



## 2003 Issues in Review

This past year the radio business had plenty of exciting issues that we all participated in. Radio Business Report's editors have compiled their favorite top 16 story topics from RBR's Morning Epaper. To read the story associated with the headline you need to download and read the "electronic" version of this print issue. We have partnered up with Zinio - just go to the page 5 promotion and get instructions on how to get it.

### 1) June 2nd FCC vote

In a year full of big stories, none was bigger than the historic June 2 vote at the FCC which made sweeping changes to media ownership regulation. It did not, however, usher in sweeping changes. The rules are frozen and under attack.

- D-Day at the FCC: The wrap-up RBR epaper 6/3/03 #108
- Radio markets redefined in FCC omnibus ruling RBR epaper 6/3/03 #108
- Crossroads of crossownership RBR epaper 6/3/03 #108
- Powell holds his ground RBR epaper 9/11/03 #178

*Zinio Bonus copy available on these headlines*

### 2) June 2nd vote - court action

The FCC's new ownership rules were to have kicked in 9/5. The 3rd Circuit, site of numerous challenges to the rules from both sides, put them in the deep freeze just prior.

- Ownership rules challenge will stay in Philly RBR epaper 9/16/03 #181
- Who's smiling now? Court puts new ownership rules on hold RBR epaper 9/4/03 #173

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## Sunair Communications

has completed the sale of its cluster of  
Five Radio Stations in Central Pennsylvania  
to

## Max Media of Pennsylvania LLC

The Sunair stations are:  
WYGL/AM-Selinsgrove, PA;  
WLGL/FM-Riverside, PA;  
WYGL/FM-Elizabethville, PA;  
WWBE/FM-Mifflinburg, PA;  
and WFYY/FM-Bloomsburg, PA.

David and Susan Bernstein of Selinsgrove, PA,  
are the principles of Sunair and its affiliated companies.

Max Media is headed by CEO A. E. "Gene" Loving, Jr.,  
COO John A. Trinder; and Max Media Radio Group President Larry Saunders  
and currently owns and operates radio stations  
in Eastern North Carolina and Arkansas.

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The Ted Hepburn Company initiated this transaction on behalf of Sunair and served as exclusive broker in this transaction.

### 3) June 2nd vote - reaction from Capital Hill

Were it not for Republican hold on leadership slots in both houses of Congress, it is likely that the FCC ruling would have been subject to significant and bipartisan legislative revision, and it may still be in the cards. The issue remains big on the Hill.

- Senators scold Powell, ask for rules preview RBR epaper 4/11/03 #72
- Senators plan antitrust hearings on media consolidation RBR epaper 6/3/03 #108
- Senators grill Powell & Co. for Monday's vote RBR epaper 6/5/03 #110
- Does Dorgan have a secret rereg weapon? RBR epaper 6/6/03 #111
- House members attempt to rereg RBR epaper 6/7/03 #112
- Bombshells on Capitol Hill; Bill would require radio divestitures RBR epaper 6/20/03 #121
- Radio markets: Grandfather kicked out the door RBR epaper 6/20/03 #121
- Dorgan and Feingold look to force FCC do-over RBR epaper 6/25/03 #124
- Dorgan kicks off effort to kill FCC's new rules RBR epaper 7/16/03 #138
- Bush defied: House passes spending bill, cap rollback RBR epaper 7/24/03 #144
- Senate repudiates FCC via Dorgan veto RBR epaper 9/17/03 #182
- House confinement for the Resolution of Disapproval? RBR epaper 9/18/03 #183
- House dems try to move Resolution of Disapproval RBR epaper 10/22/03 #207
- Strong words on Capitol Hill RBR epaper 10/22/03 #207

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### 4) Consolidation chatter

Clear Channel was a lightning rod in the national media ownership debate, held as an unintended (and mostly unwanted) consequence of the 1996 Telecom Act. Vertical integration was also a hot topic.

- Radio Consolidation trumps telcom talk at 3+ hour Commerce Committee grilling RBR epaper 1/15/03 #10
- Commerce Committee to hold hearings on Clear Channel RBR epaper 1/22/03 #15
- The laundry list against Clear Channel RBR epaper 1/31/03 RBR #22
- McCain and Feingold target broadcasting with legislation RBR epaper 2/3/03 RBR #23
- Recording artist record their radio consolidation views RBR epaper 4/30/03 #85
- McCain calls 'Karmazin' to hearings on

broadcast ownership, the Zen Master bus detours to DC. RBR epaper 5/9/03 #92

- Second McCain attempt to put grandfather to bed? RBR epaper 11/3/03 #215
- Howard Dean vowing to break up media companies. RBR epaper 12/3/03 #235

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## 5) Rep Wars - Katz group goes to Interep then returns

What seemed to be the main attraction at the media rep circus turned out to be a side show, but it was fun while it lasted (for those not directly involved). The big winners? New York cabbies!

- The demise of Clear Channel in the rep business was devised over 1-1/2 yrs. ago. RBR epaper 11/17/03 #225
- Steve Shaw: Why he did it RBR epaper 11/18/03 #226

• The Bold Three, Shaw, Flood & Gray, go back to 125 West 55th Street. RBR epaper 11/24/03 #230

• They're baaaaack.... RBR epaper 11/25/03 #231

• Agovino jumps to Interep in latest rep move RBR epaper 11/25/03 #231

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## 6) Rush to judgment

Rush Limbaugh resigned from ESPN, was named in a drug scandal and keynoted at the NAB Radio Show—all in the space of two days! There was much more after that.

- No apology from Limbaugh; new drug allegations. RBR epaper 11/03/03 #194
- WBAL-AM to resume full carriage of 'The Rush Limbaugh Show' RBR epaper 10/17/03 #204
- WPRO back in line; brother thanks Limbaugh listeners RBR epaper 10/20/03 #205
- Rush returns! RBR epaper 11/18/03 #226

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## 7) Accountability of advertising

Agencies are increasingly using radio's lack of feedback on results as an excuse to ignore the medium. This story bubbled underneath other splashy headlines, but ultimately may prove to have the greatest future implications of them all.

- RAB2003 Agency panel brings controversy and blunt talk RBR epaper 2/4/03 #24
- AAAA group to study media verification issues RBR epaper 3/7/03 RBR #47
- Accountability: Stop snoozing or start losing RBR epaper 10/6/03 #195

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## 8) Citadel goes public

Farid Suleman kicked open the IPO window with a \$19 pricing for Citadel's new stock and an even stronger opening on the NYSE. Journal Communications soon followed with its own strong showing and we're still waiting to see who will be next. NextMedia, perhaps?

RBR February 2004

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# RADIO NEWS®

• Citadel sees IPO window opening RBR epaper 7/22/03 #142

• Citadel wows Wall Street; IPO prices at top of range RBR epaper 8/1/03 #150

• Strong NYSE opening for newly-minted Citadel stock RBR epaper 8/4/03 #151

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## 9) Clear Channel dumps indies

Under John Hogan, Clear Channel tried harder to polish its public image than it ever did under Randy Michaels. Eschewing indie promoter bucks, which many think is legalized payola, was one group action which played well on Capitol Hill.

• Clear Channel jettisons indies RBR epaper 4/10/03 #71

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## 10) Everyone goes RADAR

The buyers ask and they receive. Arbitron's commercial ratings service, RADAR, added and is adding a host of new nets and stations to the roster. Among them: Dial-Global's The Complete FM Network and Contemporary Network; Jones MediaAmerica's TWC Radio Network and Premiere Radio Networks' "Premiere Urban One." In addition, Westwood One added 55 Infinity stations to its CBS, CNNMax, Source Max and NeXt Networks.

• Crystal Media and True Measure part ways; Crystal may launch RADAR-rated net(s) RBR epaper 6/17/03 #118

• Excelsior buys MJI Interactive; may lead to new RADAR net RBR epaper 7/15/03 #137

• Dial-Global debuting 2nd RADAR net RBR epaper 9/03/03 #179

• JonesMediaAmerica joins RADAR with Weather Channel net RBR epaper 12/5/03 #237

• Premiere signs Radio One away from ABC RBR epaper 12/5/03 #237

## 11) Univision closes on Hispanic Broadcasting

This controversial media marriage was approved by the FCC on party lines over howls of protest, particularly from other Hispanic media companies.

• Judge throws out SBS's antitrust lawsuit against Clear Channel & HBC RBR epaper 2/3/03 #23

• Univision/HBC wedding draws more fire RBR epaper 4/9/03 #70

• SBS's Alarcon takes aim at UVN/HSP merger RBR epaper 7/18/03 #140

• AHAA! Agencies endorse Univision-HBC merger RBR epaper 8/1/03 #150

• Hispanic religious leaders attack UVN/HSP merger RBR epaper 8/22/03 #165

• Univision/HBC merger cleared for take-off RBR epaper 9/23/03 #186

• Univision-HBC merger heads to court RBR epaper 10/23/03 #208

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## 12) Mel & Sumner nuptials

The months-long soap opera of "will he stay or will he go?" ended with a kiss and makeup scene in the Viacom boardroom. Mel Karmazin agreed to another three-year stint as President/COO and Chairman/CEO Sumner Redstone insisted that was what he wanted all along. That left Mel unavailable later in the year when push came to shove at Disney, with Roy Disney hunting for a candidate to replace Michael Eisner.

• WSJ says Mel will stay RBR epaper 3/20/03 #56

• Mel signs for three more years at Viacom RBR epaper 3/21/03 RBR #57

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### 13) Liberal talk network to form

A major effort to launch a radio network which would provide a liberal alternative to the conservative drumbeat already dominating the radio spectrum is set to launch early next year.


- Liberal radio network on the drawing board RBR epaper 2/18/03 #34
- Beam me up, Boston: Pundit weighs in on liberal Talk RBR epaper 3/3/03 #43
- Drobny: Liberal net will launch, and big, in January RBR epaper 10/21/03 #206
- Taking the An and Shell out of AnShell RBR epaper 11/20/03 #228
- "Progress Media" liberal net buying O&Os RBR epaper 12/2/03 #234

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### 14) Alcohol advertising "voluntary practices"

Radio needs to watch who's listening. Promoting beer and wine to minors may induce the government to limit or eliminate a major advertising category.

