WKVU

RADIOthon

FOR

Muscular Dystrophy

March 12-16, 1975
YOU ARE CORDIALLY INVITED
TO RELAX AND
LISTEN TO
THE 64
WKVU MUSCULAR
DYSTROPHY
RADIO-THON

1PM MARCH 12 THRU
5PM MARCH 16
START THE NEW TERM RIGHT!
CALL “EGO” ED DURING THE
RADIO-THON AT LA5-8910
HELP “EGO” HELP “KIDS”

**SPECIAL GUEST APPEARANCES AT THE WKVU
STUDIOS, GIVE AWAY TICKETS TO ‘76’S GAMES,
GIVE AWAY ALBUMS, AND MORE SURPRISES.

6 "WKVU" 4
—VILLANOVA UNIVERSITY—
Ego Takes a Fall
UNION GIVE AWAY NAME LIST. WINNERS MUST PICK UP TICKETS
AT THE UNION OFFICE ONLY. THIS SHEET IS FOR THE LIST OF
WINNERS TO BE SUBMITTED TO THE UNION.

BOSTON TEA PARTY WINNERS.............. (10 SETS OF 2 TICKETS TOTAL 20
MARCH 14, 1975 TO BE GIVEN AWAY IN PAIRS ONLY)

1. 
2. 
3. 
4. 
5. 
6. 
7. 
8. 
9. 
10. 

JOHN F. KENNEDY TICKETS (5 SETS OF 2 TICKETS- 10 TOTAL
(5 SETS OF 2 TICKETS- 10 TOTAL
to BE GIVEN AWAY IN PAIRS ONLY)
to BE GIVEN AWAY IN PAIRS ONLY)

1. 
2. 
3. 
4. 
5. 
WILLIANOVA UNIVERSITY • villanova, penna. 19085
CABRINI COLLEGE
ROSEMONT COLLEGE

WED. MAR. 12, 1975 8 PM JERRY KANE WFIL
THURSDAY MARCH 13, 1975 6-9 PM JOEL DENVER WFIL
THURSDAY MARCH 13, 1975 8 PM LARRY KANE PHONE CALL—KEEP LINES OPEN
FRIDAY MARCH 14, 1975 8 PM. NAT WRIGHT WIP
SATURDAY MARCH 15, 1975 1 PM. LARRY AHERN & TOM CROSWAY SINGERS
SUNDAY MARCH 16, 1975 BETWEEN 12 Noon AND 2 PM. CONGRESSMAN LARRY COUGHLIN

JACK JONES AND BARNEY MORRIS FROM WCAU TV 10 WILL APPEAR
SOMETIME AND DATE (UNDETERMINED) BETWEEN THEIR 7 & 11 PM NEWS REPORT.

WE WILL ALSO HAVE A Taped CALL FROM GOV. SHAPP
SOMETIME TO BE PLAYED AT YOUR DESIRE.

intercollegiate broadcasting system
Muscular Dystrophy Radiothon
From the LP "WKVU Radio 64"
"Ego" Ed Gallagher
And the 64 Staff
LISTEN 70's!
Villanova's WKVU In 100-Hr. Grind

VILLANOVA, Pa.—WKVU, the student-operated station at Villanova Univ. here, is conducting a 100-hour radio marathon for muscular dystrophy beginning Wednesday (12) at 1:00 p.m. and continuing through Sunday (16) at 5:00 p.m.

Station general manager Ed Galagher will be on-the-air personality for the benefit event and hopes to persever for the duration of it.

Many area performers and personalities have volunteered their services, but the station which also services Cabrini College and Rosemont College is still looking for other helpers.
HOCKEY BUCK WINNER (RANGER's)

1. 1.

AUTOGARPHED EAGLES FOOTBALL

1.

AUTOGRAFHED PHILLIES BASEBALL

1.

MC DONALDS GLIB TONGUE AWARD WINNERS

<table>
<thead>
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<th>1.</th>
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<td>2.</td>
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MC DONALDS GLIB TONGUE AWARD LOSERS

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<td>11.</td>
<td>12.</td>
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<td>15.</td>
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1 2 for 6 tickets DARY1 Hall & John Oates Concert (6 tickets) 3 PAIRS
MAIN POINT TICKETS (PAIRS)

MARCH 12, 1975 THE DILLIARDS BLUE GRASS ROCK

WINNERS.
1. Dan Bibb 10:00 show
2. Paul Mamoler 10:00 show

MARCH 18 & 19, 1975. THE GARY BURTON QUINTET?

WINNERS.
1.
2.
3.
4.

76'ers GAME MARCH 21, 1975

1.
2.
3.
4.
5.
6.
7.
8.
9.
10.

PHILLIES ANY GAME TICKETS PAIRS

WINNERS.
1.
2.
March 20, 1945

Dear Mr. Kelley,

Congratulations!

Enclosed please find my contribution.

I am a called from T.E.B.

