

Interrep Firms Show Ins, Outs Of Mergers; Eagle Change Hovers; KMEL Staff Switches

THIS WEEK'S TOP two stories both involve mergers, one forming, and one falling apart. Two **Interrep Radio Store** rep firms, **Durpetti & Associates** and **HNWH Radio Sales**, have merged to form the new company **D&R Radio** in an effort to anticipate accelerated consolidation in radio.

Tony Durpetti has been named chairman/CEO, while **HNWH's Jacqui Rossinsky** becomes president/COO of the new venture. Also, **Durpetti's John Fabian** becomes executive VP/client development and **HNWH's Kirk Combs** is named executive VP/client services.

The new venture will have a 42-person sales staff, which means 13 sales jobs have been eliminated.

Meanwhile, in a joint announcement, **Boston-based groups Atlantic Radio Corp. and Pyramid Broadcasting** said they were terminating the merger plan they have been working on since September. Both sides cited irreconcilable differences as the cause. **Atlantic CEO Steve Dodge** is still shopping for another FM outlet to purchase in Boston.

PROGRAMMING: EAGLE SET TO FLY

Top 40 **WEGX** (Eagle 106) Philadelphia is set to change format to adult alternative **WJJZ** March 12. Among the continuing casualties are **MD Chuck Tisa**, afternoon host **Cadillac Jack**, and promotion director **Paul Williams** (215-844-7471). Former **WNWV** Cleveland PD **Bernie Kimbale** joins as OM/PD... **WYSP** Philadelphia PD **Tim Sabean** adds those duties at sister station **WXRK** (K-Rock) New York. He replaces **Mark Chernoff**, now programming co-owned **WFAN** New York.

WODS Boston PD **Steve Allen** has been named corporate PD at **Colfax Communications**. He will oversee all of **Colfax's** current properties as well as **WJZE** Washington, D.C., which the company expects to acquire in early spring... **XHTZ** (Z90) San Diego morning jock **Billy Burke** is upped to the new position of OM.

Paxon Broadcasting has completed its purchase of **Florida's Radio Network** from **Broadcast Equities Inc.** and is now operating the network, which serves more than 60 station affiliates with news, information, and play-by-play sports programming... **Michael Pelaia** has been upped from research analyst to OM at **Coleman Research**.

Greg Mocerri, PD of Hartford, Conn.'s **WTIC-AM**, heads to Atlanta to take over the same duties at **WSB-AM**, which had been vacant since **Jim Ashberry's** departure... **Don Crawley** joins **KFKF/KKCJ** Kansas City, Mo., as PD, replacing **Dean James**, now at **KSCS** Dallas. **Crawley** had been PD at crosstown **WDAF**.

KMZZ/KRXX Minneapolis **OM John Robbins** exits and has not been replaced... Top 40/rhythm **WWHT** (Hot 105) Columbus, Ohio, is now simulcasting on crosstown sister **WTLT**, which had been religious but will now be known as "Hot 107."



by Phyllis Stark
with Eric Boehlert
& Carrie Borzillo

WMLX Cincinnati moves from satellite adult standards to local urban AC, under new owner **Ken McDowell** and has applied for the new calls **WBND**. **Eric St. James**, on-air personality at crosstown **WIZF**, joins as PD and **Linda Flennoy**, from **WVOI** Toledo, Ohio, is MD. Former **OM Dick Coleman** is out.

Steve Bender moves from **WBPR** Myrtle Beach, S.C., to the PD slot at **WBNS-AM** Columbus, Ohio. He fills an opening created by **Ed Douglas**, who had been overseeing both **WBNS-AM** and **FM** but is now concentrating on the **AM** only.

Clear Channel Communications has entered a local marketing agreement with an option to buy **Inner City Broadcasting's KSJL-AM** San Antonio, Texas. **Inner City** moved **KSJL's** old **SMN "The Touch"** format to its **FM** station, **KSAQ**, bumping out that hard rock format, and has applied for the **KSJL-FM** calls. The new **KSJL-AM** will soon be **N/T** and sports to mesh with **Clear Channel's** crosstown **N/T** leader, **WOAI**. **WOAI's** PD **Pat Rogers** will oversee **KSJL**, too.

KSTM Tulsa, Okla., flips from **Unistar's "Adult Rock & Roll"** to

country and will change its calls to **KCKI** ("Kick 99"). Former **KGBY** Sacramento, Calif., **OM Jeff Sattler** joins as **GM**. **APD/morning man Steve Hunter** moves to afternoons, replacing **John Landers**, who moves to middays.