- Budweiser demo change brewing will comply with FTC 2004 RBR epaper 10/22/03 #207

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### 15) Dixie Chicks dust up

An attempt to provide some guidance for his Country PDs put Cumulus honcho Lew Dickey in the hot seat in John McCain's Senate Commerce Committee.

- CCU Corporate bombarded with anti-Dixie Chicks sentiment RBR epaper 3/20/03 #56
- Cumulus drops corporate Dixie Chick ban RBR epaper 5/01/03 #86
- Chicks ban gives Dickey a McCain in the neck RBR epaper 7/9/03 #133

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### 16) You're out of here

The executive suite is not even a safe place. After last year's high drama of Randy Michaels being rushed off to a super secret think tank location 2003's changes did not have quite the same shock. Fullam was out - Hollander was in at Infinity. Bob Proffitt of Citadel learned of his fate reading RBR's morning epaper.

- Fullam out at Infinity; Big changes begin as Mel starts the engine of the 'Zen Master Bus' RBR epaper 4/26/03 #83
- Bob Proffitt to be out today at Citadel RBR epaper 7/9/03 #133

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## We ask GMs—Are you seeing an economic recovery, as the headlines are saying lately? Why?

### **Terry Strickland, Fisher Radio Regional Group/Great Falls, MT**

Great Falls is a little bit different animal, because we don't really see the ups and downs that most markets do. It's a pretty consistent, level market and we just kind of enjoy a very consistent cash flow, which is really kind of nice. We're ahead of last year, but only a small amount. I wouldn't say that there's any kind of huge recovery or anything we've done.

For next year, we're also pacing a little bit ahead. We have a lot more annual, long-term business, which helps us out in the long run. And that's kind of where we've seen all of our growth from.

The attitude of the advertisers we all just need to be really competitive. It's a very conservative market and everybody is out to get their fair share. They've got to do that with advertising and we've got six radio stations here that are pretty well able to reach every one of their demographic needs.



### **Charlie Morgan, Susquehanna/Indianapolis**

For November—the month that has thumped us—the market was down double digits. And it's facing up double digits for December and January. Are there signs of optimism? Yeah, but with a month like November that you would count on being the second biggest month of the year, being down double digits, it makes your knees a little wobbly.

The reason defies explanation.

Believe me, a lot of us have spent time trying to come up a story for it. October being up so much might have something to do with it. Dollars were shifted into October, but that's a pretty lame answer.

### **Peter Tanz, Midwest Communications/Kalamazoo, Battle Creek, MI**

Yes. Both from the members that I work with on the Chamber of Commerce and from our own stations' billings. For the beginning of 2004, we're pacing excellent and we are on track for the rest of 2003. Why? It's just time—it's just time for it to go back up! We're southwest Michigan-heavy manufacturing. And heavy effects from manufacturing layoffs and job losses. So for us to see things coming back up, the rest of the country should be doing great.

### **Rick Brown, CC Radio/ Huntsville, AL**

From an overall headline standpoint, we see the same things that are reported in the national media. Our local media is saying the same thing. They think that an economic recovery is at hand; money supply and investments are freeing up. From a business

standpoint, we have paced about 2% ahead of last year. So during this slow time, that to me means we have really been about flat.

I don't have any evidence yet that it's going to pace at a faster rate than next year. I haven't landed any business that gives me that feeling, so I'm kind of preparing our folks for a pretty flat, maybe a little bit of an increase for next year. So far, I haven't seen the signs that I'm going to have anything along the lines of a tremendous pickup. Huntsville has been very low in unemployment, so we haven't been losing any jobs. I think that kind of bodes well for us. In the meanwhile—we're in the Northeast corner of the state—the northwest corner (Florence/Muscle Shoals area) has had a little bit higher unemployment.

So for us, I'm kind of thinking we're going to have a pretty decent year next year. At this moment, I haven't locked in any business that will show me that or solidify that, but I don't get the feeling so far that folks are going to cut back from levels that they did this year.



### **Zemira Jones, ABC Radio/Chicago**

We are experiencing a class case of discontinuity between the upbeat economic news of late and the current market pacing of the Chicago Radio market place. The ABC stations in Chicago that are outperforming last years actuals are doing it by increasing available market share and not by market growth. The current market quarter is down by 1 to 2 points compared to last year and next year's market pacing shows little evidence of the good economic news we have been hearing lately. It seems the better the leading economic indicators get the lower the ad market gets. One of these will have to give...

Media buyers who are placing business are doing it later and closer to the start dates. A significant disconnect from the national news on the economy. With next year being an election year many broadcasters are counting on political dollars to close the gap. If next year heats up it needs to happen by 2nd quarter.

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### **Jim Herron, formerly, CC Radio/Bangor, Augusta, Rockland, ME**

"I'm not sure...as the November election brought in radio revenue from a sensational initiative taking Maine center stage—a proposed casino in Sanford, Maine. While ultimately defeated the battle (both pro and con) used the power of radio to showcase opinions. My guess is the Maine radio community all received referendum revenue for October...yet before October...it was very sketchy as to a revenue recovery for radio in Maine.

November paced ahead of September and was flat with October. All three markets are virtually parallel or flat in revenue impact. The good news...our clients are seeing some improvement in business. And ironically, depending on the client, some are having the best year that they've ever had. There's nothing specifically I can point to that indicates an improvement or the lack there of...time will tell post the casino initiative as to whether Maine radio rev is back big."



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## Association heads forecast 2004

We asked the following industry organization heads for their 2004 forecasts, predictions, spins and prognostications. Overall, the outlook is quite good, given the upcoming political and Olympic year and strong signals the economy is rebounding.

- Gary Fries**, Radio Advertising Bureau (RAB) CEO
- Chris Rohrs**, Television Bureau of Advertising (TVB) President
- Sean Cunningham**, Cabletelevision Advertising Bureau (CAB) CEO
- John Sturm**, Newspaper Association of America (NAA) CEO
- Stephen Freitas**, Outdoor Advertising Association of America (OAAA) Chief Marketing Officer
- Greg Stuart**, Interactive Advertising Bureau (IAB) CEO

### What is your outlook for 2004?

**Fries/RAB:** 2004 is going to be a continuation of the recovery that seems to be gaining momentum as we come to the conclusion of 2003. I think anyone who thinks they can peer into a crystal ball and come up with a growth percentage must have a lot more information than I find currently available. And I think I have as much information as far as anybody, as far as the industry as a whole.

My best guess is the momentum is going to continue. It seems to be accelerating a little bit right now, though it has been very on and off during the last half of 2003. But with this momentum, we ought to see growth in the mid-single digit range for the year 2004, particularly with the strength in the local business environment.



Rohrs

**Rohrs/TVB:** The outlook for spot is +10%-12%. Spot is a two-year business cycle. It has to be evaluated in two-year segments because of the fact that political spending and the Olympics coincide in every even-numbered year. So we've been advocating to our members and to the press and to the analysts and advertisers that when you look at spot and evaluate spot, you have to look more broadly than one year. It's a two-year business cycle. And 2004, of course, is one

of those even-numbered years, so it's typically very robust. Thus, the +10%-12%. And in fact, the year 2000 grew 12+ in spot and the year 2002 grew 12% in spot. So we're right in that same range.

It's a feast or famine thing with this two-year thing. Right now, in 2003, we're bumping up against comparables to 2002, which had pretty massive political spending in last September, October and

November. So we're struggling just to be even. Once we get back into the sunshine in December when we're not up against political spending, then our comparisons, our pacing will look a lot better. And we'll also be benefiting from a clearly improving economy.

That's important, obviously TV more than any I guess, is a mass-medium. And the single variable that we're most dependent on is the state of the general economy. And to the extent that it seems finally to clearly have momentum and job creation (hopefully), we'll benefit. That's showing up in the outlook for just about all of the category sectors, most important of which is automotive.

**Cunningham/CAB:** It's no surprise that 2004 promises to be another year of record highs for cable-nationally, regionally and locally. We'll see record-high advertising revenues well spent by advertisers in response to cable's record-high ratings and reach across all key audience demographics. It's projected that cable viewership will experience double-digit percentage growth in 2004, which will be an exceptional performance in an Olympic year.

**Sturm/NAA:** As the economic recovery gains momentum 2004, we expect to see increased ad spending in newspapers. The national category should continue to be strong and expected job growth should result in better numbers for classified ad spending. Overall, we are expecting growth of between four and five percent.

**Freitas/OAAA:** The outdoor industry should experience strong growth in 2004 as the economy continues to rebound. The outdoor industry has remained resilient over the past few years performing better than most media segments and this trend will continue as more national advertisers invest in outdoor campaigns.

**Stuart/IAB:** For the entire first half of 2003, I was universally cautious in making too positive or overly bullish predictions in spite of the fact that I believe strongly in the future of the Online medium. Then the numbers came in, culminating with an estimated 20% increase for Q3 year over year. At this point, I'm emboldened enough to say the outlook is excellent and while revenues keep rising, we still have so much we can do to educate those who are not using Online, while continuing to make the process of buying and selling interactive as easy as possible.

