

Sharpe Shifts To 'LNK/Charlotte As PD

CHR/Pop WNCI/Columbus PD **Neal Sharpe** has been tapped to program **WLNK/Charlotte**. He replaces **Mike Edwards**, who exits the Jefferson-Pilot Pop/Alternative.



Sharpe

"Neal has a winning track record at some great radio stations and is ready to move into a more competitive market with a stronger company that mirrors his ambitions and values," said Jefferson-Pilot Radio/Charlotte VP/GM **Rick Jackson**. "Jefferson-Pilot is accustomed to winning and producing great radio — Neal clearly understands that focus."

Sharpe previously programmed **WJET/Erie, PA** and will join **WLNK** later this month. "We're thrilled to get Neal." J-P Radio Corporate VP/Operations & Programming **Don Benson** added. "His extensive experience and strong leadership skills will help **WLNK** realize its true potential and make it a competitive market force."

Vegas Wins Another CHR As KFMS Flips

Clear Channel's **Country KFMS/Las Vegas** flipped last Friday (1/7) at 3pm to CHR/Pop as "The New 101.9 Kiss-FM" under former **KSEQ/Fresno PD Rik McNeil**, who will also do afternoons. **McNeil** replaces **John Marks**, who will program co-owned **KWNR**. **KFMS** is running jockless and conducting a contest in which it will play 20,000 songs in a row, commercial-free, or pay out \$1 million.

"This is a great radio market — great radio needs to be here, and we are here to win," **McNeil** told **R&R**. "KLUC needed some competition to keep them honest. This market has room for someone to come in and do CHR right, and this is the company to do it."

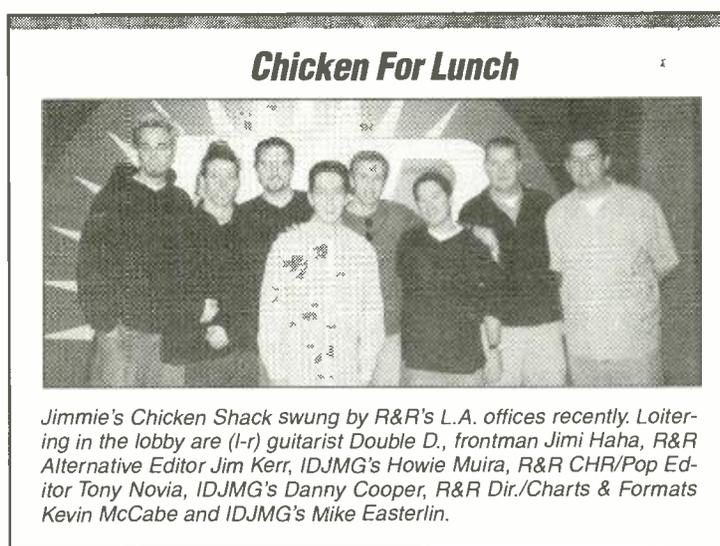
Prior to his programming/morning duties at **KSEQ**, **McNeil** held the morning drive position at **KTHT/Fresno, KBOS/Fresno**

Small

Continued from Page 3

"We respond to every manager's request for information or material within 24 hours, hopefully within 24 minutes," he said. "Our challenge as we grow is to maintain that same responsiveness, lack of bureaucracy and lack of administration with regard to the operating side." **Rosenblatt** says that while his employees never know where he is, every single person who works for **Tele-Media** has his cell-phone number.

Small groups aren't always the "mom and pop" organizations of the old radio days, either. **WPW's**



Chicken For Lunch

Jimmie's Chicken Shack swung by R&R's L.A. offices recently. Loitering in the lobby are (l-r) guitarist **Double D.**, frontman **Jimi Haha**, R&R Alternative Editor **Jim Kerr**, IDJMG's **Howie Muira**, R&R CHR/Pop Editor **Tony Novia**, IDJMG's **Danny Cooper**, R&R Dir./Charts & Formats **Kevin McCabe** and IDJMG's **Mike Easterlin**.

