MBR Stats
May is blooming bright for radio. This month should take the record for radio ad billings. Page 3

GM Talkback™
Satellite radio is waiting in the wings. Are you ready? And what about Y2K? Page 8

Programming & Positioning
Much-maligned Scrapple serves up a tasty promotion for WWDB-FM Philadelphia. Page 16

Low-power FM had many attackers and few defenders. A would-be president endorsed bringing back tax certificates. A major equipment manufacturer called for IBOC developers to team up. Catch up on everything radio that happened in Las Vegas.

NAB '99 Wrap-up Page 10

REMOTE JACKPOT with a COMREX HOTLINE

Uses one plain old telephone line — no antennas to set up and no digital lines to install.

Save on staff — even a weekend board-op can use a Hotline. It’s that easy!

Sounds amazing, like it was produced in the studio — but don’t believe us, try it for yourself! Call for a free demo loaner.

COMREX Corporation, 65 Nonset Path, Acton, MA 01720 USA. Toll-free 800-237-1776 in North America. email: info@comrex.com. Fax-on-Demand: 978-264-9973
ENCO + Orban + Harris = DADPRO32  
The Only Complete Digital Audio Delivery Solution

ENCO and Orban have combined the best features and technology of their digital audio products, and Harris now exclusively represents the new and improved DADPRO32 Digital Audio Delivery System.

DADPRO32 offers all of the features and functionality demanded by today's progressive broadcast facilities. Utilizing standard off-the-shelf non-proprietary hardware, network architecture, and operating systems, DAD is the logical choice for both Automated and Live Assist On-Air operations, Production, News, and Inventory Management. DAD supports Orban Sound Cube Technology, transparent links to the Orban Audicy Multitrack Editing System, sharing of data with other software applications for Wire Capture & Editing, Scheduling & Billing, and the Internet, as well as interface to other professional broadcast control and switching equipment. And DAD comes with free software upgrades for the first year, permitting immediate access to all of the latest features supported by rapidly emerging technology and evolving broadcast industry requirements.

Integrated LAN and WAN capabilities make DADPRO32 the logical choice for groupwide, nationwide, or worldwide sharing of Audio, remote VoiceTracking, News, Schedules, and other data.

Call Harris today to discuss how the DADPRO32 Digital Audio Delivery System will permit you to realize the operational efficiencies and cost savings available with the latest technology.
A look into radio's crystal ball reveals $$$$$$$$$$ Advertising in general is supposed to pick up in the second half of 1999 as companies try to position themselves for the next millennium. Obviously, a great number of them aren't waiting that long. February's astonishing 18% gain, when added to double-digit growth enjoyed in January, produces a year-to-date gain of 16%.

January and February are usually radio's lull months. Spring and Summer have much more to do with driving revenues. Assuming that will still be the case this year, and factoring in the Y2K effect, there is just no telling how high radio revenues will soar this year. Our forward pacing report predicts May will be the biggest month in radio history, and it too is ahead of the Y2K effect.

Finally, we have included a study of how record sales have been going over the past ten years. These is just no telling how high radio revenues will soar this year. Our forward pacing report predicts May will be radio's most prosperous month ever.

Radio enjoys February heat wave

1999 advertising sales are expected to really take off in the second half of the year as numerous Y2K product launches are announced. But why wait around? Radio sales staffs are starting the year at a pace that will blow the hinges off last years record without any boost by special events. February sales increased by an amazing 18%, and for once the pace was set by local business, which had been increasing at a slower pace than national of late. All regions participated in the local boom, enjoying gains of up to 20% and no less than 15%.

Local & Nat'l revenue January 1999

All markets 18%

Radio Revenue Index

Jan-Feb 1999

All markets

Local

National

East

Midwest

Southeast

Southwest

West

18%

17%

20%

18%

15%

14%

15%

23%

13%

10%

13%

10%

Superdupopoly Dimensions

Superdupoly: 49.8%

Market

# of sts

percent

1 to 50

778

53.2

51 to 100

580

41.4

101 to 150

381

26.6

151 to 200

367

24.6

201 to 261

379

26.4

All markets

2,485

100%

Total Industry: 72.8%

Market

# of sts

percent

1 to 50

1,137

77.8

51 to 100

797

54.3

101 to 150

559

38.4

151 to 200

574

39.7

201 to 261

566

38.3

All markets

3,633

100%

Industry Consolidation

(as of April 19, 1999)

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


Forward Pacing Report

April inventory is pre-selling at roughly the same rate as 1998. The amazing story is May. Traditionally radio's biggest month of the year, it is already two-thirds sold out. According to Miller Kaplan's George Nadel Riven, May 1999 will be radio's most prosperous month ever.

Superdupoly: 49.8%

Market

# of sts

percent

1 to 50

778

53.2

51 to 100

580

41.4

101 to 150

381

26.6

151 to 200

367

24.6

201 to 261

379

26.4

All markets

2,485

100%

Total Industry: 72.8%

Market

# of sts

percent

1 to 50

1,137

77.8

51 to 100

797

54.3

101 to 150

559

38.4

151 to 200

574

39.7

201 to 261

566

38.3

All markets

3,633

100%

YTD Stock Performance

The Dow Industrials recorded their first close above 9,000 mark in late March, although they fell back slightly by the end of the month.

WYD Stock Performance

The Dow Industrials recorded their first close above 9,000 mark in late March, although they fell back slightly by the end of the month.

Manager's Business Report May 1999

Want 300 radio stations as actual clients...tomorrow?

We've got'em NOW!

If you know many radio people, have a strong sales track record and are ready for success, we're looking for you now. Want to work in radio--with no ratings pressure? We need you now!

