

wood One networks declined, according to RADAR 51, with listeners 12 and older. Westwood One's Variety network listenership decreased by 8.9%, from 2.17 million to 1.97 million; its CNN+ network listenership dropped 5.3%, from 2.07 million to 1.96 million, and its Adult Contemporary listenership dropped 8.4%, from 1.32 million to 1.21 million.

Among listeners ages 25-54, West-

wood One's Adult Contemporary network lost 12.5% of its audience; Variety lost 20.1%; Country lost 19.7%, and CNN+ lost 11.8% of its audience in RADAR 51 over the RADAR 50 report. However, the Source network gained 3.1% more listeners 25-54, according to RADAR 51.

CBS Radio Networks

While the CBS Radio Network gained

4.9% in audience size, CBS Radio's Spectrum network lost 2.5%, from 1.77 million listeners 12 and older to 1.73 million.

Both CBS networks gained audience with listeners ages 25-54. The CBS Radio Network audience 25-54 climbed 8.7%, from 621,000 to 675,000, and CBS Spectrum increased by .3%, from 980,000 listeners to 983,000 in RADAR 51. ■

R I D I N G G A I N

Limbaugh, KGO win top Marconi honors

Talk radio show host Rush Limbaugh took home the award for "network/syndicated" personality of the year at the 1995 Marconi Radio Awards ceremony, which concluded the National Association of Broadcasters Radio Show in New Orleans on Sept. 9.



Rush Limbaugh

Limbaugh is syndicated by

New York-based EFM Media Corp.

Capcities/ABC's KGO(AM) San Francisco was honored as "legendary station of the year," and Group W's WBZ(AM) Boston was named "major-market station of the year." Radio personality and NAB Hall of Fame inductee Gary Owens hosted the awards dinner and show, with entertainment by The Temptations.

Other Marconi winners were WFBQ(FM) Indianapolis for "large-market station of the year"; WHO(AM) Des Moines, Iowa, for "medium-market station of the year," and WHIZ(AM) Zanesville, Ohio, for "small-market station of the year."

Named local-market "personality of the year" were Jonathon Brandmeier of WLUP-FM Chicago for a major-market station; Bob Kevoian and Tom Griswold of WFBQ for a large-market station; Jerry Carr of WMT(AM) Cedar Rapids, Iowa, for a medium-market station, and J. Douglas Williams and Becky Myles of KWOX(FM) Woodward, Okla., for a small-market station.

Honored as "stations of the year" in their format categories were KOEL(AM) Oelwein, Iowa, for adult contemporary/easy listening; WNNK-FM Harrisburg, Pa., contemporary hit radio; WSIX-FM Nashville, country; WLS(AM) Chicago, news/talk/sports; KKLA(FM) Los Angeles, religious/gospel; KLOK(AM) San Jose, Calif., Hispanic; KEZW(AM) Denver, big band/nostalgia; WCLV(FM) Cleveland, classical; WNWV(FM) Elyria (Cleveland), Ohio, jazz; WWSW-AM-FM Pittsburgh, oldies; KROQ-FM Pasadena, Calif., rock, and WVEE(FM) Atlanta, urban/R&B.

Local radio revenue up 7%; national revenue flat

Radio stations across 100 markets reported an average 7% increase in local revenue in July compared with the same period last year, but those stations also noted little or no increase in national revenue levels for the month.

The updated totals were released by the Radio Advertising Bureau with data collected by the accounting firms Miller Kaplan Arase & Co. and Hungerford Aldrin Nichols & Carter.

Stations in the Midwest reported the strongest average revenue increase, 8%, and stations in the East reported an average 6% revenue increase for July over the same period last year.

On a national level, stations in the East reported an average 5% increase in revenue totals, and stations in the Southeast reported an average 1% increase. But stations in all other regions reported no increase or a decline in national revenue for July.

RAB President/CEO Gary Fries attributed flat returns in national revenue to soft sales that generally occur in summer months.

"Last May, we predicted that revenue would soften somewhat through the summer months, and July's gains reflect a continuation of that pattern," Fries said. "It is important to keep our perspective and remember that we are building on some extremely strong months in 1994."

ABC sneak preview

ABC Radio Networks executives previewed ABC's latest 24-hour "adult progressive" album-oriented rock format at the NAB Radio Show in New Orleans. The format mixes established rock artists with "blues, reggae and emerging artists," say ABC executives.



Pictured at the meeting are (l-r) Ted Bolton, president of Bolton Research Corp.; Robert Hall, ABC Radio's senior vice president of programing, and Lee Abrams, ABC Radio's managing director of rock programing.

SW Networks to sell success

SW Networks announced its latest talk radio format, "SuccessRadio," before the NAB Radio Show two weeks ago. The 10-hour format features self-improvement and motivational talk shows on career, finance, child-rearing and general advice, among others. There also will be online access for caller interaction. —DP