

WPGC

**FREE
TAKE ONE**

NEWSMAGAZINE

95 FM

MARCH 1979 EDITION

1580 AM

Second Annual Unknown Star Announced!



Jim Elliott hands over a check for \$1,000 to WPGC's 2nd Annual Unknown Star.

Congratulations to the second annual Unknown Star... Pete Fortune! Pete has been singing with a well known group in the Washington area for years called *Second Nature*. WPGC thanks the more than 2,000 people who entered this year. Pete received a check for \$1,000 dollars and his entry, "Fork in the Road" will be listened to by a record executive in Los Angeles.



Consumer Alert

A movie without popcorn is like a day without orange juice, right? Charles Winsam of the National Association of Concessionaries says popcorn is one of the things keeping movie-theatre owners in business. And no wonder—a 30 cents box of popcorn only costs the theatre about 7 cents.

Don't Miss Lee Logan's Interview on Inside . . .

Patent Dispute Holds Back Revolutionary Developments

The Chicago Tribune reports that two government-funded scientists have developed cancer-fighting techniques that could revolutionize treatment. But these developments—and scores of others—have been tied up for nearly two years by a bottleneck in the U.S. Department of Health, Education and Welfare.

The bottleneck is a dispute over whether universities and foundations—or the federal government—should retain patent rights on such innovations. The controversy has delayed the clinical testing by the pharmaceutical firms which would eventually market the developments. One researcher has been delayed so long that his life-saving innovation is all but dead.

While no one is sure of the reasons for HEW's delay, the educated guess is that it's a misguided attempt to deny new methods, in hopes of holding down rising hospital costs.

'79 Is The Year For Dual TV

Have you ever been in a situation where you wanted to watch two television shows at once? Well, starting this year, you'll be able to do just that.

A Japanese firm is planning to market the first TV that broadcasts two channels on one screen. The dual TV set will be capable of superimposing a four-inch, black and white picture on the corner of a 17-inch color screen. The first sets will be available in March.

The same firm is also planning to introduce a microwave oven that cooks by computer. It comes with magnetized cards that can be programmed to cook a dish according to a specific recipe.



Willie and Lee Branning of Staatsburg look on as WPGC's Scott Jenkins chooses down on a hot plate of spaghetti. Furnished by the Brannings who brought the mall food during the Blizzard of '78. . . We would have starved to death without them!



THE ELLIOT "down haggling it"—during Blizzard of '78



Remember the traffic nightmare on Wednesday February 21st? This is what Jim looked like while giving you traffic info!

Many Frosh Congressmen Have Familiar Faces

Last election was evidently the time to "show the burns out." The voters defeated more incumbents than usual, and now a bumper crop of freshmen will be sworn into Congress this month.

But according to the Christian Science Monitor (newspaper), the newcomers may be freshmen, but many of their faces are familiar around Capitol Hill.

That's because a record number have worked as staff members to former or present Congressmen, 19 of the 77 new Representatives and 20 of the 46 freshmen Senators have served as Capitol Hill aides. That's double the number for the previous Congress.

Something else you can expect from Congressional freshmen is a new resistance to increased military spending. That's because an unusually low number of them have never served in the U.S. military. Over half the new Senators and a majority of the new House members have never spent a day in bootcamp.

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JIM ELLIOT "brown bagging it" — during Blizzard of '79



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INTERVIEW WITH

LEE LOGAN



NewsMagazine: What sign were you born under?

Lee Logan: No Parking—and I've been looking for a home until I finally found WPGC.

NM: Seriously???

LL: Seriously, I am a Cancer and I do feel very fortunate to have come to Washington's top radio station.

NM: I take it you've worked in other cities.

LL: Yes. Most recently I've worked in Miami, Atlanta and Indianapolis, and I thought it was great when I had the opportunity to trade the "500 Speedway" for the Capital Beltway.

NM: Have you always worked in radio?

LL: Since I was 10 years old, the radio business intrigued me. In my home town of Detroit, as a teenager, I played every radio game and went to as many Disc Jockey "Hops" as I possibly could. I originally went away to college to become a high school

counselor, but when I had the chance to get behind the microphone of my campus radio station it was a dream come true. Radio has consumed my life ever since.

NM: And how long has that been?

LL: The last eleven years.

NM: You must have seen a lot of changes in popular music in that time.

LL: Well, music always reflects the mood of the people. I've played protest songs, acid rock, folk music, disco and everything in-between.

NM: And where do you see music going from here?

LL: I think current trends will remain with us until there is a significant change in society, or until an event takes place that changes our view of the future.

NM: Well what do you listen to when you go home?

LL: WPGC. I think the radio station is very reflective of the D.C. area and it

has helped to acclimate me to my new home.

