

**DEL CORE NAMED GSM****Schwartz Named GM At Boston's Adult CHR WKKT**

Broad Street Communications Exec. VP and KJYO/Oklahoma City VP/GM Mark Schwartz has resigned after two years to become GM at First Media's newest acquisition, WKKT/Boston (formerly WHUE-FM and, for the past two weeks, WCOZ, as changed by previous owners T. Communications). In addition, KOPA/Phoenix GSM Jerry Del Core has transferred to WKKT as GSM, as the station prepares to launch an adult CHR format February 1. A PD is still being sought.

First Media Exec. VP Dan Mason told R&R, "Mark was a great choice for us. He's a leader with a proven track record of success."

**Andersen New KRQX Programmer**

KRQX/Dallas afternoon personality Dennis Andersen has been promoted to Program Director. A 13-year broadcaster, Andersen joined the Gold-formatted outlet 18 months ago. KRQX & KZEW VP/GM Gene Boivin noted, "Dennis understands the market and format, and has a good sense of which direction the station should take." Andersen said, "KRQX will continue to pioneer AM radio in its rebirth. We are looking forward to our second anniversary while continuing the 'Good Time Rock 'N' Roll' success story that KRQX has become."



Dennis Andersen

Schwartz, who was Sr. VP/GM at Lotus's KTKT & KLPX/Tucson for ten years, commented to R&R, "I believe the responsibility, market size, and overall challenge in the nation's seventh market is exactly what I need. After being in this market for just a short time, we see a hole in the market for a full-service 25-44 adult CHR station."

Commenting on Del Core, Schwartz added, "He's a real pro, and I know he will be able to duplicate his sales success in Boston as well."

**Christal Radio Promotes Three**

At Christal Radio Sales, Sr. VP/Western Region Manager Paddy Ramsay has advanced to Sr. VP/General Sales Manager. In accepting her new responsibilities, Ramsay will relocate from Los Angeles to New York. Simultaneously, Bob Gad and Mark Braunstein have been elevated to VP/Western Region Manager and Northeast Region Manager, respectively.



Paddy Ramsay



Bob Gad



Mark Braunstein

Del Core told R&R, "I'm most excited to be a part of one of First Media's largest properties, and I'm proud about being part of the team that will get this one rolling."

**Martino Become WZKS PD**

WZKS/Nashville MD/midday personality Larry Martino has emerged as PD after six months as part of a joint programming committee formed after Jack Randall left in July. CEO/GM Ron Kempff told R&R, "96KISS's program management team served its purpose by allowing the natural leader of the group to rise to the top." Martino remarked, "The promotion is fantastic but the duties remain the same, as we continue to strive for the top spot in the market." Martino joined the station as morning personality in June 1983 after programming KRQY/Pueblo; WVLE/Gunnison, CO; and WTSL/Hanover, NH.

**Seagrave Named GSM At KITS**

KITS/San Francisco has tapped McGavren Guild Account Executive Jodell Seagrave as GSM. Former GSM Ed Krampf became VP/GM in December, replacing Jerry McKenna, who became VP/GM at KFSM/Sacramento. Krampf commented, "Jodell's a proven professional with her experience as a national rep and sales manager." Seagrave, who was previously GSM at KFAT/Gilroy-San Jose, told R&R, "Working at McGavren-Guild has been a fabulous experience, but the move to KITS is really a great opportunity."

**Martin PD At WBCY**

WVIC-AM & FM/Lansing PD Bill Martin has been named PD of Jefferson Pilot's WBCY/Charlotte, replacing



Bill Martin

Bob Kaghan, now PD at WZNE/Tampa. WBCY & WBT VP/GM Bill Jennings told R&R, "Bill is going to bring to WBCY the experience and success of his last two CHR stations."

Martin earlier programmed WSSX/Charleston, SC. No replacement was named at WVIC.

**Larson Appointed WCMF's New PD**

John Larson, former PD of WLLZ/Detroit and WAVA/Washington and most recently Asst. PD at WMET/Chicago, has been named PD at Scennix's AOR WCMF/Rochester, replacing Trip Reeb. GM Peter Coughlin stated, "John is what the station needs right now. He'll structure us a bit more, while retaining our personality stance. He's also quite research-oriented from his Doubleday background and can handle an airshift if necessary." Larson observed, "We're going to update the station's sound, while paying attention to its heritage and not making any abrupt changes."



John Larson

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**Gaither Becomes WKXX PD**

Five-year WQEN (Q104)/Gadsden, AL PD Roger Gaither has been named PD at Sun Group's WKXX (KXX106)/Birmingham. He replaces VP/Programming Michael St. John, who became GM at sister station WYHY/Nashville in December.

WKXX & WERC VP/GM John Bomer told R&R, "I think Roger is a very talented young man who has an immense amount of potential." Gaither told R&R, "I've been looking to expand my horizons for a while now, and it took the right situation to make me move." A replacement hasn't been named for Gaither.

**Casey Tapped As WBJW-AM & FM PD**

Kevin Casey, interim PD at Nationwide's WBJW-AM & FM/Orlando since Garry Mitchell joined KBZT/San Diego last October, has been officially appointed to the position.

VP/GM Mickey Franko explained, "Kevin convinced me he was able to do the job. He has all the talent necessary to develop into a great PD, and I'm going to give him that opportunity."



