

I N S I D E:

WINTER BIRCH
RATINGS ARRIVE

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

- Steady WRKS nearly knocks off WHITZ in New York
- KPWR leads L.A., but KJIS 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

R&R
RADIO & RECORDSGlew 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 GLEW/See Page 32

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 Danvers' 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 Kaskyannis 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 Pattis 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

T remains President of Eric/Chandler Communications but will hand over his duties as GM of KCBQ-AM & FM/San Diego to the combo's VP/Operations Jeff Aprejan (see story, Page 31). T told R&R, "All I know is this is going to be the biggest 'PIRATE RADIO/See Page 32

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."

DOWLING/See Page 32

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 after story 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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