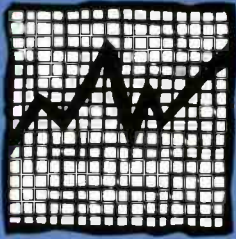


# Manager's Business Report™

Radio Business Report, Inc.

16 Years

April 1999



## MBR Stats

Duopolies and superduopolies at record levels. Stock prices, however, suffered a slump. How well did newspapers do in 1998? Statistics you can use to build your business or amaze your friends. Page 3



## News in Review

Veteran broadcaster Jimmy de Castro is in the driver's seat at Chancellor Media after a shakeup at the nation's largest radio group. Congress begins overhaul of FCC. Broadcasters decry FCC's attempt to bring back EEO regulations and paperwork. Page 6



## NAB Preview

Welcome to Las Vegas! MBR's special show issue previews highlights of the NAB Convention. Notables appearing at the Las Vegas confab include Sony's Howard Springer, four of the five FCC Commissioners and one of their leading critics, Sen. John McCain. Also, lots of new gadgets and goodies. Page 14

Can a family-owned radio group compete in today's marketplace of mega-groups and superduopolies? Great Scott, yes! Todd Scott tells how his family's group has reconfigured and hunkered down to stay in business. The outspoken broadcaster also takes a few shots at the FCC and NAB.



Feature  
Page 10

## REMOTE JACKPOT

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**Boom times continue; Station trading heating up**

Radio revenues usually slow down at the beginning of the year, but that did not happen in 1999. An overall gain of 15% (14% local, 18% national) actually took 1998's robust year-end total and exceeded it in convincing fashion. This is in a year in which advertising is expected to really surge as the year 2000 approaches. This, along with a robust pace in the advance sales department, points to another excellent year for the radio industry.

For the first month in quite a while, there was a pick-up in superduopoly station ownership consolidation. The industry total went from 48.7% to 49.5% after months of stagnation. Most of this round of consolidation took place in markets 51-100, which registered a 2% increase (and a lot of that happened in Richmond, where Radio One struck a series of deals to build a seven-station cluster).

On Wall Street, radio stocks experienced a bit of a slump over the past month. The other news was the imminent IPO from the aforementioned Radio One. As America's largest African-American owned radio company, it may already be well aware of the contents of our special chart of the month, the top 25 markets by Black population on Page 4.— Dave Seyler.

**Radio Revenue Index**

**January revenues: Gains roar in on the double**

Double-digit, that is. In recording a total gain of 15% over January 1998, all regions enjoyed double-digit gains in both local and national business. Local was up 14%, led by a 18% gain in the Southeast, while national was up 18%, with the East setting the pace with a whopping 28% gain. This marks the 77th consecutive month of gains.—DS

Jan. 1999	Local	National	Jan. 1998	Local	National
All markets	14%	18%	All markets	7%	12%
East	15%	28%	East	9%	8%
Southeast	18%	19%	Southeast	1%	13%
Midwest	11%	14%	Midwest	9%	6%
Southwest	10%	20%	Southwest	12%	2%
West	13%	18%	West	7%	22%

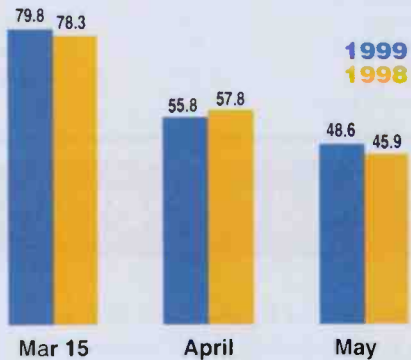
**Local & Nat'l revenue January 1999**  
All markets **15%**

**Local & Nat'l revenue January 1998**  
All markets **8%**

Source: RAB

**Forward Pacing Report**

Spot pacing (the total amount of pre-sold inventory) is holding steady with last year, which is excellent news since last year was an excellent year. May, the furthest reading out that we have, is significantly ahead of last year's pace, with almost half of all spot inventory already spoken for.



**Superduopoly Dimensions**

**Industry Consolidation**  
(as of March 15, 1999)

**Superduopoly: 49.5%**

Market	# of stns	percent
1 to 50	778	53.3
51 to 100	581	54.1
101 to 150	379	46.6
151 to 200	357	43.3
201 to 261	372	45.7
<b>All markets</b>	<b>2,467</b>	<b>49.5</b>

**Total Industry: 72.6%**

Market	# of stns	percent
1 to 50	1,133	77.6
51 to 100	798	74.3
101 to 150	555	68.2
151 to 200	574	69.6
201 to 261	562	69.1
<b>All markets</b>	<b>3,622</b>	<b>72.6</b>

Note: The "# of stns" shows the total count for stations in either a superduopoly or, in the case of total industry consolidation, in an LMA, duopoly or superduopoly. The "percent" column shows the extent of consolidation for each market segment.

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**YTD Stock Performance**

February was not a pretty month for stock trading. After hitting a record high early in the month, the Radio Index™ began heading south and ended the month below where the year had begun. The high-tech-dominated Nasdaq composite index also retreated from what had been a double-digit gain.—JM

Company	2/25/99 Close	YTD Net Chg	YTD Pct Chg
Ackerley	18.000	-0.250	-1.37%
Alliance Bcg.	1.000	0.000	0.00%
Am. Tower	26.812	-2.751	-9.30%
AMSC	4.312	-0.938	-17.87%
Belo Corp.	18.125	-1.813	-9.09%
Big City Radio	4.937	0.875	21.53%
Broadcast.com	83.812	7.312	9.56%
Capstar	20.187	-2.688	-11.75%
CBS Corp.	36.875	4.063	12.38%
CD Radio	21.750	-12.500	-36.50%
Ceridian	71.625	1.813	2.60%
Chancellor	43.750	-4.125	-8.62%
Citadel	22.750	-3.125	-12.08%
Clear Channel	60.000	5.500	10.09%
Cox Radio	44.125	1.875	4.44%
Crown Castle	17.000	-6.500	-27.66%
Cumulus	11.750	-4.875	-29.32%
DG Systems	5.000	-0.563	-10.11%
Disney	35.125	5.125	17.08%
Emmis	46.312	2.937	6.77%
Entercom	31.375	8.875	39.44%
Fisher	62.625	-3.375	-5.11%
Gaylord	24.937	-5.188	-17.22%
Granite	6.750	0.750	12.50%
Harris Corp.	31.125	-5.500	-15.02%
Hefel Bcg.	41.250	-8.000	-16.24%
Infinity	23.687	-3.688	-13.47%
Jacor	69.750	5.375	8.35%
Jeff-Pilot	67.812	-7.188	-9.58%
Jones Intercable	40.500	4.875	13.68%
Metro Networks	45.000	2.375	5.57%
NBG Radio Net.	3.625	1.500	70.59%
New York Times	31.000	-3.688	-10.63%
OmniAmerica	29.000	-3.000	-9.38%
Otter Tail Power	37.062	-2.813	-7.05%
Pacific R&E	1.750	0.125	7.69%
Pinnacle Holdings	14.187	0.187	1.34%
Pulitzer	79.875	-6.750	-7.79%
RealNetworks	70.125	34.250	95.47%
Regent Pfd.	4.750	-2.250	-32.14%
Saga Commun.	18.250	-2.250	-10.98%
Sinclair	14.812	-4.751	-24.28%
SportsLine USA	45.000	29.438	189.16%
TM Century	0.687	0.375	119.84%
Triangle	0.010	-0.022	-68.75%
Triathlon	12.500	1.250	11.11%
Tribune	66.312	0.312	0.47%
Westower	25.625	-10.875	-29.79%
Westwood One	24.375	-6.125	-20.08%
WinStar Comm.	31.500	-7.500	-19.23%

