

## EVOLUTION

WAPP/New York signs on as AOR Monday, June 14 with WHO's "Won't Get Fooled Again" . . . WIDD/Johnson City, TN switches from AOR to A/C . . . Dave Kettinger exits as PD of WWTR/Bethany Beach . . . Jona Denz is named PD at KLRB/Carmel . . . George Bradt is appointed PD for WBRU/Providence . . . John Bloodwell joins WCOZ/Boston as Promotion Director from WMMR/Philadelphia . . . Departing WMET/Chicago MD Dave Benson was inadvertently listed as PD last week — apologies to WMET PD Trip Reeb! . . . Dave Spodell is named Research Director for CHEZ-FM/Ottawa; Rob Braide remains MD . . . "Big Marty" is appointed MD for KOMP/Las Vegas . . . Jon Dillon is named Music Coordinator for KZEW/Dallas . . . WSYR/Syracuse MD Tommy Nast

departs for a position with Album Network on July 1st (leaving the station without both a PD and MD if no new choices are made by then) . . . Burkhardt/Abrams signs WKDF/Nashville as a client station . . . John Thomas exits production and airwork for DC101/Washington . . . Tom Sheehy is named Promotion Director for WMMR/Philadelphia . . . Michael Bright joins WCOZ/Boston for overnights from WLLZ/Detroit . . . Michael Keating exits afternoon drive at WIZD/W. Palm Beach as Jeff Allen joins from K102/Pompano Beach . . . Geoff Babb joins WXUS/Lafayette from WIU/Kokomo from afternoon drive . . . Bob Gelms moves from overnights to 10p-2a at WLUP/Chicago . . . KICT/Wichita hires David Stone from neighboring KEYN for production . . . New to WIQB/Ann Arbor is Jeff Carter for overnights and Lisa Oliver as Public Affairs Director.

## AOR Reporter Profile

WWCT/Peoria

PD: Rick Peterson

Power: 36,000 watts

Consultant: none

Slogan: "The Home Of Rock 'n' Roll"

"At 106 WWCT we promote ourselves, both on and off the air, as the home of rock and roll. Put simply, when someone in Central Illinois is in the mood to rock, we want to be the radio station he turns on. Although we are the only AOR in the market, a couple of local CHR's also program album cuts and two Chicago AOR's are available on cable. So the 18-34 competition is tough. We make every effort to keep up-to-date with what's happening in the world of music and other areas of interest to our audience, and relay that information to our listeners in a friendly, one-to-one manner. Frequently, 106 will cosponsor musical events at local nightclubs and area parks, often with the proceeds going to charity. One of our most successful promotions is 'the basement tapes'; during the annual promotion, we solicit recordings from local bands, play many on the air, award studio recording time and band equipment to the best bands, and present those acts in a nightclub showcase. The 'basement tapes' has done wonders in enhancing our image. We don't have a large promotional budget, but we manage to keep visible through bumper stickers; 50,000 were distributed last year. As an incentive to display them, prizes are awarded out of the station's van to cars spotted with the sticker. This promotion has proven to be an effective come builder.

"Musically, our library ranges from Jackson Browne to Black Sabbath. We lean heavily on classic AOR artists like the Rolling Stones, the Who, and Led Zeppelin. As for currents, essentially we're looking for songs that fit in with our overall air sound. We keep close tabs with what's happening at other AOR's in our region and are more than willing to jump on an album early or embrace an unknown act. That kind of attitude keeps us sounding fresher than the competition, and hopefully keeps us an important station in the eyes of the record companies."

— Rick Peterson

## Futures:

Continued from Page 24

area where the station can benefit by building a relationship with listeners. This is a potential problem the networks will have to deal with in the future.

"My most important consideration for special programming is its compatibility — artist compatibility, and program compatibility. I've encountered some AOR programs that incorporate Top 40-style narration, inappropriate commercials inside the shows, and many times, just too much talk. For example, we ran a show featuring a solid AOR act that included a 60-second spot for the Jacksons. I realize it's hard to meet every programmer's needs, but I am often amazed at how out of touch some syndicators can be in terms of the discipline we impose on our own formats. They must address this situation.

"Syndicated programming is so incestuous — I ran a Tommy Tutone show and a few weeks later another station adjacent to this market carried Tutone from another syndicator. It all begins to sound the same, and the specials are going to end up sounding less special if this continues. If syndication and networking has a future with AOR, it will require innovation."

Next week we complete our monthlong look into the future of AOR as we ask programmers for their predictions of the direction stations will take in promoting themselves, in terms of both contests and community visibility.

As with all columns in the AOR section, this series is open to your own thoughts and feedback. If you have a strong opinion on one of the topics covered throughout this series, and would like to share it with the rest of the AOR community, contact Jeff Gelb at R&R, 1930 Century Park West, Los Angeles, CA 90067. This forum is industry-wide, by the way; you needn't be an R&R AOR reporting station to have your comments printed in our pages. So share your thoughts!



**DIVER DOWN WITH VAN HALEN** — Warner Bros. record rep Richard Wolod (center) personalized his delivery of the new Van Halen album to WLLZ/Detroit by getting PD Joe Urbiel (left) and Assistant PD Dave Scott (right) in the right spirit to receive the record.



