

SIGHT AND SOUND

TV SPOTS & OUTDOOR: A WINNING COMBINATION

R&R presents a useful and comprehensive look at two key methods of radio station promotion: TV and outdoor advertising. Visual samples, the philosophies behind both forms of promotion, and guides on maximizing their use, all in an R&R special, next week.

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Bowen Assumes Presidency At MCA/Nashville Division

Jimmy Bowen has officially been named President of MCA Records/Nashville. Bowen, who resigned as VP/GM of Warner Bros.' Nashville operation in February, has already installed his executive team at MCA while awaiting final settlement of contract details.

MCA Records Group President Irving Azoff stated, "Jimmy is a proven winner. His individualism, aggressiveness, and style will propel MCA/Nashville into the '80s and '90s. I consider it a personal coup to have him join our team."



Jimmy Bowen

Bowen commented, "I am very glad to see this change finally completed, and I am looking forward to working with Irving

Azoff and the people he has assembled in Los Angeles. I'm sure that when the two operations meld together, MCA/Nashville, with its great new crew, will become the place to be for all music coming out of Nashville."

In his 28-year music business history, Bowen has been a successful recording artist, songwriter, producer, and label executive. He has served as President of MGM and his own Amos Records, as VP/GM of MCA/Nashville briefly in the '70s, and as VP/GM of Elektra/Asylum/Nashville from 1978 until it merged with Warners' Nashville arm in early 1983.

Harvey PD For WVOL & WQQK

Fred Harvey has been appointed Program Director for the Phoenix Communications Group, supervising the programming at Black/Urban Contemporary outlets WVOL & WQQK/Nashville. It was also announced that Don Kelly & Associates will be consulting the stations.

An eight-year station veteran, Harvey previously split four years between positions at WBJW/Orlando and WKKO/Cocoa, FL. He told R&R, "This is a move I've been wanting to make for quite some time now. I'm just looking forward to working with HARVEY/See Page 34

Christian New PD At WAWA

After nine months as an air personality at daytimer WAWA/Milwaukee, Mark Christian has been promoted to PD.

WAWA VP/GM Richard McIntosh said, "To promote from within wherever possible is the All Pro policy. To have an outstanding talent on the staff like Mark makes it easy to turn the policy into reality."

Christian's radio background includes stints as an air personality at WVON and WJPC/Chicago, as well as three years as PD/MD at WDIA/Memphis. He told R&R, "After talking with management, it seemed like a real challenge, since this station has such a rich heritage. With that advantage working for me, combined with ideas I've gathered over the years, I said, 'Yes, I want to try to make this work.'"

Christian added that WAWA has applied to the FCC for a new fulltime frequency at 1200 kHz, seeking a power boost to 5 kw days/2.5 kw nights.

LAMB, NAUMAN, BALLARD UPPED

Swanson Promotes Three To New VP Positions

In simultaneous promotions within Swanson Broadcasting, WBYU/New Orleans GM Richard Lamb, KKNG/Oklahoma City GM Mike Nauman, and Corporate Director of Engineering Leonard Ballard have been elevated to Vice President.

Speaking on behalf of Swanson President/CEO Gerock Swanson, Exec. VP/COO Dan DiLoreto commented, "Leonard has done an extraordinary job, and this is a way of rewarding his years of excellent service. We're very proud of Mike, who has grown from within and shown us the ability to do



Richard Lamb Mike Nauman Leonard Ballard

THOMAS, VARDIN, O'LEARY PROMOTED

Three New Sky Stations VPs Set

In corporate promotions within the Sky Stations, three general managers have been advanced to VP: WSIX-AM & FM/-Nashville's Cecil Thomas, WGY & WGFN/-Schenectady's Barbara Vardin, and WTPA/Harrisburg's Carol O'Leary.

Sky Stations President/COO Dennis Israel observed, "Carol has done an incredible job of positioning WTPA to number one in Harrisburg. We are recognizing her terrific abilities and accomplishments."

"I could spend two hours complimenting Barbara. She is one of the most remarkable people I've known in broadcasting, much less within the company. She's done a superior job in her capacities at WGY & WGFN."

