

Dallas DJ turns radio station's ratings around

United Press International
DALLAS — Tom Joyner rarely is at a loss for words. In fact, his knack for talking has made him one of the highest paid disc jockeys in the country.

Joyner, 34, insists he works hard for his \$200,000-a-year salary, and the job entails much more than chattering over the air in between spinning records. Listeners, however, are attracted to Joyner's humorous and jovial personality so much that he has helped push KKDA-FM to the fifth-ranked radio station in the Dallas-Fort Worth area with a 5.6 percent share.

"I don't know what made me so popular," Joyner said. "I try to be the same over the air as when I'm off the air. I say a lot of things without thinking about it. I like people and I like pleasing people."

"It's fun for me, but it's hard work, too. I get up at 3:30 (a.m.) and I'm here (at the station) by 4. I read four newspapers and I jot down things I will do and say on the air. I'm constantly working on ideas."

"I try to appeal to the 18-34 age group, both men and women, because this group is more appealing to advertisers." The KKDA-FM morning team — which includes Joyner, sports reporter Chris Arnold,

news director Drew Hayes and producers Kyle Gibson and Phil Williams — is on the air from 5:30 a.m. to 9 a.m. Monday through Friday.

When Joyner joined the station in October 1983, KKDA-FM was eighth in the Metroplex with a 4.7 percent share of the 6 a.m. to 10 a.m. weekday slot among listeners 12 years old and up, the Arbitron Audience Report said.

Arbitron currently lists KKDA-FM weekday mornings with a 5.3 percent share, No. 5 behind KVIL-FM, KRLD-AM, WBAP-AM and KPLX-FM. KKDA-FM is far ahead of its major competitor in the black listening market, KNOK-FM, which holds the No. 11 slot in the Metroplex with a 4.6 percent share overall.

Like most disc jockeys, Joyner wins listeners with promotions. Currently the most popular one is the Tuesday morning dating game, which Joyner patterned after the old television series.

"It started one morning when a single woman called and said she was having a hard time meeting eligible men and asked for my help. So I let her talk to three bachelors over the air and she chose one."

The couple gets an expense

paid evening, which includes roses for the woman, limousine service, dinner for two at a posh restaurant and dancing and drinks at a local night spot.

Joyner said the most popular item among women listeners is

"I don't know what made me so popular. I try to be the same over the air as when I'm off the air. I say a lot of things without thinking about it. I like people and I like pleasing people." — Dallas radio personality Tom Joyner

the "All My Children" update, in which the morning team gives a satirical synopsis of the popular soap opera.

"We call it the 'Cheap and Trashy, Slimy and Sleazy All My Children Update.' I've never watched the show, so Chris talks about it and I ask questions."

A native of Tuskegee, Ala., and a sociology major at Tuskegee Institute, Joyner had no

early aspirations in broadcasting. He and childhood friend Lionel Richie formed a band while in college, called the Commodores.

Believing he had no future as a singer, Joyner withdrew from the group during his senior year. The Commodores, meanwhile, rose to stardom and Richie became a major recording artist.

"I always had dreams of being a success, but I was a realist. I had a friend who programmed radio news in Montgomery (Ala.) and I asked him to let me do the news. I had no experience in broadcasting, I started doing everything, including jockeying when people were sick."

"A station in Memphis called one day to offer one of the disc jockeys a job and I intercepted the call. I told them I was the disc jockey they were looking for, but my real name was Tom Joyner. I sent them a tape and they liked it."

Joyner, who had worked for KKDA-AM from 1972-1977, returned this time admist great hoopla. Fans threw "Welcome Back, Tom Joyner" parties and the station gave away free "Tom Joyner's Back" buttons.

After leaving KKDA-AM, Joyner traveled around the

country with former heavyweight boxing champion Muhammad Ali as his man.

"I was going around the country doing nothing. Then one night, I was in a hotel room in New York doing nothing, and I heard Howard Cosell talking about people who leech on to celebrities. I knew I had to get out."

