



The 1983 R&R

RATINGS REPORT

Volume I

The most comprehensive and easy-to-use ratings guide available is coming soon, free to all R&R subscribers.

Washington Report	4	News/Talk: Brad Woodward	39
What's New	6	Black Radio: Walt Love	40
Networks/Suppliers/Reps	8	This Week In Music History/MTV	42
Ratings & Research: Jhan Hiber	12	Picture Page	43
Ratings Results	15	Marketplace	44
Management: Bruce Johnson	16	Opportunities	44
Street Talk	18	National Music Formats	47
Calendar: Brad Messer	22	Black Chart	62
CHR: Joel Denver	24	Country Chart	64
AOR: Jeff Gelb	30	AOR Charts	72
A/C: Jeff Green	34	A/C Chart	72
Country: Carolyn Parks	37	CHR Chart	72
Nashville: Sharon Allen	38		

Beach Returns As WKBW PD

Capital Cities Communications has transferred WBAP/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 six 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 WBAP

for. I don't really have a complete game plan for WKBW yet, but I do know it will be a fun-sounding, personality radio station again, the sort of station that will give the audience a real reason to turn the radio on."

Beach added that no replacement has been selected at WBAP, and announced that Tom Shannon, a former WKBW jock in the '60s, would be rejoining the station in afternoon drive. Shannon was most recently an air personality at CKLW/Detroit. He replaces Joe Gallagher, who joined WGY/Schenectady.

Reddell Returns To Radio As GM At WQAM

Tom Reddell has been named General Manager of Storz's WQAM/Miami, replacing the exiting Ron Beckey. 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 the innovator in 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 "Texercise," featuring exercising to country music. Former WQAM GM Beckey has not yet announced future plans.

TRANSACTION:

Sundance Buys WOKY & WMIL From Charter

Sundance Broadcasting has acquired WOKY & WMIL/Milwaukee from Charter Broadcasting for \$4.75 million. Sundance owns KIDO & KIDQ/Boise, in which David Reese and Michael 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 5kw days, 1kw nights at 920 kHz. WMIL, a Country station, has 14.8kw at 106.1 mHz with an antenna 950ft. 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's 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 credibility? 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 replacement 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 of Barry's caliber join us, and look forward to his contribution to an improved market position."

WBOS Vice President Jane Duncklee told R&R, "Barry was hired because of his outstanding background in sales and his legal knowledge, along with his knowledge of the market. We've been adding to our personnel in hopes of building up a more qualified staff, and 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, WWDB, and WMMR, all in Philadelphia; WRKS/New York; and WCOZ/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 Spanish-formatted KALI/Los Angeles, Gary Mercer has been named PD at United Broadcasting's A/C sister station WYST/Baltimore. Mercer fills the vacancy left when former PD Ralph Rhoades resigned in early January to become PD at WEZC/Charlotte (R&R 1-7).

United VP/Operations Bill Parris stated, "Gary represents the kind of broadcaster A/C stations need. WYST's 25-34 target demo is composed of the same people who made up the teen base in CHR's midsixties 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

MERCER/See Page 20

WRNZ Converts To Country Format

WRNZ/Columbus switched to a Country format last week after three years as an Easy Listening station. WRNZ's AM sister station, WMNI, has been Country since the midsixties. WRNZ PD Damon Sheridan will continue to program the station.

WMNI & WRNZ VP/GM Mark Jividen explained to R&R, "Easy Listening has had a few problems, and there had been a bit of reluctance to get into a scrap with another Easy Listening station in town. There are really 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-

WRNZ/See Page 20

Fairwest is to be able to do the programming that I really enjoy, but be involved more on the inspirational, motivational, and innovational level. I've enjoyed working at WVBF for the past three years. It's been great working with (GM) Ken Spitzer, and before him, Jay Williams. I'm still excited about working with Fairbanks under the leadership of (Exec. VP) Jim Hilliard and the direct leadership of Jim West."

Before joining WVBF, Reg Johns programmed CFTR/Toronto and CKGM/Montreal. He will relocate to Fairwest's headquarters in Dallas.

SIMMONS JOINS KDYL & KSFI

Rogers OM At KMEO-AM & FM

W. Lane Rogers has been appointed Operations Manager of KMEO-AM & FM/Phoenix. He moves over from a similar position with KDYL & KSFI/Salt Lake City, where he was succeeded by Robert Simmons. Rogers himself replaces former OM Steve Schy, who recently joined KOAX/Dallas.

Commenting on the appointment, KMEO General Manager Steve Wrath said, "We waited about six months to hire an OM. Our radio station is committed to our Easy Listening format, so I had to search a long time for a guy who was real experienced in this format and committed also. I got one in Lane Rogers."