We have an immediate (and rare) opening for a territorial manager in the Mid West (Chicago, Minneapolis, St. Louis) We already have literally hundreds and hundreds of RCS client stations. Your job will be to offer them additional RCS Products. RCS is the world's leading radio software company and famous for inventing the Selector music scheduling system. Work from home. Arrange travel as often as necessary. Did we mention we need you now?

Fax your resume to Paul McKnight, VP/Sales & Marketing, (914) 428-5922, or email paul@rcsworks.com
May 1999, Volume 3, Issue 5

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Record-buying trends
Other styles are chipping away on the Rock pile

Rock is still the leading, and perhaps can still be considered the dominant category at retail recording outlets, but it has shrunk far from its lofty share of the market in the late 80s. It has gone from a 41.7% share of the market to just barely more than a quarter over the past ten years, according to a study released by the Recording Industry Association of America. Country, R&B, Rap and Gospel have benefitted the most from the additional room on the pie chart, as has the grab bag category Other (which includes Ethnic, Standards, Comedy, Spoken Word, Exercise, Folk and Holiday, among still others).

MBR observation: Is the handwriting on the wall for the Smooth Jazz format? There seems to be at least a trickle of stations getting out of the format. As far as record sales go, the two categories which provide raw material for the format (Jazz and New Age) are bleeding profusely, plummeting from a combined 6.3% to only 2.5% over the period.

<table>
<thead>
<tr>
<th>Record category</th>
<th>1998%</th>
<th>1997%</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rock</td>
<td>41.7%</td>
<td>25.7%</td>
<td>-16.0%</td>
</tr>
<tr>
<td>Country</td>
<td>7.3%</td>
<td>14.1%</td>
<td>+6.8%</td>
</tr>
<tr>
<td>R&amp;B</td>
<td>9.5%</td>
<td>12.8%</td>
<td>+3.3%</td>
</tr>
<tr>
<td>Pop</td>
<td>15.0%</td>
<td>10.0%</td>
<td>+5.0%</td>
</tr>
<tr>
<td>Rap</td>
<td>6.4%</td>
<td>9.7%</td>
<td>-3.3%</td>
</tr>
<tr>
<td>Other</td>
<td>4.0%</td>
<td>7.9%</td>
<td>+3.9%</td>
</tr>
<tr>
<td>Gospel</td>
<td>3.1%</td>
<td>6.3%</td>
<td>+3.2%</td>
</tr>
<tr>
<td>Classical</td>
<td>3.6%</td>
<td>3.3%</td>
<td>-0.3%</td>
</tr>
<tr>
<td>Jazz</td>
<td>4.9%</td>
<td>1.9%</td>
<td>-3.0%</td>
</tr>
<tr>
<td>Oldies</td>
<td>0.9%</td>
<td>0.7%</td>
<td>-0.2%</td>
</tr>
<tr>
<td>Soundtracks</td>
<td>0.7%</td>
<td>1.7%</td>
<td>-1.0%</td>
</tr>
<tr>
<td>New Age</td>
<td>1.4%</td>
<td>0.5%</td>
<td>-0.9%</td>
</tr>
<tr>
<td>Children’s</td>
<td>0.3%</td>
<td>0.4%</td>
<td>-0.1%</td>
</tr>
</tbody>
</table>

Non-Traditional Revenue Track

Recruiting drops, but still hot
Job recruiting is somewhat seasonal, since many companies add new positions as they begin a new budget year. But while "Recruiting" declined sharply from January as a non-traditional revenue source for radio stations, it remained one of the strongest categories tracked by Revenue Development Systems (RDS). "Recruiting" had previously been included in the "Office" category through 1998.—JM

% of Vendor/New Business by Category (February 1999)

<table>
<thead>
<tr>
<th>Category</th>
<th>Sept</th>
<th>Oct</th>
<th>Nov</th>
<th>Dec</th>
<th>1998</th>
<th>Jan</th>
<th>Feb</th>
<th>YTD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Automotive</td>
<td>13.45</td>
<td>9.84</td>
<td>10.91</td>
<td>18.77</td>
<td>15.63</td>
<td>10.36</td>
<td>17.84</td>
<td>17.84</td>
</tr>
<tr>
<td>Food/Grocery</td>
<td>39.09</td>
<td>45.23</td>
<td>46.52</td>
<td>31.55</td>
<td>33.80</td>
<td>22.48</td>
<td>42.19</td>
<td>31.97</td>
</tr>
<tr>
<td>Leisure/Electronic</td>
<td>25.73</td>
<td>17.80</td>
<td>18.63</td>
<td>32.85</td>
<td>22.35</td>
<td>33.56</td>
<td>34.54</td>
<td>34.54</td>
</tr>
<tr>
<td>H&amp;B/C</td>
<td>7.06</td>
<td>13.39</td>
<td>3.99</td>
<td>7.64</td>
<td>9.00</td>
<td>7.62</td>
<td>4.24</td>
<td>5.99</td>
</tr>
<tr>
<td>Home Improvement</td>
<td>3.27</td>
<td>3.89</td>
<td>7.39</td>
<td>3.16</td>
<td>8.07</td>
<td>7.26</td>
<td>5.39</td>
<td>6.36</td>
</tr>
<tr>
<td>Office</td>
<td>11.40</td>
<td>8.66</td>
<td>7.92</td>
<td>4.37</td>
<td>8.63</td>
<td>2.42</td>
<td>2.22</td>
<td>2.32</td>
</tr>
<tr>
<td>Clothing</td>
<td>0.00</td>
<td>1.19</td>
<td>4.63</td>
<td>1.66</td>
<td>2.51</td>
<td>3.28</td>
<td>0.15</td>
<td>10.21</td>
</tr>
<tr>
<td>Recruiting</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: Revenue Development Systems; based on revenues from 76 stations in 32 markets.
Nothing about radio is simple any more. And when it comes to keeping your whole operation on task and on target, nothing is more mission-critical than your software. That's why smart broadcasters turn to CBSI, from the business office through the air studio.

