

Contemporary Hit Radio



JOEL DENVER

KUBE, KNBQ, KPLZ & KYYX

A Big CHR Battle In Seattle

When you mention Seattle, most people think first of rain, and lots of it. Fortunately, Seattle also boasts considerable beauty, the Space Needle, and unlimited outdoor activities. But within our business, Seattle is becoming famous for its high caliber of radio, particularly the CHR arena.

Just a few months ago, only KUBE and KNBQ were striving for top CHR honors. Now there are four CHR challengers, with KPLZ and KYYX reverting recently from other formats. Current CHR leader KUBE moved up 5.5 to 5.8, while KNBQ rose a full share, 3.4 to 4.4. Both stations are sitting at their highest 12+ shares to date. In switching formats from A/C to CHR, KPLZ suffered a 3.0-1.7 decline, while KYYX dropped 2.0-1.7. But the story is far from over, as KPLZ and KYYX are geared up for the winter book and the all-important spring sweep.

Six-year market veteran Bob Case recently took over as KUBE's PD when former programmer Charlie Brown decided to concentrate on his morning show. Bob's playlist is the most conservative in Seattle. "In CHR, your bread and butter is the power rotation — maybe ten titles turning over every two and a half to three hours. I don't know how everyone else fits 35-40 songs into regular rotations."



Bob Case

KUBE's Conservative Approach To The Hits

I pointed out that many stations prefer a larger number of current hits instead of burned-out oldies. While he agreed with that philosophy, Bob added, "When I play something, I want it to be heard. I'm not up for rotating records that play only once a day or once a week, because lunar rotations don't make it. Since I believe in playing a record 24 hours a day in a serious rotation, it's got to be a hit."



What's A Hit?

While KUBE is generally a conservative station, Bob has occasionally jumped out ahead of the pack. "We were very early on Nena's '99 Red Balloons.' It's already been number one for us, and the rest of the country is now following. If we feel it's a hit record with mass appeal, then we'll really bang it hard."

Bob uses retail sales as his main research barometer to determine the hits. "When I see something cross the counter at enough locations, report after report, I know there's something going on. I just don't believe strongly in passive research."

Because KUBE concentrates on adult shares, Bob views A/C-formatted KLSY as his main 18+ competition. "They are a 25-49 station, and we want to have a decent slice of that pie as well. Teens are not the primary target; they're the cream. While they do help us get some business, I'm looking for those 18-34 female adults. KLSY has chopped off our top end, so we're careful about what we play."

"There are zillions of adults out there that are tired of namby-pamby music and love rock and roll. The trick is to play hit rock and roll."

—Bob Case

If that's the case, then why is KUBE playing Van Halen and Quiet Riot? Bob responded, "There are zillions of adults tired of namby-pamby music who love rock. The trick is to play hit rock and roll. I've got no problems with Duran Duran, Yes, or any other hit record. The one thing all these rockers have in common is a melody. You can sing along with them, and that's a major reason why they're hits."

The Human Touch

Speaking in broader terms of KUBE's appeal, Bob said, "The key to KUBE is that we're more human than all the others. We're tuned into the reality of what people are thinking."

"It's like the 'Z-100' touch. When the movie 'The Big Chill' came out, Scott Shannon played 'You Can't Always Get What You Want' by the Stones, which was very prominent in the film. It brought home the movie's reality and relatability. TV shows like 'Cheers' and 'Hill Street Blues' also have that touch. Radio often misses the boat in this area, and for me, ideas like this make the difference."

Promotions

Bob explained his lack of faith in TV as an advertising medium for radio. "You must have the right commercial or you'll waste a lot of money. What does work for us is a spot we used which told the audience to 'tune in tomorrow for \$1000 Thursdays.' We didn't go very deep with the buy, but we realized tons of results."

"I believe much more in billboards. While bumper stickers apply as moving billboards, we're not currently using them. This past fall, we also staged a game called 'Fast Tracks,' playing three two-second segments of hit songs. The jackpot started at \$93; each hour incorrect guesses added \$100. Some jackpots climbed into the thousands."

A Look Over The Shoulder

Discussing the CHR competition, Bob said, "KNBQ is one of the most well-programmed stations I've ever heard. They're tuned in with the 12-24 demos, using the right music and great-sounding jocks. KNBQ is close to us, but losing PD Gary Bryan to KISW has to hurt them eventually. New PD Sean Lynch is doing a great job too, but his station sounds different."

"Over at KPLZ, Jeff King has a red-hot, well-produced sound. They're very different-sounding than us, so I look for them to squeeze us a bit in the lower end. KYYX is programming a hybrid mix of the CHR hits blended with choice modern rock selections with a CHR approach. At KUBE

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NEW CHR REPORTERS

R&R's Parallel Structure — A Review

After a careful examination of the fall Arbitron, we've revised our list of CHR reporters. This review takes place twice a year after the results of the fall and spring Arbitron sweeps.

To recap our standard procedure, stations selected to report to R&R are the most influential CHR stations within their markets, and are ranked by Parallel. Stations in markets of 1,000,000 or more in the metro (as determined by Arbitron) may qualify as Parallel Ones. Reporters in markets below a million but greater than 200,000 are P-2s, and those below 200,000 are P-3s.

Reporter candidates within individual markets are then evaluated by R&R's entire Editorial Board for market dominance as measured by 12+ Arbitron share, since CHR is essentially a 12-34 format. The resulting Parallel structure is designed to illustrate the current competitive climate in each market in a clear and simple fashion. For example, in markets with more than one reporter in the same Parallel, all such stations are competitive in ratings. Any market, regardless of size, may have as many reporters as the market can support so long as the 12+ ratings are competitive. Buffalo is a good example of a market with a number of stations clustered together in ratings, as you can see in the following four-book trend.

