



CAROLYN PARKS

Welcome To '83!

After a short publishing hiatus, here we are back on your desk again. Hope you were able, as I was, to spend the holidays with your family and friends and are now back in your office refreshed and invigorated and looking forward to making 1983 the best year country music has ever known. We'll certainly be working towards that goal from our end.

During the two-week break a good deal of correspondence and industry information found its way to my desk, so before moving on to the thoughts and concerns of Country radio in 1983, let's catch up on what's been happening while we've been mulling over such major concerns as where to slot those Christmas records or whether to have that second piece of pumpkin pie!

Preparations for the Country Radio Seminar are in full swing, and the Organization of Country Radio Broadcasters (OCRB) is requesting your help. If your station would like to be included on the annual cassette tape of the best Country radio airchecks, which is distributed to all Seminar attendees, quickly send your best efforts to Joel Raab, c/o WHK, Euclid Avenue @ E. 12th, Cleveland, OH 44115. Also, any station wishing to submit examples of its TV campaign to be used for a special video presentation should submit 3/4-inch videocassettes labeled with call letters, city, state, and name of campaign to David Gerard, c/o WKSJ-FM, One Playhouse Square, Cleveland, OH 44115. Finally, Frank Mull is requesting samples of station promotional materials (T-shirts, belt buckles, caps, bumperstickers, etc.) for display at the CRS in February. Send to Frank at Mull-ti-Hit Promotions, 50 Music Square West, Suite 604, Nashville, TN 37203. Deadline for the airchecks and videocassettes is January 7, so don't delay if you want your station included in these presentations.

Movement

As reported last year, Bob Neil named PD at WFIL/Philadelphia from neighboring WIP, filling the slot vacated by Kris Chandler... Rob Ryan, an upped to PD at K95-FM/Tulsa... Wayne Gardner replaces Steve Holbrook as PD of WKSJ-FM/Mobile and will also remain as morning show host... Alan Furst, former WEEP/Pittsburgh PD, moves to the same position at WCAW/Charleston, replacing Rick Johnson who remains on AM drive. Dennis Reed upped from MD to PD at WEEP... Chris Gable becomes PD at A/C-formatted WAIA (97AIA)/Miami from OM at WRKZ (Z107)/Hershey, leaving an opening there... WXXK/Allentown ups Neal Newman to PD as Chuck Henry remains as air personality... Mike Williamson leaves WCCC-FM/Hartford for the PD/morning slot at WIXY/Springfield, MA, replacing Brian Hale, who is now morning driver at sister station WAQY... WDAK/Columbus, GA's new PD is Val McGinnes, taking over for OM Ron Walton, who resigned... Terrill Metheny is still looking for a PD at KUUY (Box 926, Cheyenne, WY 82003)... Also part-time and future openings at WXBQ/Bristol, and a Country background not needed to qualify. T&R to: Steve Taylor, PD, WXBQ, Box 1389, Bris-



Rob Ryan

tol, VA 24203... Dale Sparks from KYOU & KGRE/Greeley, CO and will also do the morning show. Some changes Dale has instituted include Mary Jo Rogers as MD and 7pm-mid. jock, Don Elliott to Public Service Director and 2-7pm slot, and Larry Selzle for the 10am-2pm airshift.

Gary "Fuzzy" Herron signs on as KCBQ (Q105)/San Diego's MD. The San Diego Country Music Association just named both Charter stations "Station Of The Year," morning team Charlie & Harrigan "DJ's Of The Year," and "Country" Al Turner "Personality Of The Year." Congratulations on the triple play!... Mary Jo Kacsan named MD at WDSY/Pittsburgh... New MD at KKCS-FM/Colorado Springs is Lee Pitt... Jay Wilger promoted to MD at KECK/Lincoln... New Sports Director at WFIL/Philadelphia is Eagles veteran Vince Papale... Former KEEN/San Jose PD Jay Albright (who was most recently in the station's sales department) joins Drake-Chenault as a programming consultant... KJIB/Portland welcomes midday jock Cyn Bolsta from WCCO-FM/Minneapolis... In the same city, former KYTE MD Don Perry (as well as 11 other station staffers) are out of work due to "massive budget cuts." Station is going to automation overnight... Bob White moves to WBEY/Grasonville, MD as midday personality from WAYE/Baltimore... New staffers at WRKT/Cocoa Beach include Becky Dillon for evenings (from WCRJ/Jacksonville) and Doc Roberts for overnights (from KBBQ/Ventura)... KKCS/Colorado Springs welcomes Monica Marshall for the 2-6am slot and Dan Cowan for weekends... New morning man at KBMR/Bismarck is Ron Scott from WJMR/Ridgeland, SC.

New station lineup at KCJB/Minot includes Doc James (6-10am), Mark Ess (PD and 10am-2pm), Dean August (2-6pm), Dawn Garrison (6-10pm), Lynn Dayton (10pm-2am), and Joe Wickman (2-6am)... KCEY/Turlock, CA's latest lineup is as follows: "Incredible" Lee Smith (6-10am), Steve Warner (10am-3pm), "Lean" Ron Stevens (3-7pm), Sandy Mask (7pm-mid.), and Kurt McClure (mid.-6am)... WIZY/Macon recently dropped SMN's Country format and announced a new lineup. Mike Bonts (PD and 6-10am), Lois Weaver (10am-3pm), "Big" Al Parker (2-7pm), Gordon Price (7-11pm), Larry Tripp (11pm-6am), and Rick Lowe, Greg Levrett, and Ron Frazier for weekends... The Golden Spike Country Music Association, at its recent convention in Ogden, UT, announced winners of the "DJ Of The Year" competition, which included David B. Smith of KZAN (First), Country Joe Flint of KSOP (Second), and Claudia Love of KZAN (Third). Our congrats to all three! KZAN's latest roster of talent is as follows: Tom Lindgren (6-10am), Jim Mickleson (10am-3pm), David B. Smith (3-7pm), Mike Martin (7pm-mid.), Hans Christian (mid.-6am), with weekenders Dave Chandler, Tracy Chapman, and Claudia Love.

