

Athens' 'Q-105' to be sold to Atlanta company

By Rufus Adair
Staff Writer

The battle for a piece of the lucrative Atlanta radio pie — which translates mainly as a spot on an increasingly crowded dial — came to Athens Friday.

Atlanta-based Ring Radio Co. announced an agreement Friday to purchase Athens' top-rated FM radio station, WAGQ-FM, perhaps more familiarly known as "Q-105."

The sales price was not disclosed, but people knowledgeable about such recent sales and the competition for Atlanta dial space say the figure is likely above \$10 million.

"We really have not disclosed the

price," said Ring Radio General Manager Robert D. Jackson. "The radio business is awfully competitive, but you are talking about a larger coverage area and the advertising you will be able to generate."

The key to the sale is Broadcast Properties' already-approved plans to tap into the Atlanta market by boosting WAGQ's power to 100,000 watts and building a 1,000-foot tower near Monroe. Broadcast Properties of Columbus owns WAGQ and is headed by Charles "Chuck" McClure.

A similar purchase offer came two years ago from a Chicago group, Diamond Broadcasting Co., but ownership reverted to Broadcast Properties last November when Diamond

could not meet all contingencies in time.

Raising the necessary financing is obviously one difficulty facing any potential new owner, but a still-unresolved suit (technically, two suits) by some Walton County landowners near the proposed tower site also played a role in the failure of Diamond Broadcasting's deal. All Jackson said in a Friday interview was that "the point has to be addressed."

Despite WAGQ's increased coverage area into metro Atlanta, the station would remain an "Athens station" and will be heard further east of Athens than is now possible, said Jackson.

With a Top 40 format, the station

tops Athens area stations with a 17.1 percent share of the market, followed by WNGC-FM's 9 percent, according to station manager Lynn Tweedell.

However, Jackson said Ring Radio is not ready to commit to retaining the Top 40 format. "At this point, we are not making that decision. We are researching what type of pro-

gramming will be most suitable for our listeners."

The change in ownership also has to be approved by the Federal Communications Commission, where an application was filed Friday.

Ring Radio also owns WCNN, an Atlanta AM station that would convert to an all-news format in competition with WGST-AM.

FRIDAY, AUGUST 19, 1988

The Atlanta Journal AND CONSTITUTION

BUSINESS REPORT

Ring Radio to Purchase Athens Radio Station

Staff Report

Ring Radio Co. of Atlanta announced Thursday that it has agreed to acquire WAGQ-FM in Athens from Broadcast Properties Inc. Terms of the deal, which must be approved by the Federal Com-

munications Commission, were not disclosed.

However, Robert D. Jackson, general manager of Ring Radio, said the company plans to upgrade WAGQ's technical capabilities, which will allow the station's signal to reach portions of metro Atlanta.

**Don
Nelson**



'Ring'-ing in radio changes

The \$15 million purchase of the Athens-based WAGQ-FM (Q-105) radio station by Ring Radio Co. of Atlanta was closed on Monday, April 24, with Q-105 owner Broadcast Properties of Columbus. Ring president and general manager Rob Jackson was in Athens Tuesday with Q-105 station manager Lynn Tweedell to talk with the staff about the situation.

Ring Radio Co. is owned by Jackson, Charles Smith-Gall and Kim King.

The deal has been in negotiation since September of 1988, and Ring was in the process of constructing a new 1,045-foot transmission tower in Walton County to broadcast Q-105's signal. Last week, however, the company encountered a 30-day setback when the tower collapsed, possibly due to a strong gust of wind during the tightening of tension wires. Fortunately only one workman was injured, with two broken fingers.

Jackson said that the delay will prevent them from immediately increasing Q-105's broadcast signal from 50,000 watts to 100,000 watts.

"All it's going to do is push us back by 30 days. We're disappointed, but not discouraged. We just thank the good Lord nobody got hurt."

Once the tower is completed by Transmission Structures Ltd. and Q-105 begins sending with the increased wattage, Jackson predicts that the station will cover all of northeast Georgia, parts of South Carolina and go almost as far as the borders of Alabama and Tennessee.

As for the fate of the eight employees of Q-105 and the format of the station under new ownership, those are issues that don't have specific answers for the most part. Jackson said that Tweedell will definitely remain with the company and will serve as a regional manager for Ring Radio, which also operates WCNN, an all-news station out of Atlanta. The company is developing the Southern Radio News Network. Tweedell will be working on

GOLD page 6A.

...from page 1

behalf of that project as well as helping with Q-105.

While Q-105 will be moving to Atlanta and have an auxiliary studio there, its main studio and an office will remain in Athens, and Jackson said some programming will be originated from here.

