Katz Interactive Sales division shutting down

More signs that streaming media is not getting enough ad buys. Katz Interactive Marketing/Streaming Media Sales Network has been shut down. Katz Media Group CEO Stu Olds, en route to RAB, was able to provide RBR a statement: "As of today (1/31), we have decided to discontinue our current efforts in streaming media through the operation of Katz Interactive Marketing (KIM). Our current revenue model does not show Katz Interactive Marketing delivering positive results in the foreseeable future. At this time, we are directing our efforts toward our core businesses in support of our radio and TV station clients. [KIM President] Gerry Boehme and his team are to be commended for their aggressive streaming media sales efforts."

According to one industry source, the edict came down straight from Clear Channel (N:CCU). "It's over. It's done. Clear Channel just nixed it—no money in it, continued on page 2"

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Radio Business Report
Voice Of The Radio Broadcasting Industry

February 5, 2001

RADIO NEWS

Will Chrysler crisis affect radio? Of course it will—it seems this year that when one category goes down, another can't wait to join in—but TV should bear the brunt.

Bucking the trends with Buckley

Forthgoing Furchtgott-Roth leaves a hole for Bush

Judge re-Vokes SMR; Hanson still on board

CCU may get out of the stream

Pacing from the Big Apple to the Windy City

FCC considers EEO appeal

McCain campaign finance to come up this spring

RADIO AD Biz

Ad cuts go hand-in-hand with slowdown

Agencies: Taking advantage of consolidation

PROGRAMMING FOR PROFIT

State of an industry: Putting the pep in prep

MEDIA MARKETS & MONEY

Clear sailing for Clear Channel in 2001

CCU has assured Wall Street that its 2001 numbers will be on the black side of the ledger, and was duly rewarded.

Radio stocks Lynched by Street analyst

Via-com back to me now: Stock buyback coming

One less AM at Radio One: CCU takes it in Dallas

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repeat after me...no work, just checks...

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Home of the BlueDot WebSite Network
It's back to basics in Buckley's view

Radio owners who didn't join the IPO parade in the 1990s may be feeling a little less stress these days than their public company counterparts.

At Buckley Broadcasting, President Rick Buckley says today's soft market is just a rerun of the past. "I think radio is going to be fine. We may have a little blip in some of the projections. It's no different today than it was in the early '90s, when everybody was buying radio stations on projected earnings. The difference is that in those days the banks took the hit and now the stocks are taking the hit."

With the economy tightening, Buckley is spared the problem many of his fellow CEOs have of trying to stay in Wall Street's good graces. Still, he notes that the big groups have an advantage over him in terms of bulk—being able to package together more stations (both top performers and mediocre) to appeal to cost-conscious advertisers.

Buckley says his stations never got much dot-com advertising, since his New York station, WOR-AM, didn't target the primary dot-com demographics and his other stations were in markets, such as Hartford, CT, outside the top 20—which got virtually all of the dot-com spending. The trickle-down effect on the industry, he says, though, is that radio won't grow double-digits in 2001. His projection is 6-8%.

The slowdown isn't all attributable to dot-com, either. "Auto is weak all over the country," Buckley said, noting that recent cuts by Chrysler and GM don't bode well for the US auto industry this year. "As far as advertising is concerned, the dealers are getting a new payment package which will pay them 50% of Cybereps (RBR 1/8, p.5) and these people have a lot of experience on the interactive side. We're out there doing the presentations—you've got to give people reasons to develop a budget."

Katz Interactive Marketing's biggest client, Netradio.com couldn't comment. Other KIM clients included Akoo.com, Everstream, The Loup, HitMusic.com and Audiencebank.—CM

Chrysler cutting ad payments

Cost-cutting at DaimlerChrysler will include elimination of the company's $50 per vehicle rebate to local dealers for advertising. That amounts to an estimated $450M-plus nationwide, although DaimlerChrysler itself won't comment on the price tag.

Eliminating ad payments is part of a package of dealer payment changes announced 1/29 as the auto maker disclosed plans to eliminate 26K jobs, 20% of its workforce, to stem the flow of billions of dollars in red ink. The dealers are getting a new package which will pay them more cash if they meet monthly sales targets. Those who don't meet those targets will face higher overhead costs due to elimination of such things as the ad payments, 15-day interest free loans on new vehicle inventory and a free tank of gasoline for each new vehicle.