**Major Stock Market Indices**

The Radio Index™	118.850	-1.810	-1.50%
Dow Industrials	9306.580	125.150	1.36%
Nasdaq comp.	2288.030	95.340	4.35%
S&P 500	1238.330	9.100	0.74%

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## MBR Stats

### Top 25 markets by Black population

Jammin' or Rhythmic Oldies has been the hot new format of late. Like Smooth Jazz, it holds the potential to attract a mature, racially-mixed audience, and would be a natural fit for the markets with the largest concentration of African-Americans. Below is such a list. Three of the markets on the list make it by virtue of a large general population, but are under 10% Black (Los Angeles, San Francisco and Boston). The smallest market on the list is #57 Richmond, which shoots all the way up to #18 on the Black chart. By statistical anomaly, a string of general markets running from #13-18 (Puerto Rico, Seattle, Phoenix, San Diego, Nassau-Suffolk and Minneapolis) are the largest which fail to make the list.

Black Rank	Market	12+ rank	Black population	Black pct.
1	New York	1	2,372,000	16.6
2	Chicago	3	1,286,600	18.3
3	Washington	9	907,600	25.2
4	Detroit	6	817,300	21.4
5	Los Angeles	2	778,300	7.7
6	Atlanta	12	769,000	24.8
7	Philadelphia	5	766,600	18.9
8	Houston	10	609,000	17.3
9	Baltimore	20	558,400	36.9
10	Miami	11	507,300	16.3
11	Dallas	7	506,900	13.3
12	San Francisco	4	450,200	7.9
13	Memphis	46	379,400	39.9
14	St. Louis	19	358,700	17.0
15	Norfolk	36	355,700	29.0
16	New Orleans	41	336,100	32.8
17	Cleveland	24	322,500	18.3
18	Richmond	57	230,700	29.1
19	Charlotte	37	224,700	19.4
20	Birmingham	56	213,900	26.3
21	Raleigh	48	212,700	23.2
22	Boston	8	205,600	5.6
23	Jacksonville	52	190,500	21.4
24	Milwaukee	31	188,400	13.7
25	Greensboro	42	187,200	18.8

Sources: Arbitron, RBR Information Services Group

### Webcasters by Format, February 1999

1,080 radio stations (912 commercial) are now putting audio on the Internet. Country remains the number one commercial format on the web with a total of 129 stations. However, if the various News, Talk and Sports categories are combined, they account for 158 stations, or 17.3% of all commercial webcasters.

Format	Stns	Pct.
Public	168	15.5%
Country	129	11.9%
Religion	84	7.8%
CHR	82	7.6%
Rock	74	6.9%
News/Talk	68	6.3%
Hot AC	55	5.1%
Classic Rock	49	4.5%
AC	48	4.4%
Sports	43	4.0%
Oldies	41	3.8%
Alternative	39	3.6%
Talk	35	3.2%
Adult Altern.	33	3.1%
Soft AC	25	2.3%
New AC-Jazz	19	1.8%
Urban	18	1.7%
Ethnic	17	1.6%
Adult Stand.	13	1.2%
News	12	1.1%
Classical	9	0.8%
AC-Spanish	8	0.7%
Talk-Spanish	4	0.4%
CHR-Spanish	4	0.4%
70's Oldies	2	0.2%
Easy List.	1	0.1%
Radio Stations	1,080	50.1%
International	848	39.4%
Networks	49	2.3%
Internet Only	177	8.2%
TOTAL	2,154	100.0%

Source: BRS Media

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## No Sale! Chancellor Ditches Marcus and LIN

Just 10 months ago, Tom Hicks was hailing Jeff Marcus as a "world-class CEO" who would build Chancellor Media (O:AMFM) into a multi-media company. Now Marcus is history, an attempt to find a deep pockets buyer for the company has been shelved, Chancellor is trying to rebuild its relationship with Wall Street and a \$1.7B deal to buy LIN Television has been killed.

What happened?

Hicks said he still believes in the multi-media concept—"We also believe in listening to the concerns of our fellow investors," he noted in a 3/15 conference call with analysts, investors and reporters.

Wall Street clearly didn't like the LIN deal. Many investors thought Hicks, Muse, Tate & Furst (HMT&F) paid too much for the TV group and was trying to off-load it onto Chancellor. Skepticism about the LIN deal and

fears that the attempt to find a buyer for Chancellor was foundering took its toll on Chancellor's stock price. Someone had to walk the plank and Marcus was a handy target.

"Jeff Marcus has made a real contribution to Chancellor over the past year," Hicks said as he announced that the two had agreed to have the CEO step down. Hicks will remain as Chairman and also assume the CEO title. Jimmy de Castro was named Vice Chairman and President/CEO of a new Chancellor Radio and Outdoor Group, incorporating the company's largest units. Steve Hicks, who's headed merger-partner Capstar (N:CRB), has also been made a Vice Chairman and President/CEO of a new Chancellor Media Services



Jimmy de Castro

Group, which includes Kaiz Media and the new AMFM Internet venture.

## Broadcasters Attack New EEO Proposal

Broadcasters found little to like in the FCC's attempt to reinstitute EEO rules for licensees, following last year's federal appeals court ruling (Lutheran Church-Missouri Synod v. FCC) which struck down the Commission's 30-year-old regulations.

