

# Service.

*Courteous; efficient; thoughtful; unmatched; celebrated; gracious; willing; flawless; fine; unusual; alert; deft; helpful; extra; fast; expert; gallant; trustworthy; distinguished; meritorious; peaceful; professional; suitable; imposing; gratuitous; valuable; superlative; exalted; abiding; impressive; essential; dependable; perpetual; civil; honorable; superior; beneficial; eminent; diplomatic; satisfactory; unselfish; industrious; unique; continuous; meticulous; particular; prompt!*



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# CHR

## The Repeating CHR Music Cycle

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anything else, there is popular mass-appeal rap and non-mass-appeal rap. The trick is to play the hits of all genres.

"The doldrums cycle lasts longer than it should. During this period, we try to re-examine everything and end up removing the things that got us high ratings in the past: air personalities, exciting current music, and production values. We bland the station out from top to bottom and sacrifice the most important thing — CHR's entertainment value."

Zapoleon believes CHR's strength lies not in its gold library, but in its current music. With so many stations of all formats now relying on gold in one form or another, he sees titles burning out faster than ever. "Songs are like batteries. The first time around, when they're current, you can play them many times. When they become overly familiar, they burn out. Then, like a battery that rests, they'll work again but burn out more quickly each time they're overused as a recurrent or gold title. They have progressively fewer and shorter lives.

"Oldies are spice to CHR; they're a good quick fix at first, but soon lose their shine. People gravitate to CHR to hear today's hit music — to hear the vibe of what's happening on the current music scene — which is the essence of CHR, period."

### Teens: Future Shock

Having recently programmed Hot AC KHMZ, Zapoleon is quite familiar with the emphasis on 25+ listeners. However, he feels radio is dooming itself if it doesn't learn to sell younger demos.

"This is the first time in the history of radio where teens are being totally disregarded and their enormous buying power is being ignored. We've overanalyzed things. We [baby boomers] are a part of the largest group of teens ever, and a teen boomlet is coming next year. We'd better give this growing group of teens something to listen to, or this will be the first generation to grow into adulthood without the need to listen to radio for entertainment. Instead, they'll ignore

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radio the way radio has ignored them; they'll reach for the cable and punch up MTV or some other source.

"We need to worry about tomorrow and today. Sure the economy is bad out there, but the radio industry must take the responsibility to re-educate the agencies and media buyers. These people dictate

25+, and we blindly accept their pronouncements.

"Today's teens have more buying power than ever before, and it's time to tap into it. As this cell grows over the next decade, that buying power will increase dramatically, and radio should have a large piece of it. Each generation is more intelligent than the previous one, and we'd better be smart in how we approach the teens."

Can Zapoleon forecast and describe the "rebirth phase" of Cycle Five? "The exciting music will come out of the New Rock crossovers, just as it did last time. MTV is more ingrained, and if CHR observes what's happening around it, the format will be able to grow with an upcoming group of musically interesting and visually fascinating artists. This music is the wave of the future, and it will continue to cross just like good rock, pop, and R&B, which are all a part of the necessary balance. If we go too far in any direction, we risk being something other than CHR, and we enter the extremes phase."

## MOTION

KQIL/Grand Junction, CO PD Rick James takes the PD chair at crosstown KQIX replacing Charlie Michaels.

WKHQ (106KHQ)/Charlevoix, MI names Alex Tear MD.

Former WZOU/Boston PD Tom Jeffries returns to the station for afternoons; Karen Blake moves to middays ... WZPL/Indianapolis introduces an all-female morning show, with Patty Spittler joining Julie Patterson ... At

WZAT (Z102)/Savannah, GA Norm Tanner, from WRXR/Augusta, GA, joins for mornings, Dean Jaxon moves from mornings to afternoons, and PM driver Tom Winston exits.

KNIN/Wichita Falls, TX ups parttimer Joel Hurley to overnights/Public Service Dir., replacing Shannon Keyes ... WKQB (B95.5)/Jackson, MS adds Stan Smith for nights from crosstown WTYX ... KEWB (B94.7)/Redding, CA tabs Jack Clark from crosstown KNNN for overnights ... WDJK/Dayton greets morning man Todd Hudson, coming from afternoons at crosstown WGTZ.



COUNTDOWN TO WILMINGTON — Lindsey Buckingham (c) stepped out of the cradle long enough to visit with WSTW/Wilmington MD Tony Rogers (l) and Reprise's Bob Weil.



GIVING IT UP IN MOTOWN — Wilson Phillips stopped by WHYT/Detroit's studios for some on-air shenanigans. Hamming it up are (l-r) Wilson Phillips' Carnie and Wendy Wilson, EMI/ERG's Julie Travis, WHYT's PD Rick Gillette and Mark Wuggazer, EMI/ERG's Greg Thompson, the group's Chynna Phillips, and WHYT's Michael J. Foxx.