



• We Listen To Radio •

June 13, 1997

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ROCK HIGHLIGHTS

MAINSTREAM

#1

SAMMY HAGAR

Little White Lie (TRACK FACTORY/MCA)

AIRPOWER

BLUES TRAVELER • *Carolina Blues* (A&M)

THE SMASHING PUMPKINS • *The End Is The Beginning Is The End* (WARNER SUNSET/WARNER BROS.)

GOING FOR AIRPLAY

CHEAP TRICK • *Anytime* (CHEAP TRICK/RED ANT)

INXS • *Don't Lose Your Head* (MERCURY)

MARILYN MANSON • *Man That You Fear* (NOTHING/INTERSCOPE)

MAYPOLE • *Concrete Shoes* (CLEAN SLATE/WORK)

ROLLINS BAND • *The End Of Something* (DREAMWORKS/GEFFEN)

SUPER DELUXE • *Love Liquid Wraparound* (REVOLUTION)

MATTHEW SWEET • *Come To California* (ZOO/VOLCANO)

THE VERVE PIPE • *Villains* (RCA)

WIDESpread PANIC • *Aunt Avis* (CAPRICORN/MERCURY)

MODERN

#1

THIRD EYE BLIND

Semi-Charmed Life (ELEKTRA/EEG)

AIRPOWER

LIVE • *Turn My Head* (RADIOACTIVE/MCA)

GOING FOR AIRPLAY

SARAH MCLACHLAN • *Building A Mystery* (NETTWERK/ARISTA)

ROLLINS BAND • *The End Of Something* (DREAMWORKS/GEFFEN)

SEVEN MARY THREE • *Make Up Your Mind* (ATLANTIC)

SKUNK ANANSIE • *Hedonism* (EPIC)

JILL SOBULE • *When The Ship Comes In* (LAVA/ATLANTIC)

SUPER DELUXE • *Love Liquid Wraparound* (REVOLUTION)

MATTHEW SWEET • *Come To California* (ZOO/VOLCANO)

THE VERVE PIPE • *Villains* (RCA)

VOODOO GLOW SKULLS • *Bulletproof* (EPITAPH)

WEEN • *Mutilated Lips* (ELEKTRA/EEG)

TRIPLE A

#1

ABRA MOORE

Four Leaf Clover (ARISTA AUSTIN/ARISTA)

AIRPOWER

DAVE MATTHEWS BAND • *Tripping Billies* (RCA)

Consultants Endure Telecom Era Retrenchment Or Go In-House

by Kevin Carter
and Marc Schiffman

You think you've got it bad adjusting to the changing post-Telecom Era world of megopoly? Try being a consultant. As radio endures its latest growth pains, some major owners are opting for in-house group PDs rather than outside consultants, and at least a few owners are looking to cut chain deals. At least two consultants have recently announced plans to work as in-house group PDs, but other top 40 and rock consultants we spoke to think their amount of available business evens out in the end, despite the claims by some PDs that their access to consultants has been slashed.

Consultant Liz Janik notes that all vendors are going through significant changes at the moment. "I would definitely say the impact of consolidation has affected those of us who provide competitive services, and consultants specifically."

"You have to have a healthy respect for a consultant before you want to work with them," adds Janik. "Those kinds of relationships take a long time to build, and I've found myself caught more times than I care to count in a sit-

uation where I built a relationship to have the person changed out of the building. To have the [station] change hands, and so on. There's a lot of false starts... That's been fairly frustrating."

Consultant Alan Sneed adds, "In the larger market scenarios, what I see happening more and more is a layering of in-house resources. In other words, regional programming people, VPs of programming, group programmers, those kind of things... I still see a lot of opportunity for consultants in the medium- and small-market scenarios. So, it's really just a matter of adjusting to the changing environment. I'm working with more stations right now than I've ever been... When the industry is changing as rapidly as this one is, and things are being bought and sold on a continuing basis, I think you've got to be flexible."

But a small-market station doesn't equal a large-market property. Sneed admits, "You need more small-market clients to make the same dollar. And quite honestly, they're a lot more labor-intensive and require a lot more hands-on help, but in their own way, they're even more challenging."

Sneed recalls a colleague's story. "He

Continued on page 5

COWARD

I DON'T CARE

BREAKING AT ROCK
AND MODERN ROCK!

