

PARTNERSHIP PAYS \$4.5 MIL

Doubleday Sells Its St. Louis AOR Combo

ST. LOUIS—After several months on the block, Doubleday's KWK-AM-FM here has been sold. Buying the AOR combo for \$4.5 million is a partnership of Larry Robinson, Larry Pollack and Tom Embrescia.

While this is the first facility the group will own jointly, it was Embrescia who sold Robinson and Pollack their first acquisition, WBBG/WMI Cleveland, for \$6.2 million in January 1982. Robinson and Pollack, two Cleveland jewelers, have no other broadcast interests. Embrescia, who owned Milwaukee's WMGF briefly before selling it to Josephson earlier this year, also owns Indianapolis' WMLF, the former WIFE-AM, which is now a "Music Of Your Life" outlet, as is WBBG. WMI is adult contemporary.

"We feel we'll be able to do some interesting and innovative things" in St. Louis, says Robinson. "We had good beginners' luck in Cleveland. We'll take the same ideas of comprehensive research, large promotional budgets and good personnel practices to achieve the same objectives."

As for the future of KWK's AOR format, Robinson notes that the station is regaining respectable shares in the market, and he says he feels AOR has viability. But he adds, "We have a precept to find out what listeners want and provide it. We'll constantly monitor listeners tastes and do the best possible job of serving them, but

we will be an absentee owner. We'll leave the day-to-day management of the station to the people there, and we're confident that we'll have an excellent staff of people native to St. Louis, including those who are already at the station."

Doubleday president Gary Stevens sees the sale as an opportunity to "upgrade." As the chain owned the full allotment of seven FM outlets, Stevens has been thwarted in his effort to acquire another facility "in a top 10 market. With the sale, we'll move quickly on an acquisition," he adds. FCC approval is expected by February.

Price Steps Down From GM Post At KGB/KPQP

By THOMAS K. ARNOLD

SAN DIEGO—In a sudden but not altogether unexpected move, Jim Price resigned Tuesday (1) after 10 years as general manager of KGB-FM and the recently revamped KPQP-AM.

Neither Price nor station owner Michael Brown were available for comment. But station insiders report Price's abrupt decision to quit—just three days after smilingly hosting KGB's annual Halloween party for clients—came about after a stormy afternoon meeting with Brown over layoffs Price didn't want to implement.

By ROLLYE BORNSTEIN
Perry St. John has resigned his VP/GM position at Des Moines' KSO/KGGO, with no immediate plans announced. St. John, who started with the station as a jock in the late '60s, moving up to PD and finally GM several years ago, is replaced by former KGGO GM and KSO GSM Bill Wells, who most recently was general sales manager at KRNT/KRNQ across town. Also exiting KSO and not yet replaced is GSM Ron Granzow.

★ ★ ★

Likewise resigning a VP/GM gig is WDIA Memphis' Chuck Scraggs.

Vox Jox

Perry St. John Exits KSO/KGGO

While he's pursuing other interests, Ernest Jackson, GSM at the Viacom outlet, has been named acting GM... Moving up to GSM at Metromedia's WASHINGTON is account exec Renie Freedman, who replaces Bill Hopkinson.

John Gaston returns to St. Louis. The one-time KWK GSM, who has most recently been serving as GM at San Francisco's KFOG, joins Amatur's urban outlet, KMJM, as general manager. He replaces Barry Baker, who's now VP/GM for KPLR-TV there.

★ ★ ★

A 10-year veteran of the WOWO Ft. Wayne afternoon slot, Young Chris Roberts has been upped to program manager at the Price Communications station, replacing Chris Witting (Vox Jox, Nov. 5). Roberts will keep his afternoon shift.

Larry Dixon now concentrates fully on his KVIL Dallas afternoon gig, returning the PD chores for the time being to morning legend Ron Chapman, who also holds the VP/promotion manager title at the newly acquired Blair facility. Assisting him will be his able-bodied promotion assistant Tricia Crisp.

KPPL Denver operations manager and PD Robin Mitchell assumes the music director chores as well at the Malrite facility, as MD/evening jock Rick Brady rides off into the sunset... Across town at KLIR, now that PD Mike Anthony has moved to Duffy's Portland outlet, KCNR, Joel Grey is formally upped from assistant PD/MD to program director at the Duffy Denver outlet. He's been acting the part for the past few months.

