Grimalt

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is an excellent choice. We couldn’t be happier.

Grimalt insists that KLAX will retain its current format. The station has faced increased competition since the launch of Keltor’s English- intensification of the station cluster for more than a year, Chancellor has seen no drop in competitive pressure: "Instead, competition is more intense. If DOJ lawyers will choose to focus on another channel, one more Long Island-based business will lose its ability to compete effectively against New York City.

With regard to government predictions that a larger collection of Channel Chernoff will be able to work with higher rates and would be anticompetitive, Edwards said simply, "Advertisers will choose to focus on this channel unless we maintain our competitive pricing."

Tim O’Rourke — who was a lawyer in DOJ’s Civil Division during the Bush Administration and is now with the DC firm of Dow, Lohnes & Albertson, where he represents such groups as American Radio Systems, Cox Radio, Sinclair Broadcasting, and Paxson Communications — agreed with Edwards.

For an advertiser who wants to buy only Suffolk County, Charles Biggio is supposing that radio is the only viable vehicle. O’Rourke said, "What about direct mail? Without knowing for sure, I’m willing to venture that salespeople from a Manhattan station will focus on Long Island’s soliciting business. The notion there is a significant number of advertisers, who haven’t yet worked with these stations strikes me as unrealistic.

This is an interesting fact, because it poses not only the prospective market question of whether radio is separate and distinct from TV and newspaper and geographic question. When 70% of the audience sitting in the county is listening to the citi- ny’s radio signals — you have to remember that radio signals don’t stop at county lines — there’s tremendous overshadowing.

He noted that while the government lawyers "obviously view this section of the complaint," it levels the playing field for Chancellor.

"It will be their first opportunity to look at the market as a whole, and then the geographic question. When 70% of the audience sitting in the county is listening to the city’s radio signals — you have to remember that radio signals don’t stop at county lines — there’s tremendous overshadowing.

DOJ ‘Prepared To Listen’

Heenberry, who has become the envy of Washington communication lawyers because he represents a ra-

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DOJ

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ted the four stations for two Channel properties in Jacksonville plus $11 million.

If the merger is anticompetitive, then the LMA is anticompetitive," Biggio told reporters. He said the group does not have any recommendation for the government, but were "unwilling to" restructure the deal in any form that would prevent Channel from owning any combination of WALK-FM, WBBB, and WBLJ, which compete for revenue.

In his latest, DOJ says the two groups are "the No. 1 and No. 2 radio companies on Long Island," and that they "frequently garner the highest ratings in the demographic groups most important to Suffolk County advertisers.

The suit also claims that "By Newsday daily newspaper operating under the corporate name of Newsday, Inc., diaries. Various media were tweaked to make phone respons- es more natural and less forceful. So, the names of the people were added in the high, high markets, the percentages for a given market should not be compared with those based on surveys in other markets. For example, in Philadelphia, 3.8% of the market’s 4,065,300 are Hispanic. In the Summer ‘92 Arbitron, 173 in-taxis, 3.8% stated they were Hispanic, and just 16.3% in the TV market. In the city’s Spanish- dominated, Mocarsky explained that, in this particular market, Hispanic Americans may be in situations where English will be needed far more than in a market such as Miami, where 38.9% of the market’s 2,984,300 are Hispanic.

According to the M Street Radio Directory, 27 million Americans are of Hispanic origin (R&R 8/18). Span- ish language commercials account for 3% of total nationwide spending. Esti- mated local Spanish radio ad totaled $34 million in 1996, Hispanic Busi- ness found.

The Question Must Be Really Important"

Mocarsky said that Arbitron created the quarterly report following a 1994 inquiry by the Spanish Radio Association that asked the company to include the three-tiered question in its bilingual radioausal. Various methods were tested before the company officially added the question to its materials.

"One study showed a tremendous reservation increase when asked by phone if they spoke Spanish," Mocarsky said. "It was as if they were cooked up to respond in that way if they spoke Spanish. Since they were asked the question twice, it was thought that the question must have been really important." Since that study, methods were tweaked to make phone respons- es more natural and less forceful. So, the names of the people were added in the high, high markets, the percentages for a given market should not be compared with those based on surveys in other markets. For example, in Philadelphia, 3.8% of the market’s 4,065,300 are Hispanic. In the Summer ‘92 Arbitron, 173 in-taxis, 3.8% stated they were Hispanic, and just 16.3% in the TV market. In the city’s Spanish- dominated, Mocarsky explained that, in this particular market, Hispanic Americans may be in situations where English will be needed far more than in a market such as Miami, where 38.9% of the market’s 2,984,300 are Hispanic.

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