According to Detroit newspaper reports, the net effect of cutting the standard dealer payment package while paying more to top-performing big dealers is expected to be a $600M annual reduction in DaimlerChrysler's costs.

Of course, TV gets the lion's share of broadcast ad dollars by the auto industry, but radio is also feeling the impact.

"I don't think the world is coming to an end with DaimlerChrysler," Bill Burton,
Bragging Rights Are Earned ...

Can quote how funny the show is or about the tremendous response when Russ and Olivia visit the market, but how about the facts ... Check out the #1 books for mornings on WENZ 4.1, 6.8, 9.2, 9.8 ... And you don't have him on your station use of what?" - Panton, WENZ Cleveland

"Ferr beats Joyner hands down in Alexandria across all demos. The best mornings show out there, period." - Stevens, KEDG, Alexandria

"He's virtually single-mindedly taken WKYS to number one and kept us there ... when the books come out I say 'thank you Russ and Olivia.'" - Huckaby, WKYS, Washington D.C.

"Number one in demos speaks for itself." - Tee, KMJJ, Shreveport

The Numbers go through the roof! Double digits baby! Russ Parr Morning Show is a one-of-a-kind, off the hook morning show." - Landra Williams, WCDX, Richmond

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Monster Stats Everywhere:

- **WCDX Richmond**
  - Spring 00: 19.9, Summer 00: 25.7, #1
  - *also number one in all demos.*

- **WKYS Washington D.C.**
  - Spring 00: 12.8, Summer 00: 13.2, #1

- **KMJJ Shreveport**
  - Spring 00: 15.9, Summer 00: 25.0, #1
  - *also number one in all demos*

- **WRXZ Albany, Ga**
  - Spring 00: 10.2, Summer 00: 21.2, #2

- **WDTJ Detroit**
  - Spring 00: 3.7, Summer 00: 6.2, #3
President of the Detroit Radio Advertising Group, told RBR. But he noted that the auto industry had already been cutting back on ad spending. "I don't know of major cutbacks on radio, but [General Motors] just cut close to $500M from network TV campaigns."

Making money may not be as easy in 2001 as it was in 2000, but Burton sees an opportunity for radio to expand its share of the advertising pie as companies try to get more bang for their bucks. (See related story, page 7.)

RBR observation: One key fact to note from DaimlerChrysler reworking its deal with dealers is that the most successful Chrysler, Dodge and Jeep dealers will end up with more money, while smaller dealers will have less. That means that radio salespeople should be pitching bigger budgets to big dealers—showing them how a targeted out-of-home media, radio, can literally drive customers onto their lots. Also, look for some of the smaller dealers to sell out or merge—yielding a new, more aggressive dealership that should be more open to creative ideas about how to sell cars.—JM

The Furchtgott-en FCC

FCC Commissioner Harold Furchtgott-Roth (R) caught many off guard last Wednesday (1/31) when he announced that he will not seek a second term. His first term expired on June 30, 2000 but was extended to the present under FCC rules allowing a sitting commissioner to serve additional time, no later than when Congress recesses in the year following said commissioner’s term.

Furchtgott-Roth stated, "It has been a great honor to serve for more than three years on the Federal Communications Commission. However, there comes a time when every free market advocate in government must fulfill his dream by returning to the private sector. For me, that time has arrived. Therefore, I have decided not to seek reappointment." Furchtgott-Roth's departure will leave two Republican vacancies to be filled by the new Bush Administration. The remaining three commissioners are newly appointed FCC Chairman Michael Powell (R), Susan Ness (D), and Gloria Tristani (D).

NAB President/CEO Edward Fritts declared, "It is unfortunate that Commissioner Furchtgott-Roth has decided not to stand for reappointment. We look forward to working with him for the balance of his term, and we wish him continued success in whatever arena he next chooses."