What about the programming? "Honestly, we do plan on changing the format," said Jackson, "We are looking very closely at a couple of options."

He couldn't comment on what those options were because of competitive concerns. Currently the Q-105 format is geared toward an 18- to 24-year-old audience.

Jackson is a 1970 UGA business administration graduate. Over the past 11 years besides his association with Ring he has worked with WGST and WPCH radio.

I'd like to thank Betsy Shearron for her help with this story.

Radio station WAGQ bids a fond and final farewell

By Kim Henderson
Staff Writer

There may not have been tears, but it was certainly a memorable moment when radio station WAGQ-FM (Q-105) bid Athens 'adieu' and officially ceased broadcasting from its Athens tower Thursday evening.

The station went off the air at 6 p.m. Friday and was due to emerge as station WALR-FM, broadcasting from a new tower in Walton County.

"We're scheduled to switch over at midnight, but it might be closer to the morning," said previous WAGQ station manager Lynn Tweedell. "Unless there's some catastrophe, we should be on by 6 a.m. But we don't foresee any problems."

WAGQ, which had been up for sale since last year, was purchased in April by Ring Radio, a privately owned company headquartered in Atlanta. According to Ms. Tweedell, the sale of the station was part of an opportunity for the company to move into the Atlanta radio revenue market.

"There are no open high-powered frequencies available on the FM dial [in Atlanta]," Ms. Tweedell said in an earlier interview. Ring Radio purchased WAGQ, an outlying station, increased its wattage, and therefore is able to cover a broader area, including all of Metro Atlanta.

The switchover was originally scheduled three weeks earlier, but the weather altered the plans. "You can't build a tower in the rain, you can't run power lines or transmitters," said Ms. Tweedell. "Mother Nature played against us."

Ring Radio updated and improved the facilities for WALR. Power was increased from 50,000 to 100,000 watts. The station's old tower on Milledge Avenue, was replaced by a new 1,050-foot tower in the town of Bold Springs. The increased height of the new tower allows the station signal to reach North Georgia and parts of Alabama, Tennessee and the Carolinas.

Studios for WALR are housed in the CNN Center in Atlanta. However, a studio will also be maintained in Athens.

Thursday June 1, 1989

The Athens Observer

WALR to up power soon

By BETSY SHEARRON

If all goes as scheduled WALR-FM (formerly Q-105) will officially join the Atlanta radio wars next week.

Rob Jackson, president and general manager of Ring Radio Co., the Atlanta-based broadcast group which purchased Q-105 for \$15 million last month, announced that the station hopes to increase its broadcast signal from 50,000 to 100,000 watts next week.

The exact date of the power increase will depend on the completion date of the station's new 1,045-foot transmission tower. The station suffered a 30-day setback last month when the tower collapsed during the final stages of construction.

With the increase in power, WALR will cover an area that extends north to the North Carolina-South Carolina border, west to the Tennessee border and south to Macon. Although WALR will keep an auxiliary studio in Athens, the station will begin broadcasting from Atlanta as soon as the new tower is in operation.

The increase in signal will also signal a change in format, according to Jackson.

"We're hoping to have a broader appeal," he said. "Q-105 has been targeted toward a younger 18- to 24-year-old audience. We hope to appeal to the 18- to 49-year-old market."

In order to do that, Jackson says the station will switch from a Top 40 to an adult contemporary format that will also feature some oldies.

Most of the old Q-105 staff will not make the move to Atlanta, according to former station manager Lynn Tweedell.

"Most of our announcers are students at the university, so they're really not interested in moving to Atlanta," she explained.

Tweedell will stay on as a regional manager for Ring Radio Co.

Athens Banner Herald Daily News July 1, 1989

Friday, April 21, 1989

THE ATLANTA CONSTITUTION

Metro Report

Worker Injured Slightly When Radio Tower Falls

Gwinnett Bureau

A 1,045-foot radio tower fell in Walton County Thursday, slightly injuring one man.

Workmen were tightening support cables at the top of the tower on Bulloch Bridge Road between Monroe and Loganville when the tower fell, according to the Walton Sheriff's Department. A snapped cable struck a workman on the right hand, breaking two of his fingers, a dispatcher said. There were no other injuries.

The cause of the collapse was still under investigation late Thursday.

Toppled tower stalls

RING Radio's WALR

Today was supposed to be the day that Atlantans were to be introduced to a new FM radio station, WALR 104.7, but due to "technical difficulties beyond its control" (a material defect in a turnbuckle), RING Radio Co.'s hopes came literally crashing down when its nearly completed antenna tower toppled over recently.

Formed by Atlanta radio veteran Charles Smithgall III, developer/investor Kim King and former WGST Sales Director Rob Jackson last year, RING Radio closed on the purchase of WAGQ-FM in Athens last week, but will now have to wait until May 22 to air its "music driven format for adults" to Atlanta's lovable 25-54 age group.

