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for stations, syndicators, advertisers and agencies.

Radio

AdBiz™

From the Publishers of Radio Business Report Inc., 16 Years

Volume 3, Issue 1 January 1999

GM Reorganizes, Radio Gains

**Ad agency shuffle
leaves some in the cold**

by Jim Allen



1999 Chevrolet Silverado

Auto industry insiders and radio ad reps say General Motors' (N:GM) recent announcement of a new marketing strategy and a restructuring of its reported \$500M-plus annual ad program could mean a "big cash bonanza" for radio this year.

"As it currently stands, Dealer Marketing Groups (DMG) collect one percent of the Manufacturer's Suggested Retail Price (MSRP) from GM for use in advertising. In some areas, for example, the DMG keeps 60% for regional advertising and gives 40% to individual dealers for local advertising. The new GM marketing plan discontinues financial support for the approximately 900 DMGs, GM's national ad agencies will now handle the regional buys, and most individual dealers will end up with more money in their local advertising accounts through

continued on p. AB 2

SyndicationNews

United Stations
gets House of Blues,
Mancow gets co-host
Page AB2

AdBiz Interview

ABC Radio Networks'
Lyn Andrews:
The view from the top
Page AB3

AdStats

The top 30 Arbitron
markets and the changes
in rankings
Page AB5

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Executive Editor Jack Messmer
 Senior Editor Dave Seyler
 Associate Editor Carl Marcucci
 Associate Editor Jim Allen
 Creative/Production Director Ronald Greene
 VP Administration Cathy Carnegie
 FCC Research Consultant Mona Wargo
 Administrative Assistant April Olson

Publisher Jim Carnegie
 Associate Publisher/GM Ken Lee
 General Sales Manager John Neff
 Account Executive Maggie Daley
 Account Executive Beth Dell'Isola

Editorial/Advertising Offices

6208-B Old Franconia Road
 Alexandria, VA 22310
 or
 PO Box 782
 Springfield, VA 22150

Main Phone: 703/719-9500
 Editorial Fax 703/719-7910
 Sales Fax: 703/719-9509
 Subscription Phone: 703/719-7721
 Subscription Fax: 703/719-7725

Advertising Sales Information

Ken Lee Phone: 703/719-9500
 Fax: 703/719-9509
 Beth Dell'Isola Phone: 770/831-4585
 Fax: 770/831-2188
 Maggie Daley Phone: 202/546-9788
 Fax: 202/546-9789
 John Neff Phone: 703/719-9500
 Fax: 703/719-9509

Email Addresses

Publisher: JCRBR@aol.com
 Editorial: Radiobiz@aol.com
 Sales: KenLeeRBR@aol.com
 JohnNRBR@aol.com
 BethRBR@aol.com
 MaggieRBR@aol.com

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continued from cover

our GM Co-Op program," GM spokesperson **Donna Fontana** told *AdBiz*.

"In GM Co-Op, local dealers can elect to contribute from a 1/2 % to 2% of MSRP into a GM managed, individual, local advertising account which GM will now match by 25%, for their own local advertising," she added.

"The new marketing plan starts April 1, [1999] and could generate an almost immediate impact. Splitting the money between radio, TV and newspapers, I think radio could realize a big cash bonanza and conservatively see \$150M in new automotive advertising dollars in 1999. This is a fabulous opportunity for local radio sales to outsell the newspapers at the dealer level," said **Bill Burton**, President of the Detroit Radio Advertising Group.

"How this program will impact radio will depend on how the local stations sell the benefits of radio. It is not an automatic that any of that money is going to radio. Radio is going to have to go out and earn that money, but the opportunity is there," said the EVP/Media Director of one of GM's national ad agencies to *AdBiz*.

Media buying will be coordinated through GM's Local Communications, Inc. (LCI), "in order to leverage buying," according to Fontana.

GM's national ad agencies, Leo Burnett (Oldsmobile), D'Arcy Masius Benton & Bowles (Pontiac and Cadillac), Campbell-Ewald (Chevrolet), McCann-Erickson (Buick) and Ammarati & Puris (GMC), will be retained to do creative development and planning out of regional offices in LA, Chicago, NY, Dallas, and Atlanta. "Radio reps need to make sure that with this new assignment they are talking to the right people," cautioned the ad executive.

GM-owned Saturn is a virtual stand-alone operation and will not be affected by GM's new advertising protocol. San Francisco-based ad agency Hal Riney & Partners will continue to handle Saturn's national and regional advertising.

AdBiz observation: Now that GM is de-funding the DMGs and its big five agencies are going to handle regional as well as national advertising, the big losers here could be any of the more than 60 local ad agencies who currently handle the considerable DMG regional auto radio ad biz. By using its in-house (LCI) and national ad agencies, GM will save 20 to 25% annually in the cost of media placement, allowing it to put more ad dollars into circulation. Between that and the GM Co-Op program, individual dealers will almost certainly benefit and begin to cut larger checks for their ad agencies. DMG checks to local agencies will eventually dry up.

Free calls with ad-funded "FreeWay"

by Carl Marcucci

A recent marketing study held by Millward-Brown bangs the gong for a new advertising medium—"FreeWay," pioneered by BroadPoint Communications, offers consumers free long distance phone service in exchange for listening to ads before the call is placed. The study surveyed 600 "FreeWay" members, currently in beta test in Pittsburgh and found 9 out of 10 satisfied with the service; 95% claimed they are likely to buy or use products advertised on the system and 73% found the advertising on FreeWay better than radio and TV. Initial advertisers on board include Blockbuster, TGI Fridays, *The Wall Street Journal*, PolyGram Entertainment and The Flower Club.

FreeWay is targeting a national launch Q1. Users are profiled, provided a PIN number and access number to dial. No change in existing phone service is needed. Ads are targeted to each user's demo profile. Users will get 2-3 minutes of talk time, listen to a 10-15 second ad, and continue the conversation. Advertisers only pay for messages delivered.

Time to send in your Mercury entries

The eighth annual Radio-Mercury awards call for entries begins this month, with the deadline March 5. A total of 12 prizes will be presented to 1998's most creative spots: a \$100K Grand Prize, nine \$10K runner-up awards, \$10K for the best Hispanic commercial and best station-produced spot. Past Grand Prize winners include Staples, Nike, Motel 6, Levi's and Ortho. To receive an entry form, call the Radio

Advertising Bureau at 212-681-7207, www.mercury@rab.com.—CM



Lyn Andrews: Guiding ABC into the new millennium

by Carl Marcucci

ABC Radio Networks president **Lyn Andrews** stands alone representing her gender on network radio's Mount Rushmore. It wasn't easy when she was appointed to the position in Sept. 1997—the former SVP Ad Sales was given a big responsibility at a time when ABC Net's management was being lured over to AMFM. She oversees ABC's 24-hour formats, ABC News Radio, ABC Radio Sports, The ESPN Radio Network, Radio Disney and a host of syndicated talent including **Paul Harvey**, **Tom Joyner** and **Rick Dees**, to name a few.

