

MEDIATRIX, INC.

(213) 623-2750

Greg -

Here's hoping all is well with you. After I left Billboard, the radio awards winners were printed, but not the finalists. I'm not sure why they elected to handle it that way, but it might interest you to know that the judges rated you in the top 3 small market country PDs & WCVR among the top 6 stations in that category.

Anyhow, Sue's been busy with the enclosed project since exiting Billboard, and should it intrigue you sufficiently, I'd love to have you subscribe. So let me know what you think & please keep in touch.

Thanks!

Rollye

P.S. Here's hoping '86 will be everything you want it to be.

October 1, 1985

Attached you will find a list of finalists and winners for the 1984 Billboard Radio Awards Competition. This list represents the decision of the judges who are listed herewith. Responsibility for the final compilation was a part of my duties as radio editor.

As you are aware, I left that position on June 1, 1985 with the understanding that since the awards contest was conducted during my tenure that I would complete the tabulation process. On July 15, 1985 Adam White, then editor in chief, received the final selections as reflected herewith.

At that point Jonathan Hall was involved with the magazine. He contacted me to voice his dissatisfaction with some of those selected. In short, he wanted to change some of the decisions to reflect what he felt would give Billboard a better presence. He went so far as to level nepotism charges at me and when it was apparant the example he cited was innacurate he then leveled charges about the competence of the judging panel. While I was able to be sympathetic with some of his concern over the choices in some categories due to an excessively low number of entries in those categories, the fact remained that there were only two ways for someone to be selected: he or she must have entered, or in those categories with few entries, he or she must have been nominated by all the judges for that category.

Once it became apparant that Hall infact would be changing the winners not in accordance with the above criteria, I issued a letter to Billboard's group publisher Jerry Hobbs explaining the situation. Shortly thereafter Jonathan began calling judges trying to coerce them into changing their opinions.

The end result unfortunately varied significantly from the list supplied herewith. Categories were added, categories were divided, and winners were altered. Of the changes, two were most significant.

1. Mike Harrison was denied his award completely. To briefly outline the events, Harrison entered the contest in late 1984. Entrees overall were extremely light for his category-- major market AOR PD of the year. Three judges were selected for that category: Bob Cole-- a country programmer of long standing and respect now doing adult contemporary at Austin's KOKE; Air personality Jack Armstrong, veteran of several formats including his current afternoon drive airshift on KKHR Los Angeles; and Barry Richards, longtime radio and television personality who programmed one of the first progressive rock stations in the country and more recently saw urban formatted WAIL in New Orleans top the ratings in 1982 and 1983.

All three judges independent of one another ranked Harrison's entry as tops. For some reason this was not to Jonathan's liking. It would be pure heresy to explain what his complaint was, but one fact remains: Judge Bob Cole received a lengthy call from Jonathan where he repeatedly tried to have Cole switch his vote to WBCN Boston's Oedipus. Cole held firm in his decision, saying among other things that Oedipus did not enter and was not nominated. Hall retorted to him, 'Oh, he was a late entry', a fact hardly true since the entry cut off is January 1 and Cole did not begin judging until mid spring. (His "entry" was never brought to my attention either prior to my final submissions on July 15.) Hall listed all of Oedipus' qualifications, and successes, and while no one can argue that he is a fine programmer, the fact remained that neither Cole, Armstrong nor Richards had nominated him, nor had he entered.

Jonathan ended the discussion with, 'Well am I to understand you'd feel a tie was a more acceptable compromise?' to which Cole replied, "Jonathan, that's the beginning of a compromise." When the awards were announced two weeks after that conversation, Cole was surprised to find no mention whatsoever about Mike Harrison, and a lone award going to Oedipus.

2. Randy Kabrich. Randy, a previous award winner entered for his work at Washington's WAVA. (In 1984 Randy spent 8 months at WAVA and the remainder of the year at Charlotte's WROQ). To his knowledge all was well until he received a call from a Billboard writer who wanted to interview him because he was nominated for WROQ. Randy was quite upset because he did not enter for WROQ nor did he wish to be judged by his work there in 1984. After questioning the writer about other potential winners he phoned me to see what was happening. I verified that some of the stations he supplied me were not entrants or winners and promised I would contact Billboard to see that he was not linked with WROQ in the competition.

In this category, two judges were involved (the third did not finish the judging process before final cutoff). One was KWEN Tulsa GM Lee Masters, the other United Broadcasting's national PD Jack Beach. (In an argument with Kabrich, Hall depicted Masters who has vast programming experience in addition to being a former station owner and an air personality in New York City as "some nobody from Tulsa". Of Beach whose duties include overseeing a group of stations which include San Francisco's number one music outlet, KSOL, Hall contended he was someone who hadn't seen the inside of a radio station.)

