radio marketplace and Arbitron is only testing its continuous measurement system, the year-round promotion effort is already a fact of life.

Among the more interesting promos we've gotten wind of are: **Y100/Miami** used Memorial Day as an excuse to throw a free concert for its listeners. A 92-foot-wide stage was constructed atop the South Miami Beach pier and some 22,500 music lovers came out to hear **Andrew Gold**. . . **Y100** also hosted the south Florida premiere of "Grease" last week. . . **WMC-FM/Memphis** scored a real coup at a recent press conference called to announce a Memphis date for the current **Rolling Stones** tour. The promoter got everyone's attention and then turned on a radio. All assembled then heard **WMC DJ Ron Olson** doing a live interview with Stones manager **Peter Rudge** in which the June 28 show at the 12,000-seat Mid-South Coliseum was announced. Rudge later said the announcement idea was **Mick Jagger's** after Mick heard that Olson had created quite a stir by playing "Miss You" eight consecutive times. . . . Baseball great **Willie McCovey** is due to smack his 500th home run any day now and **KFRC/San Francisco** is giving \$500 and two tickets to the remaining 1978 Giants home schedule to the person who guesses when "Big Mac" will reach the milestone. And with a nickname like that, **KFRC** is also giving away McDonald's "Big Mac" gift certificates to the first 500 entrants. . . . **WCOZ/Boston** received more than 1,000 entries when it offered listeners a chance to produce a commercial for a local stereo supplier. . . . **KRTH/Los Angeles (K-Earth)** news director **Steve Fredericks** will lead the **K-Earth** Culinary Krew in the upcoming Catalina Island Chili Cookoff. The station is giving away 10 round-trip tickets to the event. . . . **K-Earth** is also planning a "most requested 300 titles" promotion for the July 4 weekend. . . . The Ohio Music Festival June 18 was sponsored by Akron's **WCUE**. The **Michael Stanley Band** headlined the event, which drew 20,000 people last year.



**PROMOTED AT WIRE** — **WIRE/WXTZ** in Indianapolis recently promoted **Dick Lee** (left) to Station Manager, and **Gary Havens** (right) to Program Director. They are shown congratulating each other on their new positions.

July 14 is **KFMD/Dubuque's** third birthday as a rock 'n' roll station. To celebrate, the station is taping birthday greetings from rock artists and also plans to rent a paddle wheel boat to take 200 listeners on a three-hour floating party. . . . **KENO AM-FM/Las Vegas** held its second annual softball game versus the Penthouse Pets, with proceeds going to help fight Muscular Dystrophy. MD **Steve Sommers** promises to give us *both* scores next week. . . . And well-known promotion purveyor **Jimi Fox**, PD at **KCBQ/San Diego**, is very active in this area now. For example, the station is holding a series of cow chip throwing contests on June 28 in conjunction with the Del Mar Fair. There will be separate competition in national, regional, local and independent promotion divisions. Among the contestants, all known to be adept at cow chip throwing or something like it, are **Joe Isgro, Don Anti, Tony Muscolo, Bruce Bird, Jan Basham, Ron Lanham, Tony Richland, Warren Williams, Ford Resher** and **Jan Walner**.

**SLOW DOWN** — **KRST/Albuquerque** is holding a fitting giveaway on behalf of Cream's **Snail**. This race will go to the slowest, as the last person to call in before the record ends wins. . . . And speaking of **Snail**, Santa Cruz' favorites were the first live remote ever aired on Spokane's **KREM**. . . . Tomato's **Townes Van Zandt** was recently interviewed live over **KZAM/Seattle**. . . . Capricorn act the **Dixie Dregs** were aired live twice in the past few weeks. **KALX/Berkeley** did a live remote from the Keystone, and **KWFM/Tucson** did a live broadcast of the group from the station's studio. The same label's **Delbert McCInton** also was heard live over **KFAT/Gilroy, Ca.** recently. . . . **June Millington** has been making the station rounds the past few weeks. She did an Earth News Radio interview, chatted with **KNX/Los Angeles' Dara Wells** and was the subject of a **KPFK/Los Angeles** album giveaway.

**NEW JOBS** — **Lynn Anderson** has been named vice president of Metro Radio Sales, and will continue as Metro's Los Angeles sales manager. . . . **Larry Leblanc**, considered to be a leading expert on recorded pop music, is the new music producer for **CBC Radio's** "Morningside In The Summer." . . . Former **Ten Q** promotions assistant **Rocky Principe** has joined San Diego's **KCBQ** as promotions director. . . . **Lloyd Roach**, GM at Chicago's **WEEM**, has been promoted to vice president with **GCC Communications**. . . . **WBLI/Rockville Centre, N.Y.** station manager **Herbert Usenheimer** has been promoted to vice president and general manager of the Beck Ross Communications station. . . . The Mutual Southwest Radio Network has two new news bureau members. **Doretta Watkins** now news director and **W. Robert Milford III** is a newscaster. . . . **Karl Whittaker**, formerly of **WBBQ/Augusta**, is now doing the 10 p.m. to 2 a.m. shift across town at **WAUG-FM**. . . . **WINX** in the nation's capitol is looking for a full-time and a roving jock. They especially want a non-rocker with a deep voice. . . . **Cristl** is now working midnight- 6 a.m. on **KILO/Colorado Springs**, replacing **Gary Thompson**.