"We hired a terrific morning personality in Larry Dixon, who

Ad Lips

Mary Welch



worked for WYFR-FM in Chicago and before that Larry was with KVIL in Dallas. All we have to do now is put him to work," says Jackson.

In the meantime, Jackson is getting another part of the company's properties off the ground. WCNN-AM is launching Southern Radio News Network this week. It's the second statewide news and information service

available to radio stations throughout Georgia; The Georgia Network, a sister entity to WGST and WPCH, being the other.

RATINGS SEASON. The Arbitron ratings for the winter quarter created a feeding frenzy over dayparts, demos and dollars because they scrambled the lineup of leading stations.

For the first time in its history, WPCH-FM became the No. 1 station overall in Atlanta with a 9.9 rating, up 2.3 points from the previous rating book. WSB-FM came in second, though down, with a 9.2, followed by Power 99 at 8.9, V-103 with an 8.8 and WSB-AM at 6.4.

Among the FM stations that changed formats since the last

rating book, WFOX's move to oldies pushed its rating into the Top 10 with a 5.3. Z-93, on the other hand, saw its overall ratings drop to a 4.9, but in the all-important race for the 25-54 age group, the classic hits station jumped from a 3.4 to a 5.9.

Noticeable shifts occurred in the battle for the country listener, where WKHX surged to a 7.7 (up 1.3 points) while WYAY-FM dropped 1.3 to a 4.4.

In the "rock" battle, 96 Rock took it on the chin, dropping from an 8.3 to a 6.4, while WQXI rebounded to a respectable 5.0 overall, with Gary McKee rising to a 6.1.

AIR DATE ON HOLD

WALR Designates Wetherbee As PD

As R&R went to press, officials at WALR/Athens-Atlanta were hoping to debut the new facility by July 4. Plans for a May 1 debut were scuttled when the station's tower fell on April 20. The outlet's format is being kept secret, and station management told R&R published speculation elsewhere that the format would be AC was erroneous. Former WFYR/Chicago programmer John Wetherbee is set as PD.

Wetherbee told R&R, "Right now, we're waiting to see what Tropical Storm Alicia is going to do. If she misses us, we hope to get on the air by the middle of next week. We still don't know why or how the tower fell, and we're still waiting for the final report. I've never seen anything like this in my life.

"I can't tell you the format, but it will be a music station," he added. "It's real nice to have an opportunity to build something from the ground floor. Larry Dixon (formerly of KVIL/Dallas and WFYR) will be doing mornings for me. We got 137 requests for Larry to do some work for businesses and charities in the area as a result of a CNN Headline News piece. After the tower fell, he went on TV and said he had nothing to do and was available to meet people. Every day since May 1 Larry has made one public appearance and two sales calls."

The rest of the staff has not been announced.

Wetherbee had two stints at WFYR as MD and PD (1977-85 and 1987-89). In between he left to program WNAP/Indianapolis.

• R&R June 30, 1989

PEOPLE: Former WFYR Chicago personality Larry Dixon is the new morning man at WALR Atlanta (formerly top 40 WAGQ Athens, Ga.), but he won't be on the air for 40 days. WALR's new stick collapsed April 20, shortly before its completion but without any serious injuries. So for now WALR is running a TV spot where Dixon offers to come over to listeners' houses and hang out until the station signs on. Thus far he's received 20 callers, including several charities, one car dealership, and one listener who wanted Dixon to help promote the 360-degree toothbrush that he'd invented.

Billboard
May 6, 1989

Altering the Athens airwaves

Local station Q-105 moving to Atlanta

By Kim Henderson
Staff Writer

Sometime next week, Athens radio station WAGQ-FM, or Q-105, won't exist anymore.

But faithful listeners will still be able to tune in at 104.7 on the FM dial when the station sheds its old call letters, moves to Atlanta and re-emerges as the new WALR.

WAGQ, which has been up for sale since last year, was purchased in April by Ring Radio, a privately owned company headquartered in Atlanta. Ring Radio also owns WCNN "All News 680" in Atlanta, as well as the Southern Radio News Network.



Charlie Register/Staff

Making changes: WAGQ station manager Lynn Tweedell stands in the present studios of Q-105. The station will officially become WALR in a few days.

Please turn to Q-105 on Page 13A

According to Lynn Tweedell, current station manager for WAGQ, the sale of the station was part of an opportunity for the company to move into the Atlanta radio revenue market, the tenth largest in the nation.

"There are no open high-powered frequencies available on the FM dial (in Atlanta)," said Ms. Tweedell. Ring Radio purchased WAGQ, an outlying station, increased its wattage, and therefore will be able to cover a broader area, including all of Metro Atlanta.

