

I N S I D E:

FCC TO FREEZE FM ALLOCATIONS?

'Docket 80-90 was a mistake,' says FCC Chairman James Quello, who told New York state broadcasters the agency is preparing to have a freeze on new FM allocations in place by the end of next month.

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FAIRNESS DOCTRINE II

Several congressmen again are introducing a bill that would reinstate the Fairness Doctrine, dead since 1987. And this time, President Clinton is expected to sign such a measure into law.

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WHO ARE THE HOT NEW COUNTRY ACTS?

During the first six months of this year, no fewer than seven new Country artists have notched a Top 15 hit — a sign that the format's acceptance of new acts shows no hint of slowing.

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BACK TO SCHOOL PROMOS: CHR'S TARGETING TEENS

Five CHR programmers discuss their forthcoming 'back to school' promotional plans — and the reasons for their renewed interest in teen demos.

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IN THE NEWS...

- **Sal Licata** President of Relativity Ent. Dist.
- **Bob Visotcky** new GM for KSFO & KYA/SF

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- **Greg Peck** named Qwest VP/Promo, Black Music Mktg.
- **Jeremy Coleman** now OM at WJFK/Washington
- **Connie Baer** new VP/Mktg. for Sony/Nashville
- **Brian Kelly** becomes OM at Major Broadcasting Net
- **Kevin Raymond** named Sr. VP/CFO at Viacom

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Newsstand Price \$6.00



Shamrock Transfers Two GMs To West Coast

Freeman oversees L.A.; Esserman goes to SF

Shamrock Broadcasting, which at presstime was expected to complete its merger with Malrite Wednesday (7/28), has promoted KMEL/Phoenix VP/GM J.D. Freeman to the same post at Country combo KLAC & KZLA/Los Angeles and elevated WFOX/Atlanta VP/GM Eddie Esserman to that slot at new AC-Country duopoly KABL-AM & FM-KNEW & KSAN/San Francisco.



Freeman Esserman

Shamrock President Marty Loughman commented, "Both SHAMROCK GMs/See Page 22

Atlanta On-Air Announcements Generate Modest Response Gain

Arbitron says real analysis comes next month with release of detailed statistics; future of announcements uncertain

The on-air announcements that encouraged Atlanta listeners to take part in the ratings survey process produced somewhat improved response rates, according to preliminary results released by Arbitron. But company officials are urging subscribers to avoid making any judgments until more detailed results come out next month.

According to top-line results, the response rate during the second and third phases of the survey (when the announcements aired) increased one percentage point over the first phase. The modest improvement was reflected in a statement by Arbitron VP/Sales & Marketing, Radio Station Services Jay Guyther: "It appears neither our best hopes nor the

industry's worst fears are going to be realized."

Arbitron VP/Communica-

tions Thom Mocarsky explained Guyther's best hopes as "some-

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Atlanta Test

Spring 1993 Survey

	Phase 1	Phase 2	Phase 3
Consent %	72.1	72.9	76.0
Return %	50.9	52.2	49.1
Response %	36.8	38.3	37.4

One-Year Comparison

	Sp '92	Wi '93	Sp '93
Consent %	71.8	70.6	73.6
Return %	47.4	51.6	50.8
Response %	34.4	36.5	37.5

Source: Arbitron

5b Notice Draws Manager's Ire

Arbitron has issued "5b" notices to two radio stations over statements made during the Spring '93 survey. Nothing unusual there — what's remarkable is that the infractions didn't happen on the offending stations' airwaves, as is usually the case.

The "special station activity" notice, printed on Page 5b of a market report and denoted with a front cover "sticker," is issued when a station engages in any kind of activity that might distort ratings... a carelessly worded "write it down" promo might be one example, as would a jock discussing a survey in progress.

In the latest two incidents:

- Arbitron cited **WJNO/West Palm Beach** for airing a TV spot that declared, "If it's News or Talk radio you're hearing, it's WJNO you're hearing."

5b NOTICES/See Page 22

Major Market PDs In Motion

Shakes heads to KMEL; Cavanah upped at B96

WBBM-FM (B96)/Chicago PD Dave Shakes has accepted the same post at Evergreen's KMEL/San Francisco, effective August 9. The appointment allows current



Shakes

KMEL PD Keith Naftaly to concentrate on his duties as Evergreen VP/Programming. Although Naftaly will work with KMEL, he will now focus his attention on the growth of Evergreen's KKBT/Los Angeles.

KMEL VP/GM Dick Kelley remarked, "From my initial meeting with Dave, I knew he was the perfect choice. With

SHAKES/See Page 22



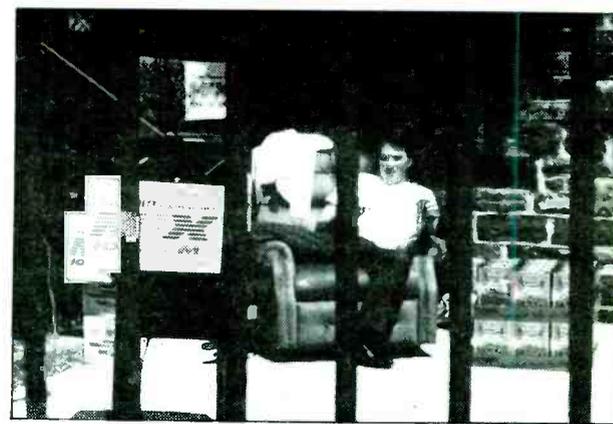
Cavanah

PD/MD Todd Cavanah to PD at the CBS CHR outlet. Cavanah will continue to handle music duties until a new MD is named.

B96 VP/GM Tom Matheson told R&R, "I'm excited for Dave, who's getting the chance to go home. I'll miss him for his friendship and contributions to B96."

"I've been a fan of Todd's

CAVANAH/See Page 22



WWMX Captures 'Laziest Husband'

Ending new meaning to the phrase "Zoo Station," Capitol Broadcasting outlet WWMX/Baltimore displayed listener Bobby Guthrum — deemed the market's "Laziest Husband" — in the Baltimore Zoo.

Morning team Mike & Chris conducted the search for the "Homo Lazius" species, asking wives to enroll their spouses into the contest.

While the station broadcast live from the zoo, lucky winner Guthrum sat caged for four hours, equipped only with the grand prize: a year's supply of Coca Cola and Snyder's Pretzels, a Lane Recliner, and a color TV — with remote, of course.