WHAT'S GOING ON IN WASHINGTON?

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taining to radio that goes on in the nation's capital shows up in
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WASHINGTON?

WZNE/ZB8/Tampa has hired Mark Stevens, Production Director for crosstown WSUN, to fill the newly-created position of Operations Manager. This is a fitting role for Stevens, given that he started his career in radio at WSUN.

Gary Stevens begins his new assignment June 4.

NEW CALLS WLT

WAIL Drops Urban For A/C

Citing financial reasons, despite high ratings, WAIL/New Orleans discontinued its Urban Contemporary format May 26 for the “Radio One” live-assist A/C format, adopting new call letters WLT.

OM PD Barry Richards has accepted the after-midnight drive slot at AM sister outlet WXYT; 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 younger, the future didn’t look rosy. Business had been dropping off, and we felt there were greener pastures on the other side of the division. ‘The Light Rock 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 Sidell closer to downtown New Orleans.

WWLT Shifts To Country

Following last week’s appointment of Doug McGaule as the new PD, WWLT/Ak-
osta, Kattrib Broadcasting has, as an-
ticipated, announced definite plans to develop formats at the station from A/C to Country before the end of this month.

Kattrib Group VP and WWLT GM Bob Backman told R&R, “We felt there was room in the market for another Country sta-
tion, although there are many good com-
panies with fine stations there. We’re look-
ing 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 directions of the new Country format will be largely determined by the results of re-
search studies presently underway.

The review of current WWLT staffers will follow Kattrib’s takeover of the station, which is expected this week.

Williams KDBK’s New PD

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

Sandusky Sr. VP and KDBK GM Tommy Vaseou said, “Warren comes from a win-
nning kind of environment. He’s a special indi-
vidual with a strong, positive personality and a
goods especially good creative and verbal

Williams, who begins his new position June 4, worked the years at KATT. He

MOSS NAMED PD

WEEI Sets Kindler As President/GM

William Kindler has been named Presi-
dent/GM at all-News WEEI/Boston, which

Charleston to partner with Jack Baker, who

Kindler, who has no broadcast experi-
esthetic VP/Programming of the radio chain Papa Gino’s, owned by Helen Broadcasting principals Helen and Mel Valera.

Simultaneously, Director/News & Pro-
gramming John Wheeling resigned and was

replaced by his assistant, Michael Moss. For-
merly News Director at WPOP/Hart-
ford, Moss joined WEEI as an anchor in

1980 and moved up to the assistant news and

sorts to help improve the station. He has
denounced the move as “terrible for us, and we’re excited about him getting here.”

Williams, who begins his new position June 4, worked three years at KATT. He

WNYR Names Hatfield PD

After a year as PD at KOMA/Oklahoma City, Bobbi Hatfield has accepted the Pro-
gram Director’s post at WNYR/Rochester. He replaces Jeff Goodridge, who plans to enter station ownership.

Prior to WNYR, Hatfield worked as OM/ PD at WCUI & WKJJ/Louisville, supervis-

ing WCUI’s development, and handled per-
sonality format, and a sales team.

He told R&R, “Working at KOMA has truly been a highlight of my career. I spent a lot of good
time and energy helping Bobby Hatfield continue with (KOMA’s new) 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. Maltbie is a great OM/ PD at WNYR.”

O’DAY TO GM/ PD

KKMI Debuts New Seattle A/C Format

Madison Park Broadcasting has unveiled a new personality format at recently-acquired KKMI/Seattle.

The company, which purchased KKMI (formerly KXY) December 31st, 1992 for $6.25 million, named long-
time Northwest air personality and former KXY’s Pat Day as its GM & VP/Programming. O’Day will also serve as morning personality.

Discussing the new 24-44 adult target, Madison Park President Richard Pratt said, “Extensive research indicated a niche that was unfilled in the Puget Sound radio market. What we are bringing our format with the lineup of well-known and well-liked personalities.”

KOMA/See Page 25

DEVELOPER OF WINS ALL-NEWS FORMAT

Group W’s MccGomann Dies

Former Group W Chairman/President
Donald McGannon passed away May 23 after battling cancer. McGannon, who was 63, retired in 1981 after doctors learned he was suffering from Alzheimer’s disease, a pro-
gressive 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 also recog-
nized for his commitment to locally-
originated TV programming. McGannon gained recognition among radio broad-
casters in the late ’50s when he cancelled the network affiliations of all Group W sta-
tions in favor of in-house national and foreign news operations. That move even-
ously led to the introduction of an all-News format at Group W’s WINS/New York in 1965.

A 36-year Group W executive, McGannon joined the company in 1969 as VP/General Executive. He was promoted to President that same year, and was later elected Chairman/President. Group W Chairman Daniel Ritchie commented, “No individual contributed more to broadcasting during the decades Don was playing an active leadership role. His accomplishments were”

McGANNON/See Page 25

Stevens becomes OM at WZNE

WZNE/ZB8/Tampa has hired Mark Stevens, Production Director for crosstown WSUN, to fill the newly-created position of Operations Manager. Exhausting County- formatted WSUN after programming WZMX/Tampa in its AOR days, Stevens now toakes on a third format at CHR 238. Former 298 programmer Steve Davis joined WSUN/Philadelphia as PD four weeks ago.

No stranger to CHR radio, having worked on-air at WMYY/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 perspec-
tive, since most of my time has been in-
volved with production and voiceover. 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 (298 VP/GM) Gary Kines and the talented staff at 298.”

Kines explained to R&R, “Mark will han-
dle 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 Barkarth/Abrahms so he has a good un-
derstanding of our systems due to his back-
ground at AOR and CHR.”

Stevens begins his new assignment June 4.