Masters was put on the panel by my predecessor Doug Hall and Beach asked for and earned that right by his track record. Both were among the most conscientious of judges. And not surprisingly both received calls at the last minute from Hall. After verifying their selections (both voted for KIMN Denver's Doug Erickson in first place with Randy Kabrich in a close enough race to have caused me to tie both individuals initially). Sonny Joe White, again a fine PD, was ranked in approximately sixth

place by both judges), Jonathan attempted to sway them in Sonny Joe White's favor. Both judges stood adamantly by their original choices.

When the awards were announced, several things occurred. 1: The contemporary/AC category was split in two reflecting both top 40 (contemporary) and AC separately (a move I agree with as did the two judges, but this change is something which must occur BEFORE judging-- it would have been an appropriate move for next year). 2. An additional market category was added. To the previous major, medium and small market delineations came a new "top 10 market" category-- again, after the fact.

Accepting both those changes, the obvious choices in the contemporary category would have been Denver's Doug Erickson for Major Market and Washington's Randy Kabrich for Top 10. While questions could have arisen over my decision to tie these individuals, under a divided market situation they each were clear cut victors. What was finally decided though was that Sonny Joe White would win for Top Ten (regardless of the fact that neither judge thought him so suited) and Erickson would take the major market category. Kabrich became an "honorable mention" in the latter category into which Washington did not even fall.

A comparison between the list herewith and the published winners will turn up several other discrepancies as interested parties will note. I hesitated briefly before writing this letter as being a former Billboard editor, I did not want it to appear as if I had any ill will to bear. Let me assure you that I feel my relationship with Billboard is a good one. Those I worked closely with while at the magazine I remember with only fondness.

My purpose here is twofold. One, on behalf of the people who were either denied awards or given awards for categories they did not enter, I felt I had an obligation. The work that went into many of these entries was significant, and those judged winners by a panel of their peers should be so informed. The second reason though, is perhaps even more demanding of action.

In an industry where awards regularly are products of popularity contests and political ties-- and success is often judged solely by rating points, the Billboard Radio Awards were distinct. Winners had the satisfaction of knowing that a group of their peers ranked them superior in a number of areas related solely to their job performance. In a word, the Billboard Radio Awards carried integrity. From the actions of Jonathan Hall however, it seems that the awards are now meant to position the magazine-- instead of the winners.

There are several ways Billboard could and should reposition itself with regard to the radio industry. For three years I labored to do that and the support that all of you have shown me proves it was worth the effort. I shudder at the thought of being a part of the process that might tear those labors down, but I feel morally bound to answer the numerous requests I have

had for a list of the finalists (which were never announced), judges, and their selections of winners. After a great deal of deliberation I have come to the personal conclusion that it would serve little good to make a media spectacle of this unfortunate turn of events, but I must add, I will respect whatever actions anyone affected elects to take and will provide any additional information known to me that may be pertinent to any of you.

I am truly saddened on all counts to be writing this letter, and while I can not promise to deliver an industry wide competition to replace the Billboard Awards at this time, I do pledge to continue serving the radio industry in the future with the same type of honest, forthright and insightful information you have come to expect from me.

My best to you all.

Rollye Bornstein

BILLBOARD 1984 RADIO AWARDS COMPETITION, FINALISTS & WINNERS LIST

 STATION OF THE YEAR COMPETITION

Contemporary/AC category

Major Market

WXKS FM (Kiss)	Boston	
WKRC (Q-102)	Cincinnati	WINNER!!
KIMN	Denver	
WHYI (Y100)	Ft. Lauderdale/Miami	
KIDI (K-101)	San Francisco	

Medium Market

WTVN	Columbus, OH	
WDCG (G-105)	Durham/Raleigh, NC	
WMAG (Magic)	High Point/Greensboro, NC	WINNER!!

Small Market

WZON	Bangor, ME	
WSTO	Evansville, IN	
WZYD	Frederick, MD	WINNER!!
WITZ	Jasper, IN	
KWIP	Salem, OR	
WLKI	Steuben Co., IN	

Country category

Major Market

WCAD	Baltimore	
KPLX	Dallas	
WWWW	Detroit	
KXAS	Houston	
WHN	New York	WINNER!!
WQYK	St. Petersburg/Tampa	

Medium Market

WCOS	Columbia, SC	
WONE	Dayton, OH	
KSSN	Little Rock, AR	
KRAK	Sacramento, CA	
KVOD	Tulsa, OK	
KWEN	Tulsa, OK	WINNER!!

