

Yale Couple Means Business

By SAM SUTHERLAND

NEW HAVEN, Conn.—In an effort to provide students at Yale University with lower prices on records and tapes, a student couple, Michael and Susan Folz, have been operating their own record service, Sanyak Records, under the auspices of that school's Associated Student Agencies.

Ordering of records is made through the Folz's home phone, where Mrs. Folz compiles orders for pick-up or delivery. Students may then pick up their orders at Hendrie Hall, a university facility which houses the Associated Student Agencies. Sanyak uses the ASA offices two days a week for the distribution service and, while delivery of orders to student rooms is available for a nominal charge, most of their business is conducted through Hendrie Hall.

As an Associated Student

Agency, Sanyak Records is able to minimize operating costs by selling only to university students. ASA provides initial capital and handles all of Sanyak's accounts, as well as billing purchases to students' bursar's accounts when records are charged. For these services, ASA receives a percentage of Sanyak's net annual profit.

While local record outlets and discount stores in downtown and suburban New Haven offer competitive prices on product, Yale students have generally brought most of their business in the past to Cutler's Record Shop and the Yale Co-op, both located on Broadway, near the center of the campus. In addition to the convenience of its location, the Yale Co-op offers charging privileges, while Cutler's emphasizes wide selection and rapid service on new

product, and these factors have combined to make these outlets the most popular among Yale for years.

Viewing this traditional preference for the Broadway stores as the primary reason for the students' submission to higher prices, the Folzes began their service in February. Because of their status as a student agency, which obligated them to sell only to students, Sanyak's founders discovered that they could not use campus media which reached the outside community. In place of such advertising, Sanyak printed flyers for distribution to students' rooms throughout the campus.

75 Orders

"We received about 75 orders the next day," Mrs. Folz noted, "and we sold between 150 and 200 records that first week." Since then, the service's weekly volume has remained stable, usually matching those initial figures or running slightly in excess.

While a \$5.98 album brings \$4.98 at Cutler's, and sells for about 20¢ less at the Co-op (with patronage refunds lowering the price further for members), Sanyak underprices those outlets by pricing their albums at \$3.87 for \$5.98 list, and \$3.31 for \$4.98 list. Tapes and cartridges comprise less than 10% of their business, with most titles ordered in eight-track. Sanyak charges \$4.92 for \$6.98 list cartridges, again underpricing the Broadway outlets.

Sanyak's ability to effectively undercut Broadway prices yet turn over a steady profit stems partially from their relationship with ASA and partially from their distribution arrangement. After examining local distributors, the Folzes decided to work through Co-operative Creations, a local retail outlet that also handled wholesale distribution. To date, the Folzes have had few problems locating titles ordered, and service on new product has been good.

800 Pieces

To date, Sanyak has seen no need to increase its staff, and Folz feels that, with just his wife and himself working, they could handle up to 800 pieces a week. While he doesn't consider Sanyak "a tremendous windfall," the business has enabled him to keep the bills paid and support his family while remaining in school. With improved communication to the student body, which has been difficult to reach because of off-campus students, Sanyak expects to broaden its business, and additional minor problems, mostly with distribution of very rare titles, are gradually being overcome.

A&M SHIPS 'VOTE' SINGLE

LOS ANGELES—"The Power 18," a special voter registration Public Service single being released only to radio stations, is now being shipped by A&M Records, according to Andy Meyer, Director of College Promotion and Artist Tours for the label.

Written and performed by Mustang, the single was produced by Clare Baren, of A&M's Creative Services Department, marking the first release produced solely by a woman at that label.

In servicing stations with the record, Meyer stated, "We are very much concerned with this single and would like to see it receive as much airplay as possible to help voter registration."

The single will receive initial exposure when KABC Television "Eyewitness News" in Los Angeles airs a special feature on the song with Jerry Moss and Mustang.

IRTS Honors Sammy Davis, Whitehead at 10th Meet

NEW YORK—Stage, screen and recording artist Sammy Davis Jr. and Clay T. Whitehead, director, Office of Telecommunications Policy, The White House, were guests of honor and luncheon speakers at the 10th Annual College Conference sponsored by the Interna-

tional Radio and Television Society. The Conference was held April 20-22 at the Hotel Commodore.

Whitehead spoke at the Thursday luncheon, and Davis spoke at the Friday luncheon.

Sponsored annually by the IRTS and underwritten by the IRTS Foundation, the college conferences are designed to examine the state of the broadcast industry and the prospects for students who want to enter broadcasting.

