

Radio-TV programming

Big Wilson Stressing FM on AM

WASHINGTON—WPGC here is a phenomenon in rock radio. The operation, a combination of a daytime AM station and an FM that broadcasts around the clock, successfully whips out full-time AM rock stations in the market and, in the latest ARB, came in decidedly ahead in ratings. In addition, in this day and age of shorter and shorter playlists, the station has a playlist featuring about 55 songs.

One of the keys to success, according to program director Big Wilson, is the absolute concentration on the FM side of the operation. "In our on-air promotions, we only mention the FM. It's either 'Stereo 95' or 'Music 95'. We do not bolster the AM, our push is strictly FM. Our FM setting is really 95.5 on the dial, but we drop the .5."

Although the playlist of WPGC and WPGC-FM is extremely long by today's standards when even a 30-record playlist is considered long, Wilson said: "Naturally, we play only the super familiar at all times. Our 55-record list includes 35 of the familiar records and the other 20 tunes are album cuts and new singles. We are presenting two album cuts an hour, but always one of these and sometimes both cuts in the hour are future singles. Control of the way all records are played is tight.

"But we are first on all new records in the market, though this doesn't mean we play a new record the minute it comes in. Twenty of our super familiar songs are rarely mentioned by

artist or title because people know them anyway. Instead, we intro or outro it with a station contest or promotional line . . . jocks that say: 'That was "Horse With No Name" by America' are wasting our time and, more importantly, the listener's time. True, when the record first came out, the title and artist had to be given.

"On about 20 of our other fairly familiar records, we only mention title and artist either going in or coming out, but only one or the other. On all unfamiliar sounds, we mention title and artist on both front and back."

Stress Personality

The station, according to Wilson, is strong on personality and comedy, with the very best ideas of tight Top 40 formats instituted. The personality lineup featured assistant program director and music director Harv Moore 6-10 a.m., Columbus until 2 p.m., Wilson 2-6 p.m., Johnny Jones 6-10 p.m., Jim Collins until 2 a.m., and Bryan Lawrence 2-6 a.m. Rob Raleigh is production director and weekend personality.

"Our production is strong and 80 percent of it is done by Raleigh. Having a full-time production man off the air assures us of not getting too much of one voice on the air and the proper people to do our type of specialty spots under his direction."

Wilson, who says that he's understandably proud of WPGC, also added that it's "nice to have a general manager, Bob Howard, who understands correct programming concepts."