Zapis Taps Into Everstream As VP/COO

Twenty-five year industry veteran **Lee Zapis** has become VP/COO of Cleveland-based **Everstream**. The former President of **Zapis Communications** is also a board member for **Everstream**, which provides digital streaming of music content to daily online news sites, as well as the systems the sites need to generate revenue through online audio advertising.



Zapis

"Lee is a huge addition to our team," President **Stephen McHale** said. "This industry is changing by the second. We are building a team whose experience and creativity will allow us to respond to those changes as we stay leading-edge. Lee's experience — not only in ra-

dio, but in all aspects of the business and technology — will help **Everstream** set the future."

Zapis added, "All of us at **Everstream** are focused on giving our affiliates the tools to generate more revenue and make their sites more useful and entertaining. We are full service. Our partners input copy, delivery schedules, banners and other links. We do the rest. Through a variety of music formats, we can target an advertisement to a specific demographic. Because our partners are locally based, we also target by region. With a direct response and the ability to synchronize audio advertising with a banner ad, we have created a new targeted medium."

Tidwell Now OM Of AMFM/Columbia Trio

WCOS-FM/Columbia, SC PD/afternoon drive personality **Lance Tidwell** has been promoted to OM for the Country outlet, as well as **AMFM's Sports/Talk WCOS-AM** and **News/Talk WVOC-AM**.

Tidwell arrived at **WCOS-FM** last August from **KTOM/Monterey, CA**, where he was PD/afternoon driver. Prior to joining **KTOM** in July 1997, he programmed **KIZN/Boise**.

Replacing **Tidwell** in afternoon drive on **WCOS-FM** is **KYGO/Denver** evening personality **Bryan Thomas**, who will also be Asst. PD.

and **KEDG/Phoenix**.

The first staff hiring is **WFLZ/Tampa** swinger **Buck Head**, who joins for nights. Speculation is the station may be the first in the **Clear Channel** group to syndicate legendary **KIIS/Los Angeles**

morning driver **Rick Dees**. The station can soon be heard at www.kissfm1019.com. Meanwhile, **KFMS** Asst. PD/MD/morning driver **Shari Singer** segues to mornings at **Oldies** sister **KQOL**.

Madison worked for **ABC/Cap Cities, Infinity** and **Marathon Media** before starting **WPW** in 1997. Many other small-group managers are people who have left big groups after a merger or management turnover.

"Coming from the major markets and having competed on the streets with **ABC, Infinity Broadcasting** and **CBS**, we'd like to think that we can do a pretty good job in the medium and smaller-sized markets," **Madison** said. "It's the background that we hope will give us a little edge."

R&R asked some of the heads of small radio groups to offer suggestions about how to survive in the

industry. Here are some responses:

- Get good management people and compensate them so that they won't leave. "If you are going to compete in this world, you have to have people who are the equal of any people out there," says **Triad's Benjamin**.

- Don't look to hire salespeople from your competitors. Either "home grow" new sales staff or look to hire from other industries. Stealing from your competitors only comes back to haunt you. People in other industries also have new perspectives on selling.

- Organize your management structure so that it is "flat." That fosters consensus-building and

EXECUTIVE ACTION

AMFM Resets Sales Posts In Dallas, Minneapolis

AMFM Inc. has elevated **George Laughlin** from Director/Sales to Sr. VP/Sales in Dallas. **KDGE-FM & KZPS-FM/Dallas** GSM **Doug Abernethy** rises to Laughlin's former post. In Minneapolis, meanwhile, **Scott Fransen** has been promoted from Director/Sales to Sr. VP/Sales, while **Dan Seeman** has been upped from Director/Marketing to Sr. VP/Marketing & Operations.

Laughlin and **Abernethy** report to **AMFM** Market Exec. VP/Dallas **Brian Ongaro**. **Laughlin** will direct the cluster's overall sales strategy and oversee all aspects of inventory control, key client relationships and sales personnel recruitment and development. Before his most recent promotion last year, **Laughlin** served as GSM of **KBFB-FM & KHKS-FM/Dallas**.

