WNDE Names Roberts PD

WSNI/Philadelphia overnight personality John Roberts has been named PD at Oldies-formatted WNDE/Indianapolis. Roberts fills the vacuum left two months ago by the departure of former WNDE-WFBQ GM Alan Edwards. The appointment reunites Roberts with Gulf Broadcasting Group; he 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 WEQJ/Queens, NY. Roberts told R&R, "I'd been getting itchy to program again so I was very happy when (Gulf Broadcast National PD) David McNamara contacted me about the job. The company is really behind us, ready to give what we need to achieve our goals. We sold WFBQ Hill 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 really feel good about it."

O'NEIL WCKO Manager

Duffy Manages, Buys into WINK

WINK/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 WINK still has a strong and favorable image, a lot of people who enjoyed its Contemporary tradition stopped listening because it was targeting 15-34. 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 WINK 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 Newman has joined WCOL for mornings.

FROM THE COLD TO THE GOLD — WCCO/Minneapolis's annual "CCO In The Snow" snowsculpting contest opened on Friday, Dec. 18 when Paul Winter Carnival attracted its usual throng of outrageous and beautiful entries. Lured by such prizes as a snowmobile, a ski weekend for men, and trips to sunny Las Vegas, entries turned into and snow into everything from farm animals to 5-foot dragon. Only family shaped the control 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 personality's didn't have a chance to tell their stories of permanent 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 programmed 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 WINK still has a strong and favorable image, a lot of people who enjoyed its Contemporary tradition stopped listening because it was targeting 15-34. 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 WINK 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 Newman has joined WCOL for mornings.

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/Promoting 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 Manager. "THEY HAD TO RUN IT FOR" KO5 Studios Gutted By Fire

The offices and studios of KO5/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 2am 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 personalities didn't have a chance to tell the audience to move."

Patton Joins Hiber Firm

John Patton, former Chairman/CEO of Bonneville Broadcasting System, has joined John 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 John Hiber Llc.

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

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 Senior VP/Promotion Bob Edson commented, "Joe Grossman's work has always been first-rate, and his promotion should be viewed as further confirmation of our belief in his talent and expertise."

GROSSMAN/See Page 26

TRANSACTIONS

Price Buys WTX, KOMA From Storz

Price Communications entered an agreement with Storz Broadcasting last week to purchase WTX/New Orleans and KOMA/Okahoma City for $6 million, pending FCC approval. A/C WTX operates at 980 kHz with 10 kw.

TRANSACTIONS/See Page 26