Sincerely,

[Signature]

P.S.
THE EGO COPY GIVE AWAY ITEMS

8 PAIR OF TICKETS (16) TO MAIN POINT
MARCH 12, 7:00 pm concert. THE DILLARDS
bluegrass rock and roll music.

PAIR OF TICKETS (8) MAIN POINT
TUES AND WED. MARCH 18 & 19, THE GARY BURTON QUINTET
1976 ERS VS. ATLANTA (HOME)
TICKETS TO 76's GAMES ON MARCH 21, 1975

1 TICKETS TO ANY PHILLIES BASEBALL GAME. Joe mckeown 2/6

1 RANGERS HOCKEY PUCK

1 AUTOGRAPHED EAGLES FOOTBALL

1 AUTOGRAPHED PHILLIES BASEBALL

20 TICKETS TO MARCH 14, BOSTON TEA PARTY

10 TICKETS TO APRIL 10, JOHN F. KENNEDY ASSASINATION

15 MC DONALDS LOSER GLIB TONGUE AWARD-GOOD ONLY AT CONSHOHO.

21 MC DONALDS WINNER GLIB TONGUE AWARD " " " " "

6 Tickets 3 Pairs HARVARD COLLEGE CONCERT DARYL HALL AUTO-
6 Tickets for $3.50 each or $700 pair

N.B. THE MC DONALDS GIVE AWAYS ARE ONLY GOOD AT THE
CONSHOHOCKEN MC DONALDS BECAUSE THE CONTEST ACTUALLY
ENDS FRIDAY MARCH 14, 1975 however, THEY WILL EXTEND
IT TO HELP US.

Donations
2 Cases Cola - Warden Bug.
COMMERCIAL COPY
FOR
SUZY-JO DONUTS

Hi Ho Donut Lovers,

WHEN YOU ARE IN THE MOOD FOR A DELECTABLE DELIGHT, TREAT YOURSELF TO A DELICIOUS DONUT FROM SUZY-JO's.

SUZY-JO DONUTS, AT 49 EAST FOURTH STREET IN BRIDGEPORT, HAS A TREMENDOUS ASSORTMENT OF GOODIES TO PLEASE NEARLY EVERYONE. CHOOSE FROM SUCH DELIGHTS AS LUCIOUS CREAM DONUTS, RICH JELLY DONUTS, AND LIP-SMACKING CHOCOLATE DONUTS. SO DO YOUR TASTE BUDS A FAVOR AND STOP IN AT SUZY-JO DONUTS, 49 EAST FOURTH STREET, IN BRIDGEPORT. YOU'LL BE GLAD YOU DID.

TIME: APPROXIMATELY 25 SECONDS

KILL DATE: 3-16-75
Ed Gallagher,

Here's our pledge for your campaign. Very good showing and I'll talk to you next year.

Joe Bowers
Joel Denver

"Banana Joe" Montione
<table>
<thead>
<tr>
<th>LW</th>
<th>TW</th>
<th>TITLE</th>
<th>ARTIST</th>
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<tbody>
<tr>
<td>2</td>
<td>1</td>
<td>DON'T CALL US, WE'LL CALL YOU :20/FADE/3:20</td>
<td>SUGARLOAF</td>
</tr>
<tr>
<td>4</td>
<td>2</td>
<td>SHAME, SHAME, SHAME :16.5/FADE/3:34</td>
<td>SHIRLEY &amp; COMPANY</td>
</tr>
<tr>
<td>6</td>
<td>3</td>
<td>HAVE YOU NEVER BEEN MELLOW :16.5/OOLD/3:28</td>
<td>OLIVIA-NEWTON-John</td>
</tr>
<tr>
<td>8</td>
<td>4</td>
<td>UP IN A PUFF OF SMOKE :07/FADE/3:20</td>
<td>POLLY BROWN</td>
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<td>3</td>
<td>5</td>
<td>LADY :14.5/OOLD/2:58</td>
<td>STYX</td>
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<tr>
<td>7</td>
<td>6</td>
<td>LOVIN' YOU :16/FADE/3:20</td>
<td>MINNIE RIPPERTON</td>
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<tr>
<td>5</td>
<td>7</td>
<td>MY EYES ADORED YOU :15/FADE/3:25</td>
<td>FRANKIE VALLI</td>
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<tr>
<td>1</td>
<td>8</td>
<td>ROLL ON DOWN THE HIGHWAY :13.5/OOLD/3:56</td>
<td>BAOHMAN TURNER</td>
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<tr>
<td>11</td>
<td>9</td>
<td>LADY MARMALADE :09/FADE/3:14</td>
<td>OVERDRIVE</td>
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<tr>
<td>9</td>
<td>10</td>
<td>FIRE :00, :19.5/FADE/3:12</td>
<td>LaBelle</td>
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<tr>
<td>23</td>
<td>11</td>
<td>NO NO SONG :08.5/OOLD/2:30</td>
<td>OHIO PLAYERS</td>
</tr>
<tr>
<td>15</td>
<td>12</td>
<td>CAN'T GET IT OUT OF MY HEAD :12.5/OOLD/3:06</td>
<td>Ringo Starr</td>
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<tr>
<td>20</td>
<td>13</td>
<td>EXPRESS :04.5, :07.5, :22/FADE/3:25</td>
<td>ELECTRIC LIGHT ORCHESTRA</td>
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<tr>
<td>16</td>
<td>14</td>
<td>YOU ARE SO BEAUTIFUL :17.5/OOLD/2:39</td>
<td>B.T. Express</td>
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<td>13</td>
<td>15</td>
<td>LONELY PEOPLE :12.5/OOLD/2:27</td>
<td>Joe Cocker</td>
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<td>18</td>
<td>16</td>
<td>YOU'RE NO GOOD :09.5/FADE/3:40</td>
<td>AMERICA</td>
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<td>17</td>
<td>17</td>
<td>HARRY TRUMAN :10.5/OOLD/3:00</td>
<td>Linda Ronstadt</td>
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<td>14</td>
<td>18</td>
<td>BEST OF MY LOVE :22/FADE/3:25</td>
<td>Chicago</td>
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<td>21</td>
<td>19</td>
<td>BLACK WATER :08.5/FADE/4:00</td>
<td>Eagles</td>
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<td>27</td>
<td>20</td>
<td>PHILADELPHIA FREEDOM :15.5/FADE/5:38</td>
<td>Doobie Brothers</td>
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<td>10</td>
<td>21</td>
<td>I'M A WOMAN :08/FADE/4:07 (DART)</td>
<td>Elton John</td>
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<tr>
<td>17</td>
<td>22</td>
<td>IT'S A MIRACLE :16/FADE/3:16</td>
<td>Maria Muldaur</td>
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<tr>
<td>19</td>
<td>23</td>
<td>PICK UP THE PIECES :09/FADE/3:00</td>
<td>Barry Manilow</td>
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<td>26</td>
<td>24</td>
<td>POETRY MAN :11.5/OOLD/3:15</td>
<td>AMB</td>
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<tr>
<td>08</td>
<td>25</td>
<td>HE DON'T LOVE YOU :13/FADE/3:26</td>
<td>Phoebe Snow</td>
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<tr>
<td>29</td>
<td>26</td>
<td>EMMA :10, :29/FADE/3:30</td>
<td>Tony Orlando &amp; Dawn</td>
</tr>
<tr>
<td>08</td>
<td>27</td>
<td>SAD SWEET DREAMER :02.5/FADE/3:10</td>
<td>HOT CHOCOLATE</td>
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<td>28</td>
<td>28</td>
<td>PART OF THE PLAN :07.13/OOLD/3:318</td>
<td>Sweet Sensation</td>
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<td>25</td>
<td>29</td>
<td>WALKING IN RHYTHM :07.5/FADE/2:54</td>
<td>Dan Fogelberg</td>
</tr>
<tr>
<td>30</td>
<td>30</td>
<td>ANOTHER SOMEBODY DONE SOMEBODY WRONG SONG</td>
<td>BLACK BYRDS</td>
</tr>
</tbody>
</table>