Andrews' six years on the sales side proved an asset for understanding and catering to agencies' needs. So in this tailored-for-AdBiz interview, we asked the specifics on network advertising and dealing with agencies. Does she like the job after the first year? "I've never worked harder or loved my work more."

Given your ad background, what trends have you noticed in the buying community since you began with ABC?

Several things, first and most notably, is the increased support and interest in network radio. I think that as network radio has been able to sell more products for more advertisers in more categories of businesses, more buyers are now looking at network radio as an important part of a media plan. As more money is spent in network radio, the buying community has become more vocal and rightfully so about proof of performance. I think another interesting trend is that a lot of network buyers have recently become network sellers, as in **Leslie Sturm** [Media Edge to MJI] and **Roby Wiener** who used to be at Warner Lambert [now with Premiere].

It's true—some buyers say networks, and radio in general, need to be more informative so that they can target better and receive more quantitative results. How do you handle those types of concerns?

One of the ways that we're making information available (and it was intended as a business-to-business venture) is on the Internet. ABC has a site which really gives you a top line of our products and more details. What has been gratifying and surprising to us is how many people come

to our Web site—not because they are in the radio business, but because they have dropped us a note about a program they like, or a suggestion. With Disney's new portal strategy, we look at the Internet not only a driver of revenue for the radio networks, but also as a great way to disseminate information and make it extremely current.

How do you use the Internet for cross promotion and advertising?

We've evolved in taking our product onto the Internet, both in streaming audio for our own radio stations as well as for network personalities. Advertising from Internet companies has been a huge source of big business for the radio network. We're very interested in participating in ways that we can build revenue and add audience by using the Internet.

The most important part of our Internet strategy is 1) people can sample our product on the Internet, 2) they can learn about our product on the Internet if they want to, and 3) over time we'll be able to boost audience and generate more revenue. It's become a wonderful platform on which people will be able to sample as well as learn.

What messages do you have for agencies?

One, I think that radio is the new reach medium as television becomes increasingly fragmented and network radio is a place where people can look to reach a lot of people quickly. Two, personalities, personalities, personalities. There is nothing like a live read by an on-air personality. It provides extraordinary benefits to an advertiser. And thirdly, that the cost of radio will increase as demand increases.

Westwood One has developed lower inventory strategies for more major market clearances. Is lowering inventory loads a good revenue strategy?

We have looked at creating lower inventory networks in order to secure top 25-market coverage. It's really an acknowledgement of how precious inventory is in the top 25 markets. Us understanding that issue gives the stations the chance to participate with us, but

on a lower inventory basis. It's recognition on behalf of radio networks as to how we can better do business with major market radio stations.

What do you think about AMFM and Premiere becoming RADAR® rated? Has that had any effect on ABC?

I think it has been terrific that [they] have decided to become RADAR-

continued on AB 4



Andrews speaks at the affiliate conference in Orlando last June at Walt Disney World.



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continued from AB3

measured. I think that speaks volumes about their interest in growing the revenue stream for network radio. I think it has been only positive. ABC has always believed that advertisers have a right to see that what they paid for is what they get. The more radio networks that use RADAR, the better it is for advertising agencies and for advertisers. I think that the people who were not traditionally in RADAR have come in and said, "Yes, the growth of the business is in part going to be due to a confidence level that advertisers have in the medium."

Is the trend of broadcasters (i.e. Capstar and Jacor) setting up wide area networks and sharing in-house talent and production across the group seen as a threat to networks?

Jacor and Capstar, because of the number of stations that they own, have hit upon an economical way to distribute programming over a large number of their stations. The opportunity for ABC is to provide those stations the best features of the 24-hour format while having local talent. This as an opportunity to create a very interesting hybrid within our own format business of providing more local sounds, more custom work, as opposed to you either take a 24 hour format in its entirety or you don't.

Do you see ABC as being driven to come out with new formats?

Absolutely, I think that you always have to be in the business of re-looking at your programming and making sure that it stays current with your target audiences. We're not at the moment ready to disclose a new format that we have in the works. But you'll know it when we're ready to announce it.

Your three major competitors in network radio are now wholly or partially owned by large groups—Cbancellor/Capstar-AMFM, CBS-Westwood and Jacor/Clear Channel-Premiere. Are you concerned about more network-group exclusivity?

Radio networks became a business because we could supply programming to local radio stations that drew audience that they couldn't afford to make on their own. My belief is that if we continue to create and market product that brings listeners and revenues to local stations, they'll clear our inventory.

How's Radio Disney doing? How many affiliates do you have now and how many do you think you'll wind up with in '99?

Radio Disney is tracking ahead of plan. We now have 36 stations on our line up. We estimate we'll have between 50 and 60 by the end of calendar '99, and 60% US coverage.

Do you know what number of those will end up being O&O's?

20 of the total. I can't say it will be 20 out of the 60, but the intent is to own stations in the top 20 markets, because it makes great business sense to do that.

What's the strategy of having O&O's?

I think the strategy is if you have really good product and there's a fixed number of radio stations in the top 20 markets, that the way to get distribution is to be willing to own as well as to affiliate. It makes tremendous business sense for us to support what we know is a terrific 24 hour format for children by securing distribution where we feel we need to through ownership.

Is Disney happy with the format so far?

Disney is extremely pleased with the progress that has been made to date with Radio Disney. They think the format is terrific. The response from the listeners, both families and kids has been outstanding. We're tracking in terms of distribution and in terms of revenues, so it's a business that anybody would like.



Average Ratings, Children 6-11

	Fall '97	March '98	October '98
Mon-Sun 6a-7p	1.0	1.2	1.7

Source: Children's Radio Audience Estimates, customized for ABC by Statistical Research, Inc. (Fall 1997-Oct. 1998) Average ratings based on a universe of Radio Disney Metro Survey Area markets.

How are you incenting non O&O affiliates?

They can go after completely new revenue. They are not competing in their local markets with anybody going after advertising for kids. So it's a whole new source of revenue into the medium. And at the end of the day they can generate ratings and they can sell their inventory. It's a great business to be in and have no competition.

Arbitron is not doing too much for kids' ratings. How is SRI's call-out ratings system for kids working?

It's a pretty amazing thing that a ratings research was created in order to settle the question of will kids listen. It's a very well thought out plan to make the information on kids listening as reliable as possible. We started using SRI when we tested the format almost two years ago. There's been a quantitative measurement of Radio Disney listening since we launched [see chart, above]. That was critical to the decision as to whether to go national after the test.

Any plans for FM Radio Disney affiliates?

Sure, if there's an appropriate station that would like to affiliate and in markets where we are interested in having distribution.

What are your plans for the ESPN Radio Network?

Our plans for the ESPN Radio Network have always been to grow it by adding more and more programming to our lineup, which we've done successfully over the last several years. With WMVP-AM in Chicago, we're eagerly awaiting some quantitative audience measurements on how the format is doing on a 24-hour basis. Depending upon what we learn will allow us to make some decisions on what we want to do while going forward.

This will also determine how the NBA strike is affecting WMVP?

