



JOEL DENVER

CONTEMPORARY HIT RADIO

B96 & Z95 POST 3.9

Tie Score In Chicago War

"(B96/Chicago PD) Buddy Scott once told me we would never beat him," said WLS & WYTZ (Z95)/Chicago OM Ric Lippincott. "I almost believed him — for two seconds. But I'm sure not knocking a tie at a 3.9. I wanted a four share, but this'll do for now." Z95 jumped from 3.5-3.9 in the fall '87 Arbitron, while B96 was down from a 4.1 to a 3.9.

Lippincott rejoined Z95 in October 1986 after two and a half years at KYUU/San Francisco. He had been PD of then WLS-FM before going to KYUU.

Lippincott said the change in calls to WYTZ and the station's change of identity to Z95 "made my job difficult because the choice of calls was poor. WYTZ isn't memorable, and the choice of Z95 at 94.7 is easily confused with B96 at 96.3 — and then again later with Z-Rock. Then there were problems with WRXR when they were incorporating 95.5 into their ID."

Too Much Equity In Calls

"We were also sending people to B96. If they didn't find us at 95, they turned to the right, instead of the left. At one point we considered changing calls again, but decided we had too much equity in Z95 so we stuck it out.

"When I returned we installed the 'Z95 Cash Call,' which we've



Ric Lippincott

been doing ever since. The consistency of our outgoing calls asking people what their favorite station is has paid off for them and us. If they say 'Z95' they win \$1000, and to date we've had 386 winners, averaging about a winner a day."

Lippincott added that although he thought his station has given away more money than anyone in Chicago, he was outspent in media dollars by WGN, WKQX (Q101), WNUA, WGCI, and "a handful of others." Z95 did no outdoor advertising in 1987. "We put all our efforts into the on-air product and the Cash Call. I don't believe TV is a cost-efficient means of advertising in Chicago, but a nice outdoor campaign is worth the money. 1988 will be geared toward reinforcing our consistency."

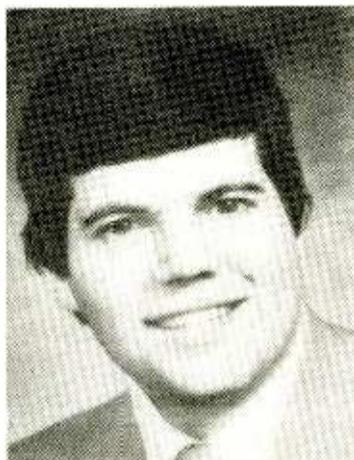
Brian Kelly, a two-year staffer who was recently named PD by Lippincott, said the station is poised to take off from its 3.9 launching pad. "I believe a five share is a real possibility," he said, adding that Z95's on-air staff is a significant part of its success. "They all attend low-profile, relaxed meetings that jocks dream about, where they contribute ideas for contests and promotions. I've learned this open style of management from Ric, and it seems to work quite well. All of us can feel the momentum is now on our side."

Musically, B96 and Z95 are different animals. B96 is more likely to add Urban product first, while "Z95 is right down the center in terms of CHR," according to Lippincott. "We don't lean left or right; instead, we play all the hits."

Aggressive Music Stance

Kelly & Lippincott keep Z95 current-oriented. "Z95 has to sound fresh. With so many stations in town playing gold, the listener who enjoys this music can find it easily. But if they're in the mood for fresh, current music, Z95 is the place to turn to," reasoned Kelly. "Our aggressive approach is taking off for us. You can keep a current list a winning list by playing the right records. We tend to experiment a lot and try out new music at night to see if we can get reaction. If we do, we add it."

Z95 only has one slogan: "Z95. The Hit Music/Free Money Station." Lippincott explained, "It keeps our identity simple by design. We don't want listeners to have problems remembering us. We want their expectations to be met every time they punch into Z95. By constantly changing direction or slogans, you risk not meeting the listeners' hopes and desires."



Brian Kelly

Chicago is the land of great air personalities — morning men in particular. Lippincott said, "Our morning man, Paul Barsky, has made tremendous efforts in his show to develop a unique style, and is in the same league as the likes of (WLUP's) Jonathon Brandmeier and (WKQX's) Robert Murphy. While I think (B96's) Ed Volkman is a good disc jockey, I don't think he's a morning personality."