Rogers told R&R, "I'm absolutely delighted to be in Phoenix. It's a wonderful town and KMEO is a great radio station. We have a very strong competitor in the market and, of course, our desire is to lessen its impact. We think we can do it. There will be no major changes in the staff or format. It's just a matter of fine-tuning."

Simmons has been in radio 25 years and was KSL/Salt Lake City's morning man for ten years. His background also includes stints as a management consultant and professor, holding a PhD in psychology. Regarding his return to radio, he remarked, "I'm absolutely overstimulated. I finally got tired of academia and wanted to get back to the real world. We have the unique ability to capture the total adult audience, either with Beautiful Music (KSFI) or all-News/Information (KDYL). Our goal is market domination."

Southcott Segues To KPRZ As PD

Los Angeles broadcast veteran Chuck Southcott has been named Program Director/Consultant for Gannett's KPRZ/Los Angeles. Station air personality Tom Murphy has been overseeing the day-to-day programming; he will now concentrate on his daily shift.

Wally Clark, President/GM of the "Music Of Your Life"-formatted station, commented, "KPRZ has done exceptionally well since our format change in October 1981. Chuck Southcott's vast experience in the MOR format will be a great help in maintaining the explosive growth of the KPRZ audience."

Southcott was most recently involved in the production/selling of two syndicated formats, "The Entertainers" and "This Is Music." In addition to his new post, Southcott retains his role as host of Watermark's "Musical" series. He told R&R, "I'm delighted, primarily because the talent lineup of this station is the strongest in the city. The goal for KPRZ is to be the strongest personality/adult music station in Los Angeles."



Chuck Southcott

STAFF

Publisher: BOB WILSON
Vice President, Sales & Marketing: DICK KRIZMAN
Executive Editors: KEN BARNES, JOHN LEADER
Art Director: RICHARD ZUMWALT
News Editor: GAIL MITCHELL
Ratings & Research Editor: JHAN HIBER
Sales & Marketing Editor: JONATHAN HALL
Format Editors: JOEL DENVER (CHR), JEFF GELB (AOR), JEFF GREEN (A/C), WALT LOVE (Black Radio), GAIL MITCHELL (Easy Listening), CAROLYN PARKS (Country), BRAD WOODWARD (News/Talk)
Senior Associate Editors: KRISANN ALIO, ELLEN BARNES
Associate Editors: NINA ROSSMAN, SYLVIA SALAZAR, CLAUDIA STEWART, CAROL TAYLOR
Computer Services Director: DAN COLE
Traffic Director: ADRIENNE RIDDLE
Circulation: JUDY LUCARELLI

Washington Bureau: 818 Connecticut Ave., NW, Suite 300, Washington, DC 20006, (202) 466-4960

Bureau Chief: JONATHAN HALL
National Sales Director: BARRY O'BRIEN
Washington Editor: BRAD WOODWARD
Sales Representative: VIVIAN FUNN
Office Manager: CHERYL SOMERS
Legal Counsel: JASON SHRINSKY

Nashville Bureau: Box 171116, Nashville, TN 37217, (615) 793-6571, 793-6391
Bureau Chief: SHARON ALLEN

Production Director: RICHARD AGATA
Associate Art Director: MARILYN FRANSDEN
Photography: ROGER ZUMWALT
Typography: KENT THOMAS, LUCIE MORRIS, SANDRA GUTIERREZ
Graphics: L.T. PEARL, GARY VAN DER STEUR
Creative Consultant: MARK SHIPPER

Creative Services Director: MIKE ATKINSON
Marketing Services Director: PETER STARR
Marketplace Coordinator: PAM BELLAMY
Office Manager: NANCY HOFF
Administrative Assistant: PAULA PONCE
Controller: MARGARET BECKWITH

Radio & Records is published every Friday by Radio & Records, Inc., 1930 Century Park West, Los Angeles, CA 90067 (213) 553-4330. Subscriptions \$195 per year or \$55 per quarter. International subscription rate \$350 per year. All reasonable care taken but no responsibility assumed for unsolicited material. R&R reserves all rights in material accepted for publication. All letters addressed to R&R or its Editors will be assumed intended for publication and reproduction and may therefore be used for this purpose. Nothing may be reproduced in whole or in part without written permission from the Publisher. The terms AOR, Back Page, Breakers, Hot Tracks, Most Added, National Airplay, 30, Parallels, Radio & Records, and Street Talk are registered trademarks of Radio & Records. Printed in U.S.A. Mailed first class to the United States, Canada, England, Australia, New Zealand, and Japan. 1983 Radio & Records, Inc. A division of Harle-Harris Communications