

Who's In Second? Unistar, WW1 Quarrel Merger Revives Tiff Over Who Follows ABC

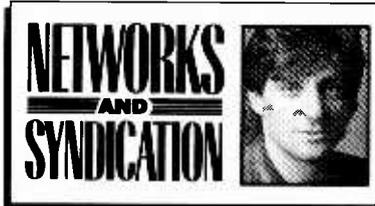
LOS ANGELES The recent United Stations-Transtar merger into Unistar (Billboard, Sept. 2) reignited a controversy that has been brewing for some time between the Westwood One and United Stations camps—Who's really No. 2?

United Stations had been marketing inventory for Transtar prior to the merger, but the merger made the relationship official. As Unistar's press release put it, the merger put the new entity second to only the ABC Radio Networks in total network sales. Unistar used RADAR 39 to back its claim. In the spring 1989 survey, ABC topped all the networks with persons 12+ 43.9%, while United Stations-Transtar combo pulled 22.8%, and WW1 had 19% (Billboard, Aug. 19).

"We are No. 2 in network radio, period," says Unistar co-chairman/co-CEO Nicholas J. Verbitsky. But WW1 chairman/CEO Norman Pattiz says, "What they are saying is they are No. 2 in RADAR-rated inventory. But the network radio business is not just RADAR-rated inventory."

The RADAR survey is based on programming from 6 a.m.-7 p.m.,

Monday through Saturday. "That excludes all of the WW1 entertainment programs, which are worth about \$30 million annually," Pattiz says. "It excludes all of NBC Talknet. It excludes all of Larry King. It



by Craig Rosen

excludes all of NBC and Mutual sports."

Pattiz also cited a private survey by the Chicago-based Ernst & Whinnie, which estimated that WW1 has a 27% share of network revenue. As Pattiz puts it, WW1 "is not prepared to give up the No. 2 position just yet."

Verbitsky, on the other hand, wishes this controversy had ended long ago. "We should have cut this off quick and not allowed [Pattiz] to promote WW1 as being No. 2 in network radio when they are not. Any-

time someone challenges me, I am willing to back it up with numbers. Norman has always made that claim, and it has always irritated me."

AROUND THE INDUSTRY

KQLZ (Pirate Radio) Los Angeles afternoon driver **Shadow Steele** will host **Pirate USA**, Pattiz confirms, when the five-hour satellite-delivered Saturday night party show makes its debut sometime in October. WW1 was set to distribute demos of the new show at the National Assn. of Broadcasters convention.

Bailey Broadcasting Services has the 90-minute "The Hip Hop Countdown," hosted by the company's production director, **Michael Mosbe**, set to debut the weekend of Oct. 13. Bailey has two other shows in the works for November: the shortform business information program "The Bottom Line" and the two-hour Quiet Storm-flavored "The Night," hosted by former "Special Edition" host **Sid McCoy**.

Singer/songwriter **John Sebastian** is the new host of **Radio Today** (Continued on page 19)

Drug, Payola Charges Spark FCC Review

BY BILL HOLLAND

WASHINGTON, D.C. The FCC's review board is handling an appeal of the commission's 1989 license renewal grant to Metroplex Communications' WHYI (Y100) Miami. Although the case was thought to be closed, the review board has brought up once again a challenger's allegations of drugs and payola involving former

with him, the Justice Department does not comment on ongoing investigations. FCC public records show that Walker said he could not remember "who had offered what to whom" in the social situations in which drugs were taken in the presence of the record company staffers he named.

Metroplex president Norman Wain says the initial renewal was "a total endorsement" and that Metroplex is "100% optimistic the review board will sustain the ruling." A decision is expected in November.

commissioner Sept. 11. With chairman Alfred Sikes and commissioner Andrew Barrett on board, along with carryovers Jim Quello and Patricia Diaz Dennis, the FCC will be at its full complement for the first time since 1987. But not for long: Commissioner Dennis will be leaving her seat Sept. 30. A successor is to be named this fall.

