Dallas DJ turns radio station's ratings around

United Press International DALLAS — Tom Joyner rely is at a loss for words. In ct, his knack for talking has ade him one of the highest aid disc jockeys in the country. Joyner, 34, insists he works hard for his \$200,000-a-year salary, and the job entails much ore than chattering over the rin 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 staon in the Dallas-Fort Worth ea with a 5.6 percent share. "I don't know what made me

popular," Joyner said. "I try be the same over the air as en I'm off the air. I say a lot of hings without thinking about it. like people and I like pleasing

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

"I try to appeal to the 18-34 ge group, both men and women, because this group is nore appealing to advertisers."

The KKDA-FM morning which includes Lovner eam — which includes Joyner, ports reporter Chris Arnold,

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

news director Drew Hayes and paid evening, which includes producers Kyle Gibson and Phil roses for the woman, limousine williams — is on the air from 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 my real name was Tom Joyner. I which the morning team gives a satirical synopsis of the popular it.

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 a Tuskegee Institute Joyner had no

The couple gets an expense kegee Institute, Joyner had no Joyner traveled around the

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 singer, Joyner withdrew from the group during his senior year. The Commodores, meanwhile, rose to stardom and Richie became a major record-

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, includinsc 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 sent them a tape and they liked

Joyner, who had worked for KKDA-AM from 1972-1977, resoap opera.

"We call it the 'Cheap and Trashy, Slimy and Sleezy All My

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,

heavyweight boxing champion Muhammad Ali as hs 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

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 mar-

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.'

the station, including program-ming, and by 1981, WJPC held a ever since I left and we kept in 4.2 percent share and was the No. 2 black radio station in the

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°

'I turned down that job at 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 Joyner took over all facets of Childs, who owns KKDA. He touch over the years. I had some very good offers, but none were in TV, so I came back to Dallas."

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SOUTH PADRE ISLAND, exas - Instead of carting nem off to the garbage dump, ower Rio Grande Valley resi-ents are putting their dis-arded Christmas trees to good se in a project designed to enare Padre Island never loses its

icturesque sand ds.
In the Sand Dune Restoraon Project started three years o by former Marine Extension gent Jack Rickner, members of ameron County's 4-H clubs onate their time to collect unwanted Christmas trees and pread them along the beach. The trees collect sand and ward off erosion.

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

"We lay them down in rows at he beach where it's flat. We bind them with bailing string from end to end and attach the string stakes. Within a couple of onths, if the wind blows, sand athers on the trees," said Teresa Garza, county agricultural

The first year of the project, Garza said, 250 trees were col-lected. The number increased to

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

Other groups also have begun Ms. Garza said. collecting trees.

The Brownsville Jaycees don-

ated about 500 trees left over from their Christmas sales lots, and garbage collectors save discarded trees they pick up on 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

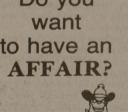
their routes.

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

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

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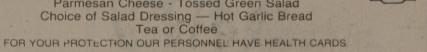
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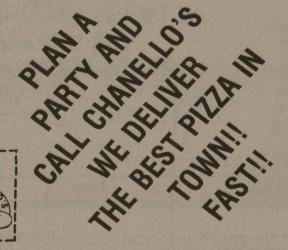
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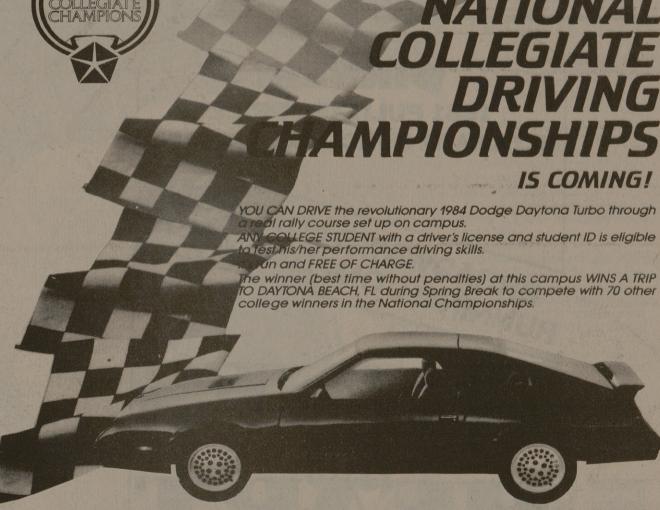
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