

KMZK Returns To Classical

By Lon Helton

Following a seven-month fling with Country, KMZK/Phoenix will return to a Classical format between July 8-14. Here's the rather complicated scenario:

Affiliated Broadcasting took over Classical KHEP in early 1985. Assuming that Affiliated wouldn't retain the Classical format, KMZK changed from Oldies to Classical. However, Affiliated, which changed calls to KCON, affirmed its Classical commitment to the Phoenix marketplace.

In March of that year, Affiliated and Larry Mazursky, owner of Big Band KLFF and KMZK, struck a deal for Affiliated to buy KLFF. It included a provision that KMZK would not compete in the Classical arena.

As this was transpiring, KJII-AM & FM dropped Country. Perceiving a hole, KMZK moved to Country to honor the contract. Soon after, however, the sale of KLFF to Affiliated fell through. Then, about seven months ago, KCON dropped Classical for Transtar's Format 41.

In the meantime, KMZK was able to improve its 3000-watt signal, licensed to Sun City, so it would cover the entire valley. Armed with a stronger signal and without the competition from KCON, which had been Classical for 18 years, KMZK decided to return to the format.

Station Manager Rick White told R&R, "From a business viewpoint,

we're very pleased with how this whole thing shakes out. We feel we're giving something back to the community. Mr. Mazursky was very committed to Classical and had it not been for the serious offer, we would have stayed with it.

"We went Country because he saw it as an opportunity. Of course, KNIX is a legendary station and very difficult to go up against, but we felt we could benefit by being the only other FM Country station.

"We're really returning to our original game plan, which was to be able to sell the Music Of Your Life and Classical formats in com-

bo. The psychographics fit better than either MOYL and oldies or MOYL and Country.

Virtually the entire FM staff is being let go (see Pro On The Loose) on the date of the change.

Hall

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here," Hall said, pointing to Salt Lake City's AC/CHR saturation. "KRSP-FM has been winning by default for the past several years as a pretty tight AOR, if it can be called that. KBER has a broader-based format appealing to 25+ males. We're about 60/40 noncurrent/current, going as far back as Elvis."

Observed Devine President Chris Devine, "Everybody at the station reports to Drake, and as we grow he'll assume more responsibilities with each acquisition. Although the duration of our relationship with Drake has been short, he's demonstrated an ability to take on these responsibilities. Drake displays not only a dedication to the company, but also the management style we try to maintain on a corporate level."

Fuller

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be a family. They pull together because they know the job we have to do."

Said WZEN GM Jim Gates, "The sound turnaround Andre's developed in only two days is bigger than I've seen in three months. The response from the audience and the street is unbelievable. When you look at the numbers Andre had acquired, he had to know what he was doing. Andre has complete control over everything; whatever he wants to do, we run with it. As he says, 'We've been number one in everybody's hearts; now we'll be number one on paper.'"

WRAP

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helping set up promotions with clients, as well as the overall station operations. We'll continue to be consistent and remain very involved in the community."

Gardner

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based in Cleveland," Popovich said, "I'll be able to very closely monitor the competitive situation in this market."

A former PD at K101/San Francisco, Gardner fills the airshift vacancy created by the recent departure of seven-year WLTJ morning man Ken Morgan. Gardner has also worked on-air in Dallas, San Antonio, San Diego, and Salt Lake City.

Twenty-year broadcast and record industry veteran **LEE SILVERSIDES** has been appointed President/Director of Island Records of Canada Ltd. During the past two years he served as VP/Promotion for the company. Silversides succeeds **Doug Chappell**, who took on a similar post at Virgin Records of Canada.

GARY GROSS is named VP/Division Manager of **Riviera Broadcast Leasing**, an L.A.-based commercial finance company specializing in equipment leasing, term loans, and acquisition and receivables funding for the motion picture, broadcast, and recording industries. Gross is a former White House film photographer to presidents **John Kennedy** and **Lynndon Johnson**.

Longtime broadcasting veteran **DON GORDON** has been appointed GM at **KEYW-FM (KEY98)/Pasco, WA**.

