



JOEL DENVER

CONTEMPORARY HIT RADIO

Battling It Out In New York

Z100 Outpaces Hot 103, Power 95

Thanks to a 6.0-6.2 showing in the just-released winter Arbitron, WHTZ (Z100)/New York has "turned the corner from being a young, upstart CHR to becoming a mature, yet fun, traditional, family-oriented, full-service CHR," according to PD Steve Kingston. "We not only had our best quarter in the station's history, but it's also the best winter Arbitron ever for Z100.

"Z100 is more mainstream than many would believe. We've balanced the music better and haven't overreacted to every dance record. Using daypart restrictions, we've been able to maximize our position, playing to the largest possible audience within each daypart. Yet we're consistent and don't sound like six different stations. We excelled in all dayparts, and are also #1 in teens and adult demos.

"This sweep was a programmer's sweep, as we won on the strength of our product and programming as opposed to promotions and station hype. Outside of our 'Free Money Song' contest and the usual ticket/album giveaways, it was pretty run-of-the-mill promotionally."

Turning to the subject of competition, Kingston said, "Hot 103 (WQHT) is a refocused station, now that it's discovered it can't follow the timeline of sister Power 106 [KPWR] in L.A. Hot 103 makes us a better station. On the other hand, Power 95 [WWPR] is consistently inconsistent. Obviously, the call letter change didn't help, even though Arbitron has a good system of checks and balances. Either way, Z100 is still New York's #1."



Steve Kingston

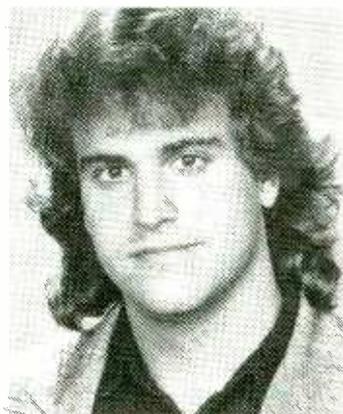
Hot 103's 'Flawless Music'

After posting a couple of down books, 4.4-4.3-3.7, Hot 103 rebounded this sweep with a 4.6. Asst. PD/MD Steve Ellis explained, "The major breakthrough for us was the music... it was simply flawless throughout the entire book.

"When we first signed on, we had to establish what we were about. We did, but still may have wandered just a bit. Now we're not only building but expanding our sound, so it's even more palatable to the average CHR listener in certain dayparts. We're finding that pop records are more easily accepted

by our audience. We're still the only station in the city breaking new artists on a consistent basis. New music is no longer a negative, but a positive."

Ellis described Hot 103 as being "in everyone's face promotionally."



Steve Ellis

This past book, we did a scavenger hunt, made lots of club appearances, and used a few billboards — no TV — focusing on the station calls. We just put the word out that Hot 103 has '50 minutes of music every hour, guaranteed.'"

Major League Strategies

New York:

- Z100 balances music for mainstream approach
- Hot 103 continues to break new artists
- Power 95 changes calls, jocks; more aggressive

Los Angeles:

- Power 106 builds relationship with audience
- KIIS vows return to dominance, more visibility

Chicago:

- B96 promotionally "lean and clean," with dance music slant
- Z95 more mainstream, continues Cash Call giveaway

Power 95 Predicts

Down Book

Power 95 (WWPR) Operations Director Larry Berger admitted, "We anticipated we'd be down this book (4.7-4.1). But in all candor, I didn't expect it to be this far off. We changed calls on December 17, and I'm hearing people refer to us as either 'WPLJ, Power 95, WWPR, or whatever you call yourselves.' While Arbitron does take this into account, a certain percentage of our loss was due to call letter confusion.

"Another part of our problem was a change in jocks. We switched to Hollywood Henderson at night and added swing man Rich Stevens, a new voice who's been heard on almost every shift. I think our more aggressive on-air presentation also played a role in our problem. When Tab took saccharin out and put Nutrasweet in, I stopped drinking it for a while. When you change the flavor of a radio station, the same thing happens."

