

Volume # 8  
March 1987

Addressing  
South  
Florida's  
Most  
Important  
Issue

Agenda:



Kane..... Guests.....  
Birds..... WKAT.....  
WIOD..... WNWS.....  
West.....

Talk + Irony  
Radio

pg 1 of 4

Irony is defined as the incongruity between what might be expected and what actually occurs. If I were to answer the phone and someone identifying themselves as an Arbitron representative would ask, "Are you or any members of your family affiliated with a television or radio station?" If I would answer, "No," and then Arbitron would send a diary to my house on a Thursday and ask me to fill it out and return it for a dollar; that would be extremely ironical. And if Arbitron was surveying three persons in the household that would be even better.

Well it was about time they contacted me. For one week I was an Arbitron family which caused a temporary lapse of memory. I forgot what station Flea Mowler managed. I forgot what their call letters were. To me they didn't exist. My parents don't listen to radio so I took the honor and filled it out for the whole family.

The following shows got written down, whether I listened or not.

WHYI Morning show 5-10 a.m.  
Neil Rogers show. 10-2 p.m.  
Bill Calder show. 2-3 p.m.  
WINZ News..... 3-7 p.m.  
WINZ Talk Net.... 7-5 a.m.

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As of last count there are four women doing talk shows on the air (Sandy Payton, Shirley Peters and Kathy West, Kathy "Taffy" McCallum.)

We all know how exciting Shirley Peters is. Shirley and all of her 9 lives. During the battle of the talk show hosts, on WNWS, she went back to her third life to a time when her mother put her in a 16th Century half way house. Shirley would have a three share in a one station market.

As far as Sandy Payton goes, and she doesn't go very far, she and her IRS agents and the T.V. repair man better find either a new station or a new format. Sandy's format has proved to be a failure. No matter what Mike "Brain Donor" Anthony says, Sandy will not be in the running for big numbers or even medium numbers. She blends in with WIOD's format, not talk, not music, and not sports, but boredom.

Back in February 25 when Linda did her expose on Mike Anthony's plan to bury WIOD, I noticed an interesting quote. When Mike was referring to how the new producer he imported, Doug Young, will bring new life to the talk shows he said "Sandy has had no female appeal in the book. All her listeners are men. That's an area where I think Young, with his abilities, knowledge and contacts, can help her."

What does that mean Mike? Can Doug do cart wheels on the air, which in turn will attract more listeners to WIOD? Does Doug know the Pope? So in September the Pope can be on with Sandy. Maybe Doug has some friends in Arbitron, who in turn can alter some numbers.

Producers are producers, and certainly in Sandy's case, Doug will make no difference in Sandy's ratings, unless what I said is true. When Steve Kane comes to WIOD Doug won't have to worry about supplying the guests because Steve simply walks into 7-11 to find his guests.

Now it's Taffy's turn. First of all, how could anyone with the air name Taffy not be laughed upon. That would be like Neil changing his first name to Joey or Timothy. I can hear it now, "It's time for the Joey Rogers show, if you wan't to talk to Joey..." Another problem is Taffy's voice. Taffy says that her vocal cords are loose. She sounds like a Jack from Miami Beach, and looks like one too. But this is radio, no one cares how ugly Taffy is. I am so mean. Neil pointed out correctly, Taffy also talks about the blacks too much. I understand she is trying to pick off some of the WEDR afternoon audience. Speaking of blacks, an employee of Jefferson Pilot told me that Lee tells great black jokes.

Now for a West turn. Of all the female hosts, Kathy West, in my opinion is the best. Her voice is not scratchy nor is she one of those astrology or reincarnation phreaks. She is a true breath of fresh CO<sub>2</sub>. At first when she was on with Ira Everett, the two were a deadly force. But since managment seperated the dynamic duo listening to the early part of the WINZ weekend is possible. I think Kathy would make for a good two to four p.m. talk show hostes on WINZ. One more added note. Neil and Kathy are a great combination.

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I would be the last one to write a word about the early bird, but I must speak for the South Florida audience, "We are overdosed on early birds." I will give credit where credit is due. At least WINZ did't conjure up something like WNWS did with the AIDS issue. That was the epitome of contrived radio, needless to mention it was tasteless and was done as an act of desperation. But what do you expect from Lee Fowler and Dennis Collins? They are a discredit to the industry, they should be disbarred, right?

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"610 WIOD the voice of South Florida," is the new theme that Mike Anthony would like to project. I just hope that people visiting South Florida won't leave this wonderfull area thinking that WIOD is a top South Florida station. Who knows, maybe Mike thinks that jingles will attract listeners. That weekend line up, someone needs to explode an Atom bomb during the WIOD weekends. Those weekend numbers will be so small WIOD will need to borrow Jack Horkheimer's telescope to see the numbers. (Sorry Neil, everyone steals your lines and I should be no exception, at least I changed it slightly.)

