



• After entertaining millions at night at Radio One CHR/Pop WGTZ/Dayton, **Frye Guy** (possibly pictured at left) is rewarded with MD stripes by PD Scott Sharp.

Hey, super-size this!

### Jack/Mike/Zeke, Etc.

• **AC WMHX (Mix 93.9)/Springfield, IL** joins the hundreds of stations leaping onto that wildly careening "We play anything" bandwagon as the new "93.9 Abe FM."

• Last week, Entercom Hot AC **WOZN/Greensboro**, formerly known as "The Zone," also activated the "We play anything" machine. This week it broke the once-sacred one-syllable "Jack/Bob/Fred/Ben" name rule by unveiling its new moniker: Say hello to "**98.7 Simon**."

• **KTMT-FM/Medford, OR** flipped from CHR/Rhythmic to "93.7 Mike FM." Yup, they also "play anything!" Stay tuned for what we fear will be many similar announcements.

### Quick Hits

• **WKSC (103.5 Kiss FM)/Chicago** fills its gaping midday opening with the lovely and talented **Adam Smasher**, who recently left afternoons at **WNKS/Charlotte** after six years.

• **WXTB (98 Rock)/Tampa** is about to deliver the minimum daily adult requirement of Puddin' to its audience: Please welcome new morning host **Puddin'**, currently doing nights at Clear Channel sister **WEBN/Cincinnati**. Puddin'

will team up with existing co-host Phatty, the artist formerly known as Spice Boy. They replace the syndicated **Monsters** show, last heard on 98 Rock in December 2004.

• **Heather Martinez** is the new midday personality on Infinity Urban AC **KDJM (Jammin' 92.5)/Denver**. Martinez, currently doing afternoons at **KELZ/San Antonio**, will have to learn to ski ... like now.

• **WWYL/Binghamton, NY PD/MD KJ Bryant** promotes swing jock/imaging freak **Mark Money** to nights.

• The syndicated **Ace & Tj Show** continues its march across Alabama with the addition of Styles Media CHR/Pop **WLDA (Wild 100)** in exotic Dothan, AL. No injuries were reported.

• **Beasley Classic Rocker WRXK (96 K-Rock)/Ft. Myers** plays juggle-the-jock in the wake of Howard Stern's departure last week: **The Stan and Haney Show** shifts from afternoons to mornings, and **The Liz Wilde Show** moves from nights to afternoons. The syndicated **Nights With Alice Cooper** debuts in nights, followed by **The Phil Hendrie Show**.

• The diminutive-yet-assertive **Athena Matsikas**, last seen wandering Bourbon Street after **WKZN/New Orleans** blew up, has found a new radio home: afternoons at Hot AC **KMHX/Santa Rosa, CA**. **KMHX PD Brandon Bettar**, who moves back to middays, says, "I promised her all the spoils of the wine country, which I'm praying she forgets soon."

### Formats 'N' Stuff

Cumulus launches a Hispanic-targeted CHR/Rhythmic station in Santa Barbara: **KKSB** is now "103-3 The Vibe, Hip-Hop Y Mas," playing a combination of hip-hop, R&B and reggaeton records with English-speaking personalities. Former **KCAQ/Oxnard, CA** morning co-host Mambo joins as MD and will handle PD duties until a permanent PD is hired. New **KVYB** calls are pending. The 103.3 frequency, which booms up and down California's Central Coast with 105,000 watts of music power, is the former home of sister AC **KRUZ**, which moved to 97.5 last week.

### Baby Poop

• Congrats and best wishes to Arista/RCA Music Group VP/Adult Formats **Etoile Zisselman** and her husband, **Marc**, on the birth of their second daughter: **Remi Paige** arrived April 5 and weighed in at 6 lbs., 10 oz.

### ST Shot O' The Week



This Just In: Rock Stars Can Read! Roadrunner's own Theory Of A Deadman came by to check out R&R's palatial new offices, perform a short acoustic set and pick up the latest issue of R&R. After someone noticed that the cover price was \$6.50, the budget-minded band decided to share.

• Much love to one of our all-time faves, Warner Bros. Records VP/Promotion **Felicia Swerling-Suslow** and her husband, **Artur**, on the birth of their first child. Son **Brenden Artur** arrived eight days early, showing up at 12:16pm on April 10, weighing in at 6 lbs., 11 oz and measuring 20 inches in length. Everyone involved in the project from its inception is doing great.

## TELEVISION

### TOP 10 SHOWS Total Audience (109.6 million households)

- 1 *Desperate Housewives*
- 2 *American Idol (Tues.)*
- 3 *American Idol (Wed.)*
- 4 *CBS NCAA Basketball (Illinois vs. North Carolina)*
- 5 *CSI*
- 6 *Survivor: Palau*
- 7 *Grey's Anatomy*
- 8 *Lost*
- 9 *60 Minutes*
- 10 *Without A Trace*

### April 4-10 Adults 18-49

- 1 *Desperate Housewives*
- 2 *American Idol (Wed.)*
- 3 *American Idol (Tues.)*
- 4 *CBS NCAA Basketball (Illinois vs. North Carolina)*
- 5 *Grey's Anatomy*
- 6 *CSI*
- 7 *Survivor: Palau*
- 8 *Apprentice 3*
- 9 *Lost*
- 10 *House*

Source: Nielsen Media Research

## FILMS

### BOX OFFICE TOTALS

April 8-10

Title	Distributor	\$ Weekend	\$ To Date
1	<i>Sahara</i> (Paramount)*	\$18.07	\$18.07
2	<i>Sin City</i> (Miramax)	\$14.15	\$50.76
3	<i>Fever Pitch</i> (Fox)*	\$12.40	\$12.40
4	<i>Guess Who</i> (Sony)	\$7.02	\$51.02
5	<i>Beauty Shop</i> (MGM/UA)	\$6.81	\$26.12
6	<i>Robots</i> (Fox)	\$4.66	\$111.04
7	<i>Miss Congeniality 2...</i> (WB)	\$4.18	\$37.53
8	<i>The Pacifier</i> (Buena Vista)	\$3.12	\$100.57
9	<i>The Ring Two</i> (DreamWorks)	\$2.87	\$72.28
10	<i>The Upside of Anger</i> (New Line)	\$2.50	\$12.26

\*First week in release. All figures in millions.

Source: ACNielsen EDI

**COMING ATTRACTIONS:** Opening in limited release this week is *State Property II*, which stars and was written and directed by **Damon Dash** and features such recording acts as **OJ' Dirty Bastard**, **Cam'ron**, **Mariah Carey**, **Beanie Sigel**, **Noreaga** and more.

— Julie Gidlow



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