There are two ways to look at the fact that the Bulls aren't playing on ESPN 1000. You don't have the Bulls, so it's harder to bring the audience and hold the revenues. The good news is, if you can hold the revenue and bring the audience without them, you must have some pretty good programming. It's a very tough test.

Where do you want to take ABC Radio Networks in the future?

We will continue to create and market the best product to attract the best people for the highest revenues and the greatest amount of profit.

Anything revolutionary coming?

Stay tuned. I don't mean to tease you, but...stay tuned.

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RADIO NEWS

McLaughlin group? CBS gets a new chairman	2
David McLaughlin, late of the Aspin Institute, will be the new chairman of CBS, where he will work alongside new CEO Mel Karmazin.	
Pacing report: 1999 starts out hot	2
Kennard chases the Rainbow for pot of minority development gold	2
ESPN Radio closes in on 24/7	2
WCS homes in on DARS interoperability	3
Ay carumba! ACAMBA wants FM solution for AM night blackouts	4
Chancellor's Global expansion leads to openings in Chitown, Frisco	4
My, oh MI: Wiley puts on a watchdog collar	4
There goes the judge—ABC gives Koch the boot	4
Washington's Washington adds VP stripes	4

RADIO AD BIZ™

New GM marketing system could be boon for radio	AB1-2
New service ties ads to free long distance phone calls	AB2
Radio Mercury puts out the call for nominees	AB2
ABC Networks go out on a Lyn (Andrews)	AB3-4
Detroit, Boston move up in new market population rankings	AB5
September seasonal advertising spells boom month for all media	AB5
Kiddie doc set to debut; NBG sings a new Tuna	AB6

BROADCAST INVESTMENTS™

Crown answers the Bell in \$650M tower deal	5
Nothing trite about AMT's Triton deal	5

MEDIA MARKETS & MONEY™

Emmis revenues take flight in Q4 1998	6
Emmis' fiscal calendar is ahead of most, and if its Q4 results are any indication, radio will enjoy a very robust end of the year. Same station cash flow is up 24%.	
Tele-Media returns East with Albany NY double deal	6
Radio Index makes room for Infinity	7
Citadel, Capstar try to make things OK with the DOJ	7
New shares funnel \$725M into the Clear Channel warchest	7

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Jim Carnegie Publisher
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 April Olson Admin. Assistant

CBS names new Chairman

In the aftermath of **Mel Karmazin's** eclipsing of chairman/CEO **Michael Jordan** this past fall, CBS has announced the appointment of **David McLaughlin** as its new chairman.

This week, Jordan officially leaves. Karmazin takes over as CEO and McLaughlin assumes the chair.

Karmazin is clearly the operations man while McLaughlin brings his experienced corporate officer's background. McLaughlin was previously an officer at Westinghouse and CBS, the president of Dartmouth College and most recently served as head of the Aspin Institute.—JA

Kennard to Address Rainbow

FCC Chairman **Bill Kennard** is one on a long list of heavy hitters slated to speak at Rev. **Jesse Jackson's** second annual Rainbow/PUSH Coalition's Wall Street Project Conference, January 14 -15 at the World Trade Center in New York.

The conference theme is "Building Trading Partnerships to Expand the Marketplace." It will cover a broad range of business topics and include workshops highlighting its goal of building a new relationship between Wall Street and the "black and brown" communities.

"We are in the fourth stage of our movement for development. The first stage was to end slavery. The second stage was to end legal segregation, which forced us to the margins. The third stage was the political franchise, which gave us the right to vote. And the fourth stage is access to capital and development," said Rev. Jackson.

In addition to remarks from President **Bill Clinton**, Labor Secretary **Alexis Herman**, Treasury Secretary **Robert Rubin**, Small Business Ad-

ministration Administrator **Aida Alvarez**, Council on Economic Advisors Chair **Gene Sperling**, Citigroup Chairman **Sanford Weill**, former Housing Secretary **Jack Kemp**, Inner City Broadcasting President **Percy Sutton**, there will be a January 14 gala on the floor of the New York Stock Exchange.

Planned workshops include: Telecommunications Trends, Corporate Board Diversity and Broadcast Advertising Opportunities.

RBR observation: Speaking of broadcast advertising opportunities, the scheduled release of the much-anticipated FCC report on possible ad agency bias against African-American and Hispanic broadcasters closely coincides with this NY conference. A source inside the FCC said "I wouldn't

New year beginning strong

Forward pacing looks strong for the first two months of the New Year in the latest RBR/Miller Kaplan Market Sell-Out Percentage Report. As of Dec. 15, December was trailing year-ago levels, perhaps due to Christmas falling on a Friday, which could leave unsold inventory on a normally in-demand weekend.

RBR/Miller Kaplan Market sell-out percentage report

	1998	1997
Dec.15	69.2%	71.5%
	1999	1998
Jan	36.0%	34.6%
Feb.	22.7%	21.3%

be surprised at all if Kennard brought up the findings in his remarks at the conference." The report will be made public around January 11th.—JA

ESPN beefed-up syndication set to launch

Sources inside ESPN Radio say it expects to launch its new national syndication lineup in January. The lineup as told to RBR: **Tony Bruno** and **Mike Golic** 6A-10A, **The Sports Babe** from 10A-1P, **Tony Kornheiser** 1P-4P, 4P-7P TBA (dark as it now stands), "Game Night" talk show 7P-midnight, "Night Games" talk show midnight-6A. This lineup moves ESPN just 3 hours shy of its goal of providing syndicated sports programming 24 hours a day, 7 days a week.—JA

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 Main Phone: 703/719-9500 • Editorial/Sales Fax: 703-719-7910 • Subscription Phone: 703-719-7721 • Subscription Fax: 703-719-7725

Advertising sales information: Ken Lee 703-719-9500 • Fax 703-719-9509

Email the Publisher: JCRBR@aol.com • Email Editorial: radiobiz@aol.com

Email Sales: KenLeeRBR@aol.com • BethRBR@aol.com • MaggieRBR@aol.com • JohnNRBR@aol.com

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WCS Radio lobbies for interoperability

New satellite DARS applicant WCS Radio (*RBR* 11/30, p. 3) is strongly supporting interoperability—according to the FCC licenses, receivers must be made interoperable to pick up all DARS-band broadcasters. XM Satellite Radio and CD Radio (O:CDRD) have stated interoperability is technically difficult and will drive the receiver prices up. XM has announced manufacturing deals with Alpine, Pioneer and Sharp, but, as of now, these deals do not include CD radio or its designs (*RBR* 11/23, p. 6). While both say they are working on it, neither has indicated interoperability in receiver design to date, and in fact, aren't sure the first generation of receivers will be interoperable (*RBR* 10/19, p.6).

WCS Radio VP Business Development **John Mason** is approaching interoperability as a first priority: "I think it's the right thing to do from everybody's perspective. Imagine what it would be like if every TV we had was only able to receive the signals of one broadcaster, or radios were proprietary to each of two or three major broadcasters. There's an obvious logic to wanting a consumer to be able to go in and buy a unit and then have a choice between services. It creates a very competitive market both price-wise and in terms of service diversity. The receiver manufacturers would rather see a single standard and achieve the economies of scale. It's also in the interest of the DARS providers to have interoperability. It helps create a bigger market for these services. We believe interoperability is going to transform this from a niche offering to a mass offering—really the next major radio band. It's the right thing to do and the FCC saw that from early on—that's why they created those rules."