**CHARTBOUND**

1. Am Love
2. Once You Get Started
3. Chevy Van

**EXTRA:**

1. LIVING A LITTLE/Spinners :20.5/FADE/3:16
2. WHAT THE HELL DO I DO WITH YOU/BARRY WHITE :00, :01.5/FADE/3:24
**KVU Plans Radio-Thon**

On March 12, 1975 at 1 p.m., WKVU Radio will begin a 100 hr. Radio-Thon for the benefit of Muscular Dystrophy. The Marathon will end at 5 p.m. Sunday, March 16. Many top named entertainers and sports figures are aiding in the cause via the telephone. Our special guests will include appearances at the KVU Studios by Nat Wright WIP, Larry Kane WCAU TV, Jack Jones and Barney Morris. WCAU TV and Congressman Coughlin from Villanova. Many students from the area high schools are helping raise funds for M.D.A. and all the clubs and fraternities in the University are asked to top their rival frats and clubs by donations. Donations will be accepted at various points throughout the campus and at the station itself.

"Ego" Ed Gallagher will try with your incentive to last 100 hrs. setting a record and you are invited to stop at the station anytime during the marathon to watch after the mid-term break.

WKVU plans to have a variety of give away items for contributors and telephone contributors. Stay tuned to 64 Radio WKVU for further details and the best in music. Request line: LA 3-8910.

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**‘Ego’ Ed Gallagher Sets Jockey Record**

By TERRY DECK
Of The Times Staff

"Ego" Ed Gallagher, disc jockey and general manager of Villanova’s radio station WKVU, established a world-smashing 104 hour radiothon record this past weekend. By sucking lemons, drinking tea and honey and taking a cold shower once every 24 hours between 11 a.m. Wednesday, Mar. 12 and 7 a.m. Sunday Mar. 16 when he emerged victorious at 12:35 and we’ve just got another pledge from the Resident Student Government Association, now that makes $978. Come on gang, keep ‘em coming. And now here’s Elton John’s ‘Your Song’.

All right on the button, on cue, not a beat missed.

Ego Ed,” the mike dead while Elton John wailed, said, "Man, I’m disappointed. I thought I’d feel paranoid, be having hallucinations by this time. That’s what they told me. I thought I’d be really out of it. But I feel great.”

He lights senor Marlboro.

He lightens another Marlboro. Someone says, "Hey Ed, that’s gonna kill ya."

"I gotta smoke man," Ed replies. "My throat’s not sore. I’m just losin’ my voice, that all."

Somebody handed him a tea with honey.

"Thanks man."

You know Ed’s got some ego. During the first 74 hours he’d only done the weather seven times.

Ego Ed never lost his voice or his enthusiasm. After 104 hours he’s still talkin’ while friends, hangers-on and more well-wishers added their congratulations. This went on another two hours.

Then Ego Ed slept for a good 16.

Some ego.

---

**College**

Can you handle yet another college marathon? This one is for a good cause (but aren’t they all) This is a solo marathon being piloted even as you are reading this by Ed Gallagher, 20, a junior at Villanova University. Gallagher is attempting to break a local deejay endurance record and broadcast for 104 hours nonstop on the campus radio station WKVU-AM.

