

Dick Clark Before Bandstand

By 1983 Dick Clark's radio career was nearing 40 years, and he had also started, with partners Nick Verbitsky and Ed Salamon, United Stations Radio Networks. That year Clark began doing TV endorsement spots for AC KOST/Los Angeles, a concept that has since been syndicated to markets nationwide.



Dick Clark

The career of America's first national pop music DJ started at the tender age of 13. "I saw a radio show done by Garry Moore and Jimmy Durante and decided that's what I wanted to do," explains Dick Clark. In 1946, when Clark was 16, his uncle, who owned a newspaper in their hometown of Utica, NY, sought help from Clark's dad to get a new radio station on the air. Clark's father had been in the cosmetics business, but broadcasting appealed to him, and he remained in radio until his retirement. The younger Clark recalls starting in the station's mailroom, but

he was soon on the air on the FM station, which he says "nobody listened to in those days."

Clark later attended Syracuse University. "I went to study radio, but they didn't have a course in it," he says. So he studied business administration, labeled radio an extracurricular activity and found time to work at 250-watt WOLF. "Prior to the well-known guys, McLendon and Storz, there was a guy named Sherm Marshall, who hired kids from the college at a dollar an hour," Clark recalls. Clark did a country show called *The WOLF Buckaroos* and hosted *The Sandman Serenade*, the all-night Top 40 show.

Not long after, Clark was offered the evening news post back in Utica at WKTU-TV, where he did the 6pm and 11pm newscasts. "I probably did it pretty well, because I started getting job offers," he says. But the GM didn't want to let him go. "He would call the guy offering me a job and say, 'You can't take this kid away,'" Clark says.

So Clark stayed at WKTU-TV but continued to send out tapes. "Like all disc jockeys do, though I was in TV, I said to myself, 'You need to get into a bigger market,'" he explains.

One day his father called the station manager at WFIL-TV/Philadelphia and said, "I've got this kid. Would you have somebody look at him?"

At the audition, Clark says, "They gave me a ream of copy and said, 'OK, we're going to the control room, and we'll call you after you've had a chance to look it over. Just read into the camera.'" In Utica Clark had discovered a secret: "We recorded the copy onto audiotape and then fed the recording into my ear. That way I could spit it back at the camera verbatim."

They called down from the booth: "Are you ready?" "Yeah," I said," Clark recalls. "And then I read it back to them absolutely verbatim. They were flabbergasted, because there wasn't a TelePrompTer or cue cards. And that's how I got into television in Philly."

However, WFIL-TV thought he looked too young, so they assigned him a radio show instead and allowed him to do TV fill-in. One of the shows he subbed on was called *Bandstand*.

On Aug. 5, 1957, *Bandstand* went national. "We got a seven-week trial," says Clark. Within four weeks it was the No. 1 daytime TV show in America.



FRANKIE AND JOHNNY

Frankie Valli (l), lead singer of *The Four Seasons* and a solo artist in his own right, joined KRLA/Los Angeles midday host Johnny Hayes for Hayes' daily countdown show.

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RADIO

Dave Gariano WLLZ/Detroit PD ... C.C. Matthews WYYS/Cincinnati PD ... Bill Tanner WASH/Washington PD ... Robert Walker WHYI (Y100)/Miami PD ... Gregg Lindahl WSM/Nashville OM ... Alan Sneed WLS/Atlanta PD ... Dave Hamilton KDWB/Minneapolis PD ... John Irwin KOSI/Denver VP/GM ... Dene Hallam WKHK/New York PD ... Andy Beaubien KSRR/Houston PD ... Mark Bolke KPKE/Denver PD ... Dean Tyler WPEN/Philadelphia PD ... John Barger Clear Channel Sr. VP ... Dave Pearlman KODA/Houston VP/GM ... Steve Edwards Malrite VP ... Ron Jones WHK/Cleveland VP/GM ... Tex Meyer WWKX/Nashville VP/GM ... Greg Solk WLUP/Chicago PD ... Denny Nugent WHAS/Louisville PD ... Jerry Boulding WCHB & WJZZ/Detroit OM ... Bill Clark Shamrock Radio President ... Steve Casey WLS/Chicago OM ... Joel Raab WHN/New York PD ... Norm Feuer Viacom President ... Sandy Beach WKBW/ Buffalo PD ... Barry Skidelsky WBOS/Boston



