

# EASY LISTENING



GAIL MITCHELL

## Fighting For A Piece Of The Action

**D**oomsday predictions aside, Easy Listening/Beautiful Music/Nostalgia/Big Band outlets once again stood their ground, exhibiting come-what-may staying power and a heightened sense of competition. There were the customary (and, in some cases, surprising) format conversions, station acquisitions, and ratings ups-and-downs, complemented by the inevitable staff changes.

Earlier in the year one station manager aptly commented, "We sound more like a radio station." That seemed to be a sentiment shared by many broadcasters, as evidenced by their more aggressive marketing and promotional postures, the addition of stronger, friendlier personalities, and news/weather/information strategy repositioning. Look for this contemporary evolution to continue in '85. Also expect to hear more from the 35-64 Committee as it targets another chief area of concern — sales.

A more detailed review of 1984 follows below. For additional Easy Listening station highlights and major appointments, check out the news summary beginning on page 16.

## January

Allan Wilson appointed VP/GM at WAIT/Chicago ... CKLW/Windsor (Detroit) PD Pat Holiday named VP/Programming for Big Band sister outlet CKJY ... Beautiful Music-formatted WEZF/Burlington, VT sold for \$4 million to Knight Quality Stations by Martin Broadcasting ... KLYF/Des Moines drops Beautiful Music for Adult/Contemporary ... Ed Sander transfers to WDAE/Tampa-St. Petersburg as Station Manager ... Anthony Rudel appointed Director of Operations at Classical-formatted WQXR-AM & FM/New York ... KUPL-AM & FM/Portland, Big Band and Beautiful Music respectively, switch to Country.

## February

Marc Gross named GM of Classical-formatted KVOD/Denver ... Bob Mitchell becomes new PD at WCOL/Columbus, OH; Victoria Binay appointed Director/Advertising & Promotion ... KUNA/San Luis Obispo's Beautiful Music approach moves to AM sister KSLY, while KSLY's CHR format is on FM KUNA (now to be known as "SLY 96-FM") ... KKLK/Oklahoma City switches from Country to Century 21's "Beautiful Contemporary," a cross between A/C and Beautiful Music, with Don Hodges as GM ... Linn Harrison promoted to GM of KYXI/Portland, which adds Satellite Music Network's "Stardust" format to regular News format ... John King, OM of A/C outlet WING/Dayton, adds on same duties for Nostalgia-formatted sister FM WJAI ... Fred Holland to PD post at Drake-Chenault "HitParade" client WAPI/Birmingham ... Neighbor WSGN/Birmingham discontinues A/C for Taft's "Primetime" approach and appoints Dave Allison as OM.



Tom Armstrong



Hank Struzik

## March

Bonneville Broadcasting Service to discontinue satellite delivery of Easy Listening format on July 1 ... WSCY/Syracuse switches from AOR to Schulke ... KQPD/Ogden-Salt Lake City drops Beautiful Music ... Mark Bench named VP/GM of WRFM/New York ... Easy Listening WTTR/Westminster-Baltimore (now WGRX) converts to EOR ... WCOL/Columbus drops Primetime format for A/C ... Bonneville's Easy Listening format segues across Portland from KUPL-FM to KXL-FM.

