



LON HELTON

## PEOPLE &amp; PROMOTIONS

## Bloody Good Show In Fresno

Here's a roundup of the people and promotions making radio news around the country.

• KNAX/Fresno helped put an extra 551 pints of blood into the local blood bank during a promotion that broke records for the amount of blood donated in one week. To qualify for the grand prize — a pair of Reba McEntire concert tickets — contestants had to donate a pint of blood.

• WSIX/Nashville airs a "Daily Demo" each weekday morning at 9:20. Morning man Gerry House solicits tapes of unpublished songs, picks one each day for airplay, and instructs listeners to "make it or break it." The audience casts votes on-air, and if a song receives three consecutive negatives, it's dumped. House reports several songs he's aired have been picked up by major producers and/or publishers who have heard them on the show.

• KBUL/Reno middayer Bruce Armour did his entire St. Patty's Day broadcast from a hot tub in a major mall, collecting money for a local high school choir. Passers-by tossed coins in the "fountain," the more generous pitching in bills in zip-lock bags.

The station has also distributed 30,000 numbered key tags. Each hour, a number is read on the air, and various prizes go to those calling within the specified time. Winners qualify for the \$10,000 shopping spree grand prize, and two daily bonus hours feature \$1000 cash awards.

KBUL's bull logo is featured on one side of each tag. The other side,

Reno  
Carson • Tahoe

THE BULL 98FM

The new KBUL/Reno logo as depicted on its promotional key tag.

sold to Bud Light, depicts the advertiser's Spuds MacKenzie, lists the participants' qualifying numbers, and instructs finders of lost keys to drop them in any mailbox with postage guaranteed by KBUL.

• WCAO/Baltimore recently wrapped up its second annual "Good Neighbor Awards," honoring those who have "put forth extra personal efforts to support their local community." The ten recipients attended an awards luncheon and received plaques noting their achievements.

## Mandrell Street

• KUAD (K99)/Windsor, CO got wind that the Gallatin, TN city council was considering renaming

Barbara Mandrell Boulevard following the singer's move to nearby Joelton. K99's morning team, Gary Spice and Tammy Carr, convinced the folks at Cloverleaf Mobile City in Fort Collins to dedicate one of area's streets in Mandrell's name.

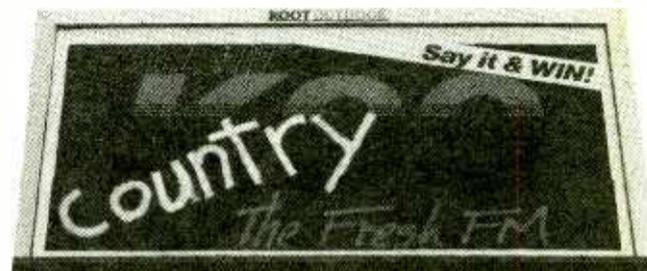
• KTPK/Topeka and the local police department have joined forces to combat crime. Police call the station following armed robberies, and KTPK announces a description of the perpetrator and the getaway car (if available). MD Jim Gibbs reports several successful captures have resulted.

• WMZQ/Washington will be the exclusive radio sponsor for that area's first two-day outdoor country concert, part of the Spirit of Freedom festival and fair which takes place Memorial Day weekend.

• WSOC/Charlotte and the local cable TV company put together a joint promotion for the TNN Viewers' Choice awards show. Listeners were invited to a local night-spot, where WSOC personalities hosted a preview show prior to the telecast. The awards show itself was later simulcast over WSOC.

• KRKT/Albany, OR reports having great fun with a promotion centered around a pink Cadillac grand prize. Special TV spots, billboards, and bumper stickers were created for the contest. Other prizes included a pink Honda motor scooter, a spa, \$1000 in gold and diamonds, pink station mugs, and 24-ounce pink chocolates in the shape of a Cadillac.

ROOT OUTDOOR



IN WITH THE NEW — KUAD (K99)/Windsor, CO changed from CHR to Country before it was able to get new billboards in place. So the station defaced its own boards by stripping in "Country." The old board's below, the new one on top.

## HAVE YOU HEARD

Great Empire Broadcasting is now offering its employees a piece of the company through an employee stock option plan (ESOP). Approximately 32% of the company's shares will be distributed.

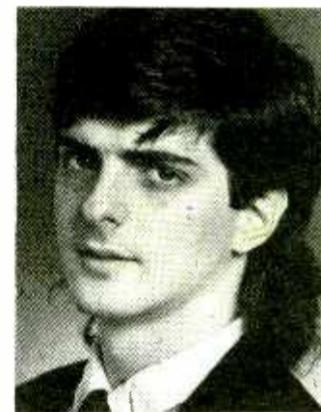
Great Empire CEO Mike Oatman said, "Radio is a very hard business on its participants. In many instances, employees give a lot and get very little in return. We (Oatman and President Mike Lynch) want to go down in our employees' memories as two guys who were fortunate enough to have attracted good people and properly rewarded them for their efforts. ESOP affords us that opportunity."

## People Moves

KIIQ/Reno MD Deb Spring has been promoted to PD following the departure of PD/morning man and longtime Reno radio vet Tony Thomas for the MD/afternoon slot at KMPS/Seattle. Bill Thompson, formerly of KGW/Honolulu and KNBR/San Francisco, is the new KIIQ morning talent . . . J.J. Jeffrey is upped as PD at KRXX & KKQT/Rexburg, ID. He's from KRNQ (Q102)/Des Moines.

