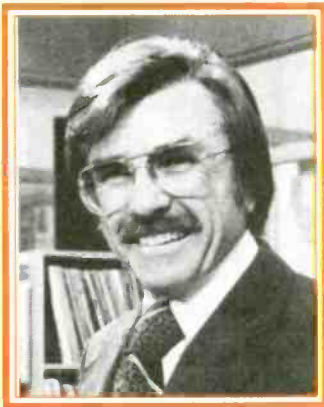


It's A Bird, It's A Plane, It's Gary Owens!

In 1993 Los Angeles radio legend Gary Owens was holding down mornings at KJQY/Los Angeles following a 20-year career at crosstown KMPC.

Plankton, SD, Gary Owens' hometown, is 25 miles west of Mitchell, which is 75 miles west of Sioux Falls, a hop, skip and a jump north of the Iowa state line. "We told my folks we were going to Iowa for the weekend," says Owens.



Gary Owens

Instead, he and his best friend, both 15, crossed the Rockies and drove to California. "I said to myself, 'This is where I've got to be.'" Owens recalls. "I didn't know whether I was going to be a cartoonist or go into radio and television."

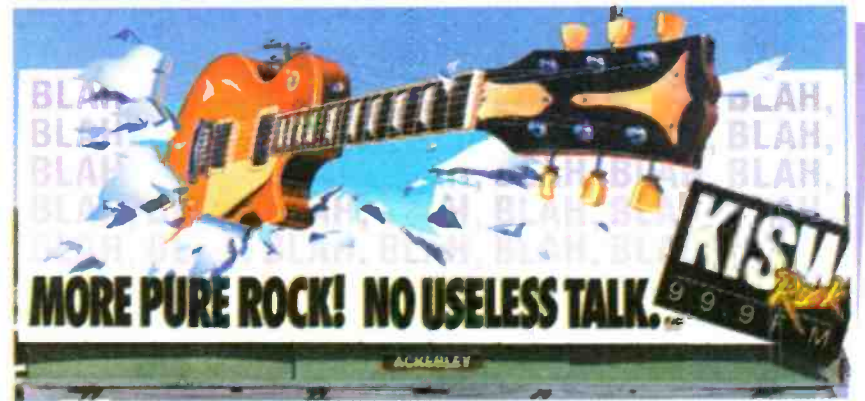
A year or so after the trip to California, the radio bug bit. Owens didn't give up cartoons though. They would become a big part of his life, but not in the way he imagined.

At 16, with a voice that had changed from a prepubescent squeak to an announcer's mellifluous tones, he joined KORN/Mitchell as a "hyphenated teenaged newsman-dance band remote announcer," he says. "The only way you could hear yourself on

those remotes was to put your hand up to your ear."

Owens arrived at KOIL/Omaha in '57 — as a newsman, not a jock. He was teamed with a morning man with a head full of steam. One morning the jock exploded, shot an expletive at owner Don Burden and walked off the air. The phone rang: "Gary, you've got to take over." Owens couldn't run a board and spent half the show apologizing for his mistakes, but he got better. In fact, he was a natural.

Todd Storz and Bill Stewart, across town at KOWH, conspired to get him out of Omaha. He moved to KIMN/Denver. Radio in the morning and a kids' TV show in the



ROCKIN' THE OUTDOORS

When you're going to use a billboard to promote the station, you want an image that stays in the mind, such as these by KISW-FM/Seattle (top) and WKLQ-FM/Grand Rapids.

afternoon, immediately followed by a local newscast. For the kiddie show, he wore a bad chicken suit and had only a few minutes to shuck it before the news.

One day he ran into a friend and lost track of the time. The stage manager panicked. Time for a quick change, but the zipper broke. "So, I'm doing a newscast with a beak over my head," Owens says. He kissed news anchoring goodbye but kept the kids' show. Shortly thereafter the McLendon boys called.

Don Keyes was Gordon McLendon's National PD. Keyes called about KILT/Houston. "I was a troubleshooter for McLendon," says Owens. "We'd get the ratings up, and I'd go somewhere else. McLendon had it down to a science."

In 1958 Owens left McLendon for WIL/St. Louis. In 1959 Chuck Blore called with an offer to go to KFVB/San Francisco. "You're probably making more in St. Louis," said Blore. Owens was tempted. He still dreamed of California. That night a tornado hit St. Louis. Owens accepted the job and headed west.

