

Cole Signs Off As WMZQ PD Forms Consultancy In Austin With KOKE's Ray

WASHINGTON—"My five-year plan when I came to a major market was to work at two stations and be bak into a medium market situation with equity," explains Bob Cole, who has just resigned his post as program director of Viacom's WMZQ here. Cole has accomplished those goals in half the time. He took Washington's WPKX-AM-FM (Kix 106) to its greatest success, defeating WMZQ, then crossed the street and accomplished the reverse.

"When I came to WMZQ last August, I had a one-year contract. I really didn't expect to leave at the end of that year," says Cole, who will be on hand at the station for the next six to eight weeks in order to play a part in the selection of his successor. "But Viacom has amazing resources, which has not only been a learning experience for me but allowed me to accomplish what I set out to do in a much shorter period of time."

Now Cole is returning to Austin, a town he took by storm as morning man and program director of KOKE from 1979-82. During that time, he not only took the outlet to dominance, becoming a household name with the country audience, but also developed a close business and personal relationship with KOKE presi-

dent/GM Jim Ray.

It is with Ray that Cole has formed his new five-year plan, encompassing a consultancy and equity. "Jim will remain GM of KOKE, although he has resigned his presidency," explains Cole. "He did that in order to go into ownership of some stations which I will also be a part of."

"However, since he will still be involved with KOKE, managing it on a day-to-day basis, it is definite that I will have a business association with the station, although we've yet to determine exactly what my responsibilities will be." Since Cole's departure, the AM/FM combo has taken a definite back seat to its country competitor KVET/KASE, and subsequently changed formats to adult contemporary.

Although both Cole and Ray are steeped in a country background, the Austin-based consultancy will not limit itself in format. "We've got several clients already lined up," admits Cole. "But at this point they're confidential. I can tell you they range dramatically in format, and while I'm happy to be even more involved in country, I'm very excited to be branching out into contemporary hit radio and adult contemporary."

"I don't see 'format' as the crucial

element at any radio station. Sure, it's better to be a big part of the game plan when targeting an audience, but transcending that, all radio is a people-intensive business," says Cole. "Unlike manufacturing, where the real creativity stops after the development of a product when production becomes assembly-line mentality, radio's product is constantly generated, refined and maintained on a day-to-day basis."

"People's needs and wants, both employees inside the radio station and listeners outside, are constantly changing. It's a fragile relationship that must be nurtured, but it's also an amazing phenomenon," Cole continues.

"What other business can take a million-dollar license and turn it into a 10 million-dollar property in one year with no change but the right people? We've all seen it happen, and sometimes it happens *without* any other major expenditure other than personnel. Consequently, my concentration is not as much on format, although that's important, as it is on getting the right people and giving them a reason to want to stay."

"Unfortunately," Cole goes on, "I can count on one hand the times I've
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Clark Promoted As WGAR Goes Country

By THOMAS K. ARNOLD

CLEVELAND—Just one month after WHK dropped country for oldies, longtime AC station WGAR is picking up the slack as part of an overall consolidation move with its FM sister, WKSX (KS-100).

Effective next Monday (16), the powerful 50,000-watt station will adopt a country format and simulcast its morning drive show, hosted by Paul Tapie, with the FM. Its call letters will change to WGAR-FM.

"This move gives us the corner in the market, especially since two country stations (WHK and WWWE, which exchanged country for AC six months ago) have dropped out," says Jay Clark, who will retain his title as WGAR program director in addition to picking up a new one as operations manager of both stations.

"Obviously, we'll be more apt to sell as a combo, since both stations will have the same format. And we're pretty certain nobody else is going to come in and go country, since they'd automatically have to compete against two stations."

The consolidation move affects not only the format, but the staff, says Clark, who came to WGAR a year ago this month after several years with WABC in New York.

On the AM, Tapie's show will be moved up half an hour to 5:30 a.m., and will be simulcast on the FM, Clark says. The popular jock—and his 150 impressions—will be followed by talk show host Steve "Boom Boom" Cannon, whose program will now feature country music in addition to the normal patter from 9 a.m. to noon. Next comes an hour-long news/information break, including a brief Paul Harvey block, while the rest of the broadcasting day will be turned over to a syndicated country format from Chicago's Satellite Music Network hosted by Bill Fortune, Mark Edward, Barb Wonder and Ted Clark.

