



WALT LOVE

URBAN CONTEMPORARY

Singleton, Spencer Receive YBPC Award of Excellence

Every spring the Young Black Programmers Coalition (YBPC) honors two individuals who have made outstanding contributions to the radio and music industries. This year, Inter-Urban National PD Dell Spencer and MCA VP/Urban & Jazz Music Ernie Singleton will be feted on May 9 at Dallas's Plaza of the Americas Hotel. The Award Of Excellence Banquet supports the ongoing YBPC scholarship fund; your support of last year's event enabled the YBPC to award scholarships to students at five universities.



Ernie Singleton

Ernie Singleton is a native of New Orleans and attended both high school and Southern University there. After graduating with a BS in accounting, he began doing independent record promotion. He later held Regional Promotion Manager positions with Fantasy, Mercury, and Casablanca. He became National Promotion Director for the latter two labels, then National Marketing Director for PolyGram. From there he joined MCA as Director/Promotions before rising to his present position.



Dell Spencer

Singleton also has an extensive radio MD and PD background, including WPDQ/Jacksonville and WBOK/New Orleans, where he was known as the "Love Machine" on-air. Because of his dual backgrounds, he's known for his empathy with radio people and his commitment to uniting the radio and record industries. He was a founder of the YBPC and an early supporter of this column; he's also known for helping young people advance their careers in the music business.

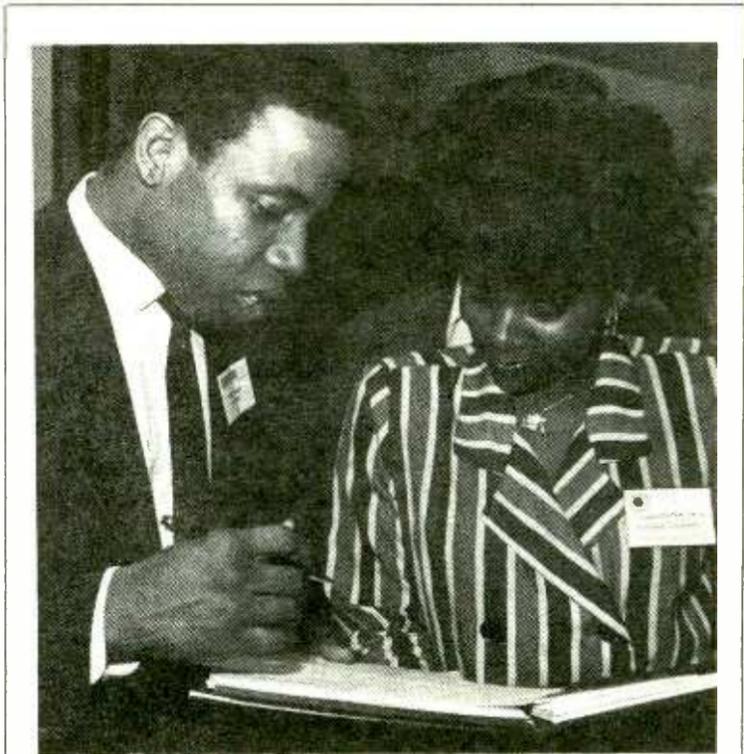
Dell Spencer

A transplanted New Yorker, Spencer first worked in New York's Capitol District. His early stops included AC WWWD/Schenectady, CHR WTRY/Albany, and CHR KXX106/Birmingham. He programmed WBLX/Mobile and had moved to Cocoa, FL to be part of the Sunshine Music Network before that satellite service folded.

"Before coming to Inter-Urban," he once told R&R, "I was sleeping on (record promoter) Billy Love's floor."

He hasn't slept on many floors since. Shortly after Spencer joined WYLD-FM, Brute Bailey left and Spencer was promoted to PD just as WJYL/Louisville hit the air. Since then, Spencer has divided his time between New Orleans and the rapidly expanding I-U empire, now covering six stations in four cities.

New Orleans will probably remain Spencer's hometown, regardless of his future radio plans. "I would like to buy a house here," he said. "Even if my radio career demands that I go somewhere else, I'll probably come back here (afterward). It's either here or Key West so I can start to write."



GIVING SOMETHING BACK — The New York Market Radio Broadcasters Association (NYMRAD) hosted a reception for minority communications students; area professionals addressed the students. Shown (l-r) is WRKS/New York GM Barry Mayo with Syracuse student Gwendolyn Kingberry.

ANALYZING HOT MARKET BATTLES

Urban Wars: Spring '87

By Sean Ross

The most gratifying thing about the spring UC picture is that a new wave of Southern FM building has turned some market monopolies into actual races for the first time. Concurrently, one of UC's older and uglier battles ended when WZAK/Cleveland pushed WDMT into CHR. And there are signs that other longtime struggles could soon end similarly.

