

WHAT'S GOING ON IN WASHINGTON?

Deregulation? FM drop-ins? FCC rulemaking? Everything pertaining to radio that goes on in the nation's capital shows up in **Brad Woodwood's** Washington Report. Fast, factual, and fully understandable Washington news, each week in **R&R**.



Page 4

Washington Report	4	Black/Urban Radio: Walt Love	44
What's New	6	Jazz: Barbara Barnes	46
Networks: Reed Bunzel	11	Calendar: Brad Messer	48
Ratings & Research: Jhan Hiber	16	Marketplace	49
Street Talk	18	Opportunities	50
Management	22	National Music Formats	52
Leader At Large: John Leader	23	Jazz Chart	53
On The Records: Ken Barnes	26	Country Chart	57
CHR: Joel Denver	28	A/C Chart	80
AOR: Steve Feinstein	33	AOR Chart	80
Country: Lon Helton	38	Black/Urban Chart	80
Nashville: Sharon Allen	42	CHR Chart	80
A/C: Ron Rodrigues	43		

Stevens Becomes OM At WZNE

WZNE (Z98)/Tampa has hired Mark Stevens, Production Director for crosstown WSUN, to fill the newly-created position of Operations Manager. Exiting Country-formatted WSUN after programming WQXM/Tampa in its AOR days, Stevens now takes on a third format at CHR Z98. Former Z98 programmer Steve Davis joined WWSH/Philadelphia as PD four weeks ago.

No stranger to CHR radio, having worked on-air at WMYQ/Miami, Stevens told R&R, "This is going to be a great opportunity for me. It's been about a year and a half since I've been out of programming and I think the time away really gave me a new perspective, since most of my time has been involved with production and voicework. I've been in the market for about ten years; I know what needs to be done here, and I look forward to working with (Z98 VP/GM) Gary Kines and the talented staff at Z98."

Kines explained to R&R, "Mark will handle the programming chores on an interim basis until a new PD is picked. His market longevity is a big asset to us in this com-

petitive situation. He's worked closely with Burkhart/Abrams so he has a good understanding of our systems due to his background in AOR and CHR."

Stevens begins his new assignment June 4.

NEW CALLS WLTS

WAIL Drops Urban For A/C

Citing financial reasons, despite high ratings, WAIL/New Orleans discontinued its Urban Contemporary format May 28 for Churchill's "Radio One" live-assist A/C format, adopting new call letters WLTS. OM/PD Barry Richards has accepted the afternoon drive slot at AM sister outlet WYAT; the remaining WAIL staff was let go. The change leaves WYLD as the market's only Urban station.

Owner/GM Ed Muniz explained to R&R, "The last three sweeps were not that great, and with the audience being predominantly teens, the future didn't look too rosy. Business had been dropping off, and we felt there were greener pastures on the other side of the fence. The 'Light Rock, Less Talk' format seems to be doing well in a lot of major markets, and no one's doing it here."

Muniz added that WLTS is planning to improve its signal by moving its tower from suburban Slidell closer to downtown New Orleans.

WWLT Shifts To Country

Following last week's appointment of Doug McGuire as the new PD at WWLT/Atlanta, Katz Broadcasting has, as anticipated, announced definite plans to switch formats at the station from A/C to Country before the end of this month.

Katz Group VP and WWLT GM Bob Backman told R&R, "We felt there was room in the market for another Country station, although there are many good companies with fine stations there. We're looking forward to getting started, as we see a lot of exciting growth opportunities."

Noting a "good possibility" of a call letter change, Backman said that the specific direction of the new Country format will be largely determined by the results of research studies presently underway. The review of current WWLT staffers will follow Katz's takeover of the station, which is expected this week.

Williams KDKB's New PD

After just six months as PD at KATT/Oklahoma City, Warren Williams has been named Program Director at KDKB/Phoenix. Williams fills the vacancy left four weeks ago when Jeff Sattler departed to program K101/San Francisco.

Sandusky Sr. VP and KDKB GM Tommy Vasocu said, "Warren comes from a winning kind of environment. He's a special individual, a strong 'people' person who possesses especially good creative and verbal skills. Warren fits all the criteria necessary for continued success at KDKB. He'll do a terrific job for us, and we're excited about him getting here."

