

Music station plays classics around clock

By GERI CRAWFIS

Who is the classical music lover? Opera buff? Symphony fan? Where does he live? Where does she work? Are they Ivy League suburbanites, blue collar workers, college students, or all three?

All of the answers are not available, but one fact is certain: There is a large audience of people who support classical music. And WQRS-FM, now broadcasting classical music 24 hours a day, hopes to grab them all.

"Our aim is to become America's finest classical station," said Lee C. Hanson, a former resident who returned to Birmingham from San Diego last December to become general manager of the station now owned by the Outlet Co. of Providence, R.I.

"I came back for the chance to do it. It is fun, a different kind of radio," said Hanson, a Michigan State University

graduate with 30 years of broadcasting experience, including local positions at WKBD-TV and WNIC-FM.

Speaking of the station, he said, "It is amazing the number of people who know we are here, yet don't know we are here. They know there is a classical music station somewhere, but they can't identify it."

To solve the mystery, Hanson gave the people something easier to remember than meaningless call letters — the simple motto, "Timeless 105."

A staff member, he said, overheard a woman shopper in Birmingham telling her companion that she ought to listen to the classical station. When the companion asked for further details the woman said it was on FM and advised her friend to "tune around the dial until you find 'timeless.'" It is the kind of story Hanson obviously enjoys hearing and telling.

A survey, designed to identify the lis-

tening needs of the audience and to produce convincing figures for advertising sales, indicates many people are turning their dials to hear the continuous sound of classical programming. Over 10,500 questionnaires have been sent to listeners, upon their request, with an anticipated return of 98 percent, Hanson stated.

"Usually the person who listens to classical music does not want to be imposed upon to tell."

However, after explaining on the air that the station could not present quality programs without advertising and buyers wanted proof in numbers that an audience existed to justify the expenditure listeners quickly telephoned and wrote for surveys. Hanson admits he was, and still is, amazed at the overwhelming response.

"Detroit needs a good all-classical station," said Hanson. With that in mind, he and his staff are formulating

plans for the future.

That staff includes General Sales experience in broadcast sales; Chief Engineer Gerald Cushing, a former Boston concert pianist; Program Director James W. Keeler, known as the voice of the Philadelphia Symphony; and Margie Dirndorf of Southfield, marketing director with an advertising background.

PLANS CALL FOR relocating the station in larger quarters in the fall. There will be a studio where chamber music and other programs can be presented for a live audience.

Less tangible are plans to remove the stiffness from classical music. Hanson's philosophy is that classical music, a part of our musical heritage, should be openly heard and enjoyed by people in all walks of life. It is a relaxing kind of music and should be fun.

"We want to get away from the high-brow image," he said. "The assembly

Manager Dick Sheppard, with 20 years line worker should not be embarrassed to listen to classical music."

Recalling his own introduction to the classics, he noted, "Classical music has been an important part of my family life. I went to concerts at a young age with my mother who was taking a music appreciation class."

Educational programs, primarily for children, will probably be on a future format.

Although he claims that a library of 27,000 classical albums is not large, the station has a good variety of material from opera, quintets, concerts, and full symphony presentations that are played throughout the day and night.

To round out the programming, "Film Classics," music from motion pictures, airs at 7 p.m. Friday, and the Boston Pops and "Big Band Beat" are featured Saturday from 7 p.m. to 6 a.m. on Timeless 105.

Brookside Jazz marks 10 years of good habits

By JIM WINDELL

The Brookside Jazz Ensemble is celebrating its 10th anniversary this summer. The 21-piece band with vocalist Ursula Walker will be featured at a free concert at Birmingham's in the Park Series at 8 p.m. Thursday at Shain Park.

Brooksides was the first band to play in the P Jazz series at Detroit's Hotel Pontchartrain some 10 years ago, and each year the band returns, packing the crowds in. Brookside made two appearances at P Jazz this season.

The band also will play in the Montreux-Detroit Jazz Festival at the end of the summer.

In early June, Brookside played its 22nd performance in the Cranbrook Performing Arts Center, as a semi-annual benefit for Brookside School Cranbrook in Bloomfield Hills. The jazz ensemble holds rehearsals every Monday

night in the music room of the school that is its namesake.

The strength of the following for Brookside Jazz over the last decade attests that big-band music fans love a band that has good, regular habits.

Nine hundred people pack Cranbrook for the band's performances, and Brookside is still one of the largest draws in the P Jazz series.

"THIS IS not a competitive band," co-leader Craig Strain said, following a Monday night rehearsal. "It is more fun and enjoyment, rather than a matter of us moving someone out to get a better player. We would never do that."

The nucleus of the band has remained stable over the 10 years, according to Strain, who is district music coordinator for Novi Schools and a Southfield resident.

"Several of our members have been in the band all 10 years," he said. Mem-

bers for a decade include co-leaders Strain and Kurt Neumann, Chuck Moss (sax), Dick Soller (trombone), Denny Matson (trumpet) and Bob Mojica (trumpet).

Strain told how the band came to be formed. "Some of us were at a wedding reception, and we got to talking about being in rehearsal bands and gigging bands. We decided we would start a quality band whether we ever worked or not," he said.

"We got to know John Denis (head-

master at Brookside) and he said we could rehearse at his school. After several months of rehearsal every Monday night, we put on a concert here and a few people showed up."