If there's any UC trend this spring it's the rise of the consultant and group PD, owing largely to the expansion of Inter-Urban and planned growth at Willis. Perhaps a quarter of the spring races will involve the same 3-4 players. Surprisingly, the first month of the fall sweep found much of the traditional contesting somewhat subdued.

Albuquerque

W '87 (Birch)

KANW	3.1
KKSS	3.5

Traditionally KANW, owned by the Board of Education and staffed by students, was the Urban franchise in this city. Last summer KKSS, the market's third CHR, began adding urban crossovers to its music mix. With new PD Bill Thomas, Kiss has crossed the line to Urban, playing titles by Georgio, Kraftwerk, and Deniece Williams that might not otherwise have played on commercial radio here. KKSS contest prizes have included a Yugo (to a contestant who kissed the car for more than 35 hours) and trips to see Genesis in Los Angeles.

Charleston

	Sp '85	F '85	Sp '86	F '86
WWWZ	10.8	12.7	9.0	11.9
WPAL	10.0	7.1	9.3	7.4
WWDM	1.7	2.5	2.3	3.3

Charleston's Urban race is getting crowded. The new WMGL (Magic 101.7) is on the air, and another station, now running R&B gold, is rumored to be joining the fray shortly. On FM, it's the battle of the owner/PDs: Cliff Fletcher at Z93 against Alvin Stowe at WMGL. Magic is kicking off a daily birthday contest whose grand prize winner will receive \$101,000; Z93 is retaliating with \$200-a-day prizes spread over ten weeks and its "Save Card" sponsor discount program. Magic's mix includes Fleetwood Mac and other CHR titles; Fletcher prefers dance music. On AM, WPAL's Don Kendricks, who says his previous big-ticket contesting hasn't made much difference, is awarding trips to the Bahamas and making "Don't Say Hello" cash calls. Black music is also a major factor on CHR in this city. Fletcher says he was forced on Kool Moe Dee's "Go See The Doctor" by CHR WKQB, where it's number five this week.

Chattanooga

	Sp '86	Su '86	F '86
WJTT	4.5	9.1	6.2
WNOO	2.2	2.8	5.3
WNOO-FM	1.7	3.6	4.5

Tony Scott, new PD at "Chattanooga's Music Power" Jet 94,

has instituted the wide music policy of his previous employer, WEKS/Atlanta. The Don Kelly-consulted outlet features a "pick a card" contest where listeners must know which playing card is represented on station billboards to win \$94. Thomas Henderson's "Switch 102" WNOO-FM dayparts heavily and targets 18-49. WNOO-FM's success with "Quiet Storm" and "Soft Touch" blocks has led Jet 94 to add similar "For Lovers Only" and "Night Moods" programs. WNOO-FM is also paying house and car notes twice daily; its AM is a mix of gospel and R&B gold.

Chicago

	Sp '86	Su '86	F '86	W '87
WGCI-AM/FM	7.8	9.1	8.5	8.0
WBMX	5.3	5.9	4.5	4.6
WJPC	0.5	0.8	0.7	0.6

"There are more rumors around here than the Timex Social Club," says one local PD. Most of that speculation centers on Pyramid's WTKS, whose Urban-edged CHR is expected to run commercial-free for several months. (WBBM-FM has displayed a similar musical posture since last summer but seems to have backed off slightly in recent months.) At WGCI-FM, Sonny Taylor is giving "last contest"-type packages to his daily "Power Song" winners and smaller prizes in an ongoing "count for cash" promotion. Jerry Boulding had pulled WBMX's jingles and become more music-intensive, emphasizing 25-in-a-row. New PD — Lee Michaels — will return to the station Monday.

There's also a battle on the "house music" front — Chicago's version of high-energy disco. WBMX has rehired mixer Farley Keith (aka "Farley Jackmaster Funk"); WGCI-AM, which had been simulcasting all but a few hours a week, now goes all-house from 7pm-2am nightly.

Cincinnati

	Sp '86	Su '86	F '86	W '87
WBLZ	6.5	6.6	6.1	4.7
WCIN	2.5	2.2	3.1	1.7
WIZF	—	—	—	1.8

The wild card here is Inter-Urban's new WIZF, still programmed by Group PD Dell Spencer. Observers agree that WIZF's long, LP-oriented list has made format leader WBLZ more aggressive musically. WBLZ is now owned by GM Chuck Schwartz and is "out of limbo" after a long sale period, according to PD Brian Castle. The station is giving away \$100-1000 in a daily "money song" contest; winners are qualified for a \$10,000 drawing in June. The still-automated "Wizard" has trips to the Bahamas with Epic in a Luther Vandross contest. WCIN is holding to its tradition of community service promotions, including the Miss Black Cincinnati contest, a cleanup campaign, and Gospel jock Shep Hilson's feeding of more than 200 underprivileged kids at a local Big Boy.

Fayetteville

	Sp '86
WDKS	22.6
WIDU	5.7

This is a small market clash of Continued on Page 50