Sneed DKM's VP/Operations

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, WAQK & WVEE/Atlantic, WLW & WYGX/Baltimore, and KLZ & KAZY/Denver, as well as comboes 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 programming personnel and supervision of the consultants 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 WSBB-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 program consultant 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. Alan White 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."

**KHYI Enters 'Gladiator' Format in CHR Arena**

Statewide Broadcasting's KHYI (Y96)/Dallas (formerly Contempory Christian KLTY) is introducing the "Gladiator" format, a "New Age, true 1990s version of CHR," according to VP/Programming Mark Driscoll. Additionally, Statewide's principal Scott Ginsberg and Driscoll have enlisted the programming input of longtime radio programmer Buzz Bennett.

Driscoll, who will initially be on the airFormat/Programming, told R&R the presentation uses positioning statements like "Lock it in and jerk your knob off" and "It's Y96; out of the way wimps." He explained, "Our airstaffers are each called Gladiators. Y96 is predictably unpredictable. This means we're not playing the hits, because the rules of Gordon McLeod and Todd Storz still work. Y96 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, Y96 has its airstaff set with a new Gold-Format/Programming, which will continue the station's programming philosophy.

**Masters Now Sr. VP/GM**

**Frenson, Roganti MTV Presidents**

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

**KLZZ Adopts Classic Hits**

Shade's KLZZ-AM & FM/San Diego is now 24 hours Classic Rock format, a move in place January 1986, for "California Classics." The move did not, however, include the return of KLZZ's former cover KPRI, as market observers had predicted.

KLZZ becomes San Diego's third new-oriented format in two years. XETRA ("99 Xtra Gold") advertises "Classic Gold." AOR XHTT has skewed toward Classic Rock since summer 1985 and has been billed as "The Greatest Hits Of All Time." Like XHTT, 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 October 3, 1986.

**Cravens Pres./GM At WHYT**

John Cravens has been named President/GM of Cap Cities/ABC CHR outlet WHYT/Detroit. Ron Paneratz, President/GM of sister station WJIRD, had been overseeing both stations. Cravens was VP/GM at KSR/Radio Network since December 1984, after working as NSM at WBBX/Washington and WUSM & FM/Chicago, and GSM at WABC/New York.

"WHYT presents great opportunities 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 Paneratz at the AM (and PD) Gary Berkowitz. WHYT will now establish its own identity with its own manager. This is a homecoming for me, as for the nine years prior to the Mariette takeover of NSM, I had been an ABC employee."

**Nash Directs Atlantic Black Promotion**

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 Rhoe, 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."