

New WHYN GM plans few changes

By RUTH DANCKERT
Republican Staff

Brian Stone of Northampton finished 468th in the WAQY road race held in Springfield four weeks ago.

Stone describes the finish this way. "I came in right behind Michael Schwartz who is general manager of WAQY-WIXY Radio. I tapped him on the shoulder and said, 'Hi, I'm Brian Stone,' and we had a good laugh about it."

Not a bad way to meet the competition. Brian Stone will be general manager of WHYN AM and FM Radio when Affiliated Broadcasting Inc. of Boston takes over ownership of the two radio stations June 11.

Stone plans no major changes in programming at the two stations.

"We'll do some fine tuning, yes. But a major engine job? No.

"Anyone who comes in and makes changes to a radio station that has a 30-plus share of the market would be making a grave mistake. We're going to try to improve what already is an excellent radio product," Stone said.

The decision means a hands-off policy for the "contemporary adult mass appeal" format of AM and the "music with a soft touch" format on FM.

FCC approval of the \$5.1 million sale had been held up for nearly four months because of a possible conflict of interest with a minority stockholder who also owns stock in Post-Newsweek, parent company of WFSB TV in Hartford.

Approval brought a sigh of relief to both Affiliated, which had already invested nearly a year in the project, and Guy Gannett Broadcasting, which owns WGGB Television Channel 40 and must divest itself of the radio stations because of the FCC one-to-a-market rule. If the sale to Affiliated had collapsed, Gannett would be back in the market place, looking for another buyer.

In August WHYN will move into new quarters in

3 new Emmys for music shows

HOLLYWOOD (UPI) — The Academy of Television Arts and Sciences will give three new Emmys for achievement in variety-music shows this year, a change reflecting the recent resurgence of such shows on the network schedules.

The academy's Board of Governors also disclosed Wednesday that it has approved several other changes regarding Emmys for limited series, specials and made-for-television movies.

The three new Emmy categories added for variety-music shows will be given for outstanding directing, outstanding writing and outstanding art direction. The academy will also continue its current Emmys for outstanding variety-music special or series and for performances in such shows.

"It is the academy's responsibility to keep the awards structure under constant review to be responsive to the ever changing patterns of television programming," said Hank Rieger, president of the academy.

"Variety-musical programs have become a visible element once again this season, a part of the network schedules — either as specials or series."

Emmys for the 1979-1980 season will be given out in a nationwide telecast Sept. 7.

Other changes adopted by the Board of Governors include:

—Definitions saying that specials must be broadcast in either one or two parts, while limited series must consist of at least three episodes.

—A rule that specials or made-for-television movies that later become series in the same season will be entered separately on the program ballot as specials, while awards for individuals who act or otherwise function in the same capacity in both the special and the series may enter only one category.

—A change in wording to clarify that all types of specials (drama, comedy, variety and music) are eligible for the Emmy given for outstanding costume design in a limited series or special.



BRIAN STONE

the Peerless Building in the downtown Market-place Complex. The new facility, built at a cost of \$250,000, will occupy. Also on the shopping list are a new transmission facility on Mount Tom and an Associated Press satellite system for receiving audio feeds from around the world.

He does have some changes in mind, specifically in marketing and promotional services for potential advertisers and in news, sports and weather.

"The challenge for us is how little to upset the status quo and still make the changes we want to," he said.

"There is a desperate need for more in-depth coverage of local news. That doesn't necessarily mean expansion but a change in orientation toward the community and away from the wire services.

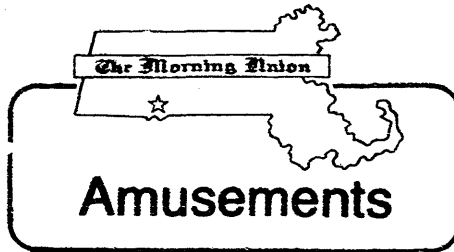
"There are a lot of exciting things going on in Springfield, especially with the downtown revitalization effort, and we're going to make every effort to put our reporters on the street to report on them. We're buying a live transmitter remote unit with capabilities of broadcasting from almost any point within a 25-mile radius."

Stone referred to research announced at a recent broadcaster's convention that suggested people are tuning in to evening news casts for weather reports and then pointed to a need for weather detection in this area.

"Ninety percent of the population was unaware until after the fact that a tornado had missed them by 20 miles," he said, adding that Affiliated has contracted with Media Weather Service in Bedford, a global forecasting service that also serves the military and oil companies.

"We'll call it Maxi Weather and it will provide more background on the wheres and whyfores of what is going on outside," he said.

Also on the drawing boards are a remote man-on-the-street feature to be called Live Mike, some



extensive plans for celebrating the station's 40th anniversary next year, and a number of different sports possibilities.

"We have an AHL franchise in our back yard, an NHL franchise 25 miles away, the Basketball Hall of Fame in town, sports at Springfield College and American International College and we are next door to one of the finer small college sports entities, with the exception of their recent basketball performance," he said.

The station will be testing a number of different sports possibilities that range from just expanding on current sports all the way to a regional sports talk program.

A 1966 graduate of the University of Massachusetts, with the U.S. Marines and a stint with Honeywell Computer Controls Division in Framingham behind him, Stone cut his broadcast teeth at WCIB in Falmouth, a 50,000 watt station he and two engineer friends built from the ground up in 1969. When the station went on the air the four divided up operations responsibilities between them. Stone did play-by-play sports (of Nantucket High School football) and an all-night radio show called the *Self Unload Wagon* and became sales manager. He's been in sales and marketing ever since.

He went on to become station manager at WCAS Radio in Cambridge, Channel 56 TV in Boston sales manager, and national sales manager for Channel 10 Television in Miami, Fla. Sales and marketing were obviously his bag and in 1975 he returned to Boston to open his own consulting agency for small radio stations. One of his clients was Affiliated Broadcasting which was then just beginning to expand into the radio market. In 1977 he did the acquisition research for WSAI Radio in Cincinnati and later in the year Affiliated hired him to manage the FM station.

Affiliated Broadcasting is a subsidiary of Affiliated Publications, Inc. which owns the Boston Globe. The broadcasting unit also owns stations in Cincinnati, Ohio; Sacramento, Calif.; Seattle, Wash.; and White Plains, N.Y. Last month company signed intent to purchase agreements for FM stations in San Jose, Calif. and Jacksonville, Fla. These must still be approved by the Federal Communications Commission.

Major grant for Boston Symphony

BOSTON (UPI) — The Boston Symphony Orchestra has been awarded its largest federal grant ever, a \$300,000 annual stipend from the National Endowment for the Arts, BSO General Manager Thomas W. Norris said Wednesday.

The grant will help support a number of special concert activities such as the BSO Chamber

Players, concerts on the Esplanade, and the Youth Concert series, he said.

The BSO was selected for the grant on the basis of artistic quality, organizational stability, financial responsibility, community involvement and audiences served, Norris explained.

The NEA each year awards grants to symphonies nationwide.

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