



Rhythmic results bring a mix of maiden winners, repeat victors to R&R Industry Achievement Awards

First-Timers And Familiar Faces

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When R&R announces the winners of its annual Industry Achievement Awards in the rhythmic category, it's not unusual to hear names like Island Def Jam, Jimmy Steal, Erik Bradley and Big Boy. In fact, all four maintained their winning ways this year. However, it wasn't just the usual suspects, as R&R subscribers also cast their ballots for plenty of newcomers in a variety of award categories.

Winning Never Gets Old

As it turns out, Steal, PD of KPWR (Power 106) and rhythmic AC KMVN/Los Angeles, left the R&R Convention with the PD of the year title for the seventh consecutive time. And with the way Power is surging in the ratings, it came as little surprise. In the market's last diary book, spring 2008, the Emmis station ranked No. 1 in its target 18-34 demo and was tied for No. 4 among 12+ listeners.

Steal, who also serves as Emmis VP of programming, is quick to share the honor with his team. "They truly love what they do, and it really shows in everything we do," he says. "At Power, our passion drives our success."

Steal cites his "Big Boy's Neighborhood" morning show, midday Yesi Ortiz, afternoon hosts Syphe & De-Lux and night jock Felli (who doubles as mix show coordinator) for contributing "an incredible amount of energy every day at our Power 106 fun factory." Steal also acknowledges the efforts of the station's support crew: VP of marketing Dianna Jason, promotions director Fernando Lujan, promotions coordinator Biff Campos and the station's street team. And he singles out APD/MD/mixer E-Man, assistant MD Ryan Dillon and "our ridiculous mixers," along with imaging director Juice and support staffers Jeff Garcia and Vinny. "They know how to laugh and win—and that is the correct order,

laughing first, then winning," Steal says. He also gives props to the online team of Raul and Daniel and the leadership provided by market manager Val Maki and Emmis radio division president Rick Cummings.

From 1998 to 2002, WBBM-FM (B96)/Chicago APD/MD Erik Bradley collected the first five R&R awards in the MD category and then resumed the winning streak three years later. Even though Bradley has eight victories under his belt, he still appreciates the recognition.

"I'm so incredibly humbled and honored," Bradley says, thanking PD Todd Cavanah, senior VP/market manager Rod Zimmerman, the station's "amazing staff and all of the artists that we play on B96."

Big Year For Big Boy

One year after inking a syndication deal with ABC Radio Networks, "Big Boy's Neighborhood" has collected 35 affiliates and another award for personality of the year. Based at KPWR, Big Boy has bagged the award every year since 2000.

"I have to be honest: I knew we would win. We deserve it," he says unabashedly. "The crew works very hard on this show and it simply is the best. I'm slightly kidding, but we do truly love the fans and now that we're on across the country, we have the new oppor-



Big Boy



Steal

And The Award Goes To . . .

Station of the year (markets 1-15):

WBBM (B96)/Chicago

Station of the year (markets 16-50):

KQKS (KS107.5)/Denver and WLLD (WiLD 98.7)/Tampa (tie)

Station of the year (markets 51-100):

KPHW (Power 104.3)/Honolulu and KDON/Monterey (tie)

Station of the year (markets 101+):

KZFM (Hot 99.5)/Corpus Christi, Texas

OM/PD: Jimmy Steal, KPWR (Power 106)/Los Angeles

MD: Erik Bradley, WBBM (B96)/Chicago

Personality/show of the year: "Big Boy's Neighborhood,"

KPWR (Power 106)/Los Angeles

Label promotion executive: Rick Sackheim, Island Def

Jam Music Group

Label: Island Def Jam Music Group



Bradley

tunity to make new people laugh in neighborhoods from coast to coast."

Another repeat winner: KZFM (Hot 99.5)/Corpus Christi, Texas, for station of the year in markets 101+. The Malkan station has owned the prize since 2005 and consistently rules its market. Commenting on the station's perennial success, OM/PD/morning show host Ed Ocanas says, "We program from the gut and with a passion for music to our listening area. There is no song too small or too big for us to play. If we feel our audience will love it, we go for it."

A stable lineup is another key to the station's success, according to Ocanas, who, along with chief engineer John Gifford, has worked at KZFM for 19 years. Mixers DJ Phillip and DJ N R Jenz and APD/MD/morning show co-host Arlene Cordell have also spent more than a decade with the station. Ocanas says, "My newest on-air staff member has been at KZFM for three years."

First Taste

While Island Def Jam Music Group has amassed seven R&R Industry Achievement Awards, 2008 marks the first win for senior VP of promotion Rick Sackheim. "It's an honor that my peers in the industry and radio have presented me with this acknowledgment. I have been extremely lucky to work with artists that have such amazing



Sackheim

creativity. Working under the guidance of [chairman] Antonio 'L.A.' Reid and [president/COO] Steve Bartels has been the most rewarding experience in my career."

There were two ties this year in the station categories. For markets 15-50, CBS Radio's WLLD (WiLD 98.7)/Tampa shared the honor with Lincoln Financial Media's KQKS (KS107.5)/Denver. WiLD 98.7 PD/morning show host Orlando offered thanks "to every WiLD Squad member, from programming to promotions and from sales to management. WiLD is a beast of a station because of the people that give this place its bite."

Cox's KPHW (Power 104.3)/Honolulu tied with Clear Channel's KDON/Monterey for station of the year, markets 51-100. OM/PD/morning show host Sam Diggedy thanked the KDON staff, from his "right-hand man, APD/MD Eric 'the Funky 1,' down to the interns. They have the upmost pride in this product and know how to adapt as radio changes with the times. With the 'whatever it takes to win' attitude, they can handle any challenge or obstacle. Radio has definitely changed but that doesn't mean the winning attitude should, and our staff is a great example of that."

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