Alan Sneed

Station Manager ... Trip Reeb WCMF/Rochester, NY PD ... Jim Snowden KMJQ/Houston PD ... Bill Stakelin RAB CEO ... Rick Torcasso WYNY/New York PD ... Mike McVay WBBG & WMJI/Cleveland VP ... Bill Stedman WHK/Cleveland PD ... Dave Martin WLW & WSKS/Cincinnati VP/GM ... Jon Sinton BAMD VP ... Tony Gray KMJM/St. Louis PD ... Lorna Ozmon WOMC/Detroit PD ... Merrell Hansen KSD/St. Louis VP/GM ... Chuck Knapp KSTP-FM/Minneapolis Station Manager ... Ric Lippincott KHTZ/Los Angeles PD ... Dean Thacker WHTZ/New York GM ... Randy Bongarten WNBC/New York VP/GM ... Chuck Goldmark WYOR/Miami GM ... Scott Shannon WHTZ/New York PD ... John Tyler SMN Chairman ... Mason Dixon WRBQ (Q105)/Tampa Operations Director ... Bobby Rich WWSH/Philadelphia OM ... Randy Michaels WLW & WSKS/Cincinnati VP/Programming ... Matt Mills WRTH & KEZK/St. Louis President/GM ... Steve Goldstein WHYT/Detroit PD ... Gerry DeFrancesco KHIS/Los Angeles VP/Programming ... Charlie Kendall WNEW/New York PD ... George Harris WMMR/Philadelphia PD ... Mike Harrison KMET/Los Angeles PD ... Dan Griffin WRKO/Boston VP/GM ... Jay Hoker Belo VP/Radio ... Marty Greenberg Duffy President ... Dennis Patrick appointed to the FCC ... Rick Cummings Emmis Nat'l PD ... Richard Harker Coleman VP ... Randy Kabrich WAVA/Washington PD ... Frank Osborn Price Sr. VP/Radio ... Ted Shaker Chairman, Diane Sutter WWSW & WTKN/Pittsburgh VP/GM ... Dan Mason First Media Exec. VP.



Lorna Ozmon



Steve Goldstein



Richard Palmese

Bob Krasnow Chairman, Bruce Lundvall President at E/A ... Jimmy Bowen WB/Nashville Sr. VP ... Ed Eckstine Qwest Exec. VP/GM ... Jack Craigo Chrysalis President ... Jerry Sharell MCA Sr. VP ... Jose Menendez RCA Exec. VP ... Mike Bone E/A VP/Promo ... Steve Meyer MCA VP/Promo ... Irving Azoff MCA President ... John Schoenberger MCA Nat'l Album Promo ... Walter Winnick, Bill Bennett, Polly Anthony, Jon Kirksey E/P/A Nat'l Promo ... Russ Thyret WB Sr. VP/Promo ... Ewell Russell WB/Nashville VP/GM ... Jack Forsythe Boardwalk VP ... Daniel Glass Chrysalis/New Music ... Vicki Leben Motown Nat'l Pop Promo ... Charlie Minor A&M Sr. VP ... Nick Hunter WB/Nashville VP/Promo ... Marko Babineau Geffen Nat'l AOR ... Roy Lott Arista VP ... Don Jenner Arista VP/Promo ... Sandi Lifson MCA Nat'l AC Promo ... Richard Palmese MCA Exec. VP ... Rick Bisceglia Arista Nat'l Singles ... Ruben Rodriguez heads Island/Black Music ... Howard Rosen Motown Nat'l Promo ... Tony Anderson Motown Nat'l R&B ... Michael Kidd RCA VP/Black Promo ... Harold Childs PolyGram Sr. VP/Urban ... J.B. Brenner A&M Nat'l Album Promo ... Michael Pien IRS VP/Promo ... Rich Fitzgerald, George Gerrity, Mark Maitland WB VPs/Nat'l Promo ... Jheryl Busby MCA VP/Black Music.

RECORDS



Daniel Glass

IN MEMORIAM

Personality B. Mitchell Reed ... Radio pioneer Arthur Godfrey ... Music programmer Laverne Drake ... PolyGram Sr. VP Bill Haywood ... Rep pioneer John Blair ... Inner City co-founder Oliver Sutton ... KSSK/Honolulu morning legend Aku (Hal Lewis) ... WDIA/Memphis (and the nation's first African-American) personality Nat Williams ... KSFO/San Francisco personality Don Sherwood.