

June 1987 will go down in radio history, right?

\* Currently  
Hired

Stan Major  
Shawn Burke  
Ron St. John  
Debra Boyd  
Eric Brandon  
Jim Kelly  
Dave Caprita  
Bill McQuage  
G. Michael McKay

\* Fired

Taffy McCallum  
Ernie Sochin  
Phil Beckman  
Scott McLeod  
Bill Calder  
Ron Sachs  
Mike Miller  
G. Michael McKay

\* Resigned

Rick Peters  
Rob Stadler

\* Suspended

Stan Cooper

\* Ran Away

Sandy Payton  
Debra Boyd

\* Back on the Air

Greg Budell  
Steve Kane

The biggest shake up occurred at WIOD. There is no doubt in my mind that these changes are the senseless ever made at that station. Not only is management treating staff in a cruel, haphazard manner, but the programming of the station is, also, unbelievably ridiculous. What is going on over there is beyond belief, and Cox broadcasting should know about it.

First of all, WIOD will never hold the title of "#1 News/Talk Station," as long as Mike Anthony and Bob Reich are behind the helm of the failing radio station. Second, when you have boring shows, you will have low ratings and whose fault is that? There's just so much you can put on the hosts, the rest is the producers responsibility. In this case Doug Young is the one to blame. Third, why did Mike Anthony put a "no-name" like Bill McQuage on AM radios prime time slot? Fourth, is a half-a-million dollar helicopter really necessary to do a traffic report? Finally, there are too many "fluffy" features mixed into morning and afternoon drive.

If Doug Young would stop picking boring topics and chronic guests, WIOD would be better off. The following are random excerpts from The Miami Herald's Radio Highlights, Doug is responsible for all of these:

- \* Sun, skin, sunscreens and you.
- \* Financial expert Steve Conway, who sounds like mini-mouse.
- \* John Greenya, author of "Blood Relations."
- \* Jane Donigan discusses nutrition.
- \* Elaine Brumberg, author of "Save Money.... Save Your Face."
- \* The ethics of organ donations.
- \* Talk about Health with Dr. Dale Alexander, "The Godfather."
- \* Financial expert William F. Donahue.
- \* Discussion of nuclear weapons.
- \* Mike Anthony, author of "How to pick great pin-striped suits and be the most hated program director in town while scaring 25% of a radio stations audience away in three months."

I will give Doug some credit, that last book sounds great. Doug is a former California producer and knows nothing about this market. He relies on the "Top Ten Topics of Talk Radio," for

ideas. One of the top ten is nutrition, and Doug insists that it is a popular topic in South Florida. Doug, are you listening? For the hundredth time, "No one cares about how much vitamin AB complex a man of forty-five needs to take so he won't come down with hemeroids!" Doug is a nice person, but very stubborn about taking advice from someone who knows about this market.

Neil Rogers better find a new market because Bill McQuage will be on from 10 a.m.-to-2 p.m. Bill's experience with talk radio has been a vast one, about 70 hours, honestly. He is promoted as been in radio for twenty years, but none of those years have been as a talk host. He is from Texas and has an annoying accent, Mike Anthony hired him do a weekend overnight talk show. Weekdays he was a board operator for the ball games. On his weekend shows he would go hours without calls, at times he would ask callers to stay on hold to be used as backup calls. He told me off the air, "At this time of night, you can't stir anything up." Bill McQuage can't but Don Webb can. Don Webb was opposite McQuage on the weekends and almost never has a problem generating calls. What made Mike Anthony drive Sandy out of her slot and put an amateur like McQuage on? I never thought Sandy was that good of a host, but certainly she is better than McQuage and has a loyal audience which was built over eleven years.

Mike Anothony convinced Cox Broadcasting to buy a \$500,000 jet helicopter, it is use to spot traffic, isn't that money well spent? Not to mention the helicopter is owned exclusively by WIOD, they have to dish out money for it's maintainance, storage, gas, and operator. That's mucho money for traffic reports. When your radio station can't pay talent and has a three share do you go out and buy a \$500,000 helicopter? WIOD management did. The traffic report schedule is as follows: It also brings up another point, too many interruptions.

Morning Drive			Afternoon Drive		
6:20	7:20	8:20	3:19	4:19	5:19
6:30	7:30	8:30	3:31	4:31	5:31
6:40	7:40	8:40	3:39	4:39	5:39
6:50	7:50	8:50	3:50	4:50	5:50
7:00	8:00	9:00	4:00	5:00	6:00
7:09	8:09				

I think Reineri's morning show is one big commercial. As far as afternoon drive is concerned, if Kane gets all of his sponsors back, there will be many more interuptions. This does not include news every half hour, Paul Harvey, Captain Kendall, business and sport reports and it does not include regular commercials. The new format Mike Anthony instituted at WIOD is a proven failure. Back in May of '86, WIOD's Mike Miller tried a new program format to attract rush hour listeners. During the last hour of his 2-6 p.m. show, Miller turned the show over to an assortment of local and syndicated guests in a news magazine-type segment entitled Good Afternoon South Florida. It included an entertainment report, two 10-minute newscasts, two sports reports, financial analysis, Paul Harvey and a few traffic reports. The show was cancelled quicker than Glen Hill can cackle, because the hour drew a 1.9 share.