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BESTS KIIS AGAIN

KPWR: Three Times A Winner

KPWR (Power 106)/Los Angeles PD Jeff Wyatt's heart must have stopped momentarily when he saw the 7.5-7.1 decrease. But he was no doubt revived by rival KIIS's 7.2-6.8 performance. "We're real pleased with the results, but some very significant things happened this book," he responded.

"While our listening levels are consistent, we noted that KIIS dropped in its 25-54s; (AC) KOST topped or tied them here. I don't know if it's a trend or just an aberration this book. Rick Dees is at his lowest point in the two years we've been in the market, down 9.6-8.2. And our morning guy, Jay Thomas is at 5.7, off his alltime high of 6.6 in the last book."

Active with on-air contests, "Power House Party" promotions, and imaging campaigns ("Fresh New Music Mix," "The Most Music Station"), Power 106 has of late moved slightly more mainstream in sound. "We're simply making the correct decisions about what our audience wants to hear," said Wyatt. "If it sounds like we're getting more broad-based, that's great. But we don't spend much time thinking about that.

"As far as KIIS chasing us in a 12+ race, the last thing they're going to do is get younger again with the older demo focus they cur-

KIIS: Set

On Reversing Trend

KIIS MD Jack Silver wasn't at all shocked by the down book. "To be frank, the Arbitrends tipped us,

THE CHICAGO STORY

B96 Edges Z95

WBBM-FM (B96)/Chicago rose 3.9-4.2 in the latest ARB to win the CHR lead again. Meanwhile, WYTZ (Z95) dropped slightly, 3.9 (its highest ever) to 3.8. When asked about the situation, B96 PD Buddy Scott modestly replied, "We just happened to have a good book. When we tied with Z95 last time, I certainly didn't think we were in a problem situation. It was simply a continuation of what we started a year ago when we had a 3.0 share.

"At that time, we began expanding our demos. This book shows we're up in the 18-34, 18-49, and 25-54 cells, as well as posting increases in 12-24s and teens. It's a thrill to have increases in every daypart, which shows a balanced radio station."

Scott talked about running "lean and clean" promotionally. Outside of a few concert tie-ins and some album/ticket promotions, "we just played a lot of music. The lean toward dance music has been a factor in our success. We also did a TV

schedule, focusing on morning men Ed Volkman & Mike Elson. Ed talked to life-size cutouts of Whitney Houston and Huey Lewis, while Mike hid behind them and did their voices. It was very tongue-in-cheek."

Looking ahead to spring, Scott is confident of stretching his lead even further. "When you have an airstaff like this one, where everyone buckles down and works hard, it really makes a difference listen-

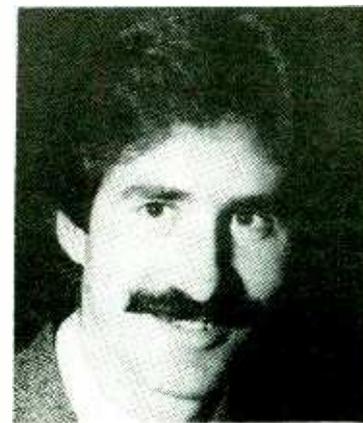
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Jeff Wyatt

rently have. I believe KIIS is suffering some real internal confusion. The decision-makers are going in all directions... but hey, I think they sound great.

"Power 106 is growing in terms of its relationship with the audience. We work hard at keeping it close and getting closer. It's like two people working on a relationship. If you're genuine, it will grow."



Jack Silver

so it's less of a surprise all the time. Traditionally, CHR doesn't kick butt in the winter, but we saw a pattern forming and met the expectation head on.

"Conversely, Jeff Wyatt and company must be dumbfounded that Power 106 didn't go up. Based on the Birch and Arbitrends, everything was pointing in his direc-

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