Gallagher, whose boss jock name is Ego Ed, is trying to raise at least $1,000 for Muscular Dystrophy in the process. Donations can be given by calling LA 3-8910. If he makes the 104-hour mark, Ego Ed will sign off at 7 P.M. Sunday.

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**‘Ego’ Ed Gallagher**

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Some ego.
<table>
<thead>
<tr>
<th>PROMO #</th>
<th>PERSONALITY</th>
<th>TIME (sec)</th>
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<tbody>
<tr>
<td>PR-101</td>
<td>ED GALLAGHER</td>
<td>18</td>
</tr>
<tr>
<td>PR-102</td>
<td>TOM DEAN</td>
<td>40</td>
</tr>
<tr>
<td>PR-103</td>
<td>KEN CASEY</td>
<td>45</td>
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<td>PR-104</td>
<td>BARBARA</td>
<td>21</td>
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<td>PR-105</td>
<td>ERIC TREFZ</td>
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<td>PR-106</td>
<td>KARNAK</td>
<td>20</td>
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<tr>
<td>PR-107</td>
<td>BOB COLLINS</td>
<td>39</td>
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<tr>
<td>PR-108</td>
<td>JERRY PENN</td>
<td>29.5</td>
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<tr>
<td>PR-109</td>
<td>GEORGE MORGAN</td>
<td>62</td>
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<tr>
<td>PR-110</td>
<td>DON IMUS</td>
<td>36.5</td>
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<td>PR-111</td>
<td>JESSICA SAVITCH</td>
<td>21</td>
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<td>PR-112</td>
<td>DOUG JAMES</td>
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<td>PR-113</td>
<td>DOUG JAMES*</td>
<td>18.5</td>
</tr>
<tr>
<td>PR-114</td>
<td>ED MICHEN*</td>
<td>100</td>
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<tr>
<td>PR-115</td>
<td>BILL CUNNINGHAM</td>
<td>30</td>
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<td>PR-116</td>
<td>SENATOR SCHWEIKER</td>
<td>31.5</td>
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<tr>
<td>PR-117</td>
<td>CLIDE LEE</td>
<td>19</td>
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<td>PR-118</td>
<td>FRED CARTER</td>
<td>19.5</td>
</tr>
<tr>
<td>PR-119</td>
<td>MIKE DOUGLAS*</td>
<td>40</td>
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<tr>
<td>PR-120</td>
<td>TERRY SMITH*</td>
<td>38.5</td>
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<tr>
<td>PR-121</td>
<td>MIKE GANNON</td>
<td>36</td>
</tr>
</tbody>
</table>
WKVU RADIO MARATHON OFFICIAL ENGINEERING SCHEDULE

WEDNESDAY - MARCH 12, 1975

11:00 AM TO 3:00 PM - Ed Gallagher
3:00 PM TO 6:00 PM - Mike Walozak
6:00 PM TO 9:00 PM - Bob Collins
9:00 PM TO 2:00 AM - Ken Casey

THURSDAY - MARCH 13, 1975

2:00 AM TO 7:00 AM - Tom Pyne
7:00 AM TO 10:00 AM - Jerry Penn
10:00 AM TO 2:00 PM - Joe Macks
2:00 PM TO 6:00 PM - Tom Dean
6:00 PM TO 11:00 PM - Bob Collins
11:00 PM TO 3:00 AM - Judy Ores

FRIDAY - MARCH 14, 1975

3:00 AM TO 7:00 AM - Bill Kearney
7:00 AM TO 10:00 AM - Terry Smith
10:00 AM TO 2:00 PM - Paul Manalow
2:00 PM TO 6:00 PM - Bob Berens
6:00 PM TO 9:00 PM - Ken Casey
9:00 PM TO 1:00 AM - Bruce Wiley

SATURDAY - MARCH 15, 1975

1:00 AM TO 9:00 AM - Jerry Penn
9:00 AM TO 1:00 PM - George Morgan
1:00 PM TO 5:00 PM - Adrian Hickman
5:00 PM TO 9:00 PM - Dr. B.
9:00 PM TO 7:00 AM - Terry Smith

SUNDAY - MARCH 16, 1975

7:00 AM TO 10:00 AM - Bob Lehartz
10:00 AM TO 2:00 PM - Tony Di
2:00 PM TO 5:00 PM - Wally Brukner
5:00 PM TO 7:00 PM - Ken Casey
Ed Gallagher and friend.

"If he thinks he is going to do another marathon tomorrow night, he has another thing coming!"

Ed Gallagher, Lisa Vodneek
March 20, 1975

Mr. Barney Morris
WCAU TV 10
City Line and Monument Ave.
Philadelphia, Pennsylvania 19131

Dear Barney,

I want to express the feelings of the WKVU staff for your help in our radio-thon for Muscular Dystrophy. Our jock, Ego Ed Gallagher managed to stay on the air for one hundred-four hours nineteen minutes and 25 seconds thus beating the current world record 5 seconds shy of 2 hours. Through the help of people like yourself, Ego managed to raise over 1,640 dollars (our goal) to aid Muscular Dystrophy. Once again, thanks so much for making a personal appearance at the radio-thon. As you can see, it was quite successful.

Sincerely,

David J. Kettinger
Public Relations and Promotions Director.

DJK/td
March 20, 1975

Banana Joe
WFIL Radio 56
4100 City Line Ave
Philadelphia, Pennsylvania 19131

Dear Banana,

At this time would like to express the feelings of the WKVU staff for your help in our radio-thon for Muscular Dystrophy. Our jock, Ego Ed Gallagher managed to stay on the air for one hundred-four hours nineteen minutes and 25 seconds thus beating the current world record 5 seconds shy of 2 hours.

