

# Nostalgia, cash calls, appeals for money

By VICTOR STREDICKE  
Radio Editor

May is National Radio Month in Bellingham, so that's why old-time radio programs will be featured each weeknight on KERI (FM). What old-radio programs are doing on KVI is a little less clear.

If you will permit some generalizations: Mr. Average Citizen listens to the radio in the morning. Turns it off while at work. Sometimes turns it on on his way home. Vacillates between the time his evening newspaper arrives, the network newscasts are on TV and dinner is served. From then on he watches TV.

The few person left listening to radio are youngsters. The several stations that play rock music attract almost all of the nighttime radio audience.

So what can middle-of-the-road radio do? The station that is trying something old, something new, is KVI.

From 7 p. m. to midnight, most of the music is "new." KVI tried reviving Helen Trump, parody serial that set the town afire 10 years

ago. Ms. Trump bombed. The station tried rerunning the Gary Owens Special Report, an embarrassingly bad syndicated humor program. It bombed worse than the first time. KVI then began presenting old-time radio programs — something tried eight years.

This time, the radio programs are working, says Jack Bankson, station manager. He says the reaction is "extremely good."

Broadcast veterans raise their eyebrows at the boast. Old radio revivals have been touted for years, and even tried a time or two.

"Our sister stations, KSFO (San Francisco) and KEX (Portland) tried it first," Bankson continued. "One of them actually doubled nighttime ratings."

Bankson said the programs appear to be attracting persons about age 30.

"And yet, they usually report that they can all remember sitting around the radio listening to such-and-such a show . . . and the shows are nearly as old as they are.

"I don't know. I don't go back farther than Little Orphan Annie, myself," Bankson said, shrugging his shoulders.

**KVI IS** reluctant to discuss where its old-radio programs are coming from. (They are bootleg tapes from collectors, mostly in San Francisco.) The KERI series, to begin at 9:30 p. m. tomorrow night, is distributed by Christian Duplicators, a division operated by Tom W. Reed, Spokane broadcaster. (Reed once owned an FM station in Tacoma. He makes most of his money placing sponsored religious programs on radio.)

Reed says he receives requests from individuals wanting to get old broadcasts for home use.

"Producers in the old days did not have quality equip-



Believe it or not, Jim Wilke, left, and Milton Kattims were having fun preparing for a 42-hour symphony fund appeal when this photo was taken. This caption should read:

(a): "Sorry Milton, \$10,000 offer or not, we aren't going to play 'Be Bop a Lulu, You're My Baby' on this radio station."

(b): "Hmmm, how come they don't have any Seattle Symphony recordings in these stax of wax?"

ment to save their programs," Reed said. "If it weren't for the delay in time zones and the Armed Forces Network, many of these shows never would have been recorded."

Reed is careful to describe his programs as being "repackaged." He distributes a series called Theater of the Mind and another one called The Second 50 Years to 15 radio stations in the Western states.

**AN AFFIRMATION** that different ages groove on old-time radio comes from Bill Poirier, adviser for the Bellevue School District's radio station.

"Old-time radio broadcasts, particularly dramas, are high interest items with students at our school. The youngsters program our station," Poirier said.

The King County prosecutor's office is pursuing its ef-

orts to stop money and prize giveaways such as those under way at KOL and KJR. The agency lost last week in its attempt to get a restraining order against the stations. A Superior Court judge ruled the contests could continue until a full trial could be held.

The prosecutor's office says the contests will cease shortly after May 15.

That is the end of a rating period. Traditionally, radio stations attempt their best programming during such a rating period, and frequently conduct some kind of listener contest.

KJR, in offering \$20,000 in cash, and KOL, in offering \$50,000 in prizes, appear to be engaged in "buying" a spring audience.

"I resent the inference," Dick Curtis, KOL station manager, said. "We are almost always involved in some kind of contest at KOL."

This is our 50th anniversary on the air. \$50,000 seems catchy and appropriate."

Ray Court, mid-morning disk jockey at KVI, will leave the station May 15 to open his own advertising agency. Court has been at KVI for six years. Before that he was at KING, and "for about as long as a cup of coffee," at KIRO.

Moonlighting while at KVI, Court was instrumental in producing that infamous first commercial in which Dick Balch took a sledge hammer to a 1970 Corvette. Balch's auto dealership will be among the firms represented by Court's agency.

Court joked that he was leaving May 15 "so I could take the blame for the ratings." Introducing a different voice during an Audience Research Bureau rating period might have distorted the rating figures, Court said. The station has not announced a replacement.

Two radio marathons are under way today.

KRAB concludes its seven-day fund appeal for operating funds. Programs offered include regular features and rebroadcasts of material previously aired.

KING-FM joined with the Seattle Symphony this weekend for a 42-hour marathon effort, designed to benefit the symphony's sustaining fund. Since Saturday morning the station has been playing (and not playing!) musical selections, offering salamis, theater tickets, flight lessons and dinners for music supporters. Interviews from persons familiar to the concert-going crowd will also be heard. (See program listings this page.)

