

## READING RUSH

"The Limbaugh Letter," the monthly newsletter containing opinions of talk king Rush Limbaugh, is off to a remarkable start. EFM Media, which produces both Limbaugh's program and the newsletter, reports that some 85,000 Limbaugh listeners have subscribed to the publication, which sells for \$29.95 per year, or \$49.95 for two years. Susan Moran, general manager of the newsletter, says roughly 25% of the subscriptions are for two years. That works out to an estimated \$3 million in revenue since the newsletter was launched in September.

## RADIO DOWNSIZING SEEN

Radio executives speaking to would-be broadcasters during a panel discussion in New York last week painted a somewhat gloomy picture of the future of radio employment. Speaking at a career forum sponsored by the Center for Communication, station owner Robert F.X. Sillerman predicted that the industry will lose 25% of its current jobs over the next 10 years due to consolidation. "Although the industry is growing, it's not likely to produce more jobs," he said. Judy Ellis, general manager of WQHT-FM New York, agreed, adding, "The good businesses are looking to cut back and cut the fat."

## NEW TEAM AT WTEM

Bennett A. Zier, vice president and general manager at CBS O&O WODS(FM) Boston, is leaving to become general manager of Colfax Communications' WTEM(AM) Washington. Zier will replace Steve Goldstein, who moves to president of Colfax. No replacement has been named for Zier at WODS.

## CREDIT CARD TIME

A new payment service targeted to broadcasters suffering collection problems will allow advertisers to charge airtime to their Visa or MasterCard accounts. The new service, developed by Media Payment Services and CNET, will enable stations to collect in just two

days, according to Henry Kavett of Media Payment Systems. Kavett says he believes it is the first payment system of its kind.

## NEW RADIO GROUP

Add another name to the list of recently formed companies looking to acquire radio stations. Former CBS and NBC radio executive Robert B. Sherman, in partnership with Austin Venture and Stonehill Investment Corp., announced the formation of NewTex Communications, a holding company looking for radio stations or groups of stations in medium to large markets. "We view the radio industry as a sound business, and intend to be flexible and opportunistic in pursuing potential acquisitions," Sherman says.

## RAB SEMINAR EDUCATES 93

The Radio Advertising Bureau is calling its first-ever Certified Radio Sales Manager seminar an "unqualified success." Some 93 sales managers attended the two-day seminar in Denver, which is an outgrowth of RAB's Certified Radio Marketing Consultant program. The RAB has scheduled three more of the training programs for sales managers in 1993.

## FORBES ON RADIO

*Forbes* magazine has plunged into the radio syndication business. John T. Brady & Associates recently announced an exclusive arrangement under which it will produce ten 90-second programs each week based on material published in *Forbes*. "The *Forbes* Report," available via satellite, will also include commentary from Malcom S. Forbes Jr., president and editor-in-chief of *Forbes*.

## NEW ACCURATINGS MARKETS

Strategic Radio Research's new AccuRatings is coming to four more markets: New York, San Francisco, Philadelphia and Raleigh. Strategic put out summer books in three markets: Chicago, South Bend and San Diego.

## USA OVERNIGHT DEBUTS IN DECEMBER

Dallas-based Elgar Entertainment is trying to boldly go where other syndicators fear to tread by producing a live overnight program. The show, titled *USA Overnight*, will debut on roughly 30 stations in December, according to Elgar President Rob Ellis. The program, created for adult contemporary and contemporary hit radio stations, combines hit songs with celebrity interviews, entertainment news, sports and live call-ins. Richard Stevens (Shadoe's brother) will host. Says Ellis, "This is the perfect vehicle to turn unsold overnight inventory into profit."

## SUBURBAN NETWORK

Four suburban Los Angeles radio stations have joined forces to form a suburban network that will offer advertisers access to a rapidly growing audience of affluent baby-boomers. The stations are KNJO-FM Thousand Oaks, KBET-AM Santa Clarita, KUTY-AM Palmdale and KXBS-FM Oxnard/Ventura. Katz & Powell Radio will represent the group, to be called the "Greater Los Angeles Bedroom Radio Network." The network is structured so that advertisers will receive a discount if they buy time on all four stations. Says Susan Laronge, manager at Katz & Powell: "The L.A. growth is pouring out to these markets. These communities represent an affluence unmatched anywhere else in Southern California."

## NPR HOSTS HOUSE PARTY

Satirists Nick Bakay and Steve Higgins of cable TV's Comedy Central will host "Holiday House Party with Los Lobos," featuring the Grammy award-winning group's mix of traditional Mexican folk music, rock and soul, for airing on National Public Radio in December. Other featured guests on the two-hour show, recorded at Capitol Studios in Hollywood, are musicians Rickie Lee Jones, John Hiatt, Lalo Guerrero, Leo Kottke, Dave Alvin and Syd Straw, and comedian Paul Rodriguez.