

# Sneed DKM's VP/Operations

OCTOBER 3, 1986

## KCBS: ON KGO'S HEELS

Traditional market leader KGO was toppled in drive time by rival News/Talker KCBS, which gained substantially overall as well. The challenger is profiled by Yvonne Olson.

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Atlanta-based programming consultant Mary Catherine Sneed has been named VP/Operations for DKM Broadcasting, which upon FCC approval of its eight-station Group One acquisition, will own 20 radio properties, including KMEZ-AM & FM/Dallas, WAOK & WVEE/Atlanta, WCAO & WXYV/Baltimore, and KLZ & KAZY/Denver, as well as combos in Ohio, Missouri, Nebraska, Kansas, and Iowa.

Sneed, who will coordinate programming and promotion activities for the group, is also responsible for working with local management on recruiting program personnel and supervision of the con-



Mary Catherine Sneed

## KHYI Enters 'Gladiator' Format In CHR Arena

Statewide Broadcasting's KHYI (Y95)/Dallas (formerly Contemporary Christian KLTU) is introducing the "Gladiator" format, a "New Age, true 1980s version of CHR," according to VP/Programming Mark Driscoll. Additionally, Statewide principal Scott Ginsberg and Driscoll have enlisted the programming input of longtime radio programmer Buzz Bennett.

Driscoll, who will initially be on the air in afternoons, told R&R the presentation uses positioning statements like "Lock it in and jerk

your knob off" and "It's Y95: out of the way wimps." He explained, "Our airstaffers are each called Gladiators. Y95 is predictably unpredictable. This doesn't mean we're not playing the hits, because the rules of Gordon McLendon and Todd Storz still work. Y95 is more of a cinematic radio station, painting more of a picture in the minds of our listeners than our competitors."

After a low-profile debut September 20, Y95 has its airstaff set with KHYI/See Page 4

sultants and research companies working with DKM. Her appointment is effective October 15, and she will remain based in Atlanta.

Although Sneed has been advising the DKM stations recently, the move formally reunites her with DKM President Jim Wesley; the two worked together earlier at Cox while Sneed programmed WSB-FM/Atlanta. For the past five years she has operated her own consulting firm specializing in the AC format.

Wesley remarked, "Mary Catherine is an outstanding programmer and one of the most organized and hardest-working broadcast executives I've ever worked with. She is especially effective in dealing with local management. Her programming skills will accelerate our growth in all of our markets."

Sneed, whose programming credits also include WSM-FM/Nashville, will continue to consult KOST/Los Angeles, but gives up her association with the other Cox stations. She said, "I've enjoyed working with stations as a consultant but for some time have wanted to be more directly involved in station operations. DKM is one of the most successful and fastest-growing groups in the industry. I know from my experience with them that they are committed to excellence and have the resources needed to produce results."



John Cravens

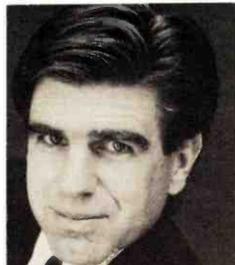
## Cravens Pres./GM At WHYT

John Cravens has been named President/GM of Cap Cities/ABC CHR outlet WHYT/Detroit. Ron Pancratz, President/GM of sister station WJR, had been overseeing both stations. Cravens was VP/GM at KSRR/Houston since December 1984, after working as NSM at WRQX/Washington and WLS-AM & FM/Chicago, and GSM at WABC/New York.

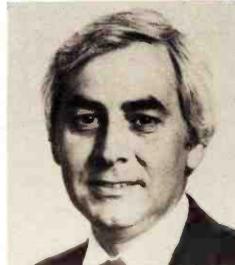
"WHYT presents great opportunity for both myself and the staff," said Cravens. "It has grown to a point where it's able to stand on its own, through the efforts of Ron Pancratz at the AM and (PD) Gary Berkowitz. WHYT will now establish its own identity with its own manager. This is also a homecoming for me, as for the nine years prior to the Malrite takeover of KSRR, I had been an ABC employee."

## MASTERS NOW SR. VP/GM

# Freston, Roganti MTV Presidents



Tom Freston



Robert Roganti



Lee Masters

MTV Networks has created a new management structure, appointing Tom Freston and Robert Roganti President/MTV Networks Entertainment and President/MTV Networks/Operations respectively. Freston was Sr. VP/GM of MTV and VH-1, and Roganti was Sr. VP/GM of Advertising Sales for MTVN.

In addition, Lee Masters has been named Sr. VP/GM of MTV and VH-1. He has been VP of VH-1 since April.

According to MTVN President/CEO Bob Pittman, the Freston and Roganti appointments represent a "consolidation" of the company's organization, "with focus on the specific constituencies served by

each executive." Reporting to Freston are the programming, production, and marketing groups of MTV, VH-1, and Nickelodeon/Nick At Nite; MTVN

MTV/See Page 4

## Quinn VP/GM At KSMG

Veteran broadcaster Ray Quinn has been named VP/GM at American Media's KSMG/San Antonio. Coprincipal Alan Beck commented, "I'm very happy to have someone of Ray's caliber join the staff that made 'Magic 105' San Antonio's finest AC facility."

Quinn remarked, "I've known Alan since I was PD and he was GSM at WCBM/Baltimore in the early '70s. I'm excited to be working in such an aggressive market. I look forward to making KSMG the number one AC."

Quinn replaces Jack Collins, who exited the station a few weeks ago, but not before hiring PD Jay Scott.

QUINN/See Page 4

## Nash Directs Atlantic Black Promotion



Richard Nash

Richard Nash has been promoted to Director/National Promotion of Atlantic's Black Music Division. He had been the R&B promotion rep for the label in Cleveland since 1980. Nash assumes responsibilities previously held by Sylvia Rhone, who was elevated in July to VP/GM of Atlantic Black Music Operations.

Rhone commented, "In his six years with the Atlantic family, Richard has developed into one of the most knowledgeable and effective promotion persons in the business. I'm very pleased to recognize his accomplishments."

## Hamlin E/A VP/Sales



Kenny Hamlin

Kenny Hamlin has been upped to VP/Sales at Elektra/Asylum. He was Sales Director/Western Regional for the label, and takes over the national slot from Eddie Gilreath, who recently left for Geffen. Hamlin, who reports to Sr. VP/Marketing & Promotion Mike HAMLIN/See Page 4

## WSKS Becomes Country WBVE

Cincinnati AOR WSKS became Country WBVE at 6am Monday (9/29), under the direction of sister station WLW PD Randy Michaels.

JACOR Communications, owners of AOR WEBN/Cincinnati, is merging with Republic, owners of WLW & WSKS. With WEBN number one in the market and WLW

WBVE/See Page 4

## KLZZ Adopts Classic Hits

Shadek's KLZZ-AM & FM/San Diego has exchanged its AC format, in place since January 1984, for "California Classics." The move did not, however, include the return of KLZZ's former calls, KPRI, as market observers had predicted.

KLZZ becomes San Diego's third new Gold-oriented format in two years. XETRA ("69 Xtra Gold") advertises "Classic Gold." AOR XHITZ has skewed towards Classic Rock since summer 1985 and has been billed as "The Greatest Hit

Of All Time." Like XHITZ, KLZZ's Gold format is rock-slanted; it does not, however, play LP tracks. PD Andy Bickel told R&R, "Our competition is either too broad or too narrow in their musical appeal. We feel our mix is more specifically targeted."

After several years as a "Class" AC, KLZZ had most recently segued into a softer AC approach. The new change, made without a consultant, also came gradually, over the course of the weekend of

KLZZ/See Page 4