Fransen and **Seeman** report to **Minneapolis-St. Paul** Market Exec. VP **Mick Anselmo**. **Fransen** will work in tandem with **Anselmo** on cluster sales strategies and hold similar duties as **Laughlin**. **Fransen** began his career as an AE with **KFAN-AM & KEEY-FM/Minneapolis** for **AMFM** predecessor **Chancellor Broadcasting** in 1987. Since then he's served as LSM of **KDWB-FM/Minneapolis** and GSM for **KDWB** and sister **KTCZ-FM**. **Seeman** will handle all promotions and marketing operations for the company's **Twin Cities** cluster. He's been Station Manager of **KQQL-FM/Minneapolis** and GM of **KSGS-AM & KMJZ-FM/Minneapolis**.

Morin Moves Up To SVP/Midwest Sales At WW1

Greg Morin has been elevated to Sr. VP/Midwest Sales for **Westwood One**. He will oversee **Westwood One's** advertising sales in the **Chicago** and **Detroit** offices.

Morin most recently spent four years as an AE for the company. Prior to joining **Westwood One**, he was a sales representative with the **Meredith Corp.**

"Greg's passion for this business is extraordinary," said Exec. VP/Director of Sales **Peggy Belden**, to whom **Morin** reports. "His proven success and attention to new business development will take the **Midwest** region sales effort to the next level."

O'Brien Joins Cumulus As Dir./Nat'l Sales

Cumulus Broadcasting has named **Tom O'Brien** Director/National Sales. He will be responsible for managing the representation of **Cumulus' 311** radio stations in **61 U.S. markets** to the national media buying community.

Cumulus President/CEO **Bill Bunge** commented, "Tom will allow us to put the same focus on national and regional revenue that we currently put on local revenue."

O'Brien previously served as GSM for **Beasley's WXTU/Philadelphia**. He also spent 17 years at **Eastman Radio** as VP/Regional Manager.

She's A Star, And O'Shea's Named PD

Following its October 1998 Pop/Alternative sign-on, **Clear Channel's WQSH/Louisville** has now taken a more mainstream Hot AC approach, dropping its call letters for **WZTR** and replacing its "She" moniker with "Star." In addition, Hot AC **WQSM/Fayetteville, NC** programmer **Rick O'Shea** will fill **WZTR's** long-vacant PD position at the beginning of next month.

"Rick worked for our company before and did an outstanding job for us," **WKJK-AM, WQMF-FM, WTFX-FM, WYBL-FM & WZTR-FM** Director/Operations **C.C. Matthews** told **R&R**. "I feel he has what is needed to take us to the next level. We've been slowly evolving the station the last few months, and the Pop/Alternative tint is gone. There was a niche that liked that music, but unfortunately it was just a niche. As 'She,' the station was perceived as being young, and we need a bigger 25-54 number."

Prior to joining **WQSM** approximately 18 months ago, **O'Shea** did mornings on Hot AC **WMXL/Lexington, KY**.

quick response time.

- "Get out of the box; don't do things the way we did five years ago," says **Tele-Media's Rosenblatt**. Everyone is saying it is time to come up with new ideas, but most managers aren't using that philosophy in their work.

Michaels

Continued from Page 3

kept me very busy, but are things that have been very well-received. This promotion is the culmination of a lot of that."

Michaels began his career in 1975 at 500-watt daytimer **WHEX-AM/Columbia, PA**, doing news and

- If you have worked in major markets before, impart some of your experiences to the managers who haven't. According to **WPW's Madison**, "Whatever people can bring to the marketplace to help the stations grow and compete in a professional manner takes the stations a long way."

weekends. He then joined **WNOV-AM & WQXA-FM/York, PA** and eventually rose to Research Director and Sales Manager for **WQXA**. In 1988 he joined the sales staff of **WGAL-TV/Lancaster, PA**; did a brief stint as President/GM of **WVIQ-FM/St. Croix, USVI**; and then relocated to **Dallas** to work for **Arbitron**.