

Contemporary Hit Radio



JOEL DENVER

1984: CHR Is Back And Stronger Than Ever

It's hard to keep a good format down, and CHR is back as never before. Record numbers of stations switched from less successful presentations, opting to try their hands at playing the hits. A prime factor for the format defections is CHR's wide demographic appeal, most noticeable in major markets. KIIS-FM/Los Angeles and Z100/New York have become major role models for other successful CHRs nationwide.

The trend toward increased emphasis on fresh, current records, high visibility/big cash promotions, and exposing new artists continues. So does a rekindled interest in developing personalities to help listeners distinguish between one CHR and possibly two or three others in the marketplace. Prediction: CHR will continue strong and realize more growth, as long as the format maintains the level of commitment it demonstrated so effectively in 1984.

January

WABX/Detroit switches from CHR to A/C, taking new calls WCLS ... 13K(KLYD)/Bakersfield advances MD Rick Simon to PD, as Beau Reyes moves to KBOS/Fresno ... Rick Sprinkles resigns as PD at WGLF/Tallahassee to pursue his masters degree; MD Brian Phillips becomes PD ... Denny Alexander leaves PD slot at OK100/Ithaca for Operations Manager at WKWK/Wheeling; WGRQ/Buffalo MD Bill Waterman (aka Bill Weston) becomes OK100's new PD ... WQID/Biloxi PD Kirk Cliatt exits to become MD at KDON-FM/Salinas, as Mickey Coulter takes over at WQID ... Todd Chase leaves KBEQ/Kansas City to program WHTX/Pittsburgh, replacing Cary Pall ... WZZR/Grand Rapids changes call letters to WLGH and switches from CHR to A/C ... Longtime WKAU/Appleton-Oshkosh MD Rich Allen exits for mornings at WGFB/Evansville, as Don Cook becomes MD ... KJ103/Oklahoma City promotes PD Dan Wilson to Operations Manager ... WPDH/Poughkeepsie programmer Pete Clark leaves for the PD post at WFLY/Albany ... Jeff Lucifer resigns as KS103(KSDO-FM)/San Diego PD, to become VP/GM of Global Communications Corp; Operations Manager Dave Parks takes over KS103 programming ... After ten years, Dan Martin exits the programming post at WTRY/Albany for afternoons at WELI/New Haven ... Transtar puts a hold on the 24-hour CHR service which was set to debut in January ... KPOP & KPIP/Sacramento bought by Fuller-Jeffries Group and drops Rick Carroll's "Rock Of The '80s" for CHR ... Kim Jones becomes PD at WRQK/Greensboro, NC ... Morning man

Gary Michaels resumes PD duties at WQCM/Hagerstown, MD ... Don Cook becomes MD at WKAU/Appleton-Oshkosh... Scott Shannon forms Pennguardia Communications to exclusively consult the Malrite stations ... WHFM/Rochester PD Charley Lake accepts PD chair at ZZ99(KZZC)/Kansas City, replacing Johnny Rowlands ... KWSS/San Jose PD Dave Van Stone promoted to VP/Programming for parent Western Cities Broadcasting ... KYYX/Seattle changes direction to CHR under PD Van Johnson, dropping Rick Carroll's "Rock of the '80s" ... Lanette Abraham promoted to MD at KFRC/San Francisco ... Ten-year WKBW/Buffalo veteran MD Jon Summers resigns ... WNYS-AM & FM/Buffalo ups Bill Tod to PD, replacing Ray St. James ... Dan Pearman exits KEYN-FM/Wichita to be Administrative Assistant at Long Broadcasting, as Kevin Wagner becomes MD ... 92Q(WMJQ)/Rochester PD Dave Luczak and morning partner Don Michael Girard join WGMF/Milwaukee, as WVIC-AM & FM/Lansing PD Jay Stevens takes PD post at 92Q ... Chris Bailey exits WKPE/Cape Cod and replaces Doug Yanak as OM/PD at WVSR/Charleston, WV ... KHTX/Reno promotes PD John Chommie to Operations Manager.

