

Dr. Don Is In The House

In 1980 Dr. Don Rose celebrated his seventh year at KFRC/San Francisco. During most of his career in the Bay Area, he was the market's No. 1 music air personality.



Don Rosenberg

Don Rosenberg — long before he became Dr. Don Rose — was 15 and needed a couple hundred bucks to go to a Boy Scout National Jamboree in Valley Forge, PA. The local newspaper held a contest, and Rosenberg won it: He would report on the Jamboree for the paper. Not to be outdone, the local radio station jumped into the fray. "I was a terrible speller," admits Rose. "So I decided to go for radio. I swear that's the only reason."

In the middle of Rosenberg's junior year, his friend Al Canyon scored a real radio job in Lincoln, NE. Rosenberg auditioned for Canyon's old position at KWBE/Beatrice, NE and got it. "Al had a very unfortunate habit," remembers Rose. "When he came to a word he couldn't pronounce, he'd just jiggle the mike switch." Eventually, KLMN/Lincoln caught on and fired Canyon, and Rosenberg took over for him again.

In 1955 Rosenberg, a few hours short of graduation, got a call from Chick Crabtree at KOIL/Omaha and went for it. Don Burden, owner of KOIL, told Crabtree he was crazy for hiring the kid, and after four weeks they gave Rosenberg the axe. But all was not lost: Crabtree told Rosenberg, "Look, your name is too long. Shorten it to Rose. And, gee, your initials are D.R. We'll call you Dr. Don."



IF ONLY THE RECORD HAD THOSE BULLETS

In 1980 Dreamland Records, distributed by RSO, signed Shandi. Seen here are (l-r) Dreamland exec Mike Chapman, Shandi and Dreamland exec Nicky Chinn.

How Rose got hired by Don Keyes at KTSA/San Antonio is a bit hazy. One month later Gordon McLendon heard Rose on the air and gave Keyes the word: "Fire him." Tail between his legs, Rose headed home to Nebraska. His heart was set on working for Todd Storz in Omaha. Bill Stewart, Storz's right hand, told him he wasn't ready but helped him find work at KRNY/Kearney, NE. Fifteen months later Rose was fired again.

When he got back to radio it was at KWMT/Fort Dodge, IA, where he did the morning show. After a year, still determined to join the Storz organization, he moved to KTUL/Tulsa, hoping it'd be close enough to Oklahoma City and KOMA for someone to take notice. No one did, so, in 1959, he accepted a job at WEBC/Duluth, MN. He was programming, and his biggest challenge was morning drive. "I finally thought, 'If I can't find a morning man, I'll become one myself.'"

Rose stuck it out for three cold years, and then WQXI/Atlanta called. He was hired to do 9am to noon, but while 'QXI's PD was on vacation, GM Kent Burkhardt moved Rose to morning drive. He conquered Atlanta. And then along came WFIL/Philadelphia.

In 1972 Don suffered a heart attack. He was off the air from Oct. 3, 1972 until June of the next year. When he returned, his WFIL show was different. He says, "Instead of the rapid-fire, move-move-move thing, sometimes I'd just stop and say, 'You know, we have to talk about this.'" He brought up his home life and had his family on the air at Christmas. "I started to be more Don Rosenberg on the air and less Dr. Don Rose."

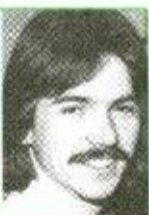
In 1973 *Billboard* named Rose Disc Jockey of the Year. While in Los Angeles, he ran into his old friend, RKO's Paul Drew. Shortly thereafter Rose became the morning man at KFRC/San Francisco. He says, "I don't think it's the zaniness people remember me for; I think it's basically one line: 'If nobody's said it to you, I'd like to be the first: Good morning!'"

