

CONTEMPORARY HIT RADIO

Seattle Battle

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not going to superserve them. No doubt we've taken a harder road, but long term it will be more rewarding in audience loyalty and salable demos."

However, Weed claims KHIT has made progress. "In just the 12 weeks since the format's been on, the growth in 18-34 adults is up 75% in the winter book, and in 12+ we increased 1.4 to 1.8. In 18-49 women we were up 288%, and showed a 300% increase in 18-34 women during middays. In women 18-34 overall there was a 1200% increase.

"We're here for the long haul, and prepared to battle for every tenth of a share. I believe we've forced the others to become better stations."

Visibility is KHIT's first priority for come growth. Accordingly, the station has launched a direct mail contest backed by TV, and scored sole CHR sponsorship of the "Bite Of Seattle" food festival.

12-In-A-Row Sweeps

Working with a playlist of 45 records, KHIT is 70% current with the remainder split between recur-

rents and gold. "Each hour 'Power 106.9' runs 12-in-a-row sweeps, so our music perception among listeners is becoming pretty strong." Weed points out.

"We're here for the long haul, and prepared to battle for every tenth of a share."

—Steve Weed

He acknowledged the strength of KUBE's Charlie Brown, but touted KHIT morning personality Howard Hoffman as more locally-oriented. "I believe Hoffman, Coach Kevin Calabro, and news personality Carolyn Tappin are building something special in morning drive.

"The programming talents we draw upon separate KHIT from the pack. GM Lee Douglas, (VP/Programming) Gerry DeFrancesco, (Gannett Radio President) Jay Cook, and I form a programming collective that can and will win."

BITS

• **Sum-Sum-Summertime** — **WKSI (KISS)/Greensboro** is celebrating two years of Carolina's hottest hits with summerlong promotions. The KISS-FM Pool Patrol spread party fever at apartments and condos with free Bud Light, pizza and sandwiches, and trips to Myrtle Beach. The KISS staffers joined the Greensboro Hornets baseball team for a game, and the first 1500 kids received free KISS-FM/Coke jackets.

• **Surpassing Wishes** — **WMEE/Ft. Wayne** organized a fundraiser with a \$50,000 goal for the Indiana chapter of "Make-A-Wish," an organization that grants wishes to children with terminal illnesses. Four days later, WMEE morning team personalities **Charly Butcher** and **Tony Richards** raised over \$100,000 by broadcasting live for 97½ hours from a glass-enclosed skywalk overlooking a major downtown thoroughfare.

• **No Bull Here** — **Y106/Orlando** hosted the "Night Court Bull Look-Alike Contest" with **NBC-TV** and **Warner Bros. TV**. Y106 and a panel of celebrity judges chose the winner who most resembled **Richard Moll**, bailiff Bull on "Night Court." The winner will be flown to L.A. and appear in a fall episode.



KPLZ morning dudes (l) Kent Phillips, (r) Alan Budwill, and Alice Cooper talk about the "cutting edge" of new music.

Let The Music Flow

Here's a quick comparison of what the music's like during the 5pm hour on Seattle's CHRs.

KHIT

CROWDED HOUSE/Something So Strong
HEART/Alone
YES/Owner Of A Loney Heart
ATLANTIC STARR/Always
CUTTING CREW/One For The Mockingbird
EXPOSE/Point Of No Return
GLENN MEDERIOS/Nothing's Gonna Change My Love
WHITNEY HOUSTON/I Wanna Dance With Somebody...
JOURNEY/Open Arms
KIM WILDE/You Keep Me Hangin' On
KENNY LOGGINS/Meet Me Halfway
JANET JACKSON/Nasty
BRYAN ADAMS/Heat Of The Night
CAMEO/Word Up

KNBQ

MADONNA/True Blue
SURFACE/Happy
DON HENLEY/All She Wants To Do Is Dance
LISA LISA/Head To Toe
VAN HALEN/Dancing In The Street
BRYAN ADAMS/Heat Of The Night
HERB ALPERT/Diamonds
JETS/You've Got It All
BOB SEGER/Shakedown
CROWDED HOUSE/Don't Dream It's Over
MIAMI SOUND MACHINE/Rhythm Is Gonna Get You
MR. MISTER/Kyrie

KUBE

PHIL COLLINS/Sussudio
HEART/Alone
HUEY LEWIS & THE NEWS/Jacob's Ladder
KENNY LOGGINS/Meet Me Halfway
PET SHOP BOYS/West End Girls
ROBBIE NEVIL/C'est La Vie
BON JOVI/Wanted Dead Or Alive
CROWDED HOUSE/Something So Strong
JODY WATLEY/Looking For A New Love
LIONEL RICHIE/Say You, Say Me
NYLONS/Kiss Him Goodbye
GENESIS/Throwing It All Away
SUZANNE VEGA/Luka
JAN HAMMER/Theme From Miami Vice
STEVIE WONDER/Go Home

KPLZ

HEART/Alone
AHA/Take On Me
SURFACE/Happy
TEARS FOR FEARS/Head Over Heels
JETS/Cross My Broken Heart
CHICAGO/Will You Still Love Me
ROBBIE NEVIL/Wot's It to Ya
MADONNA/True Blue
ZZ TOP/Legs
WHITNEY HOUSTON/I Wanna Dance With Somebody
GLENN FREY/You Belong To The City
LOS LOBOS/La Bamba
GENESIS/Invisible Touch

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MOTION

Radio USA owner **Steven Bernson** has become Promotions Director of Y95/Dallas . . . **Bill Catcher** leaves WROQ/Charlotte for programming duties at WJMX/Florence . . . At KZOZ/San Luis Obispo, morning man **Steve Theroux** is promoted to PD replacing the exiting **Kevin Barrett**; **Joe Kelly**, last at KCLS/Flagstaff, joins for mornings.

Evening personality **Dale O'Brien** is promoted to MD at WKSI/Greensboro. He succeeds **Dave Denver**, who's now at Q105/Tampa as Program Coordinator . . . **Dale Holden** exits WLRW/Champaign, IL overnights as **Todd Manley**, from WCIL/Carbondale, takes over that shift. Also, MD/morning man **John McKeighan** is promoted to the new post of Asst. PD.

Doug Lee leaves KSOL/San Francisco for afternoon drive/Promotions Director duties at KMAI/Honolulu . . . PD **Randy Sherwin** exits KKLS/Rapid City as afternoon jock **Roger Piper** steps up to bat . . . KS103/San Diego's new midday personality is **Eric Gordon** from KEZY/Anaheim.

KIYS/Boise PD **Tom Evans** gives up his airshift for fulltime programming; **Don Kelly** from KTRB/Modesto joins for afternoon drive. Morning partner **Gary McCabe** moves to 7pm-midnight and parttimer **Dave Arthur** takes on overnights . . . **Dick Shannon** joins WBBQ/Augusta from crosstown WGUS for afternoons replacing **Mike Dineen**, who moves to middays.