Mason says WCS is so committed to establishing interoperability with CD and XM, he sent letters right after the application was submitted. "[We] said we've submitted this and here are the rules, the FCC outline, and we want to participate in this. We think receivers should be able to tune across the entire DARS band, just like radios tune across the entire AM and FM band. Even if you have a different waveform coming down, which seems to be the main difference between XM and CD Radio, there's still going to be a lot of common equipment. One way to approach interoperability is maximize the amount of common equipment. And have a multi-mode function. Analogies for that are what's been done in the PCS/cellular worlds."

TRW's Space and Electronics Group is designing the system for WCS. A company spokesperson downplayed the previous concerns of XM and CD. "TRW is prepared to support WCS Radio in developing interoperability with the other S-DARS licensees. Interoperability is technically feasible and will lead to the greatest consumer benefits, including lower receiver cost. All we need to achieve interoperability is cooperation among all DARS providers."

"CD and XM are saying because of the cost and complexity of interoperability, we aren't making it a priority. I guess I would reverse that and say because they have not made it a priority, they have created cost and complexity to establishing interoperability now," said Mason. "They've pursued, independently, deals with receiver manufacturers, and there's an obvious decision point where you could pursue those deals together and have those guys talking to each other. All other things being

equal, the receiver manufacturers would like to be working with both parties and working to establish interoperability. But if it's a choice between not getting any contract at all, and getting a contract with exclusive proprietary technology, that seems to be where they're getting pushed."



When asked about his interoperability progress and Mason's claims, CD Radio CEO **David Margolese** had his own spin to relate: "These guys are classic spectrum speculators. If and when they become real, i.e., raise \$IB and confront all the marketing, business, technical and engineering issues, as we have done over the past 7 years, then we will take them a little more seriously. Until then, we're busy building our business and creating this industry. Interoperability—we're working on it, just like everything else. The market has yet to be quantified. It's a piece of a very, very large undertaking. Every industry has interoperability issues and were doing our best to confront them. You'll hear about them in due course."

WCS, like XM, will use two satellites (CD is using three) and will use terrestrial repeaters like the others. WCS is already licensed for DARS, but needs space station authorization from the FCC. If it can roll up all the wireless licenses in the WCS band around the country, achieve international frequency coordination with Canada and Mexico, it can deliver 100 channels to the whole country like the others. But as Margolese told *RBR*, just getting the financing for such a venture is not easy.—CM

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ACAMBA comment date set

Instead of powering down and losing most listeners, should some AM stations get FM translators for nighttime ops? That's what the FCC is asking, setting the comment period Dec. 10-Jan. 11 for The American Community AM Broadcasters Association's (ACAMBA) Petition for Rulemaking to amend 74.1231, 74.1232 74.1233 74.1284 of the commission's rules. It states: "The purpose is to allow AM licensees to become licensees of FM translators and to use them to transmit their signal as fill-in service. The purpose is to 1) promote the public interest by

providing improved nighttime coverage to their local service areas and 2) to promote competition in the marketplace."

One comment, filed by **Todd Scott** of Great Scott Broadcasting: "Our company started with one small station. WPAZ 1370 AM in Pottstown, PA. That daytime only, standalone AM station built our company to what it is today and yet it has missed out on the greatest revenue boom in our industry history. I challenge any owner-operator who has had to make his own payroll to find a reason why the NAB or anyone else would not support the petition currently before the FCC. The only reason that this

wouldn't pass is if the big groups, because of ignorant fear, defeat it. Even **Mel Karmazin** must believe that it is upon the shoulders of small town stations like WPAZ that we all stand today."

RBR observation: While it's true that AMs suffer from having to power down at night, the FM band is mighty crowded. We should ask the FCC if future AM IBOC stations, assuming a newfound FM-stereo quality, will also need to power down. IBOC could bring a renaissance to the AM band if it ever takes off. Unfortunately, as Todd Scott told RBR, by that time, more AMs across the country will have folded.—CM

November gains take radio's streak to 75 months

It has been over six years since the radio industry has had to dip into the red inkwell to record overall monthly revenue. November numbers were up 11% overall, evenly balanced between local business (up 10%) and national (up 12%). Local gains were relatively even from region to region, led by the West's 12% surge. The East paced the country with a 20% gain in national. The all-important year-to-date revenue total is up 12%, which is exactly one percent higher than the most optimistic prognostication published in RBR at the beginning of 1998. Cheers!—DS

November 1998	Local	National
All markets	10%	12%
East	11%	20%
Southeast	10%	12%
Midwest	9%	8%
Southwest	8%	11%
West	12%	9%

Local & Nat'l revenue November 1998

All markets 11%

Jan.-Nov. 1998	Local	National
All markets	11%	15%
East	10%	16%
Southeast	10%	19%
Midwest	9%	14%
Southwest	11%	14%
West	13%	15%

Local & Nat'l revenue Jan.-Nov. 1998

All markets 12%

Source: RAB

Chancellor Marketing opens Chicago, S.F. offices

Chancellor Marketing, the national sales promotion arm of Chancellor Media (O:AMFM) opened two more offices 12/23, in Chicago and San Francisco. The venture was spearheaded by the acquisition of Richmond, VA-based Global Sales Development, Inc. in May '98. Each of the offices aid NTR development for major-market Chancellor superduopolies. Chancellor Marketing also has field offices in 16 other top-30-markets, working with Chancellor stations. "We put together national sales promotions that leverage the power of our media so we can put Chancellor's assets to work for our biggest customers. Customers like Pizza Hut, Liz Claiborne, Mazda, Keebler and Gillette tell us they need great ideas, but most of all, they need them to be executed locally," said **Alison Glander**, president of the group.—CM

Wiley to chair Media Institute

Former FCC Chair **Richard Wiley** has accepted the chairmanship of Washington, DC-based media watchdog The Media Institute. "He has served this organization with distinction for years as a friend and for the last year as a board member. We are honored that he would agree to serve as chairman," said MI President **Patrick Maines** to RBR.

Commenting on recent Gore Commission recommendations for Digital TV to better serve in the public interest Maines added, "they squandered an opportunity to look at the future of broadcasting from the per-

spective of the 21st century. They should have recommended deregulating this industry." The commission voted to leave regulations mostly intact but did recommend providing free air time to political candidates as a part of overall campaign finance reform.—JA

WABC drops Koch after eight years

Former New York City mayor of three terms **Ed Koch** is not being renewed with his daily morning gig (11-11:45A) on WABC-AM after eight years. The contract expired last week (12/31), marking his last day. Ratings had been suffering, perhaps due to the fact Koch spent much of his time bashing current mayor **Rudy Giuliani**—in case you didn't know, Giuliani is a hero in his city. The two are well known to be in a pissing match, and Giuliani often mocks Koch in public.

