

## Best-Ever IBS Convention on April 3-5 Is Seen by Kohlstrom

CHICAGO — The Intercollegiate Broadcasting System Convention to be held here at the LaSalle Hotel April 3-5 promises to be the best ever, according to Bill Kohlstrom, convention committee chairman. The three-day event will bring over 800 college radio delegates from the U.S., Canada and Puerto Rico together to discuss all the topics related to campus radio. The theme, "Freedom to Speak," will be carried throughout the three-day program. According to Kohlstrom, "Freedom is relevant to all forms of communication. We have used it in selecting topics, panelists and even the entertainment features. It is the freedom of the people which makes this country great and that is why we must recognize its importance."

The topic of college radio as the new horizon in the music industry will be dealt with by

Norman Weiser, vice president and general manager of Chapell Music & Co. Pat McMahon, program director of KRIZ in Phoenix, Allen Shaw, who directs the ABC-FM Special projects and Jim Stagg, program director of WCFL in Chicago will deal with music programming. "The Inside of Music," will be discussed by Tommy James, Tom Paxton, and Jaime Brockett. Michael Gifford of Gifford Wallace, Inc., will speak on "Getting it all Together for Your Station—A way to a Scarce Commodity." Listener loyalty will be dealt with by Dick Orkin and Barry Stone of Dick Orkin Creative Services, Chicago. Jim Long of TM Productions, Dallas, will speak about Creative Production.

All work and no play is not the aim of the convention. Aside from the 800 tickets donated by Michael Butler and

RCA Records for the Chicago production of "Hair," the IBS will also feature a new satirical comedy review, "Trash of the Thirties." The review deals with the era of the 1930's movie-vaudeville palace.

There are 26 exhibitors registered for the convention. Every major record company will be represented including MGM, ABC, A&M, Atlantic, Bell, Buddah, Columbia, Crewe, Decca, Elektra, ESP, Jubilee/Josie, Mercury/Metromedia, Monument, Motown, Rare Earth, Poppy and Scepter. Also exhibiting will be Low Power Broadcasting Co., Gifford Wallace, Inc., Moderator Broadcasting, Scully Recording Instruments and Patrick West Associates.

All of the registrants for the conventional will be entitled to free admission to the NAB convention which opens the day the IBS closes, April 5.

## Rock Rocks South; Soul Off

NEW YORK—Hard rock has hit the South and the soul acts are falling off slightly in their bookings according to Murray Swartz of Queen Booking Corp. "It isn't really going to hurt us that much," said Swartz, whose agency deals exclusively with soul acts. "The northern schools still have to book a black attraction, especially since many schools have opened a black studies department and sponsor a Black Cultural Week." The fact that schools have a week devoted to the black man and bring in black acts to talk about the music and cultural history of black people has given Queen Booking a new outlet for their acts. "The college students are very aware and want to find out everything they can about their brothers. After a show, they congregate around the stars and ask questions. Sometimes the entertainers talk about the philosophy of their music and its background as part of the evening's entertainment. This leads to a seminar type of dialogue after the show. "Our acts are very aware of their history. They take great pride in being able to speak about their people. They are especially happy to receive questions after a concert. They know the students as a concerned people."

Swartz feels that the trend to rock in the South will continue, but it will level off and stabilize. "The students in the South love to dance. The best music to dance to is soul music. It is not only the beat, it's the overall feeling of the music. Soon the big rock acts will be too highly priced. The students who book these acts will learn to go for quality as opposed to names. This will also help

the black performer like the Impressions who have been giving quality performances for years. The trend in rock for a while has been towards lyrics of social comment. The black singer has been making a social comment for hundreds of years, from "Let My People Go" to "This Is My Country." Swartz feels that the schools are not really getting a fair deal from many promoters. "They sometimes take as much as 40 percent out of a show. This is one of the reasons for the high prices. The students want the big names, the chart toppers. I feel that the time is coming when administrators will put their foot down and force the students to seek out the lower priced but high quality acts. The students will have to change their attitude and realize that a good show does not have to be a single high-priced act. It can be three or four good quality lower priced acts. Of course, the promoter will ask whatever the market will bear. If the schools function in a unified manner and refuse to pay high prices, then many groups will have to drop their prices. There will always be groups which do not have to drop their prices. These people do not have to play on the campus to generate popularity. They are already there."

