

Getting "High" While On-Air



THERE'S MAGIC IN THE AIR — KMGK/Des Moines had lofty aspirations when it lifted morning personality Steve Dahman high into the air next to the freeway. During his show, Steve asked listeners what was inside the box. A few complaints to City Hall about using city property for commercial purposes prompted a lot of publicity in the papers and on TV. Well, City Hall okayed the stunt, but made the station remove its calls! So several hundred listeners were invited to spray fluorescent orange paint over the calls, and the contest continued. What was in the box? Two round-trip tickets to Sydney, Australia, plus \$930 in Australian cash.



ARE WE ON THE AIR YET? — When KPKE/Denver grabbed Steven B. and the Hawk away from competitor KBPI, it decided to see if the Hawk could really fly. So, Steven B. went along for the ride in KCNC-TV's Friendship 4 hot-air balloon, as the pair broadcast their morning show.



HINES & BERGLUND STUMP FOR TWINS — With the threat of the Minnesota Twins leaving for another city (subsequently resolved), WLOL-FM/Minneapolis morning maniacs John Hines & Bob Berglund decided to take action. They broadcast their show live from the Metrodome stadium and then took along a busload of 50 fans to see the Twins play. Here are (l-r) Berglund & Hines, decked out in tuxes and tails, no less.



THAT'S A LOT OF HOT AIR — KMJK/Portland hosted its annual Water Ski show at the local Waterfront Park as part of the city's summer Rose Festival. A huge crowd gathered to watch the first-ever "ten person pyramid" water-skiing on the Willamette River. PD Jon Barry later participated in a "Hound & Hare" hot-air balloon race, riding in KMJK's own balloon.

Motion

Scott Throver returns as morning man at **KKFM/Colorado Springs** after doing a brief PM drive stint at **KEGL/Dallas**. . . Chris O'Brien leaves mornings at **WKHI/Ocean City** to join **WSTW/Wilmington, DE**. . . Steve Anderson from **KONO/San Antonio** to **KRRG/Laredo** as Assistant PD. . . R.P. McMurphy shifts from afternoons to mornings at **KNBQ/Tacoma-Seattle**, Jay Philpott from **WLOL-FM/Minneapolis** takes on nights, and Jeff Randall moves to afternoons. . . Steve Christl to mornings at **WZKS/Nashville** from **WYDE/Birmingham**. . . **KWES/Odessa** night rocker Peter O'Brien moves to nights at **KOPA/Phoenix**.

WAPF-FM/Birmingham has named Brad Riegl as MD for the AOR-turned-CHR station. . . Laurie Gaston from **KFXM/San Bernardino** joins **KCAQ/Oxnard-Ventura** for morning news, and sister AM station **KACY** goes Spanish, changing calls to **KTRO**. **KCAQ** picks up Jim Morales for all-nights, replacing Steve Sharp. Parttimers Susan O'Neil and Gary Butterworth also join **KCAQ**. . . **KOFM/Oklahoma City** midday man Charlie Cooper takes on MD duties. . . **Y106/Olando** welcomes Production Director Gary Van Allen from cross-town **WDZ**.

Terry Hendrix moves to afternoon drive at **KXX106/Nashville** from **WTIC/Hartford**. . . Former **WCKX** air personality Steve Stuart joins overnights at **WQID/Biloxi**, replacing Don Filter.

Programming Leadership:

Continued from Page 32

visually, there are times when compromises are necessary to serve the station's goals. At those times, logical, friendly give-and-take should occur on both sides of the desk. And yes, there are those times when even the most seasoned programmers take a wrong turn; someone's got to be there to make the proper corrections. Overall, however, as a manager, you should be confident enough in your programmer to let him handle the load of programming without interruption.

In this kind of relationship, the programmer has your needed support. With your confidence as a base, he can now generate a solid base of enthusiasm from which to work. Without this genuine feeling of enthusiasm, his ability to convince, motivate, and support his airstaff and office personnel is greatly limited. As manager, you don't have the time to do those things for him, as you have too many fires to put out. A consultant may have the greatest ideas in the world, but he can't motivate the airstaff every day. The PD is your man on the front line.

As a 13-year radio veteran, having worked as a programmer and air talent, I can assure you that the airstaff can tell in seconds whether the PD is enthusiastic about what he's doing or if he's simply purveying the company line. I have worked in situations where,

despite obvious product deficiencies, the winning attitude of the PD spread throughout the staff, bringing the station its best-ever results. Because of this attitude, the staff not only gave him respect but unbounded enthusiasm for the product. That's what differentiates winners from losers. The auto industry is a perfect parallel, and it's easy to see why Japanese products have made such inroads in the markets of the world. The quality of the pro-

Contemporary Hit Radio

duct is better because the attitude of the worker is better.

A positive mental attitude is crucial to anyone's success, but it is especially important in radio, due to the heavy emotional and creative stresses on everyone on the front line, including salespeople. Just as your sales manager must be the coach for the sales department, your PD must be the coach for your air talent. If you give him the kind of confidence he needs from his superiors, the winning attitude will spread from the hallways to the microphones, resulting in better ratings and larger billings. Give it some thought. . . it's your station's productivity that's at stake.

Bits

• **Rock 'N' Roll Vacation.** **WABB-FM/Mobile**, along with Schlitz Breweries, sent two happy listeners on a truly "Rock 'N' Roll Vacation." The trip included airfare to Honolulu, hotel accommodations at the Sheraton, concert tickets to see Huey Lewis & The News, a beach party, and admission to all of the top Waikiki rock clubs. What a fun way to go!

• **Torture Is The Name Of The Game!** **KAFM/Dallas**, **WPLJ/New York**, and **WKDD/Akron** have found a way to join the "Jacksons' Generation." **KAFM** was chosen by Burger King and Pepsi to be the official Jacksons information station during their swing through Dallas. Air personalities appeared at local Burger Kings to hold contests, plus give away posters and tickets. **WPLJ** flew two listeners, all expenses paid, to the Jacksons' Dallas show. And last, but definitely the most unusual, is **WKDD's** "I Can't Afford The Jacksons' Concert" concert. A \$3 admission price gets listeners into the event, which includes air personalities, music, and a sequined glove sacrifice spoof. Proceeds go to fight muscular dystrophy.