

Cincinnati Fox Makes Room For New Wave; California Vandal Causes Towering Problem

FOR MONTHS NOW, Cincinnati radio observers have been waiting for one of the city's two classic rock stations to blink. Turns out they both did, sort of.

In a creative arrangement, Jacor Broadcasting, owner of local station WPPT (92.5), and Heritage Media have agreed to move Heritage's WOFX (the Fox) down the dial from 94.9 to 92.5, freeing Heritage to flip 94.9 to jazz/AC (the Wave). Jacor has applied for the WOFX calls, while Heritage shops for its own set.

Jacor, which drops the WPPT calls, paid for WOFX's "intellectual property," since research showed that of the two players, the Fox was synonymous with classic rock.

Marc Chase, PD at Jacor's album rocker WEBN Cincinnati, becomes operations manager of WEBN and WOFX. PD Tony Tolliver continues his duties at WOFX, as do the jocks.

At 94.9, the old staff is out. PD Neal Mirsky remains for now while looking for new rock opportunities. GM Carey Mertz is accepting T&Rs.

In vandal news, an unknown perpetrator cut the guywire to a 200-foot-high transmitter owned by KYMX/KCTC-AM Sacramento, Calif., Sept. 6. In a damaging chain of events, the tower toppled onto the guywire of the stations' adjacent 500-foot tower, which also collapsed, striking the edge of the nearby transmitter building. However, within seven hours, the two stations signed back on, thanks in large part to KSEG, which allowed an emergency antenna to be attached to its nearby tower.

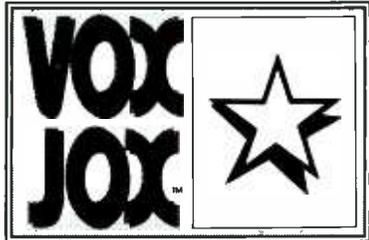
The shocker from this year's Marconi Awards, held during the National Assn. of Broadcasters New Orleans convention (Sept. 6-9), came when WNNK-FM Harrisburg, Pa., walked away with honors as top 40 station of the year. The jolt came from the fact that a market No. 80 player beat out such big shots as KDWB-FM Minneapolis, KIIS Los Angeles, and WBBM-FM Chicago. At a time when big-time radio industry players are flexing their marketplace muscles more and more, it's nice to see an underdog is alive and well.

Among the other Marconi format winners were WCLV Cleveland (classical), WSIX Nashville (country), WN WV Cleveland (jazz), WWSW

Pittsburgh (oldies), KROQ Los Angeles (rock), KLOK San Jose, Calif., (Spanish), and WVEE Atlanta (R&B).

PROGRAMMING: DAD'S MODERN ROCK

KQPT Sacramento, Calif., drops its triple-A format for adult-friendly modern rock as the Zone, playing a softer variety of alternative artists similar to



by Eric Boehlert

with reporting by Douglas Reece

the mix at KXPK (the Peak) Denver.

In the same vein, WJBX Fort Meyers, Fla., flips from classic rock to an "adult rock alternative" outpost. A new PD, music director, and staff are expected soon.

Paco Lopez, last at WQHT (Hot 97) New York, lands as PD at WJBT Jacksonville, Fla., which moves toward a younger, hip-hop direction. Former WJBT PD Nate Bell moves to program sister station WHJX-FM, which flips from top 40/rhythm-crossover to R&B adult. Hot 97's Steve Smith is to consult both.

KNJZ St. Louis drops jazz in exchange for a new R&B flavor, as KATZ-FM, while KATZ-AM becomes news/talk "Black Information Radio." Former KNJZ announcer Rod King replaces Ted Habeck as PD. The latter exits along with the station's jocks. King is also assigned interim PD duties at KATZ-FM. Also at KATZ-FM, Al McDonald joins for middays; the legendary Jim Gates, last in middays on the AM, will do afternoons; and Charles Smith returns from rival KXOK for nights.

KHTY (Y97) Santa Barbara, Calif., ups MD/night jock Damion Young to PD, replacing John Alden.

Mark "The Shark" Wilson is upped from nights to PD/afternoons at WWGR Fort Myers, Fla., replacing

Paul Orr, now at WSSL Greenville, S.C.