JUST ADDED

WAZU	20x	KXTE	21x
WZAT	18x	WLUM	15x
WCCC	17x	WGRD	15x
KRKR	16x	WMRQ	15x
WJJQ	14x	WEQX	17x
WAMX	14x	WKRL	22x
WKZQ	10x	WBZU	19x
WEBN	8x	WFNX	10x
WKQQ	6x	WXZZ	10x
LIVE 105	8x		

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Super Deluxe



Love Liquid Wraparound

Early Action:

KNDD	27X Top 10 Record
KKND	KNRK
KXPK	KISF
WTPA	DC101
	WHFS
	XHRM

from the album
via satellite

Produced and Mixed by Tim Palmer for
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Management: Jeff Saltzman &
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RADIOACTIVE

BY MARC SCHIFFMAN

Pilot Dies As Plane Hits KNSX Tower

Modern KNSX St. Louis had a close call last weekend as a small plane struck the tower of the recently signed-on and upgraded station. While the 900-foot tower sustained damage along its top 120 feet, it is still on the air and reports no damage to its signal. The pilot—the sole occupant of the plane, which was rented from a nearby airport—was killed in the crash.

PROGRAMMING: BUZZ TRAPPS A PD
Former PD of modern adult KZZO Sacramento, Calif., **Jim Trapp** is named PD at modern KTBZ (the Buzz) Houston, replacing **Cruze**, while Buzz production director **Mike Traylor** heads to Philadelphia as production director for WYSP. Despite Trapp's modern adult background, he says the Buzz won't move back in that direction. Cruze can be reached at 713-522-7503.

Active WXTB (98 Rock) Tampa, Fla., APD/midday host **Ted Kamikaze** trades APD stripes for the PD post at classic rock sister WTBT (Thunder 105.5). He'll maintain his midday shift on WXTB.

Veteran rock programmer **Ken Anthony** has created Radio Think Tank, a radio consulting firm based in San Leandro, Calif. Part of the firm's brain trust is active KISS San Antonio, Texas, OM **Virgil Thompson** and heritage KLPX/modern KFMA Tucson, Ariz., OM **Larry Miles**.

Longtime consultant (and now station owner) **Jack Taddeo** joins SFX Broadcasting as senior VP of programming resources. Taddeo, who was already working with several SFX stations, emphasizes that his job will deal less with individual station research and more with "facilitating communication within the company between PDs." Also, former NewCity group PD **Alan Furst** is now group PD for CapStar, rather than launching a consultancy as previously announced (see story, page 1).

Album **WBRY**/classic rock **WFWI** Fort Wayne, Ind., OM/PD **Darrin Arriens** resigns.

Veteran PD **Michael St. John** (most recently of the late **WKBQ** St. Louis) heads home to Huntsville, Ala., this time as co-owner and PD of **WCRQ**, currently a classic hits outlet. In other management news, Journal Broadcast Group president **Doug Kiel** is elected executive VP of parent Journal Communications.

FORMATS: A MODERN GUARANTY

Last year, Guaranty Broadcasting flipped then modern **WTGE** (the Tiger) Baton Rouge, La., to country. This year, Guaranty flips that station's duopoly partner, **WBBU**, from jazz to modern and reclaims the **WTGE** calls. **Travis "Dash" Johnson**, previously PD of co-owned **WZRH** (the Zephyr) New Orleans through its flip from modern to country, will be PD/mornings. No other staff yet. And the first song on the new Tiger? "Baton Rouge" by the **Nixons**, of course.

Jones Radio Network has launched a 24-hour classic rock feed—JRN Rock Classics. The company plans a July 4 weekend debut with the top 500 classic rock songs of all time.

Active rocker **WYST** Detroit is granted the calls **WKRK** to go with its new K-Rock handle.

Modern **WNTX** Kalamazoo, Mich., has finally unveiled its new format. The new classic rock **WZUU** (Zoo 92) is currently being run via an LMA with oldies **WQXC**. **Randy Rowley** from co-owned **WMSH** Sturgis, Mich., is PD/p.m. driver. Local vet **John Green** (WFAT, WQLR) is doing mornings. **Tim Moore** consults.

Modern adult **WDBZ** (the Buzz) New York is now using the secondary positioner, "New York's modern mix."

WNFT Boston, an AM that's been simulcasting country **WKL** since February, is sold

to American Radio Systems and is simulcasting rock sister **WAAF** for now. It is expected to go N/I.

