

D. J. convention CONTINUED



FAVORED DELEGATES, like Martin Block, pioneer d.j., were flown from airport to hotel by helicopter.

A MOVE TO ORGANIZE

Renewed attempts were made during the convention to organize a national disc jockey association. At the close of the first day's business sessions, more than 10 hours after delegates first had been seated for a breakfast meeting, open discussion found the few surviving disc jockeys were somewhat skeptical. They recalled past failures in that direction. Record representatives at the session offered cooperation in the form of loans, gifts or assessments, but wanted the d.j.'s to act on their own. Some of the jockeys favoring eventual organization in some cases felt the time still premature. Strong proponent of organization was Bill Gavin, San Francisco, an independent radio programming consultant serving such clients as McCann-Erickson and Lucky Lager.

The shuddering thud of negative publicity was heard early Sunday morning when an edition of the *Miami Daily News* arrived at the all-night dance. There were cries for an emergency meeting that same morning to organize in defense of attacks on the public image of the disc jockey. The emergency meeting later was called off.

National publicity of the same tenor as the local story was carried in the June 8 edition of *Time* under the headline, "Disc jockeys, the big payola." *Time* said: "If the pampered jades of Asia had turned up in Miami Beach last week they might have melted with envy. One of the most pampered trades in the U.S.—the disc jockeys—had come to town . . . and Big Daddy, in the shape of the U.S. record companies, was there to take care of them. . . . Squads of local beach girls in Bikinis were relieved by company-strength detachments flown in from New York . . . the lordly jocks drifted from back-slapper to back-slapper, soaked up booze. . . . and everywhere a d.j. went, record company promoters kept telling him: 'Without you we're dead, boy'."

Record interests pushing for a one-minute record, which could bring the nickel slot back to the jukebox, found their cause was not well received at the convention. At a panel session on the one-minute record, disc jockeys in the room by a hand vote showed 10-to-1 that they opposed the idea on grounds it would promote more commercialism and provide no entertainment. Panelists were Sol Taishoff, editor and publisher of *BROADCASTING*, who opposed the plan, and Norman Orleck of *Cash Box*, who favored it.

As the last strains of music wafted down lanai suite hallways and weary delegates packed to catch Sunday planes and trains, Bill Stewart too made news. As the Storz Stations national program director, he had spent six months fulltime as convention planner and coordinator. Then the word leaked out: he had resigned.



WDAE TAMPA d.j.s Pat Chamburs and Bob Hoffer went strolling with feathered model.

COORDINATOR of convention was Bill Stewart (right), national program director of Storz Stations, which sponsored meeting. He spent months on arrangements.



STARS WELCOMED interviews. Here Patti Page talks to Bob (Coffeehead) Larsen, WRIT Milwaukee, Don Keyes, McLendon Stations, Dallas, and Gene Edwards, WROW Albany.