While widely reported the show was indeed canceled, a WABC spokesperson said Koch had wanted to "focus on doing his television show—the judge on 'The People's Court'." RBR sources say Koch was paid "between \$200-\$300K yearly."—CM

Washington makes VP

Radio One, Inc.'s **Tony Washington** has been promoted the newly created position of VP of Sales. Washington is currently GM of Radio One's Washington properties.

Washington will now coordinate the cross-selling efforts of all Radio One properties. Radio One is the nation's largest African-American-owned radio broadcasting company.—JA

BROADCAST INVESTMENTS™

December 28—RBR Stock Index 1998

Company	Mkt:Symbol	12/21 Close	12/28 Close	Net Chg	Pct Chg	12/28 Vol (00)	Company	Mkt:Symbol	12/21 Close	12/28 Close	Net Chg	Pct Chg	12/28 Vol (00)
Ackerley	N:AK	18.687	18.000	-0.687	-3.68%	107	HefTel Bcg.	O:HBCCA	42.750	46.750	4.000	9.36%	1821
Alliance Bcg.	O:RADO	1.050	0.781	-0.269	-25.62%	290	Infinity	N:INF	24.875	26.125	1.250	5.03%	11833
Am. Tower	N:AMT	26.500	28.500	2.000	7.55%	1995	Jacor	O:JCOR	61.125	63.000	1.875	3.07%	4391
AMSC	O:SKYC	4.375	4.312	-0.063	-1.44%	2064	Jeff-Pilot	N:JP	72.437	75.062	2.625	3.62%	1771
Belo Corp.	N:BLC	17.750	18.437	0.687	3.87%	1750	Jones Intercable	O:JOINA	33.000	34.125	1.125	3.41%	147
Big City Radio	A:YFM	3.937	4.000	0.063	1.60%	302	Metro Networks	O:MTNT	41.750	42.375	0.625	1.50%	221
Broadcast.com	O:BCST	91.000	95.875	4.875	5.36%	2313	NBG Radio Nets	O:NSBD	2.000	2.125	0.125	6.25%	52
Capstar	N:CRB	19.625	20.937	1.312	6.69%	702	New York Times	N:NYT	34.000	34.625	0.625	1.84%	2806
CBS Corp.	N:CBS	28.062	30.937	2.875	10.25%	18510	News Comm.	O:NCOMC	0.562	0.500	-0.062	-11.03%	11
CD Radio	O:CDRD	32.250	34.750	2.500	7.75%	1422	OmniAmerica	O:XMIT	28.000	30.250	2.250	8.04%	776
Ceridian	N:CEN	69.250	71.687	2.437	3.52%	4026	Otter Tail Power	O:OTTR	39.750	39.062	-0.688	-1.73%	216
Chancellor	O:AMFM	42.375	44.750	2.375	5.60%	7567	Pacific R&E	A:PXE	1.250	1.437	0.187	14.96%	26
Childrens Bcg.	O:AAHS	3.000	2.843	-0.157	-5.23%	277	Pulitzer	N:PTZ	82.562	86.000	3.438	4.16%	70
Citadel	O:CITC	25.375	26.000	0.625	2.46%	1227	RealNetworks	O:RNWK	46.750	43.000	-3.750	-8.02%	4616
Clear Channel	N:CCU	49.500	52.687	3.187	6.44%	5696	Regent Pfd.	O:RGCIPI	5.625	6.000	0.375	6.67%	0
Cox Radio	N:CXR	41.562	43.687	2.125	5.11%	123	Saga Commun.	A:SGA	19.000	19.125	0.125	0.66%	0
Crown Castle	O:TWRS	18.500	20.000	1.500	8.11%	1391	Sinclair	O:SBGI	14.562	16.250	1.688	11.59%	1807
Cumulus	O:CMLS	15.250	15.250	0.000	0.00%	3142	SportsLine USA	O:SPLN	15.875	17.062	1.187	7.48%	6913
DG Systems	O:DGIT	5.625	5.312	-0.313	-5.56%	647	TM Century	O:TMCI	0.520	0.625	0.105	20.19%	15
Disney	N:DIS	31.000	30.500	-0.500	-1.61%	45996	Triangle	O:GAAY	0.021	0.020	-0.001	-4.76%	170
Emmis	O:EMMS	43.875	43.500	-0.375	-0.85%	791	Triathlon	O:TBCOA	11.500	11.562	0.062	0.54%	68
Fisher	O:FSCI	68.000	66.000	-2.000	-2.94%	0	Tribune	N:TRB	64.375	66.187	1.812	2.81%	1143
Gaylord	N:GET	29.687	30.250	0.563	1.90%	190	Westower	A:WTW	29.500	33.000	3.500	11.86%	51
Granite	O:GBTVK	5.562	5.875	0.313	5.63%	1109	Westwood One	N:WON	26.812	29.812	3.000	11.19%	923
Harris Corp.	N:HRS	36.625	36.250	-0.375	-1.02%	1136	WinStar Comm.	O:WCII	36.375	37.000	0.625	1.72%	3335

Phone giant in tower deal

Crown Castle International (O:TWRS) and Bell Atlantic (N:BEL) announced a joint venture which will own, operate and lease space on the network of 1,400 towers built for Bell Atlantic Mobile. The Baby Bell's cellular network covers a wide area of 25 states, including the entire Boston-New York-Philadelphia-Washington corridor.

The joint venture, with a value estimated at \$650M, will be 62.3% owned by Crown Castle and 37.7% by Bell Atlantic. The joint venture will raise \$180M in debt, with the proceeds to be paid to Bell Atlantic Mobile.

AMT in three-state deal

American Tower (N:AMT) has a contract with Triton PCS to build 115 towers in North Carolina, South Carolina and Georgia. American tower will also handle acquisition and zoning work for an additional 175 sites for future construction.

The deal is similar to one that Triton recently cut with Crown Castle (O:TWRS) to build 125 towers in North Carolina, Virginia and Tennessee (RBR 12/14/98, p. 11).

CLOSED
December 1998

Fuller Broadcasting, Inc.
Gary Fuller, President

has sold the assets of

**WKKR, WMXA, WCJM,
WZMG & WTLM**
Opelika-Auburn, Alabama

to

Root Communications Group, L.P.

We represented the seller in this transaction.

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by Jack Messmer

Emmis same station cash flow soared 24% in late '98

Emmis Communications (O:EMMS) serves as a sort of crystal ball for Wall Street, giving a one-month advance view of what to expect from the radio industry. That's because Emmis is on a different fiscal calendar from the rest of the public broadcasting companies.

If indeed Emmis is a precursor, Q4 reports from radio should be terrific. Emmis reported that for its fiscal Q3, which ended November 30, 1998, broadcast cash flow shot up 65% to \$28.1M, compared to the same period of 1997. A good bit of that was from new acquisitions, but on a same station basis Emmis' broadcast cash flow grew 24%.