Oldies **KGTM** Idaho Falls, Idaho, flips to Radio One's Rock Alternative satellite feed... Classic rock **WXBB** Portsmouth, N.H., is now simulcasting on recently acquired adult standards sister **WSTG**.

In sales news, Citadel picks up modern **WDGE** Providence, R.I., pairing it with top 40 **WPRO**, AC **WWLI**, and adult standards **WLKW**... Active rock **WRQK** Canton, Ohio, is acquired by Connoisseur.

BDS DEVELOPS TASTE FOR SCHAEFER

Broadcast vet **Mike Schaefer** (ex-K11S) is named West Coast GM for Broadcast Data Systems, replacing **George Chaltas**, now director of online services for Warner Music Group.

WCKW FOUNDER REMEMBERED

Condolences to the family and friends of album **WCKW** New Orleans founder/president **Sidney Levet III**, who died June 6 of a bone-marrow disease. He was 61.

MINOR'S KILLER SENTENCED

Suzette McClure, the convicted murderer of promotion executive **Charlie Minor**, was sentenced to 19 years to life in prison last week. With the two years she's already served, she'll be eligible for parole in 13 years.

PEOPLE: JOHN BOY & BILLY GEAR UP

The **John Boy** and **Billy** syndicated morning show taps several new affiliates. Oldies **WESP** Dothan, Ala., and country **KGLS** Wichita, Kan., should be on by the time you read this.

The new lineup at classic hits **WRNO** New Orleans under PD **Charley Lake** has Austin, Texas, radio veterans **Eric** and **Shelly** in mornings and album **WCKW** evening host **Allen Beebe** joining for middays, followed by Lake in afternoons. Former p.m. driver **Ron Chatman** is in nights, and former New Orleans police-man **Kevin Fenner** is in overnights.

Brent Warner, recently arrived OM/PD at album **KBAT** Odessa, Texas, takes the midday slot at the station. That moves **Jim Brewer** to afternoons, sending **Peter Jaren** to mornings, as **Ace O'Connell** exits.

Maggie McAleer, most recently marketing director at modern **WPLY** (Y100) Philadelphia, picks up the same at modern **KLYY** (Y107) Los Angeles.

Modern adult **WLUP** Chicago production assistant **Scott Dirks** crosses the street to classic rock **WXCD** as programming assistant.

Modern **KZON** Phoenix, Ariz., ups assistant MD **Kevin Mannion** to MD.

With classic rock **KRXO** Oklahoma City APD/MID/promotion director **Mansoor Khaleeluddin** exiting, midday **Lee Roberts** becomes APD/MID, with promotion assistant **Denise Furlough** named promotion director. Across town, album **KATT** taps former **WGLF** Tallahassee, Fla., jock **Christian Labodie** (aka **Leo Cage**) for overnights.

P/T **Roxanne Steele** is upped to nights at album **WAPL** Appleton, Wis. . . . Former overnighter **Eric Schill** returns to album **WIBA** FM Madison, Wis., for the same.

Modern **KAEP** Spokane, Wash., welcomes new morning man **Pete Hansen**, last in mornings at modern **KHTY** Santa Barbara, Calif. Co-host **Haley Jones** remains in mornings, while **Mike Stone** segues to afternoons, replacing **Jeff Scott**, who goes to nights, sending **Jeff Downz** into the open overnight slot.

Modern **WPBZ** (the Buzz) West Palm Beach, Fla., promotion director **Danny O'Brien** crosses the hall to modern adult **WMBX** (Mix 102.3) for MD/middays.

Modern adult **WYSR** Fort Wayne, Ind.,

Radio Eulogizes Jeff Buckley

For those who knew **Jeff Buckley's** music, there's an overwhelming sense of loss and sadness attached to his untimely death last week. One listen to his only album, "Grace," would be enough to convince anyone that



BUCKLEY

just about more than any other artist," says **WHFS** Washington, D.C., MD **Bob Waugh**. "Buckley was the No. 1 favorite of most of the staff here." **WBCN** Boston dedicated an hour to the artist, replaying an interview and an in-studio acoustic performance with Buckley from two years ago.

Former **XETRA-FM** (91X) San Diego PD **Mike Halloran** remembers, "I almost couldn't watch him while he was singing. It's hard to describe, it was such an emotional outpouring. It's almost like you felt like you were watching something a little too private, as if he was tearing his soul apart right in front of you."