Rather than institute a new set of rules which apply only to broadcasters, the NAB urged the FCC to defer to the Equal Employment Opportunity Commission to rule on discrimination complaints. NAB's proposal would have stations with five or more employees certify every two years that they have complied with one of three options: 1) the government's EEO regulations as a federal contractor; 2) their state broadcaster association's "Broadcast Careers" program; or 3) the NAB's general and/or specific outreach initiatives of the station's choosing.

Under the NAB proposal, broadcasters would maintain documentation to show compliance with EEO outreach. The documentation would be available to the FCC, if requested, but there would be no annual filing required.

NAB also warned that some of the FCC's proposals, which would reinstate many of the old EEO requirements to maintain records of the race and gender of job applicants, may be unconstitutional.

Taking an opposing view, the NOW Foundation, in a joint filing with a number of other feminist groups, insisted that the court decision in the Lutheran Church case didn't require any change in the FCC's EEO policy regarding women. Furthermore, NOW said it opposed "any streamlining of EEO that would allow a significant number of broadcasters to avoid the requirements of open and equitable recruitment."

NOW suggested that because broadcasters "might not be able to create effective recruiting programs capable of attracting a diverse pool of applicants," the FCC should adopt a number of specific recruiting and outreach efforts and let individual broadcasters pick from them. NOW wants the FCC to continue to strictly enforce compliance, gather data and even "conduct random audits throughout the license term to ensure good faith compliance with the EEO program."

## Brokers Say LPFM Will Break Band

The National Association of Media Brokers (NAMB) is the latest industry group to publicly oppose the FCC's low-power FM proposal. "We fear that any attempt to shoe horn in thousands of radio stations with no protections for second and third channel interference could lead to the same clutter the FCC has tried to eliminate from the AM band," said Charles Giddens, NAMB President. The brokers' group is filing comments against LPFM at the FCC and also urging Congress to kill the FCC proposal.

## FCC Reauthorization Attempt Begins

Almost three years ago, Congress got with the times and passed the Telecommunications Act of 1996, preempting the outdated Communications Act of 1934 and forgetting one thing in the process; they failed to "reform an out-of-touch Federal Communications Commission when we overhauled the law," said Rep. Billy Tauzin (R-LA) in his prepared statement for the Telecom Subcommittee hearing on FCC reauthorization 3/17.

"Can an agency, created in the 1930's, instilled with a regulatory purpose and ingrained with a regulatory mind-set, effectively oversee the 'deregulatory' policies engineered by Congress for a modern day marketplace?" questioned the subcommittee chairman. "The answer is no."

Although snide remarks were kept to a minimum during the hearing, the Republican Congress and Democrat-controlled FCC clearly have different views of how much the commission's mission should be changed, from administrative and managerial reforms to a

complete overhaul.

FCC Chairman Bill Kennard (D) submitted as part of his testimony a report titled "A New Federal Communications Commission for the 21st Century" which he says is the first step in developing a five-year strategic plan for the FCC. In it, Kennard cites three new missions for a new FCC: 1) universal service, consumer protection and information; 2) enforcement and promotion of pro-competition goals domestically and worldwide; and 3) spectrum management.

Kennard also added that in order to make the transition to a new model FCC, the steps must include restructuring, streamlining and automation, deregulation and a strategic plan.

Most members on the panel agreed that the FCC is an outdated agency and needs to be restructured or completely overhauled. "Reauthorization should be for a period of one year or less," said Rep. John Dingell (D-MI). "There is need for accountability in an agency that is out of control."

## Bill Would Allow TV Duopolies

Rep. Cliff Stearns (R-FL) has introduced a bill, H.R. 942, which would allow VHF-UHF TV duopolies and grandfather all existing TV LMAs. The bill, titled the Broadcast Ownership for the 21st Century Act, would also allow VHF-VHF overlaps from adjacent markets, such as Washington and Baltimore. Stearns' co-sponsors are Reps. Mike Oxley (R-OH) and Martin Frost (D-TX).

"Our bill will broadly deregulate the confining ownership limitations imposed by the FCC on the television broadcast industry," Stearns said as he introduced the measure. "As we approach the dawn of a new century, it is time to reform the antiquated rules and regulations of the FCC that they cling to in an effort to replicate the communications world of the 1950s."

Stearns accused the FCC of ignoring Congress' intent in the 1996 Telcom Act, which he said was to loosen the TV ownership rules and grandfather all existing LMAs. Instead, FCC Chairman Bill Kennard (D) has been moving toward elimination of LMAs.



## Hot categories for '99 growth

Interep's researchers have been crunching numbers and identified ten hot advertising categories—sectors which have had strong growth in recent years and are expected to continue growing this year.

Some of the hot categories are already huge—such as Retail, which grew 10.8% last year to more than \$7.5B—while others are still small, but growing fast. One such hot category is Business & Recruitment, where explosive spending on employee recruitment drove ad revenues up 30.3% last year to \$176.6M.

In each case, the year measured is a 12-month period through the end of September. Interep's categories were selected on a four-year spending trend analysis, as well as total spending on the 11 major advertising media tracked by Competitive Media Reporting.

Here's a brief synopsis of each:

- Financial ad spending—banks, brokerages and such—shot up 20.8% last year to \$3.77B.

- Telecommunications—including traditional phone companies and their wireless challengers—gained 22.6% to \$2.97B.

- Advertising by Governments and Organizations rose 17.5% to \$1.14B.

- Computers and Software ad spending gained 17.5% to \$2.27B.

- Ad spending to sell Office Machines and Supplies shot up 21.7% to \$372.9M.

- Business and Recruiting ad spending exploded 30.3% last year to \$176.6M. That's nearly triple the previous year's 12.1% growth rate and recruitment advertising appears to be growing even faster this year.

- Medicines—a category that got a big boost from relaxed rules for advertising prescription drugs and shot up 40.4% in 1996—continued to grow 6.3% last year to \$3.51B.

- Local Services and Amusements grew only 6.9% last year to \$2.74B. Interep, however, is predicting stronger growth because utility deregulation is heating up competition for customers as state after state adopts new rules.

- Direct Response advertising grew 19.4% last year to \$2.21B.

- Retail, long a mainstay category, grew another 10.8% last year to \$7.52B.

## Competing Media

# Back to normal for December

by Jack Messmer

Other than a sharp drop off in Television spending from November, there was little extraordinary about the December figures in the MBR/Miller Kaplan Total Media Index. Of course, the heavy TV spending had been for the November sweeps, with radio capturing 70.65% of the \$58.2M pie. The pie dropped back to a more normal \$17.9M in December and radio's share went back to 23.15%. If only we could figure out how to get the TV folks to have sweeps every month...