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Once again, thanks so much for making your personal appearances at the radio-thon. As you can see, it was quite successful.

Sincerely,

[Signature]

David J. Kettinger
Public Relations and Promotion Director.

P.S. Garry Goodvoice was glad to hear you got the Banana back.
March 20, 1975

Mr. Mike Douglas
KYW TV 3
Independence Mall East
Philadelphia, Pa. 19106

Dear Mike,

I at this time would like to express the feelings of the WKVU staff for your help in our radio-thon for Muscular Dystrophy. Our jock, Ego Ed Gallagher managed to stay on the air for one hundred-four hours nineteen minutes and 25 seconds thus beating the current world record 5 seconds shy of 2 hours. Through the help of people as yourself, Ego managed to raise over 1,640 dollars (our goal) to aid Muscular Dystrophy. Once again, thanks so much for making a promo tape for the radio-thon. As you can see, it was quite successful.

Sincerely,

David J. Kettinger
Public Relations and Promotion Director.
March 20, 1975

Mr. Nat Wright
133 Cliveden Ave
Glenside, Pennsylvania 19038

Dear Nat,

At this time would like to express the feelings of the WKVU staff for your help in our radio-thon for Muscular Dystrophy. Our jock, Ego Ed Gallagher managed to stay on the air for one hundred-forty hours nineteen minutes and 25 seconds thus beating the current world record 5 seconds shy of 2 hours.

Through the help of people as yourself, Ego managed to raise over 1,640 dollars (our goal) to aid Muscular Dystrophy.

Once again, thanks so much for making a personal appearance at the radio-thon. As you can see, it was quite successful.

Sincerely,

David J. Kettinger
Public Relations and Promotions director.

DJK/td

intercollegiate broadcasting system
April 21, 1975

Mr. Jay Cook  
Program Director  
WFIL Radio 56  
4100 City Line Ave  
Philadelphia, Pa. 19131

Dear Jay,

Please forgive me for taking so long to thank you for co-operating last month in our radiothon for Muscular Dystrophy. We were honored to have Joel Denver and Banana Joe help us by doing a show over our facilities.

It is through the cooperation of people as yourself that made the event successful. Ego Ed stayed on the air 104 hrs 19 min 25 sec. and managed to raise $1,650 for MDA.

Once again, thanks for helping us through appearances and plugs over WFIL.

Sincerely,

David J. Kettinger  
Public Relations and Promotions Director

DJK/td

intercollegiate broadcasting system
Nat Wright
Larry Kane
Billy Joel *
Jim O'Brien
Jerry Lewis *
Jessica Savitch
Mort Crim
Mike Douglas
Johnny Carson
El McRullen

Jack Jones  WCAU TV
MO 4-7200

MIKE TUCK
Harry Callas

Al Meltzer
Rodney Dangerfield
N.Y.

Bob Hope
2/13-575-1650
1-212 - 2-46 - 1970
Astell agent

Bet Slous
7-11

Mike Douglas
238-4835

Don Sager

TU4-16 65

TP 86 0575
Nat Wright

WR 87-7506
5055

PE & E 6-1959
5054
Chris - Newton - John
formly Mgt.
14 Upper Holk, Marylebone Rd.
London, England

Joan Ballard
MCA
Promoter
213-759-9500
213-985-4321

Peter Falle
1-213-985-4321

Sunset Marque
1-213-657-1333
<table>
<thead>
<tr>
<th>NAME</th>
<th>ORGANIZATION REPRESENTED</th>
<th>ADDRESS</th>
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<tbody>
<tr>
<td>Benny Morris</td>
<td>WCHA, TV</td>
<td>City of Philadelphia, Avenues</td>
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<tr>
<td>Banana Joe Martinez</td>
<td>WFIL, Radio 56</td>
<td>4100 City Line Ave, Philadelphia, PA</td>
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<tr>
<td>Tom Roberts</td>
<td>The Katharine Pahl</td>
<td>2701 Chestnut St, Philadelphia, PA</td>
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<tr>
<td>Pat Wright</td>
<td>WIP radio</td>
<td>19th Waltz, Philadelphia, PA</td>
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<tr>
<td>Mike L.</td>
<td>WEEZ radio</td>
<td>3500 Edgemont Ave, Philadelphia, PA</td>
</tr>
<tr>
<td>Steve Giglioott</td>
<td>WMMR</td>
<td>411 East Chestnut St, Philadelphia, PA</td>
</tr>
</tbody>
</table>
6 WKVU
EGO-THON FOR
MUSCULAR DYSTROPHYS
TIME: 104:19.25
WORLD RECORD
$1,650
Thank You!
PROMOTION WEEK ONE-LINERS

7.) WKVU- PRESENTING THE ONE-AND-ONLY EGO ED GALLAGHER RADIO MARATHON FOR MUSCULAR DYSTROPHY. JOIN US TO SEE HOW LONG THE EGO CAN GO NON-STOP ON THE RADIO.

8.) WKVU- WHERE MANY FAMOUS LOCAL AND NATIONAL CELEBRITIES APPEAR ON THE EGO ED GALLAGHER RADIO MARATHON. TUNE IN AT 10:00 P.M. MARCH 12TH.