VOX JOX

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Jacobs. Green last programmed crosstown WOIC. In addition, **Valerie Jones** has joined the station for p.m. drive from **WDKS** Fayetteville, N.C.

Lorraine Rapp is out as PD of album **WAQX** Syracuse, N.Y. No replacement has been named. There's a similar vacancy at album **KFMG** Albuquerque, N.M., where PD **Glenn Stewart** is leaving. Contact GM **Jeff Guier** . . . Top 40 **WBJW** (BJ-105) Orlando, Fla., has switched to a more adult-oriented top 40 format. The station now calls itself Mix 105.1, "not too hard, not too light," and has applied for new call letters.

PEOPLE: When former **WQXI** Atlanta PD **Jan Jeffries** joined **Joe Kelly**'s Chicago AV several weeks ago as executive VP/radio & TV, the company announced that he would have other duties to be announced in the near future. Now it appears that Kelly will use Jeffries to expand into the programming consultancy arena. While Chicago AV claims the consultancy is merely "a possibility," one of the company's creative service clients has already announced it as part of a separate statement about acquiring Kelly's services.

WASHINGTON ROUNDUP

Y100 PD Robert W. Walker.

Metroplex received its renewal in January as the commission initially ruled there was no payola violation, that Metroplex and WHYI had not known of Walker's drug problems or activities—which he admitted to the FCC in 1988, prior to the renewal—and that the firms had been "reasonably diligent." But under current FCC comparative renewal rules, challenger Southeast Florida Broadcasting Ltd. was able to appeal.

While review board member Norman Blumenthal says he cannot comment on the case, he did ask the mass media bureau at the oral arguments on the review board appeal why staffers of record companies named by Walker had not received subpoenas from the commission.

Blumenthal was told that the Justice Department and the FBI had already interviewed those named by Walker—who had been granted immunity from prosecution—and that there was no need for subpoenas, since no evidence had been put forward implicating Metroplex in any payola violation.

As for the record company employees who Walker says used drugs

CO-SPONSORS MOUNT

While still some distance away from a majority needed for passage, the industry's radio-only license reform bill continues to add co-sponsors in the House of Representatives. There are now 145 co-sponsors for H.R. 1136, the latest being Reps. Bob Clement, D-Tenn.; Bob Davis, R-Mich.; Joseph McDade, R-Pa.; and Glenn Poshard, D-Ill.

It will take 218 signatures to bring the bill to the floor, but the measure will stand a better chance of movement through subcommittee and committee channels with all the support it has gathered.

As usual, co-sponsorship for the Senate version, S. 1207, lags behind, with Sen. Malcolm Wallop, R-Wyo., as the bill's eighth co-sponsor.

The industry still faces opposition from lawmakers who swear there will be no reform legislation until broadcasters cave in on fairness doctrine codification—despite administration announcements that President Bush may view the doctrine, as ex-President Reagan did, as unconstitutional.

FCC FULL HOUSE

Sherrie Marshall, the last of the three Bush administration FCC nominees to take office, was sworn in as

newsline..

EMMIS BROADCASTING has announced that, following the acquisition of the Seattle Mariners baseball team, it will sell **KXXX-FM** (X100) San Francisco; **WJIB** Boston; and **WLOL** Minneapolis. "We felt we've been spread so thin [through acquisitions over the last 18 months] that we've had to narrow the focus," said president Jeff Smulyan. "We could have sold more stock and taken on some additional equity, but we chose to redouble our efforts wherever we are."

LARRY WEXLER has been named president/chief operating officer of Philadelphia-based **Waldron Broadcasting**; he was VP/GM of **WPEN/WMGK** Philadelphia and spent 20 years with those stations.

BOB VISOTCKY is the new VP/GM of **WMJI** Cleveland, replacing **Phil Levine**. He was previously in that post at co-owned **KRFX** Denver. His replacement there is **GSM Don Howe**.