### How is your medium going to perform against its competitors? Why?

**Fries/RAB:** I think radio will perform very well against its competitors, because the entire marketing model that is taking place right now in the eyes of advertisers is to really evaluate every expenditure. And this is causing a certain amount of erosion in some of the traditional mediums that have been bought on their glitz factor, so to speak. And radio has substantial underpinnings of how it works and how it reaches the consumer. And with that

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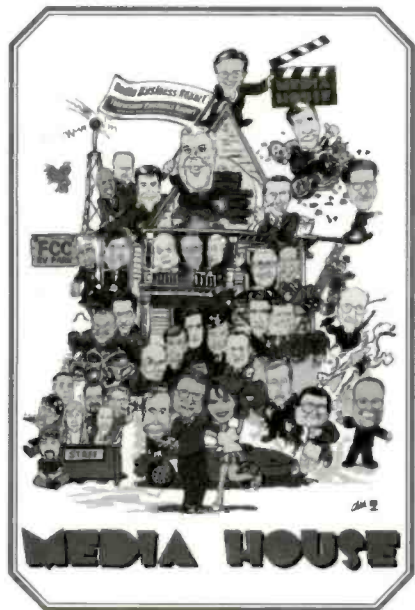
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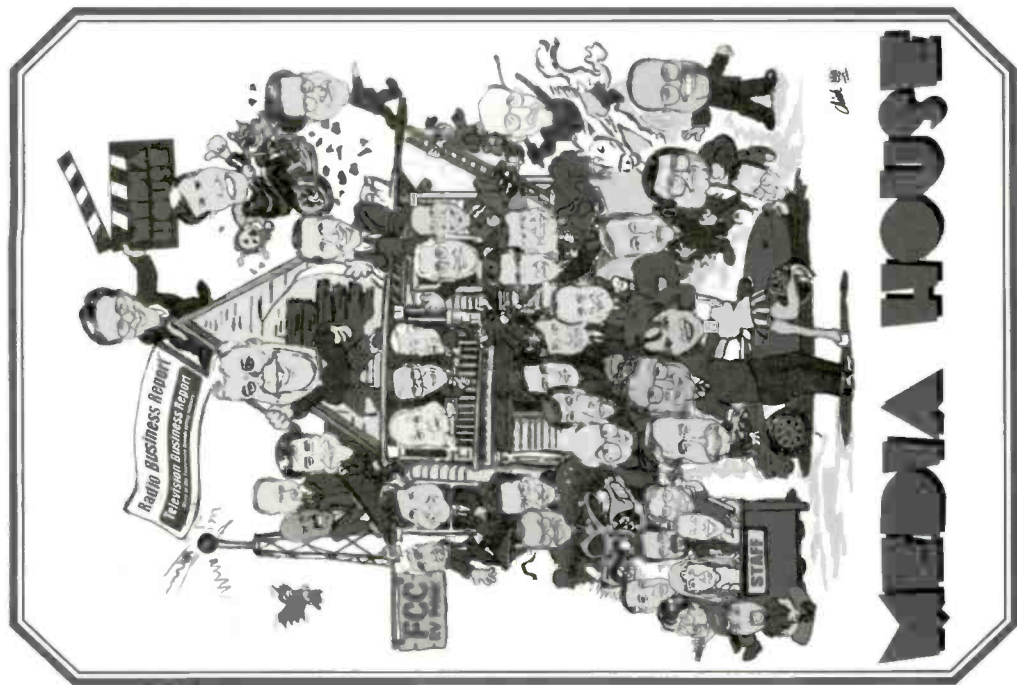
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in mind, I actually feel that we will gain ground on competitive media during 2004 and ongoing after that.

**Rohrs/TVB:** We will outperform virtually all, again because of our exceptional strength in the even-numbered years. In 2002, I believe, we were the number one-growing major media segment, and I expect it will be something pretty close to that in 2004.



*Cunningham*

**Cunningham/CAB:** Our dialogue with the market-movers on all sides of the desk reveals that cable's continued growth momentum coupled with broadcast's continued losses has many advertisers at the breaking point where they will accelerate their redistribution of advertising spending from broadcast to cable in 2004.

Nationally, advertisers are experiencing very strong performance for their upfront investments in cable. In contrast, the premiums they paid for

broadcast in the upfront market have been nowhere near justified given broadcast's well-documented poor performance thus far into their new season. The 2004 upfront market should yield terrific gains for cable and a long-overdue course correction on what advertisers will pay for national broadcast.

Cable's gains at the DMA/interconnect and local/retail levels have been dramatic in 2003 with double-digit advertising growth and a 70% capture of the incremental ad spending that came into the 2003 market. Atop the continued audience gains, 2004 will also reveal cable will be easier to buy than ever as the number of interconnected markets grows from 72 to 90 of the top 100 DMAs, all capable of packaging between 35-40 ad insertable networks. The growth in all sub-national cable will continue despite a Nielsen measurement system (meters+diaries) that is inadequate to measure multichannel audiences and typically under-reports demographic cable viewing by 25% to 50%.

Advertisers know cable has the better television product and will continue to up their investments throughout 2004. The only debate in the TV industry on cable ad revenue growth at the DMA/interconnect and local/retail levels for the future will be whether or not the \$4.6B 2003 spending will double in the near term or perhaps just increase by 65% to 75%.

**Sturm/NAA:** Growth should be steady throughout the year—perhaps slowing in rate somewhat as we meet a stronger comparison to 2003 Q4.

**Freitas/OAAA:** The outdoor advertising segment has shown steady growth since the beginning of the year so the Outdoor Advertising Association of America (OAAA) is cautiously optimistic that the industry will meet or surpass original estimate of 4% growth. Despite a sluggish ad economy during the past few years, outdoor industry revenues have remained robust.

**Stuart/IAB:** Currently Online is the fastest growing medium and I would expect to see that continue for many years to come. Direct marketers are experiencing phenomenal success with Internet advertising, especially in search, and significant sums of money will flow into the Internet from other, more traditionally

used direct marketing channels. Advertisers also realize they can target just as well, or even better, on the Internet as in print verticals and we'll see cash redirected here as well. Lastly, online classifieds is a huge and growing segment and will certainly give print classifieds a run for their money. Just use eBay once and you'll see that Online is much better suited to classifieds than Print.

## What other media do you think will do well in 2004 and why?

**Fries/RAB:** I think any out-of-home media will continue to do well because people are just changing their whole lifestyle habits, and their lifestyle habits are no longer sitting down for an hour in the morning and reading a newspaper or sitting down at night and watching extensive appointment-oriented TV. People are more mobile; they're more flexible, there are just more things that are taking up their time. So out-of-home media is going to continue to be probably the best growth factor for the next year.

**Rohrs/TVB:** I think they'll all do well. The economy is clearly getting better. As we look at the advertising categories, we're anticipating strength in virtually all of them next year—automotive, restaurant, telecommunications, certainly political, retail. We expect pretty broad-based strength in all categories and we expect it will generally be a strong year for ad spending and that all media should do pretty well. Again, we expect to outperform most, if not all.

**Cunningham/CAB:** Cable's dominance as the country's leading provider of broadband should benefit interactive advertisers who take advantage of its enhanced messaging capabilities on the Web. Interestingly, some of the best high-traffic destinations on the Web are branded cable sites, where advertisers can extend their relationship with the consumers of TV's best brands.



*Sturm*

**Sturm/NAA:** With the political advertising arena experiencing growth, TV will certainly benefit from this and the Olympics. Radio and direct mail will also benefit from the elections.

**Stuart/IAB:** Despite all the negative press around network TV, the industry just isn't ready, or courageous enough to take a stand and say, this just makes no sense. Why do we keep paying more, and getting less? Just as consumers

have done, we expect that marketers will eventually see Online as the alternative to TV.

## How do you think the political and Olympic year will help revenues for your medium?

**Fries/RAB:** The Olympics actually have a tendency sometimes to hurt our revenue because of the fact that one of our biggest categories is the Entertainment industry—basically Television advertising. And when the Olympics are on, there is very little Television advertising placed because the feeling is that the Olympics command the situation so that the competitive TV stations don't advertise as much. So there's a little bit of hurt that takes place in the radio industry during the Olympics.



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The political environment-as long as there are lots of issues, they seem to lend themselves very favorably towards radio. And I think that we'll see a nice political season coming up with all of the activities that are going to be taking place.

**Rohrs/TVB:** They will absolutely. They will represent probably 30%-40% of our growth. Let's say we go up 10 percentage points next year, at the low end of our forecast scale. Probably four of those percentage points will come from political and Olympic.

**Cunningham/CAB:** With expanded programming coverage of both major events in 2004, cable is expected to generate record ad revenue gains in both the Olympic and political arenas.

**Sturm/NAA:** Newspapers will be particularly well positioned for new political dollars as a result of changes in the campaign election laws that will favor newspapers over broadcast. Additionally, recent research suggests that the vast majority of voters still undecided as the election date draws near, are regular newspaper readers and turn to the newspaper for editorial AND advertising information on the candidates and issues.

**Freitas/OAAA:** Howard Dean's recent announcement confirming that he will not take matching campaign funds if he is the Democratic presidential nominee could open a floodgate of campaign expenditures never before seen in a national election. We expect the outdoor industry to garner some of the political advertising money especially in light of diminished viewers for television. The outdoor industry generally benefits most from Olympic advertising when the games are held in the USA.

**Stuart/IAB:** Howard Dean's campaign clearly demonstrates the power of the Internet for grassroots political lobbying. All of the candidates will certainly use the Internet in their overall plans, however it remains unclear how this translates to paid advertising.

As for the Olympics, the public will undoubtedly seek out information on all aspects of the games online, and advertisers we're fairly certain will be smart enough to place their messages in front of this massive audience.

## Do you expect more growth in 2004 for local or national and why?

**Fries/RAB:** I think when one looks and analyses the business, the national, I think, will continue. It will not show the same percentage growth it has during 2003 because of the fact that it has been quite strong this year. But it will continue to grow and remain an integral part of advertising plans. The local, definitely, is starting to show strengthening, as consumer confidence keeps coming back. And so with that in mind, I look very favorably that we'll see good local growth.

**Rohrs/TVB:** Definitely for national. Reason being, that most of the political spending sits in the national column.

**Cunningham/CAB:** (already commented).

**Sturm/NAA:** Department store consolidation will not favor newspapers who carry the majority of this business, however other categories, like real estate and automotive in the local classified category and the electronics, telecommunications, home furnishings and apparel categories will benefit from a growing economy

and higher consumer confidence.

**Freitas/OAAA:** Local outdoor ad sales have remained strong despite the country's recent economic downturn. This year, national sales have rebounded, especially in the 3rd and 4th quarter. While local sales will continue to grow steadily in 2004 there will most likely be accelerated national sales growth throughout the year.

**Stuart/IAB:** We continue to see the majority of our growth nationally, while local continues to lag behind. However, given the targetability of Online, and the success in the self-service ad models, such as search, we expect Online will eventually have similar national/local spending distribution as all media.