NM: When you're not listening to the radio what do you do?

LL: Do you mean like hobbies?

NM: Whatever . . . Do you knit???

LL: No, but I am into tennis, loying with my car, amateur photography and I hope to get back into enduro motorcycle racing, as soon as I can afford another bike.

NM: Another one???

LL: Yeah, my first one went to the bottom of a Florida swamp, and luckily - I didn't.

NM: What are your first impressions of the Washington area?

LL: It's just like I saw in all the postcards.

NM: Is that good or bad?

LL: Oh, it's great. I'm like an over-aged kid taking my childhood tour

through the Nation's Capitol. Just like a tourist, I've already gotten lost on the road between the Lincoln Memorial and the Kennedy Center, and I can't wait to get lost inside the Smithsonian. People who live here don't know how fortunate they really are to have so much national heritage in their own backyard.

NM: Has anything surprised you?

LL: I never realized what a sprawling metropolis Washington is. I never knew that there were so many small communities that make up the greater Washington area.

NM: Thanks for being so candid, and let me officially welcome you to WPGC.

LL: Thanks, it feels like home already and I've got some great things coming up for the area's nightpeople.

NM: Any clues??

LL: Ha-Ha-Ha—Nope, you gotta listen to WPGC if you wanna find out . . . Talk to you tonight!!

Slim Joggers Mean Big Business — For Tailors

Jogging has business booming these days — and we're not just talking Adidas. The Los Angeles Times says that coast to coast, tailors are busy, as the fat of the land is jogged off.

A Times researcher figures that running Americans will shed 281.6 million pounds this year. And those slim runners are jogging right into tailor's shops and getting their suits and dresses taken in to fit their new shapes.

"That's all we're getting," one tailor told the Times. "Jogging. Everybody's jogging." One New York City tailor located his shop conveniently, right near Central Park's jogging path. He says he's got "tons and tons" of work. Tailor Mike Hoisey of Houston agrees that almost everybody who wants alterations is out there jogging. But he says he also sees the reverse, since in his words, "maybe 25 percent of my alterations are for people who quit jogging and filled out again."

:::NEWSSCRIPT



Meanwhile, Non-Joggers Fight Back

Up until now, joggers have gotten it all — the new books, the new magazines, the envious looks. But now non-joggers are fighting back.

Macmillan is publishing "The Non-Runner's Book" next month. In it, to sportswriters extoll the joys of standing still, crawling, walking backward, and falling.

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Bob Welch Three Hearts
5.99pb-6.99cpe

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1007 STREET • URBAN PLAZA • WASHINGTON
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LAKEMOORE MALL • FRANCIS SCOTT KEY MALL

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Capitol RECORDS

BOB WELCH
Three Hearts

BOB WELCH
Three Hearts

BOB WELCH
Three Hearts

5.99lp-6.99tape

RECORDS—TAPES—AUDIO EQUIPMENT—SHEET MUSIC—MUSICAL INSTRUMENTS

HARMONY

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COLUMBIA MALL . IVERSON MALL . SPRINGFIELD MALL
LAKEFOREST MALL . FRANCIS SCOTT KEY MALL



STARDUST...

ARETHA FRANKLIN

NILE RODGERS and BERNARD EDWARDS—CHIC—are rumored to be set to produce a new album for ARETHA FRANKLIN, apparently as a means of giving her a much sought-after hit.

CLIMAX BLUES BAND

The CLIMAX BLUES BAND is recording in the Virgin Islands. They are the first group to use GEORGE MARTIN's new studio there.

ABBA

ABBA is said to be going into the shoe business. They'll be marketing their own line of clogs.

CHIC

CHIC's new disco single, "I Want Your Love," is being issued in a limited edition on pink vinyl. Their hit, "Le Freak," meanwhile, has become the biggest selling single in the history of Warner-Elektra-Atlantic Records.

DONNA SUMMER

DONNA SUMMER and BROOKLYN DREAMS begin a two-and-a-half month tour on March 23rd. The tour is named "A Summer Night Dream."

MINNIE RIPPERTON

The latest entry in the duet sweepstakes is MINNIE RIPPERTON and JOSE FELICIANO. They've recorded "Light My Fire," for RIPPERTON's next album, due from Capitol in April. **—STARSHIP**

BEE GEES

There's a new address for the BEE GEES fan club. From now on, address all correspondence to P.O. Box 9488, North Hollywood, California, 91606.

SYLVESTER STALLONE

"Rocky," originally intended to be a film series similar to the highly successful "Pink Panther," may wind up being a TV series instead. SYLVESTER STALLONE would star.