Shane Media Services' Cheryl Broz has developed a new alternative format known as "Radio X" targeting 18-34 year olds. It is ready for live operation immediately... **The Cleveland Plain Dealer** reports **WJMP** Akron, Ohio, flips from oldies to sports.

KCML Fresno, Calif., flips from country to all news and changes its calls to **KMPH**. Former **XETRA-AM** San Diego **ND Hal Brown** joins as **ND**. Former **KTHT** Fresno morning news jock **Pam Edwards** joins for mornings where she is paired with **Mike Scholl**, who returns to radio. Former **KMJ** Fresno reporter **Sherrie Frazier** and **George Mason**, previously a **KMPH-TV** weather man, join for middays. **Jim Rieggert** from **KMJ** joins for nights.

WOKI Knoxville, Tenn., and **LMA** partner **WWZZ** have swapped formats and personnel. **WOKI** is now "New Country 100.3," while **WWZZ** becomes top 40 "Z93." **WOKI's** newfound 100,000 watts means market country champ **WIVK-FM** now faces a strong challenger. **WOKI** morning men **Ray Edwards** and **Jerry Howell** remain in place and **Edwards** takes over country PD duties. Out at the new **WWZZ** are midday host **Stephanie Lyle** and night jock **David Cockrell**. **Lyle** is replaced by **Randy Rhodes**, from **WDRK** Panama City, Fla.

Bruce Carrie, PD at **Satellite Music Network's "Classic Rock,"** format, has relinquished those duties to take over the morning show. The search for a new PD is under way... **Westwood One** adds motivational speaker **David Essel** to the **Talknet** lineup. Beginning April 10, "David Essel—Alive" will air weekends from 10 p.m. to 1 a.m. **Essel** replaces **Dr. Harvey Ruben**, whose show moves to weeknights, replacing **Myrna Lamb**, who exits.

Joe Namath, who began hosting **Business Radio Networks' "Talk Sports with Joe Namath"** in January, has walked off the job. **BRN** is trying to settle the problem, but co-

newslines...

RAY GARDELLA, GM of **WQCD** New York, exits. **Tribune Broadcasting** radio group head **Wayne Vriesman** is handling those duties for now.

GEORGE KENYON joins **WLTJ** Detroit as **VP/GM**, replacing **Terry Wood**. **Kenyon** had been **GSM** at crosstown **WLLZ**.

LEE JAMISON, former **KMEL** San Francisco **GSM**, joins **KZDG** Denver as **GM**.

PAUL MAJOR has been named **GM** of **WTLC** Indianapolis, replacing **Al Hobbs**, who exits. **Major** was owner/**GM** of **WTMP** Tampa, Fla.

TIM MEDLAND has been named president of **MyStar Communications**. He is **GM** of **Mystar's** **WTPI** Indianapolis. **Alexander Keddie** is upped to **VP** of operations at **MyStar**, and **Gary Havens** is upped to **VP** of programming. Both are also with **WTPI**.

STATION SALES: **WJIM-AM-FM** Lansing, Mich., from **Double L Broadcasting** to **Liggett Broadcast Inc.**, owner of crosstown **WFMK**, for \$3.5 million; **WAVH** Mobile, Ala., from **Pourtales Holdings** to **WESHAM Broadcasting Co.**, owner of crosstown **WKSJ-AM-FM**, for \$2 million; **KIST/KMGQ** Santa Barbara, Calif., from **RSB Communications** to **Channel Islands Broadcasting** for \$850,000; **KRYS-AM-FM** Corpus Christi, Texas, from **Corpus Christi Media** to **Dick Hull's Turnaround Management Services** for an undisclosed price.

HOWARD BLOOM has been named **VP/sales** at **Shadow Broadcast Services** in Los Angeles. **Bloom** previously spent 20 years with **Metromedia Radio**, where he was **VP/GM** of **KLAC** Los Angeles and **KMET** Riverside, Calif.

LUCIA COBO has been upped from managing editor to editor at the trade publication **Radio World**.

MARGIE VAN LIEROP joins **Scarborough Research** as **Western regional manager**, broadcast services. She was previously **GSM** at a division of **Times-Mirror Cable**.

CHAD BROWN is named **Southern regional manager** for **CBS Radio Representatives**. He was previously the rep's **Atlanta sales manager**.

host **Jerry Gross** is doing the show solo for now... **KNOE-FM** Monroe, La., flips from top 40 to hot AC.

