

**wnoe**  
real Rock



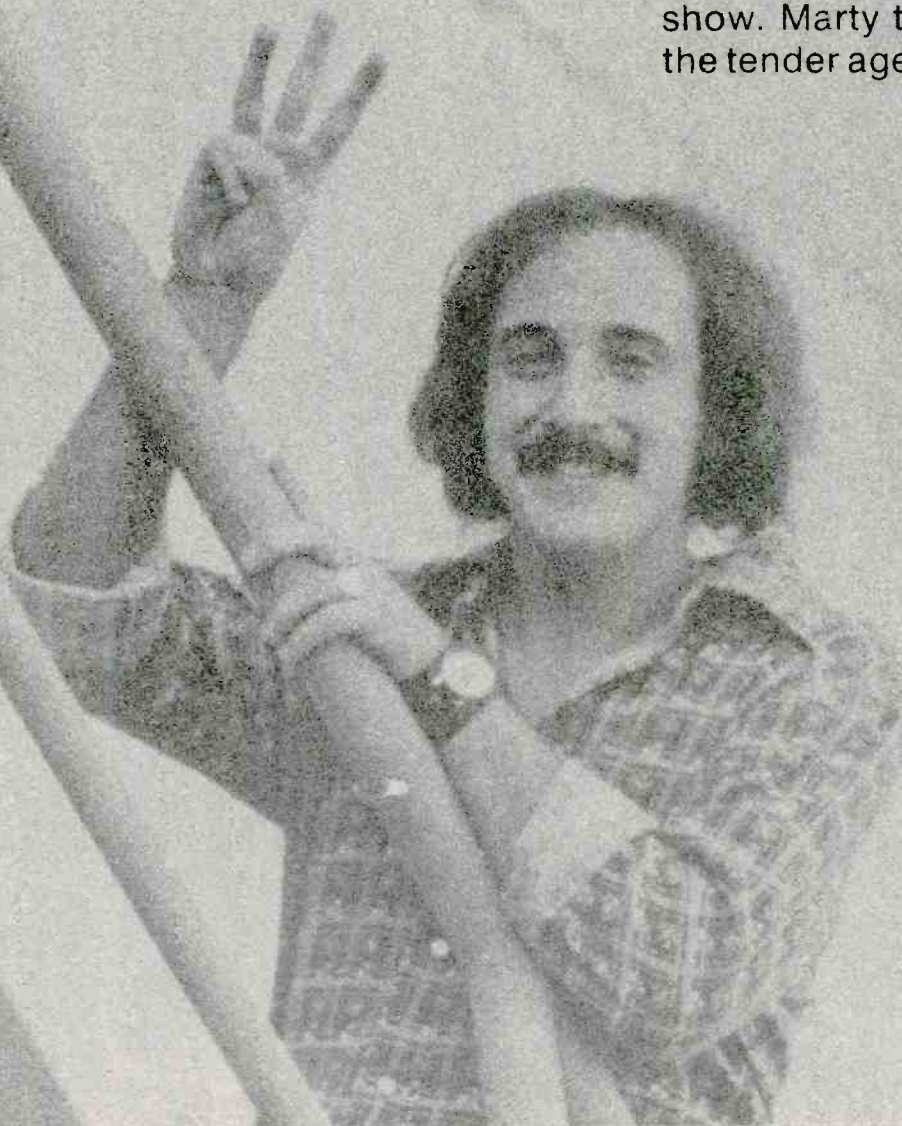
**Len King.** WNCE's news director does his thing at twenty minutes past the hour. He carries heavy broadcasting experience—anchorman and news director of radio and TV stations from the Great Lakes to the Gulf of Mexico. Len also does comedy writing and produces experimental video tapes in his own studio. A skilled newsmen and innovator, he makes the news an upbeat part of Real Rock WNOE.