Sector by sector, also on a same station basis, radio revenues rose 13% and cash flow 21%; TV revenues gained 7% and cash flow 31%. The company also noted that its operat-

ing loss at Slager Radio in Hungary, Emmis' only foreign station, was only about \$80,000—well below the loss projected for the Budapest start-up. As a result, CEO **Jeff Smulyan** said Slager is expected to turn a slight profit in fiscal Q4 and the company is revising its break-even projection for the next fiscal year. He said Emmis' success in Hungary has proven that the "blocking and tackling" learned in US broadcasting can be successfully applied in other countries.

Net operating income from Emmis' regional magazine division more than tripled for the quarter, to \$1.8M. Smulyan attributed that to the turnaround of *Cincinnati* magazine, which had been producing no cash flow when Emmis' acquired it a year ago, plus growth at *Atlanta* magazine and *Indianapolis Monthly*.

Emmis' quarterly report came on the day (12/18) that the company officially opened its new headquarters on Monument Circle in Indianapolis. The facility housing corporate offices, five radio stations, two radio networks and one magazine was profiled in *RBR*'s 3/23/98 issue, page 10.

With its move into television in 1998, via the \$397M purchase of six TV stations and three additional radio stations (*RBR* 4/6/98, p. 20), Emmis became a diversified broadcasting company. CFO **Howard Schrott** says the company's broadcast revenues now come 70% from radio and 30% from TV. However, radio accounts for a greater portion of broadcast cash flow, where the split is 75/25.

As always, Wall Street analysts asked Smulyan whether Emmis is likely to make major acquisitions in the coming year and, as always, he gave a cautious response: "We may be more patient in acquisitions [than others], but we will grow." Smulyan hinted that the most immediate growth may come in international radio, but said Emmis is also pursuing potential acquisitions in domestic radio and TV.

Tele-Media heads east

Just a few weeks after adding to its West Coast holdings (*RBR* 11/30/98, p. 12), Tele-Media Communications is also heading east to four stations in the Albany, NY market. Tele-Media is paying \$5M to **Paul Bendat**'s Bendat Communications' for the assets of WKLI-FM & WKBE-FM and \$2.5M for the stock (and to repay existing debt) of DOT Communications, licensee of WABY-AM & FM. DOT's current shareholders are Bendat Communications and **William Hunt**.

RBR observation: Oops! Whoever prepared the FCC applications for these two sales checked the boxes which indicate that there are no contour overlaps among these stations. In fact, WABY-AM & FM and WKLI-FM have extensive overlaps. Look for the FCC staff to request amended applications and engineering maps.

Demaree Media, Inc.

has agreed to sell radio stations

KFAY-AM/FM and KKEG-FM

Fayetteville, Arkansas

to

Cumulus Media

for

\$5.8 Million

Robert J. Maccini and Stephan C. Sloan

of Media Services Group, Inc.

represented the seller in this transaction.

170 Westminster St., Suite 701

Providence, RI 02903

Tel: (401) 454-3130 Fax: (401) 454-3131

E-mail: StephanSloan@msn.com

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Otherwise, the combination easily complies with local ownership limits and shouldn't face any difficulty winning approval.

Citadel/Capstar making DOJ happy

Citadel Communications (O:CITC) and Capstar Broadcasting (N:CRB) have an agreement in principal which they hope will satisfy DOJ concerns about radio market concentration in the Colorado Springs and Spokane markets. That would clear the way for Capstar to close its long-pending \$190M buy-out of Triathlon Broadcasting (O:TBCOA).

The companies aren't disclosing yet exactly what stations will be sold or swapped, but they put out an announcement Dec. 21 based on advice from their SEC attorneys. If DOJ gives its blessing and the companies ink a formal contract, Citadel and Capstar will swap some stations in Colorado Springs and Citadel will buy some stations from Capstar in both Colorado Springs and Spokane. They will also terminate Citadel's current JSA with Triathlon.

Clear Channel sells shares

Santa made an early stop in San Antonio, as investors snapped up 15M new shares that Clear Channel Communications (N:CCU) offered 12/18, less than two weeks after the shares were registered at the SEC (RBR 2/14, p. 12). The offering was priced at \$48.375 per share and thus raised more than \$725M for **Lowry Mays'** coffers. The proceeds are to be used to pay down the company's debt, increasing its ability to make further acquisitions. Lead underwriters: BT Alex. Brown; Merrill Lynch

Radio Index stretches to Infinity

With the IPO of Infinity Broadcasting (N:INF) last month (RBR 12/14, p. 12), the radio/outdoor company replaced its parent company, CBS Corp. (N:CBS) in The Radio Index™. The index, which is compiled daily by Dow Jones Indexes for RBR and the Wall Street Journal Radio Network, is designed to track stock trading of companies whose primary business is radio (excepting penny stocks). Here is a list of the companies which now comprise The Radio Index:

- Big City Radio (A:YFM)
- Capstar Broadcasting (N:CRB)
- Chancellor Media (O:AMFM)
- Citadel Communications (O:CITC)
- Clear Channel Communications (N:CCU)
- Cox Radio (N:CXR)
- Cumulus Media (O:CMLS)
- Emmis Communications (O:EMMS)
- Heftel Broadcasting (O:HBCCA)
- Infinity Broadcasting (N:INF)
- Jacor Communications (O:JCOR)
- Metro Networks (O:MTNT)
- Saga Communications (A:SGA)
- Triathlon Broadcasting (O:TBCOA)
- Westwood One (N:WON)

RBR biz briefs

- NBG Radio network (NSBD) has a deal to provide programming to audiohighway.com (O:AHWY) for delivery over the Internet. audiohighway.com, which sold its \$14.3M IPO last month (12/17), specializes in programming downloads for delayed listening, as opposed to real-time streaming.
- New digs for Lowry? The *San Antonio Business Journal* reports that Clear Channel (N:CCU) is negotiating to buy a tract overlooking Quarry Golf Club for construction of a new 50,000-square-foot headquarters building.

CLOSED!

New Northwest Broadcasters (Michael O'Shea and Ivan Braiker) has acquired KBBO (AM), KRSE (FM) and KARY (FM) Yakima, Washington from B&B Broadcasting, Inc. (Bob Barron and George Broadbin) for \$3,300,000.

Elliot B. Evers and Charles E. Giddens represented the Seller.

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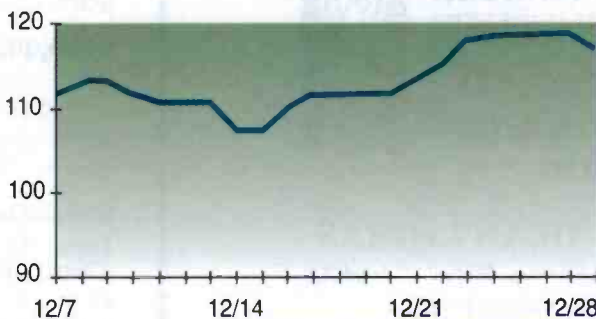


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The Radio Index™



While many were concerned with 1998's dance of the Bulls and Bears, the radio index proved the industry a solid investment. 1998 began at 100, rose to a peak of 118.76 in July, bobbed up and down to the mid 70's in early October, and rose to end the year at 117.24 (12/28).