Waugh adds that Buckley was one of the most important artists the station has ever tried to break, and echoes Halloran. "When he played, there was this quietness over the audience, a sense of awe." **WBCN's Steven Strick** adds, "Buckley's voice was an instrument in and of itself, [holding audiences] completely captive."

WHFS' Dave Marsh, who played excerpts from three different recordings Buckley had done for the station on his Sunday-night show, summarized the singer's mesmerizing and, many feel, peerless vocal qualities. "He was truly one of the unique talents who couldn't be categorized within any particular type . . . He was just riveting."

MARK MARONE

chart May 6, 1995, while "Grace" peaked at No. 149 on the *Billboard* 200), Buckley engendered the sort of respect reserved for giants after only one album.

On a weekend in which he was paid tribute to onstage separately by **U2** (who have been dedicating songs to him since their shows at Giant Stadium) and **Patti Smith** at the Tibetan Freedom Concert in New York, some stations hosted their own eulogies to Buckley. "Devastated" might be a strong word, but collectively people at the station cared about him

Moore Music In Philly



Arista/Austin artist **Abra Moore** paid a call to modern **WPLY** (Y100) Philadelphia recently. Shown, from left, are specialty show host **Dan Fein**, Arista/Austin VP of A&R **Steve Schnur**, Moore, promotion head **Jon Peterson**, and PD **Jim McGuinn**.

RADIO CONCERT MONITOR

DATE CALL LETTERS
June 14 KROQ Los Angeles

EVENT
Weenie Roast & Luau

SCHEDULED TO APPEAR
Blur, Chemical Brothers,
Cure, Echo & the
Bunnymen, Foo Fighters,
Mighty Mighty Bosstones,
Oasis, Offspring, Radiohead,
Reel Big Fish, Social
Distortion, Squirrel Nut
Zippers, Third Eye Blind,
Wallflowers

June 21 WHPT Tampa, Fla.
June 24 KLLC San Francisco

The Why Store
First Birthday Concert
Meredith Brooks,
Billy Mann, Abra Moore

To include your station's concert information in upcoming Rock Concert Monitors, call Marc Schiffman at 212-536-5065, fax 212-536-5286, or E-mail mschiffman@billboard.com



CHEET SHEET

BY MARK MARONE

Manbreak's Message, Ready Or Not

If there are a couple of tangible reverberations from the late-'80s Manchester, England, scene, one would be the latest wave of new British rock bands that incorporate technology into an essentially guitar-driven genre. The other, says **Manbreak** singer/lyricist **Swindelli**, is a kind of uninhibitedness. "If you look at 'Top Of The Pops' prior to 1987-88, when people hadn't tried Ecstasy, most white people couldn't dance in time; it was very jerky," says the charismatic singer of the five-piece Liverpool band that formed in 1994 out of the remnants of **25th Of May**, Swindelli's previous band. "But after that, people just got more into the groove. So, you've got a generation of bands who have experienced Ecstasy culture and have incorporated that into the music, putting greater emphasis on feel."

That movement's synergy is heard in **Manbreak**'s amalgam of hard-edged guitars and melodic pop sensibilities with propulsive club grooves and the occasional staccato hip-hop vocal delivery. But the subjects the group broaches on its debut are more likely to be heard on C-Span than shouted at a rave. Raising political consciousness would seem unfashionable for a rock band with roots in the club scene, but Swindelli seems unconcerned. "Most people in bands just want to be loved in this day and age. Most are apolitical and just go for the obvious name like **Cast** and **Oasis**, not to be drawn into criticism. I always admired situations like the student uprisings in France in '68 with its sloganizing."

In fact, **Manbreak** is the name of a covert and ultimately misguided '50s British Army experiment in which soldiers perished from exposure to chemical weapons; "Come And See," the title of the band's **Stephen Hague**-produced **Almo Sounds** debut, shares its name with a Russian film about the tribulations of a young man roaming the Soviet countryside during the German invasion of World War II. Melodic inclinations aside, the band probably won't be mistaken for Britpop.