On the Air
Why trust your program material to an outdated or unreliable infrastructure? Digital Universe, built on Windows NT™ delivers up to 50 channels of uncompressed audio from a single server. Non-proprietary hardware protects your system from obsolescence, and new features like NetCapture and Dynamic Voice Tracking make managing your audio easier than ever.

In the Front Office
CBSI business management software is a whole-station solution encompassing sales, traffic, finance and general management. Your sales team's revenues can skyrocket with the new Revenue Maximization™ feature, which helps you achieve maximum profit from the advertising you've already sold: one test group found another $500+ per day using this breakthrough technique.

In the New Millennium
Rest easy with your CBSI installation as Y2K rolls around. Both Digital Universe and CBSI business software are Millennium Certified™ for year 2000 operation.

CBSI solutions are helping over 3,000 broadcasters worldwide surmount today's and tomorrow's challenges. Let us put 20 years of radio software expertise to work for you. Contact CBSI today for more details.
FCC May Face Deal Deadlines

Broadcasters may get congressional relief from deal delays at the FCC. After a hearing last month, Senators Mike Dewine (R-OH) and Herb Kohl (D-WI) said they were inclined to amend their antitrust law revision bill (S. 467) to set deadlines for the FCC to act on all license transfers, not just those of $15M or more which require Hart-Scott-Rodino (HSR) antitrust filings.

Backed by the NAB, Cumulus Media (O:CMLS) Exec. Chairman Richard Weening voiced concerns that the proposed legislation to speed-up FCC action on large deals, including telephone company mega-mergers, could tie up Commission resources and make delays even worse for small radio transactions if the measure applies only to cases requiring HSR filings.

Weening told the Senate Antitrust Subcommittee that the FCC delays began nearly a year ago after a couple of commissioners began expressing concerns about the impact of consolidation. Weening noted that Congress had already spelled out the limits of consolidation and suggested that the FCC's role should be limited to "counting stations." The Department of Justice, he said, is better equipped to consider antitrust implications.

"We certainly don't want you to signal to the FCC that the law has changed and they now have authority to review mergers," Weening told the senators.

Under the proposed bill, the FCC would have 30 days after a license application is filed to either act on the application or request additional information. If such a request is made, a 180-day clock would start ticking once the requested information is provided.

Ness & Tristani to FCC: Stop the Games

The FCC recently affirmed Seark Radio's acquisition of six Pine Bluff, AR area stations from Pine Bluff Radio, but Commissioners Susan Ness and Gloria Tristani say it's time for the FCC to "stop the shell game and apply the rules that Congress gave."

Bayou Broadcasting called for the review, arguing that Seark's possession of KCLA-AM, KPBQ-FM and KZYP-FM would violate the Commission's local radio ownership rules by owning more than 50% of the stations in a smaller market. Bayou's objection was denied by a 3-2 vote.

"The majority relies on different definitions of the relevant market when counting the total number of stations in the market and for counting the number of stations that Seark will own within the market," Ness and Tristani wrote in their dissent. "The resulting ratio is meaningless because the numerator and denominator share no common baseline. Congress implicitly understood this and crafted the 1996 Act accordingly."

Civil Rights Groups Want Non-com LPFM

The Minority Media Telecommunications Council, joined by several civil rights groups, will tell the FCC that the power of FM is a good idea, but that microradio should be reserved for non-commercial operations.

"The greatest unmet needs are in the non-commercial service," the Council's attorney, David Honig, told MBR. "At least initially, it [LPFM] should be non-commercial."

Although the civil rights coalition will not back commercial LPFM, it will recommend that LPFM stations be permitted to operate throughout the entire FM band. Honig said restricting the service to the reserved non-com portion of the band (88.1-91.9 MHz) would not create enough stations to meet the pent-up need for new outlets.

Honig insists that broadcasters are being short-sighted by flatly opposing LPFM in any form, since he sees it as a training ground for the talent which will be needed by commercial stations. "Microradio is the best proposal that years later the [radio] industry will wish that it had endorsed," he said.

Scholarship to Honor Shovan

A scholarship fund has been established at Emerson College in Boston to honor the memory of veteran broadcaster Tom Shovan, who passed away last month at age 52. The endowment will be used to award a Tom Shovan Scholarship each year to a deserving student of radio. Contributions (checks should be marked "Tom Shovan Scholarship") may be sent to Emerson College, Office of Institutional Advancement, 100 Beacon St., Boston, MA 02116.
Radio Goes Crystal
Proving they deserve recognition for their efforts to improve the quality of life in their surrounding areas, ten radio stations were presented with the Crystal Radio Awards at NAB '99 in Las Vegas.

- KBHP-FM Bemidji, MN
- KBHR-FM Big Bear City, CA
- KLOS-FM Los Angeles, CA
- KSL-AM Salt Lake City, UT
- KUDL-FM Westwood, KS
- KUEL-FM Fort Dodge, IA
- KZLA-FM Los Angeles, CA
- WGOH-AM Grayson, KY
- WHUR-FM Washington, DC
- WYITZ-FM/WZTY-FM St. Joseph, MI

Are You Ready For Y2K?
Though the FCC is not predicting what chaos, if any, we'll go through once the new year hits, the Commission is saying larger broadcasters are prepared for the coming Y2K problem, while smaller stations remain a concern of the industry.