Kevin Casey

**Transactions**

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**Storz Deals WHB To Shamrock**

Shamrock Broadcasting Co. is purchasing WHB (AM)/Kansas City from Storz Broadcasting for an undisclosed price. The deal will give Shamrock an AM property in Kansas City to go with FM outlet KUDL.

WHB programs an oldies-based A/C format with 10 kw days/5 kw nights at 710 kHz. Storz has owned the station since 1954, and it has been described as the first Top 40 station in the country.

**Sudbrink Buys KAAV & KLPQ, Spins Off FM**

Multimedia Radio is selling KAAV & KLPQ/Little Rock to Sudbrink Broadcasting for \$3.75 million. The buyer will sell KLPQ to Signal Media Corp. for \$2.75 million, which already owns local AM property KLRA. KAAV operates with 50 kw at 1090 kHz; KLPQ has 100 kw on 94.1 mHz at 770 feet. H.B. LaRue served as broker.

**WARM Takes WYZZ For \$2 Million**

WARM Broadcasting, a subsidiary of Susquehanna Broadcasting, will pay Scranton/Wilkes-Barre Fine Music Broadcasting \$2 million cash for WYZZ (FM)/Wilkes-Barre, PA. The buyer owns 13 other stations, and the sale provides an FM sister facility to local AM outlet WARM. The seller has no other radio interests. WYZZ operates with 9 kw on 92.9 mHz at 1060 feet. H.B. LaRue brokered.

**Peabo Bryson Buys WALG & WKAK**

Solar Broadcasting intends to sell WALG & WKAK/Albany, GA to Platinum Broadcast Limited for \$1,925,000 cash. PBL is owned by recording artist Robert "Peabo" Bryson, who has no other radio properties. Solar retains WDAK & WEIZ/Columbus, GA. WALG has 5 kw days/1 kw nights on 1590 kHz; WKAK broadcasts with 3 kw on 101.7 mHz at 300 feet. Blackburn & Co. acted as broker.

**Curelop**

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Curelop, a nine-year radio man who previously programmed WABX/Detroit, told R&R, "It's an opportunity to learn more about broadcasting and make me a better broadcaster. We bought 'SUN from Plough about six months ago, and have stabilized the format and added a lot of excitement to the radio station."

WYNE VP/GM Chris Wheat remarked about Smith, "We're very fortunate to get another fine program director from within the Taft chain to continue the level of excellence that Carey's set."

Smith, whose ten years in radio include a programming stint at WPYX/Albany prior to his joining WGRQ a year ago, stated, "It's a great challenge to program a dominant station in a major market. It's one I've watched for several years and have wanted to work at."

**Viacom Acquires WKDJ**

Viacom Broadcasting will purchase WKDJ (AM)/Memphis from Adams Communications for \$1.5 million, giving the buyer an AM to match Memphis FM WRVR; Viacom also owns six other stations. Adams retains ownership of WHRK/Memphis, WRTH & KEZK/St. Louis, and WLAV-AM & FM/Grand Rapids. WKDJ operates with 10 kw days/5 kw nights on 680 kHz. H.B. LaRue handled the transaction.

**Fritts Sells KMAR-AM & FM**

Franklin Parrish Broadcasting, principally owned by NAB President Eddie Fritts, is selling KMAR-AM & FM/Winnboro, LA for \$375,000 to GM Bob Henry Soderquist. KMAR (AM) is a 1-kw daytimer on 1570 kHz; KMAR-FM has 3 kw on 95.9 mHz at 170 feet.

**Grinsell**

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Grinsell became Station Manager a year ago after seven years with KABL as Local Sales Manager. Prior to that, he held Account Executive positions at neighboring KNEW and KFOG. He told R&R, "I certainly appreciate the vote of confidence Shamrock Broadcasting Company has given me. KABL has a great staff, is one of the premier Easy Listening stations, and will continue to be in the future."

**Also Pending FCC Approval:**

- WJAS/Pittsburgh from BENI Broadcasting to Tony Renda for \$1.5 million.
- KRZE & KRAZ/Farmington, NM from Robert Finch to D.P., Inc. for \$750,000.
- WPUB-AM & FM/Camden, SC from Austin Sheheen to Holder Media for \$575,000.
- WBOB (AM)/Galax, VA from Carroll-Grayson Broadcasting to Blue Ridge Radio for \$400,000; WBOB-FM from same seller to Twin County Broadcasting for \$200,000.
- WXC-FM & FM/Clifton Forge, VA from Alleghany Highlands Broadcasting to Impact Broadcasting for \$292,000.

**WGR**

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Anderson was OM at WGR (AM) for nearly 12 years until 1981, when he transferred to the PD post at WDAE/Tampa. When Taft acquired WSUN last June, he was named OM there. Anderson told R&R, "Since our AM is already doing successful full-service A/C, we felt it natural to simulcast the stations during drivetimes. Otherwise, the sounds of the two stations will be very similar. There are nearly 30 share points that go to A/C, and since Taft knows how to operate successful A/C stations, it was the natural direction."

It was also announced that WGR (AM) interim GM Richard Aaron has been promoted to Sales Manager for both stations, moving up after ten years as GSM for the AM. Former WGRQ VP/GM Jim Di Figlia has left the station.