Raised in Liverpool, Swindelli had his politics shaped by a working-class upbringing and England's rigid social strata. "Basically, the . . . glass ceiling that's put in front of you just seemed to me a bit unjust, certainly. It's like an affront to meritocracy, so to speak." So while other townspeople wanted no more than to make ends meet, Swindelli became an avid reader fascinated with **Marx**, **Lenin**, and **Trotsky**, along with the global commentary of **Noam Chomsky**, while his interest in music grew.

Like some of their British contemporaries, the members of **Manbreak** blend a strong rhythmic element with melodic pop sensibilities and aggressive guitars. Swindelli says late-'80s New York hip-hop acts **Run-D.M.C.**, **Public Enemy**, and **Eric B. & Rakim** were immense influences, as was the thriving electronic club scene in Liverpool of the past few years.

While he acknowledges hometown band the **Beatles**' pop experimentation as being a fundamental influence, it was perhaps an adolescent epiphany that took place at the local school disco that made the most lasting impression. After paying the required tuppence admission and entering the hall under the influence of a hallucinogen, Swindelli was unprepared for what he heard amid the current pop hits on that day. "'*Holiday In The Sun*' came on, and I couldn't believe what I was hearing—I was totally mesmerized. I remember as clear as day: I said to my friend **Billy Sommer**, 'Who the fuck's that?'" Learning it was the **Sex Pistols**, Swindelli recalled a story he had heard prior to the dance in which the punk band allegedly threw used condoms into the audience. An identification with the band's radicalism was forged at that moment.

Apparently someone forgot to tell Swindelli that few rock artists these days are inclined to reserve more than a passing glance toward politics. "It's still post-imperialist hangover over here," he says of the election of Labour Party candidate **Tony Blair**. "We're spending 6 billion pounds on Polaris missiles that are pointing at all the major cities, but we can't even afford to keep Edgewood Hospital open." With **Manbreak**, expect your groove to come with a social conscience, ready or not.

Radio Iodine Gets The Point



Modern KPNT St. Louis recently held its Point Fest, featuring a performance by Universal's Radio Iodine. Shown, from left, are Universal's Christine Minot, Radio Iodine's Tony Persyn, Universal's Steve Leeds, PD Alex Luke, and Radio Iodine's Ellen Persyn.

Consultants Endure Telecom Era Retrenchment Or Go In-House

Continued from page 1

had 15 or 16 clients. He was a single guy, focused on service to his stable of clients, and he had something like eight stations sold in two separate transactions and lost them all. All of a sudden his client base was cut in half in two transactions in just a two-day period. So you hear stories like that, and it just tells you how volatile it can be."

Sometimes the cutbacks are monetary. One PD that Monitor spoke to describes a management decision to put the station's consultancy budget into call-out research, even though the consultant had helped return the station to No. 1 in its market. "[The consultant] helped turn this station around, but I couldn't justify the cost any longer," says the PD. "I really miss his weekly music notes and having someone I could bounce ideas off of, but realistically, there wasn't much more we could have done, even in maintenance mode."

Sometimes, however, the changes just reflect a

'I think I lost one client in the last four years over consolidation'

change in corporate philosophy. Top 40 KKZR (Z100) Portland, Ore., has been flying solo since Jacor Communications took over the station earlier this year. "Jacor prefers to utilize their own internal brain trust of B.J. Harris, Tom Owens, Marc Chase, Jack Evans, and Gene Romano, who are all experienced programmers," says Z100 PD Ken Benson, who notes that the new arrangement avoids any potential conflicts of having a consultant working for the company in one market and working against it in another.

In what could be seen as the ultimate cost-watching scenario, there are reports that Capstar has invited consultants from across the country to a cattle call of 30-minute interviews set for later this month in Laurel, Md. The prize: the 300-plus stations in the Capstar empire. "No matter who it is they're negotiating with, whether it's Arbitron, a jingle company, or a group of potential consultants," says one consultant, "Capstar is now going to try and use their sheer bulk in order to cut the best deals."

At least two consultants have announced new positions within major broadcast groups recently. Longtime consultant Jack Taddeo has become the senior VP of programming resources for SFX Broadcasting, with whose stations he has worked since 1993. And former NewCity group PD Alan Furst has joined GulfStar as VP of programming, after initially planning to launch a consultancy.

Consultant Bill Richards reports recently receiving a proposal to consult a major broadcast group. "As the business continues to consolidate, I think we'll see more of that happening," he says. Richards remains confident of the consultant's place in the new ecosystem. "I believe the smart operators will continue to use our services, while still watching the bottom line. Just like programmers, jocks, and managers, the good ones usually stay employed."