Williams, who begins his new position June 18, worked three years at KATT. He

MOSS NAMED PD

WEEI Sets Kindler As President/GM

William Kindler has been named President/GM at all-News WEEI/Boston, which CBS sold in January to Helen Broadcasting Corp. Kindler replaces Jack Baker, who resigned.

Kindler, who has no broadcast experience, was formerly VP/Human Resources for the pizza chain Papa Gino's, owned by Helen Broadcasting principals Helen and Mike Valerio.

Simultaneously, Director/News & Programming John Wheeling resigned and was replaced by his assistant, Michael Moss. Formerly News Director at WPOP/Hartford, Moss joined WEEI as an anchor in 1980 and moved up to the assistant news and programming job two years later.

Kindler said his appointment reflects a growing U.S. trend of hiring top executives.

KINDLER/See Page 25

Gatti Appointed Selcom VP/GM

Thomas Gatti has been named Vice President/GM of Selcom Network and Group Sales. He succeeds Linda LaPlant, who departed from the company four weeks ago.

Selcom Radio President Barbara Crooks stated, "Tom has a strong background in radio/TV sales and an excellent reputation throughout the industry. He will spearhead our aggressive unwired network and group activities from the New York office, and will oversee the department's sales efforts around the country."



Thomas Gatti

We are delighted to welcome Tom aboard."

Gatti joins Selcom from 3M Corp.'s Cable Networks, Inc., where he served as National Sales Manager. Prior to that, he

GATTI/See Page 24

DEVELOPER OF WINS ALL-NEWS FORMAT

Group W's McGannon Dies

Former Group W Chairman/President Donald McGannon passed away May 23 after a long illness. McGannon, who was 63, retired in 1981 after doctors learned he was suffering from Alzheimer's disease, a progressive brain disorder.

McGannon was best known as a pioneer of television's Primetime Access Rule. A forceful advocate of stringent program and commercial practices, he was also recognized for his commitment to locally-originated TV programming. McGannon gained recognition among radio broadcasters in the late '50s when he cancelled the network affiliations of all Group W sta-

joined the station as an air personality, advancing to MD after 18 months before being promoted to PD last December. Prior to KATT, he spent three years as PD/MD at WXLN/State College, PA. Williams told R&R, "I'm excited by the new challenge. It's a privilege to work at a company with the resources Sandusky has... the possibilities are probably limitless. I've always done two or three things while programming KATT - just being able to focus on programming will be a treat."

Williams added, "KATT is a hybrid AOR, and I think a lot of the principles that were used to win here will be equally sound in Phoenix. I'm not taking along an entire philosophy, but I think I'm well prepared."

No replacement for Williams was named at KATT.

WNYR Names Hatfield PD

After a year as PD at KOMA/Oklahoma City, Bobby Hatfield has accepted the Program Director's post at WNYR/Rochester. He replaces Jeff Goodridge, who plans to enter station ownership.

Prior to KOMA, Hatfield worked as OM/PD at WCII & WKJJ/Louisville, supervising WCII's development as a Country outlet. He told R&R,

"Working at KOMA has truly been a highlight of my career. I spent a lot of fond days with Storz Broadcasting; they've been very good to me. I do regret I won't be able to



Bobby Hatfield

continue with (KOMA's new owner) Price Communications, because they are a fine company."

"However, there is a superb opportunity for me with (WNYR VP/GM) Len Hart and his team in Rochester. Malrite is a great

HATFIELD/See Page 25

O'DAY TO GM/PD

KKMI Debuts New Seattle A/C Format

Madison Park Broadcasting has unveiled a new full-service personality format at recently-acquired KKMI/Seattle. The company, which purchased KKMI (formerly KYYX) from O'Day Broadcasting last December for \$6.25 million, named longtime Northwest air personality and former KYYX owner Pat O'Day as its GM & VP/Programming; O'Day will also serve as morning personality.

Discussing the new 35-44 adult target, Madison Park President Richard Pratt said, "Extensive research indicated a niche that was unfilled in the Puget Sound radio market. We feel that by combining our format with the lineup of well-known and hea

KKMI/See Page 25

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