Until an agreed upon "last day" is reached by the Administration and Furchtgott-Roth, he will continue to serve as an FCC Commissioner.—KR

Judge approves SMR buyout plan

A federal bankruptcy judge has approved (1/30) the buyout (RBR 1/15, p.2) of Strategic Media Research (SMR), naming a team of managers led by SMR
Bring the star power and success of Rick Dees in the Morning to your station with a proven show that has delivered:

- RATINGS DOMINANCE
- REVENUE LEADERSHIP
- A-LIST GUESTS
- 30 MARKETS IN 2000 ALONE!

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SVP Amy Vokes as the official successful bidders. The current SMR is majority owned by Chartwell Capital, current SMR President/Founder Kurt Hanson is the second biggest shareholder. SMR is selling its assets to the new company that Vokes and the investors formed for a reported $110K. Strategic filed Chapter 11 in early January, paving the way for the $1M+ investment team of current and former radio execs—Jimmy de Castro, Alfred Liggins, David Kantor, Jeff McClusky, Gary Slaign and Jeff Trumper—to take the reins. Each receives a seat on the SMR board. Other managers participating in the management buyout include SMR execs David Becker, Paul Kaiser, Phoebe Pierson and Kristen Ozenbaugh-Dale.

And as to Hanson, “Our intentions are for me to stay on in some kind of management capacity. We’re going to figure all of that out after closing [week of 2/5], but we’re all hoping to work together. We’ve all agreed the right way to do it is to close first and then decide,” he tells RBR.—CM

Uh oh...EEO

Following a federal court decision that struck down its EEO rules as unconstitutional (RBR 1/22, pg. 1), the FCC has suspended the rules while it assesses whether to appeal. That means that stations no longer have to submit reports to the FCC on their EEO outreach efforts.

FCC Commissioner Gloria Tristani issued a separate statement saying, “I concur in the pre-mandate suspension of the Commission’s EEO rules because the filing requirements would have occurred between the court’s opinion and the submission of any post-opinion petitions for rehearing.” She continued with, “I write separately to express that it would have been more appropriate to suspend only the filing requirements, rather than the rules themselves, pending disposition of any timely petition for rehearing.”—KR

Campaign reform vote by Easter

It won’t be the first item on the Congressional calendar as he had hoped, but Sen. John McCain (R-AZ) has been promised a vote on his Campaign Finance Reform bill before the Senate’s Easter recess, which is likely to begin 4/7. Floor debate on the McCain-Feingold-Cobain bill is tentatively scheduled for 3/26.

While agreeing to give the measure an airing, Senate Majority Leader Trent Lott (R-MS) said he’d likely offer his own alternative to the McCain bill and that others likely would do the same. There are also expected to be lots of amendments offered. Less likely this year, though, is any filibuster by opponents to keep campaign finance from coming up for a Senate vote. There is less Republican opposition to any change in the campaign finance rules, but still lots of disagreement over what changes should be made.—JM

Clear Channel steaming about streaming fees

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Clear Channel Internet CEO Kevin Mayer tells RBR, “The ruling makes things a little unsettled, no doubt about it. And we are going to look at any new streams that go up very carefully. And we are even going to start revisiting streams that are already up and seeing if we are overly exposed in some ways.”

RBR observation: The Copyright ruling, which includes the potential for retroactive streaming performance royalties to be assessed, does nothing more than nip the profit potential bud of online streaming further. If any compromise could be offered, we would hope that online fees would be a percentage of online profits. At this early stage, with broadcasters still learning the Internet business, it is not the time to get greedy. The RIAA should not be trying to take blood from a stone.—CM

Disney gives up on Internet group

Tired of watching the money bleed, Disney plans to scrap its GO.com portal and convert all outstanding shares of Disney Internet Group common stock (N:DIG) into Disney common stock (N:DIS) 3:20. A ratio of 0.19353 is expected. If done 1/31, the DIG share price would be $5.96 based on DIS $30.82/share closing price.

DIG lost $395M in '00 and will be $5.96 based on DIS $30.82/share closing price.

Disney says it will take a $790M charge for the write-off of intangible assets and a charge of $25M-$50M for severance and fixed assets write-off.—CM

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Jones Research Network affiliates receive regular weekly testing of titles, a much larger sample on a weekly basis than is possible with call-out research, results from each station’s listening audience and pure listener research (no tie-in with record labels). The system also gives stations the option of referring to the weekly music testing as “participating in the stations listener panel,” driving listeners to station websites. The look of the product is customized to fit the station’s website.—CM

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2/5/01 RBR
Ad cuts likely in slowdown

Okay, is it out in the open yet? The possibility that the country is recession-bound? If the dreaded "R" word does take hold, ad spending is one area likely to be on the chopping block.