## What other media do you think you will take ad share from the most and why?

**Fries/RAB:** I feel that the print media is where we're going to continue to make in-roads. And I think that will be obvious well beyond 2004. I think radio is doing a good job in that area, but can always do better. I think that we will continue to take business on a national

front away from television. However, television is going to continue to be very strong. But we seem to be making good progress against that medium also.

**Rohrs/TVB:** Well, we'll take it from everybody, as we do in even-numbered years. I'm not sure if there's any I would say we'd take more from than another. I think it will be kind of across the board.

**Cunningham/CAB:** (already commented regarding National). We believe that local/retail cable will continue to capture increasing share from newspapers and radio. The ability to buy sub-DMA TV has been a dream opportunity for retailers as continued MSO consolidation made it progressively easier to implement throughout the last five years. The power of local TV to drive floor traffic and effectively get to the better customers via its superior selling ability (vis-a-vis newspapers and radio) is part of the reason the ad revenue forecasts for cable are so bullish.

**Sturm/NAA:** Newspapers are well poised to capitalize on the political category as mentioned above. As an industry, we have also made great strides in the direct marketing initiative and have some real opportunities to compete more effectively against direct mail.

**Freitas/OAAA:** In 2003, television audiences continued to shrink as rates continued to escalate, especially during the up-front period. For this reason, national brands are looking for alternative media choices that can reach broad or target audiences efficiently, particularly mobile young men. Outdoor reaches the consumers that television misses. Recognizing a need to compete effectively against television, the outdoor industry has made enormous strides in efforts to improve accountability and measurement of the medium.

**Stuart/IAB:** With TV dropping male viewers, advertisers are looking at where this critical demographic has gone, and no-one disputes that a portion, at least, have migrated to the Internet. Advertisers will follow their audience and continue to invest more marketing dollars in interactive.



Freitas



Fries

## Let it hereby be resolved...

There is a long-standing journalistic principle which is a mainstay in the industry, particularly near the end of the year, when everyone is tired. That principle can be summed up like so:

"Why should we waste our time and energy writing stuff up when we can get our readers to do it?"

After all, we spend most of the year chasing down these very same readers, hoping to trick them into divulging top-secret information, or even better, saying something provocative which will 1) annoy their competitors; 2) induce their competitors to fire back; and 3) from then on provide easy copy for months on end.

It's no wonder so much effort is spent by our readers avoiding us like the plague. It may be true that the pen is mightier than the sword, but it's also true that the administrative assistant blockade is mightier than the pen.

It'd be a lot easier if we could just make stuff up. Like, for fun, we could write a fictional account of half a rep firm going across town to another rep firm, then back again...wait, that really happened!

Or we'll pretend a major crusading Talkmeister is hooked on Hillbilly Heroin...uhhhh, that happened too!

Or that the government has turned over the entire media portfolio of a North Dakota town to the Evil Empire...hey, we see a pattern here!

In short, dear readers, you did a fabulous job generating material for us in 2003! So, we'll let you get started on 2004! Without further taxing our limited reserves of physical and mental prowess, we will turn the following pages over to our erudite, clever, insightful, witty, thoughtful, and above all else, gullible readers!



I resolve to implement Interep's innovative plan to grow Radio's share of ad revenues to 10% by 2010—Radio's "Ten by Ten Challenge." This is the fastest and most reliable way to grow our client stations' revenue each year. Our focus is on the real competition - other media, not intra-industry rivalry. The "10x10" challenge has begun!

I also resolve to put the "Three Stooges" back on TV where they belong.

**Ralph Guild**, Chairman/CEO Interep

I have a new resolve to maintain a higher standard in personal health matters and to recommit to traditional religion. I might have to balance those resolutions by also not taking myself too seriously.

**Dick Carr**, Host, Big Bands, Ballads and Blues  
WOR Radio Network

I resolve not to grimace every time I hear the word "Minot."

**Ken Ferree**, Chief, Media Bureau  
Federal Communications Commission, Washington



My New Year's resolution is to make sure all the stations I'm responsible for don't go all Christmas before the 4th of July.

**Bill Figenshu**, Western Region President  
Citadel Broadcasting



My New Year's resolution would be to endeavor not to outdo my Wall Street analyst peers and ask multiple, fourteen-part questions on 2004 quarterly conference calls.

**James Boyle**  
Media Analyst, Broadcasting  
Managing Director, Wachovia Capital Markets, LLC



1. To find a place for all these damn deal tombstones all over the office.

2. To broker a marriage between **Dr. Laura** and **Dr. Phil**, or between **Lew Dickey** and one of the Dixie Chicks.

3. To stop reading and writing emails when doing deals on the phone.

4. To actually read the FCC's June 2 Report and Order.

**Elliot B. Evers**, Managing Director,  
Media Venture Partners, Ltd.



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# FEATURE

My New Year's resolutions are:

To not fall asleep with my eyes open anymore during the monthly "don't think of us as sales people, we're a marketing solutions group" sales pitch

To try and be as sweet as **Kim Vasey**, astute as **Natalie Swed Stone**, as well spoken as **Matthew Warnecke**, as insightful as **Irene Katsnelson**, to change my name to one as cool as **Reyn Leutz**. But most of all to try and see at least half as many Bruce concerts before I die as **Rich Russo** saw this past year

To not contemplate joining the Air National Guard when I hear "Everybody I know loves this show, it's just amazing how many people listen to Dr. Bob's Hate Monger Radio for Beginners show"

To change my last name to O'Donnell in hopes I can become a part of the ABC Radio inner circle

To not drool out of the side of my mouth when I hear "this talk show hosts isn't afraid to tell it like it is, (whether it's true, or not)"...and then I decide to buy spots in his insipid show because it reaches so many of the mindless masses

To eat at Red Lobster at least once a month

But above all "To see the world through the eyes of a child again. Beautiful, bright and full of happiness so I can try and be the best father in the world to Annie"



One last thing: To help put George Clinton in the White House. P-Funk y'all :)

**Matt Feinberg**

SVP Radio, National Broadcast Dept. Zenith Media

I resolve to play only unknown artists records and to later sell my then bankrupt stations to someone recommended by Commissioner Copps, based solely upon their minority status.

**Tom Joyner**, Radio group owner



For the first time in my life, my New Year's resolution revolves around a oft-repeated one: weight. I'm proud of losing 76 pounds in 2003 and on a personal level, my New Year's resolution for 2004 is to keep it off. I'm pretty confident that since I've become real comfortable with my "smaller portions" approach to eating, I'll be able to do so. My professional resolution is for my talk show to remain profitable for my company, satisfying for my customers (affiliates and advertisers), and as challenging and stimulating for me as it has been for the past year.

**Mike Gallagher**, Salem Radio Network, Dallas • New York

I have thought long and hard about what my New Year's resolution should be for 2004. Simply it is this. I plan to close 50 station sales in 2004. Wow! You say, and why 50? Because it is in celebration of 50 years in the Broadcasting industry. Yup! Started in 1954 right out of college at a daytime-only AM station in Farrell, Pennsylvania. From there to Lewistown, PA where I met Carole and the rest is history. So FIFTY it is. Lowry and Mel, you both control a bunch, can you help me reach that goal? It is only a little less than three times the total of 14 I had for 2003, so I'm raring to go. I'll accept listings large and small.

**Ted Hepburn**, The Ted Hepburn Company

I resolve to be in San Antonio during the first week in April, not to sell a radio station to Clear Channel, but to watch Roy Williams cut down the nets at the Final Four as my Tar Heels win their fourth NCAA Basketball Championship!

**Bob Heymann**, Broadcasting Asset Management Corp.



My resolution is: Persuade the FCC to deregulate engineering restrictions on the growth of radio—just as it deregulated ownership restrictions.

**David Honig**, Executive Director  
Minority Media and Telecommunications Council



My resolution is to relax more, stay married, get **Rick Cummings** and **Walter Berger** to work harder and not offer any format advice.

**Jeff Smulyan**, Chairman/CEO,  
Emmis Communications

My New Years resolution is to read up on the rep business and learn all I can, because it sounds like a fun job... full of action and surprises.

**Charlie Colombo**, United Stations



My resolution, its actually a mission, to bring this Network Radio to the top of the list when client and planners are making media selection and allocating dollars and to show its SPM (STRENGTH, POWER & MAGNITUDE). I made that one up all by myself, now everyone will know why I'm in buying not in creative.

**Irene Katsnelson**, VP, Director of National Broadcast  
Universal McCann



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**RESOLUTION:** "It seems the harder I work, the luckier I get. In 2004 I resolve to get very lucky!"

**Ron Kempff**,  
Kempff Communications Company



I resolve that all of the politicians, including the FCC Commissioners, spend ninety days selling spots (and being paid on collections) in small and medium market radio stations across the country. That will put an end to the regulatory nonsense in Washington about ownership concentration, Arbitron market definitions, crossownership and the like. Those guys need to get outside the Beltway once in a while and see how the real world operates.

**George R. Reed**, Managing Director, Media Services Group



The American economy has been doing so well in the latter part of the third quarter and fourth quarter, that I'd like to see that give a greater boost to the radio industry. Our company is going to end this year with about 12% growth in operating profits and I'd like to see it continue on that trend. I'd like to see the radio industry itself grow by 5-6%. That would be terrific.

I'd like to see digital radio really come into play. I think that we've all worked pretty hard on it—**Dave Kennedy** at Susquehanna and **Bruce Reese** at Bonneville—along with **Bob Struble** and his group at iBiquity. I think digital radio will be the renaissance that we really need to bring the 18-34 market back.

I'm hoping that we start to see more leaders step up in the industry and really put radio back to the preeminent level that it had been at. I think we have to win not only Washington, but we have to win Main Street back."

**Peter Smyth**, President and CEO of Greater Media

With regard to New Years Resolution—I haven't really thought that far ahead yet. I suppose, as a 42-year-old lefthander with a 39 mile-per-hour fastball, my resolution will be the same this year as for the last 20, I resolve to strike out the side for the Seattle Mariners in Game 7 of the World Series in the Fall of 2004. Either that or I resolve to ride my mountain bike more often and eat more broccoli.

