



You've got 48 hours, not enough jocks and no plan B? Help is on the way

Go Ahead: Make My Weekend Syndicated

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this may come as a shock, but many stations don't have the budget or enough qualified personnel (see budget, none) to adequately cover the weekly schedule, especially on weekends, when people's listening habits are different. Smart CHR/top 40 programmers are looking for whatever content edge they can get, especially if said content is produced and voiced by professionals who in no way sound like one of my old rookie airchecks. With that in mind, here's a representative sampling of what syndicated offerings are available to fill weekend real estate.

Despite Ryan Seacrest's age (or lack thereof), Premiere Radio Networks' "American Top 40 With Ryan Seacrest" could be considered the current granddaddy of weekend CHR/top 40 shows, simply given the sheer tonnage of its nearly 500 affiliates worldwide. Not sure how it



works? Are you serious? Well, in case you are, here's the deal: Each week, the omnipresent Seacrest—who's 33, by the way—counts down America's top 40 songs and interviews the biggest stars in entertainment.

According to Premiere senior VP of public relations Amir Forester, the program ranks No. 1 in New York, Los Angeles, Boston, Detroit and Minneapolis within its target demo of adults 18-34. "American Top 40" is executive-produced by Claudine Cazian and engineered by Sal Cocio.

Dees-licious

Most radio pros cut their weekend teeth running the Sunday public affairs shows, followed

by "Rick Dees Weekly Top 40," which is still going strong and available from Dial Global in three delicious flavors: CHR, hot AC and rhythmic. Get more info about the show, along with your minimum daily required dose of "Dees Sleaze," at rick.com.

Superadio's top 40 weekend offerings include John Garabedian's venerable "Open House Party," available in its classic Saturday version hosted by Garabedian himself, or the Sunday version, hosted by Kannon of Beasley's WRDW/Philadelphia. Want a mainstream mixshow? Try "Supermixx Mainstream." For details on these and other Superadio offerings, go to superadio.com.

Hey, Kids! Remember The '80s?

Most of us do, and now, the '90s also feel the love. The original '80s Dial Global show "Backtrax USA With Kid Kelly" has been around since December 1992. The '90s version can still be heard on many major CHR/top 40 stations, including WHTZ (Z100)/New York, WKQI/Detroit, KDWB/Minneapolis, WEZB/New Orleans, WRVW/Nashville and WBHT/Wilkes-Barre.

"Many CHRs still run the '80s version with great success, because of where PDs place the show—early in the a.m., often before a countdown," executive producer Kathy Gilbert says. In general, across the country, CHRs do better on Saturday nights, while ACs

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—Hollywood Hamilton



and country stations tend to do better early in the morning on weekends, she says.

"The reason for this is because of the available audience at the time. We call it 'stealth programming.' While your CHR P1s are asleep or hungover, adults are up, going to church and taking care of the kids, and they love the retro stuff since it takes them back to their feel-good years when they developed their musical tastes."

The show is all uptempo, researched by RateTheMusic.com. Host Kid Kelly spends the bulk of his day at Sirius Satellite Radio, where his responsibilities include programming Sirius Hits 1. For more details, go to backtraxusa.com.

Get Busy

United Stations gets busy on the weekend cranking out such fare as "Hollywood Hamilton's Weekend Top 30," which just hit the decade mark. There are two versions: the original rhythmic show and mainstream, which are now split about 50/50 in affiliates, executive VP of programming Andy Denmark says.

Host Sean "Hollywood" Hamilton, based at Clear Channel's WKTU/New York, adds, "Program directors are getting pickier about what they schedule on their weekends; that's why programs have got to be tighter and brighter than ever. Our show is primarily about artist information, bringing our listeners up-close with their core artists and most importantly, the music. When you start getting into a top 40, those bottom 10 are played out or can be unfamiliar—that's why we created the 'Top 30' as an option," he says.

Details about the show, produced by Michelle Parisi, can be found at weekend-top30.com.

United Stations also features "The Top 10 Celebrity Countdown," produced by Edward "E-Dub" Rios, which a different artist hosts each week. The company also has a hand in the distribution of Jamtraxx Media's seven mixshows. Want to know more? Go to radiomixes.com.

Finally, there's the long-running CHR/top 40-targeted inspirational show "Sonrise," hosted by R&R Christian editor Kevin Peterson, who developed the show in 1993 when he worked at KDWB/Minneapolis. Later, he took the show with him toWSTR (Star 94)/Atlanta and signed with United Stations in 1996. "Sonrise" runs two hours and is heard on nearly 100 stations.

"Even though the show is all contemporary Christian music," Peterson says, "each hour sounds just like a typical hour on a mainstream CHR, especially since a lot of those artists are crossing over to mainstream," such as Switchfoot, Relient K, needtobreathe, Mat Kearney, Jordin Sparks and Flyleaf.

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