### MBR/Miller Kaplan Total Media Index - December 1998 (Expenditures in 000)

Category	Newspaper	TV	Radio	Total Media	Radio % of Total
Automotive	49,200,588	38,895,546	8,432,122	96,528,256	8.74%
Restaurants	4,717,465	36,621,936	7,226,214	48,565,615	14.88%
Department Stores	136,294,325	50,528,746	14,056,111	200,879,182	7.00%
Foods	1,826,240	30,298,149	4,520,566	36,644,955	12.34%
Communications/Cellular	50,496,272	36,835,733	19,005,275	106,337,280	17.87%
Furniture	23,044,711	15,881,368	4,327,184	43,253,263	10.00%
Financial Services	19,089,998	18,748,125	7,606,861	45,444,984	16.74%
Movies/Theater/Concerts	23,269,825	23,095,984	4,848,856	51,214,665	9.47%
Grocery Stores	15,406,944	11,664,090	6,466,436	33,537,470	19.28%
Appliances & Electronics	47,777,777	26,459,388	5,278,212	79,515,377	6.64%
Hotel/Resorts/Tours	23,782,206	5,018,530	2,966,510	31,767,246	9.34%
Drug Stores/Products	11,122,522	14,114,307	4,398,343	29,635,172	14.84%
Computers/Office Eq	26,589,172	13,715,286	11,509,832	51,814,290	22.21%
Specialty Retail	42,056,962	53,356,871	14,932,839	110,346,672	13.53%
Health Care	6,526,913	9,551,263	4,605,475	20,683,651	22.27%
Auto Parts/Service	5,381,147	5,088,157	2,466,240	12,935,544	19.07%
Music Stores/CDs/Videos	4,625,666	13,483,818	4,815,251	22,924,735	21.00%
Transportation	7,503,771	4,321,319	2,562,926	14,388,016	17.81%
Entertainment-Other/Lottery	3,101,217	9,085,870	5,830,833	18,017,920	32.36%
Home Improvement	10,508,402	4,966,298	1,902,619	17,377,319	10.95%
Professional Services	7,343,351	7,882,210	4,869,185	20,094,746	24.23%
Beverages	5,344,958	10,808,767	10,204,676	26,358,401	38.72%
Television	7,288,061	6,485,140	4,148,434	17,921,635	23.15%
Personal Fitness&Weight Ctrs.	1,400,090	3,712,108	1,013,060	6,125,258	16.54%
Publications	17,033,302	6,887,978	1,617,279	25,538,559	6.33%
<b>TOTAL</b>	<b>550,731,885</b>	<b>457,506,987</b>	<b>159,611,339</b>	<b>1,167,850,211</b>	<b>13.67%</b>

\*Based on Media Market X-Ray composite data for 15 markets (Atlanta, Charlotte, Cleveland, Dallas, Houston, Minneapolis-St. Paul, New York, Philadelphia, Pittsburgh, Portland, OR, Providence, Sacramento, San Diego, San Francisco, Seattle). Newspaper and television data compiled by Competitive Media Reporting and radio data compiled by Miller, Kaplan, Arase & Co., CPAs. For further information contact George Nadel Rivin at (818) 769-2010.

Each month we ask a few general managers from around the country to share with us, and you, their views of the industry.

This month we quizzed: Wolfe Communications' James Wolfe of WFKX, WZQD and WJAK Jackson, TN; Radio One's Darryl Trent of WPHL Philadelphia; and Nash Communications' Eugenia Nicholas of WILD Boston.

Here are this month's GM Talkback questions and the GM's responses.

## 1

### What impact did Docket 80-90 have on your market?

James Wolfe:

The personal impact of Docket 80-90 in the broadcast market has only negative connotations. The fact that the FCC approved Docket 80-90, which created hundreds of new FM stations nationwide, forced stations to have to more narrowly target their programming in the face of lots of new competitors. Realistically, more competitors means a decline in the market share of non-loyal listeners and even more so, a negative impact on our economic stability.

Darryl Trent:

Too soon to tell.

Eugenia Nicholas:

Docket 80-90 is very old. According to my research, it really only impacted one local commercial FM station at that time. One of the local college stations moved two points away from that commercial station. Grave concerns were raised by the commercial stations due to the dial proximity.



Eugenia Nicholas

## 2

### If the FCC approves low-power FM, what impact would you expect it to have on your market?

James Wolfe:

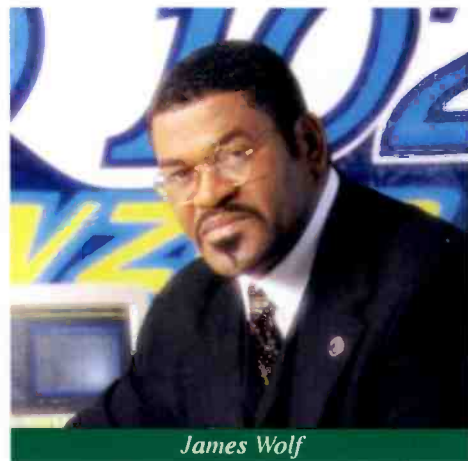
The effects would be mutually exclusive, a decline in market share results in a decline in overall profits. The approval of low-power FM can and will contribute to major reception problems, signal interference stemming from the overcrowding on the airwaves, dead spots and ownership of individuals promoting an agenda that may not be in the best interest of the community.

Darryl Trent:

In theory, it provides an incentive/option for listeners to narrow their choices further. I have no crystal ball on this matter, but I believe quality programming, marketing and promotions will still be the dominant game.

Eugenia Nicholas:

I believe that the only stations that will be impacted in the market are the independent broadcasters that have tried to secure a niche in the market, such as my radio station. Some people say this is a "great opportunity" for the independent broadcasters. Talk about "throwing us a bone." This is not an opportunity. Unlike Docket 80-90, the FM table of allotments will cause interference and really fragment the market. Low-power FMs with 100w-1000w signals will reach 3.5 to 9 miles and would not be economically feasible even for a station like WILD, which is a sunrise to sunset with 500w. No advertiser would be interested in reaching such a small sample. It would cost more to run than it's worth.



