

Smooth-Talking Les Norman

WPEG's Hottest Disc Jockey Credits Clark For Success

By Loretta Manago
Post Staff Writer

Without a moment's hesitation, Les Norman, WPEG's hottest disc jockey, quickly states, "everything I am today I owe to the late, great Manny Clark." With him Les Norman maintained a duo relationship of father-son and teacher-pupil that lasted for many years.

Les Norman, a native of Charlotte, has been a disc jockey at WPEG for approximately six months and already a local establishment, the Galaxy nightclub, has seen fit to have an "appreciation night" in his honor, recognizing him for outstanding community service.

Although his position at WPEG is fairly young, Les Norman is no stranger to the world of radio and deejaying. His interest and pursuit of this career, goes as far back as his high school days, when he was a student at Garinger High School.

He was even enrolled as a student at the Carolina School of Broadcasting after he graduated from high school until Manny Clark approached him, promptly told him to quit and began teaching Les everything he knew about broadcasting. To Les, this was his first important step.

In 1974 Les began working at WGIV as a part-time announcer. After six months he left and began working at radio station WIST. He had only been there six months when one morning, Les recalls, "I received a phone call at 4 a.m. from Manny who gave me an inside tip for a disc jockey position at station WENC in Richmond, Va." It was Manny's personal recommendation and the obvious impression Les' demo tape made that landed him the job there.

From there Les began what could be called his "personal



LES NORMAN

...Area's top disc jockey

journey" in search of what he was looking for. Leaving WENC in April 1975 Les worked as a deejay for WBUL in Birmingham, Ala. for two months and then returned to WENC where he was named at first Assistant Music Director and later, Associate Program Director and Head Music Director.

During his career in the broadcasting field, Les Norman has held such notable positions as operations manager at KALO-FM in Beaumont, Texas where he took them to the number one position in the market; disc jockey at station WVOL, in Nashville, Tenn. and WOKD in Orlando, Fla., and Head Music Director at station WSOK in Savannah, Ga.

But now he's back home and apparently no one could be any happier about it than Les. He admits, "I had a feeling that I

would return and I even had a dream that I was working at a radio station at home, but it wasn't WGIV. It wasn't long after that before Les began working for WPEG.

After so many accomplishments, is there anything left to conquer? A resounding, "Yes" is Les' reply. It is Les' long range goal to own his own FM station. And with his past track record, he will in all likelihood achieve that, too.

In closing Les advises those interested in becoming a disc jockey, "to believe in you, and you can do anything you want to do; also you've got to believe in the Man upstairs, 'cause He makes all things possible." It's not hard to understand why WPEG coined the phrase, "On WPEG, Les is More."

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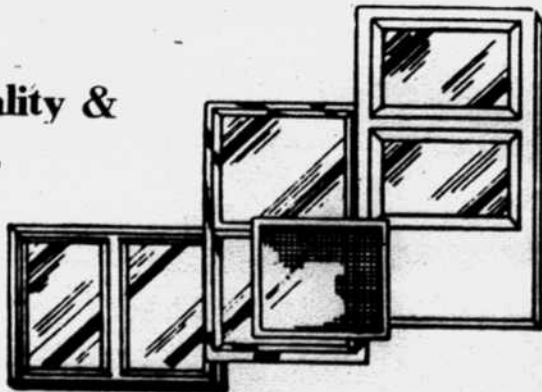
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