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WNWS has a "WELCOME" bulletin board, on it someone placed a sign "WNWS welcomes Steve Kane's departure." That individual might of welcomed it, but Lee Fowler is almost in tears. What we are looking at is another WGBS. Maybe Lee will talk Jefferson Pilot into buying WIOD and WNWS will go Spanish. Al Rantel, Lee Folwer, Shirley Peters, Jerry Wichner, Don Webb, Debbie Ellis, Rick Stone, Ruth Shack, Bill Wilbanks, The Doctors, The Lawyers, let's not forget Craig Worthing, Mike Thompson, and Jeff Cashower. Almost all of these people are the bottom of the barrel talent. I can see another WGBS in the making, as soon as Al get's an offer and leaves WNWS it will all be over, which means Lee will be out of a job and will go home to live with his mother in Ohio. Lee has all the luck. Speaking of Lee, did you hear the poem Neil recited to Lee on Monday's show, it went like this:

Being friends is a warm and glowing touch,  
It's words of kindness that mean so much,  
Through days and years that bond has grown,  
A blessing only friends have known.

Being friends holds a meaning true,  
It's past and present and yet it's new,  
It's time wrapped up in things we do...  
I'm glad God made a friend like you.

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If you think Steve Kane will make a difference for WIOD, you are wrong. It's like putting a grain of sugar in black coffee. Let's not forget that Steve will not be allowed to talk about oral sex on the air nor will he be allowed to have the fake guests on anymore. Mike Anthony would'nt stand for it. Steve won't blend in with Sandy and Bill. I don't see Mike Miller on the air after Steve arrives. Anthony won't fire Mike he will just move him to News Cruiser 61. Sullivan will steer ans Miller will look in the rear view mirror.) Buy the way why do you think Dan Green was pushed out? Could it be that he might of been eligible for pension?

How do you think Reineri feels now that he knows Steve will be making \$200,000 a year. Surely Reineri does'nt make that much. How do all the others feel? Station moral must be at an all time high at WIOD. Plus the fact that rating should be out any day adds another dimension to the possible moral of the station.

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There should be a law against all of the chronic talk show guests. Marilyn Volker, the T.V. repair man, Ellis Rubin, and Connie Volpe. Let me support this statement. Marilyn Volker had her own show on WVCG after it was canceled, she was a weekend at WNWS, then she was on with Neil now I heard her on WKAT. After the T.V. repair man was fired from WIOD he popped up on The Jerry Wichner show for four hours. Ellis Rubin had a show on WGBS, when his show was canceled he was on every other week with Kane. Now I get to Connie Volpe, she has a weekend show on WIOD on the very same weekend she guests on WKAT with Bobbie Heiman (What an appropriate last name Bobbie has, please note she has a show for and about singles.) Don't these guests have any shame. They are worser than the chronic regulars!!

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Speaking of WKAT, what is there story? Don't they realize that the most they could ever get is a two share of the audience. I understand that they want to attract the yuppies. Certainly they won't attract them with their kind of programming. Did you ever listen to their weekend programming? (Bill Hampton was canned) They have Peter Clayton, and an eye doctor, then they have a travel show. Maybe Peter will attract the yuppies but a show which talks every week about astigmatism will not attract the yuppies, nor will it increase ratings. For a few weeks WKAT had a Hebrew show on the weekends. Does Jack McDermott really believe that if he shuffles around Big Wilson and Lisa Ford the ratings will increase. I would like to make a note that there night time programming is plagued with problems. First there was Scott Morrison from 9-12 p.m., his numbers were low so they brought on a light jazz show hosted by "Julie of the Night," when overnight man Larry Hayes tried to rape her, he was fired. Then a few weeks later "Julie of the Night" was moved to overnights. Ken Collier now does 9-12 p.m., but now "Julie of the Night" was fired. So they now have Peppy Fields producer doing overnights, but he is not allowed to say a word. His name is Rick Mamchez. This same man (Mamchez) had the brains to tell one of the WKAT groupies (A senior citizen) about the rape incident. It seems to me like WKAT is managed by a bunch of incompetent people. This is just my opinion. And as a certain talk show hosts said on the air, "Opinions are like assholes, everyone has one and they all stink."

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News Flash: WMBM has

~~Night~~ Time Talk!

It has been over a year since Bill Calder left WINZ.

It has been almost a year since Neil Rogers decided to formulate the April "phoneout." After massive picketing and several attempts on his life, Neil decided it would be better to go back to the phones.

As the Miami Herald reported it:

{2 weeks prior to  
it's  
cancellation}

Neil Rogers' April "phoneout" has commenced. Talk show Neil Rogers decided to remove the little light bubbles from all seven talk lines. He did this because of the increasing number of crank calls he has been receiving from local crank callers. Neil said, "After I began to date Evett, Al Rantel began to crank call me on the air. He was very upset that I stole his woman, now he is crank calling me." Al Rantel, on the other hand, said, "I love Evett, but just because the better man [Neil] captured her heart, that would not make me crank call Neil." Neil insists that Al is calling his show. What did Lee Fowler have to say about the April "phoneout"? I took a poll on my show and on a scale from one to ten the average was a 6.453201, meaning that the audience, as a whole, is against the "phoneout." Lee added, "If it is successful then we will incorporate it into our format."

This sums up another exciting issue of the (A new name)  
The Callers Courier

Stay tuned next week for a complete guide to insignificant talk shows on AM, PM and PM.  
To anyone interested the answers to last issues crossword puzzle will be in next weeks issue.

Mike Anthony is the  
Comming to a theatre  
near you!  
Rated 0.5  
Viewer discretion  
advised.

