

## April Fools' Day Brings Out On-Air Pranksters; Library Cash Grab Goes Too Far In Fort Worth

**APRIL FOOLS' DAY** fell on a Friday this year, making the day a prime target for mischievous radio stations to pull their annual stunts.

In New York, AC WMXV (Mix 105) New York alarmed competing stations in the market when it flipped to '70s-based oldies as "Arrow 105" during the morning show, despite being hosted by a team known as "Starsky & Hutch." In Minneapolis, top 40 KDWB and country KEEY (K102) swapped morning teams and music, surprising not only the market but staffers at both stations, who didn't know the stunt was planned.

Country KNCI Sacramento, Calif., went top 40/rhythm as "the fresh new sound of Hot 105" for an hour during the evening show. Modern rock KROQ Los Angeles brought back memories by becoming "Pirate Radio," the young rock format that once aired on crosstown KQLZ.

KGSR Austin, Texas, changed formats and call letters every hour, beginning as "Classy 107: Classy Classical." Oldies WRDJ/WLDJ Roanoke/Lynchburg Va., recreated April 1, 1961, on the air, complete with music, news, and cultural references from that era.

WGRD-FM Grand Rapids, Mich., ran a promo that promised a chance to meet Michael Jordan, Tim Allen, Phil Collins, Mel Gibson, Eddie Murphy, and Johnny Carson at a local theater April 1. Morning jock Michelle McCormick claims that more than a thousand people showed up to meet the celebrities, who turned out to be local citizens with famous names.

WRMF West Palm Beach, Fla., spent days promoting the April 1 giveaway of a "Rolls," and even had the morning-show producer drive around town in a new Rolls Royce Corniche convertible to show it off. The station also announced that Bob Newhart would be giving away the prize. Rather than a car, however, the winner received a tray of assorted dinner rolls from a local resident and funeral director named Bob Newhart.

KKLQ (Q106) San Diego morning men Jeff Elliott and Jerry St. James went around town in a limo with a President Clinton look-alike tossing Egg McMuffins out the window. KYSR (Star 98.7) Los Angeles told listeners that daylight savings had happened a few days early, and consistently gave out the wrong time.

KJFX Fresno, Calif., convinced glibble listeners that the local government was imposing a pet tax of \$5 per pound, per pet, and that payment was due May 1. Morning team Bob Cady and Doug Ray hooked listeners by claiming that Indiana has a pet tax and airing fake calls from Indiana officials.

It wasn't an April Fools' stunt, but KYNG Dallas got into trouble with local authorities for allegedly telling listeners there was \$10,000 hidden in books at the Fort Worth, Texas, Central Library April 5. In the ensuing melee, 3,000-4,000 books were pulled off the shelves and thrown on the floor by enthusiastic fortune-hunters, and some library materials were damaged.

In a letter to station GM Dan Pearman, Fort Worth city manager Bob Terrell said "your station and your

staff were irresponsible and negligent," and called the stunt "inexcusable." The letter also advised Pearman that the city expects KYNG to pay for the damage, that Terrell has asked the city attorney to look into filing criminal charges against the station, and that Terrell has instructed his staff to send a letter of complaint to the FCC.

KYNG staffers could not be reached for comment.

In other news, GAF Broadcasting has settled its nearly 20-year license-renewal dispute with Listeners' Guild



by Phyllis Stark  
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Inc. over the former classical outlet WNCN (now album rock WAXQ) New York. The listeners' group will drop its federal court suit against the station and its petitions to the FCC, in exchange for GAF paying the group \$110,000 in legal fees.

Also, WAXQ consultant/interim PD Bob Elliot gets the PD gig on a permanent basis, although he will retain his consulting business.

Milwaukee-based A-Ware Software has announced it will not be renewing its agreement with Birmingham, Ala.-based Tapscan, which has been marketing A-Ware's music scheduling system, MusicScan, for the past nine years. The current agreement expires at the end of this year.

Mexican broadcasting company Grupo Radio Centro has signed a letter of intent to make a \$20 million cash investment in Heftel Broadcasting Corp. common stock and, at the same time, sell Heftel 100% of its U.S. radio network, Cadena Radio Centro.

### PROGRAMMING: BERGER TO KSRY

Consultant Larry Berger has been named OM at KSRY San Francisco, which was just sold to Crescent Communications (Billboard, April 9) and will be changing format and call letters shortly. Berger previously programmed KQPT Sacramento.