The FCC surveyed 230 broadcasters, owning among them over 2,600 stations, to determine their readiness to provide continued service to the public 1/1/00. Of the 203 that responded, 93% estimated that they will have completed their evaluation of the probability of failure by September. The others are expected to conclude testing in October and November.

Though the percentages look good on paper, the FCC remains concerned. "Many of the small- and medium-sized companies that have adopted a systematic approach to addressing Year 2000 have completion deadlines dangerously close to millennium rollover, leaving little time for delays from vendors or remediation as a result of problems discovered in the testing process," said the report. The Commission has further plans to contact licensees who did not respond to the Y2K survey.

While even the larger stations cannot guarantee that they will not experience Y2K-related problems, the FCC believes listeners will always have access to news, entertainment and emergency information by simply changing the dial. "The average household receives over eight radio channels. This high level of redundancy means that in the event of individual station failures, the public would still be able to obtain information from alternative stations," said the report.

Radio's Share Up Slightly
From A Year Ago
by Jack Messmer
For the first time, we have the opportunity to compare the MBR/Miller Kaplan Total Media Index against year-ago results. What we find is that not a whole lot has changed from January 1998 through January 1999.

Radio's percentage of total media expenditures for the markets measured by Miller, Kaplan, Arase and Company increased from 13.3% in 1998 to 14.1% this year.

Unfortunately, we're still not doing an apples-to-apples comparison, since the index now includes more markets and more money. Thus, total ad spending in the index more than tripled from $319M to $1.15B.

The categories which were strong in 1998 remain radio strongholds this year. Likewise, radio has posted only small improvements in categories dominated by other local media.

MBR/Miller Kaplan Total Media Index - January 1999
(Expenditures in 000)

<table>
<thead>
<tr>
<th>Category</th>
<th>Newspaper</th>
<th>TV</th>
<th>Total Radio</th>
<th>Media</th>
<th>Radio % of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Automotive</td>
<td>149,644</td>
<td>127,088</td>
<td>29,237</td>
<td>305,999</td>
<td>9.56%</td>
</tr>
<tr>
<td>Restaurants</td>
<td>3,569</td>
<td>43,542</td>
<td>8,689</td>
<td>55,800</td>
<td>15.57%</td>
</tr>
<tr>
<td>Department Stores</td>
<td>49,945</td>
<td>7,306</td>
<td>7,296</td>
<td>64,549</td>
<td>11.30%</td>
</tr>
<tr>
<td>Foods</td>
<td>1,760</td>
<td>36,301</td>
<td>6,024</td>
<td>44,085</td>
<td>13.66%</td>
</tr>
<tr>
<td>Communications/Cellular</td>
<td>33,594</td>
<td>29,912</td>
<td>12,944</td>
<td>76,450</td>
<td>16.93%</td>
</tr>
<tr>
<td>Furniture</td>
<td>27,670</td>
<td>18,166</td>
<td>6,855</td>
<td>52,691</td>
<td>13.01%</td>
</tr>
<tr>
<td>Financial Services</td>
<td>27,429</td>
<td>15,080</td>
<td>7,560</td>
<td>50,069</td>
<td>15.10%</td>
</tr>
<tr>
<td>Movies/Theater/Concerts</td>
<td>22,235</td>
<td>18,609</td>
<td>5,932</td>
<td>46,976</td>
<td>12.63%</td>
</tr>
<tr>
<td>Grocery Stores</td>
<td>14,298</td>
<td>7,663</td>
<td>6,445</td>
<td>28,606</td>
<td>22.53%</td>
</tr>
<tr>
<td>Appliances &amp; Electronics</td>
<td>30,816</td>
<td>9,594</td>
<td>3,563</td>
<td>43,973</td>
<td>8.10%</td>
</tr>
<tr>
<td>Hotels/Resorts/Tours</td>
<td>38,033</td>
<td>9,777</td>
<td>4,531</td>
<td>52,341</td>
<td>8.66%</td>
</tr>
<tr>
<td>Drug Stores/Products</td>
<td>8,551</td>
<td>15,908</td>
<td>4,055</td>
<td>28,514</td>
<td>14.22%</td>
</tr>
<tr>
<td>Computers/Office Equipment</td>
<td>18,825</td>
<td>6,267</td>
<td>6,491</td>
<td>31,583</td>
<td>20.55%</td>
</tr>
<tr>
<td>Specialty Retail</td>
<td>21,705</td>
<td>12,995</td>
<td>7,435</td>
<td>42,135</td>
<td>17.65%</td>
</tr>
<tr>
<td>Health Care</td>
<td>8,827</td>
<td>11,580</td>
<td>5,742</td>
<td>26,149</td>
<td>21.96%</td>
</tr>
<tr>
<td>Auto Parts/Service</td>
<td>4,930</td>
<td>5,512</td>
<td>3,360</td>
<td>13,802</td>
<td>24.34%</td>
</tr>
<tr>
<td>Music Stores/CDs/Videos</td>
<td>3,690</td>
<td>7,588</td>
<td>2,987</td>
<td>14,265</td>
<td>20.94%</td>
</tr>
<tr>
<td>Transportation</td>
<td>12,101</td>
<td>6,123</td>
<td>3,730</td>
<td>21,954</td>
<td>16.99%</td>
</tr>
<tr>
<td>Entertainment-Other/Lottery</td>
<td>3,195</td>
<td>6,916</td>
<td>5,767</td>
<td>15,878</td>
<td>36.32%</td>
</tr>
<tr>
<td>Home Improvement</td>
<td>7,944</td>
<td>3,950</td>
<td>1,682</td>
<td>13,576</td>
<td>12.39%</td>
</tr>
<tr>
<td>Professional Services</td>
<td>9,245</td>
<td>8,399</td>
<td>5,101</td>
<td>22,745</td>
<td>22.43%</td>
</tr>
<tr>
<td>Beverages</td>
<td>1,080</td>
<td>7,453</td>
<td>4,928</td>
<td>13,461</td>
<td>36.61%</td>
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<tr>
<td>Television</td>
<td>9,461</td>
<td>8,688</td>
<td>7,829</td>
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<td>4,949</td>
<td>2,133</td>
<td>44,741</td>
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TOTAL: 548,427 437,668 161,494 1,117,569 14.07%