Not Worrying About Competition

"Buddy (Scott) is an excellent programmer," Lippincott said. "But I found the moment I stopped worrying about him, the faster we gained momentum."

"The other target in my sights is Q101. We've taken some of their upper demos, as has B96. They've had a lot of problems operating without a GM for a long time, and without a PD for an even longer

Song By Song; Side By Side

Here are sample 5pm hours from Z95 and B96. You'll notice B96 runs quite a few females back to back, which many have long regarded as a formative no-no.

PD Buddy Scott said, "When you play as much dance music as we do, it's hard not to have female vocals run back to back. It's part of our plan to make music more transitional, rather than having huge swings in mood or tempo. Anyway, who says you can't play two males or females back to back? We just play good music from either sex."

Z95
WYTZ-FM

GEORGE HARRISON/Got My Mind Set On You
U2/With Or Without You
PET SHOP BOYS/What Have I Done To Deserve This
MADONNA/Spotlight
GEORGE MICHAEL/I Want Your Sex
ROGER/I Want To Be Your Man
BANGLES/Hazy Shade Of Winter
WHITNEY HOUSTON/So Emotional
MEN WITHOUT HATS/Pop Goes The World
TAYLOR DAYNE/Tell It To My Heart
ERIC CARMEN/Hungry Eyes
SILICON TEENS/Red River Rock
DEBBIE GIBSON/Shake Your Love

WBBM-FM
106.5

GEORGE HARRISON/Got My Mind Set On You
DEAD OR ALIVE/Brand New Lover
KEITH SWEAT/I Want Her
CAMEO/Word Up
MADONNA/Open Your Heart
NATALIE COLE/I Live For Your Love
MICHAEL JACKSON/The Way You Make Me Feel
PETER CETERA/Glory Of Love
COVER GIRLS/Because Of You
TAYLOR DAYNE/Tell It To My Heart
EXPOSE/Come Go With Me
BELINDA CARLISLE/Heaven Is A Place On Earth
DeBARGE/You Wear It Well

period. What keeps them in the book is their extensive TV and promotional campaign. I think Robert Murphy could do a better job on a better radio station."

Lippincott divides his time between Z95 and ailing AM sister

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— Ric Lippincott

WLS, and said his system of "close proximity meetings between myself, Brian, and Promotion Director Ed Marcin keeps me in touch with what's going on twice weekly. We have two rules: you can't be late, and you must attend. There are no outside disturbances.

"Besides seeing WLS get healthy again and watching Z95 continue to grow, I've got only one other goal, and that's to be a GM. I want Cap Cities/ABC Group II President Norman Schruttt to make that happen one day."

Scott Was "Ready For It"

"I wasn't surprised we were off this time," admitted six-year B96 PD Buddy Scott. "We've been making a play for wider demos,

and the 12+ share took on a lower priority this time. In 18-34 and 18-49, and 25-54 adults, we were up, so quite honestly we're very happy with the book.

"B96 nearly doubled in 18-34 men, and we took some losses in teens. We successfully undertook the most difficult task in CHR — to go from dominance in teens to being competitive in all demos, which is where we are right now. 1987 was a great year in terms of ratings and revenue, and 1988 looks great as well."



Buddy Scott

Scott talked about a change in musical attitude which allowed this shift in emphasis to take place. "We did heavier dayparting, and were slower on adding lower demo records but quicker adding the pop-oriented adult songs. We also took on a more decidedly Urban profile, which appeals more to women and, it seems, to a good

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It'll be a no-holds-barred CHR music session when programmers face off against label promotion VPs. Be there on Thursday evening, March 3:

Radio

- Larry Berger, WPLJ/New York
- Guy Zapoleon, KZZP/Phoenix
- Lou Simon, KCPX/Salt Lake City
- Mark St. John, WAVA/Washington
- Bob Case, Z93/Atlanta
- Jeff Wyatt, KPWR/Los Angeles

Records

- Rick Bisceglia, Arista
- Dan DeNigris, EPA
- John Fagot, Capitol
- Judy Libow, Atlantic
- Charlie Minor, A&M
- Phil Quartararo, Virgin