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## Harrison And Yates Joining Forces To Offer Unique 'One-Stop Media Center'

**LOS ANGELES** — The rapidly changing radio marketplace has spawned an ever-increasing number of broadcast consulting firms, media think tanks that help stations put communications theories into practice. Now two active consultancies here have moved into one office, the Goodphone Communications Center, which is hoped will grow into a one-stop media center to provide a range of broadcast services under one roof.

Goodphone Communications, Inc., headed by former Radio & Records managing editor Mike Harrison, and Nova Broadcasting Services, the consultancy run by former KLOS program director Tom Yates, have moved into the Goodphone Communications Center. There they will be coordinating activities, with Yates continuing to operate Nova with Harrison's help and Harrison concentrating on publishing "Goodphone Weekly." Yates will write a column and give editorial advice for the

communicate.

Other members of the Goodphone Communications Center team include former Radio & Records staffers Sharon Harrison, Christine Blase, and David Hirsch; attorney Jack Gold; former Drake-Chenault executive vice president Bert Kleinman, and Dr. Timothy Leary. Additional personnel will be announced in the near future.

"Goodphone Weekly" is expected to debut late this month. It is designed to be a forum for the sharing of radio ideas, according to Harrison, covering what is happening now and projecting future developments.

The Goodphone Communications Center is located at 4565 Sherman Oaks Ave., Sherman Oaks, Cal. 91403. The telephone number is (213) 995-6363.

## Broadcasters To Meet

**LOS ANGELES** — The boards of directors of the National Association of Broadcasters and the Canadian Association of Broadcasters will hold a joint meeting June 25-30 at the Hotel Toronto. Among the matters expected to be discussed are government policies that are seeking to reshape broadcasting in both countries, Canadian advertising on American stations and cable television.

## Wolfman Adds Markets

**LOS ANGELES** — "The Wolfman Jack Show" has added 52 markets in the past month, bringing the total number of stations airing the program to 172.

## ABI Promotes Berkson

**LOS ANGELES** — Jay Q. Berkson has been elected president of Affiliated Broadcasting, Inc., a wholly owned subsidiary of Affiliated Publications, Inc., owners of the Boston Globe.

Berkson had served as vice president of ABI since October, 1976. During that time, ABI purchased radio stations in White Plains, New York and Cincinnati, Ohio. Most recently the company signed a letter of intent to purchase stations in Seattle and Sacramento.

## You Can Quote Me

by Candy Tusken

### WHY IS DAVID BOWIE A 'NASTY PIECE OF WORK' IN HIS NEW FILM?

Explained David, "I once was an expressionist painter and when the script was presented to me I thought if I can't be a successful expressionist painter in real life, I'll be one on film. I play Egon Schiele, who was an expressionist painter around 1910. He had an affair early in his professional life with a beautiful model called Wally who was a socialite. He took her out of the city into the country and they led what was then considered an immoral life. He was an eccentric guy. If he wasn't getting along with his painting, he'd take them out into the fields and beat them; punish them! He was very emotional and not a nice guy at all. Nasty piece of work because he ditches Wally in the end as soon as he starts making headway professionally. It's a great love story, but then again I may not do it at all."

### HOW DID THE AVERAGE WHITE BAND WITHSTAND THE BAD TIMES?

Commented Alan Gorrie of AWB, "I think it's the fact that we all come from the same background. Except for Steve, who comes from London, the rest of us have known each other for a lot of years. And having come from a reasonably tough, working class up-bringing in Scotland, I think that's helped see us through all the pitfalls that we've been through. So everyone is quite hard enough and tough enough to cope with the bad times. And the humor in the band has been a strong factor in everything that we've done, because a band thrives as much on its sense of humor as it does on its music. And we've got plenty of comedians in the band to keep things sailing when all about us are failing!"

### HOW DID YVONNE ELLIMAN FEEL WHEN SHE HAD TO GO IT ALONE?

Said Yvonne, "After all those years as a back-up for Eric Clapton, going solo, I was a little frightened at first because I didn't think I could cut it. I didn't think people would be there to see me. I didn't think people would show up! Which is terrible, but actually I think every singer goes through that phase. But I quickly got over the fact that I didn't have Lear jets and limousines taking me around. I took commercial flights and flew economy, bussed it and drove from city to city. And I really ended up loving it and gaining a lot of responsibility which I never had before. After eight weeks of very successful touring, yeah, it's a good feeling to suddenly have my own identity."

### WHAT HAPPENED WHEN ALICE COOPER GOT BOMBED OUT?

Explained Alice, "It happened in St. Paul and it hit right at the end of 'School's Out' when everyone in the audience and the band were totally exhausted. And this show is like a 90-minute wind sprint. Everyone is moving so fast and I do eight costume changes myself and I took a deep breath and I panicked because I couldn't get any air. All I could get was this stuff that just burned and I couldn't see anything. I knew immediately what it was because I had been tear gassed before (not at a show), and by the time I got my eyes together, everybody was gone! And I looked around and thought 'is it something I said?!!' It was really lucky that no one got hurt too badly. I'm not against a rowdy audience. I like a rowdy audience. But a cherry bomb can blow a musician's hand off. What an awful waste that is just so someone can think they're smart. If you like the band, why are you trying to hurt them?"

(Candy Tusken is the Hostess of Westwood One's nationally-syndicated radio feature, Star Trak.)