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 Twin Stor-z-owed WDGY/Minnepolis. He subsequently was GM for WHK/Cleveland, KXOA/Sacramento, and WGR/Cleveland. While at KJACL/Los Angeles, he was widely credited with starting one of the earliest call-in talk formats in the nation. It was all WGR 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.

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 radio station, 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

WJLD-AM & WJLD-FM/Chicago Sr. AE Sheila Mulcahey has left the Infinity combo to join Progressive KTCL-FM & KTCP-FM (Cities 97) in Minneapolis as Station Manager. She replaces exiting GM Doug Brown.

Chancellor Broadcasting President Steve Donet said, "I've known Sheila Mulcahey since 1980 and know of no other broadcaster who is more qualified 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 has been GSM and GM posts at WPNT-FM/Chicago and WSHE/FM/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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 mulcahey

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