Dave Shakes of Alan Burns & Associates says, "I've heard some broadcast companies are in a more cost-conscious mode, but my own experience is one of growth. My clients are primarily with broadcast companies that are in growth mode."

Bill Gamble did some consulting on the side while programming modern WKQX (Q101)

ON THE AIR

Effective this week, KCHZ Kansas City (PD Todd Haller, MD Drew Bennett, 913-696-3700) is added to the modern rock panel. There are now 80 modern rock reporters.

Chicago. When he switched to the helm of classic rock rival WXCD, he had to shutter the side business, but not for lack of clients. "Demand actually seemed to be up. Because of my job at Q101 at the time, physically there was only so much business I could handle. But I was in the great position at the time of having to turn some people down, which was better for me, because I could pick and choose who I wanted to work . . . I think I lost one client over the last four years over consolidation."

Fred Jacobs of Jacobs Media adds, "There's no question the consulting side of things has changed, because the station side of things has changed. But to characterize it as a softening is inaccurate. This is all about change and adapting to change."

"Programming consultancies that deal with programming alone may be pushed to [offer] other services," Jacobs adds. "One of the things that we've done to go beyond the programming side [is] what Paul [Jacobs] has brought to the table on the sales end. So much of the challenge now transcends getting ratings and falls down on a radio station's sales staff ability to convert it to revenue in a timely and effective fashion. We also provide research services for most of our clients, with music testing, focus groups, and whatnot. So we've taken a very full-service approach to this, and I think as a result here, [we] feel that we prepared for this."

Sneed remembers a year-end trade article from several years ago in which someone predicted, "It's going to be a tough year for consultants." Well, my attitude is, any time you're a contractor, it's a tough year for you, and if you don't change with the industry and adapt to the changing situation, you're going to get left in the dust."

So how does Sneed feel about the new environment in which business is shopped one company at a time? "I'm really not prone at this point, with the industry this volatile, to want to do something that's concentrated with one company," he says. "I like to spread my liability around a little bit. I've had clients bought and sold just like everybody else. Sometimes you make the transition to the new ownership, and sometimes you don't. So, the more concentrated you are in terms of ownership as a consultant, I think the more risk you have in terms of the potential of losing clients."

But KISW Seattle programmer Clark Ryan sees an upside. "If you can nab one of these big groups, you've got a full-time job. If you can be the consultant for a Capstar or a Jacor or whatever, you don't have to be out on the road selling your services to new clients all the time and trying to find new business. You've got more than you can handle."

And Ryan notes that having Jacobs work with all three of Entercom's Seattle rock outlets to reposition them away from one another made sense. Beyond that, Ryan says, consultants have to do more than "send a newsletter and talk about the records that came out this week; what else can you provide? And to this point, certainly, Fred has been very creative and very good at how he can use his national knowledge to help us update what's going on here."

But, Ryan adds, "I can see how other groups can say, 'You know what, we're going to put a programmer in that position and depend on them to oversee or help out all the specific radio stations.' It's a dilemma for the consulting industry."

Nova Marketing's Mark Ramsey says, "The consolidation of stations and bringing other things under the control of fewer people invariably results in less diversity on the consultant side and more intellectual property and expertise in the house."

Consultants are quick to note that group PDs don't bring the same perspective to the mix. Sneed says, "I was a PD for almost 10 years . . . Looking back at those situations, I was the least effective when I had the least amount of outside input, be it consultants, research companies, or whatever. If you're in a situation, you tend to be less objective."

Another consultant notes, "The consultant works for the PD and the GM, while the PD works for the national PD," he says. "A national PD is more of a corporate position, whereas a consultant acts as an adviser and facilitator. He's less personally involved in their name being tied to the success of the radio station."

MONITOR PROFILE

Louis And Alice: Sittin' Near The Top Of The Dock Of The Bay Area

When asked about his move from the Midwest to the Bay Area, Louis Kaplan, PD of modern adult KLLC (Alice @ 97.3) San Francisco, says, "Actually, it was easy—just 4½ hours on TWA."

