

Radio-TV Programming

'World' Series Hits With Music & Paper

LOS ANGELES—By teaming up a monthly rock music newspaper with a weekly syndicated radio show, "Rock Around The World" chief Daniel Lipman is carving out a niche in radio syndication in spite of strong competition.

The syndicated radio show, which ranges from an hour in length to 1½ hours, has about 160 radio stations coast-to-coast airing it weekly. And seven of these radio stations are using the magazine as a promotional vehicle.

KWST in Los Angeles is using an estimated 75,000 copies of the 32-page tabloid. KSHE in St. Louis is using around 5,000 copies. WBCN in Boston is using around 25,000 copies. In Los Angeles, "Rock Around The World" is distributed by the radio syndication firm, but in some markets the radio station itself gives out the magazine.

The radio station using the magazine gets a plug on the front page, such as "Free from THE LOOP" promoting WLUP in Chicago. A typical issue used by WKDQ in Evanston, Ill., had two ads on the back page, one promoting Ted Fink Audio & TV and the other a record store called Weinbach's.

An inside page had four local ads, one for the radio station and another for a hi fi store called FM Hi-Fidelity, another for Music Town Boutique and another for Roth's, a jeans shop. On the opposite page is an ad promoting the syndicated radio show and, of course, the local radio

station with a tag line: "Tune to WKDQ 99.5, Saturday at midnight."

The show is bartered by "Rock Around The World," which headquarters on Sunset Blvd. in Los Angeles, after moving to the city last March from Boston. Eddie Kritzer is president of the show and the newspaper. Ed Ochs is editor of the paper.

"Rock Around The World" started around 1973 as an outgrowth of a recording studio Lipman had in a loft in the back of his office. The studio was called Music Designers. Lipman had been operating an advertising agency, handling accounts for radio such as A&M, Elektra Records, Stax and five retail record stores.

He'd experimented with a couple of syndicated radio shows, one of which was religious in nature and another produced for Fusion Magazine: "Rock Around The World" actually grew out of "The European Import Show" on WMEX in Boston about 1974. It only lasted a week on WMEX before moving to WMTN in Newton, Mass., sponsored by Atlantic Records. It grew to about 15 college radio stations in the New England area and 34 other stations.

"Then I realized that we hadn't ever played a U.S. group on the show," says Lipman. So, he started adding U.S. acts and later installed interviews and live concerts into the format.