The station will see a slight format change, Ms. Tweedell said. Currently, WAGQ focuses on the university and young adult community. The new WALR will concentrate more on adult contemporary music.

Ring Radio has updated and improved the facilities for the WALR addition. Power has been increased from 50,000 to 100,000 watts. The station's old tower, on Milledge Avenue, is being replaced by a new 1,050 foot tower in the Walton County town of Bold Springs.

The increased height of the tower will allow the station signal to reach 70 miles in all directions, and into Alabama, Tennessee, and the Carolinas.

Studios for the new WALR will be housed with WCNN in the CNN Center in Atlanta. A studio will also be maintained in Athens.

"The people who bought the station will not move us totally out of Athens," Ms. Tweedell said.

WAGQ is already operating under its new call letters for some broadcasts, and expects to switch completely over to WALR sometime next week.

"Most likely, it will happen overnight," said Ms. Tweedell. "People in Athens will know it when they wake up the next morning and turn on the radio. The sound will be clearer because of the updated facilities.

Among the new voices will be that of Larry Dixon, a radio personality from Dallas who will be the host of the station's new Morning Drive show.

According to Ms. Tweedell, only five of the current WAGQ staff will make the crossover to WALR — two on-air personalities, two administration members, and Ms. Tweedell herself, whose title will change from station manager to regional manager for the Ring Radio Company.

With the move to a higher market, the station's competition for advertising dollars and listeners will increase.

"There will be more competition," Ms. Tweedell said. "These people are willing to battle that."

CREATIVE LOAFING • JUNE 3, 1989 6A

Metrobeat

The TV ratings gift

by Jim Osterman

Vid-e-Lowe...If local TV news directors believe in God, the tawdry doings surrounding the uncut video version of

now Atlanta will never get marginally talented actors to visit our city. That would be a fitting sign-off.

Just the Fax...A Dallas free-lance creative type, Poppy Sundeen, recently made a three-way pitch via the fax machine to win a project without ever meeting the client face-to-face. Sundeen hooked up with a consultant in Indianapolis and executives from WALR-FM in Atlanta (the soon-to-be-on-the-air sister station to WCNN-AM) through the fax and a conference call to make her pitch to handle a TV campaign for the city's next major FM player. The link broke down twice, but the presentation must have gone well because Sundeen got the business. The station goes on the air in June.

Welcome Lou...Renowned radio newsman Lou Adler is coming to WCNN where he will anchor in the mornings along with Larry Kanter. Adler, currently president of his own radio syndication and consulting firm, was one of the heavyweights with WOR-AM and WCBS-AM, both in New York.

Fast Tracked...WVEE-FM (V-103) morning man Mike Roberts will be on the air less now that the station has named him

Metrobeat Continued Page 9A

High-Tech Pitch

■ **It could be** the new wave in agency presentations. Dallas freelance creative Poppy Sundeen recently made a three-way pitch via the fax machine to win a project without ever meeting the client. Sundeen hooked up with a consultant in Indianapolis and executives from WALR-FM in Atlanta through the fax and a conference call to send storyboards and describe her ideas for a TV spot for the new adult contemporary station. The station wanted to keep its plans quiet, so when Sundeen mentioned she had a fax, all ears perked up. The telephone link went down twice, she said, but overall the presentation "went surprisingly well for something that was long-distance." Isn't technology wonderful?

CREATIVE LOAFING • JULY 1, 1989

Radio-Activity...With the tower almost completed (again), Atlanta's newest entry in the FM radio race, WALR, should be up and running before month's end. The station, the sister operation to WCNN-AM, would have been on the air last month, but its tall tower collapsed within hours after it had been completed. Rather than hauling away the rubble, the fallen tower was buried on the sight and will act as a ground for the new needle, which will no doubt be a real lightening rod.

If you want to see the new WALR studio, it's down at CNN Center, but the window is covered up. Metrobeat did, however, discover a tiny sliver that allows a peek inside.



WALR 104.7
FM

MEMORANDUM

TO: WCNN/WALR STAFF

FROM: ROB JACKSON

DATE: JUNE 14, 1989

Please join me in congratulating Steve Crocker on his new position as Morning News person of our new FM station ... WALR 104.7!

Steve will move next door from WCNN to WALR on Monday, June 19th!

We're all looking forward to our start-up of WALR and we're glad to have Steve on the WALR team ... which of course is our team!

