



# WGCI-FM & WVAZ/ Chicago Win Top Honors

Def Jam, DreamWorks honored for third straight year

The big winner at this year's R&R Industry Achievement Awards in the Urban and Urban AC categories was Clear Channel/Chicago, with WGCI-FM and WVAZ each picking up the Station of the Year award in its format.

In fact, WGCI's Elroy Smith (who's also OM for the Urban cluster in Chicago) and Tiffany Green were named Program Director and Music Director of the Year, respectively, for Urban. Adding both the Urban and Urban AC Personality of the Year trophies, Clear Channel ended up with six awards.

On the label side, DreamWorks won its third consecutive Gold awards in both Urban and Urban AC, while Def Jam/Def Soul won its third straight Platinum award in Urban. Read on to find out to what the winners attribute their success.

## Urban

### Station Of The Year: WGCI-FM/Chicago

This was WGCI's fifth win as Urban Station of the Year. "WGCI is like the McDonald's of radio," Smith said. "It's a brand that has embraced this city for over two decades. We clearly target the 18-34 audience and have held the No. 1 position in that demo. Our sound is bigger than life, and we have personalities who become a part of the lives of our listeners."

"If there is something that affects the African-American community in Chicago, we are the medium the community comes to for information. And, because of this, we are not afraid to stop the music and talk about these issues."

"I have an outstanding Asst. PD/MD in Tiffany Green. She is as strong in promotions as she is in programming and helps to keep WGCI reflective of the hip-hop lifestyle. Our mu-



Elroy Smith



Tiffany Green

sic standards are exceptionally high. Every song that we add and play is on the air for a valid reason. Our product is too important to be throwing anything on the air."

### Program Director Of The Year: Elroy Smith, WGCI/Chicago

Smith, who's been recognized on numerous occasions by his peers, also took home his own Industry Achievement Award for the first time. "Being No. 1 only lasts for the moment, and that moment is very brief," he said. "Therefore, I have to take on the philosophy to fight as though I am in last place every day."

"Overall, I am the most blessed man in radio — to be able to oversee WGCI-FM and WVAZ, as well as Gospel WGCI-AM."

### Music Director Of The Year: Tiffany Green, WGCI/Chicago

Green said she is honored to have won her first R&R Industry Achievement Award. About her first year at the station, she said, "What I've learned at WGCI is the importance of

patience, both personally and professionally. I've never worked at a station that is more professional or organized than WGCI. We keep everyone in the loop on every little detail.

"At the same time, I think I've been able to bring some of that street, grimy feel to WGCI. [Former WGCI Asst. PD/MD] Carla Boatner introduced hip-hop to WGCI, and I've been able to take it to the next level."

### Personality/Show Of The Year: Ed Lover & Doctor Dre, WWPR/ New York

In their first year back in New York — the city that gave them their start in the radio morning show game — Ed and Dre, along with sidekick Lisa G (who recently exited the show), have made a major impact in a very competitive market. Competing against their former home, WQHT/New York, the duo have once again earned the respect of their peers by winning their first industry award.



Ed Lover and Doctor Dre

"It's an honor and a privilege," Lover said, "and we accept this award graciously."

Dre, in his usual to-the-point way, added, "It's unbelievable."

### Platinum Label Of The Year: Def Jam/Def Soul

For the third consecutive year, Def Jam has brought home Label of the Year recognition in the R&R Industry Achievement Awards at Urban. Overall, it's the label's fourth win; it took home the Urban AC Label of the Year award in 2002.

### Gold Label Of The Year: DreamWorks

Currently heading up the DreamWorks promotion staff now that Garnett March has moved over to Geffen Records, veteran DreamWorks staffer

## STATION of the YEAR

Urban



Urban AC



Chris Barry said of the label's third win in both formats, "It's the dedication of the staff that keeps us so successful. Knowing the industry's current work climate, the staff continue to be focused on the job at hand and have the relationships with radio so they understand what we are trying to accomplish musically, from The Isley Brothers to Floetry — our two big stories of the year — and even with the buzz we had last year with Jerzee Monet."

### Label Executive Of The Year: Johnnie Walker, Def Jam/Def Soul

Johnnie Walker, who recently left Def Jam/Def Soul, is another first-time winner. "For me, when you get an award like this, it says one thing, and that is respect," she said. "It means your peers respect you for who you are, for all you have accomplished and achieved. And when you have your peers giving you this, there is no higher honor."

"I have to say there was a group of young people at Def Jam under me who had never worked in record promotion before, yet they came to me, learned from me and trusted me, and we have an awesome division because of those people. They were on the front line, taking the bullets, and they made me look good. So I have to thank them, first and foremost."

## Urban AC

### Station Of The Year: WVAZ/Chicago

This was WVAZ's first win on the Urban AC front. "V103 is an Urban AC radio station that is distinctly focused," OM Elroy Smith said. "Our path is very clear: We strive to supersede our 25-54 audience. The music mix is well-researched, but, at the same time, gut still plays a major role in our decisionmaking regarding the music. Otherwise, my cousin might as well program the station by learning how to read the research."

"I have a remarkable Asst. PD/MD at V103, Armando Rivera, and an on-

air staff that lives the format. I have strong leaders in [GM] Marv Dyson and Clear Channel Market Manager John Gehron, who truly support my conventional — and, more so, my unconventional — ideas."

### Program Director Of The Year: Toya Beasley, WRKS/New York

Of her first win at the R&R Industry Achievement Awards, Toya Beasley said, "It always feels good to be recognized by one's peers in this business, and I'm always surprised when I am recognized. At the same time when I think about it, I guess I have accomplished something, considering



Johnnie Walker



Toya Beasley

I've been at the same station for 14 years, holding both the MD and PD titles.

"I've been through format changes, ownership changes, PD changes and GM changes. And I'm still here! I believe I will leave my own legacy on Kiss, and I am very proud of that and extremely grateful for this recognition. And God alone gets all the glory."

### Music Director Of The Year: Karen Vaughn, WQHT/Miami

Another first-time winner, Karen Vaughn said, "Just being nominated with these other music directors — people I've listened to and admired in my career — is such a big thing for me. I would love to be a program director one day, and I believe earning an award such as this, voted on by my peers, says I have a chance."

"I also believe seeing women win awards like this helps to keep us in the forefront of the industry, and we can

Continued on Page 43

## LABEL of the YEAR Urban

PLATINUM



GOLD



## LABEL of the YEAR Urban AC

PLATINUM



GOLD

