

Bernstein Now PD At Talk WOR/New York

WOR-AM/New York has hired David Bernstein as its new PD, effective Monday (1/9). He replaces Ed Walsh, who resigned late last month.

"David is one of the best and brightest in the Talk programming field, and we're fortunate to have him on board," said WOR VP/GM Bob Bruno.

Bernstein was previously Affiliate Relations Manager with NY-based syndicator MJI Broadcasting. His prior experience also includes stints at News/Talk outlets WDBO-AM/Orlando, WTIC-AM/Hartford, and WBZ-AM/Boston.

Fey Joins Clifton's New World

Former KYLD-FM & KYLZ-FM (Wild 107)/San Francisco GM Scott Fey has been hired to lead new business development for Jerry Clifton's New World Communications consulting firm.



Fey

New World President Clifton commented, "It's always been my philosophy to find and hire the best minds on the planet.

Scott Fey is one of the sharpest people to ever carry a GM's business card. It's great to have him join our team."

Fey added, "Jerry Clifton operates the premier consulting firm in the industry. We're excited about adding more great radio sta-

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R&R Observes King Holiday

In observance of the Martin Luther King Jr. Day federal holiday, R&R's Los Angeles, Nashville, New York, and Washington, DC offices will be closed Monday, January 16.

Former NBC Chief Jack Thayer Dies

Jack Thayer, the pioneering executive who helped start the Talk radio format and influenced the careers of scores of radio professionals, died over the New Year's weekend at 72. The cause of his death was not detailed, but Thayer had been in variable health since suffering a stroke about 10 years ago.

Thayer began his career as a Minnesota DJ, eventually becoming GM of Todd Storz-owned WDGY/Minneapolis. He subsequently was GM for WHK/Cleveland, KXOA/Sacramento, and WGAR/Cleveland. While at KLAC/Los Angeles, he was widely credited with starting one of the earliest call-in Talk formats in the nation. It was at

WGAR that Thayer brought Don Imus to industry prominence as the station's morning man. Thayer also was President of Nationwide Communications and presided over the Radio Network Association.



Thayer

In 1974, Thayer was named NBC Radio President, where he oversaw its group of stations as well as the NBC Radio Network. In 1975, he established NBC's News and Information Service (NIS), which attempted to provide all-News network radio. Although it didn't last long, the service was a forerunner of other full-service networks, made cheaper with the advent of satellite distribution.

In his last fulltime job at a -
THAYER/See Page 20

Alternative Rocks Revenues

Alternative stations have apparently become a very popular alternative for advertisers. According to a Miller, Kaplan, Arase & Co. survey of 15 stations that adopted the format in 1993, Alternative revenues in the final three months of 1994 ran a whopping 30% ahead of the format's figures for the previous year's fourth quarter.

Those same stations sustained 24% growth over the entire year, about double the industry's overall rate, driven by average local revenue increases of 24% and national spot gains of 26%.

—George Nadel Rivin, CPA

Mulcahey Joins Cities 97 As Station Manager

WJJD-AM & WJMK-FM/Chicago Sr. AESheila Mulcahey has left the Infinity combo to join Progressive KTCJ-FM & KTCZ-FM (Cities 97)/Minneapolis as Station Manager. She replaces exiting GM Doug Brown.

Chancellor Broadcasting President Steve Dinetz said, "I've known Sheila Mulcahey since 1980 and know of no other broadcaster who is more qualified



Mulcahey

and deserving of the opportunity to manage Cities 97."

"I'm excited about the opportunity to join Chancellor Broadcasting," Mulcahey remarked. "I've met the staff and look forward to working with them to grow our stations to the next level in the Twin Cities."

Previously, Mulcahey held NSM and GSM posts at WPNT-FM/Chicago and WSHE/Miami.

Ruyak New GM At WIBF/Philadelphia

Joe Ruyak has been elevated from Sales Manager to GM of Jarad Broadcasting Alternative outlet WIBF-FM/Philadelphia, replacing Ted Utz at the WDRE Modern Rock Network affiliate.

"There's a lot of growth for the format in Philadelphia," noted Ruyak. "We'll be facing new challenges for the next couple of years. It's an exciting time for the station."

Ruyak is a Philly radio veteran — prior to joining 'IBF two years ago, he was AE at WPEN-AM & WMGK-FM, GSM for WDAS-FM, and AE at WYSP-FM.

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