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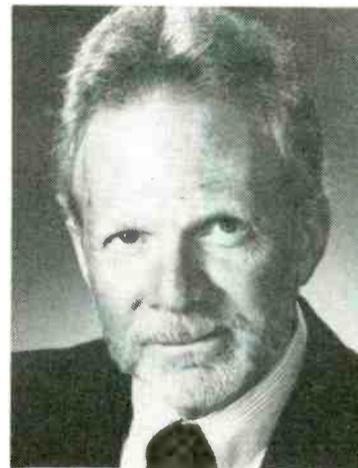
CONTEMPORARY HIT RADIO

New York

Continued from Page 42

Noting a cume loss of about 120,000 this book, Berger said, "It puzzles me a bit. But since we did no outdoor or TV promotion, it might be understandable after all. The only real on-air contest was 'Cash Call.' But our in-house research is now trending up again, so I look to a good spring book."

And how does Berger view rivals Z100 and Hot 103? "It's hard to take anything from Z100, as it's a great station. Hot 103 is also a fine station. But in the long run, I'd put my money on Power 95: 'Your hit music - free money station.' We've been here longer, and we aren't going to go away anytime soon."



Larry Berger

Los Angeles

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tion. The March numbers must have been bad."

Nonetheless, KIIS was topped by Power 106 for the third straight quarter. "KIIS doesn't like being number two," Silver maintained. "We're constantly tweaking the station and looking to return to 12+ dominance. We're still superhealthy in all the money demos, while I think Power 106 took it in the shorts as far as adults are concerned."

KIIS's only real surprise was the drop in Dees's audience. Silver, who also produces the morning show, said, "We were taken back a bit. Our cume is still huge, and we're not overly worried just yet. After all, L.A. is a volatile market,

and anything can happen next book.

"Look for KIIS to become more visible than ever. Our new Starcruiser mobile studio will be everywhere this summer. And, of course, we'll beat anyone when it comes to contests. It's part of our trademark, the key to our day-in and day-out consistency.

"During the year I've been here, I've watched programming jobs in L.A. grow more difficult. Once you're established like KIIS, you aren't the fresh sound anymore. Everyone ends up shooting at you. But we're dead set on reversing the trend, and not at the expense of our adult numbers. We want it all - the teens and the adults - and I think we'll get it in the end."

Chicago

Continued from Page 42

ers can hear. That's what allows us to say: 'B96, Chicago's number one hit music station.'"

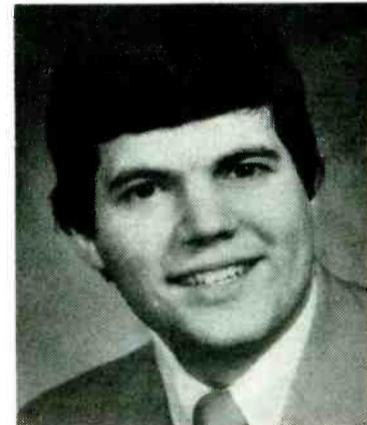
Z95: Cool & Confident

Z95's winter dip hasn't ruffled PD Brian Kelly's feathers. "Our 12-24 and 18-34 demos were strong and competitive. We were only off in the 25-54 cell. That, along with a few other across-the-board losses, dropped us a tenth.

"During mornings, we took big across-the-board increases in 12-24 men and 18-34 men in all shifts except at night. We also made great advances in all demos during mid-days - in some cases we doubled in men, with corresponding increases in 12-24 women and 18-34 men and women."



Buddy Scott



Brian Kelly

Kelly also feels Z95's more mainstream CHR sound - as opposed to B96's Urban slant - will "work in our favor during the coming months. Our biggest strength is 18-34, and I really believe the wide variety of music from groups like White Lion, Aerosmith, and Poison are in our field of play, not B96's. We have so much more musical flexibility than they do."

Promotionwise, the "Your Hit Music, Free Money Station" presented Tiffany in two free concerts, once with Go West and Tommy Shaw, the second with T'Pau. And Z95's "Cash Call" contest is still going strong after two years. "It's becoming so popular," said Kelly, "that out of 11 random calls the other day, we got hit four times for \$1000. We've already passed the \$500,000 mark and plan to keep going."

Concluded Kelly, "We're pleased with our direction and sound, and I'm just looking forward to the spring ratings. I think you'll see us pull ahead of B96."

MOTION

- Pat Reynolds named PD at Y97/Santa Barbara
- Dave Skyler named MD at KWOD/Sacramento
- Evan Lake exits MD duties at KCPX/Salt Lake City
- KHTZ/Reno night rocker Mark St. John upped to MD

6pm-10pm personality Dave Kelly takes on Music duties at WZZU (94Z)/Raleigh from PD Steve Christian, who

did both . . . KDWZ/Des Moines interim PD Maxwell Schaeffer is officially named PD . . . Midday talent Kevin English exits WOKW (OK100)/Ithaca as afternoon personality Brian Hooper segues into the slot, and overnightr Rich Fowler moves to afternoons. Also, former OK100 parttimer Adam Goodman joins Z100/New York City for weekends . . . WLAV/Grand Rapids's Rocky Allan joins the WKSE/Buffalo morning show . . . Z94/Boston MD Clarence Barnes exits to join Arista as its New England rep.



CONVENTION COHORTS — The R&R Convention pictures just won't go away: (l-r) Miami Sound Machine's Gloria Estefan, KCPX/Salt Lake City's PD Lou Simon, Local E/P/A Rep Bebob Hobel, and Cheap Trick's Robin Zander.