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# McCord fills key job

EAST BRUNSWICK, N.J. — Herbert W. McCord has been named general manager of the radio division of Greater Media, Inc. and subsidiaries, effective Sept. 1. Peter Bordes, president of Greater Media, says McCord's first task will be the organization and staffing of GM's newest acquisition — KHTZ(FM) Los Angeles.

In 1973, McCord, 36, was named vice president and general manager of CKLW Radio Broadcasting, Ltd., licensee of CKLW and CKLW-FM, Windsor, Ontario, Canada. In January 1974, he was named president. Windsor is located just across the Detroit River and the station has historically included the Detroit market as part of its target audience.

His resignation at CKLW was the latest in a series of industry headlines in Detroit which has seen much movement in both format and management of radio stations in recent months.

Prior to joining CKLW, McCord worked for CBS in New York where he served as station manager of WCBS-FM as well as in an account executive capacity for the CBS television network and CBS radio spot sales. Prior to joining CBS in 1967, McCord worked in sales at Life Magazine, New York, and in advertising research at Ted Bates & Company, Inc., New York. He started his broadcasting career as a staff announcer at WWJR in Hartford, Vermont in 1961.

McCord graduated from Dartmouth College in 1964 and received his MBA from Columbia University's Graduate School of Business Administration in 1966. McCord and his wife, Judy, are the parents of two children.



**NEW MAN** — Herb McCord has been named general manager of the radio division of Greater Media, Inc. and subsidiaries effective Sept. 1.



# vignettes

WMJC/WHND Detroit has a new first-class engineer — 25-year-old Frank Raymo. Frank has been with the station since 1971, when he started as an automation overseer. In February, when he received his first-class license, he moved up to assistant chief engineer under Irv Laing. Frank will now be able to serve in the same capacity as Laing when necessary.

Barbara Kanary, account executive at WMJC/WHND, has been elected to the board of directors for the Women's Ad Club of Detroit. She has been a member of the group for three years and has also been appointed to the program committee for the Ad Craft Club of Detroit. She is completing her fifth year with the station.

Barbara Kusak, WMJC/WHND news woman, has just started the radio television film masters program at Wayne State University. She expects to receive her degree in about 20 months.

Tom Ingram, production director at WMJC/WHND Detroit, is now working part time as the chief booth announcer at WDIV-TV, the Detroit NBC affiliate. Ingram has been with the Greater Media station since 1975.

Marie Osborne, assistant to the program director at WMJC/WHND, received her B.A. in journalism from the University of Detroit in June. She has been with the station in various capacities since 1977.

The men's and women's baseball teams at WMJC/WHND in Detroit are winding down the season. Men's standings so far are: won 5, lost 7. Coach Allen Gantman is quick to add that six games were lost by one run.

Standings for women are: won 1, lost 7. Doris Patrick, team co-captain explains that three games were rained out.

WPEN/WMGK's Greg Price is approaching old-timer status with Greater Media.

It's hard not to notice Greg around WPEN/WMGK. He's assistant at large — officially assistant director of creative services/programming assistant.

Continuity, production, helping with contests — Greg does it all and even a little air work from time to time.

He majored in radio-TV and broadcast management at Temple University and then worked at WRHY (Starview, Pa.) before joining the Philadelphia outlets in October.

Greater Media managers will meet at corporate headquarters in East Brunswick, N. J. on Sept. 12, 13.

## Kirtner takes over WTCR

CATLETTSBURG, KY. — Mike Kirtner has been named general manager of WTCR, replacing Richard Holcomb. Kirtner, formerly the general sales manager for WTCR, has been with Greater Media's Kentucky outlet for the past three years. A graduate of Marshall College, he was sports director at WMUL-FM, worked at WKEE AM/FM as a night air personality and was an account executive at WGNT. He and his wife, the former Rita Arthur, reside in Huntington, W. Va., with their 2-year-old daughter, Dawn.



Mike Kirtner