Cumber-Bums. WZGC Atlanta pulls out half the stops as it throws a strictly tux-'n'-tennis affair to welcome New morning man Randy Miller to the WZGC staff. Standing, from left, are staffers E.Z. Money, Charlie Henry, Bob Case, Mary Glenn Lassiter, Lindley Miller, and Marty Brooks. Kneeling from left are Harry Schuster and Steve Mapei.

UPSCALE STICKERS

WYSP Philadelphia wanted the excellent visibility of bumper stickers but felt that its upscale targets would rather buy their clothes at Montgomery Ward than attach a bumper sticker to their BMWs. To solve the dilemma, the station has adopted window stickers that use static electricity to cling to any smooth, clean surface.

The "94-WYSP" stickers can be peeled off without leaving any residue, presumably so that listeners can maintain their resale value. The protective backing that gets peeled off before application resembles a 7-Eleven coupon for a variety of the convenience store's items. There's no confirmation yet on rumored plans to woo window sticker promotions staffs are roaming the Philly area armed with cans of Static Guard.

MONEY FOR NOTHING

WKLI "K-LITE 101" Albany, N.Y., recently completed a 10-week promotion that gave 10 listeners the chance to spend $1,000 in four hours and have nothing to show for it. The object was to blow the money in four hours on nontangible items only, and in the process collect a $500 bonus for a favorite charity. The contest kicked off with WKLI's invitation to local television and print journalists to try their hand at spending. Once the contest had high community visibility, listeners were selected weekly from some 10,000 entries. Each Thursday, the station staffed as store personnel to help make the night on the town as expensive as possible. All 10 listeners succeeded in spending the money in four hours. Most of the high rollers spent a large portion of the grand on fun philanthropy, like buying out an ice cream store's entire stock and delivering it to a nursing home or having pizza delivered to police stations throughout the city.

For an estimated total expenditure of $18,000, the station had 10 weeks of ongoing promotion, got tremendous excitement as each week's winners tried to outdo the previous week's antics, and made donations to several local charities.

GOVERNOR BASH

With all the uproar over Arizona Gov. Evan Mecham's Martin Luther King Day rescheduling, Phoenix stations KOOL and KVOY had plenty of material to base recent promotions on.

KOY struck upon the idea of having Mecham piñatas made up. Piñatas, as you may know, are Mexican-papier-mâché figures that are traditionally bashed open by blindfolded revelers. The idea began as an on-air morning show joke when station promotions coordinator Marie Chapelle Camacho suggested that there should be a Mecham piñata to go with the one she has of Michael Jackson. The phones rang off the hook. Eventually 60 of the figures were produced by local artist Samuel Garcia, with proceeds from their sale at $12 each going to a new Hispanic program planned by the Salvation Army. There's no word on...(Continued on next page)