Small Market

KGHL	Billings, MT	
WVLK-FM	Lexington, KY	
WNUS-FM	Parkersburg, WVA	
WOWW	Pensacola, FL	WINNER!!
WCVR	Randolph Center, VT	
WTCM	Traverse City, MI	

Urban/Black category

Major Market

KKDA-FM	Dallas	WINNER!!
KDAY	Los Angeles	
WUSL	Philadelphia	

Medium/Small Market

WWWZ	Charleston, SC	WINNER!!
WDIA	Memphis, TN	
KHYS	Port Arthur, TX	

AOR category

Major Market

WFX	Boston	
WNEW-FM	New York	WINNER!!
KDKB	Phoenix	

Medium/Small Market

WTUE	Dayton	WINNER!!
WCPZ	Sandusky	
WIOT	Toledo	

MOR/Nostalgia category

WCWA	Toledo	WINNER!!
KFMB-AM	San Diego	
KHOW	Denver	

Miscellaneous category

WBEK	Battle Creek, MI	
WXTZ	Indianapolis, IN	WINNER!!
WTBO	Orange Co., NY	

PROGRAM DIRECTOR OF THE YEAR COMPETITION

Contemporary/AC category

Major Market

Doug Erickson	KIMN	Denver	WINNER (tie)
Jim Fox	WKRC (Q-102)	Cincinnati	
Randy Kabrich	WAVA	Washington	WINNER (tie)
Mark Larson	KFMB-AM	San Diego	
Jeff Sattler	KIOI (K-101)	San Francisco	
Sonny Joe White	WXKS-FM	Boston	

Medium Market

Jim Ballard	WMAG (Magic)	High Point/Greensboro	
Jack Fitzgerald	WTVN	Columbus, OH	WINNER!!
Bill Richards	KLUC	Las Vegas, NV	

Small Market

Garry Osborn	WLKI	Steuben Co., IN	
Eric Norberg	KWIP	Salem, OR	
Bill Richards	KREO	Santa Rosa, CA	WINNER!!

Country Category

Major Market

Johnny Dark	WCAO	Baltimore	WINNER!!
Barry Mardit	WWWW	Detroit	
Joel Raab	WHN	New York	

Medium Market

Neal Newman	WXKW	Allentown, PA.	
Billy Parker	KVOO	Tulsa	WINNER!!
Steve Warren	KKYX	San Antonio	

Small Market

Jay Christopher	WOWW	Pensacola, FL	
Greg Price	WCVR	Randolph Center, VT	
Lee Rogers	KGHL	Billings, MT	WINNER!!

Urban/Black Category

Major Market

Jack Patterson	KDAY	Los Angeles	
Tony Quararone	WRKS	New York	
Barry Richards	KGFB	Los Angeles	WINNER!!

Medium/Small Market

Marc C. Little	WWWZ-FM	Charleston, SC	WINNER!!
Mark Petry	KHYS (Kiss 98)	Port Arthur, TX	
Alvin Stowe	WFXC (Foxy 107)	Durham/Raleigh	

AOR Category

Mike Harrison	KMET	Los Angeles	WINNER!!
Charlie Kendall	WNEW-FM	New York	
Joe Thomas	WIOT	Toledo	

MOR/Nostalgia Category

Lou Dean	WRVA	Richmond	WINNER!!
Chris Roberts	WOWO	Ft. Wayne	
Mike Shepard	WCWA	Toledo	

Miscellaneous Category

Joe Landon	WBCK	Battle Creek, MI	WINNER!!
Jim Pewter	KRLA	Los Angeles, CA	
Paul Sidney	WLNG	Sag Harbor, NY	

PERSONALITY OF THE YEAR COMPETITION

Contemporary/AC Category

Major Market

Paul Barsky	WCAU-FM	Philadelphia	
Paxton Mills	KIMN	Denver	
Robert Murphy	WKQX	Chicago	WINNER!!
Chris O'Brien	WKRO	Cincinnati	
Matt Siegel	WXKS-FM	Boston	
Danny Wright	KBEQ	Kansas City	

Medium Market

Steve Cochran		WSSX	Charleston, SC
Ken Cooper & Coach Barry Hodge		KITT	Las Vegas
Jonathon Doll		WZPL	Indianapolis WINNER!!
Big Mike Fiss		WYYY	Syracuse
Bill Gable		WMAG	High Point
Ted Kelly		WQUE-AM	New Orleans

Small Market

Mary Clark	WKZQ	Myrtle Beach, SC	WINNER!!
John Cline	WOMP	Wheeling, WVA	
Tom Froelich	WVAF	Charleston, WVA	
Kelly Ryan	WROK	Rockford, IL	
Tim Walker	WQTU	Rome, GA	
Chris William	WKZQ	Myrtle Beach, SC	