Joyner said he got his big break in 1978 when John H. Johnson, president of Johnson Publishing Co. in Chicago, which publishes Ebony and Jet magazines, offered him a job with his faltering radio station, WJPC which had a .6 percent share of the black listening market in the city.

"I turned down that job at first because I wanted to go into television. But I struck a deal with Johnson. He said if I delivered the station, I could have a shot at television. No one thought I could do it."

Joyner took over all facets of the station, including programming, and by 1981, WJPC held a 4.2 percent share and was the No. 2 black radio station in the city.

Johnson kept his promise and allowed Joyner to host a syndicated show, "Ebony-Jet Celebrity Showcase." Joyner interviewed top name celebrities during the half-hour show, which was syndicated in more than 70

percent of U.S. households. The program was cancelled last August after 26 shows.

"After that, I sat at home with the phone off the hook for about two weeks. When I put it back on, I got a call from Hyman Childs, who owns KKDA. He had wanted me to come back ever since I left and we kept in touch over the years. I had some very good offers, but none were in TV, so I came back to Dallas."

AUTO INSURANCE FOR AGGIES
Call: George Webb
Farmers Insurance Group
3400 S. College 823 8051

By using Christmas trees

Valley residents saving dunes

United Press International
SOUTH PADRE ISLAND, Texas — Instead of carting them off to the garbage dump, Lower Rio Grande Valley residents are putting their discarded Christmas trees to good use in a project designed to ensure Padre Island never loses its picturesque sand dunes.

In the Sand Dune Restoration Project started three years ago by former Marine Extension Agent Jack Rickner, members of Cameron County's 4-H clubs donate their time to collect unwanted Christmas trees and spread them along the beach. The trees collect sand and ward off erosion.

Rickner devised the plan after the storm surge of Hurricane Allen in 1980 flattened many of the dunes on this island resort on the southern tip of Texas.

"We lay them down in rows at the beach where it's flat. We bind them with bailing string from end to end and attach the string to stakes. Within a couple of months, if the wind blows, sand gathers on the trees," said Tere-

sa Garza, county agricultural agent.

The first year of the project, Garza said, 250 trees were collected. The number increased to 800 in 1983.

"It's been growing. We already have 800 trees and we're expecting about 1,200," she said.

Other groups also have begun collecting trees.

The Brownsville Jaycees donated about 500 trees left over from their Christmas sales lots, and garbage collectors save discarded trees they pick up on their routes.

"We had over 100 kids out there helping us out last year,"

Ms. Garza said.

Besides doing a community service, some of the 4-H members are able to get credit for their good deed by claiming the work as a science project, she said.

"It's a good project and all of the people on the island really appreciate it."

MSC CAFETERIA
Where You Get More For Your Money
OPEN
6:30 a.m.-7:00 p.m. Daily
"QUALITY FIRST"

Do you want to have an AFFAIR?
845-1320


MSC Cafeteria

Now Better Than Ever. You Will Be Pleased With These Carefully Prepared and Taste Tempting Foods. Each Daily Special Only \$2.39 Plus Tax. "Oper Daily"
Dining: 11 A.M. to 1:30 P.M. — 4:00 P.M. to 7:00 P.M.