According to Fortune 500 executives from varied industries, reducing marketing and advertising expenses would be the third most popular tactic to be executed in the event of an economic slowdown. Bain & Company, a global strategy consulting firm, released the results of a new survey wherein 44% of the 100 senior executives interviewed said that cuts in marketing and advertising would definitely be carried out. The complete list of the actions that these executives are likely to perform during a recession is below.—KR

### Likely reactions to recession

- Reduce capital expenditures: 55%
- Push for price cuts from suppliers: 48%
- Reduce marketing/advertising: 44%
- Reduce sales and earnings targets: 41%
- Implement layoffs: 39%
- Reduce R&D spending: 30%
- Close facilities: 24%
- Make stock buybacks: 21%
- Make acquisitions in current business: 20%
- Diversify their portfolio of business: 19%
- Replace senior executives: 17%

Source: Bain & Company

Radio Success Stories

New York Market Radio (NYMRAD) invited advertisers and agencies to speak to member stations about "Why We Use Radio" at a recent breakfast seminar. From L to R: Jack Cahill, GSM, WLTW-FM; Cindy Seebeck, SVP/Assoc. Broadcast Director, The Media Edge; Dick Tulimieri, Director, Marketing Services, NY Presbyterian Hospital; Meredith Smulian, VP/Associate Media Director, R.J. Palmer; Mary Beth Carey, Dean of Admissions, Hofstra Univ.; Rick Kundrat, Chairman/CEO, NuVim Inc.; Mike DeLuise, VP, University Relations, Hofstra; and Ed Keane, Regional SM, WABC/Radio Disney.—CM

[Image of seminar attendees]
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DIG lost $395M in ’00 and expects to lose $125M this year. While Disney plans to keep its Internet group operating as a scaled down unit, 400 of 3,600 staffers are expected to lose their jobs. The successful ABC and ESPN sites will continue operating—according to Forrester Research, ABCNEWS.com and ESPN have both grown 50-75% in traffic and usage over the past year and a half. It has been reported that Infoseek, which Disney acquired for Go.com, will maintain the search engine for a couple months and then put it up for sale.

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Tough times can open doors

Easy profits are but a memory—not just for dot-cons (actually, most never had any profits), but for all types of businesses. The soft economy has made every type and size of business reassess how its money is being spent.

According to Bill Burton, known to many as “Mr. Be Fabulous,” that’s opened new doors that had previously been closed to radio’s message. “I am the most put-upon that I have been in years with top executives wanting to see me, including the new marketing director of K-Mart, who comes from Pepsi-Cola,” said Burton, who is one of the true veterans of radio ad sales and in recent years has been President of the Detroit Radio Advertising Group. “I’ve got a presentation coming up at K-Mart. I’ve just done Chevrolet. I’ve got DaimlerChrysler key executives next week. They seem to be more receptive than at any time in the past five years to listening to what we have to say about radio. My approach is, ‘Hey, guys, I’ve got nothing against you using TV and print to introduce your new baby—but after it’s been out on the road and the baby looks like a lot of others, radio is the vehicle to drive ‘em into the showroom.’ And now they’re all caught by the short-hairs and they don’t have money, so my pitch is ‘we might be able to save your fanny!’—because we’re much more economical.”

Burton noted, however, that even if he succeeds in making the case for radio, not much will happen unless the executives get demanding with their agencies on creative that will work on radio. “That’s one of my biggest gripes,” he said—that an advertiser can be convinced to put a multi-million-dollar campaign on radio, only to have it fail because of mediocre creative and radio gets blamed. “But those agencies are making a living off of TV production,” Burton complained—and it’s up to company executives to be more aggressive and demand that agencies do a better job on radio.—JM

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Ryan to head 4As

FCB Worldwide CEO Brendan Ryan has been nominated (and with no one else expected to run, is pretty much a shoo-in) to be the next Chairman of the Board of Directors of the American Association of Advertising Agencies (4As). Sitting Vice Chairman John Dooner chose not to make the traditional move up, due to his expanded duties as Chairman/CEO of The Interpublic Group of Companies (IPG).

