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Street Talk:

First With The Facts

Humor, information, speculation, and the latest fast-breaking stories make STREET TALK essential reading for industry executives who want to stay in the know. Every week in R&R.

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Newmark New President Of Hillier, Newmark & Wechsler

After a year of shared management among the rep firm's three principals, Phil Newmark became President of Hillier, Newmark & Wechsler this week. He had been Executive VP/Eastern Division.

A company spokesperson stated that the shared management worked well during the initial year of operation, but it recently became apparent that a single top executive was needed. The other principals are Chuck Hillier, Executive VP/Central Division, and Ira Wechsler, Executive VP/Western Division.

"Any of the three board members could

have been named President," said Ralph Guild, President of Interep, which owns HN&W and three other rep firms. "Each of them has done an excellent job of building a strong list of client stations and managing a sales team capable of producing good sales results for those clients."

Newmark commented, "We have some exciting plans to announce soon, including the addition of new offices and personnel. If we stay on our projected course, HN&W will be the fifth largest representation organization by 1985."

Huntington Back At WSRZ

Steve Huntington, former PD at WSRZ/Sarasota when it was AOR-formatted WQSR, has returned to the station as Program Director. He replaces Dain Schult, who has left the station.

Huntington, whose four years at WQSR included a year and a half as PD, left the station 2½ years ago when it was purchased by current owner Cosmos Broadcasting. During the interim, he worked as an air personality and eventually Music Director at LOVE-94/Miami.

Commenting on the appointment, Cosmos VP and WSRZ GM Charles Jones Jr. said,

"We are delighted Steve is here again. Since he left, Steve has acquired a great deal of additional experience, and it's a pleasure to welcome his return to the Bay area."

Huntington told R&R, "I learned a great deal at LOVE-94, and I'm grateful for having worked there. Still, I love this market, and look forward to the challenge. Formatically, there will be some slight modifications, as we gently skew the demos upward. Overall, I'm really happy to be back at WSRZ. It's a perfect lesson in not burning your bridges."



LISTENER'S WISH GRANTED BY WHO — Three days before the Who's Phoenix appearance, KDKB PD Jeff Sattler received a letter with a simple request. Francesca Capuano wanted a backstage pass for her younger brother, a big fan of the group and a terminal cancer patient. Sattler quickly called promoter Barry Fey of Feyline Productions, and the clearance was arranged through the understanding management of the group. Pictured backstage just prior to the Who's performance are (l-r) Kenny Jones, Ms. Capuano, Dean Capuano, and Roger Daltrey. As Sattler told R&R, the group's kindness made the Phoenix appearance "a bit more special for all of us at KDKB."

TRANSACTIONS

KACY-AM & FM Sold For \$2.6 Million

Channel Islands Broadcasting has sold KACY-AM & FM/Port Hueneme-Oxnard, CA for \$2.59 million to Sunbeam Radio Partnership. Channel Islands owner Franz Allina retains principal ownership of WBAB & WGBB/Long Island. Sunbeam's principals are WINZ-AM & FM/Miami VP/GM Harold Frank and WCKT-TV/Miami

owner Edmund Ansin.

KACY has 50kw days, 1kw nights at 1520 kHz. KACY-FM operates with 2.85kw on 104.7 mHz with an antenna height of 1580ft. Broker for the transaction, which is subject to FCC approval, was Blackburn & Co.

The End Is Near!

R&R's comprehensive year-end edition is coming in two weeks. Our "82 In Review" will feature the definitive end-of-the-year charts for CHR, A/C, AOR, Country, and Black Radio, including the Top 82 airplay hits and a complete look at all entries cracking the Top 15. Plus, you'll see month-by-month recaps of the important news and newsmakers of a most interesting year.

Don't plan your 1982 countdown show without a look at the year-end edition of R&R. "82 In Review" and our valuable capsulized news summaries in the December 10 issue of Radio & Records, the Industry's Newspaper.

Nosal Returns As WCCC PD

Bill Nosal, PD at Hartford AOR station WCCC from 1975-80, has been once again appointed Program Director. Nosal rejoined the station two months ago as an air personality after two years operating his own company. He replaces "Lich," who decided to step down as PD but retains his air shift.

WCCC President/GM Sy Dresner told R&R, "I've always had a lot of confidence in Bill. He always wanted to go into business for himself, and having tried that out and now being available again, he was given first preference for the PD job."



Bill Nosal

Nosal commented, "During the 2½ years I worked for myself, I had an awful lot of time to think about radio, and I'm very excited about the plans I have in mind for the station's future."

Leber Named KDKA Operations Supervisor

KDKA/Pittsburgh Promotion Manager Bobbi Jo D. Leber has been promoted to the newly-created position of Operations Supervisor.

Describing her responsibilities on behalf of VP/GM Dan Friel, KDKA Program Manager Konstantin Grab told R&R, "It's a new position that combines the roles of the Assistant Program Manager and Executive Producer. In essence, Bobbi Jo will be handling a lot of the detail work — the nuts and bolts — in administering the support operations of the program department."

Grab continued, "Bobbi has demonstrated a real knowledge and understanding of radio promotion, and we now want to expand her expertise into programming. This is a perfect opportunity for her both to learn and to make an important contribution to the program department."

Leber joined KDKA as Promotion Manager 3½ years ago, having previously served as an account executive for a local ad agency. Replacing Leber as Promotion Director is Mary Ann Grove, who comes to KDKA from a similar post at WPNT/Pittsburgh.

ADOPTS SOFT CHR FORMAT

WPXY Going Live In January

Associated Broadcasting's WPXY/Rochester will drop its current automated TM Beautiful Rock programming for a live CHR format early next year, under the guidance of consultant Gary Burns.

Burns, who put a CHR format on the air at Associated's WNYS/Bufalo earlier, remarked, "While this will be a CHR station, it will most likely have a softer sound than our Buffalo outlet, because of the competition in the Rochester market. It's time to apply 1980's technology to WPXY's programming, since we've now upgraded the studios and transmitting facilities." Burns will supervise the hiring of an entire staff, including a PD.

GM Bill Cusack added, "In some ways we'll be more progressive than we are now, but whether you call us A/C or CHR is subjective. I don't think our music will be that different. I do think we have every opportunity to become the number one station in Rochester, and with the addition of a PD and live staff we'll set out to accomplish our goal."