In the case of a soul group, Swartz feels that they will again rise in popularity. "These people are concerned with entertaining as artists. They see the youth in colleges as message centers, receptive to learning and artistic ability. Parallel this with the coffee house artist and you can see what I mean."

## Maryland U. May Get Free Concert

By TOM BASHAM

COLLEGE PARK, Md. — The University of Maryland's student talent coordinators and the Washington and Baltimore based Stingray Productions are combining forces in an attempt to bring free concerts to the Maryland campus next year. According to a verbal agreement between Stingray's Jay Ehrlich, a 1962 Maryland graduate, and Maryland's Student Union Board, which coordinates all the talent shows on campus, proceeds from bi-monthly concerts will be used to pay for free concerts in alternate months.

It is hoped that the student union board will provide on-campus publicity and ticket takers. For these services the board will take 40 percent of the net profits from the paying concerts. Stingray will take care of off-campus publicity, ticket

printing, booking, and will take the remainder of the net. The idea was tried for the Youngbloods concert on Feb. 28, with great success. For that concert, Ehrlich assumed full financial responsibility. "I hope to have the students handle a larger share in the production end of the shows from now on," said Ehrlich. "The purpose of the arrangement is to get involved in concerts as a happening, not just a business." He looks to future concerts as being "free form," without uniformed guards, ushers, and ticket takers. "I wish we could hold the concerts outside, maybe in the Maryland football stadium, which seats 40,000. We would let the audience mingle on the field with the performers." Ehrlich also hopes to promote two shows in the 13,000-seat basketball arena next year.

There were no complaints from Ehrlich about dealing with a large university other than the standard "red tape" routine which seems to discourage many promoters and students from putting on really fine shows. "The advantage of a college concert is in Ehrlich's words "having a more mature group to present music to. People come to listen to the performer, not scream." He also thinks the college format lends itself to more experimentation. At the Youngbloods concert, the audience sat on the floor or stood around in the back and generally "felt very mellow. No one had to hassle with finding their correct seat or bothering everyone around them when they wanted to get up."

The Student Union Board, headed by Terry Phillips, was quite pleased with the Young-

## What's Happening

Midwest Rock

WSUR at Wisconsin State University, Eau Claire, will sponsor a rock festival on April 18. The festival will center on an afternoon outdoor concert featuring groups from the upper midwest. The evening program will feature the Mandrake Memorial and Townes Van Zandt. Tickets will be \$1.50. The idea of the happening is to spotlight local groups who play on campuses in the area. WSUR will be happy to give any further information.

Ron O'Brien of KBAB in Indianola, Iowa, will do a one hour daily syndicated program for KICR of the Iowa Campus Radio Network. As of March 17, all the personalities at the University of Iowa station will change their last names to O'Brien.