Country Category

Major Market

Gene Austin	KXAS	Houston	
Deano Day	KLAC	Los Angeles	
Steve Gramzay	WWWW	Detroit	
Hudson & Harrigan	KILT	Houston	WINNERS!!
Gary Ryder	KILT	Houston	
Arch Yancey	KILT	Houston	

Medium Market

Bob Cooper	KWEN	Tulsa	
Dennis Day	WRNL	Richmond	
Joe Wade Formicola	WKIX	Raleigh	WINNER!!
Sandy McBride	WQIK	Jacksonville	
Jay Robbins	KKYX	San Antonio	
Ed Russ	WQIK	Jacksonville	

Small Market

Old Weird Charlie		WYNE	Kimberly, WI
Stan Comeau		KKWS	Wadena, MN
Ryan Dobry		WTCM	Traverse City, MI
Chris Hampton & Luke McCoy		WOWW	Pensacola, FL WINNERS!!
Mike Huber		KKWS	Wadena, MN
Phlash Phelps		WLAS	Jacksonville, NC

Urban/Black category

R. Anthony	KGFJ	Los Angeles	
Fred Buggs	WUSL	Philadelphia	
Carol Ford	WDMT	Cleveland	WINNER!!
Greg Marsh	KDAY	Los Angeles	
Willie Sancho	KGFJ	Los Angeles	
Steve Woods & Russ Parr	KDAY	Los Angeles	

AOR Category

Michael Cruz
Jim McInnes
Mark Lapidus
Carl P. Mayfield
Chris Rivers & Amy Dahlman
Joe Thomas

WEBN
KGB
WXQR
WKDF
WAQX
WIOT

Cincinnati
San Diego
Jacksonville, NC
Nashville WINNER!!
Syracuse
Toledo

MOR/Nostalgia Category

Hal Moore & Charley Martin
Arlin Miller
Jay Roberts
Walt Barcus
Ted Leitner
Bob Collins

KHOW
KPRZ
WJR
WDEL
KFMB-AM
WGN

Denver WINNERS!!
Los Angeles
Detroit
Wilmington
San Diego
Chicago

Miscellaneous Category

Brian Beirne
Johnny Hayes
More Better Man
Jack Raymond
Joey Reynolds
Bill Saul

KRTH Los Angeles
KRLA Los Angeles WINNER (tie)
WOL Washington
WEIM Fitchburg, MA
WFIL Philadelphia WINNER (tie)
KOA Denver

INTERNATIONAL PERSONALITY OF THE YEAR

Benny Brown
Johnny Davila
Rob Jones
Gary Alexander Lee
Rich O'Shea
Richard Park

Radio Luxembourg WINNER (tie)
97.5 Mundial FM (Bolivia) WINNER (tie)
Radio Luxembourg
Fen Tokyo
Commercial Radio Hong Kong
Radio Clyde

FEATURED PROGRAM OF THE YEAR

Station Produced Category

KFMB-AM	San Diego	Padre Mania Sports	
KIMN	Denver	30 Years in 30 Hours	WINNER!!
KLAC	Los Angeles	KLAC's 50 Greatest Artists	
KRLA	Los Angeles	Johnny Hayes Countdown	
WLOL	Minneapolis	Paul McCartney: New Movie/Old Friend	
WNEW-FM	New York	Scott Muni, Live In London	

Syndicator Produced Category

American Comedy Network	Not The American Top 40	WINNER!!
Denny Somach Productions	Meet The Beatles Again	
The Musicworks, Inc.	Jim Reeves Special	
NBC Radio/The Source	The Big Beat	
Otis Connor Companies	Celebration of America	
United Stations	The 4th of July Summer Beach Party	

PANEL OF JUDGES

JACK BEACH	National PD	United Broadcasting	
LEE MASTERS	GM	KWEN	Tulsa
JOHN BECK	GM	KSHE	Los Angeles
BOBBY HATTRIK	Consultant	St. Louis	
BILL RICHARDS	PD	WNCI	Columbus
RANDY KABRICH	PD	WRBQ (Q-105)	Tampa
JACK ARMSTRONG	Air Personality	KKHR	Los Angeles
BOB COLE	PD	KOKE	Austin
BARRY RICHARDS	Consultant	Los Angeles	
CHET TART	VP/Programming	Blair Radio	New York
CAROL FORD	Air Personality	WRKS	New York
MIKE McVAY	Consultant	Cleveland	
BOB K.	PD	WCAU-AM	Philadelphia
TONEY BROOKS	President	Sandusky	Denver
JIM WOOD	VP/Programming	Malrite	Cleveland

The above 15 broadcasters served as judges in the 1984 Billboard Radio Awards Competition. Teams of three judges each were selected for the various categories. Judges were asked to disqualify themselves when judging a category which they were currently programming, a market where they currently worked or an entrant with whom they had a current professional relationship.