

Sunny Joe White Is Putting New Sound Together

By Debra Stanley
Post Staff Writer

Sunny Joe White, a 24-year-old native of Charlotte, is in the process of putting a significantly new sound together for radio station WILD-AM (1090), long associated with Boston's black community.

The playlist on the soon to be 5000 watt daytime station is still dominated by black artists in the form of soul, disco, funk, and jazz idioms, but some very talented white performers, whose works fit in with the overall format, are getting airplay now. Weekday mornings talk shows that deal with issues of the black community are now broadcast just two mornings a week, while new programs devoted to news and music of the growing Latin and Caribbean communities in Boston have been added on Sunday afternoons.

White, program director and morning announcer at WILD-AM, has been a disc jockey since he was only 15 years old, where he worked for local station WGIV (1600). He knows music and he knows radio, and is on his way to expanding WILD's audience tremendously.

"There is a kind of music that is being played on several radio stations - WRKO and WVBF in particular - that I honestly think we can recognize the musical value of first. That means, fundamentally, that the music is going to pull an audience that's not white or black or purple or whatever, but just people who want to be hip to new sounds," White said.

"There is just too much labeling of music these days," he commented in his Commonwealth Ave. office-cum-record library. "Sure we have a few black folks calling up asking why we're playing 'white music' like Jane Oliver singing 'He's So Fine,' but I explain that I think it's a super record and if it makes them feel better, to remember it was



Sunny Joe White
...Popular announcer

three lovely black girls The Chiffons who made that song a hit the first time around many years ago," expressed White.

The commitment to black issues remains at WILD, but with the increase in power and the installation of a new transmitter, White proclaimed, "I think we have a tremendous opportunity to expand our audience."

Part of the programming change is an increased

emphasis by White on album cuts, a move in line with the vanguard of thoughtful Top 40 programmers who recognize that the days of a hit 45 record creating a market need for an album are largely over. White feels that since so many hit records are pulled from albums these days, that good programming, even in disco-soul-Top 40 terms, has to be expanded far beyond rigid rotations. Record buyers may purchase an album because of a hit tune, but they want to know what else on the album is good, bad or indifferent.

Even though Federal Communications Commission approval of the concept is months away, White has visions of AM Stereo clearly in view. "The distinctions in sound quality between FM and AM stereo are not going to be that great, and certainly not critical in the case of our kind of music. But current programming is far apart between AM and FM, and that gap is going to have to narrow when stereo arrives. I'm trying to get us ready now," White concluded.



Mecklenburg County, N.C. officials receive National Association of Counties (NACo) achievement awards at the group's 43rd annual conference. From left to right are: Elisabeth G. Hair, commissioner, and Robert L. Walton, vice chairman, Board of Commissioners.

Mecklenburg Presented 1978 Achievement Awards

Atlanta, Ga. - Mecklenburg County was presented with its 1978 Achievement Awards here at the 43rd annual conference of the National Association of Counties (NACo). The annual awards are given to counties who have been specially honored for their outstanding citizen service and for innovative programs leading to more efficient, modern county government.

Mecklenburg County received its awards for its: Reading Project for Teenagers. The public library of Charlotte-Mecklenburg County used its annual \$25,000 grant from the federal Library Services and Construction Act to reach out to an underserved population - young people age 13 to 18. Working with the radio station most popular with this age group, library staff started a program called "16 Ways to Read Your Summer." Young people who read 16 books over the summer would receive from the station an album or 6 single records. Each of the 16 county libraries received a collection of 500 titles, thus starting a young adult section, concentrated in six subject areas. Displays, bookmarks and radio time were used to publicize the project. Results were increased circulation over the summer months, a spillover effect with younger children reading more, better communication between schools and library, and a basic young adult collection begun at no cost to the county.

Community Energy Conservation. The Mecklenburg County Agricultural Extension Service developed a "Home, School and Community" energy conservation education program to assist citizens in adapting to increasing energy costs and limited supplies. The program includes workshops, school energy inspection projects involving 2,300 students, training volunteers to work in the community, and home consultation visits. News releases, a speaker service, and school participation in various energy conservation contests also help to keep the program

in the community's view. Trained volunteers assist low and moderate income residents in applying for weatherization assistance.

Courts Information Program. Mecklenburg County has developed a Courts Information Program to help courts give information to the public, specifically those involved in the state judicial system. By analyzing requests coming in on the local action line, the county Public Service and Information Department published a judicial information brochure. A central information telephone service was developed along with directional graphics for the new courthouse. The county's data processing equipment was used to disseminate current courts information.

Fire Safety Education. Fire safety is brought to the schools in Mecklenburg County through a fire safety education program for fourth grade children. The county Fire Administrators' Office operates the program. Tests given to grade school children show a significant increase in scores after attending the 50-minute program. Over 1,600 students in 16 elementary schools have participated.

NACo is the national spokesman for county government in the United States.

CPR Will Sponsor Soccer Clinic Here

Every since Pele made headlines and brought American fame to the international world of soccer with his inspiring play with the New York Cosmos, the American populous has been hungry for soccer.

The Press Box Soccer Team and the Charlotte Park and Recreation will sponsor a clinic on July 20 and 21 from 7-9 p.m.

The clinic will be held at Methodist Home Recreation Center at 3218 Shamrock Drive.

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On the Road to the Top

Ethel May Crocker is not a woman to stand pat on success. There are always higher rungs on life's ladder, and each step up is only the preliminary for the next one. That's why this Wichita, Kansas woman, already a Branch Sales Manager after only 3 1/2 years selling the products of Stanley Home Products, Inc. of Westfield, Mass., says determinedly of her goals: "I want to go to the top."

She is creative, takes great initiative in her career, listens carefully to others' suggestions and incorporates their ideas in her own activities.

"I set a goal and work toward it," Ms. Crocker says of her success. She had owned a beauty shop before becoming a Stanley dealer. Her mother, who had been a dealer for nearly 23 years at the time, was in a recruiting contest and Ethel May was her first recruit as a dealer.

"It was a new beginning for her, but a spectacular one. She has enlarged and remodeled her home with Stanley earnings, and has invested in cattle and farm equipment. She has brought

up two teen-age sons, and has traveled throughout the United States.

She likes her business, particularly helping people, and she likes the fact that there are no limits on what she can make of her career. And it leaves her time for her hobbies which include music, camping and boating.

"I've earned money and made lots of friends," she says of her experience selling "Stanley" products, "but most of all I've gained a great sense of pride and accomplishment."

There seems no doubt that Ethel May Crocker is headed for the top.