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TRANSACTION DIGEST™

by Jack Messmer

The deals listed below were taken from recent FCC filings. RBR's Transaction Digest reports on all deals that involve assignment of a station license (FCC Form 314) and substantial transfers of control of a licensee via a stock sale (FCC Form 315), but not internal corporate restructurings (FCC Form 316). All deals are listed in descending order of sales price.

\$13,600,000—WFUN-FM St. Louis (Bethalto IL) from Arch Broadcasting LP (Bruce Buzil, Aaron Shainis) to Radio One Licenses Inc., a subsidiary of Radio One Inc. (Catherine L. Hughes, Alfred C. Liggins III). \$430K escrow, additional \$250K immediate payment to offset Arch's escrow for pending purchase, balance in cash at closing. **Broker:** Peter Handy, Star Media Group

\$13,500,000—* WKBN-AM & FM Youngstown from WKBN Broadcasting Corp. (J.D. Williamson II, W.P. Williamson III) to Citicasters Co. (Randy Michaels), a subsidiary of Jacor Communications (O:JCOR). \$2.5M option payment in 1997, additional \$11M in cash at closing. **Superduopoly** with WNIO-AM, WNCD-FM & WBTJ-FM in the Youngstown market and WTAM-AM & WENZ-FM Cleveland. **Broker:** Bruce Houston, Blackburn & Co.

\$10,000,000—WJBW-FM West Palm Beach (Jupiter FL) from GGG Broadcasting Inc. (Howard Goldsmith) to FM Radio Acquisition LLC (Mitchell Rubenstein, Laurie Silvers). \$250K escrow, \$6M (less escrow) in cash at closing, \$4M note. Combo with WJBW-AM (below).

\$5,000,000—* WKLI-FM Albany and **WKBE-FM** Warrensburg NY from Bendat Communications and Broadcasting Inc. (Paul N. Bendat) to Tele-Media Company of East-

ern New York LLC, a subsidiary of Tele-Media Communications Holding LLC, owned 53.51% by Pacesetter Growth Fund LP, (Thomas Gerron, Divakar Kamath, Donald Lawhorne) and 46.49% by Tele-Media Broadcasting LLC (Robert Tudek, Everett Mundy, Frank Vincente, Douglas Best, Ira Rosenblatt). \$250K escrow, balance in cash at closing.

\$3,200,000—* KKTZ-AM & FM Tyler (Kilgore TX) from Noalmark Broadcasting Corp. (William C. Nolan Jr., Edwin B. Alderson Jr.) to Capstar Royalty II Corp. (Steve Hicks), a subsidiary of Capstar Broadcasting (N:CRB). \$1M option payment in 1997, additional \$1.4M in cash at closing, \$800K under non-compete agreements. **Superduopoly** with KNUE-FM, KTYL-FM & KISX-FM. LMA since 1997.

\$450,000—* WJBW-AM West Palm Beach (Jupiter FL) from SSS Broadcasting Inc. (Howard Goldsmith) to AM of Palm Beach Inc. (Mitchell Rubenstein, Laurie Silvers). \$450K cash. **Duopoly** with WDBF-AM Delray Beach-Vero Beach FL and combo with WJBW-FM (above).

\$300,000—WXQZ-FM Canton NY from Closs Communications Inc. (Thomas H. Closs Jr.) to Cartier Communications Inc. (Timothy D. Martz). \$25K escrow, balance in cash at closing. LMA since 11/12/98.

\$130,000—KKUB-AM Brownfield TX from Brownfield Radio Inc. (Lucille Farr) to Brownfield Broadcasting LP (Kenneth E. Ripley). \$25K escrow, balance in cash at closing. **Broker:** Communications Equity Associates

\$115,000—KDEF-AM Albuquerque, 100% stock sale of RAMH Corp. from Mark Battaglia and Richard Chavez to Henry R. Tafoya. \$10K escrow, balance of \$105K was to have been paid 8/1/96. Note: This contract was dated 8/31/96, although the signatures were notarized 8/2/96 and the payment was due 8/1/96. At some point, Tafoya received a 25% stock interest and the remaining 75% is now being transferred to him.

\$100,000—KBAU-FM Big Sandy TX from Ambassador University (Dr. Bernard Schnippert) to Pacem In Terris Foundation (Monsignor William A. Kerr, Arthur T. Shuker, Dan Finnegan). \$100K cash.

\$50,000—* KHYF-FM CP (99.9 mHz) Taos NM from EBT Broadcasting LLC (Charles B. Moss Jr.) to Scott D. Parker. \$7.5K escrow, balance in cash at closing. **Duopoly** with KKIT-FM Angel Fire NM.

1/4/99 RBR

Top 30 Arbitron Markets

The new population estimates are in, and there has been a good bit more churn than usual in the upper reaches of the Arbitron market rankings. Perhaps young couples in Dallas have taken the admonition "Mamas, don't let your babies grow up to be cowboys" to heart (did a Redskins fan write that?) in the form of not having children at all. For whatever reason, Detroit, which had been ahead of Dallas until the last couple of years, regained its familiar sixth place slot by a scant 1,700 people at the Metroplex's expense. Boston, which took advantage of an Arbitron geographical market redefinition, moved from tenth to eighth place, leaving Washington and Houston behind. Finally, Puerto Rico, which debuted in the Summer book at #11, slipped a bit down to #13. That is still more than enough to knock Pittsburgh out of the top 20, Cincinnati out of the top 25 and West Palm Beach out of the top 50.

Rank	Market	12+ population
1	New York	14,291,500
2	Los Angeles	10,162,200
3	Chicago	7,020,100
4	San Francisco	5,665,700
5	Philadelphia	4,065,900
6	Detroit	3,823,900
7	Dallas	3,822,200
8	Boston	3,700,800
9	Washington	3,600,900
10	Houston	3,524,600
11	Miami	3,111,400
12	Atlanta	3,095,200
13	Puerto Rico	3,095,100
14	Seattle	2,844,400
15	Phoenix	2,318,100
16	San Diego	2,307,700
17	Nassau	2,266,100
18	Minneapolis	2,260,600
19	Saint Louis	2,112,400
20	Baltimore	2,075,600
21	Pittsburgh	2,002,800
22	Tampa	1,976,800
23	Denver	1,816,300
24	Cleveland	1,763,500
25	Portland OR	1,707,900
26	Cincinnati	1,584,300
27	San Jose	1,427,100
28	Sacramento	1,412,500
29	Riverside	1,406,100
30	Kansas City	1,402,100

Source: RBR Source Guide database

Media Index

Everybody Wins In September

by Jack Messmer

We'll need another year of statistics to get a real handle on how radio is faring, compared to other media, in September. The month's figures differ sharply from August and previous months because so many categories have more dollars being spent on advertising in September.

Specifically, new model introduction flooded all media with Automotive dollars—radio sold more auto advertising than in August, but its percentage declined because newspaper and TV spending rose so much more. Likewise, back-to-school ads from the Department Stores sector were heavily weighted to newspapers, while radio and TV held pretty much even with August.

