



## WFBC-FM 'Coming Alive Just For You'

MARTIN — "The Steve Martin Brothers" — Steve gave himself a one but — 3; STEVE MILLER BAND — "Circle of Love" — variety, great rock — 5.

Singles: NEIL DIAMOND — "Yesterday's Songs" — new, different Neil? — 3½; HALL AND OATES — "I Can't Go For That" — unusual combo — 4; EDDIE RABBIT — "Quite a few families spend their morning with Russ Castle. He makes his audience feel great and want to get out of bed, with an excellent combination of music and information."

Other features that have been added include local origination of the news and "Accuweather" forecasts with WFBC's own meteorologists.

Anderson commented in general on the change: "WFBC FM is primarily a music station. Obviously, the music is virtually unaffected whether automated or live. The other elements that endear a radio station to a region are equally important. Those elements — news, weather, friendly and aware announcers, etc — are better implemented by a live format. Simply put, we felt that we could better serve our listeners and their needs by going live."

"Competition is increasing and we need to put our best professional foot forward. By becoming a live radio station, the listener is a real winner," he said.

Madison County's wide variety of musical preferences, from rock to country to everything else, still tends toward WFBC. In fact, the station has emerged as one of the most popular, if not the most popular in the area.

COMING UP LIVE  
Here is the concert schedule for Dec. 2 through 12:  
The Moody Blues — Dec. 2, Carolina Coliseum, 8 p.m. Tickets: \$10.50/\$9.50.

The Moody Blues — Dec. 4, The Omni, 8 p.m. Tickets: \$11/10.  
The Statler Brothers — Dec. 4, Asheville Civic Center.

The Statler Brothers — Dec. 5, Freedom Hall.  
Rush — Dec. 6, Carolina Coliseum, 8 p.m.  
Rossington-Collins Band — Dec. 8, Fox Theatre, 8 p.m.  
Rush — Dec. 9, The Omni, 8 p.m. Tickets: \$11.

Willie Nelson — Dec. 11, The Omni, 8 p.m. Tickets: \$11.50/10.50.

Charlie Daniels Band — Dec. 12, Greensboro Coliseum (tentative).

### THE TOP 10

Olivia Newton-John jumped up from number three to number one two weeks ago and last week she held with her "new-image" hit "Physical." It is Olivia's first

number one since "Magic" in August, 1980. It's her fifth chart-topper, following "I Honestly Love You," "You're The One That I Want" (with John Travolta), and "Have You Never Been Mellow." Olivia is now tied for second place on the list of female singers with the most number ones, with Barbra Streisand. Diana Ross is first with six.

These were Billboard's Top 10 singles for the week ended Nov. 28, 1981:

1. "Physical" — Olivia Newton-John
2. "Waiting For A Girl Like You" — Foreigner
3. "Private Eyes" — Daryl Hall and John Oates
4. "Every Little Thing She Does Is Magic" — The Police
5. "Here I Am" — Air Supply

11. 6. "On, No" — The Commodores

4. 7. "Start Me Up" — Rolling Stones

6. 8. "Tryin' To Live My Life Without You" — Bob Seger

9. 9. "Arthur's Theme" — Christopher Cross

12. 10. "Why Do Fools Fall In Love" — Diana Ross

Remember: Music Makes It Happen



## Real Estate

BY RONALD R. KISER  
TIMBERLINE REALTY CO.

A REALISTIC APPROACH  
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By KEN EDWARDS

"Our response has been overwhelmingly favorable," says Greg Anderson, program director for WFBC AM/FM in Greenville, South Carolina, concerning listener response to the station's change from automation to a live format. WFBC is one of the many FM stations that has recognized and responded to the fact that FM radio has caught up in its race with AM. As Anderson puts it, "FM has truly emerged as an equal force in broadcasting."

He is right. Radio stations got tired of being stereotyped by the public, so AM cut down on the information and spun a lot more records to try to be more like FM, but still stay AM. In much the same way, FM started featuring more information and playing about the same number of records.

Therefore, right here in the '80's, AM and FM have finally started to reach some sort of happy medium. Anderson points out that "we (WFBC) had known for a long time the transition would eventually have to be made." The transition? — from automation to a live format of course.

Since 1948, when the station first started broadcasting, WFBC-FM has been automated, like most other FM stations, with the exception of the Morning Show, which has always been live. (There's also a WFBC-AM that has been broadcasting since 1933.)

With the change, WFBC has adopted the promotional "Coming alive just for you," and the logo "94-FM," a more concise, direct logo than just the station's call letters.

As far as music goes, that's the thing that made WFBC extremely popular from the start. The station plays primarily adult contemporary music, which is middle-of-the-road (mor) music including a few by acts like Air Supply, Barry Manilow, Kenny Rogers, Neil Diamond, new Commodores, Diana Ross and the like, blended with some past popular music. It's truly a very effective presentation. Anderson calls WFBC's air personnel "the finest talent in the Southeast." Actually, that's an understatement. WFBC has a crew of very professional, talented disc-jockeys who know what they are doing and they do it well.

Think about it. It's ironic that in the age of automation and technology, radio is shying away. It just shows that people like a radio station with personality. And in that sense, WFBC is gleaming with both feet forward.

### CHRISTMAS

Don't forget to keep working on those Christmas cards. MUSIC: 81 is sponsoring a contest for the most original Christmas card that you make and send in. The winner will receive a certificate for a free album of his/her choice from Carousel Records and Tapes, Eastvale Shopping Center, Asheville. The two second place winners will receive a copy of Billboard's number one single for the week of December 26. Please, only one entry per person.

Have the card in the News-Record office by December 18 at 12 noon. The winners names will appear in the Christmas week issue of the News-Record. Start your card now! Remember, the card must have something to do with music!

Now, more album and singles reviews. Hopefully, these will give you some ideas if you plan to "give the gift of music" for Christmas as Billboard magazine puts it. Each review contains a few words about the album or single and a rating from one to five, five being highest:

Albums: QUEEN — "Greatest Hits", all their best — 3½; DIANA ROSS — "Why Do Fools Fall In Love" — buy her greatest hits, not this — 3; EARTH, WIND, AND FIRE — "Raise" — hot, very hot — 4; LOVERBOY — "Get Lucky" — still rockin' — 4; STEVE

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