James Wolf

## 3

### How did you get into radio and why did you stay?

James Wolfe:

When my beloved aunt gave me a transistor radio at age six, it was like magic to a kid who grew up without electricity or running water. I immediately knew I wanted to be involved in radio broadcasting, but at six I had absolutely no idea how or where to start. While still in my hometown of Marianna, Arkansas, I landed an entry-level position at KZOT. Before and after my shift each day, I kept a keen eye on the disc jockeys, absorbing what they said and how they said it. I received my first break when a frequently absent disc jockey missed another day at work. They let me go on live. My second break was when I went to Lane College in Jackson, Tennessee on a football scholarship and was hired by a local station, WJAK 1460 AM. During my tenure there, I launched my on-air personality, "Super Wolfe", and eventually purchased WJAK. I later went on to become president and CEO of Wolfe Communications, Inc., and the owner and operator of three radio stations in Jackson. Even though I have incorporated other aspirations in my life, the reason I stay in radio stems from the fact that it was a dream of a little boy that grew up in poverty but was blessed with a will and determination. I came to understand that when you finally reach a dream, you don't stop, you just continue building on it with the hope of making it just a little bit better each and every day.

Darryl Trent:

Career evolution—it's challenging.

Eugenia Nicholas:

A station manager who sat on the board of my former place of employment introduced me to radio. I was in sales at WILD for five years. I then switched to television where I sold for 13 years at a local UHF station. I came back full circle to WILD in 1994 as the general sales manager and then I became the station manager in August 1998. Radio is a powerful medium which is why I am staying in radio, and moreover, at WILD. WILD provides a distinctive brand of entertaining radio that inspires the soul. WILD's goals are in line with my beliefs of how an African American female-owned and -operated urban contemporary station should be run.

*MBR did not receive Darryl Trent's photo in time for publishing*



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# Great Scott's Todd Scott: small market pros and woes

by Carl Marcucci



Great Scott Broadcasting, like so many other groups, started on the backbone of a small-market AM. Today the company owns an eight-station superduopoly in the Salisbury-Ocean City, MD market. And believe it or not, Great Scott still owns that small-market AM that it began with—WPAZ-AM Pottstown, PA.

Still family-owned after the groups' founder passed away in 1986, EVP Todd Scott tells MBR where Great Scott stands in radio's consolidation—along with some unabashed views for the industry to ponder.

## What is the history of Great Scott Broadcasting?

Great Scott began as the dream of my father, Herbert Scott, who was at the time a radio jock and program director in Tifton, Georgia. He married my mom and promised her fame and fortune for starters. He took a GM job at WARD in Johnstown, PA for two years and found himself just making it financially. He found an opportunity to apply for a construction permit for an AM station in Pottstown, PA that its owner had allowed to lapse. The original owner was told by the owner of the local newspaper that he would "never allow radio into his town." He did not have the money to apply so he approached several well-known business people and got them to become his partners. He began broadcasting in 1952 on WPAZ 1370 AM at 1,000 watts daytime only.

Although he was making more money, my dad maintained his thrifty lifestyle (which means he

saved every penny) and only spent money to buy new radio properties. The big nights out consisted of an entree of hamburgers and warm water with ketchup added to make tomato soup. He continued with this formula for thirty years until his death on January 16, 1986. Those that knew him often referred to my dad as "Great Scott" and the name Great Scott Broadcasting was born. The company was known only as Scott Broadcasting well before his death.

My mother, Faye Scott, who was at the time a housewife, got calls the day he died offering her money

and security and to "relieve her of her burden" of trying to run the, by then, 10 stations. She thought about it, after all what did she really know about running radio stations? She decided against selling out so that her children might one day be able to work in the business. She took over running the company and she is still running the group to this day. She has consolidated southern Delaware and sold everything else except WPAZ. WPAZ is a part of our family. If you want the bottom line, it is that GSB is in the strongest place it has ever been financially and we continue to grow.

“ Shame on the NAB, shame on Ed Fritts and Mel Karmazin and the establishment for turning their backs on the small, weak and forgotten AM daytime-only stations that have made the fruit that we all enjoy today possible. ”

## As EVP, what are your responsibilities?

I work with my mom and my older brother Mitchell Scott. Mitchell works with our mom to run the day to day business and I am her consultant. Most recently I worked on the sale of two of our stations to Jacor and was charged with developing and implementing our Internet strategy.

## What made you decide to stay in the family business, rather than go it alone?

I worked for Tony Robbins for five years, traveling from city to city every eight weeks instructing programs. Then I went to work for Deepak Chopra, another author/lecturer in the seminar field. When I got married, I thought it was time to stop traveling, and asked to join the family business. Rather than start out as a mar in a business that I had not earned my stripes in, I started at a small AM in Trenton, New Jersey, WTTM 920 AM, as a salesperson.



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## Feature

A year later my brother Mitchell started Ocean Limousine in Ocean City, MD while continuing to work with GSB. Following in his footsteps, I recently started two businesses of my own in the fitness industry. I took my passion for adventure and started a company called Evolution Adventure Training, LLC; we do adventure race training for the everyday person. I also am a partner with Platoon Fitness Training, LLC which is a group, military style, outdoor fitness company that conducts daily classes lead by drill instructor types. So I guess you could say I have a foot on both sides of the field.

### Has the Telcom act helped or hurt small market broadcasters like yourself?

It has made it harder for the mom and pop companies like ours to continue to buy stations that have been mismanaged, to turn them

around and then sell them. Some of these huge faceless group heads don't know the first thing about what markets they are in. How could they, they're everywhere? They have one Achilles heel though, they must answer to investors. When radio stations in an area start losing money or just don't make the numbers that the bean counters think they should, these large groups will cut and run. We have the luxury of patience.

### What has Telcom done for small market AMs?

Small market AM is a labor of love. You almost have to have a transmitter in the basement of your house to survive though. Don't get me wrong, there are plenty of listeners to small market AM local programming and I believe it gives outstanding results for the dollar to advertisers, but what is left for the owner? Everyone is demand-

ing 30 to 40% margins on their operations and most of the smaller operators just don't have the dollars to invest in new equipment and upgrades to stay in the game.

The Telcom bill has left a big local hole for small markets to fill but less money to do it with. As these small market AMs go, so goes the industry. We have been more than fortunate with our small AMs in that they continue to perform well because we have some sharp operators in our company that choose to work at smaller AM stations. You could call up any charity organization in the Pottstown, Pennsylvania area and find few that our family has not donated cash to, as well as run an unfair share of advertisements to promote. We do that because the community where we own stations is where we live and work. That is not so for larger market AMs or especially FMs

### What do you think about the LPFM NPRM?

I find it funny that Kennard is hyping diversity though LPFM after the telcom bill culled diversity. And a recent court decision points to another hypocrisy the FCC will have to deal with. (RBR 3/8 p.4)

LPFM will further fragment the listeners and will not add to diversity at all. It will only drive out the existing small broadcasters and clutter the dial. It is one of the stupidest ideas yet from a bureaucratic agency that was similar to organized crime, but is now an out of touch bore.