For the first time Kane has real competition. Rantel and Major are against him, not for one or two hours, but for all four hours. Kane or Rantel don't have a big lead-in, but Major does. Now we will see how Kane fares up to competition, mark my word, Kane will be destroyed. After the first two or three books the management at WIOD will get very nervous and when that happens just remember, I would put Kane on from 8-12 p.m. Briefly, Steve has no lead-in, two competitors one of which follows Neil and has over twenty minutes worth of commercials and unnecessary fluff each hour. As one famous person said, "He won't see a three."

Winding down. WIOD recently fired Bill Calder from his 10 p.m. to 3 a.m. shift, way before they had any idea what his ratings were. When he was on in the afternoons the first book Bill had a 1.9 the next book he had a 2.3. I admitt those are not excellent numbers, but Bill was off the air for three months and has not been heard on WIOD for ten years, in addition, he is coming from the WINZ overnight shift, which does not give him much exposure. WIOD management did not give him a chance. Bill's contract ends this November, but Mike Anthony tried to push Bill out buy puting him on the overnight shift, after Bill stated many times on and off the air that he "never wanted to do overnights again." So Anthony did the "Jere Sullivan" routine, by placing Bill overnights. Bill couldn't complain because he had a job. When the trends came out WIOD lost two thousand listeners from 7-12 p.m., because the first three to four hours of that slot contained baseball.\* As you can see, regular season baseball has almost no audience, even on T.V. Imagine it's radio audience. If WIOD really wanted to keep Bill they would of waited at least two books and see if there is an improvement. As Peter Bolger said, "An audience is not built in a day, but you can lose one just as fast." Today, when the baseball games are not on, Craig Anderson, morning drive board operator, does a talk show until midnight. At midnight WIOD turns to ABC Talk Radio with Ira Fistell and Ray Briem. May I remind you that Ira Fistell followed Neil Rogers back in March of '86. When the Spring '86 book came out Neil left Ira with a gigantic eleven share of the audience; Ira kept about two percent of his lead-in. This means that WIOD will suffer in the overnight ratings, which inturn will hurt Mike Reineri's morning show.

As Paul Harvey would say, "There is more to this story than meets the pupik." Off the air, it was no secret that Bill Calder and Neil Rogers were friends. Mike Anthony was not to happy with that, as a matter of fact, Anthony hates Neil because Neil doesn't hold back anything. At times, Mike Anthony was a daily subject of Neil's show, which according to recent figures draw about a ten share of the midday audience. I understand that one sunny day when the exclusive WIOD color radar showed it was shower free in North Bay Village, Mike Anthony thought it would be a nice day to conduct a talent search. He put his green pin-striped suit on and headed for the WSVN/WIOD parking lot. Suddenly, Bill Calder drove into the parking lot with his car radio blasting to the frequency of 940 kHz. Anthony ran up to Calder, gave him a nasty look and continued his search. This story is almost true.

#### Sports on Television

\* Source: Sports 1984. A.C. Nielsen Co.

	Household rating %
<b>Football</b>	
NFL Super Bowl XIX	46.4
ABC-NFL (Monday evening)	16.9
CBS-NFL	14.3
NBC-NFL	12.0
College bowl games	11.9
College all-star games	5.1
NCAA regular season	8.2
<b>Baseball</b>	
World Series	22.9
Regular season	7.0

Another problem that WIOD had with the Rogers-Calder friendship was the fact that WIOD has an enormous leak. At times you could compare it to the leak a German shepard would take after five days of not urinating. If someone wanted to know what happened at a top level discussion behind closed doors at WIOD all they needed to do was wait for Kyle Isley to turn on Glen Hill's microphone. I assume management thought Bill Calder was the leak, I assure them, he was not it. I do know that some of those WIOD secretaries have big mouths.

I realize WIOD paid big bucks to consultants to assist in the sinking of the Wonderful Isle Of Dreams. I will give Cox broadcasting free advice; get rid of Mike Anthony and Bob Reich. Cox Broadcasting better take a closer look at WIOD and give Mike Anthony and Bob Reich just as much time as they gave Bill Calder to build an audience.

P.S. Mr. Anthony, I understand there is an opening at WMCU.

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\* B R I E F L Y \*

\* The think what Jack McDermott did with Stan Cooper was great. How many times have I written that this guy was a dou-- bag? Jack, thank you for helping me prove my point. It is also nice to see WKAT spend all that money on new studios and barely break a 1.2 share. I think it's time to put McDermott out to pasture in the WKAT antenna field..

\* HOT had a good thing going for them from 7-12 p.m. Now they totally lost it; is it to late to bring back the Quiet Strom?

\* A tip of the hat goes to Rhythm 98 (3,500 Watts) for climbing the ladder and breaking the 1 share. In the coming months this station will be a force to contend with, mark my word.

\* Word has it that WWHR (980 a.m.) will be going talk.

\* I have a strange feeling WIOD will get some heat from Arbitron. Mike Miller, in his wisdom, discussed with a caller whether or not his [Miller's] name was written down in the caller's diary. I told you Mike would stick it to WIOD before leaving.

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Next Issue:

- \* Mr. Microphone on WHYI (100.7) He's on from 2-5:30 a.m. where he goes solo. He's different, most important he's good.
- \* Dennis Reese: He explains why WPOW (96.5 FM) is doing so well and at the same time he sidesteps the important question, Why they still call themselves "New?"
- \* The results of the WINZ-WNWS softball game which takes place on the 16th of this month at Pembroke Pines. Neil Rogers and Lee Fowler will be doing play-by-play.



Hi, my name is Mike Anthony and this is Mr. Frog. He will be doing middays For us on 610 WIOD.



I don't have much experience, but I will do my best.

Next issue in September...