★ ★ ★

Don Cox didn't have to change his area code after all. The former Y-100 (WHYI) Ft. Lauderdale/Miami afternoon guy is now at Miami/Ft. Lauderdale's I-95 (WINZ-FM) doing late afternoons (5-9 p.m.).

Christy Max is upped from weekends to overnights at Mike McVay's WMJI Cleveland, leaving Jenny Cheeks out and about and looking for air work. You can reach her at (216) 371-2079.

The changeover from WLOM-FM to WHFS (call letters and staff, not to mention format—Billboard, Oct.

WAVA Makes The Move From AOR To Top 40

NEW YORK—"When the sum total of the two AORs doesn't equal the share (of the one top 40 outlet), that means trouble," philosophizes Doubleday president Gary Stevens, and so it is that WAVA Washington has followed on the heels of the company's Denver outlet KPKE in making the switch from AOR to top 40.

The move surprised virtually no one, as the station has been evolving gradually into a top 40 outlet over the past few months. But on Oct. 28 at 6 p.m., the change was more dramatic. A top 40 jingle package and liner cards touting "all new, all hit" WAVA 105 mixed with a strictly hit sound left listeners no doubt as to the new direction.

Additionally, Randy Kabrich, responsible for the success of Durham/Raleigh's G-105 (WDCG), has been hired as PD. Kabrich's top 40 background also includes PD posts at Malrite's WZUU Milwaukee and Cleveland's WGCL. WDCG after-

noon personality Marc Mitchell is coming on board to do afternoons on WAVA, a shift vacant since Cerphe's move to WWDC several weeks ago. Former PD John Larson is being transferred to the company's Chicago outlet, WMET, as assistant PD. Kabrich has been replaced at WDCG by assistant PD and midday personality Rick Freeman.

Commenting on the current marketplace, Kabrich says, "Q-107 (WRQX) is a good radio station, but they can be beaten. Our own worst enemy at this point is ourselves and our hard rock AOR image," which Kabrich feels is a detriment in attracting female demos to the new contemporary sound.

"I can hear a lot of 1979 WLS in WRQX," Kabrich continues. "The same basics for Q-107 I used in building WDCG, so looking at it competitively I'm approaching it from, 'How could I beat myself in Raleigh/Durham?'"

First a book, then a major motion picture, now a whole radio station, as Stephen King, author of "The Dead Zone," has acquired WACZ Bangor and aptly retitled it "The Zone," WZON.

Cox's Charlotte nostalgia outlet, WSOC, turned 50 last month. The calls, by the way, originally stood for "Serving Our City." We always thought it should have been Sound Of Charlotte, but in either case it's better than the city's oldest facility, WBT, which at sign-on in 1921 denoted "Watch Buick Travel."

Condolences to the friends and listeners of Johnny Merrell, who succumbed to a heart attack recently. For the past two years, the longtime Midwest personality has been handling mornings in his home town on Wichita's "Music Of Your Life" outlet, KAKZ. At 58, his nearly 40-year on-air career included several years as Wichita's "Morning Mayor" on KFH.

(Continued on page 23)



This 24-hour video music channel's playlist appears weekly in Billboard, with details of heavy, medium and light rotations, adds and weekend specials. Page 33

THANK YOU LERNER & LOEWE

"I Remember It Well" made its record album debut in 1958, the same year we presented our first daytime television schedule. To celebrate our 25 years of Daytime Television, we're airing special "Anniversary Minutes" following our daytime shows starting Monday, November 7, featuring the wonderful music of "I Remember It Well," with brand new lyrics.

Thanks Lerner and Loewe for helping make our 25th Anniversary an exceptionally memorable one.

ABC Television Network



Businessman To Buy WRC From NBC

WASHINGTON—Local businessman Joseph Della Ratta has agreed in principle to purchase WRC here from NBC Radio. The sale is unrelated to the operation of WKYS, NBC's FM property here.

The sale to Della Ratta, for an undisclosed sum, pending approval by the NBC board of directors and the FCC, would give the real estate developer his first broadcast property. Della Ratta Inc., which the businessman founded, has holdings in Pennsylvania, Maryland, Virginia and Colorado.



RADIO PROGRAMMING CONVENTION

July 5-8, 1984
L'Enfant Plaza
Washington, D.C.