### You are a board member of ACAMBA. What do you think about translators for powered-down AMs at night?

I have given several interviews about this subject, and I continue



Herb Scott, Great Scott founder, stands in front of the legacy of stations he created in the northeast



to say the same thing. Shame on the NAB, shame on Ed Fritts and Mel Karmazin and the establishment for turning their backs on the small, weak and forgotten AM daytime-only stations that have made the fruit that we all enjoy today possible. Giving these small market, daytime only owners the chance to earn a living might only mean giving up one expensive cigar a year to the fat cats. Who will continue to care about the communities that these broadcasters live and work in on behalf of the industry? It is sad that we even have to debate it.

**How has consolidation helped/hurt your family's business?**

It has helped us to increase our presence at the Delaware shore. It may be good to us overall if the few large owners out there miss their projected incomes for a few months in a row. They will be forced to sell by their true bosses, the stock investors when they should be reinvesting. Others will

come in and take the losses, invest some more money, and reap the up swing of the pendulum.

**Great Scott is one of the biggest broadcasters in Delaware. Is there a strategy there?**

Be as involved in the community as possible. My brother Mitchell just bought a home in the market and, as I mentioned before, he started a local business. No one knows that market better than my brother and I think he would tell you we would love to own more stations and have begun to diversify into other mediums and businesses. I would say that we are preparing for when Cumulus heads for greener pastures or has a bad day at the stock market.

**Do you see satellite DARS as a threat to broadcasters?**

DARS has the potential to be a category killer. However, I don't think there will be much of an

immediate effect because important integration centers like cars have not been equipped with the units yet. To my knowledge there are no plans by car manufacturers to integrate the hardware necessary to receive the DARS signals.

I don't believe that we should put our heads in the sand, though. Perhaps it will make us continue to increase the quality of our product. I understand Lee Abrams is working on some of the programming for DARS so I think

they will have excellent content, however they cannot get local, which is what radio does best.

**How do you think the Internet will change broadcasting in years to come?**

It will continue to erode in-house and in-office listening. I see it moving into the car, which would be a real threat to radio just like DARS. The Internet can become a tool for radio if we work with it and capitalize on its strengths. One of our stations, WZBH 93.5 FM in Delaware uses streaming audio to reach listeners while they surf. I think things like the ability to digitally download chunks of programming from the web for future use could replace CDs as the choice for on-demand listening. There are tons of stations on the net now at places like Broadcast.com. Until it becomes mobile there is little threat, but when it does, it may be the ultimate competition.

**Great Scott Broadcasting Today**

**Salisbury-Ocean City market:**

WZBH-FM	Rock
WOCQ-FM	CHR
WJYN-FM	Modern AC
WJNE-FM	Modern (simulcast)
WGBG-FM	Classic Hits
WRBG-FM	Classic Hits (sim.)
WJWL-AM	Standards
WJWK-AM	Standards (sim.)

**Pottstown, PA**

WPAZ-AM	Talk/AC
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# WHAT'S HOT IN LAS VEGAS?

## A RUN DOWN OF CONVENTION ACTION

by Carl Marcucci & Tiffany Stevens

Cutting-edge radio technology, hands-on demonstrations, sales and marketing strategies; they're all going to be presented and discussed at the eighth annual NAB Business Law and Regulation Conference, 4/18-21. If you're one of the thousands of radio enthusiasts flocking from across the nation to Las Vegas, plan to set aside some time to check out many of the key players at this year's convention. Among them will be FCC Chairman Bill Kennard and Sony Corporation of America Chairman/CEO Howard Stringer.

To kick-off NAB '99's All-Industry Opening Ceremony, Stringer will present the keynote address 4/19, focusing on the convergence marketplace. Stringer oversees Sony's strategic planning, new business development, general finance issues and overall business coordination in the United States. Eddie Fritts, NAB CEO/President, will also deliver the State of the Industry address during the opening ceremony.

Kennard, who is scheduled to be the featured speaker at the NAB '99 FCC Chairman's Breakfast 4/20, will present a glimpse of his regulatory vision for broadcasting and other electronic media. Hear his thoughts on station ownership and media cross-ownership, EEO, digital services, low power FM and more. Additionally, FCC Commissioners Susan Ness, Harold Furchtgott-Roth and Michael Powell will hold a discussion later in the afternoon concentrating on communications policy development.

You may have heard him on several radio talk shows, but now is your chance to catch him live during the NAB Radio Luncheon 4/20. Senate Commerce Committee Chairman John McCain (R-AZ), one of the nation's leading telecommunications policymakers, will keynote this year's Radio Luncheon. Senator McCain also chairs the com-

mittee with primary jurisdiction over broadcasting issues. This will also be your chance to witness Wolfman Jack's induction into the NAB Broadcasting Hall of Fame as the 1999 radio inductee winner. Lou Lamb Smith will accept the award on behalf of her late husband.

John Gage, Sun Microsystems Chief Researcher, will be on hand 4/21 to answer many of your questions related to the future of broadcasting and to review possible new devices people will use to access content. Gage will deliver his speech titled "A Technologist's View of the Future" during the NAB Technology Luncheon.

Don't forget to find out who the 10 NAB Crystal Radio Award winners are. These awards recognize radio stations for their outstanding year-round community service efforts. The winners will be announced during the NAB '99 Radio Luncheon 4/20.

The Cox Family of Cox Broadcasting, Inc. has been selected to receive the NAB's 1999 Distinguished Service Award. The award recognizes broadcasters who have made significant and lasting contributions to the American broadcast system. Cox Enterprises Chairman/CEO James C. Kennedy will accept the award 4/19 during the opening session of the convention.

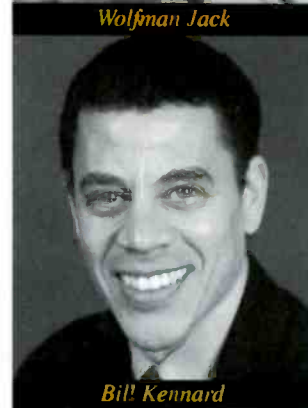
Other must-see NAB '99 events for those of you in the radio industry: The Impact of the Internet on Radio, presented by Larry Rosin of Edison Media Research and Pierre Bouvard of The Arbitron Company 4/19; Winning Big Money from the Newspaper, presented by RAB's George Hyde 4/19; High Tech Strategies for Staying Local, presented by Bill Sulfra of Jacor Communications 4/20; 1,000 Radio Success Stories, presented by RAB's Mike Mahone 4/21; and International Special: Using the Internet to Break Sales Records, presented by RAB's Lynn Anderson 4/21.