## April

CKJY/Windsor (Detroit) opts to postpone change from Big Band to "album-oriented A/C" fearing resistance from Canadian Radio & Television Commission ... WABY/Albany celebrates 50 years of broadcasting ... Century 21 discontinues production of its "Simply Beautiful" Easy Listening format and in return offers Churchill Productions' programming; agreement terms also call for Century 21 to serve as a sales rep for Churchill ... Bob Salvato promoted to GSM at KOSI/Denver ... Paul Goldstein tapped as WSHH/Pittsburgh Sales Manager ... Ted Sohler named PD of WPNT/Pittsburgh ... Tom Holt shifts from Station Manager to OM at WZID/Manchester, NH; Robert Tole becomes GSM and Lori Kelman comes aboard as News Director ... Robert Levine segues to PD of KLYF (FM00)/Des Moines ... Bob Perry takes the PD helm at WAVZ/New Haven ... WJOY/Burlington, VT, owner Robert Hall taps Richard Reed as Exec. VP/Operations and Paul Battaini as VP/GM ... Barry Gerber is new owner of WROD/Daytona Beach, working with GM Linda Ward ... Anna Ryan is now GM of WEZG/Syracuse ... Jim Connor assumes management reins at WEAT-AM & FM/West Palm Beach ... WGAN/Portland owner John Taylor's staff includes GM Gary Jensen, OM Peter Falconi, and Sales Manager Lila Saindon ... Lee Gordon upped to Program Manager at KPNW/Eugene ... WBBC/Cleveland AM personality Tom Armstrong celebrates 40th year in broadcasting.

## May

Cincinnati Broadcasting receives FCC approval to acquire WLYK/Cincinnati ... Interstate Communications to purchase WGAY-AM/Washington and mount a News/Talk format ... Bill Miller moves to KJLA/Kansas City OM post ... Jim Chan-

nell becomes PD of "Contemporary Christian" WCFL/Chicago ... KOSO, Inc. acquires KKNU/Fresno ... Johnny Magnus moves from KPRZ/Los Angeles to neighboring KMPC in PM drive.

## June

KJQY/San Diego OM/PD Mike Burnette serves as interim GM following Jerry Lee's resignation ... Kravis Company purchases WKTZ-AM & FM/Jacksonville for \$3.5 million ... Steve Schy joins KSEA/Seattle as OM, following a similar tour of duty with KROW & KNEV/Reno ... WHUE(AM)/Boston switches from Beautiful Music to all-News; WHUE-FM continues to broadcast the Churchill format.

## July

Jim Nettleton selected as VP/Operations for WDAE/Tampa and Manager of "Prime Time" nostalgia syndication format (WDAE is the flagship station); Dave Strubbe, VP/Sales for sister outlet WIQI(W101), adds on same duties for WDAE; and Dave Steele is appointed News Director for both ... Group W to buy KQXT/San Antonio from Tichenor Media System ... WBUD/Trenton welcomes Dick Harvey as MD/PM personality and Nat Wright as AM host ... Bonneville Broadcasting Systems reaches an agreement in principle to acquire competitor Schulke Radio Productions from Cox Communications; price estimated at \$1.7 million ... WLAK/Chicago OM/PD Jack Taddeo becomes Director/Programming at Studio-line Cable Stereo ... Easy Listening WPNT/Pittsburgh shifts toward personality A/C format ... Russ Haberle rejoins KFSD/San Diego as Station Manager.



**A SOFT SELL** — KCTC/Sacramento's "soft music that feels good" concept became the focal point of a TV commercial series, featuring President/GM Bob Henley. Replicas of the foam letter calls used in the spot later doubled as giveaways to listeners.

## August

Ken Mellgren, former Schulke Radio Productions VP, appointed PD of WWRC/Washington ... KMFY/Minneapolis debuts Mike Joseph-designed "Comfy" Modern MOR format ... Jack Hutchison becomes KOAX/Dallas GSM ... Ron Jamison named VP/Director of Sales & Marketing for Bonneville Broadcasting System, responsible for expanding and servicing the Easy Listening affiliate roster ... President/GM Bruce Harris's management team at WXJY (Joy 96)/Osterville, MA includes Station Manager Peter Muniz, National Sales Manager Alfred Black, and Creative Services Director Anne McDowell ... Florence Gatten named Director of Marketing at WGLD/Winston-Salem-Greensboro-High Point ... WPEN/Philadelphia "Music & Memories" host Bud Brees celebrates 50 years in radio ... Group W's Muzak-environmental music source marks its 50th anniversary ... Marc McCoy appointed PD at "Love Songs"-formatted WLAK/Chicago ... WWJF (Joy 107)/Miami-Ft. Lauderdale shifts to Transtar's A/C-Easy Listening hybrid "Format 41" ... KYXI/Portland converts from News/Big Band to "Golden Oldies" and new calls KSGO ... WLCS/Baton Rouge

adopts Big Band/Easy Listening and the calls WXAM after longtime CHR stint ... Jay Miller named PD at WJJD/Chicago ... Eric Marenchi takes his programming skills to WHOM/Portland.

