

The Talk of the Town . . .

The Evening Star

WITH SUNDAY MORNING EDITION

Big-Ol'-Fat-Ol'-Dean-O Is Thin-O

By JAMES LEE

Star Special Writer

It's a long jump from programming for IBM machines to programming for a metropolitan radio station, but WPGC's Dean Griffith made the leap successfully.

The 28-year-old disc jockey decided about eight years ago that the IBM machines of the Metropolitan Life Insurance Co. were not for him and began looking around for another field. He found it in radio.

Dean got his start in New York, and later moved to Petersburg, Va. After a year's stay in the small community, Dean entered the Army. A civilian again, he spent two years in Norfolk before coming to WPGC.

Dean's top 10 list is based



DEAN GRIFFITH

on a four-hour, on-the-air ballot held each Sunday. Listeners call in their favor-

ites and the records drawing the biggest votes go on the list.

Playing a dual role at WPGC as top disc jockey and station program director, Dean sees the radio music business from two sides, as a broadcaster and as one who decides what is broadcast.

"Some stations believe that everybody listens to everything they put on the air," Dean observes, "but people want variety. You've got to program for the listener who is tuned to your station for only 15 or 20 minutes at a time."

As a disc jockey, Dean sees current music going through a "softening" cycle.

"A few years ago we had hard rock, then calypso came along," Dean observes. "Rhythm and blues became a

great influence and now we have a folk trend. Rock and roll as such is gone—it's been around so long it's 'pop' now."

Known to his regular listeners as "Big-Ol'-Fat-OP-Dean-O," Dean is actually 5 feet 9 and weighs 175. His obesity is a joke, which has blossomed into a regular part of his daily show. Starting at 369 fictitious pounds, Dean has been "losing" a pound a day "by sheer will power." But repeated announcements that Dean's miraculous diet have failed to stave off listeners begging for his amazing secret for losing weight.

Dean, who lives with his wife and daughter in Alexandria, enjoys bowling and his home stereo unit when not behind the mike or planning WPGC's program day.

The Pride of the Industry

The Cause For Great Sales Activity For His Advertisers

WASHINGTON'S BEST LOVED FAT MAN

DEAN GRIFFITH!!



CALL

TODAY FOR AVAILABILITIES

MON. - FRI. 2 P.M. - 6 P.M., SAT. 10 A.M. - 2 P.M.

WASHINGTON'S ONLY 10,000 WATT STATION

IN WASHINGTON—JO. 8-6677 —NATIONALLY—MORT BASSETT & CO.