KKDM Des Moines, Iowa, which had originally announced its intention to become modern rock, will actually become top 40, according to consultant Liz Janik. The station continues to stunt without a permanent format.

WQSL Wilmington, N.C., flips from AC to top 40 as "All Hits 92.3."

WPVR Roanoke/Lynchburg, Va., flips from soft AC to classic rock (Arrow).

KDDK Little Rock, Ark., PD Jan Jeffries exits. News director Michael Langley is acting PD.

KDUK-FM Eugene, Ore., PD Greg Adams is out and replaced by former KKRZ Portland, Ore., assistant PD/MD Eric Murphy.

PEOPLE: DC101's MORNING MAN

WWDC-FM (DC101) Washington, D.C., hires morning man Will Pendarvis from WNNX Atlanta, replacing Paul Harris and Dave Murray, who exit.

Cane starts at WHTZ (Z100) New York at nights. Freddie Vetter stays on in an as-yet-unspecified capacity.

WTMX Chicago hires morning jock Kathy Hart, formerly of WNCI Columbus, Ohio, to replace Jim Patterson and Carl Faulkenberry, who exit.

At KISF Kansas City, Mo., MD Booker Madison moves from nights to mornings, teaming with Seana McKay and Soren Petro. Ed Parriera moves from mornings to middays, replacing Mark Daniels, who heads to WXLN Davenport, Iowa. Former morning co-host Jay Charles goes to nights, replacing Madison. P/T Jason Justice goes to late nights.

At KFMB-FM San Diego, morning host Shaun Ireland exits and is replaced by night driver Dave Smiley.

Jimmy Gray, from WEBE Bridgeport, Conn., takes over mornings at WCTK Providence, R.I.

KXTZ (94 Jamz) Las Vegas night jock Jojo Wright has been relieved of his MD duties. APD MC Scrappy takes over.

WFXC/WFXK Raleigh, N.C., teams downtown WQOK morning man/PD Cy Young with Traci Latrelle in the mornings and names him the company's new Southeast programming coordinator. Young replaces PD Chris Connors, who moves to afternoons in one of the newly reduced air shifts. Connors retains his PD status.

New modern rocker KKND (the End) Tucson, Ariz., announces Chris Patyk's PD status is no longer interim. Patyk also retains MD duties.

Longtime KQKQ-FM (Sweet 98) Omaha, Neb., morning man Rockets crosses the street to KESY-FM (Y104), as the station's Kevin Cooper moves to afternoons.

Craig Stevens is upped from P/T to afternoons at KJXX Des Moines, Iowa.

KPTY (Party 94.7) Austin, Texas, drops that handle, but keeps its format, becoming Mix 94.7. New calls are on the way. Guy Zapoleon is consulting. PD Dusty Hayes remains. American Radio Systems, which announced the purchase of the station two weeks ago, has a local marketing agreement with it already.

PD Cavanah Sees Success By Broadening B96's List

WBBM-FM (B96) Chicago has been one busy "B" in recent months. First, B96 PD Todd Cavanah began playing some pop records that his station wouldn't have touched before. Then, he assembled his second new morning show in a year.

With these changes made, Cavanah can say he's enthusiastic about his radio station again, and that B96, which was off slightly (4.0-3.9) in the spring Arbitron, is moving in the right direction again.

Rhythmic top 40 B96 had faced a number of challenges over the last year, ranging from the advent of a new hip-hop outlet, WEJM (106 Jamz), to the controversy-laden departure of longtime morning hosts Eddie and JoBo. Their replacements, T.J. and Wild Bill, never really caught on with listeners. Rather than go outside the market again, Cavanah teamed longtime night jock George McFly and late-nighter Frankie Rodriguez.

Cavanah now realizes that "T.J. and Wild Bill were basically a blind date. They didn't know the market, so we had to teach them everything. We knew it was a longshot, and I'm not saying we would never do something like that again. It's definitely a lot easier using a couple of guys who've been here for a while. They're loose, they're real, and they already seem to be clicking, for a team that never worked together before.

"I feel we're in an up cycle right now. We [fell] into a down cycle when we lost our morning show. At the time, I felt that everything on the station sounded bad. Not that it really did, but when you lose a powerful morning show, whether the rest of the station is on track or not, it just doesn't feel right."