## September

WWRC/Washington debuts as full-service, personality MOR; "WRC 980 - The Station of the Stars" ... Dan Armstrong promoted to OM of KLFF & KMZK/Phoenix ... KOAX/Dallas applies for new calls KQZY ... TM Communications, Inc. set to market and syndicate Mike Joseph's modern MOR "Comfy" format and "Hot Hits" formats, plus license trademark phrase Hot Hits ... KPEN/San Jose switches to KLZE ("Class" and adopts Churchill's Easy Listening programming; working with GM Richard Martin are Station Manager Dottie Dowe and Operations Manager Joe Eick ... KSEA/Seattle VP/GM William Knudsen exits to become VP/Sales and Marketing for the Seattle Mariners ... Bill Miller joins KLEO/Wichita as OM ... WAJY/New Orleans picks up Transtar's Format 41 ... Jim Perry new OM at WHUE-AM & FM/Boston; Beautiful Music-formatted FM applies for new calls WCOZ ("Cozy 101") ... WGCH/Greenwich, CT celebrates its 20th anniversary with the giveaway of a three-week China tour ... Steve Lewis upped to OM at KJLA/Kansas City.

## October

Empire Media Corp. purchases Big Band-formatted WNUF/New Kensington (Pittsburgh); WYLF-FM/Rochester VP/GM Steve Godofsky named as VP/GM of WNUF ... Affiliated Broadcasting acquires Classical KHEP-FM/Phoenix ... MOYL WUHN and sister WUPE in Pittsfield, MA sold to H & D Media ... Former WQXR/New York Controller John Leon arrested and charged with stealing \$145,000 from station over three-year period ... Fred Missman appointed PD of KJOI/Los Angeles, succeeding Stan Gold ... WPEN/Philadelphia PD Dean Tyler adds duties of Manager/MOR Programming Services for parent Greater Media, overseeing WPEN, WWRC/Washington, and WGSM/Long Island ... Baton Broadcasting's CKLW & CFXX/Windsor (Detroit) let go 29 staffers; CKLW switches to Al Ham's Music Of Your Life and CFXX becomes Easy Listening CKEZ ... Ron Gold tapped as Station Manager of MOR WALK-AM & FM/Patchogue (Long Island) ... J.D. North joins WYDD/Raleigh as OM ... David Lorenz moves to WKBQ & WRNF/Muskegon, MI as OM/PD ... WFLN/Philadelphia marks 35 years with the same Classical format ... KDES/Palm Springs, CA adopts new ID, KKAM, and Nostalgia programming under leadership of Station Manager Joseph Tourtelot.

## November

Hank Struzik tapped as PD of Primetime Radio at flagship WDAE/Tampa; Darryl Tharin is named Assistant PD ... KPRZ/Los Angeles announces it will abandon Nostalgia in favor of CHR on January 1 and become KIIS-AM ... First Valley Broadcasting acquires WNXT/Portsmouth, OH ... WHUE-FM/Boston to be sold to First Media Corp., which says it will drop the station's Beautiful Music programming ... KODA/Houston signs multiyear broadcast rights agreement to be Oilers' flagship station beginning in 1985 ... Jarit, Ltd. purchases Beautiful Music WANR & WANJ/Wheeling, WV ... Keith Carson named Advertising & Public Relations Director for WRFM/New York ... John Stonis appointed Research Director of WPEN & WMGK/Philadelphia ... CKEZ/Windsor begins airing Kalamusic's Easy Listening format after Thanksgiving.