LEIF GARRETT

LEIF GARRETT has a CBS-TV series in the works beginning in April. GARRETT, who has been acting since he turned five, began recording in 1977 and has placed three singles on the charts.

DOLLY PARTON

JANE FONDA says that DOLLY PARTON will be joining the cast of the new movie she's about to start with LILY TOMLIN. The movie, titled, "Nine to Five," will be about secretaries, and is the first film in JANE FONDA's plan to do more pictures about working people.

YES

What do you get when you've been one of the top rock attractions in the world for the past decade? A motorcycle, apparently. Atlantic Records rewarded members of YES recently for their ten years of hard work with Hondas.



1 to 8: Cheryl Shropshire/Scott Woodside

LAST MONTH, WPGC conveniently lost ten wallets at various locations throughout the metro area. Each wallet contained ten dollars and an I.D. card which said: if found please return to Jim Elliott or Scott Woodside... only two were returned... We just wanted to see how honest people were. Honestly is still the best policy... Ed Beasley of Rockville, Md. and Cheryl Shropshire, a postal employee at Capital Plaza in Chevy Chase (pictured above) returned the wallets... And we surprised them with a hundred dollars cash reward for their honesty...

Recipe for a Happy Marriage

Michael Goldstein is a psychologist at UCLA who's spent years studying marriage and divorce. And after all these years, he's discovered that there are some universal traits that couples must possess in order to have a happy marriage.

First of all, Goldstein believes that couples must maintain a physical attraction to each other over the years, or their relationship is doomed to failure.

He says they must also agree on fundamental values, such as the standard of living they want, how much money they want to earn, and how much time they want to spend socializing, if they want to stay together.

Beyond that, he says a sense of humor and the ability to fight in a mature fashion are the most important requisites for a good, long marriage.

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You Can Hear The Audio Version Of The WPGC Newsmagazine Mornings Monday thru Friday

PUBLISHED BY FIRST MEDIA CORP.

EDITOR: SCOTT WOODSIDE

PLEASE SEND ALL CORRESPONDENCE TO:
NEWSMAGAZINE... P.O. BOX 8550... WASHINGTON 20027

We're Not So Fit As We Thought

Syndicated columnist Coleman McCarthy says the current physical fitness boom may be more bust than boom. Recent figures claimed that there are now 30 million tennis players, 103 million swimmers and 20 million joggers. But when the President's Council on Physical Fitness and Sports checked those figures out, it found them obesely inflated.

After determining which among us was actively participating in the sports, the council learned that we have, at best, nine million tennis players, two million swimmers and six million runners. And less than half of the country's adults get any regular exercise at all.

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Traffic Jam Drives Commuter Crazy

Have you ever been caught in a rush-hour traffic jam and swore you'd go crazy if you didn't get out—fast?

Well, that's evidently what happened to a San Rafael, California woman. For reasons still unknown, she brought her car to a dead halt—right in the middle of the early morning traffic crush. Then she proceeded to roll up her windows, lock her doors and refused to budge for at least 15 minutes.

The result was a traffic jam that slowed commuters for the rest of the morning. Police were finally able to ease the congestion by breaking a window in the woman's car and forcing her to take a ride to a nearby mental hospital.

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For instance... Levi's® Wildfire tapered plaid shirt, two pocket, button front in sizes S-M-L-XL

15.

Levi's® Wildfire straight 'n narrow boot cut cords with two-tone cord piping for guys sizes 28 to 36.

21.

There are styles for little girls and big girls, little boys and big boys.

the Pants Corral

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We were going to give you the names of all the guys pictured in white suits . . . but they all claimed to be . . . you guessed it! **STEVE MARTIN!!!**

Yes . . . the guy in the too . . . too . . . or is that, tu . . . tu . . . ? is Dave Gardner of Dale City, Va. The Winner! Dave flew to New York for the Regional Finals, but some guy who looked just like Steve Martin won the competition.

Our apologies to the Virginia Highway Department for the two mile backup caused by people trying to attend the event at the Twin Bridges Marriott. And to the five thousand people who were turned away because there was no more room: **Wellllllll, Excuuuuuse Us!** Seriously, we apologize. Next time we have an event there will be room for you too!



WPGC's STEVE MARTIN LOOK ALIKE CONTEST SMASHING SUCCESS!!!!



American Kids Are Out of Shape

American school children are in worse physical shape than any others in the world.

A recent UCLA study found that 86 percent of 500 first graders couldn't complete six simple exercises, including sit-ups, leg lifts and touching their toes.

And that's not unusual. The Institute for Physical Fitness in Stockbridge, Massachusetts has tested school children nationwide and found that "anywhere from 70 to 100 percent" can't complete the exercises. By comparison, only eight percent of first graders in Europe, Japan and India failed similar fitness tests.