Each month, we ask a few general managers from around the
country to share with us, and you, their views of the indus-
try. This month we quizzed:
Heftel Broadcasting's J.R. Phillips of KATH-FM & KOFX-FM
El Paso, TX and Radio Seaway's Richard Marschner of WCLV-
FM Cleveland, OH.
Here are this month's GM Talkback questions and our GMs' responses.

What impact do you think Satellite DARS will have on the radio industry?

J.R. Phillips:
Increased fragmentation of formats, but still a need for local information, news, traffic and where the sales are in the local marketplace. Local radio will have to continue to fill these needs. There will be additional fragmentation in ratings which will result in either higher costs per points or lower revenues.

Richard Marschner:
Like other coming technologies, DARS will impact terrestrial radio to an unknowable degree. Had you asked Barnes & Noble two years ago what impact they thought Amazon.com was going to make in the books-and-music business, it would likely have been very different from today's answer. That's where we are with DARS—too far off to make an informed guess. But the delays they're encountering are hurting both their credibility and capacity to raise capital, perhaps even enough to destroy them before they launch. I do think that the various "cable radio" experiments of recent decades are a good sign that most listeners aren't looking for a soulless Muzak-type radio experience, even if it's delivered exactly in their format preference. Our experience is that listeners who have a choice between listening to classical music on cable and radio still prefer to know a little more about the music than they get on cable, not to mention the wealth of useful information their local radio station routinely provides. I think that difference holds for most other formats, and I believe we will find it's even a stronger advantage for local radio when listeners can also listen to satellite radio in their cars. You won't find WCLV investing in DARS equities. They look too much like Internet stocks—all hard expense and only pro-forma revenue.

What measures have your station(s) took to prepare for Y2K?

J.R. Phillips:
We ran some new software that addresses the Y2K problem and checked all existing computers with some recommended upgrades.

Richard Marschner:
We're convinced that our own custom software is compliant, and we've gotten the boilerplate responses from our suppliers about their compliance, for what that's worth. We have a form letter of our own which responds to those same concerns from firms we supply with advertising. What it says, in effect, is that while we can't control any problems that our own suppliers' software may cause, we can always default to a microphone, a cart machine and an analog board! Old-fashioned radio can still work without computers, if need be.

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

J.R. Phillips:
It's been in my family for three generations, including me. I started in high school, then college and have been full-time since. Radio is great, lots of creativity, lots of good people, lots of flexibility. With the increase of satellite/cable/VCRs/DVD, etc., and declining newspaper readership, radio will be the only viable mass media left—it's happening right now.

Richard Marschner:
My first experience in radio was working for a tiny Top 40 AM station in my hometown of Homewood, IL in 1959. I did whatever the people in the office needed, enjoyed rubbing shoulders with the on-air jocks, caught the radio bug and was saddened to learn a few weeks later that the FCC had driven up the night before and locked the place up tight. I was working for a pirate and did not know it. But I guess I never wanted to do anything else for a living. I drifted into classical radio in the mid-60s. While in the Air Force in Denver, I worked overnights and weekends for KVOD for two of the finest owners I've ever heard of—Ed Koepke and Gene Amole. I learned about real radio there, and have been in this format almost without interruption for the next 35 years. Here in Cleveland, my two partners at WCLV and I work at the station every day. WCLV is well respected as an integral part of the arts scene in Northeast Ohio, serving the common interests of nearly 200,000 people who love the music we play and rely on the wide variety of useful information we provide. We also offer an efficient way for several hundred companies to advertise certain products and services which appeal to these special consumers. Some of our sponsors have been with us, nonstop, since the 60s.

For the record
Last month's GM Talkback (MBR April, p. 8), incorrectly stated the power of WILD-AM Boston as 500 watts. It is actually 5kw.
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Sen. John McCain (R-AZ) may not have been physically present at this year's NAB convention in Las Vegas, but his voice was certainly heard, talking about the conflict in Kosovo and broadcast ownership.

While many attendees were having a good time checking out booths and networking, McCain brought a grim reality of the outside world to the event on April 20. "As anyone who has ever fought in one knows, wars seldom go according to plan," the former POW said. "That is all the more true when leaders don't seem to have a plan—a viable plan, anyway—as appeared to be the case as we went to war with Serbia," he charged. "To request an additional 300 aircraft three weeks into the war is not an indication that everything is on track."

McCain, who is seeking the 2000 Republican nomination for president, spoke to NAB '99 by satellite (pictured above), staying in DC to deal with Kosovo.

"As a nation, we will continue to confront these and other challenges," the Commerce Committee Chairman said. "Because as free Americans we have three major strengths: a sense of purpose, a sound economy and above all, the power to shape our own destiny."

Switching the direction of his speech, McCain blasted the FCC, saying, "Unfortunately, you (broadcasters) don't have the third advantage, the power to shape your own destiny. The FCC has that. And at this particular point in time, that's not good."