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Station Profile KOMA/ Oklahoma City

P.O. Box 1520
Oklahoma City, OK 73101
(405) 794-1573

GM: Woody Woodard
PD: Gregg Lindahl
MD: John Pratt

Owner: Storz Broadcasting Co.
Rep: Blair Radio

1520 kc.
50,000 watts

KOMA, with 50,000 watts, covers not only the Oklahoma City market but also an extended area reaching "22 states and two foreign countries," says station PD Gregg Lindahl. "In fact, once when we did a contest offering a trip to Oklahoma City and ran it on the night signal, we got responses from 25 states!"

The station, which changed from a rocker on September 12, 1980, is heavily involved in music research. "We're doing market research and market calls on a weekly basis," Gregg explains. "We take those calls and structure a sample out of those by calling about 100 people a week and asking them to give us their opinion on songs by playing them the hook. Then we tabulate the information and weight it out according to the way we want the demographics to be. Since you can't really research the new material, we pretty much add for sound based on the type of records that have done well for us or tested well for us in the past. The music falls about 60/40 oldies to currents, and from time to time we even play LP cuts in regular rotation if we find that an album is doing real well here saleswise."

In a highly competitive Country market such as Oklahoma City, there has to be at least one element which will make your station stand out among the crowd. I asked Gregg how KOMA was different from the other Country stations there. "We've remained pretty consistent from day one. All we really did was change the music. We maintained an uptempo, exciting, very foreground presentation on the radio station. It's pretty much a Top 40 type of format only playing country records. We're very active promotionally, don't play three in a row or anything like that. I definitely think we're the most exciting radio station in this market. We're also a full-service station with news, sports, farm reports, etc. without ignoring the music, which has to be the star."

"As far as my programming philosophy goes, it's win... at all costs! Seriously, you have to deal with everything that comes along on a case-by-case basis, always looking to stay fresh. The challenge for us, since we're a highly-researched radio station is to maintain an aura of variety on the air, and we want to keep things interesting since we're essentially playing the same things over and over again. I think that's a programming challenge, but you could also call it the programming philosophy which we operate under."



Pictured in the KOMA group portrait are (l-r) News Director Bob Glover, morning man Jim McCloud, newperson Jama Bowen, PD Gregg Lindahl, afternoon jock Bobby Yarbrough, Promotion Director Pamela Fox, and 7pm-midnight personality Olen Wells. Missing are MD John Pratt, all-nighter Marlin Jay, weekenders Eddie Briggs and Dink Bernardy, and newsmen Steve Bennett and Jeromie Wilson.

Who Kicked The Habit First?

The October 8 article on WILQ/Williamsport and its "first in the nation" radio smoking clinic naturally brought letters from other stations which ran similar programs at earlier dates, such as the following:

Dear R&R:

Nice article on "WILQ Quits." However, it's not the first. Check with WHLO in Akron, Ohio... Steve Cannon did this in '75 or '76 when the 5-day plan first came out.

Rob Baxter,
WMAY/Springfield, IL

However, by far the most informative letter comes from WCTC/New Brunswick, NJ OM Jay H. Meyers, who notes that it's not important who was first, but rather radio's involvement in offering this public service to its listeners. Jay's A/C-formatted station tied in with the American Cancer Society for its presentation, and here he shares the structure this program took as well as some very encouraging follow-up results.

Dear R&R:

I am writing in response to Carolyn Parks's column in the October 8th issue regarding the "first radio smoking clinic in the nation."

In April 1981, WCTC and the American Cancer Society put together what we suspect was the first true radio quit-smoking clinic in the nation.

Our presentation was a three-week series consisting of a 15-minute program Monday through

Friday evenings at 7:15pm. Participating in the show was Nelson Lair, a quit-smoking facilitator used by the American Cancer Society, and Brent Felgner, WCTC's morning news anchor. Brent, then age 29, had been a two-to-three pack-a-day smoker since age 16.

We decided on the one to one approach and the three-week period for the following reasons:

1) Participants in the program (the listeners) could relate their own feelings and difficulties through a real-life role model (Brent).

2) The Cancer Society advised us that quitting smoking is a long painful withdrawal process and stretching it out with new tasks every day, that is doing a bit more or smoking a bit less, would prove more successful in the long run.

The Cancer Society backed us up by offering free quit-smoking packets to anyone who wanted one. These packets were offered through on-air promotional announcements, run the three weeks prior to the start of the series, and in newspaper ads.

The program was indeed true-to-life and real because of the great one-to-one friendship that Brent and Nelson built on the air. (They had only met once before the program began.) Additionally, Brent was not afraid to express his true emotions, and they came through the radio. Perhaps the highlight or lowlight of the series came about

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