Beach Returns As WKBW PD

Capital Cities Communications has transferred WPBF/Ft. Worth PD Sandy Beach to WKBW/Buffalo, marking Beach's return to the station he left three years ago. Beach, who programmed WKBW for five years in the '70s, replaces the exiting Neil McGinley, WKBW's PD for the past two and a half years.

WKBW VP/GM Frank Woodbeck told R&R, "Sandy has a great knowledge of the market because of his many years here. I feel terrific about having Sandy come back. He's a great talent who can motivate the staff to do the things the audience has come to expect from the station. We are looking to keep a bright sound, and I think Sandy will enhance this, plus help to generate an environment where the air staff can exercise their personalities again.

Beach, who spent a total of 13 years at WKBW, told R&R, "This really amounts to me going home again. I've always had a special relationship with the station and the city, both as a jock and a PD. This is the only station I would consider leaving WPBF.

Reddell Returns To Radio As GM At WQAM

Tom Reddell has been named General Manager of WQAM/MIami, replacing the exiting Ron Beecky. Reddell was most recently with Golden West's pay TV operation, headquartered in Dallas, but previously served as GM at Storz station KOMA/Oklahoma City, and earlier at KYTE/Portland during a 25-year radio career.

Reddell told R&R, "I'm very glad to be back with the Storz organization. This is a terrific facility, not only the oldest in Florida, but it was innovative in using a lot of different formats. We will be continuing with our Country format, adding some things and making a few changes, mostly internal staff shifts. The station has had some difficulties of late, but we're prepared to meet that head on and get it back where it needs to be. The signal covers the whole South Florida market and then some, and we're really anxious to get the station up so we're dominant in the market."

Before joining WQAM, Reddell put the finishing touches on a pilot for TV syndication called "Exercise," featuring exercising to country music. Former WQAM GM Beecky has not yet announced future plans.

 TRANSACTION: Sundance Buys WOKY & WML From Charter

Sundance Broadcasting has acquired WOKY & WML/Milwaukee from Charter Broadcasting for $4.75 million. Sundance owns KDDI & KEDJ in Seattle, and David Reynolds and Jorgenson are equal partners. Sundance of Wisconsin represents a new partnership comprising several principals, Reese and Jorgenson among them. "Music Of Your Life" formatted WOKY has 5,000 days. 1,000 at 900 kHz, WML, a Country station, has 14,800 at 101.1 kHz with an antenna 950 ft above average terrain. The sale will be completed following FCC approval.

Reg Johns Joins Fairwest

Reg Johns will shift from the PD post at Fairbanks' WVBF/Boston to the newly-created position of National Operations Director for the company's syndication division, Fairwest. In making the announcement, Fairwest VP/GM Jim West indicated that George Johns (Reg's brother) would continue to be the company's primary programming consultant, telling R&R, "George had no more avails. I thought, who could I get that would combine the best elements of philosophy, an understanding of George's methods, and national crediblity? It came down to one guy. I'm just thrilled that we were lucky enough to get him." Johns, who will remain with WVBF until his successor is selected and trained, commented, "I think the beauty of going to

Skidelsky New WBOS Station Manager

Barry Skidelsky has been named Station Manager at AOR-formatted WBOS/Boston. WBOS President Herbert Hoffman commented, "We're very pleased to have someone that's been an integral part of Barry's club's label, and look forward to his contribution to an improved WBOS.

WBOS Vice President Jane Duncan told R&R, "Barry was hired because of his outstanding background in sales and his legal and business acumen, along with his knowledge of the market. We've been adding to our personnel in hopes of building up a more qualified staff, his appointment is an example of that."

Prior to joining WBOS, Skidelsky was Sales Manager at WCVR/Randolph, VT. His background includes both programming and sales experience with WHAT, WBBD, and WMMR, all in Philadelphia; WNYC/New York; and WCOD/Boston. Skidelsky is also a member of the New York Bar. His appointment as Station Manager takes effect immediately.

Mercer Named WYST PD

After two years as Operations Manager for Spaniels formatted KALI/Los Angeles, Gary Mercer has been named PD at United Broadcasting's A/C sister station WYST/Baltimore. Mercer fills the void left when former PD Ralph Rhoades resigned in early January to become PD at WEZC/Charlotte (R&R 1/7).

Operations Bill Parriss stated, "Gary represents the kind of broadcast A/C stations need. WYST's 25,945 target demo is comprised of the same people who made up the teen base in CHR's midday heyday, and his background as a personality in those days makes him uniquely qualified to direct the music policy of a passive music station. By matter of instinct and background, Gary will also bring to the PD role the ability to continue developing the station's format and programming."

WRNZ Converts To Country Format

WRNZ/Columbus switched to a Country format last week after three years as an Adult Contemporary station. WRNZ PD Damon Simon will continue to program the station.

The Morning News/Talk: VP/GM Mark Jividen explained to R&R, "Easy Listening had a few problems, and there had been a bit of R&R's resistant reaction to get into a scrap with it, and another Easy Listening station in town. There really are no other Country FMs in the city. So our problem was how do we develop an FM station that doesn't compete directly with our full-service, information-

www.americanradiohistory.com