

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 broad-

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 copy of Billboard's number more like FM, but still stay one single to December 26. Please, only one FM started featuring more information and playing about the same number of records.

'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 music! 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 "Greatest Hits", all their best 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 LOVERBOY - "Get Lucky" 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-theroad (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 popluar music. It's truly a very effective presentation.

Anderson calls WFBC's air personel "the finest talent in that's an understatement. WFBC has a crew of very profesional, talented disc-jockeys who know what they are doing and they do it well.

Think about it. It's irome 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 gleeming 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 one single for the week of entry per person.

Have the card in the News-Record office by December 18 Therefore, right here in the 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

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:

- 31/2; DIANA ROSS - "Why Do Fools Fall in Love" - buy her greatest hits, not this - 3; EARTH, WIND, AND FIRE -"Raise" - hot, very hot - 4; - still rockin' - 4; STEVE

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MARTIN - "The Steve Martin Brothers" - Steve gave himself a one but - 3; STEVE MILLER BAND - "Circle of

Love" - variety, great rock

bination of music and infor-

Other features that have

been added include local

origination of the news and

Anderson commented in

general on the change:

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

"Competition is increasing

and we need to put our best

professional foot forward. By-

becoming a live radio station,

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

COMING UP LIVE

for Dec. 2 through 12:

Tickets: \$10.50/\$9.50.

Here is the concert schedule

The Moody Blues - Dec. 2,

Carolina Coliseum, 8 p.m.

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WFBC FM is primarily a

with WFBC's

meteorologists.

4, Asheville Civic Center. Singles: NEIL DIAMOND 5, Freedom Hall.

WFBC-FM 'Coming Alive Just For You'

"Yesterday's Songs" new, different Neil? - 31/2; iseum, 8 p.m. HALL AND OATES - "I

Rossington-Collins Band Can't Go For That" - unusual combo - 4; EDDIE RABBIT Quite a few families spend p.m. Tickets: \$11.

Willie Nelson - Dec. 11, The 10 singles for the week ended their morning with Russ Castle. He makes his audience Omni, 8 p.m. Tickets: Nov. 28, 1981: feel great and want to get out of bed, with an excellent com-Charlie Daniels Band -

Dec. 12, Greensboro Coliseum (tentative). THE TOP 10

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

The Moody Blues - Dec. 4, number one since "Magic" in 11. 6. "On, No" - The Com-The Omni, 8 p.m. Tickets: August, 1980. It's her fifth modores chart-topper, following "I The Statler Brothers - Dec. Honestly Love You," "You're The One That I Want" (with 6. 8. "Tryin' To Live My Life The Statler Brothers - Dec. John Travolta), and "Have Without You" - Bob Seeger You Never Been Mellow." 9. 9. "Arthur's Theme" -Rush - Dec. 6, Carolina Col- Olivia is now tied for second Christopher Cross

place on the list of female 12. 10. "Why Do Fools Fall In - singers with the most number Love" - Diana Ross Dec. 8, Fox Theatre, 8 p.m. ones, with Barbra Steisand. Rush - Dec. 9, The Omni, 8 Diana Ross is first with six. These were Billboard's Top

1. 1. "Physical" - Olivia

Newton-John 3. 2. "Waiting For a Girl Like You" - Foreigner

2. 3. "Private Eyes" - Daryl Hall and John Oates

8. 4. "Every Little Thing She Does Is Magic" - The Police 5. 5. "Here I Am" - Air Supp-

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4. 7. "Start Me Up" - Rolling

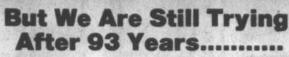
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I	32%	
	49%	

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