Experts say American kids are out of shape because they watch too much TV, eat too much and don't get enough exercise in gym class. One study found that each child exercises only three minutes out of a 45-minute class. The rest of the time is spent standing in line.

NEWSSCRIPT

**REQUEST LINE
NUMBER: 432-1580**

Look Dumb, If You Want To Climb The Corporate Ladder

Addison Steele has just written a fascinating new book, called "How to Win the Rat Race Without Becoming a Rat."

It's chocked full of tips on how to survive in the world of business. And one of Addison's most startling tips is—don't act like you're TOO intelligent.

Intelligence, according to Steele, is not a quality that's highly regarded in business executives. Instead, they should have drive, ambition, energy, and self-confidence. But most importantly, Steele says executives should never have the kind of intelligence that asks such questions as, "Am I happy?" or "Does my job have meaning?"

Of course, Steele admits that executives have to possess a certain amount of intelligence to conduct business. But he says if they become too smart, they'll probably drop out and raise vegetables in Vermont.

NEWSSCRIPT

ONE FOR EDDIE MONEY,
TWO FOR THE SHOW,
THREE FOR ELVIS COSTELLO,
FOR MORE REASONS GO, GO.

GO TO HARMONY HUT!



HARMONY HUT
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COLUMBIA HALL - VERNON HALL - SPRINGFIELD HALL
LAFAYETTE HALL - FRANCIS SUZZI REST HALL



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CBS RECORDS

Atlanta Psychic

1979 Predictions . . . William Bill O'Hara

1. Elizabeth Taylor will regain her figure and will become involved with a much younger man. Her husband will ignore it, and give all his attention to his new job in the Senate.
2. Wedding bells will ring for Marie Osmond . . . However, the happy day will be spoiled by a disapproving family.
3. A radio message will be received and decoded from outer space, proving beyond any shadow of a doubt that life exists in space. However, this message will be at least 40,000 years old.
4. 1979 will be a year that will always be remembered as the year a control for cancer was discovered. This will not be a cure, but a giant step in that direction.
5. America will lose one of it's great stars in 1979. The motion-picture industry will go into a full month of mourning. (Ed. Note: Bill O'Hara knows the name of the man in question, but will not release it as public information, because he feels something of this nature is negative).
6. Although this will be a year of recession, precious metals and precious stones will retain their value. But: Other investments will drop.
7. The two people who play Ron Howard's parents on Happy Days, Tom Bozley, and Marianne Smith will spin off into a series of their own when Ron Howard and Henry Winkler leave the show.
8. Suzanne Sommers of Three's Company fame, will become the biggest sex image in Hollywood after posing for a very revealing poster company.
9. Farrah Fawcett-Majors will split from her husband Lee Majors and marry her real love: (A young tennis star).
10. President Carter will be hospitalized for at least three weeks due to an infected prostate gland. (Ed. Note: Bill O'Hara made this prediction on the Jim Elliott Show in September . . . long before the White House issued the medical statement on Carter saying he had been suffering from hemorroids. O'Hara believes it's more serious than that . . .)



(Ed. Note: Bill O'Hara makes predictions every Wednesday Morning with Jim Elliott and Scott Wopchide at 7:55.)

American Kids Are Out of Shape

American school children are in worse physical shape than any others in the world.

A recent UCLA study found that 86 percent of 500 first graders couldn't complete six simple exercises, including sit-ups, leg lifts and touching their toes.

And that's not unusual. The Institute for Physical Fitness in Stockbridge, Massachusetts has tested school children nationwide and found that "anywhere from 70 to 100 percent" can't complete the exercises. By comparison, only eight percent of first graders in Europe, Japan and India failed similar fitness tests.

Experts say American kids are out of shape because they watch too much TV, eat too much and don't get enough exercise in gym class. One study found that each child exercises only three minutes out of a 45-minute class. The rest of the time is spent standing in line.

::NEWSSCRIPT

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Look Dumb, If You Want To Climb The Corporate Ladder

Addison Steele has just written a fascinating new book, called "How to Win the Rat Race Without Becoming a Rat."

It's chocked full of tips on how to survive in the world of business. And one of Addison's most startling tips is—don't act like you're TOO intelligent.

Intelligence, according to Steele, is not a quality that's highly regarded in business executives. Instead, they should have drive, ambition, energy, and self-confidence. But most importantly, Steele says executives should never have the kind of intelligence that asks such questions as, "Am I happy?" or "Does my job have meaning?"

Of course, Steele admits that executives have to possess a certain amount of intelligence to conduct business. But he says if they become too smart, they'll probably drop out and raise vegetables in Vermont.

::NEWSSCRIPT

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