**Mike Gould**, President, Eastlan



**Heidi Hanzel** and **Lara Dyan** of ChickChat have big plans for 2004. Here are their top five New Years' resolutions for ChickChat in 2004:

5. The co-hosts of ChickChat resolve to not join a gym or go on a diet, or make any other resolutions that will be broken by January 2nd, 2004.
4. ChickChat resolves to give every man in America the chance to ace the Cosmo quiz, thereby impressing the women in their lives, by continuing to give away the answers on air.
3. ChickChat resolves to help Americans waste their time in front of the television more efficiently by selecting the best of the worst reality TV shows.
2. ChickChat resolves to fill the void when *Sex & The City* goes off the air (after a proper mourning period). And ChickChat's number one resolution for 2004 is:
1. In this election year, ChickChat resolves to make the world of talk radio a better place by talking about the most important aspect of politics—which of the candidates is the hottest!

All best for the holiday season,

**Lara Dyan** and **Heidi Hanzel**, co-hosts of ChickChat



The difference between an entrepreneur and a pile of manure is cash flow. My goal in 2004 is to be on the entrepreneur side of that equation.

**Mark Masters**, CEO, Talk Radio Network

1. Some resolution of the media ownership rules—one way or the other—just give us some certainty.
2. The return of **Randy Michaels** to the industry. We miss his thinking and aggressiveness.
3. The removal of ownership rules in other countries to allow American broadcasters to expand their holdings overseas.
4. As a addendum to point #3 above, I would like to be the exclusive Caribbean media broker.
5. **Norm Pattitz** for the Nobel Peace Prize for his efforts to influence the Arab world positively via radio.
6. Cheap money, higher multiples, more deals and higher commissions for us struggling media brokers.

**Larry Patrick**

Patrick Communications/Legend Communications

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# FEATURE



My new years resolution is to find management teams and/or station acquisitions for all the equity players that are calling us.

**Christopher D. Miller**, President/CEO  
Gammon Media Brokers, LLC



"To better serve the many urban stations with the best programming services. To help brands develop better relationships with the African-American consumer market! And lastly have fun - grow - and enjoy life."

**Jay Williams**, President, AURN

I won't resolve to lose some weight  
It's a resolution that I really hate  
It's one I always somehow pick  
But can never really make it stick

I won't resolve to save some money  
'Cause it sticks to my fingers, just like honey  
And when it does, I remove it all  
By running out to shop at the mall

I won't resolve to clean the house  
For heavens sake, what's one little mouse  
They use the dust to make a nest  
I only wish they'd clean the rest

I won't resolve to work any less  
'Cause then my office would be a mess  
And anyway, I know it true  
It's something that I just can't do

Cause when you love what you do  
The joy in it comes shining through  
So I'll resolve to stay the same  
You probably think that's a crying shame



But I'll be content to go on living  
'Cause it makes me happy just to be giving  
A little joy to all I meet  
And my life will remain just as sweet

But I'll search and search  
For a lot more dough  
For clients to put into RADIO

**Kim Vasey**  
Senior Partner/Director of Radio, mediaedge



This has been and exceptionally tough year; war, 4th year in a row of uncertain economy, COUPLING, etc. It is time for drastic measures. I am giving up massages, pedicures and brushing my teeth.

**Larry Wert**, Pres and GM, NBC5, Chicago

Most people have basic resolutions, simple ones and they always lead off with losing weight, but I am one of the few people who looks to gain weight, I mean bonus weight, added free spots from this "share driven, panic stricken and needs an ass kickin'" radio world we live in. Happy 2004, here's to more free spots and low rates. Bring it on.

**Rich Russo**, SVP/Director of Broadcast, JL Media



My New Year's resolution is to bring the "Queer Eye" ethic to Network Radio. Every radio schedule should be as fabulous as possible. Really, who wants a boring, passe, unfashionable media buy with "bad shoes" and an unflattering silhouette?? MediaCom can make tacky schedules terrific with a boost-in

Queer Eye parlance: "Jeuzje" of chic that gets a brand the attention it deserves.

**Matthew Warnecke**  
VP/Network & Local Radio Services, Mediacom

To save each of our listeners 5% on their grocery bill, to share enough information to reduce the cholesterol levels of our audience by 10%, to empower our radio community to lead the war on fat and reduce obesity levels by 15%, to attract 20% more call-ins...and to increase our ad dollars by 25%!"

**Phil Lempert**, Host, Shopping Smart, WOR Radio Network

New Year's Resolution: To extend my personal invitation to the key executives of the Katz Radio Group to feel comfortable having me host their Last Supper!

**Tony Durpetti**  
formerly 28 year veteran of Interep  
currently proprietor of Gene & Georgetti Steakhouse  
Chicago

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**Joey Reynolds** - *Just Added!* WFTL-AM/Miami

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## We Asked TRN's CEO Mark Masters on why some syndicated talk shows break-out huge while some do not.

### What makes a breakthrough syndicated talk talent?

A syndicated host must be truly great, not just really good. Really good hosts can succeed in some markets. Truly great talent will succeed in almost all markets. A truly great talent will outperform their home station's ratings, creating a ratings spike during their daypart that is an indication of that "great host's" ability to create a unique audience, above and beyond that of their lead-in show or station.

By way of illustration, **Michael Savage** averaging a 5 share 12+ when his original home station's average was around a 2.5 share 12+ was what caught my attention. Here's a guy that outperformed his lead-in show and his station by close to a 3 share, 12+, of unique audience at the time. Seeing this, I listened for days to him to find out how he did it. Which leads to the 2nd answer.

**Savage, Rush**, and those like them generate massive rating spikes because from an audience growth standpoint they are what I call "viral". A "viral" host creates audience growth because they are so compelling that their listeners become "infected" with "host talk"—meaning they automatically start telling friends about the show, talking about what the host said over dinner to friends creating a true referral based listenership that can turn one "infected" listener into five to 10 more referral based listeners over time. This translates into rating spikes and strong ratings in general, which usually outperforms the station's share by 50% or more. When this happens, it becomes a good deal for a station to give up 25% to 30% of their inventory in the show in return for a show which will justify the station's sacrifice of barter minutes by heavily increasing the value of the station's remaining local minutes. Anything less than a track record showing a 30% out-performance of affiliate station's existing ratings doesn't make as much sense for a major station to take a syndicated show in a primary daypart.

### How can you tell when a show is ready to be syndicated?

Separate a show that is a "ratings echo" from a show that is a real "unique audience builder." For example - 2 shows, both large markets, both shows are tops in their daypart, both shows have a 6 share. However, upon closer examination, the first show's "6 share" was with a station that had a lead-in show that had a share of 3.5—the station's average. This means that the first show outperformed its lead-in and the station as a whole by a full 2.5 share or 70%. This show has an infectious quality among its listeners and has created a unique audience to it alone of a 2.5 share above and beyond the station's 3.5 share. This is a show that might be syndicable.



Show #2 which is also tops in its large market also has a 6 share but - looking at its lead-in show, we find that the show on before it (its lead in show) is in fact a 9 share. In this case the second show, though big in its daypart and a 6+ share, in fact has no unique audience and only keeps 66% of the prior show's lead-in audience. This show is actually a ratings echo of its lead-in

and probably has no ability to generate unique audience it can't even capture all of the "free" lead in audience that is being delivered to it by the show before it (note: it sometimes takes up to three ratings books to tell whether a show has the ability to deliver unique audience or not—very often shows are pulled too quickly).

Therefore, all large share or top-rated daypart shows are not the same. The key is in a host's ability to have such an unpredictably broad range of ability and conviction of personal belief that the host's audience goes "viral" in their referrals of the show to friends. This in turn creates referral based rating spikes, which creates ratings well in excess of the station or lead-in shows average, which equals unique audience. This then justifies the station giving up some inventory in return for the rest of their inventory becoming worth a lot more. That's how a breakout show works.

### Do you see a need for more syndicated talent or is the table pretty well set?

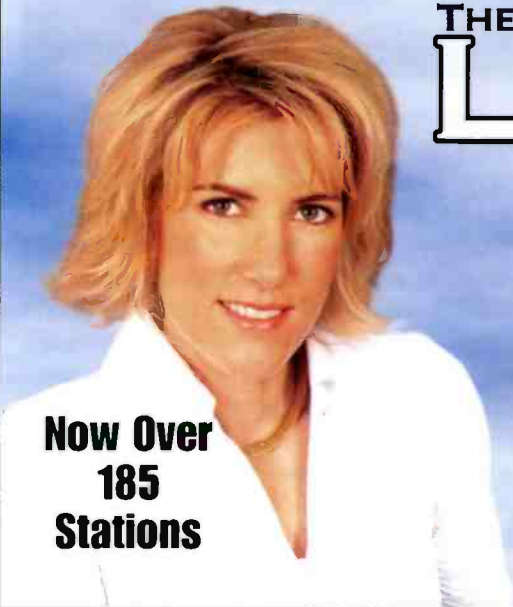
The best of the best will always be syndicated. There will always be room for those. The problem is not that the table is set - the problem is that most hosts are unconsciously imitating someone already in syndication.

There is only one Rush, Laura, Stern, Savage or Hannity. The problem is in the lack of hosts who are secure enough in their own belief to express original thoughts or opinions. So they become what I call "information based hosts". These hosts spout out facts and figures—then read an op-ed piece and ask for caller's comments. Sure it sounds like a talk show. It even generates callers and debate, yet it will never break out. Why? Because talk radio is about the host's opinion about information and not about information itself.

A great host expresses opinion and analysis in such an effective way that the listener has a bit of an emotional catharsis - a feeling that someone has finally expressed what the listener couldn't put into words themselves. This is why Rush had Rushrooms, Savage has sold out events weeks in advance and Hannity and Laura Ingraham have huge standing room only crowds when the do market visits. But beware; don't express opinion unless it's real, that's worse than being just an information-based host. If you have opinions, share them, if not, don't fake it. The audience is too smart for that.