RING RADIO COMPANY

209 CNN Center
Atlanta, Georgia 30303

(404) 688-0068

CONTACT:

ROB JACKSON

(404) 688-0068

209 CNN CENTER

ATLANTA, GEORGIA 30303

FOR IMMEDIATE RELEASE

MusicRadio WALR 104.7 FM debuts JULY 1, 1989

On July 1, 1989 at 12:41 AM MusicRadio WALR 104.7 FM began broadcasting from new 100,000 watt facilities that will enable the station to be heard throughout North Georgia, including Athens and Atlanta.

WALR 104.7 FM introduced a bright, adult contemporary music format with Larry Dixon as morning drive personality. Dixon previously enjoyed more than a decade of success as afternoon drive personality on KVIL FM in Dallas, one of America's top three adult contemporary radio stations.

Joining MusicRadio WALR as Operations Manager is John Wetherbee, formerly with WFYR FM in Chicago.

Rob Jackson, President of parent Ring Radio Company and General Manager of WALR and 50,000 watt WCNN "All News 680" said, "The addition of WALR FM to our company will enable us to make a major impact in the country's ninth largest radio marketing area. In the past twelve months our company has successfully filled the "All News" void in Atlanta with WCNN and on May 1, 1989 we launched the Southern Radio News Network, a regional radio news network providing news and information programming to almost fifty radio stations. With the recent acquisition and facility improvements of WALR FM we are well prepared to aggressively compete in this exciting radio market."

Ring Radio Company is headquartered in Atlanta, Georgia.

WCNN ALL NEWS 680 AM • ATLANTA

Metrobeat

The New Kid in Town... After a setback or two, Atlanta now has another official player in the FM radio wars — WALR-FM. This station describes its format as "adult contemporary." Predictably, the station met with mixed reviews from its competition, but these days it's hard to find anyone with anything nice to say about a competing station. Most, however, were honest enough to say any new station was bound to have some problems in the beginning.

Interestingly enough, the station also signed on at the 104.7 frequency at roughly the same time that WYAY-FM (Y106) began pumping its country music signal on 104.1. So not only does one need a scorecard, but a radio that has digital tuning as well.

HUDCAPS: Anniversary greetings to Knickerbocker's downtown (three years old) and T-Bird's, the dance club on Memorial Drive (five years). . . . It was only an exhibition in Philly last weekend, but the Falcons acted suspiciously like the Falcons we've known for 20-plus years. . . . **George Rohrig**, who created the landmark Peachtree Cafe in Buckhead, is not among the amused that the old Buckhead Grill on Paces Ferry Place has reopened as The Buckhead Cafe. Yep, that'll confuse a few. . . . [Stone Mountain Park has scheduled a three-day Summerfest for this coming weekend, featuring everything from hot air balloon rides and puppet shows to concerts by Gary Lewis and the Playboys and Tom Grose and The Varsity, plus an appearance by former "Dukes of Hazzard" cast member Tom Wopat.]

(If you have a news tip, a funny story or simply a clever bumper sticker, call THE HUD LINE at 250-0014.) ■

Athens Daily News ATHENS BANNER-HERALD

Sunday, July 30, 1989

WAGQ-FM acquired as WALR

Robert D. Jackson, president and general manager of Ring Radio Co. in Atlanta, has announced the completion of the acquisition of WAGQ-FM (also known as Q-105) in Athens.

With the dramatically improved technical facility in Walton County and the increase in power from 50,000 to 100,000 watts, the new station can be heard by all of North Georgia. The call letters have been changed to Music Radio WALR 104.7

FM. John Wetherbee is operations manager of WALR and comes to Ring Radio Co. from WFYR in Chicago. Larry Dixon, host of The Morning Drive Show, previously spent twelve years at KVIL in Dallas.

WALR has undergone significant format changes to attract a more mature audience. Although Q-105 had great success in targeting the 18-35 year olds, WALR will market to a

broader adult audience of 18-54. The bright adult contemporary format adapted by WALR should fill a void in the Athens market as well as all of North Georgia, including Atlanta.

Lynn Tweedell, previously station manager of WAGQ, will remain with Ring Radio Co. as regional manager. Tweedell will manage the Athens office and keep WALR involved in the Athens community, including the Athens Area Chamber of Commerce.

Athens' 'Q-105' to be sold to Atlanta company

By Rufus Adair
Staff Writer

The battle for a piece of the lucrative Atlanta radio pie — which translates mainly as a spot on an increasingly crowded dial — came to Athens Friday.

Atlanta-based Ring Radio Co. announced an agreement Friday to purchase Athens' top-rated FM radio station, WAGQ-FM, perhaps more familiarly known as "Q-105."

The sales price was not disclosed, but people knowledgeable about such recent sales and the competition for Atlanta dial space say the figure is likely above \$10 million.

"We really have not disclosed the

price," said Ring Radio General Manager Robert D. Jackson. "The radio business is awfully competitive, but you are talking about a larger coverage area and the advertising you will be able to generate."

