

A Day In The Life Of . . . Paul Drew



Paul Drew starts his day with a call from his den.



Harvey Metnick and Drew (below) discuss promotions.



A musical moment: (above), listening to something new.

Bruce (below) data fr



Billboard photos by Bonnie Tiegel

This is the first in a series of features in which a *Billboard* reporter observes an industry leader during a normal working day. For this debut article, Claude Hall spends the morning hours with Paul Drew, vice president of programming for the RKO General chain of AM and FM stations in Los Angeles.

Drew starts work shortly after 6 a.m. at home, talking with various program directors at their stations on the phone. He gets to KHJ in Los Angeles at 8:15 a.m., then goes to his office on Sunset Blvd. by 8:40 a.m. It is his first full day in the office in a week; he'd spent the past week visiting Dallas, Tulsa, Detroit, New York, New Haven.

He works standing up.

Because he has a new program director at KRTH, Los Angeles—Dick Bozzi—he listens to the station as he works. He always has a radio on, even at lunch in a restaurant.

Harvey Metnick, vice president of promotion, comes in: "Am I calling Gerry Peterson or are you?"

Both later end up calling Peterson, the KHJ program director.

Paul dictates a letter to all program directors: "As you can see, the business is in a state of flux. For the past few

company card." Long discussion over checks to New York office immediately.

Metnick comes into the room, points to a huge picture on the wall of Paul Drew with Paul McCartney and wife Linda. "One of the worse interviews we ever did because of the swimming pool you see in the background; it was a hot day and everyone around the pool was noisy. But Paul McCartney was very cooperative on the interview."

Drew makes another trip into the nearby office of Bruce Johnson, president of RKO General radio. Johnson comments about KRTH being appraised at over \$5 million. "I'm not going to sell it, but if we did . . . well, right now we have a cash flow of \$400,000 a year. But, if a firm bought the station for the \$5 million and had to pay the 10 percent or 15 percent interest it would immediately be in a negative cash flow as compared to what its finances are now."

Drew goes back into his own office and dictates a memo to Dick Bresuk, an accountant in the New York office, about the expense report of the man he'd talked to earlier.

Drew speaks of the Gamblings . . . John Gambling III is now program director of WAXY-FM in Miami. "He doesn't make the \$450,000 that his father makes at WOR in New York, but he's a hell of a negotiator."

Paul Metnick and Drew talk of selling a syndicated radio show to WAVZ in New Haven . . . specifically the CHUM yearend show that is selling



buying a mint collection of oldies beat a dead horse . . . go backward complaints." They talk about promotion and Drew wants "a realistic schedule."

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On the move . . . on the go . . . a man in motion.

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Paul dictates a letter to all program directors: "As you can see, even the big guys make mistakes. Embarrassing to them, not to mention this will be included against them at license renewal time." He includes a Xerox of a news story about WCCO in Minneapolis getting fined \$1,000 for broadcasting several programs sponsored by the school board without identifying the sponsors.

9:15 a.m. "Mellow Yellow" is being played on KRTH.

Phone rings: "KHJ is playing the Ringo, but only at night... I think for effect. Are you playing it or have you even heard it yet... you only get one answer, but you can change your answer tomorrow." He is talking to Christy Wright at WRKO in Boston, who is handling the week's music coordination for the chain while Mardi Neirbass is on vacation.

9:18 a.m. Phone again: "It's not legal to ignore a subpoena, right? You called and said you weren't involved. We don't owe them the money and they'd have to sue. Don't worry, you won't end up in jail. They shouldn't have served you anyway. Don't worry about it." He is talking with Brian Beirne, program director of WFYR in Chicago. They talk about a new air personality at the station: "What air name is he going to use? Is that what you want to use or what he wants to use? What about Tom Hawk? By the way, are the tickets for the Elton John concert gone?"

9:22 a.m. Phone rings; it's Wright again: Drew asks: "What's your problem?" Talks about rotation pattern regarding an Olivia Newton-John record. "You must make up a new schedule every week, using a continuation of what you were doing in last week's previous hour."