WWWW-AM Detroit will split from simulcasting country WWWW-FM to go all-sports by mid-June, according to VP/GM Phil Lamka. Former WGN Chicago and KFAN-AM Minneapolis programmer Lorna Gladstone has been named station manager.

WWRC Washington, D.C., news and program director Peter Laufer exits and has not been replaced. He is looking for a new gig and can be reached at 410-268-4949. In the meantime, he is awaiting the February 1995 publication of his book, "Turn Down Your Radio," which he describes as an "analysis of the impact of talk radio on contemporary American society."

Former WDCG Raleigh, N.C., PD

Bill Cahill joins WFOX Atlanta for those duties, replacing Dennis Winslow . . . Former KNCI Sacramento programmer Bob Young has been named PD at KZDG Denver. Those duties had been handled by consultant Kevin O'Neal. Also, former crosstown KOOL morning man Shawn Stevens joins KZDG for middays, replacing John Holliday.

Jones Satellite Network OM/morning personality Jim Radford (aka Jim Summers) joins KOOJ Riverside, Calif., as PD/MD/afternoon host, replacing Scott Taylor, who exits. Doug Vincent, midday host/production director at crosstown KGGI, joins for mornings, replacing Larry Sanders. KGGI swing personality Vic Slick takes over late nights, replacing Damian Vasquez, who was upped to assistant engineer for KOOJ and sister KFRG.

WQZQ Nashville flips from Jones Satellite Networks' "FM Lite" easy listening format to ABC/Satellite Music Networks' classic rock format . . . KNJY Spokane, Wash., flips from locally programmed soft AC to ABC/SMN's "Z-Rock."

Virginia Network, parent of urban WJJS Lynchburg, Va., has entered a local marketing agreement with an option to purchase CP WWFO Roanoke, Va. WWFO, located at 106.1, will be on the air as "Jammin' 106" in the next 2-3 weeks and will simulcast WJJS. The stations are accepting T&Rs for all shifts. Also, co-owned WVLR-AM Lynchburg will flip from a simulcast of WJJS to gospel next month.

Hozie Mack returns to WCKU Lexington, Ky., as PD, replacing Bill Clary, who left several months ago . . . KRVM Eugene, Ore., PD/MD Jason Parker joins Dennis Constantine's Boulder, Colo.-based consultancy as music coordinator.

Westwood One's "Tom Leykis Show" will officially debut May 9 in the afternoon drive slot. Look for a possible Los Angeles affiliate at KMPC, which is rumored to be flipping from sports to talk targeted at 18-34-year-olds. Also, former KOST morning show producer Erik Braverman has been named producer of the Leykis show.

Doug Stephan, formerly of the Independent Broadcasters Network, moves to the Talk America Network, which will syndicate his morning show "Good Day, USA" . . . The Associated Press will announce its new radio news service at a press conference in Washington, D.C., Tuesday (12).

Shadow Broadcast Services will begin providing news and sports reports to the 247 affiliates of the Sports Byline USA network.

### PEOPLE: B100 SHAKEUP

KFMB-FM (B100) San Diego has let go several staffers: morning co-host Jools Brandt, midday host Gene Knight, afternoon driver Gary Kelly, and evening jock Danny Romero. No word yet on replacements . . . KRLA Los Angeles weekend Bobby Romero is upped to afternoons, replacing Manny Pacheco, now at crosstown KMGX.

In the wake of Brian Lee's exit, KABL-FM San Francisco is audition-

## newslines...

**ARTHUR CARLSON**, president of Susquehanna Radio, has announced that he will retire at the end of the year after more than 35 years running the company. David Kennedy, the company's senior VP, will succeed him. Carlson will continue to consult the company.

**DOUG SHACKETT**, GM at KRAB Bakersfield, Calif., adds those duties at crosstown KKXX-FM, replacing Allan Hammerel, who exits April 12 when KRAB owner Double D/Lithosphere finalizes its duopoly takeover of the station.

**DAVE SIMONS**, GSM at KQLL-AM-FM Tulsa, Okla., moves across town to CCKI for GM duties, replacing Jeff Sattler, now at WLLZ Detroit.

**RON ROY** becomes VP/GM of WWKL Harrisburg, Pa., replacing Chris Wegman. Roy arrives from WNEZ/WRCH Hartford, Conn., where he held the same position. WHP Harrisburg, Pa., sales manager R.J. Harris snags PD and morning duties at WWKL, replacing PD Denny Alexander, now at WKLX Rochester, N.Y., and morning hosts Todd Jeffers and Nancy Ryan, who exit.