**EDDIE PROVIDES AIRPLAY PERSUASION** — Capitol sent Iron Maiden mascot Eddie to WYSP/Philadelphia to provide a little friendly persuasion on behalf of airplay for the band's latest album. Pictured "getting the axe" is WYSP Promotion Director Marie Lucidi, backed (l-r) by Eddie, air personality Dave Newman, PD Michael Picozzi, MD Steve Feinstein, and Capitol's Michael Lessner.



**FOREIGNER FANTASY** — KAZY/Denver picked a winner to see Foreigner in an expenses-paid Hawaiian vacation by holding a "fantasy island" contest that asked listeners to come as their fantasy. Pictured (kneeling, l-r) are KAZY staffer Kathy Ward, "Tattoo," KAZY Promotion Director Ann Quinn; (standing, l-r) KAZY staffer Melanie Moore, winner, KAZY newperson Mark Samansky, jock Kelly O'Neal, and Sales Manager Jon Howe.

## UPDATE

The Rolling Stones are the hottest ticket in AOR promotions these days: KQRS/Minneapolis received 8000 entries in its contest to send a winner to see the band in London . . . Travel in general has become a very popular promotional prize, with WLPX/Milwaukee sending listeners to England for the world-premiere of Pink Floyd's "The Wall" movie. WLPX also just cosponsored "Young Milwaukee Night," combining baseball and rock and roll. Of course, the evening's highlight was MD Bobbin Beam's annual live rendition of the National Anthem . . . WAAF/Worcester's going to try the sort of coordinated fireworks/music display that has been so popular for KGB-

FM/San Diego in recent years. WAAF's display, held in conjunction with Coca-Cola, is set for July 2, with crowds of 100,000 expected . . . WEEI-FM/Boston has installed a "state-of-the-art" audio system designed by PD Rick Peters and Technical Supervisor Bob Cook. The system, which took seven months to design, required the rerecording of every piece of music played on the station to achieve optimal aural results . . . WIQB/Ann Arbor's on the march promotionally, sponsoring a free beer and pizza party featuring live rock music and a talent contest. Needless to say, it was SRO. Also, the station got involved in a benefit Chili Cook-Off for the National Kidney Foundation that included food, live rock, and the WIQB Midwestern Egg Drop Championship (for real!) . . . KLOS/Los Angeles broadcast live from the pressbox at the recent "Peace Sunday" superstar concert that benefitted anti-nukes group the Alliance for Survival. KMET was also on hand to host the show, which made for very complete coverage on Los Angeles AOR radio of an event that drew over 100,000 fans . . . Birch has been kind to KDKB/Phoenix: the latest monthly results showed KDKB #1 in the market with a 14.2, plus #1 25-54 men and #2 25-54 women . . . Get-well wishes to WHMD/Hammond morning man Kevin Webb, currently hospitalized . . . WAAF/Worcester has moved to 19 Norwich St., Worcester, MA 01608. The phone number remains the same.

## COLOR

**ROCK TIMES SEVEN:** WCCC/Hartford has compiled a list of the "seven greatest rock albums of all time," with the help of listeners' votes and local sales. Listeners were then invited to register their guesses of the final seven choices, and from those entries, seven will be drawn to receive complete sets of the seven winning LP's.

**WORLD TOUR TRIP:** In WMET/Chicago's latest World Tour contest offering, listeners were asked to send in their three favorite rock songs of all time, which were tabulated for a Top 500 weekend. One entry was picked whose winner gets to choose any rock concert anywhere in the world to attend, with WMET picking up all costs. Coming up on WMET is a World Tour contest that will send a winner to Ireland to see the Rolling Stones.

**JAMAICAN SUNSPASH:** KNAC/Long Beach is giving a listener and a companion the chance to win a trip to the "Reggae Sunsplash" festival in Jamaica in an expenses-paid weeklong vacation. To register for the drawing, listeners must enter the full name of the late reggae superstar Bob Marley on a postcard.

**ANOTHER GREY AREA:** WBCN/Boston, in conjunction with Arista and the latest Graham Parker album "Another Grey Area," held a drawing to send a winning listener on an expenses-paid tour of Mount St. Helens.

## CONCERTS &amp; CONVERSATIONS

**CONVERSATIONS:** Scorplons, Rainbow, Split Enz, Toronto on Q107/Toronto . . . Ian Anderson, Moon Zappa on WIOT/Toledo . . . Noel & Red Wedge, Taxxi on KFMH/Muscatine . . . Cheap Trick on KEZE/Spokane, CITI-FM/Winnipeg . . . Dave Edmunds on KROQ/Pasadena . . . Jon Anderson, Ian Anderson on WLAV/Grand Rapids . . . Ozzy Osbourne, Split Enz, Clarence Clemons, Mick Ronson, Jon Anderson on CHEZ-FM/Ottawa . . . Ian Anderson on WBAB/Long Island, WAAF/Worcester . . . Jean-Luc Ponty on KFMG/Albuquerque . . . Chubby Checker on WMMS/Cleveland . . . Joe King Carrasco, Krokus, Glenn Frey on KLAQ/El Paso.

## The Music Section

AOR's Most Accurate  
Music Information

Begins on Page 50