The key to the sale is Broadcast Properties' already-approved plans to tap into the Atlanta market by boosting WAGQ's power to 100,000 watts and building a 1,000-foot tower near Monroe. Broadcast Properties of Columbus owns WAGQ and is headed by Charles "Chuck" McClure.

A similar purchase offer came two years ago from a Chicago group, Diamond Broadcasting Co., but ownership reverted to Broadcast Properties last November when Diamond

could not meet all contingencies in time.

Raising the necessary financing is obviously one difficulty facing any potential new owner, but a still-unresolved suit (technically, two suits) by some Walton County landowners near the proposed tower site also played a role in the failure of Diamond Broadcasting's deal. All Jackson said in a Friday interview was that "the point has to be addressed."

Despite WAGQ's increased coverage area into metro Atlanta, the station would remain an "Athens station" and will be heard further east of Athens than is now possible, said Jackson.

With a Top 40 format, the station

tops Athens area stations with a 17.1 percent share of the market, followed by WNGC-FM's 9 percent, according to station manager Lynn Tweedell.

However, Jackson said Ring Radio is not ready to commit to retaining the Top 40 format. "At this point, we are not making that decision. We are researching what type of pro-

gramming will be most suitable for our listeners."

The change in ownership also has to be approved by the Federal Communications Commission, where an application was filed Friday.

Ring Radio also owns WCNN, an Atlanta AM station that would convert to an all-news format in competition with WGST-AM.

FRIDAY, AUGUST 19, 1988

The Atlanta Journal AND CONSTITUTION

BUSINESS REPORT

Ring Radio to Purchase Athens Radio Station

Staff Report

Ring Radio Co. of Atlanta announced Thursday that it has agreed to acquire WAGQ-FM in Athens from Broadcast Properties Inc. Terms of the deal, which must be approved by the Federal Com-

munications Commission, were not disclosed.

However, Robert D. Jackson, general manager of Ring Radio, said the company plans to upgrade WAGQ's technical capabilities, which will allow the station's signal to reach portions of metro Atlanta.

Athens station 'sounds better' from far away

By JENNIFER RAMPEY
Associate Editor

Have you noticed that 104.7 on the FM dial sounds clearer and can be heard throughout North Georgia?

Janet LeCroy, station office manager, said WAGQ is now MusicRadio WALR 104.7; a station targeted at listeners between the ages of 18 and 54.

Ring Radio Co. of Atlanta purchased the station in April for more than \$15 million, LeCroy said.

WAGQ, the station previously owned by McClure Broadcasting Inc. of Columbus for ten years, was aimed at a younger audience between the ages of 18 and 34, she said.

The change in ownership has not only meant a switch in the target audience, but also in frequency, LeCroy said.

"We've gone from 50,000 watts to 100,000 and now reach all of North Georgia," she said.

Although the station in Athens is in use, WALR broadcasts out of Atlanta, LeCroy said.

'We've gone from 50,000 watts to 100,000 and now reach all of North Georgia.'

—Janet LeCroy,
station office manager

Charles McClure, president of McClure Broadcasting Inc., which owns four radio stations, said the company had to sell the station be-

cause the signal couldn't be increased without violating Federal Communications Commission rules.

"We had another station in Canon, Georgia, and under commission rules you can't overlap signals."

"We needed to sell one (station) because an increase in signals would cause an overlap and we couldn't have them both," McClure said.

Robert Jackson, Ring Radio Co. president, said, "What the station offers is a tremendous opportunity to sell commercial airtime to a tremendous list of advertisers."

Jackson, a 1970 graduate of the College of Business Administration, said, "It just gives us a much broader market to compete for advertising dollars."

McClure, a 1947 graduate of the College of Journalism and Mass

'It just gives us a much broader market to compete for advertising dollars.'

—Robert Jackson,
Ring Radio Co.
president

Communication, said he would like to come back to Athens.

LeCroy said that the station had received positive input from Athens residents, including both students and adults in the area.

"I think the change has gone very well," she said. "One of the reasons for that is the increase in power."

WAGQ 105-FM sold; WALR tunes take over with 100,000 watts

By JENNIFER RAMPEY
Staff Writer

Did you know WAGQ 105 sold for \$15 million last spring?

The new sound you've been hearing on 104.7 on the FM dial is the sound of MusicRadio WALR, purchased by Ring Radio Co. of Atlanta in April.

Operations Manager John Weatherbee said the new 100,000-watt station, which may be heard all over North Georgia, has been well received in Athens.

"We're building a brand new radio station," he said.

Assistant Promotion Director Kevin Terrell said although the station hasn't been on the air long enough to fall into a rating period, it has been cited in an Arbitrends rating update.