9:27 a.m. Talking on phone with J. J. Jordan, program director of WHBQ in Memphis. "Keep in mind that with the economy going down the tube, if it isn't already down, in regards to buying a car to give away on the air, money is worth more than what it can buy."

9:31 a.m. Puts record on record player, but doesn't cut off KRTH. Then leaves room a moment to give something to his secretary Rosemary Guevara.

Phone rings again shortly after he comes back: "Are you in a good mood today? Are you ready for some bad news? Are you current on all of your expenses, because a bill for \$800 has come in on your American Express card... personal expenses... the scream from the accountant in New York hasn't subsided yet. You just don't go on vacation and use a

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Paul Metnick and Drew talk of selling a syndicated radio show to WAVZ in New Haven... specifically the CHUM yearend show that is jointly produced (a U.S. version) for the states by RKO General Radio. The show has 193 artists and counts down the top 100 records of the year. "It'll be on five of our stations," Metnick says.

At 10 a.m., Drew asks a girl in the office to find him a copy of Mac Davis' LP "Stop And Smell The Roses" and send it to Ham Johnson.

There is a shelf on the wall of looseleaf books. The red-labeled books contain promotion information; the green-labeled books concern programming. There is a book of each for each station.

At 10:07 a.m., he turns and talks about his weekend in New York City and the clear sky there. "There are times when New York is truly a good place to be." He says he rented a car and drove around listening to "signals."

The phone rings and he talks about studio time at KHJ at 1:30 p.m. that day to do a phone interview with Elton John.

10:09 a.m. Speaks of the annual convention of the National Assn. of Broadcasters in Houston being "terrible" this year.

10:30 a.m. Drew and Metnick talk about a Christmas special from Alto Communications.

10:21 a.m. Drew dictates a letter to the program director of KFRC in San Francisco—Michael Spears—regarding the Elton John show. Lays dictating phone down without finishing and goes to see Metnick. Phone falls on floor. Hangs up phone without completing memo. Then continues the conversation with Spears on the real phone. Talks about two-way conversation Elton John did with air personality Chuck Buell. Drew says that he is sending the two 7-inch reel tapes back, asking for clean copies to be made "just in case we need them for something."

Then he continues with a memo to Dick Bozzi at KRTH regarding a list of Christmas music.

At 10:25 a.m., dictates a memo to Mardi Neirbass, music coordinator for the RKO General stations who is on vacation that week, with a copy to Peterson. The memo concerns setting a time each week for doing the KHJ music list. He speaks of a need to do the music for the Christmas week, for New Year's week, and the week of Feb. 18.

At 10:48 a.m. he is talking with George Capalbo, vice president of engineering at the Boston stations regarding maybe



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11:28 Drew listens to aircheck job from Canada.

Drew cuts off the aircheck to c with copy to Gerry Peterson: "G music which should be helpful to next week."

Listens to cassette aircheck slightly louder than the radio on KRTH.

11:31 a.m. Phone interrupts a gram director of KFRC-FM in Sa sitting on some tapes.

11:37 a.m. Drew dictates letter ally, suggesting he deal directly the individual stations.

11:49 a.m. Asks secretary to g When the phone rings aga 'Phampton' premiere tonight? N a number on 'Towering Inferno'. 5,000, 10,000, 20,000, 50,000 given album for a radio station " in a promotion with a new adve him that 100,000 copies would copies would be around \$2.75.

12:46 p.m. On the phone to E San Francisco. "Questions: If w mulcast, with the FM, why do yc when I was programming there, just thinking out loud... some put in some more insta-carts an mess up so much." Drew speaks He asks Kanner to price a transr cart machines, and a brain to ca make the thing work better tha

A box has been sitting on Drew it and it turns out to be some larg Danny Davis, who'd bought ther

A little later Drew departs for K long distance phone interview w