

O'Day Tees New Program Service

SEATTLE—O'Day Syndicators, a programming syndication firm that specializes in blending music component sounds, has been launched here by veteran radio broadcaster Pat O'Day, owner of KYYX in Seattle and KORL in Honolulu. Cal Vandergrift has been named its general manager.

The new service, which slates every record for a radio station client,



Billboard photos by Fred Lashard
Production Room: Here, the programming for KYYX in Seattle is produced.

involves "cylindrical programming concepts," according to O'Day, who rose to fame in radio as air personality, program director, and then general manager of KJR here.

"It's based on how one song affects another and the next song beyond that. We're unable, as human beings, to compensate for changes in moods that happen when you might follow a 'Joy To The World' after a 'Me and Bobby McGee.' What we offer is simply a flow of music so that the station sounds better."

The music is programmed from an IGM 770 computer.

Actually, O'Day Syndicators offers several services. It builds an oldies library for clients, it builds a current catalog of records. Clients are called with adds and deletions. New records are mood coded. All new records are shipped immediately to clients, either on disk or carts.

KYYX here, of course, is flagship



On Air: The automated KYYX flagship for O'Day Syndicators, is shown.

station for the new programming service. The programming of this essentially Top 40 format station is automated.

Music is placed into six frames of reference regarding moods. The format plays about 40 songs that are current. Only 2-3 oldies are played per hour. O'Day claims that his music mood flow theories give a radio station a chance to play more new product without tuning out listeners.

With the programming service, every record is slated in order. It can be used with live personalities and/or automation equipment.

KYYX has four air personalities. Oddly enough, two of them are in Honolulu on KORL—Lan Roberts and Bruce Brown. "We send them the Seattle newspapers, other information, and the music sheets.

Vox JoX

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apart that it's sure to get screwed in the ratings. All of those things aside, Charlie Van Dyke makes it enjoyable; of course, he could probably make opera fun." Lee currently is doing freelance in the Dallas area.

"It's a bit stiff breaking into the freelance world, but if you get there, you've got a good chance of raking in some dollars. I was doing afternoon drive at KOAX, but beautiful music and me acting like a robot just didn't feel right." Lee thinks that he'd like to go with an adult contemporary station somewhere, but "the job I take is going to be permanent. I got married four weeks ago and it does make a difference." Says that Dallas' newest sensation is Mellow 102.9, KMG, a soft rock station which is doing very well with young adults in the market.

John Russell Snee has been promoted to station manager of KDAL in Duluth, Minn. He joined the station in 1961 as evening announcer. In 1968 he was named program director and then became a vice president in 1976. He'll continue to host his popular "I've Got Your Number" show with Hunter Como in the morning. The station has also promoted late afternoon personality Bob Romanko to sales manager. . . .

Jack Alix has merged his radio syndication firm Rock And Roll Roots Inc. with Neighborhood Theatres Inc. to form Rock And Roll Roots Associates. The new firm syndicates the three-hour show "Rock And Roll Roots." Mortin G. Thalheimer Jr. is president of Neighborhood Theatres. Jack Alix is president of the syndication firm. J. Phillip Goldman is vice president. Steve Jones, formerly the promotion director at Q-94 in Richmond, Va., has been

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New On The Charts



Tom Petty & The Heartbreakers
"Breakdown"—100

Petty played in local rock bands in Florida from the mid-1960s until 1973, when his group Mudcrutch moved to L.A. That band included Mike Campbell and Benmont Tench, the guitarist and keyboard player for the present day Heartbreakers.

Denny Cordell's Tulsa-based Shelter Records signed Mudcrutch, but the group dissolved before finishing its first album, leaving Petty as a solo Shelter artist.

Two years later, Tom regrouped with two of his Mudcrutch cohorts as well as fellow Floridians Ron Blair on electric bass and Stan Lynch on drums. This is the lineup of the Heartbreakers, whose debut album was released last winter.

Petty cites as his main influences Elvis Presley, the Beatles, the Stones and especially the late '60s West Coast folk-rock of the Byrds. Petty's tribute to the Byrds, "American Girl," was covered by Roger McGuinn on his "Thunderbyrd" album and the Heartbreakers have also been opening for McGuinn on the road.

The 24-year-old guitarist has been tagged a punk, but his music is actually simply classic rock'n'roll, free of the calculation and pretense of contemporary pop, and characterized instead by a sense of urgency and defiance.

The group is managed by Tony Dimitriades of L.A. (213) 876-7822. Its agent is Peter Russo of Premier Talent in New York, (212) 758-4900.

FM Still Growing

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homa City 51.4% to 45.3%, and Norfolk, Va. area 47.6% to 41.

An Eastman Radio analysis of the April/May Arbitron ratings sweep, from a different angle, shows FM winning over AM in 113 markets of the top 163 surveyed in the 7 a.m.-midnight time period, though many of the markets were very close in comparison.

FM also leads in 84 markets in the 3-7 p.m. period. But AM wins in the morning hours as in only five markets did FM win 6-10 a.m.

FM scored quite well in the major markets and less, in general, as the market size grew smaller.



Kendall's

"Heaven's Just A Sin Away"—72

This Nashville-based father and daughter duo, consisting of Royce and Jeannie Kendall, is crossing over to pop after spending four weeks at No. 1 on the country chart in October.

The Kendall's began in the business in 1970, when their cover of "Leavin' On A Jet Plane" on Pete Drake's Stop label made number 52 country. That same year Jeannie harmonized on Ringo Starr's country LP, "Beaucoups Of Blues."

In 1972 the duo signed with Dot and had two more mid-chart country hits with covers of pop smashes: "Two Doves In Love" and "Every thing I Own." After an unsuccessful stint with UA, the duo moved over to become the first country act on Chicago-based Ovation Records.

The Kendall's' first single for Ovation was a cover of the standard "Makin' Believe," which peaked at 80 on the country chart in May. Its chart chances were hurt by the fact that WB's Emmylou Harris released the same song from her "Luxury Liner" album, and it made number eight country.

The duo's followup single was "Live And Let Live," which was out one or two weeks before stations flipped it over to reveal this smash. The duo is now cutting its second album for Ovation.

It has also made appearances on the Porter Wagener and Wilburn Bros. television shows and at the Grand Ole Opry.

Father Kendall is a staunch old-line country fan while daughter Jeannie likes to blend in folk and rock elements. Their combined smooth harmonies recall the Carter Family, the Delmore Family or the Louvin Bros.

The duo is temporarily managed by its producer, and Ovation's head of Nashville operations, Brian Fisher, (615) 255-9074. It is booked by Andrea Smith of Top Billing in Nashville, (615) 383-8883.

3 Hudsons On CBS-TV

NEW YORK—The Hudson Brothers are set for a new half-hour comedy-music television show, tentatively titled "The Loony Bin," that will begin broadcast on five CBS-TV stations in September 1978, as well as other tv stations coast-to-coast.

The show, a project of ITC Entertainment, will be produced by Jack Burns, formerly half of the comedy team of Burns and Schreiber. Burns formerly wrote for "The Julie An-

drews Show," "The Glen Campbell Show," "Hee Haw," and others.

A show business guest will be featured each week. Peter Harris will direct. Jack Parnell will be musical director. Tom Battista will be executive producer. There will be 24 hours in the series. The CBS stations already slated to carry the show in prime time include WCBSTV, New York; KNXT-TV, Los Angeles; WBBM-TV, Chicago; WCAU-TV, Philadelphia; KMOX-TV, St. Louis.

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