Veteran broadcaster **Chris Whitting** has formed a Chicago-based consultancy firm and signed **WMAQ** Chicago as his first client. He was most recently **VP/GM** of **WCBS-AM** New York.

PEOPLE: KMEL CHANGES

Following the departure of **Hosh Gureli** for **Arista Records** (Billboard, Feb. 27), **KMEL** San Francisco overnigher **Efren Sifuentes** has been upped to music coordinator, and **Joey Arbagey** is upped from program assistant to program coordinator. **P/T Theo Mizuhara** now handles nights, replacing **Evan Luck**. **Weekender Rosary Bides** moves into overnights.

George Williams moves from morning show producer to overnight jock at **WQHT** (Hot 97) New York. Replacing **Williams** behind the boards in the morning is **Wayne Mayo**, who was previously working on special projects for the station. Also, **Def Jam's Fred Buggs**, a market veteran, joins the station for weekends/swing. Morning man **Ricky Ricardo's** interim status is upped to "long-term interim."

Donnie Simpson finally made his long-anticipated debut on **WPGC** Washington, D.C., March 11... **Bernie Ward** is now permanent as **KGO** San Francisco's midday talk show host. He had been hosting that shift on an interim basis since **Michael Krasny** left in December.

Former **WLLZ** Detroit morning team **Jim Johnson** and **George Baier** have landed at crosstown **WCSX**, replacing **Scott Chapin** and

Jim McBean. **Chapin** stays on as the station voice. **McBean** exits.

Syndicated talent **Doug "Greaser" Tracht** debuts on **WZGC** (Z93) Atlanta in morning drive Wednesday (17)... **WLLZ** moves **Sheri Donovan** from middays to afternoons. **PD Chuck Santoni** will host middays.

WDRE Long Island, N.Y., has named **Noreen Bendix** director of news and community affairs. She continues as morning-show producer... The **Seattle Post-Intelligencer** reports that **KXRX** morning men **Gary Crow** and **Mike West** have been split up. **Crow** is out, and **West** is paired with **KXRX** personality **John Posey** for now.

Local comedienne **Foley Z.** joins the morning show at **WXRZ** (The Rebel) Pittsburgh. She was previously with crosstown **WDVE**... **WUSY** Chattanooga, Tenn., **PD Bob Sterling** adds MD duties, replacing **Art Sanders**, now at crosstown **WFXS**... **KRBL** Santa Fe, N.M. **P/T** jock **Tony Martin** moves to middays, replacing **Julie Fox**.

KCBQ-FM San Diego has added news back into the morning programming and hired **Pam Giganti** as morning newscaster. She was previously a traffic reporter for the local **Airwatch** service.

Warner Books has announced plans to publish the autobiography of legendary personality **Wolfman Jack** next year. **Writer Byron Laursen** will collaborate.

Finally, we're sorry to report the March 6 death of **KLRX** Dallas evening host **Vickie Hunter**, 34, as a result of a brain hemorrhage. She is survived by her parents in **Gainesville, Fla.**

COUNTRY BOOM SPARKS NEW RIVALRIES AND RADIO WARS

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children on the theory that no one would dare take a balloon away from a child.

THE NEW REVENUE DEPARTMENT

Finding additional revenue streams was the focus of a session called "Promotion: The Revenue Department of the '90s," but **KPLX** Dallas **GSM** **Patrick Sbarra** was taken to task for selling ads in the station newspaper, "Tune-In." **Sbarra** defended the practice, saying "The [Radio Advertising Bureau] is always pounding us to sell

against newspapers, but that's a battle that's never going to be won by radio. So rather than fight it, we just join it and use it."

For the second consecutive year, the seminar attracted a record crowd. Attendance was 1,994, up from 1,705 last year.

A power failure during the opening artist-attendee reception got things off to a strange start as hundreds of people were left wandering around the darkened **Opryland Hotel**. At the **New Faces** show, host **Charlie Monk** listed the top 10 rea-

sons the power went out, including: "Marty Stuart plugged in his big hair dryer," and "Kenny Rogers had his 800 calls forwarded to this hotel."

Duopoly, the radio industry's issue *du jour*, was the subject of some unintentional humor at **CRS**. In the program guide, the duopoly session was identified as "duoplay." And during the closing "WCRS Live" session, host **Ralph Emery** asked **KNIX's Daniels** how he felt about "duo-polys."