WWKS-FM, Western Illinois University, Tim McCartney reporting: "Who'll Stop the Rain," Creedence Clearwater Revival, Fantasy: "He Ain't Heavy, He's My Brother," Hollies, Epic: "Here Comes the Sun," (Abbey Road), Beatles, Apple. . . . WUNH AM-FM, University of New Hampshire music director John Graham reporting: "Add Some Music to Your Day," Beach Boys, Reprise: "Let It Be," Beatles, Apple: "Edward, the Mad Shirt Grider," (Shady Grove), Quicksilver Capitol. . . . WXAC Albright College, personality Bill Moyer reporting: "Let It Be/You Know My Name," Beatles, Apple: "He Ain't Heavy, He's My Brother," Hollies, Epic: "Bridge Over Troubled Water" (The Entire Album), Simon and Garfunkel, Columbia. . . . WTUL, Tulane University, program director David Epstein reporting: "Instant Karma," John Ono Lennon, Apple: "Sympathy," Rare Bird, ABC: "Hey Jude," Beatles, Apple. . . . WCWP, Brookville, N.Y., program director and personality Steve Ellis reporting: "Spirit in the Sky" Norman Greenbaum, WB-Reprise: "Ma Belle Amie," Tee Set, Colossus: "The Other Side," (American Dream), American Dream, Ampex. . . . WWAS, St. Francis College, station manager John Roberts reporting: "Mighty Joe" Shocking Blue, Colossus: "Comin' Home," Delaney, Bonnie & Friends, Cotillion: "Your Blues," Plastic Ono Band, Apple. . . . WNFT, Slippery Rock State College, assistant program director Mark Barton reporting: "ABC," The Jackson Five, Motown: "Who's Your Baby," the Archies, Kirshner: "Don't It Make You Want to Go Home," Joe South, Capitol. . . . WGLT, Illinois State University, program director and personality reporting: "Instant Karma," John Ono Lennon, Apple: "Spirit in the Sky," Norman Greenbaum, Reprise. . . . WBCR, Brooklyn College, music director and personality Lenny Bronstein reporting: "Woodstock," Crosby, Stills, Nash & Young, Atlantic: "Spirit in the Sky," Norman Greenbaum, Reprise: "Head Embers," Thunder Head, Roulette. . . . WBRB, Michigan State University, John Kowaleski reporting: "Take a Look Around," Smith, Dunhill: "Mississippi Mama," Owen B., Janus: "Spirit in the Sky," Norman Greenbaum, Reprise: "Baby Driver" (Bridge Over Troubled Water), Simon and Garfunkel, Capitol. . . . WHCB, Lehman College (Bronx), Harris Semegram, personality, reporting: "What Is a Friend," Oscar Brown Jr., Sivuca, and Norman Shobey from the soundtrack of "Joy," RCA: "Si Tu Dois Partir," Fairport Convention, A&M: "Let It Be," Beatles, Apple: "Good Morning," Leapy Lee, Decca.

## Best LP's

These are the best selling albums at Pop-I's Record Room in Memphis, Tenn., Memphis State University. Mike Alsop, manager.

1. "Hey Jude," Beatles, Apple SW 385
2. "Bridge Over Troubled Water," Simon & Garfunkel, Columbia KCS 9914.
3. "Morrison Hotel," Doors, Elektra, EKS 75007.
4. "Mountain Climbing," Mountain, Windfall 4501.
5. "Led Zeppelin II," Led Zeppelin, Atlantic SD 8236.
6. "Abbey Road," Beatles, Apple SO 383
7. "Grand Funk," Grand Funk Railroad, Capitol SKAO 406.
8. "Get Ready," Rare Earth, Rare Earth RS 507
9. "American Woman," Guess Who, RCA LSP 4266.
10. "Then Play On," Fleetwood Mac, Reprise RS 6368.
11. "Chicago," Chicago, Columbia KGP 24.
12. "John B. Sebastian," John Sebastian, Warner Bros. RS 6379.
13. "Santana," Santana, Columbia CS 9781.
14. "To Our Children's Children's Children," Moody Blues, Threshold THS 1.
15. "The Band," Band, Capitol STAO 132.

## Campus Dates

Carla Thoma, Stax/Volt recording artist, will appear at Seton Hall University in South Orange, N.J., Friday (20); and Brown University in Providence, R.I., Saturday (21).

The Band of Capitol Records will appear at the University of Michigan in Ann Arbor, Saturday (21). James Cotton of Vanguard will appear at the University of Arizona in Tucson, Saturday (21). Richie Havens appears at the University of Pennsylvania, Friday (20).

bloods concert and the new arrangements with Stingray. "Free concerts are definitely the best thing around. We buy the albums to support the groups. There is no reason why we shouldn't get a reward once in a while." If it works the entire College Park area will feel a new musical life.

Ian and Sylvia and the Great Speckled Bird, Ampex folk sextet, will appear at Trinity College in Burlington, Vt., Saturday (21). Gordon Lightfoot of UA will perform at Wake Forest College in North Carolina, Friday (20).

Ten Wheel Drive of Polydor will appear at Brooklyn College in New York City, Thursday (26). Paul Geremia, Folkways artist, will perform at Cornell University in Ithaca, N.Y., Saturday (21); and Ithaca College Monday (23).

Kenny Rogers and the First Edition of Reprise will perform at North Dakota State University in Fargo Friday (20).

John Mayall, Polydor recording artist, appears at the University of Virginia in Charlottesville, Friday (20); and the University of Albany in New York, Sunday (22). Stone the Crows, also on Polydor, will appear at the State University of New York, Stony Brook, Wednesday (25).