9.) WKVU- WHERE EGO ED GALLAGHER GOES NON-STOP ON THE RADIO WITH HIS MARATHON FOR MUSCULAR DYSTROPHY. ONLY ON 64 RADIO. TUNE IN ON MARCH 12TH FOR ALL THE EXCITEMENT.

10.) WKVU- THE STATION WITH THE ONE AND ONLY EGO ED GALLAGHER RADIO-THON. JOIN IN AND HELP 64 RADIO IN FIGHTING MUSCULAR DYSTROPHY. IT ALL BEGINS AT 1:00 P.M. ON MARCH 12TH.
WKVU PRESENTS MARATHON RADIO MARCH 12-16 FOR MORE DETAILS STAY TUNED TO 64 WKVU

HELP EGO ED AND WKVU HELP CHILDREN—KEEP LISTENING TO WKVU 64 FOR FURTHER DETAILS.

CAN EGO ED LAST 100 HOURS? CAN HIS AUDIENCE? KEEP LISTENING TO WKVU 64 FOR DETAILS CONCERNING WKVU'S RADIOTHON FOR MUSCULAR DYSTROPHY.

HOW WOULD YOU LIKE TO WIN TICKETS TO PHILADELPHIA SPORTS EVENTS, YOUR FAVORITE ALBUMS AND OTHER SURPRISES? KEEP YOUR RADIO TUNED TO 64 WKVU FOR THE BIG EVENT AFTER THE MID-TERM BREAK.

IS ED GALLAGHER'S EGO BIG NOW? WILL IT BE AFTER MARCH 16—TUNE IN 64 WKVU RADIO AND FIND OUT.

WITH EVERYTHING RISING IN INFLATION, WILL EGO ED'S HEAD EXPLODE? FIND OUT THROUGH MARCH 12 THROUGH THE 16TH, ONLY ON WKVU RADIO 64 IN VILLANOVA.
March 10, 1975

WKVU Radio Station

Dear Sir:

Because of our plans for our annual Pre-Law Society's trip to Washington D.C., we will be unable to make a financial donation to your radiothon for Muscular Dystrophy. We would, however, like to render any other assistance to your cause if possible.

Again, we are sorry that we will be unable to make a monetary contribution.

Respectfully yours,

Joyce J. Borsetti, Secretary
Pre-Law Society
WKVU RADIO 64
VILLANOVA UNIVERSITY • villanova, penna. 19085
215 — 525-8910
CABRINI COLLEGE
ROSEMONT COLLEGE

PROMOTION WEEK ONE-LINERS

1.) WKVU— PRESENTING THE EGO ED GALLAGHER RADIO MARATHON FOR MUSCULAR DYSTROPHY. LISTEN FOR YOUR CHANCE TO WIN ALBUMS AND MANY OTHER PRIZES BEGINNING AT 1:00 P.M. ON MARCH 12TH.

2.) WKVU— WHERE EGO ED GALLAGHER BEGINS HIS DARING RADIO MARATHON FOR MUSCULAR DYSTROPHY ON MARCH 12TH. LISTEN FOR GUEST APPEARANCES BY LOCAL AND NATIONAL STARS. ONLY ON 64 RADIO!!!

3.) WKVU— THE STATION WITH THE EGO ED GALLAGHER MARATHON FOR MUSCULAR DYSTROPHY. TUNE IN 64 RADIO FOR DETAILS AND YOUR CHANCE AT BARGAINS ON MANY FABULOUS ITEMS.

4.) WKVU-64— WHERE EGO ED GALLAGHER BEGINS HIS RADIO MARATHON AT 1:00 P.M. ON MARCH 12TH. JOIN US THEN AND HELP US WITH THIS GREAT CAUSE.

5.) WKVU- THE EGO ED GALLAGHER RADIO STATION. LISTEN FOR THE EGO ED RADIO-THON FOR MUSCULAR DYSTROPHY BEGINNING ON MARCH 12TH. ONLY ON 64 RADIO.

6.) WKVU-64— INVITING YOU TO TAKE IN ON THE ACTION ON THE EGO ED GALLAGHER MARATHON ON THE RADIO. YOU'LL ENJOY GUEST APPEARANCES BY MANY LOCAL AND NATIONAL CELEBRITIES.

intercollegiate broadcasting system
While you were out:

- To: Tom Dean
- Date: 2/07
- Time: 3PM
- Message: Call Ed for Ken's call.

- To: DAVE Kelley
- Date: 2/07
- Time: 10AM
- Message: 3PM call Ed for Ken.

- To: Pat引起了
- Date: 2/07
- Time: 10AM
- Message: 3PM call Ed for Ken.
Midnight Sun
FC 2-65-65, PA
734-1440
Kentucky Ave.
5 South 69th St.
Upper D. P.
19082

Jassy Conklin
277-4040
306 Cannon Hills
Wash. D.C. 20515

New Sentinel
Schneider 20510
U.S. Senate
Scott 20510

527-1880

Main Point
457-3375

call assign ed T.V. sta. MH 6-460
cord with: Definitive call
Jenny & Mark have done

dave call Mike Doug
Student Club & Organization President,

Starting 1 pm, March 12, 1975 through 5 pm, March 16, WKVU radio will be holding a radiothon for the benefit of Muscular Dystrophy, a total of 100 hours. Ed Gallagher, station manager and resident jock, will be on the air the entire time.

Ego Ed will attempt to break the current record of 99 hours set by WIBG. We also hope to raise a large sum of contributions for M.D.A.A.