February

WZUU/Milwaukee drops A/C format, returns to CHR ... Former KITE/Corpus Christi PD Jim Zippo becomes PD at WZKS/Murfreesboro-Nashville ... KELI/Tulsa morning man Beau Chase locks himself in control room as FM sister station KSNE becomes KELI-FM with new CHR format ... CHR outlet KSLY/San

Z100 Climbs From Worst To First

It was a dream come true for PD Scott Shannon and the staff of Z100(WHTZ)New York, going from "worst to first." In the summer '83 Arbitron, the station had a 2.0 share 12+, and by the conclusion of the fall '83 book, Z100 had catapulted to a 6.2. This January article focused on Shannon's "Z-Morning Zoo" and the station's unorthodox, yet highly entertaining methods of promoting itself, often at the expense of others in the market.



Luis Obispo and Beautiful Music FM sister station KUNA exchange calls and formats ... Similarly, WHOT/Youngstown's FM sister station WSRD switches from AOR to CHR, becoming WHOT-FM while the AM goes A/C ... Al Brock, formerly at FM99/Tallahassee, replaces Jim Roberts as PD at KMGK/Des Moines ... WSSX/Charleston PD Bill Martin is named PD at WVIC/Lansing ... At KFMW & KWLO/Waterloo, PD Kipper McGee becomes Operations Manager, Scott Abers becomes PD for KWLO, and KFMW PD Mark Potter is given additional duties as KWLO Assistant PD ... B96/Chicago personality Tomm Rivers joins WZOK/Rockford for afternoon drive ... WYLF/Rochester morning man Bob Scott shifts to PD at crosstown WHFM ... WNVZ/Norfolk morning talent Jeff Morgan is promoted to PD following the departure of Steve Kelly ... WLS/Chicago's Larry Lujack signs an unprecedented 12-year contract, guaranteeing ABC his services until 1996 ... Former WABC/New York personalities Dan Ingram and Ron Lundy file multimillion-dollar lawsuit against WHTZ(Z100)/New York, alleging misuses of their voices without permission ... Tom Watson resigns as WNCI/Columbus PD ... Tim Kelly returns to WLS/Chicago as Programming Assistant under Operations Director Steve Casey ... After an ownership transfer at KBBK/Boise, PD Tom Evans exits and Bobby King comes in ... At WPFM/Panama City, PD Skip Bishop becomes Corporate PD for the five-station Culpepper Communications chain ... WHYT/Detroit PD Steve Goldstein departs due to management differences ... Curt Hansen is the new PD at WEBE/Westport, NY ... Ray St. James, most recently with WNYS/Buffalo, takes over as PD for KXZL/San Antonio ... KITE/Corpus Christi morning man Garry O'Neal upped to PD, replacing Ron Chase, who becomes PD at KQIZ-FM/Amarillo ... After four years of programming WNBC/New York, Kevin Metheny accepts the newly-created position of Director Of Programming for MTV ... MD Kirk Cliatt is named PD at KDON-FM/Salinas, succeeding exiting Jennifer Thomas ... KAYI(K107)/Tulsa morning man Johnny Rivers assumes PD chair and night jock Sean Stephens takes on music duties, as former PD Phil Williams segues across town for afternoons at KRAV.

March

Former WROR/Boston programmer Gary Berkowitz named PD at WHYT/Detroit, replacing Steve Goldstein ... Jan Jeffries resigns as B104/Baltimore PD to become PD at Cox Broadcasting's new property WXFM/Chicago, which plans CHR format with new calls WAGO(G106) ... WDOQ/Daytona Beach PD Ralph Wimmer transfers to Abell Communications sister

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Stephen King Takes A Stand For Radio

Popular author Stephen King decided to purchase his very own radio station, WACZ/Bangor, ME. He also changed the calls to WZON, in honor of his (at the time) most recent publishing triumph, "The Dead Zone." In the February column, King took a stand for his purchase of an AM radio station. He vowed to make it a success while playing hard-rockin' CHR, a decision contrary to the success pattern of CHRs in other markets.



Todd Chase Dave Parks John Chommie Jay Stevens Jeff Morgan Bill Martin Skip Bishop Gary Berkowitz Jan Jeffries Mark Driscoll