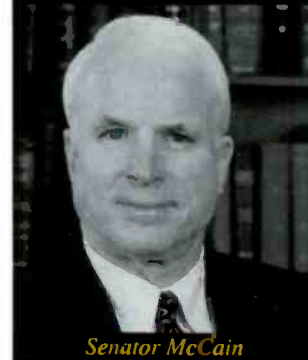
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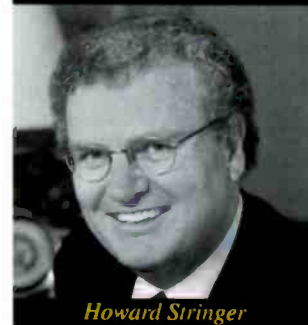
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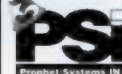
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nuff said!!

# For those about to IBOC...

**USA Digital Radio—Booth #L10656**  
**Lucent Digital Radio—Booth #L12146**

There are two DAB sessions on Sunday, 4/18, not including the Broadcast Engineering Conference opening from 9-9:30A (LVCC room N245) with leaders of the World Broadcasting Union (WBU) Technical Committee including European Broadcasting Union's (EBU) David Wood and CBS' Senior VP Technology Joseph Flaherty.

Both DAB sessions are located in LVCC Room #N250. "DAB: The Global View" (9:30A-Noon) is chaired by Milford "Smitty" Smith, NRSC's DAB Subcommittee Chair and VP Engineering, Greater Media. The session will cover the latest developments including Eureka-147, WorldSpace, satellite DARS and regulatory issues.

From 1-5PM, a technical session focusing on IBOC coverage and implementation issues will be held, "DAB: Migrating to a New World." Chaired by Chancellor's KCMG-FM L.A. Technical Director Barry Thomas, papers will be presented from 1-4PM, including those from Lucent Digital Radio and USADR. VP Business Development Nick Karter, will present for Lucent;

VP Broadcast Engineering Glynn Walden for USADR. From 4-5PM, panel discussions take place with DRE's VP Engineering Derek Kumar, Lucent's Karter, USADR Director, DAB Development Rick Martinson and Grupo Radio Centro's Carlos Aquirre.

### and now, to the booths:

While this time around DRE will not be hosting a booth, President Norman Miller and Kumar will both be present at the show. Lucent Digital Radio will be showing a wired demo of its multistreaming technology. Also sharing the 40 x 50 booth: Lucent Digital Video, a leading supplier of MPEG II encoders for broadcast markets. Lucent President Suren Pai, Chief Scientist Deepen Sinha and Dir. of Marketing Bill Casey will be joining Karter at the booth.

USA Digital Radio will be showing its excitors and receivers, however, if you want to see the USADR waveform, both Harris (Booth #L16710) and Nautel Maine (Booth #L12884) will be demonstrating it on their transmitters (Harris DX-10, Nautel XL12), proving the IBOC waveform can pass through existing equipment.

"It proves that stations will not necessarily have to buy all new transmission equipment to start broadcasting in IBOC," said USADR CEO Bob Struble. Struble will be joined by most of the USADR crew including Martinson, Walden, VP Operations and Business Development Jeff Jury, Dir. of Marketing Dave Salemi and Chief Scientist Brian Kroeger, Marketing Manager Scott Stull and a few engineers will be present—USADR now has 30 working on the project.\*

### LPFM: Like it or hate it...

"Ensuring Radio Spectrum Integrity: A Public Mandate" is a radio rally session with both legal and technical discussions of the FCC's new Low Power FM proposed rulemaking held Wednesday 11:45AM—1:15PM in the Las Vegas Hilton Pavilion #11. Sconnix Broadcasting General Partner Randy Odeneal is the moderator in this not-to-be-missed event. Panelists include Richard Lee, FCC; Amy Brown, Wilkinson Barker Knauer & Quinn; John Fiorini III, Gardner Carton & Douglas and Milford Smith, VP Engineering, Greater Media.

## Equipment City, USA: NAB '99

Once again, it's time for the big show. Do the math: 1,400+ (217 radio/audio) exhibitors are Vegas-bound to show their wares to an estimated 108,000 attendees in a space of 880,000 sq. ft.—that's a big show. And, of course, all are bigger figures than years before. Here we highlight some of the new products and equipment you'll be seeing, along with a few conferences relevant to both manufacturers and broadcasters.

### Continental offers solid state 10kW transmitter

Currently in markets throughout Europe, Continental is now introducing its 10kW solid state FM transmitter in the U.S. Citing improved broadcast quality and control over traditional

tube transmitters, Continental is offering this model in single-phase or three-phase power formats, reducing the cost of power conversion. A special high-power combining system reduces interference. The transmitter can be cooled with either internal or external blowers and multidirectional airflow. Continental currently makes six FM and 19 AM solid state transmitters.

Booth #L18830

### TC Electronic presents Intonator, Spark

Danish TC Electronic is showing the new "Intonator," a vocal intonation processor with pitch correction, adjustable de-essing and adaptive lo-cut filter tools. TC is offering the product to recording engineers as a tool to reduce vocal re-takes, providing control over pitch and tonal anomalies. Features include a pitch window that allows users to specify when a note is considered out of tune, 96kHz internal processing, 24-bit resolution and analog dual I/Os for simultaneous recording of processed and unprocessed vocals.

"Spark" is TC Works' (a division of TC Electronic) new digital audio mastering editor for the MacOS. A unique browser window integrates wave editing, project file management and playlist simultaneously. The browser window is broken down into two views. The browser view is used to edit files and build playlists, the

master view shows master faders with PPM level meters, a phrase correlation meter, dithering and more. Up to four stereo streams with five plugins each can be routed and processed simultaneously. 24 bit/96kHz, AIFF, QuickTime, SoundDesigner and WAV files are supported, along with VST plug-in.

Booth #L10694.

### Davicom launches new FM power monitor

Davicom Technologies new FMPM01 FM power monitor monitors FM RF power levels at the output of the transmitter. It includes a demodulator to provide samples of the audio signal. On 2/25, Tacoma, Washington-based Broadcast Supply Worldwide was contracted as a Davicom distributor; Vancouver-based Armstrong-Boyce Marketing will rep Davicom in the Pacific Northwest.