**wnoe/101 stereo**

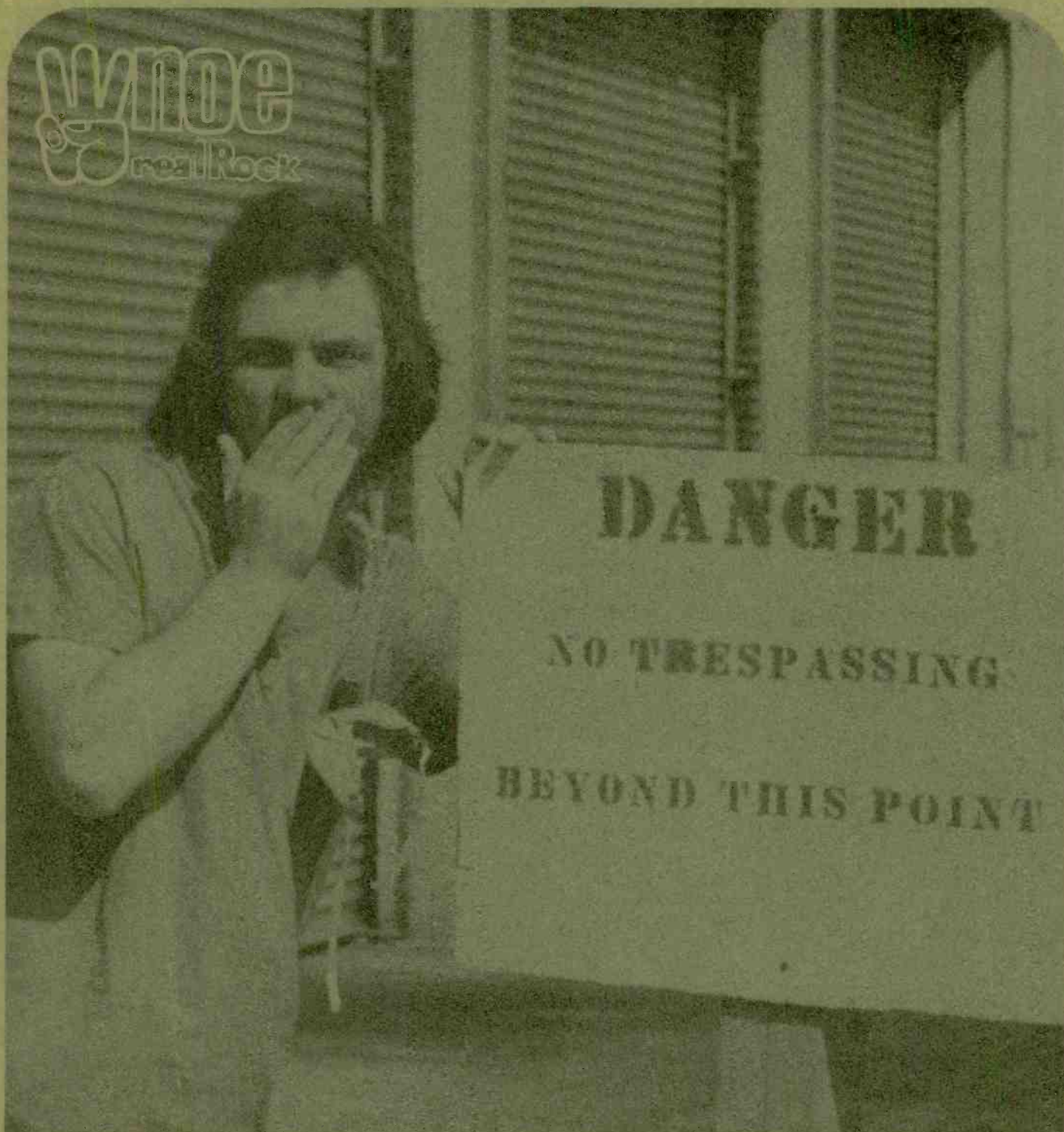


**Marty Balou.** From 10 p.m. to 2 a.m. he's got nighttime New Orleans by its ear. He tailors his show, hour by hour, to the changing moods of WNOE's wee-hour listeners . . . rocking 'em out again with an early-early road show. Marty turned onto broadcasting at the tender age of 16 with his own radio and

TV shows, pressed on to a university degree in broadcasting and learned the rare art of Real Rock. Bearing accolades from the National Association of Broadcasters, Marty specializes in radio production engineering. He's collaborating on a comedy record album, but his favorite pastime is collecting radio commercial tapes. Listening to commercials is his hobby, delivering your commercial is his profession.