Focusing on one of the convention's hottest topics, McCain struck a chord with broadcasters by blasting low-power FM: "What possible diversity interest is advanced, and what kind of opportunity is created by manufacturing thousands of tiny new radio stations in an already overpopulated, transitional market?" he asked. "And if the (FCC's) rationale is to broaden ownership opportunity, why pin peoples' hopes on facilities so fraught with technical and economic limitations that the only economic opportunity they may present is the opportunity to fail?"

**Tax certificates staging comeback**

McCain also made clear that he is for creating ownership opportunities, but he could not overlook the fact that the FCC has been pursuing this goal for over 30 years with little success. "I see nothing on their horizon that promises to change that track record," he said. "Creating ownership opportunity takes rethinking, not rhetoric."

To that end, McCain said he would introduce legislation to bring back minority tax certificates, with safeguards against the practices which in the past were criticized as abuses. "I believe that a revised, carefully-structured tax certificate program could be the cornerstone of a truly effective new Y2K ownership diversity program," McCain declared.

A short time later, FCC Commissioner Michael Powell declared that prospects had gotten brighter for expanding opportunities and diversity in ownership. "I'm more than thrilled that Senator McCain wants to bring back tax certificates," Powell told an NAB session.
WITHOUT EXCEPTION, A RADIO STATION'S CENTRAL NERVOUS SYSTEM LIES IN ITS AUDIO ROUTER. THIS UNHERALDED MAINSTAY KEEPS OPERATIONS FLOWING SMOOTHLY, DAY IN DAY OUT. AND TO THEIR CREDIT, GREAT ROUTERS REMAIN THANKFULLY FAITHFUL IN THIS MISSION CRITICAL ROLE.

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Low-power FM Blasted by Broadcasters

Low-power FM was the hottest radio topic at last month’s NAB Convention in Las Vegas—and the proposal to create thousands of new 10-watt, 100-watt and 1kw FM stations nationwide had few defenders. Richard Lee, FCC Chief of Compliance, was the only one present to defend the Commission’s LPFM Notice of Proposed Rulemaking at the NAB ‘99 panel “Ensuring Radio Spectrum Integrity: a Public Mandate.”

Lee began by citing some of the reasoning behind LPFM: “I have been in on several enforcement actions and I can tell you I have gone into places in the inner city where they have set up radio stations and they have the walls filled with community service certificates from the local police, from the office of the mayor and from the Red Cross. And when we go in with the U.S. Marshals and the local police arrive and say ‘Why are you doing this? These people have really helped us.’”

While he was praised by panelists for the impressive job he’s done shutting down some 400 pirates, Lee stressed his support for Chairman Bill Kennard’s LPFM initiative, in at least some form, and cited the following reasons pirates are operating: lack of diversity, high costs involved in purchasing stations, lack of minority ownership and lack of employment opportunities in radio. He added that many of his enforcement actions involved minorities, small businesses and churches. Lee concluded by saying the current signal coverage prediction methods are 37 years old: “We need to take a look. We are doing tests, the NAB is doing tests, I’m hopeful that we can find a compromise.”

Bringing 30 years of broadcast engineering to the table, Smith came well prepared in as-}

sailing the proposed rulemaking. “This is the most serious threat to the integrity of the FM broadcast service in my entire time in this business,” he said. “When removal of third- and second-adjacent interference standards are being looked at to make this work, it results in one thing—increased interference. It will punch a bunch of holes in existing service areas.”

Smith said he had calculated what an LP1000 (1kw station) would do to a Class B without second-adjacent protection if that station was operating close to the edge of the protected service contour and found that about 14 square kilometers of service would be gone. “With more than one LP1000,” Smith said, “it’s possible that holes would be bored into your city grade contour.”

Words became somewhat heated on the panel when Lee addressed Smith’s remarks that every IBOC proponent is seriously concerned about LPFM. “I thought it was very, very clear in the Chairman’s remarks, and remarks from the other commissioners that the commission will in no way do anything that is going to damage the integrity of the FM spectrum or IBOC. So, I don’t know why you continue to re-hash all of the old stuff about ‘this is what’s going to happen,’” Lee complained—adding that the Commissioners have said degradation of the FM band won’t be allowed to occur.

“They said it will not happen,” Smith shot back. “However, if you read the various proposals in the NPRM, it will happen.”

“We’re in discussion about how to accomplish something,” Lee responded. “The only thing that you have brought to the table is all the negativity. You’re an engineer—how can you help us get this done? If you say you can’t, then let’s find another engineer.”

What’s the rush?

Fiorini, while voicing concern on why the FCC may allow some pirates to apply for LPFM licenses, was more concerned with why the commission is in such a hurry with the initiative in general. “I can’t recall a time when anything in the FCC was pushed so quickly,” the attorney noted. “The short comment and apply period may short-cut some critical technical issues.”

In closing remarks, Odeneal noted that there are now more than 10 ethnic and minority stations in his home market of Washington, DC and questioned if LPFM was just a “solution in search of a justification.”

Most comments from the audience offered solutions and compromises. One was an “expanded FM band” (108-116 mHz) after that portion of the aviation band becomes available in the next 2-5 years.

The most offered suggestion was keeping LPFM in the non-commercial band. where existing criteria would better allow it.

The Future of TV: The PC?

Mark Cuban, Chairman, Broadcast.com (O:BCST) told NAB ‘99 that technological advances and media convergence are moving faster than most people realize. “It is not going to be three, five, 10 or 20 years before DTV starts to take hold. It is going to start to take hold this year, but it won’t be on your TV set,” he said, but rather by streaming digital video to PCs.