"We've only been on the air two months and we're already being reported; we're moving in a positive direction," he said.

The station is about to begin promotions on and off the air, Terrell said.

Station Office Manager Janet LeCroy said the change in ownership meant a new format with a new target audience between the ages of 18 and 54.

WAGQ, owned for 10 years by McClure Broadcasting Inc. of Columbus, was aimed at a younger audience between the ages of 18 and 34, she said.

Weatherbee said there were probably more adult listeners now and that he didn't feel the station has necessarily taken listeners from other stations.

"We may have pulled a few from everyone else, but I don't know that we've pulled listeners

from any one station," he said. "What we offer, we hope, is unique."

LeCroy said WALR broadcasts out of Atlanta although the Athens office is in use.

"We've gone from 50,000 watts

**'What we offer, we
hope, is unique.'**

— John Weatherbee,
operations manager

to 100,000 watts and now reach all of North Georgia," she said.

Charles McClure, president of McClure Broadcasting which owns four radio stations, said the company was forced to sell the station because the signal wattage couldn't be increased without violating Federal Communications Commission rules.

"We had another station in Canon, Georgia, and under commission rules you can't overlap signals.

"We needed to sell one (station) because an increase in signal would cause an overlap and we couldn't have them both," McClure said.

Robert Jackson, Ring Radio Co. president, said, "What the station offers is a tremendous opportunity to sell commercial airtime to a tremendous list of advertisers."

LeCroy said, "I think the change has gone very well.

"One of the reasons for that is the increased power."

RING RADIO COMPANY

209 CNN Center
Atlanta, Georgia 30303

(404) 688-0068

CONTACT:
ROB JACKSON
(404) 688-0068

209 CNN CENTER
ATLANTA, GEORGIA 30303

FOR IMMEDIATE RELEASE

NEIL WILLIAMSON JOINS STAFF OF RING RADIO COMPANY

November 9, 1989, Atlanta, Georgia. Ring Radio Company announced today that Neil Williamson will join the company as Sports Director of WALR-FM and will anchor drive time sports on WALR-FM as well as WCNN-AM and the Southern Radio News Network. In addition Williamson will co-host WCNN's pre-game radio broadcasts of Georgia Tech basketball and football.

Williamson, a veteran of 12 years in sports broadcasting, comes to Ring Radio Company from WQXI-FM where he has been Sports Director and morning drive sports anchor for the past six years.

Rob Jackson, President of Ring Radio Company and General Manager of WALR-FM, WCNN-AM and the Southern Radio News Network said, "The addition of Neil Williamson truly makes our sports department second to none in Atlanta and is a major step towards accomplishing our goal of becoming Atlanta's leader in sports coverage. Our full-time sports staff including WCNN's Sports Director Bob McCann, Dave Cohen and now Neil Williamson is a staff of seasoned veterans with over 26 years of experience covering Atlanta sports."

WCNN-AM, Atlanta's only 50,000 watt all news radio station, began broadcasting the all news format on October 25, 1988 and WALR-FM, a 100,000 watt facility at 104.7, began broadcasting to the Atlanta market July 1, 1989. The Southern Radio News Network, providing daily news, sports, weather and features, transmits via satellite to over fifty affiliates throughout the state of Georgia.

Ring Radio Company is headquartered in Atlanta.





PEACH BUZZ

THE TALK AROUND ATLANTA

Norman Arey & Martha Woodham

Real Thing for Pepsi: Cow Pie, Coca-Cola

WALR-FM's morning drive jock, **Larry Dixon**, decided to take matters into his own hands after the Pepsi-Cola folks insulted Atlanta, calling it "a city of fat backs and cow tipping." Dixon sent a package to Pepsi CEO **D. Wayne Calloway's** office in Sommers, N.Y., containing a cow pie and a bottle of Coca-Cola. An accompanying note read: "Have a Coke and a pile. Both of these are the real thing." ... In the past 2½ years, WSB-FM has given away more than \$2 million in prizes. It will award \$60,000 to a listener in the next few days and \$98,000 more by year's end. Boss **Bob Neil** says the funds come from ad revenues and are budgeted yearly. ... Not to be outdone, WPCH (FM-95)'s operations manager **Vance Dillard** is offering \$10 million next week to 10 listeners. Here's the deal: 10 folks will receive \$95 immediately, and then come back in 95 years to get \$1 per year for a million years.



Pepsi chief
D. Wayne Calloway

Sunday, Nov. 19, 1989

LATE AGAIN: **Neil Williamson**, a sportscaster at WCNN-AM and WALR-FM, is also the color announcer for the Atlanta Attack indoor soccer team. Last week on the road in Chicago and Milwaukee, Williamson overslept twice and missed the team bus both times. Attack head coach **Keith Tozer** fined him \$30, explaining that announcers go by the same rules as players.

