

Maximize Visibility



x Cost effective plastic banners for your station.

x We print any logos or designs in up to four spot colors.

x Perfect for concerts, public appearance, expos & giveaways.

x Packaged on a roll and easy to use.

1 / 8 0 0 - 2 3 1 - 6 0 7 4



P.O. Box 750250
Houston, Texas 77275-0250
713/507-4200
713/507-4295 FAX
ri@reefindustries.com
www.reefindustries.com

Street Talk®

Continued from Page 26

Susquehanna's **KSAN/San Francisco** on Monday (3/13) changed its Classic Hits format to full-blown Classic Rock with the motto "Classic Rock That Rocks." The old KSAN ended its run with Elton John's "Goodbye Yellow Brick Road," which gave way to George Thorogood's "Bad to the Bone" as The Bone's first song. Core artists will include AC/DC, Aerosmith, Van Halen, Led Zeppelin and Rush. As part of the format evolution, morning personality Darian O'Toole exits.

KRBE/Houston PD **John Peake** will be leaving the station on April 1 (no foolin'!) to pursue other opportunities. Strong money is on APD/MD **Jay Michaels** to get the stripes.

Several high-profile GM departures to report: **Bruce Mittman** is out at WAAF/Boston; **Tom Baker** will now run all of Entercom's Boston stations. In Washington, DC, **Mark O'Brien** resigns from WASH-FM and WWDC-FM. Could O'Brien's apparent on-air argument with DC101 morning man Elliot Segal last month over a joke about a lobster (and Segal's subsequent one-day suspension) have something to do with the resignation? At any rate, AMFM's **Catherine Meloy** and **Bennett Zier** will handle the stations until they're turned over to Clear Channel.

From Cleveland With Love ... The Hi-Fi Club!

Famed ABC-TV comedian **Drew Carey** will now serve as host of his own weekly radio show. The two-hour *Drew Carey's Hi-Fi Club*, distributed by United Stations Radio Networks, will feature swing, surf, salsa and ska — along with Drew's favorite lounge music. The show debuts the week of April 3.

WXTB/Tampa's **Bubba The Love Sponge** settled a lawsuit filed against him by a *Tampa Tribune* reporter and his wife, the *St. Petersburg Times* reports. No details of the settlement were available. The suit was filed after Bubba allegedly ridiculed the woman about an accident in which one of the plaintiff's daughters was killed.

Legendary Los Angeles call letters **KHJ** are returning to Southern California airwaves. Although the FCC has long abandoned three-letter calls and KHJ was retired in 1986, owner Liberman Broadcasting petitioned the commission to allow them to re-adopt KHJ. Why? According to the station's Chief Engineer, Jerry Lewine, the station's new calls — **KKHJ** — weren't exactly Spanish-friendly. The first two letters are pronounced "KaKa" in Spanish, a none-too-pleasant scatological reference. So, in a rare decision, the

Rumbles

- WKQX/Chicago Marketing Dir. **Steve Levy** segues to crosstown Classic Rocker WXCD as APD.
- WDBR/Springfield, IL MD/afternoon personality **Michael T.** exits.
- **Jeff Dorf** is promoted from Dir./Sales to VP/Sales at USA Radio Network.
- **Ed Baer**, 14-year morning man for WHUD-FM in New York's Hudson Valley, is retiring.
- **J.J. Jackson** returns to KLOS/Los Angeles as the new host of the Sunday night *Seventh Day* program.
- **Big City Radio's** planned trade of its 100.3 MHz Phoenix signal — presently one-third of Alternative trimulcast "The Edge" — for a signal based in Casa Grande, AZ at 105.5 MHz has been canceled. The Edge, which originates from KEDJ's 106.3 MHz signal, recently added a third signal at 106.5 MHz. The station still plans on using those two signals alone to become "Edge 106," while the 100.3 signal will be retained by Big City in an as-yet-unspecified role.
- **WWWX & WXWX/Appleton, WI** ups night slammer **AJ** to MD.
- **Mondosphere Broadcasting** is abandoning the NAC/Smooth Jazz format this Friday (3/17) at two of its stations, **KQJZ/San Luis Obispo** and **KSMJ/Bakersfield**. No word yet on which formats will replace NAC/SJ.
- Longtime **WKFR/Kalamazoo, MI** PD **Dave Michaels** exits; APD/MD **Woody Houston** assumes PD duties.
- **KMTT/Seattle MD Dean Carlson** leaves for "The Dial," an Internet company that produces music and DJ content for websites.
- **Saul Levine's Mt. Wilson FM Broadcasters**, which is dropping the Adult Standards format from its KGILL.A. (see story, Page 3), has already done so at Bay Area **KJQI-AM/San Rafael, CA**. The station is now back to Classical and has adopted the moniker "K-Mozart" and new calls **KMZT**.
- **Veteran San Diego Talk** host **Mark Larson**, who is GM and a host for Salem Communications **KPRZ-AM/San Diego**, adds a daily show on crosstown **KCBQ-AM**, which operates under an LMA with Salem. Larson, perhaps best known from the 18 years he spent at crosstown **KFMB-AM**, now hosts 3-4pm on **KCBQ**, and 4-5pm on **KPRZ**.
- **Clear Channel's KARO/Boise, ID** drops Classic Rock to compete with crosstown **KZMG** as a CHR. The station is currently commercial-free and jockless.
- **WDAY-FM/Fargo, ND** appoints morning man **Chris Pickett** PD.
- **WRTS/Erie, PA** PD **Beth Ann McBride** decides not to step down for the PD position at **WSSS/Charlotte**.
- **MTV Beat Suites** co-hosts **Star & Buc Wild** join Miss Jones and DJ Enuff for *Another Reason to Hate Getting Up in the Morning*, **WQHT/New York's** aptly titled breakfast show.

FCC is permitting the station to once again use KHJ as its legal calls. The station began using them Wednesday (3/15).

Continued on Page 31

FM TALK IS HAPPENING!

Give us a call and we'll share with you our "Recommended 24 Hour Line-Up" Including: • Ed Tyll — Noon to 3p EST
• Rick Emerson — 3 to 7p EST
• John & Jeff — 1a to 6a EST ...and others

Affiliates include: **KLSX-FM Los Angeles** • **WCKG-FM Chicago**
WKRX-FM Detroit • **WINZ Miami** • **WZZR-FM West Palm**
WPEX-FM Greenville, and more...
Stations Flipping Woohdy..

Be the first in your market to call!
Call us and we'll help you launch your FM Talk Station for FREE!

Listen 24/7 on **fisherentertainment.com**



831-420-1400