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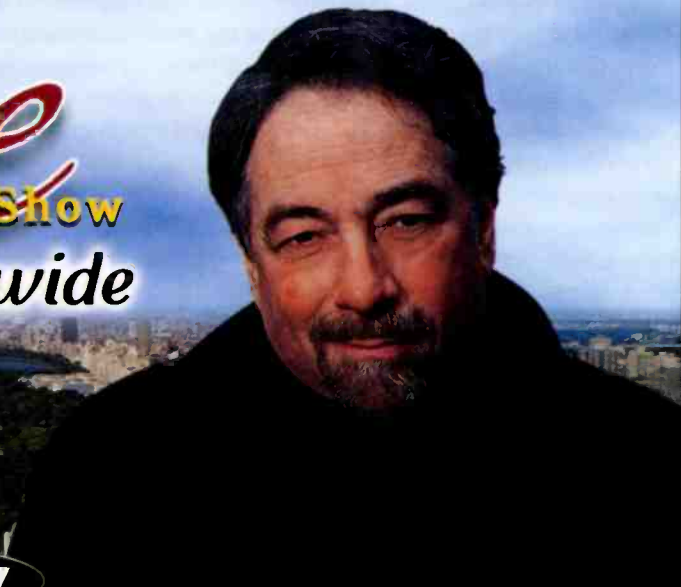
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## Just what goes into your public file?

by Greg Skall



Every FCC licensee is required to have a public file and make it available to anyone who wants to see it on request. There are also very specific rules about what must be in that Public File—and how long you must keep each document.

Communications attorney **Gregg Skall** of Womble Carlyle Sandridge & Rice, PLLC provides this checklist of contents and retention periods for your station's Public File.

Operating commercial radio stations are required to retain the fol-

lowing materials in their local public inspection files:

- **Authorizations and Contour Maps.** To ensure public access to the technical parameters of station operations, licensees must retain in the public file a copy of their current authorization, together with any modifications or conditions together with copies of any service contour maps submitted with any application filed with the FCC, and all other information in the application showing service contours or main studio and transmitter locations. All of these documents must be retained for as long as they reflect current information about the station.

- **Applications and Related Materials.** All pending applications filed with the FCC must be placed in the public file. Applications need be retained in the file only until final action has been taken, except that applications granted subject to waivers must be retained for as long as the waiver remains in effect. Short term renewals must be retained until final grant of the next renewal application. Documentation of local public notices (broadcast and newspaper) must be retained for the same period of time as the renewal application.

- **Citizen Agreements.** Copies of these agreements must be retained in the file for so long as they are in effect. Included are agreements that deal with goals or proposed practices affecting station operation in the public interest, such as programming and equal employment opportunities. Excluded are common commercial agreements concerning advertising, unions, employment, personal services, network affiliation, syndication, program supply, etc

- **Time Brokerage Agreements.** Both the brokering and brokered station must place a copy of the agreement in their respective public files for as long as the agreement is in effect. Proprietary information (generally limited to financial data) may be redacted.

- **Joint Sales Agreements.** A copy of an agreement for the joint sale of advertising time involving the station must be placed in the public file for as long as the agreement is in effect. Proprietary information (generally limited to financial data) may be redacted.

- **Other Contracts.** Licensees may retain in the public file either a copy of all contracts required to be filed with the FCC or an up-to-date list identifying all such contracts. Licensees who

choose the option of a list must provide copies of the full contracts to requesting parties within seven days.

- **Ownership Reports.** Only the most recent, complete ownership report need be kept, together with subsequent annual certifications of continued accuracy. These materials must be kept until replaced by a new, complete report. (Note that all ownership reports must now be filed electronically) The Ownership Report requires a listing of contracts relating to ownership and capitalization. Many broadcasters have not previously reported this. Some examples of contracts to be included in the report are the company's Articles of Incorporation and Bylaws, and any stock pledges, subscriptions, proxies, trusts, other agreements that affect voting rights or ownership or that could do so in the future, time brokerage agreements and agreements providing for management by non-owners or managers sharing profits and losses. In addition, FCC rules still require that it have on file copies of any documents listed.

- **Annual Employment Reports, Issues/Programs Lists.** These must be retained until grant of the next renewal application becomes final.

- **Letters and e-mail from the Public.** Written comments and suggestions received from the public regarding operation of a station must be retained for three years. The rule extends to e-mail communications, which may be stored either on paper or in a computer file.

- **FCC Investigations or Complaints.** Materials relating to a matter which is the subject of an FCC complaint or investigation must be retained until the licensee is notified by the FCC that the material may be discarded.

- **Political File.** Political file materials must be retained for two years.

- **EEO Public File.** On each anniversary of the date of filing a renewal application, licensees must place in their local public inspection files (and post on their websites, if they have one) the following information covering hiring and activities during the preceding year:

- The job title of all full-time hires;

- The name, address, contact person and telephone number of each recruitment source used to fill each vacancy (including each organization entitled to automatic notification (Prong 2));

- The recruitment source that referred each full-time hiree;

- The total number of interviewees for each full-time vacancy and the number of interviewees referred by each recruitment source; and

- A list and brief description of each supplemental (Prong 3) outreach initiative undertaken.

EEO Public File materials are retained until grant of the next renewal or license assignment becomes final (post only current report on website).

- **The Public and Broadcasting.** The current version of this procedural manual was published in June, 1999. The document is available for downloading from the FCC Media Bureau's website.

*[FCC Public & Broadcasting Zinio bonus material available]*

- **Issues/Programs Lists.** A list of the programs that have provided the stations' most significant treatment of community issues during the preceding calendar quarter. In brief, each list should include a brief narrative describing what issues were given significant treatment and a description of responsive programming, including the time, date, duration and title. Lists must be placed in the public file on January 10, April 10, July 10 and

*continued on page 23*



## 10 Inexpensive Ways To Get Publicity For Your Station

By Joel Raab

**1. Press Releases.** Write and send regularly to all local media outlets. Aside from the obvious media outlets, hit the local weekly publications that are dying for news. If the articles are written well enough, watch how they'll get printed word for word. Include pictures with already written captions.

**2. Get Station Vehicles Out of the Parking Lot.** Designate different staffers to drive the vehicles home each night, to lunch, to sales calls, etc. The station vehicle(s) should almost never be in the station parking lot!

**3. Park Your Station Vehicle(s) in Crowded Places.** Each Saturday morning, park at least one of your station vehicles near the entrance of a different Wal-Mart, mall, etc., during the busiest time; between 10AM and 4PM.

**4. Business Cards.** Air staff in particular should be encouraged to pass these out every day, as part of their daily life. For example, when a talent buys groceries, he or she should invite the cashier to listen. You can sell the back of the cards, too, for discounts or actual prizes that can be picked up at station sponsors.

**5. Put Station Fliers on Car Windows:** At concerts, have a simple, well laid out call to action. For example, when your morning show plays a designated song by the concert artist at 7:15 the following morning, you'll win (prize). Get the best prize you can!



**6. MC'ing Concerts:** Is your talent prepared to speak in front of hundreds or thousands of fans? Rehearse; make sure he or she is getting the station message across in a clear, fun way, and not becoming a negative by making the audience more restless.

**7. Infiltrate the Schools.** Your air talent are celebrities in the community, and it's a really big deal if they read books to elementary students, or speak to the older kids about broadcasting.

**8. Be at Places You Wouldn't Expect To See a Country Station.** (For other formats, also think out of the box for unique locations.) Take a page out of the NFL marketing playbook, and bring the station to college campuses and get involved in their events. It's part of making country cool for the next generation of listeners.

**9. Pre-Set Your Station on Cars:** Work with car dealers and have them set the first button of the new car radios to your radio station(s). Have the service department reset the first button(s) to your station(s) with vehicles brought in for service.

**10. Have a Cause:** Own the radio involvement in a local cause, or start your own based upon a community need. If it's great for the market, it'll be even better for the station. It's even better if you work with a TV station, gaining visibility for your involvement.

For 60 more ideas, absolutely free, write to me at [joelraab@aol.com](mailto:joelraab@aol.com) or call me at 215-750-6868.

Joel Raab consults 17 Country stations in all sized markets for stations owned by most of the major broadcast groups.

### LEGAL EASE *continued from page 22*

October 10, reflecting public affairs programming for the preceding calendar quarters. Lists are to be retained until grant of the next renewal becomes final

- **Related Material.** In addition to each of the above categories, licensees are required to include all exhibits, letters and other documents filed with or received from the FCC pertaining to an application, report or other document, as well as any materials incorporated by reference and not otherwise maintained in the public file.

- **Local Public Notice Announcement.** Certification of the dates, times and texts of pre-filing and post-filing broadcast announcements relating to license renewal applications. Retention Period: Until final action on the renewal application to which they refer.

- **Non-Commercial Educational Stations.** The Commission has generally conformed the public file obligations of non-commercial educational stations to those which govern commercial stations. However, in lieu of letters and e-mail from the public, educational licensees must maintain for two years lists of donors supporting specific programs. Non-commercial stations must also place lists of donors supporting specific programs in the file for two years.

- **Responsibility Upon License Assignment.** The Commission only requires an assignee to retain public file documents actually obtained from the assignor, subject to making a good faith effort through typical due diligence to correct deficiencies in the assignor's file that exist at the time of the assignment.

Greg P. Skall is a communications attorney with Womble Carlyle Sandridge & Rice, PLLC. He can be reached at 202-857-4441.



## Power quality for radio studios

by Al Kenyon

If your stations were lucky enough not to be impacted by the blackout in the north-west, the hurricane on the

east coast or the variety of nasty storms that have wandered across the country this fall you may not have really tested your power quality and backup systems. When you take a brief tour through the studios and technical area you'll notice that your radio plant is looking more like a data processing center every year. Tape machines, analog media and 24/7 live on-air staff are pretty much a thing of the past. Instead of a supply of pizza and soft drink for on-air mentions the new computer based systems require a supply of clean continuous electrical power.

