



CAROL ARCHER

Spring Ratings Show This Format Is Hot!

□ Impressive performances across the board; awesome debuts

If there were any lingering questions about NAC's viability, the Spring Arbitron results should dispel all doubts once and for all.

Ratings have been steadily increasing format-wide. But there have never been more highly ranked NAC stations than now, with Top Five 25-54 ranking becoming the rule rather than the exception. Here are some highlights.

The Top Three

When WRKS/New York came on earlier this year with an Urban AC format, the New York market was turned on its ear. WQCD (CD101.9) felt its effect, but rather than overreact, PD Fleetwood Gruver stayed the course, fine-tuning CD101.9's sophisticated presentation. 'QCD dropped slightly 12+ from 3.3-3.0, but ranked No. 7 25-54 with better than a four share in one of this country's most competitive and volatile markets.

In the biggest comeback since Lazarus, KTWV (The Wave)/Los Angeles rebounded from 14th place 25-54 in Spring '94 to fifth with just under a four share. And grew 2.6-3.0 12+.

WNUA/Chicago showed good gains, too, moving 3.2-3.5 12+ and from four share to more than a half point increase 25-54 for sixth in that demo.

Markets Four To Ten

KKSF/San Francisco is possibly the format's preeminent continuing success story. For the fifth time in its history, KKSF placed as top music station in the market 25-54, only .1 share off the number one position held by News KGO. No other station has ever accomplished that feat two, three, or four times, much less five. In that demo, KKSF was also number one with adults during mid-days, afternoons, and weekends. The station enjoyed a move of 3.0-3.3 12+. KBLX/San Francisco held steady at 2.7 12+, although it was off slightly 25-54: 3.6-3.4.

WJJZ/Philadelphia PD Anne Gress is new to the format and a top programming post, but that wasn't a deterrent in her first NAC book — 'JJZ was up a half share 12+ from 3.1-3.6 and jumped more than a full share in the target to about a five. WJJZ/Detroit moved 3.0-2.9 12+, and scored nearly a four 25-54.

KOAI (The Oasis)/Dallas PD Jim Teeson catapulted The Oasis to number three 12+ with an increase of 4.0-5.3. The station's showing 25-54 is equally impressive: number two in the market, moving to nearly a six share. Teeson may be new to the format, but he's no rookie.



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- Steve Kosbau



WJZW/Washington held top five position 25-54, where it's been since its debut, with just under a five share. PD Steve Kosbau elaborates, "We had an unimaginably low .6 12+ in week nine, without which the other weeks' average would have placed us third 25-54. When you're using inferential statistics and one diary represents over a thousand people in the market, you're going to see some wild swings."

Markets Below Top Ten

KIFM/San Diego climbed 3.8-4.0 12+ and surged to top three 25-54 with over a five share. KYOT/Phoenix increased 2.3-2.9 12+ and gained more than a full share 25-54 to about four and a half. PD Bernie Kimble propelled WNWV/Cleveland 2.8-4.0 12+ and into the top 10 25-54 with a half share gain to near-

ly five. KKJZ/Portland rebounded strongly as well: 2.8-3.9 12+ and to almost a five share 25-54 from less than four.

KBZN/Salt Lake grew 2.2-2.8 12+. WLOQ/Orlando increased, too: 4.5-4.7 12+ and 5.6-6.5 for sixth place 25-54. WFSJ/Jacksonville added a full share 12+, moving 2.5-3.5, and is approaching a five share 25-54. KUCD/Honolulu's first full book was impressive, too, moving 1.3-3.2 12+ and from about a two share to nearly a five 25-54. Not only that, KUCD scored number two in cume 25-54.

KTNT/Oklahoma City presented a series of fund-raising concert events in the wake of that city's terrorist bombing and benefitted, moving 3.7-4.1 12+. KEZL/Fresno turned in a strong 25-54 performance with a move from mid-five shares to approximately 7.0.

Impressive Debuts

In a ratings period hallmarked by increases for the entire format, the most spectacular story is the incredible debut of several new outlets. Most dramatic is the showing of WJCD/Norfolk, which came on with a 5.5 12+ and rocketed to the top position in the market 25-54 with about an eight share. The station has been guided in its flip by WQCD PD Fleetwood Gruver and APD/MD Steve Williams.

Former rocker KCIY/Kansas City PD Doug Gondek brought his station on with a 4.3 12+ and placed it squarely top five 25-54 with nearly a six share.

And at WSJZ/Bufalo, PD Steve Wiersman debuted with a 4.4 12+

TALKIN' 'BOUT:

Jazz Crusaders
"Happy At Last"
Sin-Drome Records

BY DAN SIEGEL



My first impression was, "How can there be a Jazz Crusaders album without Joe Sample?" Then, as I looked at the personnel and saw all the old stalwarts and familiar names, [I realized] if there was someone who could play in place of Joe, at the top of the list would be Bobby Lyle. While he's completely different, he's an incredible pianist and he'd bring his own talents to the mix of the band.

Once I listened to the first tune, "Lock It Down," it really sounded like the old Crusaders grooves of the late '70s and early '80s. It's that familiar Texas-funk thing that they originated that was so much fun — and was so cool to listen to — because they were the only musicians who mined that terrain.

As the record progresses, it diverges into different directions. First, the Bobby Caldwell vocals are so different, but very cool because they provide a good contrast. His contribution is so smooth set against that Texas funk. To hear Wayne [Henderson] and Wilton [Felder] in unison — that trombone and tenor sax thing — provides a cool counterpoint.

My favorite tunes were near the end, like "Young Rabbits," which is a real jazzbo tune that features Donald Byrd on trumpet. They're playing this burning jazz thing which, since I'm a wacko jazz nut, sounds exciting to me. The song that's most reminiscent of the old Crusaders is "Top Of The World."

Their take of the old Johnny Mercer tune, "Fools Rush In," with Bobby Caldwell singing, was a very provocative contrast to the nature of the record — the element of Bobby's smoothness juxtaposed with Crusaders grittiness.

I love the fact that, with the exception of Joe, they got all the old players together for this record — including Larry Carlton. It's a pleasant and familiar surprise to hear that sound again, but in a '90s fashion.



Dan Siegel is a prolific and well-respected keyboardist with 13 solo albums to his credit. His current recording on Playfull Records, "Hemispheres," a unique collaboration of musicians from around the world, has received the highest critical acclaim. Most recently, Siegel has been on tour with "A Night On The Town" tour, featuring Herbie Hancock and Gerald Albright.

and a solid near-seven 25-54. In 7pm-midnight WSJZ is the number one music station in the market with a whopping 10-plus 25-54.

Net Gains

SW Networks' Smooth FM format experienced impressive gains, too. For example, at WFSJ/Jacksonville (where Smooth FM runs at night), 25-54 shares increased from close to a two to nearly five, an increase of 176%. And WHRL/Albany climbed from about a half share to over two in the same demo for a 214% increase.

Smooth FM's "Personal Notes With Dave Koz" is also pulling strong numbers, with 25-54 audience shares significantly above overall station performance in nearly every market, including several majors where it's aired.



NAC AT SUNSET — KTWV (The Wave)/Los Angeles hosted a listener party to introduce JVC artist Paul Hardcastle's "Jazzmasters II." On hand to enjoy the festivities on the patio of Trilogy were (l-r) JVC Nat'l Promotion Coordinator Larry Hollins, Carol Archer, Wave guest Bob Rigdon, Wave midday personality Talaya Trigueros, and Peer Pressure Promotion's Roger Lifset.

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