Monday, Nov. 27, 1989

Creative Lofting 11/25/89

Metrobeat

Lineup

■
by Jim Osterman

Heirs Apparent... The announcement that Neil Williamson was switching from WQXI to WCNN/WALR to handle sports added the popular sportscaster's name to the growing list of those said to "be in line" way down the road for a chance to be the next voice of Georgia Tech sports. The job has been held forever by local legend Al Ciraldo.

Until now, those most often whispered about as being next in line for the Tech job — whenever it opens — were WXIA Sportscaster Art Eckman (who used to handle sideline reporting for Tech football), Minnesota Vikings play-by-play announcer Brad Nessler who once worked with Ciraldo on Tech basketball), and WCNN sports director Bob McCann (who handles Tech baseball, teams with Ciraldo for basketball and hosts the pre-game show for Tech football). But with Ciraldo going strong after bypass surgery in the off-season, the waiting and watching could go on for quite some time.

Daily News, Friday, November 3, 1989

DATELINE GWINNETT

Radio station pays fines for woman's late books

NORCROSS Karen Lindsay, jailed last weekend for not answering a State Court bench warrant issued on charges of failing to return library books, has paid fines for her overdue books and her card has been cleared, library system officials said Thursday.

Gwinnett County prosecutors made no comment.

The Norcross woman visited the Lake Lanier Regional Library System headquarters in Duluth on Thursday afternoon, library director John Shelton said. Her fine of \$149.65, for seven books due since the summer of 1988, was paid by WALR-FM radio, station officials said.

"Initially, I said I did not want to do that, because it was an admission of guilt," Ms. Lindsay said. "But, it's putting an end to it. I have said many times, 'Where am I going to get \$1,000 to pay an attorney?'"

Ms. Lindsay, who works for Executive Answering Service, said her story has been told in USA Today and on the Paul Harvey radio show, and she has been invited to appear on

the Late Night with David Letterman television show, but will decline.

Larry Dixon, the morning emcee for the radio station, accompanied Ms. Lindsay to the library system headquarters and handed Shelton a check.

"I got a lot of calls at the radio station and everyone was up in arms at the way she'd been treated," Dixon said. "We decided to do this today."

On Thursday, Ms. Lindsay said she never received the three post cards asking for the return of the books, which are routinely sent out by the libraries, or a certified letter from Shelton warning of prosecution.

Meanwhile, library officials said patrons continued to return overdue books Thursday, with some even bringing them to the headquarters office rather than the branches.

"Books are pouring into this place," extension services coordinator Rhoda Russell said.

— Sharon Egan

November 3, 1989
AJC

Woman Jailed for Overdue Books Wants Her Ordeal to End

By **Angela Duerson Tuck**
Staff Writer

The jailing of a Gwinnett County woman in connection with seven library books has prompted a rash of angry phone calls to the library, a rush of people returning overdue books and a bit of national celebrity for the woman.

Karen Lindsay, a Norcross office worker, said Thursday she had received requests to speak on three radio shows, a check to pay for the books, dozens of phone calls and an invitation to appear on "Late Night With David Letterman." But Ms. Lindsay says she's ready for it all to end.

Although she hesitated to pay for the seven overdue books herself, Ms. Lindsay accepted WALR radio station's offer to pay for the books Thursday.

"This to me is an admission of guilt," said Ms. Lindsay, who insists she returned the books. "It's not true, but it's got to end. I took it as a gesture of kindness."

Gwinnett County Solicitor Gerald N. Blaney said Thursday he was not aware the books had been paid for and, for now, the overdue-book charge stands.

John Shelton, director of the Lake Lanier Regional Library system, said he hopes the charge will be dropped.

"It's not up to us," Mr. Shelton said. "We don't want to cause her any more unpleasantness. She's suffered quite a bit already."

The county's library system has received dozens of calls, mostly negative, about the case, Mr. Shelton said. And people are returning overdue books in droves, he said.

"We've got a lot of library material back since this happened."

WALR morning radio show host Larry Dixon said his station paid \$149.65 for the books in the hope that authorities will "get off this lady's back."

Meanwhile, Ms. Lindsay has

received her share of attention. A talent assistant with the Letterman show telephoned Ms. Lindsay Thursday and asked her to appear, but Ms. Lindsay declined.

"I just don't want to be made a fool of," she said. "Who appears on the David Letterman show? Very strange people."

An Atlanta lawyer has volunteered to take her case free of charge, and friends have been calling Ms. Lindsay with encouraging words.

"Most of them are appalled," she said.