

## Matthews

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Prior to joining the St. Louis combo Matthews programmed WDOK/Cleveland for three years and worked for WLPA & WNCE/Lancaster, PA.

KJQY tied for fourth 12+ in the fall Arbitron (6.2), and ranked eighth in Birch (4.2).

## Daniels

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Prior to joining WIOD & WGTR in 1987 Kurtz was NSM at KKIT/Houston and an AE at WKXS/Boston.

Classic Rock KJR posted a 1.6 (12+) in the fall Arbitron to tie for 21st; AC KLTZ tied for 14th (2.7). In the corresponding Birch, both stations registered 1.5 shares to tie for 22nd.

## Woos

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any as respected as Multimedia, will give my all to help WEZW continue to be a market leader, as well as a leader and innovator in the Easy Listening format."

In the fall Arbitron, WEZW ranked fourth 12+ (7.5); the station was ninth (3.1) in the corresponding Birch.

## Glew

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ve started major restructuring, including promotion and product management departments, and recruitment of Hank Caldwell as Sr. VP of our Black Music Division."

Glew joined CBS last May. He previously spent 19 years at Atlantic Records, first as National Sales Manager and ultimately Exec. VP/GM. His record industry career began in 1961 when he served as a salesman for Dot Records in Cleveland.

## Dowling

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"The direction for the station has already been set. I'll continue to massage the demos down. It's a sales and programming challenge. We're educating the sales department and sales community in the benefits of our current demographics.

"I'm impressed with all the people here," he added. "You'd figure that everybody at a Beautiful Music station would be snoring in the hallways. It's not like that at all; there's lots of lunacy here."

In Washington, Dowling spent 13 years at WASI, moved to Country WMZQ for two years, then shifted to WPGC. Since leaving WPGC he has been freelancing in television and radio, including occasional work at WMAL/Washington.

KJOT placed fifth 12+ in the fall Arbitron (4.8) and seventh (3.6) in the just-completed winter Birch.

## Bass

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"My main priority will be to introduce and break new artists," said Bass. "At the same time, we're continuing to break new ground with our major artists, such as Alexander O'Neal, Cherelle, Mary Davis, and the S.O.S. Band."

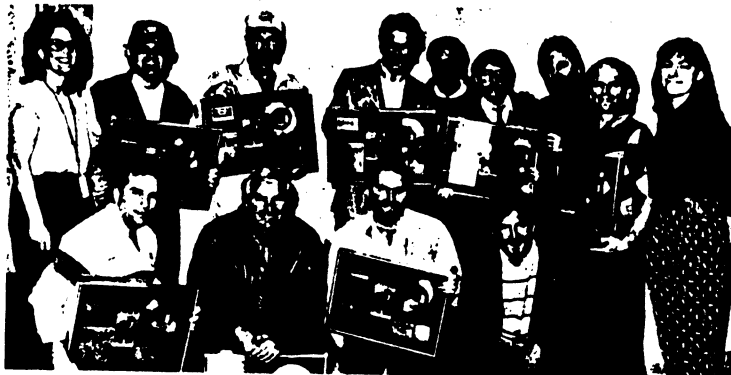
## Prewitt

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to regain a foothold. I've got to learn the marketplace and sit back and look around, but I've got an understanding of dance music and will look to solidify our position in the marketplace. Look for some outrageous on-air promos to get everyone's attention."

Prewitt begins his new duties in two weeks. KHQT fell 5.6-4.4 in the fall Arbitron and 8.9-6.7 in the Birch for the same period.

## Beach Boys Get Platinum For 'Kokomo'



Beckins recently presented the Beach Boys with platinum single awards for their "Kokomo," from the four-times-platinum "Cocktail" soundtrack. Shown are (standing, l-r) Weintraub Entertainment Group's Marla Cooper, Beach Boys Bruce Johnston, Mike Love, and Brian Wilson, WVB/Boston's Bill Garcia and Dave Newfield, Beach Boys Carl Wilson and Al Jardine, and Beckins's Suzanne Berg; (kneeling, l-r) Beach Boy Jeffrey Foskett, Weintraub's Tom Hulett, Brother Records' Elliot Lott, and Weintraub's John Maglen.

## 'Pirate Radio'

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gunfight since the OK Corral. Ready, fire, then aim. I'm thrilled with everything that's happened so far at Pirate Radio. The station's format is in a building process, and Scott is making on-the-fly adjustments — which is what he does best."

T's background also includes GSM slots at WLS-AM & FM/Chicago and KLOS/Los Angeles.

## Taking The Underdog Position

Shannon, who anonymously debuted Pirate Radio, was on the air Monday morning (3/20) using the pseudonym Bubba The Love Sponge (an air name, already legendary in the pages of RAR, which Shannon plans to use — with possible slight alterations — for his incoming overnight personality). "I only used the fake name for a goof," he said. "I'll come on as Scott Shannon as soon as it feels right. We'll have the staff up and running on the air within two weeks."

Shannon added, "We're flying by the seat of our pants, taking it day by day and having a lot of fun. We started out with a pretty tight music list, but with all the come-in taking place it's obvious we're going to have to expand fast. We told listeners we were sending (OM) Randy Kabrich out to Tower Records to get six more CDs, because that's all we could afford to put on the radio. That should do it."

"We sure do sound different, and the reason we're feeling it out like this is because I've never done radio in a market like this before — and no one's ever put on a radio station like this one, either. There's no instruction manual included, but we're going to continue running commercial-free until further notice."

The station's music, in contrast to CHR rivals KPWR and KJIS-FM, leaned heavily toward hard rock and rock-flavored power ballads; Shannon described the station as sounding much like "MTV on radio."

## 'Piss Off Your Neighbors'

Shannon's recorded liners include such attention-getters as: "Don't be a dickhead, lock it on 100.3-FM"; "When you're in L.A. you gotta be loud to cut through all the crap"; and "Pirate Radio 100.3-FM. Crank it up, open your windows, and piss off your neighbors." "We're just trying to make a little bit of noise to make everyone take notice," said Shannon.

Pirate Radio debuted without request lines, but by Saturday they were installed and "response has been incredible," Shannon noted. "I'm very happy with the way we sound: live and spontaneous. To win we had to create something new and different in L.A., and we've done it from the music down to the name of the station and the presentation."

Kakoyianakis added that KQLZ, as well as Westwood One's New York stations, WNEW & WYNY, will be represented by Eastman Radio.

## Warrant Gives Arresting Roxy Performance



Columbia artist Warrant, whose debut album is "Dirty Rotten Filthy Stinking Rich," celebrated backstage after the first show of their three-night stand at Los Angeles's Roxy Theatre recently. Enjoying the wonder of it all are (back row, l-r) Columbia VP Ron Oberman, VP Bob Wilcox, VP Marc Benesch, CBS VP David Cohen, manager Tom Hulett, CBS Records West Coast Sr. VP/GM Myron Roth, Columbia's Clark Duvel and Greg Pfifer, CBS's Craig Applequist, and Columbia's Bob Garland; (middle row, l-r) Columbia's George Chelios, Warrant's Steve Sweet, CBS's Rich Rudolph, and Columbia's Kris Puzsikewicz; (front row, l-r) Warrant's Jani Lane, Joey Allen, Jerry Dixon, and Erik Turner.

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