WALT BROWN has been named PD at **WHYY-AM & FM/Montgomery**. He replaces **Bob Raleigh**, who leaves to pursue other interests.

PETER FALCONI has resigned as PD at **WGAN/Portland, ME** to become PD at **WERZ/Exeter**. He succeeds **Jack O'Brien**, who moves to sister station **WJBO/Portland**.

ALEX MILLER is promoted from National College Representative and Retail Assistant to National Album Promotion Coordinator at **Atco Records**.

JAMES GREENWALD, Chairman of **Katz Communications**, has been elected President of the **International Radio and Television Society**, succeeding **Edward Bleier** of **Warner Bros. Betty Hudson**, VP/Corporate Relations & Advertising at **NBC**, was named First VP.

THEODORA ZAVIN has been elected President of the **Copyright Society of the USA**. She is **BMI** Sr. VP, Special Counsel and Assistant to the President, and has served as Trustee, Treasurer, and VP of the society.

CRAIG ROBERTS joins **Century Broadcasting Corp.** as Sr. Corporate Engineer for the company-owned radio stations, based in Denver. Roberts had been Director/Engineering for **Storz Broadcasting** since 1980.

JUDITH SAFFER has joined **BMI** as Assistant General Counsel, and will be involved in all aspects of the performing rights organization's legal affairs. She is Senior Counsel at **ASCAP**, which she joined in 1968.

MARCY DREXLER has been promoted to Director/Professional Activities, East Coast for **Chappell/Intersong Music Group USA**. She was Professional Manager at the company and previously Manager/A&R at **MCA Records**.



Lee Silversides

RICK FLETCHER assumes the PD post at **KUZZ/Bakersfield**, following **OM/PD Buddy Owens's** move to sister outlets **KNIX-AM & FM/Phoenix**. Fletcher served as **KUZZ's** MD prior to becoming head of computer operation and research coordinator for **KUZZ** and sister station **KKXX** in 1983.

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Radio & Records is published every Friday for \$215 per year, or \$400.00 for foreign subscriptions, by Radio & Records, Inc., at 1950 Century Park West, Los Angeles, California 90067. Application to mail all second class postage rates is pending at Los Angeles, California. POSTMASTER: Send address changes to Radio & Records, 1950 Century Park West, Los Angeles, California 90067. All reproduction fees taken but no responsibility assumed for unsolicited material. R&R reserves all rights in material accepted for publication. All letters addressed to R&R or its Editors will be assumed intended for the publication and reproduction and may therefore be used for this purpose. Nothing may be reproduced in whole or in part without written permission from the Publisher. The terms "R&R Back Page, Breakers, Most Added, National Airplay 20, Parades, Radio & Records, and Silver Star" are registered trademarks of Radio & Records, © 1986. A subsidiary of Harts-Hanks Communications, Inc.

Stoeffhaas

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mingham is where I really wanted to be.

"WMJJ is very successful just the way it is. It's really a tight race now with WZZK, a very well-run Country station that has consistently been number one here. I'd like to break out of the pack and move ahead. We have a few ideas on how we can do that and take the station to the next level."

WZKC

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No personnel changes have taken place, with PD Bobby Hatfield and the entire airstaff remaining. Meltzer also announced he'll be leaving the station upon the ownership change and is looking for new opportunities. Prior to WZKC, Meltzer spent five years with Mid America Media, including a four-year stint as GM of WTRX/Flint before being named Mid America's VP/Radio.

ASK DR. RUTH IF JERRY GALVIN GIVES GOOD PHONE.

Stations are preceding Dr. Ruth's phone-in sex-therapy show with Jerry Galvin's phone-in humor show. Others are programming Jerry Galvin against Dr. Ruth. Either way, Jerry Galvin and Dr. Ruth are changing Sunday evening radio in America.

"Talk Talk with Jerry Galvin" is fed on Satcom 1R, Transponder 23, Channel 10 on Sundays from 9-11pm Eastern Time. The program is formatted so you can take one or both hours. For a demo tape and information phone 513-751-0991.