

I N S I D E:

**MAJOR-SUMMIT DEAL:
SIGN OF THINGS
TO COME?**

Major Broadcasting's \$19 million purchase of Summit's WFYR/Chicago may signal an invigorated station trading marketplace, according to broker Ben LaRue. Also in Radio Business:

- Worldwide satellite DAB system proposed
- FCC approves Class A power boosts
- Group W, Dow Jones buy FNN
- Katz buys Beantown boutique

Page 8

**WE INTERRUPT
THIS PROGRAM . . .**

Are you constantly getting interrupted? You're not alone. This week's Management section tells you how to minimize daily distractions and work more efficiently.

Page 14

**IS MAINSTREAM CHR
LYING TO ITS AUDIENCE?**

Are mainstream CHRs that make a big deal about "variety" really delivering on that promise? In many cases, the answer is a resounding no.

Page 40

**HIRING THE RIGHT
TALK TALENT**

"The biggest mistake PDs make is they don't get to know the person behind the airwork," says consultant Bill McMahan, who's developed a proven system to accurately assess talk talent.

Page 39

**ORLANDO AC DROPS IN,
TAKES OVER**

Mike Kinoshian profiles the incredible debut of Orlando drop-in WMMO, which finished No. 1 both 18-34 and 25-54.

Page 50

Newsstand Pri



**Gannett Unveils
'Stealth DAB'**

The Gannett Company Monday (2/11) unveiled its secret digital audio broadcasting project (R&R 1/25) — DAB technology it claims will operate in the FM band and possibly the AM band without displacing existing analog stations.

"No new FCC license will be required" for the in-band DAB approach, Gannett VP/Finance Dan Ehrman told the Radio Operators Caucus at its Washington, DC gathering. He claimed

only minor changes in the FCC's technical rules would be required for implementation of Gannett's system.

Ehrman criticized the NAB for embracing the Eureka 147 DAB system (R&R 2/1), claiming it poses "numerous risks for broadcasters" and could drive down station values by creating thousands of new competitors. He claimed an in-band solution would make "the possibility of a spectrum sale or auction for DAB less likely."

After hearing presentations from both the NAB and Gannett, ROC members voted to withhold an endorsement of "any specific technical standard, pending further technical evaluation."

Gannett claims its DAB system will be ready for a public demonstration at April's NAB 'STEALTH DAB'/See Page 34

Changes Rock WW1 Radio

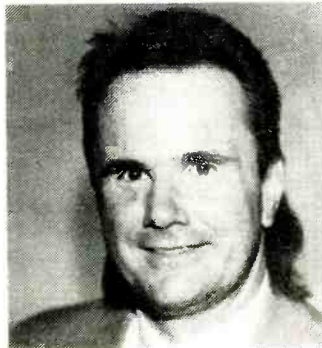
**Moore Named Exec.
VP/Stations Group;
Kakoyiannis Exits**

Former KRLA & KLSX/Los Angeles VP/GM Bob Moore has been named Exec. VP/Westwood One Radio Stations Group. He replaces Mike Kakoyiannis, who's left the company.

"Mike leaves a lot of friends at Westwood One, and we wish him good luck," remarked WW1 Chairman Norm Pattiz. "However, we wanted to move this position to our L.A. headquarters, and Mike's ties are in New York.

"I've known Bob for a long time and have always been impressed with his abilities. I think he's at that stage in his career where he should be running a group of stations. Besides, any former Sales Manager of KCOP can't be all that bad." At separate times, Pattiz and Moore both ran the sales department at KCOP-TV/Los Angeles.

"I've had an extremely fulfill-



Bob Moore

ing job for the past decade, but the opportunity to work with Norm and the entire Westwood One family, as well as the challenge of overseeing the Westwood One Stations Group, is a once-in-a-lifetime opportunity," said Moore. "I look forward to new growth and development throughout the 1990s." Prior to joining KLSX (then KHTZ) in 1980, Moore was also in TV at L.A.'s KABC.

Westwood One operates KQLZ (Pirate Radio)/Los Angeles and WNEW (AM) & WYNY/New York.

**Shannon Departs As
Pirate Enters AOR
Waters**

After weeks of market speculation of a format adjustment at Westwood One Rock CHR KQLZ (Pirate Radio)/Los Angeles, the station flipped to current-based AOR February 14. Pirate VP/Programming/morning personality Scott Shannon has exited; he completed his last show the day before the switch.

At presstime no news of a new PD, morning personality, or other staff changes could be confirmed, but the Pollack Media Group is consulting.

WW1 Chairman Norm Pattiz told R&R, "Pirate Radio will continue . . . however, the presentation will change and the music will broaden. This is a franchise with a million come, and you can't walk away from that. Scott was part of the decision process and will enjoy an ongoing relationship with WW1 with his radio show." Shannon had no comment.

**Sigerson To
Polydor
Presidency**



Davitt Sigerson

Veteran producer Davitt Sigerson has been named President of Polydor Records, U.S., sister label to A&M, Island, and Mercury, and a member of the PLG family.

"Working with new music has been my greatest professional love," said Sigerson. "Polydor has a deep history, as well as a young and developing artist roster. The chance to grow to a new level from such strong roots was too exciting to miss . . . even at the cost of getting a real job."

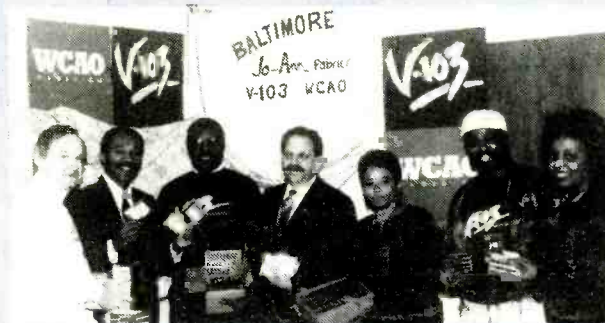
"Davitt comes with an interesting worldwide experience of music and artistry," noted PolyGram U.S. CEO Alain Levy. "He's shown great intelligence and taste in his previous endeavors. It will be up to him to bring these qualities to the existing Polydor roster and to the new artists he will sign. Then he might even get a real job."

Sigerson — who will be responsible for all creative functions with each domestic Polydor release — produced records for David & David, the Bangles, Olivia Newton-John, and John Waters, among others. He was formerly a music journalist and recording artist, most recently as part of the Royal Macadamians.

Soldier Support From Stations Surges



F M 106.1 WBLI
BLOCKBUSTER VIDEO



Radio's support for American troops in the Persian Gulf has continued unabated in the fourth week of the war. Seen clockwise from left, WBLI/Long Island, NY teamed up with Blockbuster Video to give away thousands of buttons supporting the USO. KIS-AM & FM/Los Angeles morning man Rick Dees helped stage "Hands Across Hollywood," which featured a 600-foot yellow ribbon tied around the landmark Cinerama Dome. Five thousand biodegradable yellow balloons were launched, symbolizing the desire for the troops' safe return. WDBR/Springfield, IL staffers took advantage of a five-inch snowfall to build — and then go cheek-to-cheek with — a Saddam Hussein snowbust. Summit Broadcasting's WCAO & WXYV (V-103)/Baltimore sent 5000 country and urban cassettes to the Persian Gulf with a scroll containing 500 messages of luck and love.