Mike Metzger, currently WGAR's afternoon jock, and evening jazz show hostess Barb Richards are both leaving the station, Clark says, while Jay Hudson, on the air from midnight to 6 a.m., moves over to the FM in that slot.

With the simulcasting of the Tapie morning show, current FM morning man Josh Tyler moves over to mid-days, while current midday jock Steve Cherry is also exiting. John Olsen retains his positions as both afternoon jock and program director of the FM, while Chuck Collier remains in evenings. John Szymanski, who currently does overnights, will be-

come a "swing man" and is also in charge of satellite operations.

"Country music in this marketplace has always done double digits (in the Arbitron ratings)," says Clark, who reports directly to Harold Hinson, general manager of both stations. "And having the only two country stations in the market gives us a real advantage."

PROGRAMMER'S OPINION

Why Not Qualitative Research?

By STEVEN WARREN

A few weeks ago the RIAA released details of a research study of record and tape buying habits. Many people were amazed to see that consumers over the age of 35 buy more records and tapes than anyone else (28% of all sales). Teens, the demographic most would assume to be in the top position, were number four (16% of all sales). If this came as a surprise to you, it is time to re-think your sales research methodology.

Since the beginnings of contemporary radio, one truth has remained constant: Record sales equate to programming value. Virtually all music-oriented stations conduct weekly sales research. Yet most go no deeper than a simple poll of record stores' top 20 singles and albums. Since few stores keep detailed weekly sales by unit, the reliability of such music polls is marginal, at best.

Even if the store's weekly list is accurate, what does that tell you? A record that is top five in sales may not have sold a single unit to your station's target audience. Another record at the bottom of the sales list might well be the most important record on your playlist. Unless you delve deeper into the buying habits of consumers/listeners, your weekly sales research may be little more than busy-work. At worst, simple call-the-store-take-the-list sales research can be grossly misleading.

In the mid-'70s, my music director Katie Van Pelt began doing a simple thing. Before she called the stores



CALL OF THE WILD—Over 5,000 Jacksons fans gathers at Boston's City Hall Plaza to join Boston's WILD in a plea to bring the group to their city. Results of the rally remain to be seen.

Vox Jox

Bazoo Heading For KIXK?

By ROLLYE BORNSTEIN

Little in the way of hardcore news this week—especially since we're typing this at 2 a.m. at the L'Enfant Plaza—but we do have a few solid rumors. Nick Bazoo, PD of B-97 (WEZB New Orleans), refuses to confirm it, but he won't deny it either. Will he be the new PD of ABC's newly acquired KIXK Dallas/Denton? The move would assure the station going top 40 against his former co-worker, B-97 turned KAFM Dallas PD John Shomby.

Then there's the matter of Jack Tadeo. He says that if it's true you'll hear about it through "regular channels"; however, irregular channels in the form of fellow Viacom employees say Tadeo will be exiting his WLAK Chicago PD post. Joining the "love songs" outlet less than a year ago from Philly/Media's WKSZ (Kiss), Tadeo is rumored to be leaving to form a research-oriented consultancy.

And from the less than believable but who knows category, several folks have mentioned that Frankie Crocker may be the new night man at New York's WPLJ. We have trouble buying that one, too.

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San Diego radio vet Jim Price had his cake and ate it too at a triple celebration in his honor last week attended by the entire San Diego radio community. Toasting to his 49th birthday, 30th year in radio and 25th anniversary were KYXY's Ed Denker, K-Best's Mark BeBoskey, KCBQ's Peter Moore, Jerry Lee, formerly of KJQY, and several other notables, including Dave Segal, who started Price in radio, and Billboard's always prolific San Diego correspondent Thomas K. Arnold, on hand with an epic 120-line poem he wrote.

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CAMPAIGN TRAIL—Former vice president Walter Mondale, right, makes campaign promises to KABC Talkradio's vice president and general manager George Green, center, and the program's host Michael Jackson in Los Angeles. Mondale and Colorado Sen. Gary Hart taped a segment for the show which will air during the Democratic convention this month.