AFTER A COUPLE of years, the band decided to continue rehearsal and strive to be the best band possible.

"Our No. 1 priority was that a member had to be here every Monday night. That was a commitment and it's that that makes that band go," Strain said.

It was well after 9 p.m. and most of the musicians were heading home after another Monday night rehearsal. Except the sax section, still going over part of a chart that hadn't sounded right.

Strain plays some solos on flugelhorn and trumpet but mainly serves as writer, arranger and director. In addition to charts written or arranged by Strain, the band plays the music of Buddy Rich, Woody Herman, Maynard Ferguson and Chick Corea.

Presently the band is in the process of recording its first album, which may be finished by the end of the summer. The album features the band playing original tunes on one side, and songs by the band's regular vocalist, Ursula Walker, backed by the band, on the other side.

Kurt Neumann, managing director and baritone sax player, said the band is not ready to break any of its regular habits.

Community House group attending Meadow Brook

Music from great motion pictures will fill the air at Meadow Brook Music Festival at 7:30 p.m. Sunday, and the Community House in Birmingham will be there with a group of music lovers.

Pavilion seats have been reserved for participants, who will leave the

Community House by chartered, air-conditioned motorcoach and dropped off at the entrance to Baldwin Pavilion on the Oakland University campus near Rochester.

Ticket price for the event is \$16 per person, with reservations being accept-

ed at the Community House, Bates and Townsend.

The nostalgic program brings composer John Addison to the spacious Meadow Brook facility to conduct the Detroit Symphony Pops Orchestra in

familiar music from great motion pictures such as "Tom Jones," "Gone With the Wind," "A Place in the Sun," "Dr. Zhivago" and "The Sea Hawk."

Interested persons can call the Community House, 644-5832.



St. Clair Water Festival

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- 8:00 - NOON CHILDREN'S FISHING CONTEST 6-12 YEAR OLDS - ALONG THE BOARDWALK
- 11:30 - 8:00 P.M. FISHING TOURNAMENT ST. CLAIR MARINA. \$5.00 ENTRY FEE. INCLUDES BOAT LAUNCHING SPONSORED BY ANGLER ROD
- 11:00 A.M. FLOATABLE BOATABLE CONTEST
- NOON FIREMAN'S PARADE INCLUDING CLOWNS, BANDS, ANTIQUE TRUCKS, SMOKEY BEAR HOSTED BY ST. CLAIR FIRE DEPARTMENT
- 1:00 P.M. FIREMEN'S WATERBALL CONTEST HOSTED BY ST. CLAIR FIRE DEPARTMENT
- 2:00 P.M. UNITED STATES AIR FORCE - AIR/SEA RESCUE, HELICOPTER SHOW SPONSORED BY U.S.A.F. - SELFREDGE AIR BASE
- 2:00 - 4:00 P.M. CHILDREN'S ACTIVITIES 4 - 10 YEAR OLDS
- 3:00 P.M. GOLF EXHIBITION WITH CHIP ICEBERG
- 4:00 P.M. INNER TUBE RACES 10 TO 15 YEAR OLDS
- 6:00 - 8:00 P.M. "HIGH ADVENTURE" AIR SHOWS INCLUDING BALLOON RIDES, GLIDERS. THESE EVENTS WILL TAKE PLACE ALONG THE BOARDWALK PARK.
- 8:00 P.M. ST. CLAIR SYNCHRONIZED SWIM SHOW HELD AT THE CITY POOL
- 8:00 - 11:00 P.M. FOR DANCING OR LISTENING PLEASURE, LIVE MUSIC IN THE RIVERVIEW PLAZA BY SOUTHERN COMFORT.

SUNDAY AUGUST 3rd EVENTS 10 A.M. TO 6 P.M.

- 10:00 A.M. ST. CLAIR WATER FESTIVAL RUN 6.2 MILE ROADRACE AND 1.5 MILE RUN, WALK - AND FITNESS EVENT
- 2:00 P.M. BELL RINGERS FROM THE METHODIST CHURCH RIVERVIEW PLAZA
- 2:30 P.M. MUSIC IN THE RIVERVIEW PLAZA CARL & BRENDA SHENANDOAH
- 6:00 - 8:00 P.M. "HIGH ADVENTURE" AIR SHOWS INCLUDING BALLOON RIDES, GLIDERS

DURING THE 2 DAY EVENT, THERE WILL BE A CRAFT SHOW WITH DEMONSTRATIONS ALONG THE BOARDWALK PARK BY CRAFTSMEN FROM ACROSS THE STATE OF MICHIGAN.

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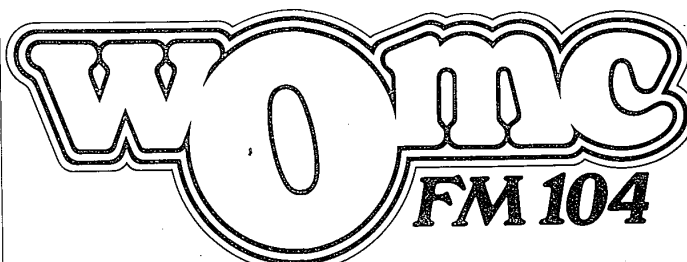
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