Musically, B96, which was one of the last bastions of hardcore non-R&B dance music, has broadened a little to include more hip-hop and select pop-sounding product, such as the Rembrandts and Sophie B. Hawkins, that appeals to a wider audience than just the pop and adult clusters.

"The rhythmic females who are into B96 are also into these records," Cavanah says. "We think there was a hole in the market that wasn't being served. I believe we've found that hole, and I predict big success for us.

"We've definitely been through that 'too niched' cycle, where we thought we couldn't play certain records because they didn't sound like us... I've seen [modern rock] radio now niche themselves into a corner, leaving a lot of records open for me... When [modern rock] WKQX (Q101) first signed on, they played more rhythmic music, like Psychedelic Furs and New Order. The more pop-sounding stuff

they're no longer playing." As is the case with other mainstream top 40 outlets, Cavanah grabs a lot of songs that the modern rockers feel are too pop for them to play.

"Our No. 1 priority is 18-34 women; that's where the money is. I want to make my [general station manager] Paul Agase's life easier. We also want to be No. 1 in teens. We don't want to become too adult or too safe, but we want to daypart accordingly and research the right [audience]," he says.

Here's a sample 3 p.m. hour on B96: Max-A-Million, "Sexual Healing"; Selena, "I Could Fall In Love"; New Order, "Bizarre Love Triangle"; Cynthia, "Change On Me"; Janet Jackson, "Runaway"; Gloria Gaynor, "I Will Survive"; TLC, "Waterfalls"; K-7, "Move It Like This"; Fun Factory, "Close To You"; Blessid Union Of Souls, "I Believe"; Coolio, "Gangsta's Paradise"; and Whitney Houston, "I'm Every Woman."

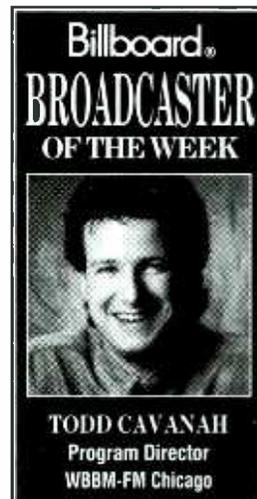
For his part, Cavanah has been hanging around B96 for close to seven years. He did weekends for then PD Buddy Scott in 1987 while working for Elektra Records. Local observers used to refer to Cavanah as the company's only DJ with an expense account. "It was a good thing they didn't have Broadcast Data Systems back then," he jokes. "Otherwise, somebody would have seen those Simply Red and Linda Ronstadt spins showing up at midnight." He's also pulled stints at the late KRXY (Y108) Denver, as assistant PD/music director under Mark Bolke, and at KTRS Casper, Wyo., as PD.

Because of his increased managerial responsibilities, Cavanah doesn't spend as much time as he used to listening to music. Music director Erik Bradley, he says, "really understands the market, knows what our goals are, and who our target audience is. I really feel confident in his abilities."

The station doesn't do any TV advertising whatsoever, according to Cavanah. "We find the grass-roots approach works much better for us. We have our own satellite vehicle that can broadcast anywhere in the world."

For now, the programmers seems quite content. "Everybody around me is a superstar, and I love it. I don't care if anybody recognizes me or nominates me for anything—all I care about is that I'm happy and my station is successful," Cavanah says. "I love B96. That's what makes my job easy... If I ever get tired of this or get burned out on it, I'll get out and do something else. Right now, I really enjoy this format, and I'll continue to corrupt the youth of America as best I can."

KEVIN CARTER



newsline...

RICK MACK, former GM at WAOK/WVEE Atlanta, is the new GM at WBIG Washington, D.C. Mack replaces Bennett Zier, who exits.

JIM BEARD is the new GM at WDJX Louisville, Ky., replacing Bill Wells.

JOSH GERTZOG is the new GM at WHEN-AM-FM Syracuse, N.Y., replacing Bob Carlin. Gertzog arrives from WMMX Dayton, Ohio, where he was general station manager.

PATRICK CROCKER has been named VP/COO of Great Scott Broadcasting. Crocker arrives from KEZK-FM/KFNS St. Louis, where he was national sales manager.

STATION SALES: WRKA/WAJE Louisville, Ky., from Franklin Holdings to Cox Communications, for \$8.5 million.