

KRTH (AM) Sold, Soon To Go Hispanic

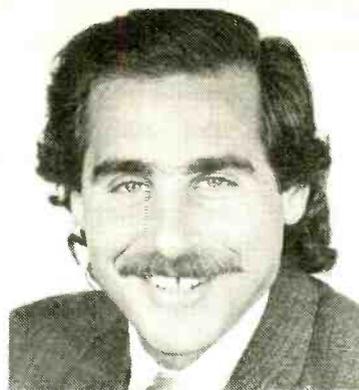
Beasley Broadcast Group has sold KRTH (AM)/Los Angeles for \$23 million to Liberman Broadcasting. The station, which was once one of the country's premier CHR outlets and more recently ran a 1955-65 Oldies format, will switch to a Hispanic approach once the transaction closes. Two weeks ago Beasley furloughed 19 employees of the AM facility and began simulcasting Gold-formatted KRTH-FM.

Beasley COO Jim Keating noted, "This (sale) will enable our company to improve and strengthen the financial base for our L.A. acquisition and enable KRTH-FM to realize its full potential in the market."

Liberman President Jose Liberman said his company will seek a waiver from the FCC to retain Orange County combo KWIZ-AM FM/Santa Ana, which is located 40 miles south of the KRTH transmitter.

"We know that KRTH will be switching to Spanish," said Liberman, "but we're not sure what's going to be happening with the stations in Orange County. Currently the AM is Spanish and the FM is English-speaking AC."

Beasley took over the KRTH combo earlier this year from RKO Radio for \$86.6 million. Under the call letters KHJ the station was RKO's influential CHR flagship from 1965 until 1980, when it changed to Country. It adopted a unique "Car Radio" format featuring frequent traffic reports interspersed with CHR music from 1984 to '85, when it became Oldies KRTH (AM).



Mike Glickenhau

Glickenhau Manages XETRA-FM

Ten-year XETRA-FM (91X)/San Diego staffer Mike Glickenhau has been promoted from GSM to Station Manager at the Noble New Rock outlet. He will be responsible for overseeing all aspects of the station's management, including sales, promotion, and programming.

"91X and NewsRadio XETRA (AM) are two diverse and complicated stations that require direct and separate leadership," remarked Noble Exec. VP/COO Norm Feuer. "We have full confidence that Mike will lead 91X to new heights with his creative and energetic management style."

GLICKENHAUS/See Page 39

Rozzo Set As WIOQ GM

Gil Rozzo, VP/GM at Gold-formatted KLUV/Dallas, has taken the GM slot at CHR WIOQ (Q102)/Philadelphia. He replaces Mike Marder, who exits.

Rozzo told R&R, "I've known (EZ Communications President) Alan Box for 12 years and have always wanted to work with him and for EZ. They've always been at the top of my list."

"OM Mark Driscoll and his team do radio the way it should be done, by stimulating the mind and senses," Rozzo added. "While the music is a very important part of this format, it's those little things between the music that really make Q102 a killer. It's extremely exciting for me to be here overseeing this radio station."

ROZZO/See Page 39

Daniel Elektra's New VP/Urban Marketing



Doug Daniel

Former Elektra promotion exec Doug Daniel has returned to the label as VP/Urban Marketing.

"The importance of black music at Elektra Entertainment is well documented," noted VP/Promotion Brad Hunt. "It requires an extremely able black executive to lead us into the '90s. After an extensive search, we decided that Doug was that person. I've worked with him previously, and he's always proven himself to be an extremely creative and capable promotion man."

"There's not a lot to say, just a lot to do," said Daniel. "My mission is really simple: to acquire, develop, market, promote, and sell the best recording talent available; and to recruit and develop the best marketing and promotion team possible, with WEA's distribution team as my best ally to restore

DANIEL/See Page 39

AM ADOPTS JAZZ

KKGO Makes Year-End Fulltime Classical Flip

Longtime Jazz station KKGO/Los Angeles, which began airing eight hours of classical music when KKBK (formerly KFAC) switched away from the format in favor of its current contemporary presentation last month, announced it will increase to fulltime Classical beginning with the new year.

KKGO President/GM Saul Levine told R&R, "With the introduction of the Wave format (on cross-town KTWV), our base of Jazz listeners has eroded significantly. We're going with our best

economic alternative, which is to go with Classical on FM and move Jazz to our AM."

The AM, which will be known as KKJZ, is a 25,000-watt facility located in Hesperia, about 40 miles northwest of downtown Los Angeles.

KKGO/See Page 39

Weed Joins KYKY As PD



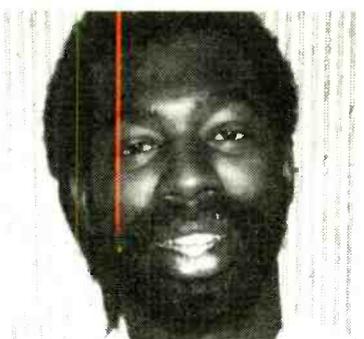
Steve Weed

Former KMGJ/Seattle PD Steve Weed has accepted the programming post at EZ's KYKY/St. Louis. The position had been vacant for six months following Doug McGuire's promotion to EZ VP/Programming East.

Weed told R&R, "My biggest challenge is to not mess things up. This is the kind of opportunity PDs dream about. It's a winning station with a great manager (Karen Carroll), a great airstaff, and a landmark morning show (Phillips & Wall). There are some great fourth quarter promotions planned that I'll be finalizing and implementing."

WEED/See Page 39

Einstein OM, Butscher PD At WHFS



Michael Butscher

WHFS/Annapolis, the Baltimore/Washington area's bastion of progressive AOR for two decades, has upped longtime PD David Einstein to OM and named former Classic Rock WGRX/Baltimore Asst. PD/MD Michael Butscher as PD.

"Michael is no stranger to the area, and has extensive knowledge

WHFS/See Page 39

SMALL MARKET MONOLITHS

Winning radio stations are not limited by market size, as proved by the case studies of three small market ACs with mind-boggling numbers. Boise, Topeka, and Tyler tales inside.

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