Before 1999 ends, Cuban said we could see TV/PC hybrids—a box that looks much like a VCR or DVD player—linking the home PC and living room TV for interactive digital TV. Looking a year ahead to 2000—a distant forecast in Internet terms—Cuban predicted that DTV decoder cards would be just another standard feature packed into PCs.
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Kennard Sees Opportunity; Hopes for Diversity

Noting that one of his predecessors, FCC Chairman Newt Minow, had proclaimed 38 years ago that television was a “vast wasteland,” Bill Kennard told NAB ’99, “Today, almost four decades later, I survey the television landscape and see the limitless potential of broadband.”

According to Kennard, many broadcasters fear the ever-growing Internet will have profound effects on the industry, but broadcasters really do have the advantage in the competition. “Your advantage isn’t just content, it’s distribution,” stated the chairman. “What’s most important is that you already have a 20 megabit-per-second digital pipe into almost every home in America.”

The chairman declared that promoting competition and opportunity were at the top of his agenda and made a point of endorsing industry efforts to increase minority ownership. “I want to publicly thank both [CBS CEO] Mel Karmazin and [Clear Channel CEO] Lowry Mays,” said Kennard, who said he was encouraged by their efforts to develop new opportunities for ownership diversity.

Low-power FM was also on the chairman’s agenda, saying he wants to work with the industry and not against it. “Now, I know many of you are concerned about this. In fact some are saying that I want to write the obituary for radio. Well, I want to be very clear about two things. One, this FCC is committed to preserving the technical integrity of FM radio. And two, this FCC is committed to a digital future for radio. Low-power radio will not change that,” he said. Many in Congress, including Rep. Billy Tauzin (R-LA), have voiced concern that the convergence to digital will eventually eliminate low-power stations.

Bringing up one last hot topic, Kennard told his audience that it’s not the time for the FCC to completely deregulate broadcast ownership, but it is time to revise rules to give broadcasters more flexibility in an increasingly competitive world. Congress has made clear plans to re-vamp both the agency’s structure and mission so it will act more like an enforcement agency than a regulatory agency. Kennard is moving in the same direction, although there may be disagreement on the details.

Breakfast With Powell: Dereg on the Menu

Of all the speeches given at this year’s NAB convention in Las Vegas, House members will be happy to hear that FCC Commissioner Michael Powell (R) agrees that FCC deregulation is the way to go.

“I think we’ve reached a point in which we can take a step back and see how the industry would react if there were no federal regulations,” he said 4/20 during a breakfast for NAB ’99 sponsored by Verner, Liplert, Bernhard, McPherson & Hand, a communications law firm. Though Powell is not calling for complete deregulation, he does admit the industry could use some relaxed rules. Rep. Billy Tauzin (R-LA) and colleagues have been calling for an FCC makeover, saying that an enforcement agency rather than a regulatory agency is the way to go.

The youngest of the five commissioners, Powell has been called both a conservative and a liberal, in one case receiving mail addressed to “Michael K. Kennard.” But there are differences, he says.

For instance, Powell has sided with Democratic Chairman Bill Kennard about enhancing diversity opportunities. “I think we have not put the best minds to work [on the issue]. But let’s get down to the nitty-gritty and not the morality of the whole thing. It’s about money. Isn’t it always?” he questioned during his speech.

And then there are the times when Powell has sided with fellow Republican Commissioner Harold Furchgott-Roth, who has voiced his dismay concerning low-power FM. Powell, too, has his own reservations. “I personally feel that there is an important high standard to prove that this is workable and will actually maximize our national policy objective,” he said.

Harris Calls for IBOC Unity

Soon after USADR announced in April that Harris Corporation (N:HRS) had successfully passed AM and FM IBOC waveforms through existing transmitters, Harris called for a single IBOC standard at NAB ’99. In fact, Jim Woods, Harris VP Radio Broadcast, told MBR that the quickest way to adopt a standard may be a combined system, where IBOC developers come together on a final technology, similar to the ATSC “Grand Alliance” that adopted the DTV standard.

“What the industry ought to be focused on is the fastest way to get a standard. The reality is our industry is going to have some very real competition that is going to attempt to siphon off end users...listeners,” said Woods. “We ought to pull all of the involved parties together, establish a best-of-the-best. We’re actively talking to two of the proponents [Lucent and USADR] and we’re prepared to play a role in trying to pull everybody together.”

USADR President Bob Struble was candidly open to the idea, given the fact that Lucent previously worked with USADR before going it alone. “We agree that a coalition is required. That’s what we’ve been doing, taking the steps we’ve taken with the broadcasters and equipment manufacturers. If they [Lucent] want to join our coalition, they’ve got my telephone number.”

Among a handful of product announcements, Harris unveiled its new Intraplex “Intralink,” a codec multiplexing system that allows management and control of multiple brand-name remote codecs from a Windows-based user interface.

The Intralink 6500 and 6100 systems were demonstrated, communicating with the Telos Zephyr, Intraplex “Outback” and CCS “Prima” Codes. The 6500 unit supports up to six ISDN connections simultaneously and delivers MPEG audio.

Suren Pai, President, Lucent Digital Radio, demonstrated “multistreaming” DAB at NAB ’99
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WWDB GOES HOG-WILD WITH PORK PRODUCT PROMOTION

by Jack Messmer

No porker, she! WWDB Scrapplefest '99 Queen Victoria Orellano receives her subjects, accompanied by WWDB's Kent Voss, Philadelphia Mayor Ed Rendell and "Smiley," the Hufield Foods pig.

Does your station need a promotion, but there’s no holiday on the horizon and you’ve already created tie-ins to every major local event? Have you checked every community calendar and come up with zip, squat, the big numero zero? You say you can’t find anything with even a hint of becoming a worthwhile promotion? Is that what’s bothering you, Bunky?

Never fear, just make one up!

There is undoubtedly something you’ve never even thought of that would make a great promotion. Something so much a part of your local market, so common and constantly present that you’ve overlooked it. It’s right there under your nose!

