

RADIO BEAT

Adult Audience 'Sought by KRKD

BY DON PAGE

When the small stations start breaking from "modern" radio, it is a definite sign that adult radio is coming back. In recent months several smaller operations have rejuvenated their programming, eliminating the shouters, the screamers and the like.

One of them, and not so small, is KRKD. And its over-all change has been complete; running from hillbilly music to rock 'n' roll to KRKD's present album format.

The man responsible for this radical change in structure is Jack Feldman, a thinking man's program adviser and owner of the station.

Balance Lacking

"We discovered we didn't have balance," Feldman said. "We admired KFAC and KPOL and decided to get busy and find a place for our station in good radio."

Feldman and his station personnel tried various formats, mostly popular, before establishing an all-album format.

"Our format now consists of 65% instrumentals, the rest varied, but nothing bordering on rock 'n' roll," he said. "We play sophisticated jazz, big band sounds, standards and popular, but tasteful music. And popular music that's only contained in album form."

"Another important facet of our programming, we feel, is our policy of giving listeners uninterrupted 10-minute blocks of music."

"We're tired of gimmicks," he stated. "We're tired of cheap one-dollar contests and we don't cater to kids. After all, their buying power is practically nothing and we want to sell our sponsors' products. In other words, we want an adult audience."

No Perfect Answer

Feldman realizes he hasn't found the perfect answer to today's adult radio as yet. He would like to improve on KRKD's newscasts and possibly incorporate some special broadcasts. Jack is working on it.

Summing up, Feldman said:

"Radio can be good, real good. It needs care and thought. You can't gimmick the people to death and you can't rely on one type of music to sustain an adult or thinking audience. By giving them quality in quantity, you give them something to listen to. And you can't do this by bowing to surveys or formula."

Amen.



JACK FELDMAN
Brings quality to KRKD.

★
Dr. Milton Eisenhower, the moderator of Future of Man Forum, will present a special panel discussion today at 3:05 p.m. on KNX. Dr. Eisenhower's guests include Robert Frost, Sir Julian Huxley, Ashley Montague, Herman Muller and Bertrand Russell.

SUNDAY CHURCH SERVICES

6:30 KMP-C Religious News	7:00 KMP-C Calvary Hour	7:05 KFI-Radio Pulpit	7:30 KFI-Church of Air	7:45 KFI-Christ Science	8:00 KABC-Laymen's Hour	8:00 KABC-Catholic Mass	8:00 KFAC-Liberal Catholic Church	8:00 KPOL-Christ Brthrd.	8:05 KNX-Church of the Air	8:15 KFAC-Church Fed.	8:30 KHJ-Open Door	8:30 KNX-Salt Lake Tab.	8:30 KABC-Light and Life	8:30 KPOL-Union Rescue	8:30 KFAC-Catholic Topics	9:00 KABC-Hour of Faith	9:00 KFAC-West Worship	9:30 KHJ-Voice Prophecy	9:30 KABC-Christ in Action	10:05 KRKD-Voice of Israel	10:30 KFI-Eternal Light	11:00 KPOL-Hlywd. Baptist	11:00 KABC-Dr. Carlson	11:30 KFI-Catholic Hour	12:30 KRKD-Hlyd. 1st Meth.	1:00 KABC-Pilgrimage	1:30 KABC-Bible Class	2:00 KABC-World Vision	2:30 KABC-Voice Calvary	3:00 KABC-Christ Science	3:00 KABC-Billy Graham	3:30 KABC-Truth Herald	4:00 KABC-Lutheran Gospel	5:30 KABC-Healing Wings	5:45 KABC-Dr. Bartlett	6:30 KRKD-Unitarian	6:45 KABC-Your Bible	7:30 KABC-Dr. Fifield	8:00 KHJ-Hope Church	8:00 KHJ-Marian Theater	8:05 KABC-Hlywd. Presby.	8:30 KHJ-Open Door	9:00 KABC-Voice Prophecy	9:30 KHJ-Baptist Church	9:30 KABC-World Tomorw	10:30 KHJ-Decision	10:30 KFI-Hour of Decision	11:30 KABC-Revival Time	11:30 KABC-Quest Eternal
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AM RADIO LOG FOR SUNDAY

SUNDAY MORNING
7:00 KABC—Amer. Farmer
7:30 KABC—Concert Hall
8:00 KFI—News: Monitor
8:00 KMP-C—News: McShane
8:30 KFI—Hometown
8:45 KFI—Herbert Mann
9:00 KNX—News
9:00 KFI—News: Music
9:00 KLAC—News: Louis Nye
9:00 KMP-C—Whittlinghill
9:05 KNX—Report From Europe
9:15 KNX—H. K. Smith
9:30 KNX—Univ. Explorer
9:45 KNX—Older You Grow
10:00 KPOL—Angels Sing
10:00 KNX—News: Learning
10:00 KHJ—Frank Ernest
10:00 KFWB—Al Jarvis
10:30 KABC—Interlude
10:30 KABC—Dr. Duff-Forbes
10:30 KNX—Trojan Digest
10:30 KHJ—Sunday Show
10:30 KFAC—Symphonie Varieties
10:45 KHJ—Aluste
10:45 KABC—11th Hour Call
11:00 KNX—News
11:00 KFI—News: Cook
11:00 KFAC—Showcase
11:05 KFI—American Way
11:05 KNX—Laughing Time
11:30 KHJ—News: Music