Booth #L13057

### Autogram features new "Pacemaker IIk"

In the midst of celebrating its 30th anniversary, Autogram Corporation is introducing the new Pacemaker IIk series of analog consoles. Model PM218 offers up to 18 modules and 40 stereo inputs. Model PM228 provides up to 28 modules and 56 stereo inputs. Both come standard with Autoclock, cue speaker and screw-type plug-in connectors. Booth #L13183.





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## CartWorks announces support for MPEG and WAV formats

CartWorks' digital audio storage, satellite automation and live assist systems will now support MPEG Layer II, and eventually support Layer III. These systems are also supporting the uncompressed Microsoft WAV format, allowing audio files off the internet to be used without conversion. CartWorks' own apt-X format is still available on all systems. Booth #L11591.

## Digigram launching three sound cards

All debuting in May, Digigram is previewing three new sound cards at the show. The "VX Pocket" is used for recording, production and audio analysis on laptop computers. It offers 24-bit converters, balanced analog input and output and SPDIF input and output for direct digital transfer. A 16-bit PC card interface allows card-to-disk transfers. The VX Pocket works with Microsoft's WAV and the MacOS Sound Manager formats.

The PCX222np (analog and digital I/Os) and PCX221np (digital I/O) are full power stereo cards with 24-bit analog to digital and digital to analog converters. Features include Wordclock and LTC time code inputs, programmable sampling frequencies up to 96kHz, input for direct recording off a PC's CD-ROM, mp3 playback and headphone jack.

Booth #L10653 and S9524

## Arrakis featuring new digital console, updated Digilink IV

Arrakis' digital mixing console is sold as a new cost-effective console today, or to upgrade an existing Arrakis analog console to a combination of digital and analog or to completely digital. The mixer itself is a rack-mounted box expandable in units of four input channels.

The Digilink IV software for Windows now supports full satellite automation and a digital transfer capability to produce audio files on a standard PC and transfer them to a Digilink IV workstation.

Arrakis has reorganized its distribution, sales and service support. With products no longer available through Harris Broadcast, Arrakis is now using Broadcast Supply Worldwide, Crouse-Kimzey, Southern Coastal Marketing Service, Broadcasters' General Stores, Bradley Broadcast Sales and others.

Booth #L13662

## Enco's DADpro32 now runs over Linux NOS

Enco has announced its DADpro32 digital automation systems can now be configured on the Linux network operating system. The software is free under a general public license mandated by the copyright, and there are no restrictions as to the number of users, although Enco charges a setup fee. Enco cites Linux can improve the

DADpro32 benchmark performance as much as twice that of a NetWare-based server, and four times that of a Windows NT server. Booth #L11894

## TeleRadio debuts from CircuitWerkes

A tool for management, the TeleRadio from CircuitWerkes allows users to listen in real time to every station in a market cluster or group via the telephone—or to competing stations. The TeleRadio receives calls and the station chosen is found by using a phone's number keys. Booth #L13072

## Gentner introduces DH30 digital telephone hybrid

Replacing the DH3 telephone hybrid, the DH30 offers a clearer interface with on-air callers with Gentner's acoustic echo cancellation and 24-bit DSP technologies. Also, greater ease of use with all audio processing parameters adjustable through a liquid crystal display and front panel adjustments. Features include adjustable compressor and expander, bass boost, remote-adjustable presets, password protection and AES/EBU digital or analog input and output for interface with both digital and analog consoles. Booth #L10671

## Klotz introduces Spherion

Providing a mid-priced digital console for multiple control room applications and individual stations looking to go digital, Klotz Digital is now offering the Spherion. Built upon the router technology of its sister Vadis 3d (also used for TV audio), the Spherion comes in two sizes: 12-fader/min. 24 input and 20-fader/min. 40 input sources. DSP production features include EQ, limiters, compressors and gates. "Source to Fader" formats can be saved with routing assignments and recalled. Any source connected to the console can appear on any fader.

Standard features also include programmable button banks, intercom talkback, mechanical/ballistic VU meters, gold contact connectors and stereo program and audition outputs in digital and analog. Multiple Spherions can be integrated facility-wide using Klotz's DiAN fiber optic network. Booth #L10994

## Comrex showing Vector, HotLine POTS; Nexus ISDN codecs

Delivering 15 kHz two-way audio over POTS lines, the Vector offers a three channel mixer and four operating options. It is also compatible with Comrex's HotLine POTS codec, of which 3,000 are in use worldwide. HotLine delivers 10kHz two-way audio. Offered at a price lower than HotLine or Vector, the Nexus ISDN is geared for interactive remotes, talk shows and live concerts.

Booth #L13180



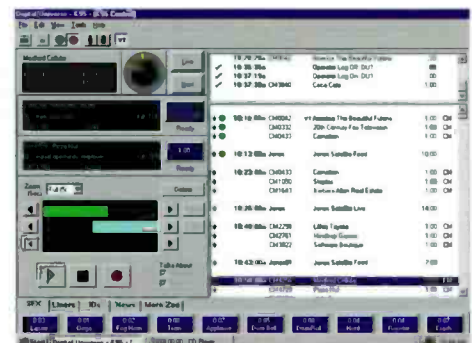
## RCS debuts new Selector tools

"SelectorNET" allows stations to drive information right to their own web pages. Web site display includes current artist and song title playing and last 50 songs played. The new "SelectorWIN" Windows program is faster, allowing songs to be "dragged & dropped" from one window to another. The new "LinkerWIN" (running within SelectorWIN) schedules liners, promos and jingles. Booth #L12867

## CBSI demos "Revenue Maximization," new Digital Universe features

Revenue Maximization, a standard feature in the new 3.0 release of CBSI business software, is used when a station is oversold. Each ad contract has numerous conditions—competitive separation, priority codes, package buys, spot rotation, etc. When oversold, one or more of those spots must be bumped or rescheduled. Revenue Maximization uses a proprietary formula to analyze the mix of spots and returns the combination of spots designed to bring the station maximum revenue. In a CBSI study of two weeks of data from 15 stations, an average daily increase of \$528/day was realized by employing this feature.

CBSI's Digital Universe system expands upon its capabilities for storage, routing and retrieval of uncompressed audio with the new NetCapture feature, allowing flexible recording of incoming satellite programming. Digital Universe users can set up a schedule for prerecording of satellite feeds; schedules can be entered by exact time or by other parameters like a tone. As many as eight different sources can be recorded simultaneously from a single machine. The new Live Audio Routing feature allows feeds to be played directly to air in real time. Booth #L12553





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