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“Doctor” **Grady Brock**. Proud to be known as a “screamer” on the good time shift from 8 p.m. to midnight. He’s been a screamer in motion pictures, too . . . dubbing the monster’s voice in “The Legend of Boggy Creek.” His voice brings monster results through commercials as well, he frequently does vocals for a national jingle house in Dallas. A veteran of radio as well as Vietnam, the “Doctor” has directed programming for a number of major-market stations in the South. Grady Brock is sold on New Orleans, and he can sell New Orleans on you.

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wnoe/101 stereo



**Elmo O. Doobie.** From 10 a.m. to 3 p.m. it's Elmo on stereo, WNOE-FM. He's worked all sides of radio, from Baltimore to Omaha—time sales, news and turn tables; soul and top 40. Elmo doesn't just play the hits . . . he writes them under the name of Bernard Miller. His "I Can't Stand The Rain" made the national charts, and more are scheduled on Ann Peebles' new album. When Elmo presses the mike switch, New Orleans is under his thumb.



wnoe/101 Stereo



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**Bobbie Reno**, FM Program Director. He keeps the afternoon "drive shift" in high gear from 3 to 6 p.m. Bobbie's a ten-year veteran of New Orleans radio, further seasoned with experience as music director of rock stations in Memphis and St. Louis. He's into the rock scene as vocalist, guitarist, record artist and band leader; now he's writing a motion picture score. Bobbie knows New Orleans, and Orleanians know Bobbie. When he talks, they listen . . . to your message.

wnoe/101 stereo



**Mary Ellen Schoenberger**, WNOE news editor. A native of New Orleans, she's a communications major at Loyola University. She probes listeners opinions with on-the-street interviews on every subject from UFOs to political snafus; gets to campus news with an insider's views. Roaming the region with mike and recorder, Mary Ellen's got New Orleans talking.

