

Air Personalities — A New R&R Column

R&R has special coverage for the radio GM, programmer, sales manager, and researcher. Next week **Dan O'Day**, noted humor service supplier and former personality, begins a new biweekly R&R column aimed directly at the air personality. Interviews with top on-air stars (like **Howard Stern** next week) and articles on the fundamentals make for useful and entertaining reading . . . every other week in R&R.



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WNDE Names Roberts PD

WSNI/Philadelphia overnight personality **John Roberts** has been named PD at Oldies-formatted **WNDE/Indianapolis**. Roberts fills the vacancy left two months ago by the departure of former **WNDE & WFBQ OM Alan Edwards**. The appointment reunites Roberts with **Gulf Broadcast Group**; he previously was PD at the company's former station **WKAP/Allentown**.

WNDE & WFBQ GM Denny Rossman commented, "Because John worked for our company before, we've been able to observe his success. I really liked John's desire to get into a larger market as a program manager. He has a lot of expertise in many different formats, including some background in non-current formats. John's a tenacious, highly-motivated guy, and that's what the position is going to take."

Before joining **WNDE**, Roberts handled overnights at **WSNI** for a year. He worked weekends at **WSNI** for 12 of the 18 months he was PD at **WKAP**. His background also

includes PD terms at **KDWZ/Grand Forks, ND** and **WECQ/Geneva, NY**. Roberts told **R&R**, "I'd been getting itchy to program again, so I was very happy when (**Gulf Broadcast National PD**) **David McNamee** contacted me about the job. The company is really behind us, ready to give what we need to achieve our goals. **WFBQ PD Bill Wise** did a very good job keeping things going for the last couple of months. This is probably the strongest management team I've been lucky enough to be a PD for, and I feel really good about it."

WENDELL EXITS AFTER 12 YEARS

Capitol Elevates Lee To Sr. VP/Marketing & Promotion

In a surprising move, longtime **Capitol VP/Promotion Bruce Wendell** resigned his position last week. **VP/Marketing Walter Lee**, replacing Wendell, has been promoted to **Sr. VP/Marketing & Promotion**. At the same time, **Bill Burks, Director/Creative Services, Advertising & Merchandising**, has been upped to **VP/Creative Services & Merchandising**.

A 14-year **Capitol** veteran, Lee was previously a local promotion rep in **Boston**, moving into sales as **Capitol's Detroit**



Walter Lee Bruce Wendell

"THEY HAD TO RUN FOR IT"

KOSY Studios Gutted By Fire

The offices and studios of **KOSY-AM & FM/Texarkana, AR** were destroyed **March 6** by an electrical blaze which swept through the two-story building in a matter of minutes. Estimates on the damages are still being calculated.

PD Don Michaels told **R&R**, "It started around 5am between floors in the back of the station above some sales offices. The building was mostly empty at the time, so the fire wasn't noticed right away. It spread to the production rooms, and by the time flames broke through the ceiling into the control rooms, it was going pretty strongly. Because of the heavy smoke, the air personalities didn't have a chance to tell the

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Branch Manager. He was eventually named **VP/Sales**, adding the marketing responsibilities to his duties in 1981. He told **R&R**, "This certainly will be a new challenge for me. Knowing that I've got such a fine promotional team backing our product will insure a continuance of the fine efforts which **Bruce Wendell** began. Having marketing and promotion under one umbrella makes for a more expeditious handling of our projects, with greater benefit for all **Capitol** artists. I feel, as does (**Capitol President**) **Jim Mazza**, this will give us a decided advantage in the marketplace."

LEE/See Page 26

Patton Joins Hiber Firm

John Patton, former **Chairman/CEO of Bonneville Broadcasting System**, has joined **Jhan Hiber's** research/marketing consultancy as **Senior Vice President**, following the resignation of **Larry Patrick**. At the same time, the **Pebble Beach, CA-based** firm announced a name change to **Jhan Hiber & Associates, Inc.**

Jhan Hiber said, "As we are on the eve of our fifth anniversary, it seems appropriate to reorient ourselves to reflect not only my expertise and involvement, but also to reflect the contribution of the 15 other key people in our two offices."



John Patton

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Grossman Upped At PolyGram

Joe Grossman has been named **Director/National Promotion at PolyGram Records**. A six-year company veteran, Grossman was most recently **Director/National Secondary Promotion**. **PolyGram's Senior VP/Promotion Bob Edson** commented, "Joe Grossman's work has always been first-rate, and his new promotion should be viewed as further confirmation of our belief in his talent and expertise."