MICHAEL CRUSHAM is the new GM of oldies **WWSW-AM-FM** Pittsburgh—a post that has been vacant for several months. He was previously GM at **WGFX** Nashville.

ERNEST JACKSON, VP/GM of **Ragan Henry's** **WDIA/WHRK** Memphis, transfers to that post at the company's newly acquired **WRAP/WOWI** Norfolk, Va. No replacement has been named. At **WOWI's** former AM, **WPCE**—which remains owned by **Willis Broadcasting**—**WOWI** AE **Katrina Turner** is upped to station manager. Also, **Duane Westbrooks** is out as GM of **Willis' WPZZ** Indianapolis.

PIERRE BOUVARD is named VP/GM of **Coleman Research**. He has been with **Arbitron** since 1982, most recently as SW regional manager.

ROBERT BACKMAN is exiting the GM slot at **WDJO/WUBE** Cincinnati to form the **Event Marketing Co.**, specializing in station promotional concerts. **Sara Backman** will be president of the company.

DAVID MOORE has been named station manager of country **KSOP** Salt Lake City, which he had previously been consulting. GM **Greg Hilton** and PD **Don Hilton** remain at the family-owned station.

KIM ROMANO has been upped from GSM to GM of adult standards/AC combo **WEZO/WRMM** Rochester, N.Y. She replaces **Jay Meyers**.

POLLACK MEDIA GROUP has promoted VP of programming **Dave Brewer** to senior VP. In addition, **Carol Lee Holt** is upped from director of operations to VP of operations.

TERREL METHENY is the new GM at **WCOL/WXGT** Columbus. He replaces **Randy Rahe**.

Washington, D.C., radio veteran **Shadow Smith** (aka **Bruce Bisson**) is leaving p.m. drive at top 40 **WAVA** to become a professional undersea diver for a Florida research ship. No replacement has been named. At rival **WRQX** (Q107), overnighter **Uncle Johnny** is out. And at **AC WLTT**, **Paula Kasey** goes from weekends to middays. As a result, **Beverly Fox** goes from middays to nights. **Bill Hamlin** goes evenings to overnights. **Art Gliner**, station vet of 16 years, exits.

T.K. O'Grady, whose move to oldies **WFYR** Chicago prompted much format speculation earlier this summer, has finally been appointed to middays at the station . . . Former **WBLS** New York midday jock **Mary Thomas** has joined crosstown **WQHT** (Hot 97) for weekends/swing; across town, album rock veteran **Alison Steele** has followed up her cameo on classic rock **WXRK** with a permanent swing stint.

Pete McRae joins top 40 **WKQI** (Q95) Detroit for nights from **KRNQ** Des Moines; in addition, **Kristy Hart** is officially promoted to late-nights. Across town, at **AC WOMC**, veteran staffers **Tom Ryan** and **Alan Almond** are out of mornings and

nights, respectively. **Kevin O'Neil**, p.m. driver (and Detroit morning veteran), moves from afternoons to a.m. drive. **John Marshall** goes from middays to nights.

At **AC WRKA** Louisville, Ky., former **KCPX** Salt Lake City morning man **Andy Barber** joins **John Ramsey** for mornings, as **Jeff Ramsey** exits; at co-owned oldies **WTRG** Raleigh, N.C., **Walt Howard** joins for mornings from **WCAO** Baltimore . . . **Joe Lomas** returns to **AC WKRC** Cincinnati for overnights, replacing **Kristy Karas**.

Gordon Elliot, known for stints on **Fox-TV's** "A Current Affair," will do early afternoons on **ABC's** **Talkradio** beginning Oct. 30. He replaces **KABC** Los Angeles' **Michael Jackson** as part of the plan to bring all of **ABC's** talk programming back to New York. Also joining for overnights is **Freddy Mertz**. He replaces **KABC's** **Ray Briem** on the network, and has previously been heard on the network as a sub.

Assistance in preparing this column was provided by **Craig Rosen**, **Phyllis Stark**, **David Wykoff**, and **Bill Holland**.