When there were only a few computer systems here and there you could get away with an individual floor mounted or "throw-down" Uninterruptible Power Supply from the office supply store serving each machine. (If that's what you have you better check the batteries. As a rule of thumb UPS batteries should be changed every 2-3 years to maintain maximum reliability.) Most studio complexes really deserve a master UPS that powers the entire technical facility. "Costs too much!" You say? Well, start adding up the cost of battery replacement for all those throw-downs and consider what happens when a power glitch forces a reboot of all the new processor based systems in your plant, critical to continued operation but for some reason not supplied with protected power.

There are very good UPS systems available from a number of manufacturers. When you go shopping make sure you confirm that the unit you purchase will be compatible with your generator. One often ignored specification is "Reflected Harmonics" or "Input Waveform Distortion". Often, to ensure generator compatibility, a UPS manufacturer will offer an input filter option. There are locations with UPS systems rated at 20 - 30 kVA which will not accept power from generators in the 100 kW range due to power frequency and waveform distortion problems. It is most disconcerting to be caught in a major power event with your generator up and running just to watch your studio shut down because the UPS did not accept generator power and the batteries ran out.

Budget for a new UPS now and don't forget to budget for battery replacement in 2-3 years. There is a cost effective system that substitutes for UPS batteries on the horizon. As soon as it becomes available I'll make sure that RBR readers are among the first to know.

Kenyon recently concluded his career with Clear Channel Radio (see page 26).

## DRS technologies buys IDT/ Continental: What broadcasters can expect

Continental Electronics' parent, Integrated Defense Technologies (IDT), was bought by DRS Technologies (N:DRS) on 11/4. In the transaction, a wholly-owned subsidiary of DRS was merged with IDT.

DRS, headquartered in Parsippany, NJ, provides products and services to defense, government intelligence and commercial customers worldwide.

The company employs 5,700 worldwide.

We asked **Bret Brewer**, Broadcast Marketing Manager, DRS Broadcast Technology, Inc., about the purchase of Continental and what it means to broadcast clients:

**Who will run the Broadcast Technology division?** The company will continue to be run from Dallas by **John Uvodich**, Vice President and General Manager, **Adil Mina**, Vice President of Business Development, and Bret Brewer, Broadcast Marketing Manager. The products and services provided to our many thousands of customers will continue to be provided from our current location in Dallas, TX.

**What about the product lines?** All currently produced products will continue to be manufactured, sold and supported while development continues for broadcast equipment to be introduced on a continuous basis through IR&D programs already in place and supported by DRS.

**Why did IDT sell?** Veritas Capital, an investment group which held the majority of outstanding stock in IDT (Integrated Defense Technologies), our former parent company, was in discussions over a period of several months with multiple companies interested in purchasing the IDT group of companies, Continental being one of these companies. In August of this year, DRS entered into final negotiations and signed a definitive agreement with Veritas Capital to acquire IDT. After meeting regulatory requirements, the acquisition was completed on 11/04/03. This was a win-win transaction for all parties involved, including IDT stockholders. There are many synergies between IDT and DRS and IDT is expected to play an important role in the future growth of DRS Technologies.

**Tell us about the new company.** DRS Technologies has operated in the U.S. defense industry for 35 years and has a solid reputation as a mid-tier defense technology leader. DRS is an experienced and very successful defense industry acquirer, as evidenced by more than 25 acquisitions completed to date. DRS is very diversified in its product offerings. They are advancing defense transformation initiatives through the development of leading edge technologies for mission-critical electronic systems supporting the military's front-line ground, sea and air platforms. DRS has posted a compound 30% annual revenue growth over the past five years.

**What are DRS's goals for radio and possibly TV?** We have no current plans for TV broadcast development. Development is underway to release the beginning of a new line of products at

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Bret Brewer

the NAB Convention 04. There is a continuous plan for broadcast product development and a steady and growing introduction of broadcast products worthy to wear the Continental Electronics brand name. We are paying special attention to the implementation of IBOC requirements for domestic broadcasting, as well as the DRM (Digital Radio Mondiale) world standard for AM and HF. Modifications will have to be made as we expand with regard to product sales channels. We have plans to continue to add staff where needed to best serve our customers with service, support and personal contact.

Most of my broadcast customers don't understand the mix of the products they know and trust in radio broadcasting and our involvement through the years in the defense industry. As an example, Continental transmitters are used in the majority of Navy and submarine communications with sites up to 2 MW of power in several locations around the world. We have a good mix with the combined businesses that financially and technically complement each other. I am very excited about the possibilities, being part of such a great company as DRS Technologies. I have done a lot of research on DRS prior to the closing, and I am impressed with the company's track record and corporate strategy with regard to technical advancements and dedication to leading edge product developments throughout their many subsidiaries. We are very excited about their support and commitment to our mutual long-term success, and we are proud to be part of the DRS team."

For 2004, DRS is planning to offer a new 5kW solid state FM Transmitter with unique "keep you on the air" switching and redundant systems. This is just the beginning of many exciting developments to come, Brewer tells us.

Contact Brewer at 214-275-2304 or hbrewer@contelec.com

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# ENGINEERED FOR PROFIT

## WSRB-FM Chicago adds HD Radio; can HD radio simulcast?

Crawford Broadcasting's WSRB-FM (prev. WYCA-FM) Chicago (106.3) has added an HD Radio digital signal, via BE's FMI-703 digital/analog transmitter. The crosstown simulcast station, WYRB-FM is also on 106.3. No word if it will add a digital signal as well. Analog simulcasting in a market is somewhat of an engineering feat as is; digital could be even more complicated. We asked iBiquity CEO **Bob Struble** about it: "We haven't done any testing with simulcasting. We know that it's theoretically possible. We're working on the problem with Harris, but to our knowledge it hasn't been actually done yet. But there's no reason to believe it shouldn't be—we've just got to figure out how to do it."

## FCC approves new DC AM CP

Birach Broadcasting's **Sima Birach, Jr.** tells RBR the FCC has approved the move of its WDMV-AM 540 from Salisbury-Ocean City to the Washington DC market. Construction of the new diplexed tower with Birach's WGOP-AM 700 in the market will start after the new year. There had been some opposition to the new site from local Montgomery County, MD groups (6/16 RBR Daily Epaper #117), but the FCC's decision will likely speed along county approval. "I'm going to take the Talk format and call letters from WGOP and move it to 540. 700 might become brokered, I'm not sure yet," Birach tells RBR. 540 will be 1-kW day and night, with a 5mV contour covering a good chunk of DC. WGOP will upgrade to 25-kW.

## Clear Channel bids farewell to Al Kenyon

Clear Channel has let VP/Technology **Al Kenyon** go, following the successful completion of a series of major projects. However, at 53, Kenyon is nowhere near retiring. Remember, Kenyon and ex-Clear Channel Radio CEO and current Clear Channel New Technologies Division CEO **Randy Michaels** go way back as college roommates. They both worked at then-carrier current WCVF-AM Fredonia, NY (Fredonia State College). Ironically, Randy was

the CE of the station and Kenyon was the GM (8/17/98, RBR "Engineered for Profit" pp. 6-9). Said Michaels when contacted by RBR: "Al is a world class engineer and a great human being."

So what's next on the Al Kenyon agenda? "The problem is I don't know what's next on the agenda. I'm exploring my options, which is a horribly standard quote. The other one is I was offered a severance package, which was generous and fair. At the moment, I'm still in a little bit of shock. There was no fore-knowledge that the position was going to be closed. However, looking at the projected budgets for the things I was responsible for, when you see it go from \$100+ million to nearly the teens, it's very difficult to realize the savings through management with that small number of projects that offset my salary. It didn't take a crystal ball. I basically worked myself out of a job."

If and when Randy gets back into radio (he didn't sign a non-compete with Clear Channel), maybe you two could "return to your roots"? Says Kenyon: "He hasn't found anything that made any sense. It's all been pretty much eaten up by the big boys. All the station prices are still set at the same price peak they were during the consolidation rush. It doesn't really make a whole lot of sense."

Contact Al at: [Askenyon@fuse.net](mailto:Askenyon@fuse.net) 513-858-1711 voice 513-703-1251 mobile.

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## New Years resolutions for broadcast sales

By Paul Weyland

We're coming off another tough year in broadcast sales. Hopefully we've all learned something from year 2003 and with a little luck and a lot of common sense, we will increase our revenues and achieve our goals in the coming year.

Here are six important New Year's Resolutions you might use to make sure you're starting the New Year off on the right foot.



**1.** I will strive to increase my percentage of local direct revenues. Managers and salespeople, past years should have taught us by now that local direct has always been and should continue to be our "bread and butter". We have grown far too dependent on advertising agencies and it's time to get back to basics. With local direct clients, we experience far less rate resistance and less added value. With local direct clients, it makes less difference whether you are number one or number 20. With local direct, you have a chance to build a lasting relationship with a client, not just a book-to-book relationship. And, by properly educating local direct clients about how to calculate return on investment, you have the opportunity to double or triple what the client thinks he should be spending on your station.

**2.** I will invest in training my salespeople properly and strive to stop turnover at my station(s). Never forget that most broadcast salespeople got into this business totally by mistake. But just because we got into this business by mistake does not mean we have to do business by mistake. Salespeople who are not making money eventually quit or get fired. This usually happens after 6-8 months. How much do you have invested in one salesperson after eight months, in salary against commission, benefits and orientation? Could it be \$30,000 or more? When a salesperson leaves or gets fired, that number comes right off your bottom line. But wait...there's more. What happens to your reputation when your clients are seeing their third rep from your station in a year and a half? Turnover is not pretty.

**3.** I will stop confusing effort with production. Nothing is more frustrating for a sales manager than seeing a majority of a sales force sitting at computers doing who knows what, when they should be out on the streets teaching thousands of potential clients who your stations are, what you do and how

to get in touch with you. How many local direct accounts do you have on the air in a typical month? Could it be less than one percent of all of the businesses in your signal coverage area? If sellers are sitting at the computer or visiting in the office, that means they are not out on the street being evangelists for your station. Again, don't confuse effort with production.