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Joe Grossman

TRANSACTIONS

Price Buys WTIX, KOMA From Storz

Price Communications entered an agreement with **Storz Broadcasting** last week to purchase **WTIX/New Orleans** and **KOMA/Oklahoma City** for \$6 million, pending **FCC** approval. **A/C WTIX** operates at 690 kHz with 10 kw

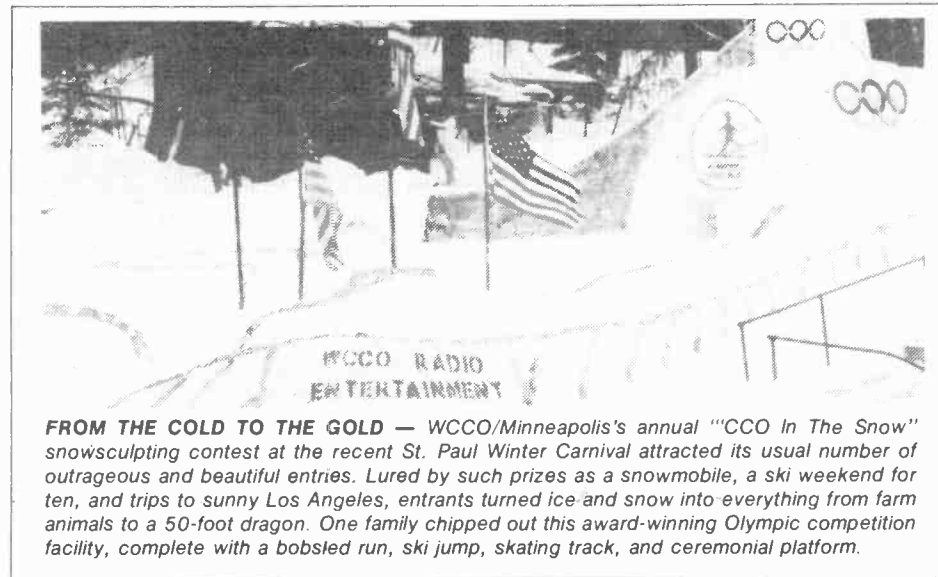
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FROM THE COLD TO THE GOLD — WCCO/Minneapolis's annual "CCO In The Snow" snowsculpting contest at the recent St. Paul Winter Carnival attracted its usual number of outrageous and beautiful entries. Lured by such prizes as a snowmobile, a ski weekend for ten, and trips to sunny Los Angeles, entrants turned ice and snow into everything from farm animals to a 50-foot dragon. One family chipped out this award-winning Olympic competition facility, complete with a bobsled run, ski jump, skating track, and ceremonial platform.

WCOL Plans A/C Evolution

WCOL/Columbus has discontinued **Taft's "Primetime"** nostalgia format, and has begun a gradual shift to **A/C**. The station is presently programming oldies, and expects to complete the transition by **May 1**.

Explaining what led to the format change, recently-appointed **PD Bob Mitchell** told **R&R**, "First of all, the older listeners weren't of any sustaining value, and the format fared very poorly. Also, our focus groups showed that while **WCOL** still has a strong and favorable image, a lot of people who enjoyed its Contemporary tradition stopped listening because it was targeting 55+. So we've brought back the music the listeners grew up with; it's not limited to oldies. The 25-49 and 25-54 year-olds in Columbus feel **WCOL** is their radio station, and we're giving it back to them. Our new slogan is 'The Good Times Are Back.'"

Mitchell added that former **KPLZ/Seattle** air personality **Scott Norman** has joined **WCOL** for mornings.

O'NEIL WCKO MANAGER

Duffy Manages, Buys Into WINN

WCKO/Miami-Ft. Lauderdale Station Manager Tom Duffy has joined with **WCKO** owner **Bob Bell** in purchasing **WINN/Louisville** from **Bluegrass Broadcasting** for \$350,000. **Duffy** will serve as **Station Manager for WINN**, which will change formats from **Country to Century 21's MOR** Adult approach with new calls **WLLV (We Love Louisville)**.

Bell will serve as **President of Full Force Broadcasting**, while **Duffy** will join **Treasurer Tom Hurvis** and three Chicago businessmen as stockholders. **Bell** already owns, along with **WCKO, WRBG & WCGL/Jacksonville, WJLD/Birmingham, WXLL/Atlanta, and WWUS/Key West, FL**. Replacing **Duffy** as **WCKO Station Manager** is **John O'Neil**, a partner in that station.

WINN broadcasts on 1240 kHz with 1000 watts. Broker for the transaction was **Stan Raymond**.