WPHD	2.7 - 4.8 - 5.7 - 5.5
WBEN-FM	8.3 - 5.7 - 6.1 - 5.4
WKBW	9.7 - 5.2 - 7.2 - 5.1
WNYS	0 - 4.8 - 4.0 - 3.4

Two books ago the four CHRs were bunched within a share of each other (4.8-5.7). All four were thus accorded P-1 status. The next book, WKBW pulled ahead to an extent, but more important, WNYS fell clearly behind. However, R&R policy gives a station leeway to allow for possible ratings wobbles, extraordinary promotion efforts by competitors, acts of God, or other factors before we reduce its Parallel status, so all four stations remained in P-1. This past fall, the top three were bunched together even more tightly, while WNYS dropped again, remaining significantly below its competition, so it was offered P-2 status.

Reporters in P-1 markets which are not format-dominant, but do exert significant influence, like WNYS, are given P-2 status until they become competitive with the format market leader and regain P-1 status (one good book will do it). As another example, here's a four-book trend for Los Angeles.

KIIS-FM	4.7 - 6.0 - 7.6 - 8.1
KIQQ	2.6 - 2.5 - 2.7 - 2.6
KEARTH	3.5 - 3.0 - 3.3 - 2.6

As you can see, KIIS-FM has increased to more than triple the 12+ share of KIQQ and KEARTH, so that keeping KIIS's competition equivalent in value would be unfair to KIIS. Therefore, KIQQ and KEARTH were offered P-2 status to demonstrate the difference between their market impact and that of the dominant CHR in their market. Similarly, in New Orleans, CHR leader B97 has a 12.5 share, so new reporter WRNO with a 6.5 share was offered P-2. In Baltimore, B104 is dominant with a 6.8, while new reporter WMAR is a P-2 with a 2.8 share. Tampa is yet another example; Q105 has an 11.7, while newcomer Z98 scores a 4.9 share and a P-2 reporter slot.

With our built-in benefit-of-the-doubt provisions and objective appraisal based solely on ratings performance in a station's specific market, we continue to offer the most balanced and accurate music information from the most successful stations in North America.

Below are the new R&R CHR reporting stations.

<p>P-1 East</p> <p>CKOI/Montreal PD: Bob Beauchamp MD: Guy Brouillard</p>	<p>P-1 South</p> <p>WNVZ/Norfolk PD: Jeff Morgan</p>	<p>P-1 Midwest</p> <p>WCZY/Detroit PD: Lee Douglas MD: Gary Kling</p>	<p>P-1 West</p> <p>KPKE/Denver PD: Tim Fox Asst. PD: Mark Boika</p>
<p>P-2 East</p> <p>WASH/Washington PD: Bill Tanner MD: Colleen Cassidy</p>	<p>P-2 East</p> <p>Q92/Rochester, NY PD: Jay Stevens MD: Mark Andrus</p>	<p>P-2 West</p> <p>KDWB-FM/Minneapolis PD: Dave Hamilton Asst. PD: Chris Koshio</p>	<p>KS 103 FM</p> <p>KS103/San Diego PD: Dave Parks MD: Mike Preston</p>
<p>P-2 Midwest</p> <p>WAVA/Washington PD: Randy Kabrich</p>	<p>P-2 East</p> <p>WMAR/Baltimore, MD PD: Gary Franklin MD: Jim Payne</p>	<p>P-2 West</p> <p>KTKT/Tucson, AZ PD: Bobby Rivers MD: Ed Alexander</p>	<p>FM 102</p> <p>FM102/Sacramento PD: Rick Gillette MD: Chris Collins</p>
<p>P-2 Midwest</p> <p>WAHC/Appleton-Oshkosh, WI PD: Chrls Caine</p>	<p>P-2 East</p> <p>Q94/Bakersfield, CA PD: Bob Harlow</p>	<p>13K</p> <p>13K(KLYD)/Bakersfield, CA PD: Rick Simon</p>	<p>P-2 West</p> <p>KWOD/Sacramento PD: Tom Chase MD: Mr. Ed</p>
<p>KELI AM/FM</p> <p>KELI/Tulsa, OK PD: Mel Myers MD: Dave Michaels</p>	<p>P-3 West</p> <p>WHTF/York, PA PD: Joe Montlone MD: Michael Sarzynski</p>	<p>99 FM KCPX</p> <p>KCPX-FM/Salt Lake City, UT PD: Gary Waldron</p>	<p>Z98</p> <p>Z98(WZNE)/Tampa, FL PD: Steve Davis</p>
<p>Total CHR Reporters: 242</p>	<p>P-3 West</p> <p>KHTX/Reno, NV PD: John Chormie</p>	<p>KDON-FM/Salinas</p> <p>KDON-FM/Salinas-Monterey, CA PD: Jennifer Thomas MD: Kirk Clatt</p>	<p>WRNO fm 100</p> <p>WRNO/New Orleans, LA PD: Mike Costello MD: Wayne Watkins</p>
<p>* Note: These stations up from P-2.</p>	<p>KCAQ(Q105)/Oxnard-Ventura, CA PD: Brian Thomas MD: Famous Amos</p>	<p>Z100</p> <p>WJZR/Charlotte, NC PD: Bob Chrysler MD: Van Radford</p>	