We are sending this letter to you in hopes that you will back us in our attempts and also help in raising contributions and perhaps your club will financially aid our cause.

With your help as an incentive, EGO ED will break the record and help kids throughout the world.

If any questions arise please stop in at the station at your convenience. In any event we would enjoy hearing from you.

Thank You.

David J. Kettinger
Public Relations
"EGO" ED GALLAGHER, DISC JOCKEY AND GENERAL MANAGER OF WKVU, VILLANOVA'S RADIO STATION, WILL ATTEMPT A 100 HOUR RADIO-THON TO BENEFIT THE MUSCULAR DYSTROPHY ASSOCIATION. IT WILL START ON WEDNESDAY, MARCH 12TH AT 1:00 P.M., AND CONTINUE UNTIL SUNDAY, MARCH 16TH AT 5:00 P.M. GUEST APPEARANCES WILL BE MADE AT WKVU'S STUDIOS BY NAT WRIGHT WIP, LARRY KANE WPVI TV, JACK JONES AND BARNEY MORRIS WCAU TV, CONGRESSMAN COUGHLIN FROM VILLANOVA, JOEL DENVER WFIL, AND OTHERS. ALTHOUGH IT IS A CAMPUS RADIO STATION, WKVU WELCOMES CONTRIBUTIONS FROM THE COMMUNITY. IF YOU WOULD LIKE TO MAKE A TAX DEDUCTIBLE CONTRIBUTION TO THE RADIO-THON FOR MUSCULAR DYSTROPHY, YOU CAN EITHER DELIVER YOUR CONTRIBUTION PERSONALLY OR MAIL YOUR DONATION TO WKVU BOX 105, VILLANOVA UNIVERSITY, 19085. FOR MORE INFORMATION CALL LA5-8910.
 WKVU, the Villanova University Radio Station, is going to have a radiothon for Muscular Dystrophy from March 12 through March 16. Many top celebrities from radio, television, sports, and movies have been kind enough to help us set up by making promotion tapes and, in some cases, personal appearances.

What we are interested in are contributions to help us reach our goal. These contributions are tax deductible. We'll also give you a free commercial spot. The more than 10,000 students and faculty members here at Villanova will comprise most of the listening audience.

If your organization would like more information on the program, or if you would like to send a representative to our station, please feel free to contact us at 215-525-8910.

We thank you for your cooperation. Anything donated will be greatly appreciated by the Muscular Dystrophy Association and by WKVU Radio.

Sincerely,

Richard Gioia
Public Relations Asst.
WKVU Radio
Villanova University
100 HOURS—Ed Gallagher, disc jockey and general manager of WKVU, Villanova's radio station, starts his 100-hour "Radio-thon" to benefit muscular dystrophy yesterday.
"YEA, WELL, WHEN YOU'RE A STAR, YOU'RE A STAR!"
--Ed Gallagher

"I WAS GOING TO PUT THEM BACK! Honest!"
--Lisa Vodneck

The ever beautiful Erio Trefz.
A PROMISING LOVE AFFAIR?
Jackie Feddook & Joel Denver

"Alright. Who shut off my microphone?"
—Ed Gallagher

A VIEW FROM MCR.
CUISINE COURTESY OF THE PIE SHOPPE.

"STAND BACK OR I'LL THROW THIS STOPWATCH!"
--JERRY PENN, TOM DEAN
"You mean it's the second door on the left?"
Jerry Penn, Ed Gallagher, Brian Dougherty, Nat Wright, Rich Gioia

"Hi ho donut lovers!"
Tom Dean, Jerry Penn

The merry little elves of WKVU having completed another frolicking caper.
"My mother calls me Edward."
---Ed Gallagher

Getting in tune with WKVU's radiothon.
---Tom Crosway, Larry Ahern

Breaking the one thousand dollar mark, Saturday, March 15, 1975.

"But I don't like spaghetti!"
---Judy Cress
GRINNING THEIR WAY INTO THE GUINNESS BOOK OF WORLD RECORDS.
KEN CASEY, BOB SALAMONE, TOM DEAN, MIKE GALLAGHER, LISA VODNEOK, BOB COLLINS, ERIC TREFZ, WALLY BRUCKNER, BARBARA DI COOGO, GEORGE MORGAN, ED GALLAGHER, JERRY PENN
"There must be an easier way of picking a General Manager!"
Terry Smith, Ed Gallagher

"No, I'm sorry Mr. Carson, but twenty-five thousand dollars for a guest appearance on your show just isn't enough."
—Ed Gallagher

"I'm tired!"—Ed Gallagher

Ed Gallagher and fan club near the end of the radiothon.
"I told you I could say! Two-all beef patties special sauce—lettuce cheese pickles onion on sesame seed bun!"

"You take my picture and I'll throw this banana at you."

Terry Smith, Lisa Vodneck, Ed Gallagher, Robbie Robins

WKU INTELLECTUAL SOCIETY.
Jerry Penn, Tom Dean, Bob Berens, Eric Trefz (President), Bob Collins, Joe Gallagher
D.J.'s Banana Ripped-Off

By ANNE WELSH

"Banana Joe," disc jockey for WFIL, came to Villanova last Thursday night to help Ed Gallagher and WKVU on the second night of their five-day radio marathon for muscular dystrophy.

"Banana Joe" brought his "Bananamobile," a yellow Mustang Mach I, equipped with an eight-foot long fiberglass banana, along with him. While the disc jockey was in Dougherty Hall helping WKVU, the decorative banana was unbolted from the top of the car and carted off.