RADIO

Tommy Hedges becomes KLOS/Los Angeles PD ... Thom O'Hair KQFM/Portland, OR PD ... Tom Yates KSAN/San Francisco PD ... Jay Clark WABC/New York Operations Dir. ... Jay Cook KCFM/St. Louis YP/Station Manager ... John Sebastian WCOZ/Boston PD ... Donna Halper WRKO/Boston PD ... T.J. Donnelly KLIF & KPLX/Dallas GM ... Jim Carnegie KTYN/Minot, SD Station Manager/PD ... Bobby Hattrick Doubleday Group PD ... Steve Casey KUPD & KKKQ/Phoenix Operation Dir. ... Tom Barsanti WTIC-AM & FM/Hartford OM ... Bob Christy Fairbanks Nat'l PD ... Jeff Pollack forms consultancy ... Bruce Holberg WMET/Chicago GM ... John Long opens consultancy ... Lee Simonson WXLO/New York GM ... Dan Mason KFMK/Houston GM ... Dean Tyler KLIF/Dallas PD ... Charlie Kendall WMMR/Philadelphia PD ... Bruce Marr KVI/Seattle Operations Dir. ... Moon Mullins WDAF/Kansas City PD ... E. Karl Research Group VP/GM ... Tom Cuddy WARA/Attleboro, MA PD ... Dan Halyburton WQAM/Miami PD ... Wally Sherwin KABC/Los Angeles PD ... Norm Gregory KZOK/Seattle GM ... Bill Stevens KUTE/Los Angeles PD ... Al Greenfield President, Bill Figenshu Nat'l PD at Viacom ... Sandy Beach KYUU/San Francisco PD ... Lee Armstrong WVON/Chicago PD ... Al Brady WHDH/Boston PD ... Jay Hoker KAUM/Houston VP/GM ... Pat Holiday CKLW/Detroit PD ... John Hare WRIF/Detroit VP/GM ... John Long KULF/Houston PD ... Don Kelly KLAC/Los Angeles VP/GM ... Jim King King VP/Radic ... Neil Rockoff KHJ/Los Angeles VP/GM ... Bob Fish WRKO/Boston GM ... Mike Harvey WPEZ & WWSW/Pittsburgh GM ... Randy Kabrich WZUU-AM & FM/Milwaukee PD ... Gerry Peterson KFRC/San Francisco PD ... John Lund Sunbelt V² ... Pete Salant WYNY/New York PD ... Gary Berkowitz WPRO-AM & FM/Providence OM ... Jim Maddox WBMX/Chicago GM ... Jan Jeffries WBSB/Baltimore PD ... Gil Rosenwald Malrite VP ... Perry Ury 1080 Corp. President ... Jack Taddeo WSNI/Philadelphia PD ... Tom Bigby WIFL/Philadelphia Operations Dir. ... Scotty Brink KHOW/Denver PD ... Max Floyd WLUP/Chicago PD ... Tom Owens KTXQ/Dallas PD ... John Driscoll WZUU/Milwaukee PD ... Toney Brooks KBPI/Denver VP/GM ... Charlie Cook KHJ/Los Angeles PC ... Larry Bruce KGB-FM/San Diego PD ... Rob Sisco KIOI/San Francisco PD ... Lee Michaels, Dwight Douglas B/A/M/D Presidents ... Dave Martin WCFL/Chicago PD ... Gary Taylor KREM/Spokane GM ... Redbeard WZXR/Memphis PD ... Steve Edwards KNEW/San Francisco GM ... Dave Sholin joins Gavin ... Mike Elliott KENR/Houston OM ... Jesse Bullet Southwestern PD ... Dick Bartley WFYR/Chicago PD ... Dan Griffin WJR/Detroit Operations Dir. ... John Bayliss Charter President ... Al Brady WYNY/New York GM ... Fred Winston WCFL/Chicago mornings ... Norm Schrott GM, Tom Casey PD at KZLA/Los Angeles ... Bob Hyland VP/CBS FMs ... Frank Cody Sandusky Program Manager ... Nancy Widmann WCBS-FM/New York VP/GM.



Dan Halyburton



Tom Owens



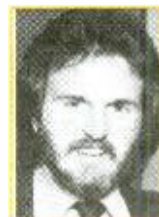
Nancy Widmann



Neil Bogart

RECORDS

LeBaron Taylor CBS VP ... Nick Hunter E/A-Nashville Dir./Marketing ... Jason Minkler, Michael Dundas RSO Nat'l Promo ... Andrea Ganis Atlantic Dir./Pop Secondary ... Bruce Bird Casablanca President ... Joel Newman Arista Assoc. Nat'l Promo ... Sal Licata Chrysalis President ... Burt Stein heads E/A Promo ... Paul Rappaport Columbia Dir./Nat'l LP Promo ... Bill McGathy Polydor Nat'l Album ... Maurice Warfield CBS Regional Promo ... Doug Morris President, Dave Glew Exec. VP at Atlantic ... Neil Bogart launches Boardwalk ... Les Garland Atlantic GM ... Charlie Minor A&M VP/Promo ... Sylvia Rhone E/A East Coast Regional ... Steve Resnik, Gary Buttice A&M Nat'l Promo ... Ed Rosenblatt Geffen President ... Michael Plen IRS Nat'l Promo ... Bill McGathy RCA Album Promo ... Ray Gmeiner E/A-Denver ... Marc Ratner RSO Assoc. Nat'l Promo, Rich Fitzgerald RSO Sr. VP/GM ... Ray Harris heads RCA black music ... Richard Palmese, Rick Dobbis Arista Sr. VPs ... Billy Bass Chrysalis Sr. VP ... Jheryl Busby, T.J. Lambert Casablanca VPs ... Frank Dileo Epic Nat'l Promo ... Hale Milgrim WB Merchandising ... Jay Lasker Motown President ... Roy Lott Arista Dir./Business Affairs.



Charlie Minor

IN MEMORIAM

Dick Haynes, KLAC/Los Angeles morning vet.