"Cecil has a terrific track record in both the Nashville market and at the WSIX stations. It was under Cecil's direction that the facilities grew to their prominence in the marketplace."

"All of these people have done great jobs. This makes all seven managers at our ten stations Vice Presidents of the company."

SKY/See Page 34

Schreiber Named KOMA VP/GM

After seven years with KOFM/Oklahoma City, Linda Schreiber has resigned her post as Sr. Account Executive in order to become VP/GM at crosstown KOMA. She fills the vacancy left two weeks ago when former GM Woody Woodard resigned to enter the advertising business.

Price Communications Sr. VP/Radio Frank Osborn stated, "I've rarely found someone so universally respected within a market. Across the board, people gave her first-class reviews. I am delighted we can bring someone with such sales and promotional skills to KOMA." SCHREIBER/See Page 34

TRANSACTIONS

Malrite Deals WNYR & WEZO To Grace, Buys WDGY

Malrite Communications Group has agreed in principle to sell WNYR & WEZO/Rochester to Grace Broadcasting for \$7.36 million. At the same time, Malrite announced it plans to sell AM outlet KLBK/Minneapolis to Newsystems of Minnesota, Inc. for \$500,000, in order to acquire crosstown WDGY from Storz Broadcasting for \$3.5 million. All transactions are pending FCC approval, as well as definitive agreements and other contingencies.

In announcing these proposed transactions, Malrite Chairman Milton Maltz said, "The acquisition of WDGY will further strengthen our position in the Minneapolis marketplace, which TRANSACTIONS/See Page 34

the job. We felt he should have the VP title, which is consistent with our other GMs. The Board of Directors decided that Richard, based on his broad experience, should also be given the VP title. It's nice to see these kinds of stories."

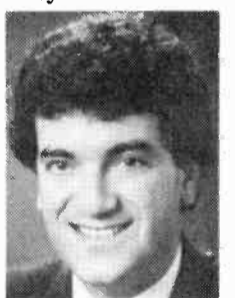
Nauman, a nine-year Swanson veteran, started as an Account Executive; he became KKNG Sales Manager in 1979 and GM in 1982. Lamb joined Swanson two months ago after seven years with Arbitron, most recently as VP/National Radio Sales. Ballard, a Certified Senior Broadcast Engineer, has been with Swanson since 1961, having served many years as the company's Director of Engineering.

OVERSEES KPOP, KRCX, KJJY

Fuller-Jeffrey Names Cloutier Regional VP

B.C. "Bill" Cloutier, Station Manager at the Fuller-Jeffrey Group's KJJY/Ankeny-Des Moines, has been promoted to Regional VP/GM, based at KPOP & KRCX/Sacramento. Cloutier will continue to oversee KJJY, while day-to-day station operations will be handled by new KJJY Station Manager Jerry Grant and KPOP & KRCX Station Manager John Buckley.

Fuller-Jeffrey President Robert Fuller told R&R, "Bill is a real pro at turning stations around. Starting out as a parttimer for us in Maine, he's shown a lot of loyalty over the years. I've got lots of confidence in him and his team of Jerry Grant and John Buckley."



B.C. "Bill" Cloutier

CLOUTIER/See Page 34

SCOTT WXTZ STATION MGR.

Severino VP/GM At WIRE & WXTZ

After five years as Station Manager of WXTZ/Indianapolis, Tom Severino has been promoted to VP/GM of the outlet and its sister AM WIRE. He succeeds Jack Hobbs, who resigned last month to pursue other business interests. Prior to this, Severino also served as VP/Director of FM Stations for parent Mid America Media; those duties will now be assumed by Howard Frederick, Mid America's Executive Director of Broadcasting.

Replacing Severino as WXTZ Station Manager is Galen Scott. A sales staff member for 17 years, Scott spent the last two years as WXTZ's Local Sales Manager. Commenting on his appointment, Scott told R&R, "I'm extremely pleased and look forward to more good things happening." He added that the station's LSM post had not been filled as yet.

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