SUNDAY AFTERNOON
12:00 KFWB—Al Jarvis
12:00 KHJ—News: Music
12:00 KFI—News: Monitor
12:00 KABC—Education
12:00 KNX—News
12:00 KLAC—News: Quinn
12:00 KFAC—News: Parade
12:05 KNX—World Music
12:15 KABC—Child & You
12:25 KABC—News
12:30 KHJ—News: Music
1:00 KFI—World Series
1:00 KMP-C—Family Hour
1:00 KFAC—Sun. Theater
1:00 KMP-C—World Series
2:10 KNX—I.A. Beat
3:00 KFAC—Mus'n Concert
3:05 KLAC—News: Backus
3:05 KNX—Forum
3:05 KFAC—Music Mstrpes.

3:15 KFI—Dean Manlon
3:15 KNX—Bob Richards
3:15 KMP-C—Scoreboard
4:30 KHJ—News: Monitor
4:30 KHJ—News: Music
4:30 KNX—Sunday Desk
4:35 KMP-C—Bill Stewart
4:35 KFI—Scout Jamboree
5:00 KFI—News
5:00 KNX—News
5:00 KFAC—Concert Fav.
5:00 KABC—Headlines
5:05 KFI—Songs Never Die
5:05 KNX—Johnny Doltar
5:15 KABC—Overseas
5:30 KABC—Geo. Sokolsky
5:30 KNX—Suspense
5:30 KFAC—French Music

SUNDAY EVENING
6:00 KNX—News
6:00 KFI—News: Monitor
6:00 KABC—E. Canham
6:00 KLAC—News: Paul
6:00 KMP-C—News: Stewart
6:00 KFAC—Family Hour
6:00 KFWB—Gene Weed
6:05 KNX—Have Gun, Will Travel
6:15 KABC—News
6:20 KFI—Monitor
6:20 KABC—Washington Report
6:30 KNX—Gunsmoke
6:45 KFAC—Concert
7:00 KNX—News
7:00 KFI—Aida

KABC—Mickey Katz:
News
KHJ—Family Theater
7:10 KNX—Mitch Miller
7:30 KHJ—Engin. Report
7:30 KLAC—Nick Paul
8:00 KNX—World Tonic
8:00 KMP-C—Steve Bailey
8:00 KABC—News
8:00 KFAC—S.A.S. Concert
8:05 KLAC—Listen I.A.
8:15 KNX—Perspective
8:15 KHJ—Sunday Show
8:30 KMP-C—Legion News
8:30 KNX—For Record
8:30 KHJ—News: Seven
8:45 KMP-C—Stewart
8:45 KLAC—Sen. Richards
8:45 KFAC—Sun. Concert
9:05 KNX—Capitol News
9:15 KLAC—George Church
9:30 KMP-C—Pat Hillings



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★ KFI—C. P. MACGREGOR
KABC—World Tomorrow
KNX—Face Nation
KMP-C—Dance Time
10:00 KFI—News: Books
10:00 KNX—Reporter
10:00 KABC—Romance Music
10:00 KFAC—Stereo
10:00 KLAC—News: Church
10:00 KNX—Science Editor

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Vitamin B 1,000 Units	Biotin	200 Mg.	18 AMINO ACIDS	20 Mg.
Vitamin B1 10 Mg.	Linoleic Acid	4 Mg.	41 Minerals	20 Mg.
Vitamin B2 4 Mg.	Intrinsic Factor Comp.	1/50 U.P. Unit	Glutamic Acid	20 Mg.
Nicotinamide 40 Mg.	Iron	50 Mg.	Malic Acid	10 Mg.
Vitamin C 100 Mg.	12 MINERALS	4 Mg.	Aspartic Acid	10 Mg.
Vitamin D 40 Mg.	Calcium	75 Mg.	In A Natural Base	4 Mg.
Vitamin E 4 Mg.	Phosphorus	50 Mg.	Containing:	
Folic Acid 4 Mg.	Calcium	4 Mg.	Brewer's Yeast	10 Mg.
Vitamin K 4 Mg.	Phosphorus	4 Mg.	Liver Oil	10 Mg.
Choline 4 Mg.	Magnesium	4 Mg.	Brain Tonic	10 Mg.
Inositol 4 Mg.	Copper	1 Mg.	Leucine	10 Mg.
Psyllium 10 Mg.	Vanadium	1 Mg.	Casein	10 Mg.
PABA 10 Mg.	Manganese	1 Mg.	Casein	10 Mg.
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