**4.** I will no longer be a CrapMaster. When clients tell us that they tried our medium once and "it didn't work," creative is almost always one of the problems. We only have 30 or 60 seconds to produce the ultimate seduction. There is no room for cliches. Use the "Best Friend Test" on all of your copy. If you wouldn't say those same words to your best friend, you can bet you're using cliches. "Best service in town," "fast and friendly service," "you'll love our knowledgeable and friendly staff," "It's a holiday tradition" and "it's our biggest sale event of the year," are all examples of cliché crap. All spots should begin with a good, emotional headline, followed by benefits and results...without cliches, and then finish up with a clear call-to-action. The spots that we produce really are our product. Shame on us for not spending more time on improving the creative that we're selling. Encourage sellers to stop being CrapMasters. Create a "Wall of Shame" at your station and post and highlight bad scripts that are infested with cliches. Do regular creative sessions with sellers to improve the quality of the spots that you are airing.

**5.** I will manage my client's expectations about results on my station. Besides creative, the other big reason clients tell us they "tried it once and it didn't work," is that you and the client were never on the same page about results from the advertising campaign on your station. In order to calculate return on investment, you must know your client's average sale and gross profit margin. Let's say you're asking the client to spend \$3,000 in a given week. The client's average sale is \$300. His gross profit margin is 50 percent. So, in order to break even on the campaign, you'd have to generate 20 new sales. That number might be far more manageable than the number of people your client "thinks" should have responded to the campaign on your station. Properly calculating ROI for a client will help protect you from surprise cancellations and will cut down on needless "bonus spots".

**6.** I will not be the market whore. Cut it out. Stop it. You're making the whole industry look bad and you're spoiling the entire market. Practice steps 1-5 and raise your rate. You'll probably earn yourself a raise. Rate resistance is usually the result of not properly educating your clients and not properly managing their expectations about results. You know, rate integrity actually feels pretty good, once you're used to it. These days, any whore can give it away, but it takes a real PROstitute to sell it.

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## Hurry 2004, bring us a recovery!

Hopes for a big ad recovery for radio in the second half of 2003 faded away, with the RAB reporting total radio ad revenues up only 2% in Q3—and no one expecting much more for Q4. Indeed, many forecasters were expecting Q4 to finish weaker. So now, all eyes are focused on 2004 to bring the long-awaited recovery.

Even as government statistics pointed to an improved economy in recent months and the big TV networks booked a record upfront, radio seemed to be still treading water. Indeed, national spot sales shot higher, but that activity was largely focused on the largest markets. And even in those large markets, local sales were still lagging.



As they reported on Q3 results, several radio CEOs were asked by analysts when the recovery is going to take hold for radio. When **David Field**, CEO of Entercom, was asked that question, he took issue with the idea that there was already a recovery underway that radio could join.

"I don't agree with the premise of the question, because the fact is that nobody's participating in a recovery right now. You have this bizarre market condition where we have GDP growing 7% in the third quarter, we have Wal-Mart coming out today and saying

October same-store sales were up four and a half percent. We have lots of other strong macro-economic data," Field said. "Yet television advertising, newspaper advertising, radio advertising—essentially all the advertising sectors—are sluggish."

 [Bonus Zinio audio content available!]



Likewise, at Saga Communications, CEO **Ed Christian** questioned whether the US economy really has begun a recovery.

"Usually what happens when you find a bona fide, full-fledged recovery is that radio just kind of squirts ahead, because it can really move so quickly and outperform some of the other things, such as outdoor and newspapers. Right now, we're kind of lagging behind and that's troubling," he said. "Honestly, this is the first time in the 37 years that I've been in this business, selling—and I still consider myself in sales—that I've seen a recovery and it hasn't affected radio. I'm just kind of puzzled, which leads me to posit to you that there might not really be a recovery, but is masquerading as one, or something." Christian does, however, expect a real recovery in 2004 because the malaise can't go on forever.

 [Bonus Zinio audio content available!]

In a recent commentary, Goldman Sachs analyst **Richard Rosenstein** sought to reassure clients that the weakness in local advertising for radio is not a structural problem.

"Bottom line, we continue to expect 2004 to be a vastly stronger year in advertising than 2003 is proving to be, as ad spending since 1960 has outgrown nominal GDP by 200 basis points, on average, in Presidential election years. We also do not believe that local ad demand would be materially different from national demand over an extended period of time," he said.

"Notwithstanding evidence of some strengthening in the economy, employment may be one explanation for the weakness in local, although, over time, competitive pressures (between local and national players) and/or an employment recovery should yield an improvement in local. At that time, media businesses with a heavy local exposure (e.g. radio) should see sharp price appreciation. We would prefer to be early [in buying radio stocks], as difficult as the currently soft environment might make that," Rosenstein said.

Even so, the Goldman Sachs analyst reduced his forecast for radio's Q1 2004 growth to 2-5% from 6-7% previously.

Likewise, at SG Cowen, analyst **James Marsh** lowered his outlook. "The combination of more difficult comparisons in January and part of February and soft market dynamics in the fourth quarter move us to caution with regard to the first quarter of 2004. We

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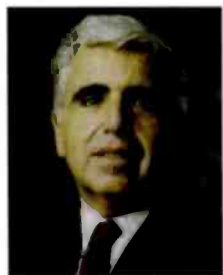
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are therefore lowering our estimate for industry growth in 2004 from 6.5% to 5.5%," he said. "While we think that our new estimates could easily prove conservative, we believe a more conservative set of expectations better accounts for the risk that radio will see continued weakness in the first quarter, as well as setting the stage for positive revisions to estimates."



Viacom President **Mel Karmazin** is expecting radio to have a good year in 2004, in part because he sees local TV sales improving this year. Absent political ad buys, revenues for Viacom's O&O TV group were up 7% in Q3. Karmazin thinks some of that growth that TV stations are enjoying in local ad sales "has been coming at some of radio's expense." As he explained it, "Obviously there are a lot of car dealers, a lot of local advertisers who use radio and television. We think the fact that there has been [TV] inventory available

for them to price the inventory to those local advertisers has made some of the dollars shift from radio into television. That will change next year, where the demand for inventory will tighten dramatically because of all of the political."

☑ *[Bonus Zinio audio content available!]*

At Clear Channel Communications, President **Mark Mays** said his company had been focusing on pricing to prepare for 2004. "I will tell you that probably hurt us in the third quarter as the ad environment softened and we did not necessarily soften on our pricing. And we're going to continue to do that in the fourth quarter because we believe that will set us up to take advantage of the ad environment as it continues to rebound, particularly in 2004." ☑ *[Bonus Zinio audio content available!]*

Mays was expecting radio revenues for Clear Channel to be flat to slightly down in Q4, but the company was looking for total EBITDA to be up in the low single digits for the final quarter of 2003.



At Cox Radio, CEO **Bob Neil** insisted that there were already indications that ad spending is on the upswing. In his Q3 conference call, he noted that eight of the company's 15 largest ad categories showed

gains for the quarter, with five up double-digits. Like other group heads, Neil is expecting to see telecom companies increase advertising to compete now that the FCC has authorized phone number portability between characters. "We should begin to see advertising battles in that industry heat up, and that's good news for radio," he said.

☑ *[Bonus Zinio audio content available!]*

Radio group heads had been complaining all year that visibility has been limited because advertisers have been waiting to place business right before air dates. That prompted Credit Suisse First Boston analyst **Paul Sweeney** to ask, during Cox Radio's quarterly conference call, whether that might become a long-term trend, with advertisers becoming "smarter" and deliberately placing late buys to pressure broadcasters on rates. Neil insisted that the trend is only short-term, and won't last once demand picks up in 2004.

"What has historically happened in Olympic and election years is that people tend to start placing advertising earlier, because they realize that as the year goes along, if they don't get placed early then their odds of getting on at the last minute aren't going to be very good," Neil said. ☑ *[Bonus Zinio audio content available!]*

The Cox CEO noted that demand was already strong in some markets, citing Orlando as an example. "We've been able to raise rates there and we've also had a lot of pressure on our inventory. But in other markets, particularly the Northeast markets, inventory demand just hasn't been that high," Neil said.

2004, with inventory pressure from the Olympics, political advertising and just a better economy, will change that, Neil and other radio executives hope.

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**2003 Radio Transactions**

**Sinclair Telecable, Inc.**  
 has acquired a two-thirds majority interest in the  
 LBJ Broadcasting Company, L.P. Partnership  
 from  
**LBJ Broadcasting Company**  
 and  
 has created a new partnership  
 with  
**Emmis Communications**  
 with an enterprise value of  
**\$210,000,000**  
 MVP represented Sinclair in this transaction

**The Forward Association**  
 has agreed to convey the assets of  
**WEVD (AM)**  
 New York, NY  
 to  
**ABC, Inc.**  
 for  
**\$78,000,000**  
 (Plus a \$5,000,000 Option Payment)  
 MVP represented The Forward Association  
 in this transaction

**Family Stations, Inc.**  
 has conveyed the assets of  
**KEBR (FM)**  
 North Highlands, CA  
 to  
**KQED, Inc.**  
 for  
**\$3,000,000**  
 MVP represented Family Stations in this transaction

**Entercom Communications Corporation**  
 has conveyed the assets of  
**KKSN (AM)**  
 Portland, OR  
 to  
**Bustos Media Holdings**  
 for  
**\$2,800,000**  
 MVP represented Entercom in this transaction

**NextMedia Operating, Inc. and NM Licensing LLC**  
 has agreed to convey the assets of  
**KSRN (FM)**  
 Kings Beach, CA  
 to  
**Lazer Broadcasting Corporation**  
 for  
**\$2,500,000**  
 MVP represented NextMedia in this transaction

**Gold Country Communications, Inc.**  
 has conveyed the assets of  
**KNGT (FM)**  
 Jackson, CA  
 to  
**First Broadcasting Corporation, L.P.**  
 for  
**\$2,500,000**  
 MVP represented Gold Country in this transaction

**Nevada County Broadcasters, Inc.**  
 has agreed to alter the facilities of  
**KNCO (FM)**  
 Grass Valley-Sacramento, CA  
 for consideration totalling  
**\$1,825,000**  
 as part of an agreement with  
**First Broadcasting Company, L.P.**  
 MVP represented First Broadcasting in this transaction



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