

RADIO: the Q-107 d.j. shake-up

By Dennis John Lewis

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Doughnuts and morning deejays. There's more to the two than meets the eye, and that explains yesterday's big deejay shake-up at Q107-FM (WRQX), according to the station's new a.m. superjock, **Dude Walker**.

It turns out that all kinds of doughnuts (glazed, sugar, cinnamon, jelly and apple-filled) were part of the bribe to lure Walker from his nighttime shift to the daytime hours. Dude replaces big-voiced morningman **Ted Carson** who has returned to Houston radio.

Also leaving: late-night deejay **Stoney Richards** has finally allowed his acting interests (he was an extra in several films) to pull him toward the footlights. He opens next month in "The Practice," a Washington Playwrights show that has Off-Broadway as its goal.

Q107's deejay turnover comes in the wake of its first Arbitron ratings book, which incredibly indicated the teenage-appeal station managed to lose teen-listeners.

The shifts, gearing up with time to spare for the fall ratings book, resulted in new shifts for all jocks, and (starting tonight) "Uncle Johnny," newly arrived from a five-year stint on Tampa's big rock outlet, F95.

The new lineup: mornings (6 to 10 a.m.) — **Dude Walker**; middays (10 to 2 p.m.) — **Don Bishop**; afternoons (2 to 6 p.m.) — **Joe Cipriano**; early nighttime (6 to 10 p.m.) — "Uncle Johnny"; late nighttime (10 p.m. to 2 a.m.) — **Sandy Weaver**; and overnights (2 to 6 a.m.) — **Tony Kern**.

RADIO DIALING: *That 'Musicradio' Tug-of-War Between Q107 and WPGC* — An interesting sidelight to the last Arbitron diary entries is the fight over the "musicradio" on-air identification by WPGC AM/FM (which has used it for many years before phasing it out last year) and Q107-FM which began in April. Arbitron told The Star they tallied AM "musicradios" for WPGC and FM mark-

ings for Q107. Since over 90 percent of WPGC's listeners are on FM, that didn't sit well with PGC's program director, **Scott Shannon**. He denounced it as "the dumbest thing I've ever heard of." But Q107's programmer **Al Brady** dismissed the logo fuss, by noting "I doubt if *any* entries are logged as 'musicradio'." Still, WPGC insists on the air logo it doesn't use, while Q107 uses it even though it causes a thorny dilemma for the ratings tallies . . .