

Premiere Radio Sales Group Bows Everyone Over



Premiere Radio Networks President/COO Kraig Kitchin (center, holding the ball) gathered his Premiere group and AMFM Radio Networks' sales forces together in Colorado Springs recently. Kitchin's sales team will combine its efforts with new networks upon completion of the Clear Channel/AMFM merger.

Salem Catches 'The Fish' In Los Angeles

The long-anticipated debut of Contemporary Christian KFSH/Anahelam, CA finally occurred on Friday (8/25) at 6am, as Salem Communications formally assumed control of KXMX (Mix 95.9) from Clear Channel and ended that station's run as a Hot AC. KFSH, known on-air as "The Fish," covers the southern portion of the Los Angeles market, including Orange County, the San Gabriel Valley and much of central Los Angeles.

Chuck Tyler, a veteran of both Christian and popular secular radio formats, will serve as PD for The Fish (R&R 6/16). He'll also add morning show duties on Tuesday (9/5). Tyler previously programmed Salem's KPDQ/Portland. He has also been Asst. PD at Talk KFI/Los Angeles.

Salem VP/Operations Dave Armstrong commented, "Southern California is the No. 2 market for Christian music sales, but there had been a huge void in Christian music radio here. It is one of the largest major-market areas in the U.S. without a Christian music station — until now. Salem is delighted to bring the new 95.9 FM to Southern California, and we expect a tremendous response."

KFSH's playlist features an upbeat blend of popular music from such artists as DC Talk, Jars Of Clay, Jaci Velasquez, The Newsboys, Steven Curtis Chapman and Sixpence None The Richer.

R&R Observes Labor Day

In observance of the Labor Day holiday, R&R's Los Angeles, Nashville and Washington, DC offices will be closed Monday, Sept. 4.

Fox Sports Radio Premieres

At 5am on Monday (8/28) former WIP-AM/Philadelphia morning host Tony Bruno launched the Fox Sports Radio Network in Los Angeles with, "Are we on?"

"He was being facetious and having a little fun," Fox Sports PD Tom Lee told R&R on Tuesday. "For all of us it was a collective 'Finally, we are on!' And things went very smoothly for us."

The launch capped a hectic handful of months that began in late spring, when Fox and Premiere Radio Networks forged a partnership to produce a sports network to piggyback on the success of Fox Sports' television brand. Listeners to the 30-some affiliates heard such first-day guests as veteran L.A. Dodgers manager Tommy Lasorda — who is coaching the American Olympic baseball team — Ohio State head football coach John Cooper, former Major League

Baseball Commissioner Fay Vincent and former Cleveland Browns all-star running back Jim Brown.

VP/GM Scott Savage said FSR wanted to limit the number of stations for its debut in order to more easily manage the launch and keep the programming "on-target and polished. We expect to double the number of affiliates by the end of the year." Fox Sports TV Chairman/CEO David Hill said the network feed will rely on Fox-TV's 22 regional sports networks and its stable of reporters. The weekday shows will originate from studios in Sherman Oaks, CA, while the majority of weekend programming will be done from the Fox Sports studios on the Fox lot in Los Angeles' Century City.

On Sundays Cris Collinsworth of the Fox Sports Sunday foursome is expected to break from the tube up to four times a day to give radio listeners updates on the NFL.

'Super' Plus Two For KSSE/Riverside

■ Entravision begins simulcast on KACD & KBCD

Entravision Communications assumed control of its Clear Channel spinoffs in Southern California Monday morning at 9am, as KSSE-FM/Riverside-Los Angeles' Spanish Contemporary "Super Estrella" added KACD-FM/Santa Monica, CA and simulcast partner KBCD-FM/Newport Beach, CA as the format's second signal. Super Estrella now airs on 97.5 MHz for the Inland Empire, Orange County and the San Gabriel Valley, while KACD & KBCD's 103.1 MHz signals will target the coastal regions of Orange County and Los Angeles' west side.

"The Latino community has deserved this for quite some time."

Entravision/Los Angeles PD Haz Montana said, "There's been a lot of passion for this music, and now we have another outlet for its fans." Entravision/Los Angeles GM David Haymore added, "Our ability to buy [KACD & KBCD] is because of audience support."

KSSE's booming Riverside signal has achieved unprecedented success in the Los Angeles Arbitron. However, the addition of KACD & KBCD still presents "Super Estrella" with limited signal coverage in the San Fernando Valley, home to many Hispanics. The hit-driven format's core artists include La Ley, Maná, Shakira, Elvis Crespo and Carlos Ponce.

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Detroit's River Now 'New Lite Rock'

CIDR/Windsor (Detroit) dumped its Adult Alternative format and "The River" handle last Friday (8/25) to become "The New Lite Rock 93.9 FM." PD Wendy Duff remains in place, but most River on-air personalities have been repositioned to other duties within the CHUM Corporation. There are no immediate plans to replace the CIDR calls.

Representative artists on the new AC will include The Backstreet Boys, Eric Clapton, Whitney Houston and Shania Twain.

"There's finally a station in the market playing Lite Rock with less talk," noted Duff. "We'll be playing at least 45 minutes of nonstop music every hour during the workday and are committed to cutting clutter out of radio."

Among persons 12+ this spring, CIDR ranked 25th (0.7). AC WNIC ranked first (7.7).

Maranville: In The Programming Zone

Oldies KOOL-FM/Phoenix PD Tim Maranville adds programming duties at sister KZON-FM. He succeeds Chris Ebbott, who departs the Infinity outlet.

"Very few programmers combine creative vision with strategic sensibilities like Tim does," remarked Market Manager/Exec. VP Clancy Woods. "His management skills and competitive nature will add a new dimension to KZON's success."

Regarding KZON's shift from Pop/Alternative back to Alternative, Clancy commented, "We in the

media outsmart ourselves by assuming things about our products. Through research and listener feedback, we're able to refocus the station in a way that's consistent with their expectations."

Added Maranville, "We're about having fun, entertaining the listener and being human." KZON will now reportedly emphasize such artists as Alice In Chains, Pearl Jam and Stone Temple Pilots.

Maranville's previous programming credits include KDKB/Phoenix, KUFY/San Jose, KMZQ/Las Vegas and KTHT/Fresno.

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