WFIL is not laughing. The handcrafted banana cost $1000, and took a month to build. The Philadelphia radio station uses the "Bananamobile" at numerous benefits and promotions, and needs the banana back for benefits for the Philadelphia Association for Retarded Children and the March of Dimes.

However, everything turned out all right for Banana Joe and WFIL. On Saturday morning, the pinched banana was found outside Corr Hall by Corr resident advisor Mike Tucker, who returned the fiberglass fruit to WKVU.

Radiothon (Continued from page 1)

Guiness Organization were contacted, and guidelines for conducting the program were received.

A format providing for a number of guest speakers, as well as several contests and give-aways, was chosen. Prizes included twenty tickets to Philadelphia Seventy-Sixers game, four Phillies tickets, and a number of passes to future Main Point performances.

Prior to the start of the record-setting broadcast, WKVU members expressed concern over the manner in which the student body would respond to their project, since it was one that had never been tested previously on campus. Also, since station members were not working in conjunction with any nation-wide campaign against muscular dystrophy, steps had to be taken to make students aware of the drive. However, though no specific goals had been set, those involved with the radiothon considered the venture a success in its initial year.

By 7:00 p.m. last Sunday night, a total of $1,650 had been raised. In addition, DJ "Ego" Ed Gallagher had set a national endurance record of more than 104 continuous hours on the air. Of the funds raised by the radiothon, 85% will go towards research, with the remaining 15% slated for treatment of patients afflicted with MD.
Villanova Radio Marathon Sets New World Record

By Robert Robbins

From 11 a.m., Wed., March 12 through 7 p.m., Sun., March 16, Villanova University radio station WKVU broadcast a "Shamrock" Marathon to raise money for the Muscular Dystrophy Association of America (MDAA). "Ego" Ed Gallagher, a junior and the station's General Manager, presided over the airwaves without pause for all 104 hours, thus setting a new Guinness World record for the length of time any one disc jockey has been on the air continuously, and, most importantly, raising $1650 in MDAA contributions and pledges.

Outside press coverage was provided by all three Philadelphia network TV stations, which only a year before had been on the Villanova campus for a much different news item: student sit-ins and unrest. Philadelphia broadcast personalities who assisted in the telethon included WFL's "Banana Joe" (whose 4-foot fiberglass banana was stolen but recovered by WKVU staff), Barney Morris of WCAU-TV, Larry Kane of WPVI-TV's "Action News," and KYW-TV's Jessica Savitch. Even New York air personality Don Imus of WNBC called in to make a plea for donations.

The station's only regret is that it was unable to secure Jerry Lewis, national MDAA chairman, when he was in Philadelphia taping "The Mike Douglas Show" several weeks before.

Here's Villanova radioman "Ego" Ed Gallagher during his record-setting marathon on WKVU.

As a Villanova alumnus (74) and former WKVU staff member, I am intensely proud of my comrades at the station, for not only have they generously given their time, effort, and money to such a great cause, but they have also succeeded in removing the stigma associated with the name Villanova during the past few years.

Big Banana Found In Dorm at Villanova

By JIM NICHOLSON
Of The Bulletin Staff

It's one thing to steal a nine-foot-long, plastic prop banana, but what can you do with it after you've got it?

The thieves who pulled the caper, by taking the big banana from the roof mount of a promotion car driven by WFIL radio personality "Banana Joe" must have realized this. It was a hot item, as identifiable as the Mona Lisa and tougher to fence.

So the big banana was found at about 6:30 P.M. Friday night on a stairwell in Corr Hall, a dormitory at Villanova University. There were no suspects.

The big prop had been ripped off — literally — early Friday morning while Banana Joe was helping with a marathon radio show at the campus station WWVU. About 3 P.M. yesterday, WFIL sent someone out to the university to retrieve the big banana.

"Banana Joe was glad to have it back," said Jerry Kopenski, a sophomore who deejays a shift at the campus station.

The marathon, benefiting muscular dystrophy, began at 11 A.M. Wednesday and is expected to run until 7 P.M. today. The students say they are also trying for a place in the Guinness Book of Records for "The Longest Running Radio Show Featuring One Personality In Control Of The Show." They said the record is being challenged by Ed Gallagher, a junior from Springfield.
This nine-foot-long WFIL "big banana" has been "ripped off," leaving the station staff frustrated in its planning for parades and other events. The banana is carried atop an auto driven around the Philadelphia area by Banana Joe, a disc jockey, who also gives out real bananas.

WFIL's 'Big Banana' Stolen

WFIL-radio is in big trouble. Somebody ripped off the station's "big banana." The nine-foot-long fiberglass banana rested — until Thursday night — on a platform atop a Ford sedan driven around Philadelphia and its suburbs by Banana Joe, a WFIL disc jockey.

Banana Joe attends all the parades and goings-on around, including many charitable affairs. He carries a carload of real bananas and gives them out to all who approach his car.

Thursday night about 10, Banana Joe took part in a marathon radio program the Villanova University station was conducting for the benefit of muscular dystrophy work.

When Joe went to leave, his car was still in the campus lot, but minus the banana.

A WFIL spokesman said in a plea to the probable pranksters, "You can have all the real bananas you can handle. Just give us back our big banana. We need it."

He said Banana Joe is scheduled for four other benefits in the next few days, and that it would take a couple of weeks to make another big banana.