This year's theme, "Issues in Broadcasting," featured discussions examining five major forces at work today in the quickly changing broadcasting world: "Consumerism/Advertising," "Program Control/Freedom of Broadcast Journalism," "Broadcast Technology," "Licensing/Access," and "Employment and Economics of the Industry" will be the topics.

In addition to Davis and Whitehead, many other prominent figures in broadcasting and allied fields participated.

In coordinating this year's conference, the IRTS has placed an emphasis on contact between students and professionals through a series of panels, discussions and luncheons. Citing an "informal" structure as the basis for the meetings, a banquet was held April 20, featuring top entertainment, followed by an "Open-End" informal talk session.

While no conference was held last year, recent conferences have displayed a geographical distribution covering 46 states. This year's delegation exceeded 200, said Robert H. Boulware, executive director of IRTS. In most instances, participating schools sent small

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ABC/Impulse In New Tour

BOSTON—The first test by ABC/Impulse in operating campus jazz concerts in this area (Billboard, Apr. 8) was so successful that Steve Blocker, based here as national jazz promotion director, already is lining up a West Coast tour for mid-May. He expects junket to span from Vancouver, B.C. to southern California in two weeks of routing.

The northeast experiment, which began Apr. 7 at Fenway theater here with two capacity 1,600-seat houses at \$2 each, did between 80% and full capacity on the other six dates. Cast at Fenway included Pharoah Sanders, Alice Coltrane and Michael White, with Sanders and his group departing the remainder of the dates because of previous booking commitments. Other campus dates, where ducats were \$1, included: University of Rhode Island, Kingston (8); Clark

U., Worcester, Mass., (9); U. of Mass., (10), Amherst; Brown U., Providence, (14); Thornton Academy, Sacco, Me., (15); and Yale U., New Haven, 16. Thornton was a high school date, with Blocker noting the very favorable response from teen audience. WBCH-FM aired all five hours of the second show live.

Blocker said he felt Impulse album sales had received a 500 to 800 percent boost from the tour. "Sales on Michael White, a new artist, were especially notable," he said.

Blocker said that Ted Gehrke, west coast jazz manager, had been hired to coordinate the forthcoming junket, with hopes that John Klemmer, Archie Shepp and Mel Brown might work dates on the tour, along with other acts featured on the eastern trek.

What's Happening

By SAM SUTHERLAND

The **United Federation of Teachers** has produced a voter registration promotional film which they are making available to all interested parties who might be able to distribute the film to appropriate audiences. **Susan Eisenberg**, speaking for the federation, describes the eight-and-a-half minute color film as "aimed primarily at minority and working youth, including those who are high-school age." She also notes that the film has a folk-rock score, and record companies and film distributors alike could use the film as a tag for screenings and concerts.

All inquiries should be directed to Miss Eisenberg, c/o United Federation of Teachers, 260 Park Avenue South, New York 10010. The phone is 212-777-6570.

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Toby Mamis of Apple Records professes concern over servicing of **David Peel's** latest album, "The Pope Smokes Dope." Those as yet unenlightened by the release, and desiring service, should contact Mamis at Apple in New York.

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WEGL-FM, Auburn University, notes that Jimmy Carter is now Program Director and Music Director at the station. While Carter has held those positions since '71, a recent three-month vacation has apparently caused some confusion. Now that he's back and sufficiently rested, service should be referred to him.

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Campus Dates: Capricorn Records artist **Jonathan Edwards** will be appearing at Union College in Cranford, N. J. on Thursday (27). . . . **Livingston Taylor**, also on Capricorn, will perform at Millersville State College, Millersville, Pa., on Friday (28). . . . Columbia's triple-header tour with **Genya Ravan**, **It's a Beautiful Day**, and **Taj Mahal** will play the Univ. of Nebraska in Lincoln (25) and the Univ. of Wisconsin in Stevens Point (May 2). . . . Poppy Records' star **Dick Gregory** will lecture at Chico State College, Chico, Calif. on Monday (24); Arizona State Univ. in Tempe (25); and Scottsdale Community College, Scottsdale, Ariz. (26). . . . **Townes Van Zandt**, also on Poppy Records, gives a concert at Mercer University in Macon, Ga. on Saturday (29). . . . Kama Sutra artists **Brewer & Shipley** will perform at Shawnee Mission South High School in Kansas City, Missouri on Saturday (29). . . . **Bonnie Raitt**, Warner Brothers Records artist, appears at Brown Univ., Providence, R. I., on Sunday (30). . . . Capitol Records group **Seatrain** will be performing at the College of Emporia, Kansas on Thursday (27), and at Franklyn College, Franklyn, Indiana on Saturday (29). . . . Also recording for Capitol is **James Cotton**, who brings his band to Colgate College, Hamilton, N. Y. on Saturday (29).