That’s pretty much what WWDB-FM Philadelphia afternoon talkmeister Kent Voss found when he decided to become better acquainted with his new market’s haute cuisine. No, we’re not talking about Philly cheesesteaks—a relative newcomer as far as gastronomic history in the City of Brotherly Love is concerned. What Voss set out to investigate was Scrapple, which was invented more than 200 years ago in Chester County, PA.

If Scrapple isn’t available at gourmet counters in your part of the country, suffice it to say that Scrapple is a product made from pork parts—not necessarily what you would consider the prime parts, but pork parts nevertheless. It is...ahem...an acquired taste (although it’s hard to understand what would prompt someone to deliberately acquire this particular taste).

Be careful what you ask for...

After reading a Philadelphia Inquirer Magazine story ("revolting" and "one of our cultural legacies" were among the insightful descriptions) on Scrapple last year, the newcomer made the mistake of discussing the local delicacy on the air. A generous listener dropped by the WWDB studios with some of the genuine article for Voss to sample, live (but for how long?) on the air. (Editor’s note: Do Philadelphians normally drive around with a supply of Scrapple in their cars?)

Voss not only became a convert, but declared himself the unofficial ambassador of Scrapple. He toured Scrapple-making plants and tried to persuade the manufacturers to put his face on packages of the mystery meat. They declined, but Voss was undaunted and continued his on-air campaign of support for Scrapple.

At that point, Voss and WWDB went hog
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wild. Voss hatched the idea of an event—Scrapplefest—so Philadelphians could come together to celebrate their city's contribution to gastronomic history. Scott Segelbaum, Director of Marketing, immediately embraced the proposal as a way to promote the station's new personality.

You want us to sell what?

"It was a harder sell to the sales department," Segelbaum recalled. Nevertheless, some sponsors signed on for the debut of Scrapplefest. They, like Voss and Segelbaum, had no idea what sort of turnout to expect. The station booked a theater that held 800 people, but the 3/1/98 event drew 5,000. Listeners had to stand in line, but WWDB staffers rotated people through so everyone got a chance to sample Scrapple, play games and listen to bands performing original Scrapple tunes—all in the course of the three-hour event.

Needless to say, the sales department didn't need any convincing for year two. WWDB Scrapplefest '99: Peace, Love & Scrapple, last 2/28 drew 7,000 people to a venue designed for 5,000. For the second year, Mayor Ed Rendell proclaimed "Scrapple Day" in Philadelphia and this time he was honored with a carved bust, made from Scrapple of course. Voss crowned a Scrapple queen and king and several local bands performed tunes celebrating Scrapple and its natural source, pigs.

DiMario Cosmetic Surgery Center sponsored Scrapplefest buttons which were given free to the first 3,000 attendees—"Too much Scrapple around the middle? Call..." Forman Mills sponsored commemorative T-shirts—all 1,000 sold out in an hour—and there were other advertisers with sponsorship tie-ins to the event.

Eight Scrapple makers exhibited their wares, but they were treated as honored guests, given free space so long as they offered free samples to the crowd. (The name is generic, since no one owns the rights to Scrapple, and there are makers throughout the mid-Atlantic region.) MBR was surprised to find, while viewing Scrapplefest photos linked to the www.wwdbfm.com Internet site, that one Scrapple maker (Dietz & Watson) even highlighted the not-so-secret recipe in its display:

"Ingredients: Pork stock, pork snouts, pork, corn meal, pork skins, pork livers, whole wheat, salt, spices."

Mmmmmmmmm, mmmmmmm. Makes you start smacking your lips just reading about Scrapple, doesn't it?

For those who couldn't make it to the actual Scrapplefest, there were live updates on WWDB and a wall-to-wall Webcast on the station's Internet site. Voss also selected 19 songs from more than 50 recorded and sent in by listeners for a CD which is being sold on the Web site for $5 each, plus $2 shipping and handling.

"If you liked Babe in the movies, you'll love 'em on your plate," is a typical lyric—from "Scrapple Babe" by the Oinkland Mountain Boys. For dancing though, you may prefer "Gray Matter Platter" by Stiltwalker.

Voss uses the collection of Scrapple ditties as bumper music for his light-hearted afternoon drive talk show, which airs between the more issue-driven offerings of Rush Limbaugh and former Philly Mayor Frank Rizzo.

With two Scrapplefests under his belt, Voss is no longer a new voice from out of town, but a loyal Philadelphian known for promoting and defending a local institution. "It [Scrapplefest] is promoted throughout the station, but it's his signature event," Segelbaum noted.

Planning is already under way for the first Scrapplefest of the next millennium and ever larger venues are under consideration.

Granted, your market may not have a piece of local history with the universal appeal of chopped pork snouts, but there is something out there that your listeners will identify with as defining what makes their town unique. You just have to figure out what it is, then build a promotion around it. If you're lucky, it will take on a life of its own, as Scrapplefest has with Philadelphians.
You've faced some battles in this changing radio marketplace and there are more challenges on the horizon. How do you get the most from your leaner staff? What efficiencies can be made to meet the ambitious profit goals set before you? How can you compete with the duopoly across town? It is given that virtual radio must be part of your arsenal if you are to compete. How do you choose which digital automation system to depend upon? What if we assure you of no off-air time? Let us give you a system that can accommodate growth from one or two workstations to hundreds. Is ease of hardware important to your GUI interface? We have something so scalable that big groups, small groups and single stations will find us affordable. And it is flexible enough to meet your most specific demands. What is it? We have taken our AudioWizard—the current industry leader—to the next generation. Call us or visit us on the web at www.prophetsys.com.

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