Once the laughter stops, which is pretty quickly, the former PD of top 40 WGTV (Z93) Dayton, Ohio, admits that making the adjustment to the streets of San Francisco was a challenge. "The day I arrived here, I found a large newspaper ad taped to the wall of the studio," he recalls. Under the heading, "It's What People In Ohio Think San Francisco Is Like Every Night," were pictures of a grandmother-type wearing biker gear; a guy in only a sailor hat and underwear . . . etc."

Compared to Dayton, San Francisco is "the great American melting pot. We have a huge Asian [and] Hispanic population, as well as black and white. Even the lay of the land is different; people who live in the city behave differently from those in the suburbs. There are a lot more factors at play with every decision," he says.

Kaplan was named PD of the CBS station last September, shortly after heritage rocker KRQR morphed to this "Alice" thing that spread across



Louis Kaplan
Program Director
KLLC San Francisco

'What we're doing here has obviously struck a nerve'

the country like a virus. Kaplan admits that he and the CBS brass didn't know what they were launching themselves into at the time. "The format, modern AC or whatever we were calling it, was still in formation at the time," he says. "After almost a year, we're still finding our way, but what we're doing here has obviously struck a nerve."

In a market in which contemporary radio is measured largely in rhythmic terms, Alice ranks No. 3 in 18-34, behind KMEL and KYLD. Alice was No. 1 among 25-34 people and exceeded 600,000 12-plus cume for the first time. In 12-plus audience, the station was up 1.8-2.7.

In a nontraditional market like San Francisco, which is full of nontraditional outlets, an eccentric entity such as Alice seems to fit like a glove. "People have gotten a kick out of the name 'Alice' because it's so obviously so new and different and sets us apart," says Kaplan. "But by the same token, I'm sure that when listeners first heard the

name 'Power' or 'Mix' in front of a frequency, they thought it was strange or cutting edge. Today, they're just like any other goofy radio name."

"I see Alice as a hit music station, not necessarily a textbook top 40-style station, but while we borrow music from other formats like a top 40, we only borrow the hits. There's a wealth of music available for us from alternative, triple-A, and AC, and within that mix we've found acts that don't comfortably fit into any of the above formats—those acts have found a home with Alice."

Here are a few of those artists, captured during a recent 2 p.m. hour on KLLC: Sister Hazel, "All For You"; 311, "All Mixed Up"; Indigo Girls, "Shame On You"; Third Eye Blind, "Semi-Charmed Life"; Deee-Lite, "Groove Is In The Heart"; Beck, "The New Pollution"; Fiona Apple, "Sleep To Dream"; Proclaimers, "I'm Gonna Be (500 Miles)"; Luscious Jackson, "Under Your Skin"; Blind Melon, "No Rain"; T'pau, "Heart And Soul"; and Camus, "U Who."

Kaplan hired Sarah and Vinnie for mornings from the former WDRE Philadelphia, as well as former WGTV MD Gretchen Corbett for mid-days, followed by Bill Webster, a veteran of Pittsburgh's WNRQ (the Revolution) and the old WMXP. Market vet Sterling James is doing nights. Overnight jock Steven Seaweed is a holdover from the KRQR days.

Julie Stoeckel, a vet of crosstown KKSF, was initially hired as programming assistant, then promoted to MD. Two other KRQR vets also remain: promotions director Denise St. Louis and production/imaging guy Jack Perry. "Jack and Denise are creative and hardworking and have an excellent sense of who Alice is supposed to be."

Indeed, every idea brought to the table is deemed either "Alice" or "not Alice." "I know we've hit the mark when someone says, 'That's so Alice,'" says Kaplan. "Everybody on this staff has taken the station personally. Alice is a terrific collaborative effort that's due, in no small part, to GM Steve DiNardo's personal vision of this station [and] his decision in the beginning to move KRQR in this direction."

In another case of radio making strange bedfellows, modern adult Alice is preparing to become the sister of modern mainstay KITS (Live 105), a station clearly affected by Alice's debut. Live 105's 12-plus numbers from the last year have dropped, 2.8-2.5-2.4-2.4-1.8. "Needless to say, we're all very interested to see how the dynamic will change," says Kaplan. "Should make for an intriguing summer."

Alice is still a work in progress, and that's the way it will remain, if Kaplan holds true to form. "I've never gotten too comfortable anywhere where I thought I was done," he says. "Music changes, people change, tastes change. If I ever start thinking this station is where it needs to be, I'm probably a step behind." KEVIN CARTER

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