MONDAY EVENING SPECIAL Salisbury Steak with Mushroom Gravy Whipped Potatoes Your Choice of One Vegetable Roll or Corn Bread & Butter Coffee or Tea	TUESDAY EVENING SPECIAL Mexican Fiesta Dinner Two Cheese and Onion Enchiladas w chili Mexican Rice Patio Style Pinto Beans Tostadas Coffee or Tea One Corn Bread and Butter	WEDNESDAY EVENING SPECIAL Chicken Fried Steak w cream Gravy Whipped Potatoes and Choice of one other Vegetable Roll or Corn Bread and Butter Coffee or Tea
THURSDAY EVENING SPECIAL Italian Candle Light Spaghetti Dinner SERVED WITH SPICED MEAT BALLS AND SAUCE Parmesan Cheese - Tossed Green Salad Choice of Salad Dressing — Hot Garlic Bread Tea or Coffee FOR YOUR PROTECTION OUR PERSONNEL HAVE HEALTH CARDS.		
FRIDAY EVENING SPECIAL FRIED CATFISH FILET w TARTAR SAUCE Cole Slaw Hush Puppies Choice of one vegetable Roll or Corn Bread & Butter Tea or Coffee	SATURDAY NOON and EVENING SPECIAL Yankee Pot Roast Texas Style (Tossed Salad) Mashed Potato w gravy Roll or Corn Bread & Butter Tea or Coffee	SUNDAY SPECIAL NOON and EVENING ROAST TURKEY DINNER Served with Cranberry Sauce Cornbread Dressing Roll or Corn Bread - Butter - Coffee or Tea Giblet Gravy And your choice of any One vegetable

"Quality First"

CHANELLO'S PIZZA
30 MINUTE FREE DELIVERY GUARANTEED (see coupon)
TEXAS Ave 696-0234
PATRICIA ST. 846-3768

\$1 off Two Item Chanello's Pizza Or More
ONE COUPON PER PIZZA EXPIRES 2/29/84

\$2 OFF Any 20" Two Item Chanello's Pizza or more
ONE COUPON PER PIZZA expires 2/29/84

30 MINUTE DELIVERY GUARANTEE \$1 OFF
ANY PIZZA DELIVERED MORE THAN 30 MINUTES FROM THE TIME YOU ORDER
EXPIRES 2/29/84

SUPREME DREAM
20" SUPREME PIZZA PLUS 2 COKES \$13.50
EXPIRES 2/29/84

PARTY TIME SPECIAL
RECEIVE A % DISCOUNT ON ANY PARTY SIZE ORDER AS FOLLOWS
10-15, 16" PIZZAS - A 10% DISCOUNT
15-20, 16" PIZZAS - A 15% DISCOUNT
20 or more, 16" PIZZAS - A 20% DISCOUNT
NOT VALID DURING ANY OTHER SPECIAL OFFER EXPIRES 2/29/84

PLAN A PARTY AND CALL CHANELLO'S WE DELIVER THE BEST PIZZA IN TOWN!! FAST!!

Dodge COLLEGIATE CHAMPIONS

THE NATIONAL COLLEGIATE DRIVING CHAMPIONSHIPS IS COMING!




YOU CAN DRIVE the revolutionary 1984 Dodge Daytona Turbo through a real rally course set up on campus. ANY COLLEGE STUDENT with a driver's license and student ID is eligible to test his/her performance driving skills. Fun and FREE OF CHARGE. The winner (best time without penalties) at this campus WINS A TRIP TO DAYTONA BEACH, FL during Spring Break to compete with 70 other college winners in the National Championships.

Win the use of a 1984 Dodge Daytona Turbo for one year.

CAMPUS PRIZES 1st Place - Trip to Daytona Beach, FL 2nd Place - Dodge Daytona Racing Jacket 3rd Place - Dodge Daytona Racing Jacket	NATIONAL CHAMPIONSHIP PRIZES 1st Place - \$5,000 scholarship and the use of a Dodge Daytona Turbo for one year 2nd Place - \$3,000 scholarship and the use of a Dodge Daytona Turbo for one year 3rd Place - \$2,000 scholarship and the use of a Dodge Daytona Turbo for one year
---	--

All winners also receive a free magazine subscription to Motor Trend, Car Craft, Car and Driver, or Hot Rod

Sponsor: Marketing Society & TAMU Sports Car Club
Location: Parking Lot #51, Zachry
Dates: Sat. Jan. 28 & Sun. Jan. 29
Times: 10:00am to 10:00pm
Official rules available at the competition site. No purchase necessary.

Supported by:

An American Revolution



FREE SOFT DRINKS WILL BE SERVED AT THE EVENT COURTESY OF 