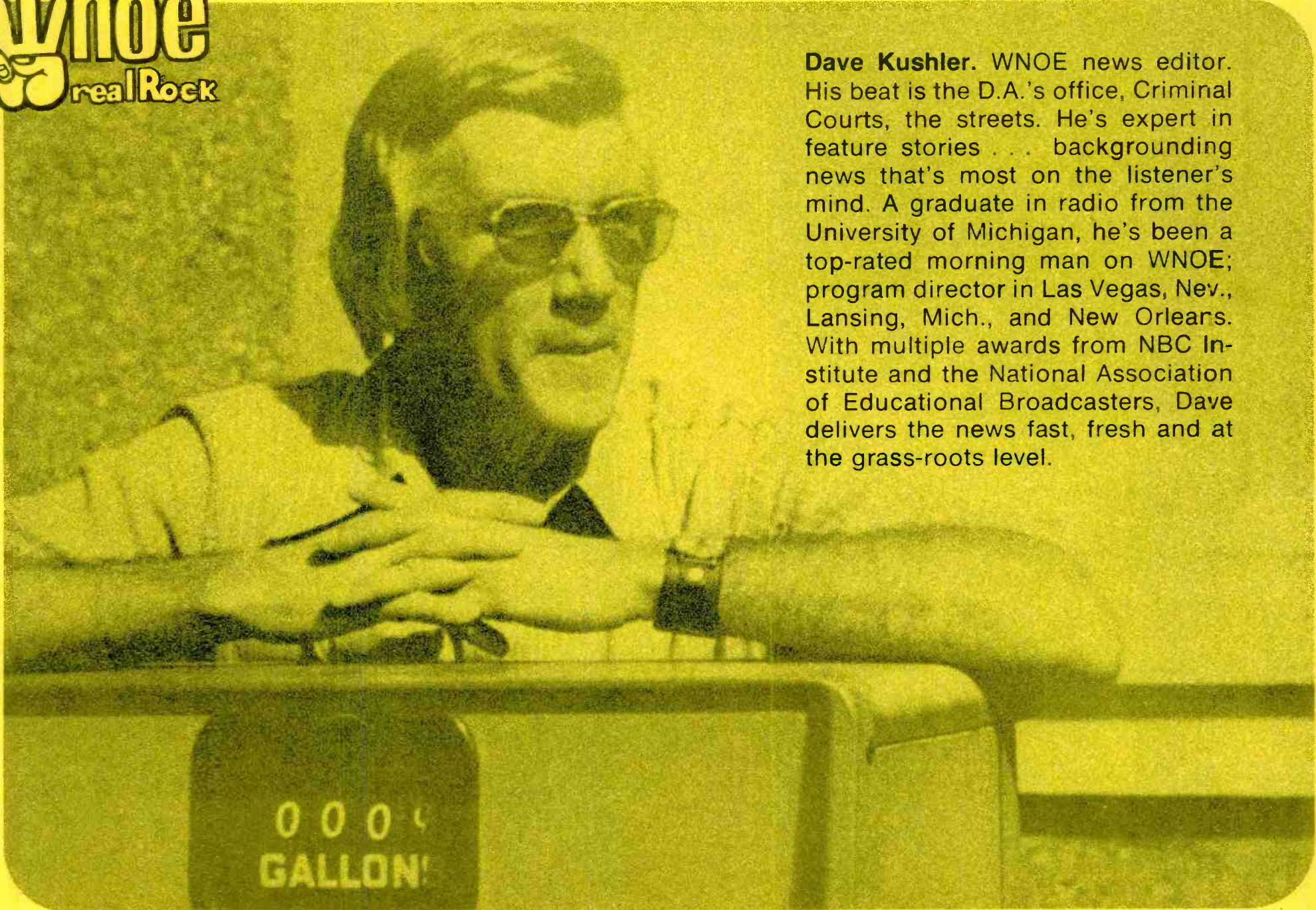


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**Ted Jones.** WNOE news editor. A New Orleans native, he's roamed the world in a colorful career. A journalism grad of N.Y.U., he's worked with the company of "Hair" in San Francisco and Paris. He's been a New York fashion model, house manager of the Reperatory Theater, disc jockey and newsman. Ted doesn't just edit the news, he makes it . . . working with Washington officials on prison reform. Back home, Ted's got the contacts and the insight to get to the bottom of New Orleans news.

wnoe/1060 am





**Dave Kushler.** WNOE news editor. His beat is the D.A.'s office, Criminal Courts, the streets. He's expert in feature stories . . . backgrounding news that's most on the listener's mind. A graduate in radio from the University of Michigan, he's been a top-rated morning man on WNOE; program director in Las Vegas, Nev., Lansing, Mich., and New Orleans. With multiple awards from NBC Institute and the National Association of Educational Broadcasters, Dave delivers the news fast, fresh and at the grass-roots level.

**Mark Huffman.** WNOE news assignments editor. He's bugged by a closed door when there's news behind it . . . knows how to open doors. He opened the gates of a Kentucky prison and brought out an award-winning documentary series. Not the average journalist, Mark majored in history with an aim at bringing long-range perspective to his chosen profession. He's strong on documentary, long on digging, sure to bring excitement to each day's news.





**Jason O'Brian.** The “Boogie Man” gets them from noon to 3 p.m. He’s WNOE’s music director, and rock stations around the country are envious. Because Jason — writer for five national entertainment magazines—is a leading authority on rock music trends. He has the ear and the instinct to pick the comers . . . constantly visits school campuses to keep in touch with rock culture. He’s a broadcasting graduate of the University of Georgia, a recording editor and developer of the psychometric record-testing technique, using a polygraph. Orleanians tune in Jason because he’s tuned into New Orleans.





**Gary Burbank.** "Morning Mouth" gets the show on the road from 6 to 9 a.m. As WNOE's program director, he brings national programming and commercial production know-how to New Orleans. Twice named disc jockey of the year by the National Programming Conference, he's voiced commercials for many name-brand products. Gary's in-depth intimacy with the rock music industry is gained from gigs as vocalist, song writer, record producer and drummer with the Mar-Keys, Booker T. and the M.G.s, Ace Cannon and Rufus Thomas. His morning show is solid entertainment to his listeners . . . solid profit for you.