At WCRJ/Jacksonville, FL afternoon driver and five-year vet Steve Fox has been named Asst. PD/middays. Tommy Charles is now Production Director/PM drive . . . Steve Blatter is the new WYNY/New York MD . . . Dan O'Brian has been named WIRK/West Palm Beach MD . . . WFPR/Hammond, LA has promoted parttimer Scott Russell to MD/evenings.

WMZQ/Washington personalities Dave Kellogg (6-10pm) and Mary Bartone (10pm-2am) have swapped shifts, as have WBVE/Cincinnati's Diane Palmer (afternoons) and Jake "The Snake" Kincaid (middays). (Old shifts listed.) . . . WXCL/Peoria has hired Don Elliot for mornings from WTAZ/Morton, IL . . . Lee Mitchell moves to middays at KUAD (K99)/Windsor, CO from KYGO/Denver overnights . . . KMPS/Seattle morning show producer Lorraine Galbreath has been upped to fulltime overnights . . . Former KYKX/Longview, TX MD Scott Johnson is working at Radio-



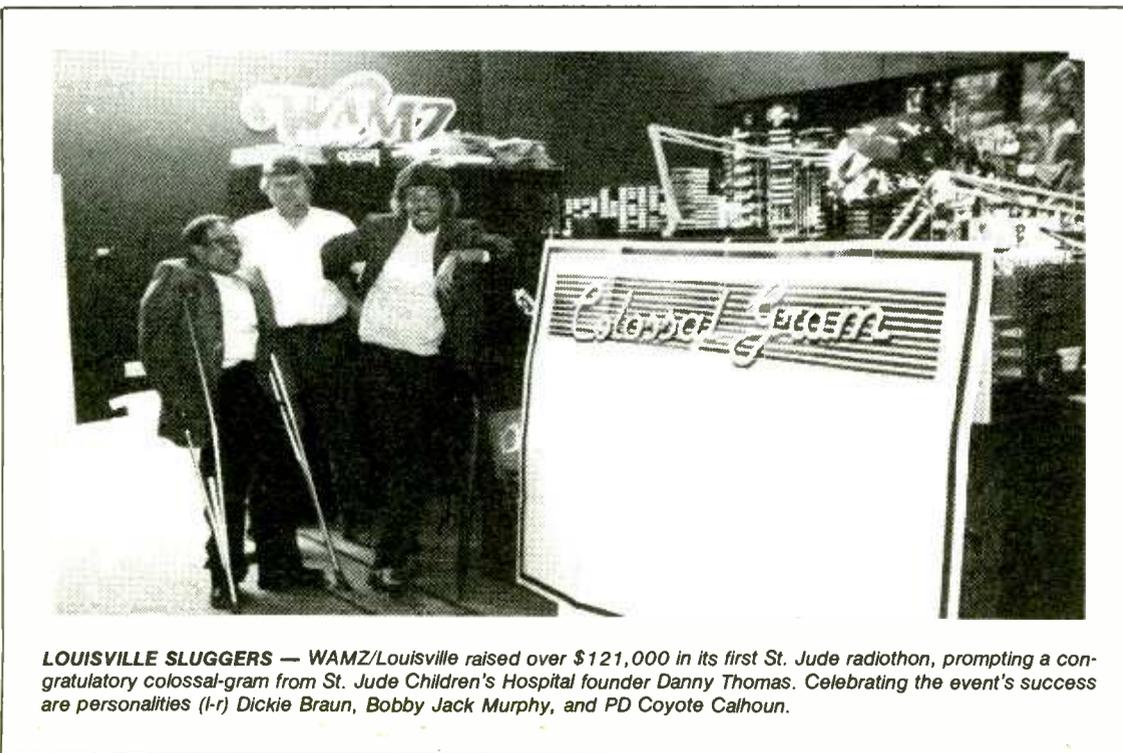
Steve Blatter

Ware (software specialists for radio) in Dallas and doing parttime airwork at the Big D's KPLX.

A Hearty Format Welcome: KMYX/Oxnard-Ventura, CA has changed from Urban to Country with Bob Richards as PD . . . KNEK/Opelousas, LA is now Country under GM John McKay and PD Micah Boone . . . WPFBI/Dayton has switched from Bluegrass to a current-based, uptempo, promotionally aggressive Country format and is now known as "Dayton's Country Rebel."

Birthdays Celebrations: WXTU/Philadelphia just marked its fifth Country anniversary . . . Happy birthday to WONE/Dayton (20) and WTCR/Huntington, WV (35) . . . KWTO/Springfield, MO is celebrating its 56th birthday as a Country outlet. Its "Keep Watching The Ozarks" slogan is consistent with the four-state coverage its 5000 watts at 560 delivers. KWTO first broadcast the famous Ozark Country Jubilee in July 1954.

Congratulations: The Atlanta chapter of the Society of Professional Journalists has named WWVA/Wheeling, WV the winner of its Business Reporting award . . . WOKQ/Dover, NH was named a winner in the NAB's "Best of The Best" promotion contest. The station won for its "Million Pennies for Easter Seals" promotion, during which 1.1 million+ pennies were collected — more than three tons of coins. OM Jim Murphy reports a local bank teller took nearly two weeks to count 'em all!



LOUISVILLE SLUGGERS — WAMZ/Louisville raised over \$121,000 in its first St. Jude radiothon, prompting a congratulatory colossal-gram from St. Jude Children's Hospital founder Danny Thomas. Celebrating the event's success are personalities (l-r) Dickie Braun, Bobby Jack Murphy, and PD Coyote Calhoun.