

I N S I D E:

WINTER BIRCH RATINGS ARRIVE

The first batch of winter '89 Birches are here, with these highlights among the tidings:

- Steady **WRKS** nearly knocks off **WHTZ** in New York
- **KPWR** leads L.A., but **KIIS** combo looks very healthy
- **WGCI-FM** stronger than ever in Chicago; **WVAZ** has great book
- **KMEL** ties **KGO** for SF lead; **KRQR** breaks AOR logjam
- **WUSL**, **WEGX**, **WMMR** in three-format scramble for Philly lead
- **WJLB**, **WJR** cruise as Detroit CHR race tightens
- **WZOU** gives **WXKS-FM** a run for the top in Boston.

Full results inside.

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BROADCAST AD TAXES ALIVE IN THREE STATES

Connecticut, Vermont, and Oregon lawmakers are presently mulling over new proposals to tax radio and TV ads. Despite loud and widespread opposition, the issue's still a live one.

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AFTER THE GOLD RUSH: STAYING ON TOP

Gold stations often debut with a flurry of excitement, but when the novelty wears off and the first down book appears, the urge to tinker with the format can lead to disaster and a quick format bailout. To avoid that first-down-and-gold-to-go syndrome, consultant **Walt Sabo** relates how to get by the format's most common pitfalls.

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AOR: BETWEEN CLASSIC ROCK & A HARD CHR

As if competition from Classic Rockers weren't enough, AORs are now grappling with the younger-demo threat from rock-oriented CHRs. AOR programmers who take the threat seriously propose some countermeasures.

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WEARING OUT YOUR WELCOME: A COUNTRY MORALITY PLAY

When a Country station "welcoming" an artist to a local concert dropped the act's record just before the show, a chain of unfortunate circumstances involving the promoter, label, and station brewed up quite a brouhaha.

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Newsstand Price \$5.00



Glew Promoted To E/P/A President

Epic/Portrait/CBS Associated Labels Sr. VP/GM Dave Glew has been named President of the labels. He will continue to report to CBS Records Division President Tommy Mottola.

"This move provides an appropriate structure for growth and innovation that will characterize the new era at E/P/A," said Mottola. "At the same time, it recognizes Dave's successful track record and our complete confidence in his ability to propel the labels to even greater prosperity."



Dave Glew

"I'm very happy that Tommy and (CBS Records Chairman) Walter (Yetnikoff) are giving me the chance to run this company," said Glew. "Things won't change as a result of the promotion. When I came into E/P/A nine months ago, we

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Pirate Radio Surprise Attack Clears Decks For L.A. CHR War

Rock-Slanted Format & Raucous Liners; Simon T VP/GM; KQLZ Calls

Five hours after the sale of **KIQQ (K-Lite)**/Los Angeles closed at midnight last Friday (3/17), Westwood One Radio Group VP/Programming **Scott Shannon** surprised the market by transforming the former Lite AC into **KQLZ (Pirate Radio 100.3-FM)**, airing what he calls "free-form rock and roll hit radio for the '90s."

Eric/Chandler Communications President/Managing Partner **Simon T** has been named **KQLZ VP/GM**.



Scott Shannon signs KQLZ/Los Angeles on the air at 5am Friday (3/17)

Competition Reacts

More dispatches from the pirate mothership — **Joel Denver's** CHR column reports:

- Comments from competitors
- Details of the sign-on
- Initial music monitor

Everything you wanted to know Page 42



Simon T

the prototype for rock & roll radio of the future.

"We've assembled an outstanding team of broadcasting pros to build America's next great radio station," he continued. "Simon T approached me early on and said that the Super Bowl was getting ready to be played in L.A. and he had to be part of it. I certainly appreciated his attitude, and took the necessary steps."

Westwood One Stations Group Exec. VP **Michael Kakoyiannis** told R&R, "There is no doubt in my mind that we are in the right place at the right time with the right team. **KQLZ** will capture audience from formats with listeners that are most reflective of Southern California lifestyles. Capturing audience is what it's all about ... after all, this is Pirate Radio."

Ferrari, Super Bowl, Gunfight Metaphors Fly

Westwood One Radio Chairman/CEO **Norm Pattiz** told R&R, "As far as I'm concerned, what we have here is a screaming Ferrari with no rearview mirror. It's exciting as hell. Pirate 100.3-FM may very well be

Dowling PD At KJOI

Twenty-two-year Washington, DC air personality **John Dowling** has been named PD at Easy Listening **KJOI/Los Angeles**. This will be his first programming job.

He told R&R, "Washington is such a staid, safe market. It's good to be in a place where there's going to be a lot of street talk with people watching each other. We've got the Beautiful Music franchise in Los Angeles. I would be amazed, astounded, and flabbergasted if we changed format."

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Stern Protest Dwarfs DC Political Issues



The Washington, DC flap caused by local TV stations' refusal to air spots featuring **WJFK** morning man **Howard Stern's** voice mimed by a dwarf took some attention off the capital's hot political stories this past week. "Little people" actors, including Stern's alter ego in the commercial, **David J. Steinberg** (left), picketed Fox affiliate **WTTG-TV**. Stern was not present, but when a DC newspaper noted his absence and attributed it to a lack of concern for his Washington audience, he was concerned enough to label the reporter a "dickweed" on the air.

CHR Adds More Music

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