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PICKS AND PLAYS: SOUTH—**Florida**—WUSF-FM, University of South Florida, Tampa, Dave Dial reporting: "Thick as a Brick," (LP), **Jethro Tull**, Chrysalis (import). . . . WFPC, Florida Presbyterian College, St. Petersburg, Steve Graves reporting: "Great Scott," (LP), **Tom Scott**, A&M. . . . **Alabama**—WECL-FM, Auburn Univ., Auburn, James M. Carter reporting: "Manassas," (LP), **Stephen Stills**, Atlantic. . . . WVSU, Samford University, Birmingham, Henry Parkman reporting: "Chelsea Girls," (LP cut, Feedback), **Spirit**, Epic. . . . **South Carolina**—WUSC, Univ. of South Carolina, Columbia, Alan Reames reporting: "Machine Head," (LP), **Deep Purple**, Warner Brothers. . . . **Texas**—KSMU, Southern Methodist Univ., Dallas, Linda Nuffer reporting: "History of Eric Clapton," (LP), **Eric Clapton**, Atco. . . . **Kentucky**—WEKU-FM, Eastern Kentucky University, Richmond, Hal Bouton reporting: "Don Randi Trio + Eat The Baked Potato," (LP), **Don Randi Trio**, Poppy. . . . **Virginia**—WUVT, Virginia Tech, Blacksburg: "In the Rain," the **Dramatics**, Volt.

WEST—**California**—KCHO-FM, Chico State College, Chico, Mark Mallicoat reporting: "First Taste of Sin," (LP), **Coldblood**, Reprise. . . . KUSF, Univ. of San Francisco, Rick Lucas reporting: "Uncle Jim's Music," (LP), **Uncle Jim**, Kapp. . . . KCPK, California State Polytechnic College, Pomona, Tom Baker reporting: "Electric Light Orchestra," (LP), **Electric Light Orchestra**, United Artists. . . . KFJC-FM, Foothill College, Los Altos Hills, Steve Alt reporting: "I Get the Sweetest Feelings," **Earthquake**, A&M. . . . **Wyoming**—KUWR-FM, University of Wyoming, Laramie, Fred N. Leemhuis reporting: "Got to Find the Light," **Thomas & Richard Frost**, Uni. . . . **Colorado**—KASF-FM, Adams State College, Alamosa: "Isle of View," (LP), **Jimmie Spheeris**, Columbia. . . . **Oregon**—KLCC-FM, Lane Community College, Eugene, Dave Chance reporting: "My Impersonal Life," **Blue Rose**, Epic. . . . **Washington**—KZAG, Gonzaga University, Spokane, Cregg Hersholt reporting: "Warmth of Your Eyes," **Lazarus**, Bearsville.

MIDWEST—**Illinois**—WIDB, Southern Illinois Univ. at Carbondale, Wally Wawro reporting: "Angel from Montgomery," **Bonnie Koloc**, Ovation. . . . WKDI, WKDI-FM, Northern Illinois Univ., DeKalb, Curt Stalheim reporting: "Johnny B. Goode," **Jimi Hendrix**, Reprise. . . . WRSE-FM, Elmhurst College, Elmhurst: "Kink Kronikles," (LP), **The Kinks**, Reprise. . . . WPGU-FM, Univ. of Illinois, Champaign, John Parks reporting: "Tumbling Dice," **Rolling Stones**, Rolling Stones. . . . **Michigan**—WIDR, Western Michigan Univ., Kalamazoo, Bill McKettrick reporting: "One Year," (LP), **Colin Blunstone**, Epic. . . . WFRS, Ferris State College, Big Rapids: "History of Eric Clapton," (LP), **Eric Clapton**, Atco. . . . **WORB**, Oakland Community College, Farmington, Jim Nuznoff reporting: "Jubilee Cloud," **John Kongos**, Elektra. . . . WAYN, Wayne State Univ., Detroit, Rob Wunderlich reporting: "Bitter," **Main Ingredient**, RCA. . . . WSDP, Plymouth High School, Plymouth, John Nobel reporting: "A Possible Projection of the Future," (LP), **Al Kooper**, Columbia. . . . **Ohio**—WBGU-FM, Bowling Green State University, Bowling Green, Jeff Polzin reporting: "Beans," (LP), **Beans**, Ava-

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