Five telephone lines, all answering from MA 2-3015, have been installed in the radio studios to let symphony volunteers take pledges and bids for items.

**Checklist of old-radio broadcasts**

KVI, 570 Kc., weeknights at 10 p. m.

KERI, 104.3 Mc., weeknights at 9:30 p. m.

KASB, 88.9 Mc., 8:30 p. m. Monday and Wednesday.

KUOW, 94.9 Mc., within 'the Swing Years' program, at 9 p. m., 10:30 p. m. and midnight Saturdays.

KAYE, 1450 Kc., 6:30 p. m. weekdays and 12:30 p. m. Sunday.

KBRO-AM-FM, 1400 Kc. and 106.1 Mc., weeknights at 6:30 p. m.

(Program titles for KERI and KVI are included in daily radio listings in The Seattle Times.)

## Sunday radio highlights

**8:00 A. M. Symphony Marathon (KING-FM):** Continuing the 42-hour fund appeal. Within the hour, an offer to sell 12 lbs. of hot dogs to a symphony supporter. Other hot deals to follow.

**Marathon (KRAB):** Continuing the week-long fund

The Kentucky Derby will be broadcast at 2 p. m. Saturday on KIRO-AM. The station will supply similar C. B. S. coverage of the other Triple Crown events May 20 and June 10.

appeal for the listener supported station.

**9:00 Prelude (KUOW):** Symphony No. 2 (Rachmaninoff).

**9:30 What's New in the Schoolhouse (KOMO):** Marty Wilson is moderator.

**Prelude (KUOW):** Prelude and Fugue (Bach-Schoenberg); Symphony Concerto (Prokofiev).

**Symphony Marathon (KING-FM):** Within the hour, "Bolero," the world's most popular classical-music selection, will be played — until rejected by contributions from serious-music lovers. "Bolero" fans, unite!

**Noon Jean Shepherd (KRAB):** Reminiscences. (Regular program feature.)

**Motorcycle Race (KTW-**

**FM):** Yamaha Cup motorcycle race. Aprx. 3 hrs. (Next race on Saturday.)

**12:45 Bluegrass Music (KRAB):** May be live, may be from records. Intention has not been made clear.

**Ballet Theater (KXA):** Apalachian Spring (Copland). **Issues, Insights and Ideas (KUOW):** Discussion program.

**2:00 Opera House (KXA):** Falstaff (Verdi).

**3:00 Symphony Marathon (KING-FM):** Within the hour, flight lessons will be offered to a symphony-appeal supporter.

**4:00 Sound Soundstage (KUOW):** Radio drama. "Mrs. Dally Has a Lover," by William Handley.

**5:30 Sunset Symphony (KXA):** Ode for St. Cecilia's Day (Purcell).

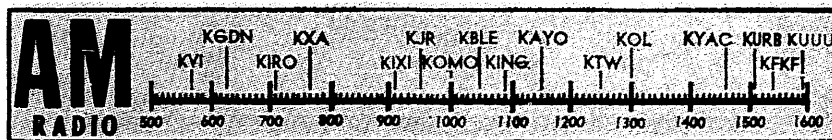
**7:00 Firing Line (KUOW):** William F. Buckley at the mike.

**7:00 Marathon Report (KRAB):** Gary Margason, station manager, offers a progress report on results of week-long fund appeals.

**7:30 A Special Evening (KRAB):** Presumably, a mixture of recorded music and conversation for three hours or so.

**8:00 Wolfman Jack (KTAC-AM):** Records, plus an interview with the Jackson Five. Michael Jackson steals the show with an imitation and wolf howls. (850 kc.)

**Recorded Live (KOL-FM):**



FM RADIO	
KFKF	-92.5 KISW - 99.9
KBLE	-93.3 KIRO - 100.7
KOL	-94.1 KETO - 101.5
KUOW	-94.9 KTW - 102.5
KIXI	-95.7 KERI - 104.3
KLSN	-96.5 KBIQ - 105.3
KING	-98.1 KBRO - 106.9
KBBX	-98.9 KRAB - 107.7

**Nightclub concert series.** This week, Brewer and Shipley. Recorded in California.

**Armchair Opera (KUOW):** Riders to the Sea (Vaughan Williams) and Rigoletto (Verdi)

**Robotnor Hours (KRAB):** Strange collection of blues, rock and jazz recordings, with Ray Serebrin.

**11:30 Issues and Answers (KOMO):** From A. B. C.

**Face the Nation (KIRO-AM):** From C. B. S.

**Midnight Symphony Marathon (KING-FM):** To conclude the 42-hour fund raising effort, belly dancing lessons are to be given to a participating symphony supporter.

**1:00 A. M. Roswell's Rut (KRAB):** Jazz into the hours of the morning.