

CHR

GENERATION

NEXT

You want the hits and we've got them! From **Jacor** CEO **Randy Michaels** to the brilliance of songwriter **Diane Warren** and the consultancy savvy of **Jerry Clifton**, **Mike McVay**, **Bill Richards**, **Guy Zapoleon**, and **Dan Vallie**. We go right to the top with **Evergreen** promotion genius **Bev Tilden**, talent trainer **Randy Lane**, and master marketer **Al Ries**. We stay hot with **Emmis** VP/Programming **Rick Cummings** and programming guru **Steve Rivers**, new **Jacor** CHR kingpin **B.J. Harris**, and a power list of label VPs/Sr. VPs and independent consultants.

R&R's debut CHR special was created to present you with a wide range of up-to-the-minute, key topics with some of the best and brightest that our business has to offer. We hope that you will take the time to read this special and use it to learn, teach, and hopefully pass it along to others to do the same.

Today and looking ahead, the format is healthy and growing at a steady pace from both a ratings and revenue standpoint. By far our format is still the most challenging and the most exciting format up and down the radio dial. The pop music cycle has reared its head again, and the future looks promising.

CHR is still the come king and, with an estimated 350 CHRs in the country, the format still rules when it comes to retail, with current top sellers like the **Spice Girls**, **Hanson**, **Notorious B.I.G.**, **Mary J. Blige**, **Jewel**, **Celine Dion**, and **No Doubt** topping the charts. So what challenges does the format face in Generation Next?

For the answer I turned to master programmer **Steve Rivers**, who offered this thought: "We'll still be writing about the format we live into the next century. I can certainly imagine that listeners' tastes and entertainment demands will continue to change, and as always, those of us who can best 'read the room' will reap the ratings benefits.

"However, when you break it down, the basics of CHR haven't really changed all that much over the last 40 years. People expect CHR stations to provide them with the latest hits and exciting contesting, along with a dynamic, entertaining presentation. That was as true with the early **Storz Broadcasting** stations as it is with **WKTU** or **WHTZ/(Z100) New York** today."

Since **Rivers** mentioned **Storz**, I'd like to begin this special with an acknowledgement to everyone who makes this format possible every day, particularly some of the innovators of the format, including **Gordon McLendon**, **Todd Storz**, **Rick Sklar**, **Bill Drake**, **Paul Drew**, **Kent Burkhardt**, and **Mike Joseph**, to name a few. Without them, it's more than likely many of us would not be here. Back in 1977, **R&R** produced a special called "The Top-40 Story." To demonstrate the cyclical nature of CHR, we have decided to reprint **Burkhardt's** assessment of CHR in 1977, along with a 1997 State Of CHR by **Emmis's Rick Cummings**.



Tony Novia