**STATION SALES:** KBXX Houston from Cook Inlet Radio Partners to Clear Channel Communications, owner of crosstown KHYS, for \$21 million; KRCX Sacramento, Calif., from Fuller-Jeffrey Broadcasting Corp. to Embarcadero Media Inc. for \$3 million; KMYC/KRFD Marysville, Calif., from River Cities Radio L.P. to Embarcadero for \$1.5 million.

**SALE CLOSINGS:** WLQT Dayton, Ohio, from Liggett Broadcast Group to Regent Communications; WTRG Raleigh, N.C., from Joyner Advertising Inc. to HMW Communications Inc.; WKBG and WRXR-FM Augusta, Ga., from J&L Broadcasting Inc., to Multi-Market Radio for \$5.3 million (the acquisition of WKBG has not yet closed).

**BILL LEGRAND**, former GM at KYIS Oklahoma City, joins Paxson Broadcasting of Orlando, Fla., as VP of sales.

**MATT HUDSON** joins the Denver-based Eagle Group as VP/research. He previously was VP at Harker Research in Raleigh, N.C.

ing the potential new morning team of Steve Garland, formerly of crosstown KIOI, and Erika Taylor, formerly of crosstown KKIQ . . . WMJX Boston morning man Tom Bergeron exits to host a morning show on new cable network F/X.

Mike Julius joins WMMJ Washington, D.C., for nights from WTLC-FM Indianapolis. Natalie Stewart, who previously hosted that shift, moves to overnights, replacing MD Ron Jackson, who exits. PD Lawrence Jones has taken over music duties.

Peter Johns is now hosting mornings at KEGE (formerly KRXX-FM) Minneapolis, replacing Gonzo Greg. Johns moved from crosstown KTCZ . . . WKRW Wooster, Ohio, midday personality Valerie Porter shifts to afternoons at WDVE Pittsburgh, replacing John Perry, now at WCXR Washington, D.C.

KEDJ Phoenix part-timer Arty Klein takes over late-nights, replacing Christopher Allen, who moved to nights . . . KRAK Sacramento afternoon host Shane Benway (aka J.P. Shane) and sister KNCI p.m. driver Captain Bob Greiner swap shifts.

At WBNS-FM Columbus, Ohio, Johnny B. Goode moves from the night shift to middays, replacing Harley B. Davidson . . . WNCI Columbus morning co-host Shawn Ireland will exit May 27. No replacement has been named.

WRZX Indianapolis production director Slammin' Sam lands nights at sister WFBQ. That shift had been vacant since Ace Cosby's move to afternoons at WRZX. Also, WFBQ fill-in jock Jill Savage moves into that station's newly created late-night shift. WRZX PD Scott Jamison gives up his 10 a.m.-noon air shift and extends the

shifts of other jocks to fill the gap.

WOOD Grand Rapids, Mich., sports director Jay Allen moves to crosstown WGRD-FM for morning duties alongside Michelle McCormick. He replaces Kevin Gossett, now at WASH Washington, D.C. . . . New WFHN New Bedford, Mass., PD Jim Reitz also will host the afternoon shift and will handle MD duties for now, in the wake of MD/afternoon jock Mike Kelley's imminent departure.

KSVE-FM (formerly KINT) El Paso, Texas, which flipped from AC to Spanish in February, makes some staff changes. OM/PD Santiago Nieto is now co-hosting mornings with Grace Vazquez. Terry B., MD at crosstown KAMA, joins for middays, replacing Sam Ditto, who moves to overnights. KINT-TV voiceover man Tejano Joe joins for afternoons, replacing Kevin Moore. Weekender David Reyes is upped to late nights, replacing Patty Diaz, who is now working P/T at crosstown KPRR.

Former WDRE Long Island, N.Y., morning man Darrin Smith joins WXPS (X107) White Plains, N.Y., for middays, replacing Jack Black, who moves to afternoon drive. Afternoon jock Harley Fox exits. Also, the station's call letters will change next week.

Finally, we're sorry to report the death of radio veteran Barney Pip, 57, who perished in an auto accident Feb. 17 but remained unidentified until last week as a result of severe burns on his body. Pip is best known for hosting the evening show on WCFL Chicago from 1965-70, and also worked at WPIX New York, WISH Indianapolis, WJET Erie, Pa., and WHOT Youngstown, Ohio. He is survived by three ex-wives and seven children.