Month-to-month comparisons are sometimes skewed by such seasonal anomalies. Stay tuned, we'll have a better handle on cross-media comparisons when we have a year of history for the RBR/Miller Kaplan Total Media Index.

RBR/Miller Kaplan Total Media Index

September 1998 (Expenditures in 000)

Category	Newspaper	TV	Radio	Total Media	Radio % of Total
Automotive	122,919	106,025	23,774	252,718	9.41%
Restaurants	2,804	34,534	7,150	44,488	16.07%
Department Stores	63,297	13,988	6,162	83,447	7.38%
Foods	3,382	26,862	6,099	36,343	16.78%
Communications/Cellular	34,100	23,080	13,599	70,779	19.21%
Furniture	23,662	13,584	4,801	42,047	11.42%
Financial Services	30,915	18,281	11,210	60,406	18.56%
Movies/Theater/Concerts	16,220	12,400	5,660	34,280	16.51%
Grocery Stores	12,640	7,608	5,963	26,211	22.75%
Appliances & Electronics	23,149	7,666	2,522	33,337	7.57%
Hotel/Resorts/Tours	20,246	5,643	2,132	28,021	7.61%
Drug Stores/Products	6,907	7,801	4,101	18,809	21.80%
Computers/Office Equipment	18,274	7,622	5,655	31,551	17.92%
Specialty Retail	28,275	21,876	9,418	59,569	15.81%
Health Care	10,829	14,781	6,494	32,104	20.23%
Auto Parts/Service	4,644	6,293	3,620	14,557	24.87%
Music Stores/CDs/Videos	2,398	5,976	3,716	12,090	30.74%
Transportation	12,294	4,175	3,375	19,844	17.01%
Entertainment-Other/Lottery	3,178	4,803	4,811	12,792	37.61%
Home Improvement	12,733	7,057	3,448	23,238	14.84%
Professional Services	8,905	6,076	4,960	19,941	24.87%
Beverages	2,435	7,051	9,013	18,499	48.72%
Television	11,667	3,794	14,001	29,462	47.52%
Personal Fitness & Weight Centers	2,220	4,412	1,174	7,806	15.04%
Publications	21,337	2,984	2,702	27,023	10.00%
TOTAL	499,430	374,372	165,560	1,039,362	15.93%

*Based on Media Market X-Ray composite data for 10 markets (Atlanta, Dallas, Hartford, Minneapolis-St. Paul, Pittsburgh, Portland, OR, Providence, Sacramento, San Diego, Seattle). Newspaper and television data compiled by Competitive Media Reporting and radio data compiled by Miller, Kaplan, Arase & Co., CPAs. For further information contact George Nadel Rivin at (818) 769-2010.

Abernat—Dr. Laura for kids, new strategy for brokered hosts

"Your Feelings Friend," hosted by Dr. **Alexandra Dellis-Abrams**, is Abernat, Roxben & Boggs' daily hour-long show fed 4-5P ET. "Dr. Alexandra," as she calls herself, positions herself as the "Dr. Laura for kids." The barter show debuted Dec. 14 with four affiliates. 7-10 more are expected by mid Jan. "Children represent 25% of our population, but 100% of our future," she tells AdBiz. Clearances & sales are handled by Abernat.

Abernat President **Lowell Homburger** tells AdBiz his company carefully selects talent that would otherwise go for brokered time and, for a fee, handles the necessary marketing, engineering and production. Said Homburger: "So many times, program innovators are discouraged by the large syndicators in gaining access to their networks' organization. And as passionate as many of them are about their shows, will literally do anything to get noticed. Abernat allow people to get syndicated without having to go to the big boys." All production work is handled by BRC Radio of Detroit.



United Stations gets House of Blues from WW1

United Stations Radio Networks has picked up Ben Manilla Productions' "House of Blues Radio Hour" and "House of Blues Breaks" after Westwood One dropped them from distribution. The weekly series hosted by **Dan Aykroyd** ("Elwood Blues") launches

this week on 197 affiliates. USRN will handle clearances and national sales.

USA Radio Network supplies newscasts to John & Ken show

Last month, The USA Radio Network announced it is supplying "USA NewsBreak" newscasts for Fisher Entertainment's "John & Ken Show" to affiliates not currently clearing local or network news. John & Ken currently clear 130 affils. Fisher picked up the show in '97 with just one affiliate—KFI-AM L.A.

Mancow gets new co-host

Tara Hogan, 22, was selected by **Eric "Mancow" Muller** as co-host for "Mancow's Morning Madhouse," broadcast from Emmis' WKQX-FM Chicago to seven affiliates. Hogan was on the cast of MTV's "Real World" in Seattle and auditioned for the network's "Road Rules" show, where Mancow "saw her tape and fell in love with her."



Trans World Radio launches in US

Debuted Jan. 1, 45-year overseas Christian broadcaster Trans World Radio launched a daily five-minute "1999 Year of the Bible" broadcast over the Focus on the Family Satellite Network. 2,500 sampler CDs were mailed out to potential affiliates. The vignettes are produced in conjunction with NYC-



Imus live from NYSE

Don Imus broadcast live from the New York Stock Exchange bell tower on Dec. 15 to celebrate Westwood One's stock listing transferring from NASDAQ to the NYSE (N:WON). WW1 CEO **Joel Hollander**, **Richard Grasso**, Chairman/CEO NYSE and other special guests celebrated the event.

based American Bible Society and Albuquerque-based Faith Comes By Hearing.

AVI syndicating Dr. Laura's "Coping" vignettes

American View announced it will begin syndicating its 480 one minute Dr. **Laura Schlessinger** "Coping" vignettes (RBR 11/23, p. 4) mid-January. 120 affiliates have signed.

BBC ups news feed to public radio

Beginning this month, BBC World Service news is increasing news programming for public radio stations to 13 hours a day. It will be transmitting "The World Today" an extra eight hours 6P-2A ET, and provide fixed newscasts at the top of the hour and half hour. BBC also produces "The World" and "World Update," heard on more than 100 US affiliates.

BBC WORLD SERVICE

Jones ups & taps

The shakeout after the consolidation with MediaAmerica: Jones Radio Networks GM **Eric Hauenstein** leaves, MediaAmerica's **Ron Hartenbaum** now has title of Jones CEO, **Phil Barry** was promoted to VP/GM, **Michael Henderson** to VP Affiliate Sales and former United Stations Talk Radio Managing Director **Mike Castello** was made Director of Hispanic Radio Services.

NBG launches "Rock around the World," picks up Charlie Tuna

Debating today, "Rock Around The World" is NBG's (O: NSBD) replacement for "Trivia Coast To Coast," which was canceled due to decline of interest. The hour-long, 200-show collection features original interviews and performances from Rock superstars of the 70s. 35 affiliates were expected at launch on this barter-only weekly show.

Almost immediately after the Jones Radio Network dropped "The Weekly Top 30 With Charlie Tuna," NBG hooked the Captive Audience Entertainment production, and the 100 affiliates with it. The new name: "The Top 30 Countdown With Charlie Tuna." The three-hour weekend Country countdown show debuted last weekend.



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