From there it was a short trip to Los Angeles and KFVB. Owens hit his stride on KFVB, but he wanted more. Despite the risk, in 1962 he left his No. 1 morning show and moved over to KMPC. It was different there: no rock 'n' roll. KMPC was about Sinatra and Ella, but the real deal was that it had the ears of Hollywood's movers and shakers.

Step back and look at Owens' career: Top 40 pioneer; voice of television networks; thousands of commercials; tons of cartoon work; movies; and, no, we'll never forget *Laugh-In* and beautiful downtown Burbank.

RADIO

J.D. Freeman VP/GM at KLAC & KZLA/Los Angeles ... Eddie Esserman VP/GM at KABL, KNEW & KSAN/San Francisco ... Dave Shakes KMEL/San Francisco PD ... Todd Cavanah WBBM/Chicago PD ... Mary Catherine Sneed Summit Communications Exec. VP/Radio ... Frank Cody CEO, Brian Stone COO at Broadcast Architecture ... Paul Marszalek KFOG/San Francisco PD ... Steve Smith WQHT/New York PD ... Clancy Woods WFOX/Atlanta GM ... Scott Herman VP/GM of WINS/New York ... Greg Solk WLUP-AM/Chicago VP/Programming ... Andy Bloom Greater Media VP/Programming ... Robert Hall Sr. VP/Programming at ABC Radio Nets ... Bruce Reese Bonneville International President ... Charlie Seraphin KRLD/Dallas VP/GM ... Allan Hotlen KOIT/San Francisco PD ... Kevin Stapleford VP/Programming at XTRA-FM/San Diego; Mike Halloran PD/MD ... Mark Chernoff WFAN/New York PD ... Garrett Michaels WPLY/Philadelphia PD ... Ricky Tatum President/GM, Mary White VP/Sales, Lawrence Tanter VP/PD,



J.D. Freeman



Bruce Reese

as KCBR/Sacramento goes NAC ... Ted Utz WIBF/Philadelphia VP/GM ... Mike Summers KXRK/Salt Lake City VP/Operations & Programming ... Brian Philips WNNX (99X)/Atlanta PD ... Tom Joyner joins ABC Radio Nets ... KMEL/San Francisco ups Dick Kelley to VP/GM ... Keith Naftaly now Evergreen VP/Programming ... Gregg Steele OM at KRXX & KMZZ/Minneapolis ... Dave Ervin KBIG/Los Angeles PD ... Greg Stevens KKLQ/San Diego PD ... Dan Mason Group W Radio President ... Dave Beasing KXEZ/Los Angeles PD ... Steve Streit WASH/Washington PD ... WLTW/New York promotes Rona Landy to VP/GM ... Dan Seeman KFAN/Minneapolis Station Manager ... Al Peterson VP/Operations, PAR Broadcasting ... Tom Poleman PD at KRBE/Houston.



Mike Halloran



Tony Brown

Jon Leshay Elektra Sr. VP/Promo ... Ralph Simon Capitol Exec. VP ... Fred Davis Exec. VP, Ken Lane Sr. VP/Promo at EMI ... Bob Catania Geffen/DGC promo ... Ron Gregory VP/Pop Promo at Elektra ... Shella Shipley Decca Sr. VP/GM ... Rick Blackburn Atlantic/Nashville President ... Phil Costello, Bruce Reiner Capitol VP/Promo, Nat'l Pop Promo, respectively ... Ron Urban Sony Sr. VP ... Atlanta sets jazz division; Michelle Taylor Sr.

RECORDS



Joe Riccitelli

Dir. ... Bill Pfordresher Zoo VP/Promo ... Harvey Leeds, Barbara Seltzer Epic VPs/Promo ... John Barbis PLG Exec. VP ... Bruce Hinton Chairman, Tony Brown President at MCA/Nashville ... Arif Marden Atlantic Sr. VP ... Vicki Leben, Joe Riccitelli PLG VPs/CHR ... Kyle Lehning Asylum President ... Dave Lonca RCA VP/Album Rock Promo ... Clarence Avant Motown Chairman ... Phil Quartararo President/CEO of Virgin Records America ... Val Azzoli Atlantic Exec. VP/GM ... Thomas Mottola President/COO Sony Music Entertainment ... Jerry Greenberg MJJ President ... Gary Gersh Capitol President/CEO ... Tim DuBois Arista/Nashville President.