Ken Kaess, President/CEO, DDB Worldwide, has been nominated to become Vice Chairman.

Both Ryan and Kaess will stand for election at the 4As annual business meeting 4/18-21 in Naples, FL.

Members will also vote on the nominations of the following ad execs to fill ten regional director seats.

- East: G. Brian Goodall, President, Hampel/Steinfides; Allan Kay, Chairman/Chief Creative Officer, Korey, Kay & Partners; Matt White, President, E. James White Co.
- Central: Jim Bergeson, CEO, Colle & McVoy Inc.; Steve Drongowski, CEO, Fahlgren; Mark Serrianne, President/CEO, Northlich
- South: Tim McClure, Exec. VP, Chief Creative Officer, GSD&M; Bill Fogarty, Co-Principal, Fogarty Klein & Partners
- West: Agnieszka Winkler, President/CEO, Winkler Advertising; Carl Kravetz, Chairman/CEO, cruz/kravetz/IDEAS

All are running unopposed.—JM

True North in play?

Shares of True North Communications (TNO) rose back above $40 in late January on Wall Street speculation that the ad agency holding company was a takeover target. True North had been considered attractive to potential buyers after its stock price fell last November, following the loss of the DaimlerChrysler account by its FCB Worldwide agency.

Reuters reported 1/23 that it had confirmed talks between True North and Havas Advertising (O-HADV). At RBR's 2/1 deadline, however, there was no deal announcement.—JM

Email marketing elusive

It sounded so simple. The Web would be a marketer's dream by making it possible to communicate directly with consumers via email. The reality is somewhat different.

According to a nationwide survey by Interpublic's (IPG) NFO WorldGroup, 41% of consumers have changed their email address at least once in the past two years—with 15% changing at least twice. Very few of those people, however—less than a third—bothered to go back to register the change with their regularly visited web sites, online newsletters and Internet discussion groups. Even among those who did make an attempt to notify companies of their new email address, only 37% notified "regularly visited websites," 24% notified "websites where they make regular purchases" and a mere 16% notified discussion groups.

The survey was based on a sample of 1,912 Internet users, age 18 or older, nationwide.—JM
Show prep services: Not just a crutch anymore
by Carl Marcucci

It's 4:55 AM and the morning show jock is about to start his five hour shift. Can he (or she) be expected to entertain and amuse single-handedly for five hours...five days a week? Of course not. Because just about every Arbitron-rated market now has a format competitor (at the very least a competitor aimed at the same demo), thinking of a few funny lines and reading the paper prior to each show doesn't cut it like it used to. Therefore, for morning drive or any other shift for that matter, personalities need and deserve the best ammo at their disposal. That ammo is supplied by most of the major program syndicators, as well as a variety of private firms. Payment is usually barter in all but the smallest markets, but most will take cash or a mixture of both.

The show prep industry specializes in distributing the bits and bites, humor, information, facts and trivia that can turn the most mundane jock into a superstar. It's the shows in smaller and medium markets who most need prep services. These poor guys are working mostly solo, with no budget, who wake up at 4:00 AM facing four or five hours on the air, followed by a couple hours of production, and they're expected to sound like a big time radio show, says Keith Hughes, President of Critical Mass Media, which produces "Morning Sidekick." "We've designed 'Morning Sidekick' not to take over a show, but to enhance what the DJ is already doing. We want to take the pressure off on the small things that make up a show and let him focus on the more important, local stuff."

Now in its 14th year to Hot AC, Country, CHR and Oldies stations, Morning Sidekick offers comedy prep daily prep via email and a website (MorningSidekick.com). It also puts out a bi-monthly CD of song and commercial parodies, movies and TV drops.

Also delivered via email, NBG Radio Network offers six prep services. The most famous of which, "The Complete Sheet," is 20-25 pages delivered daily by Johnny Vega and Bryan Crain—the former producers for Rick Dees and KLOS-FM's Mark & Brian. "A prep service has to do more than simply give a quick overview of everything worth talking about in the news. Any radio personality can obtain that type of information if they want to take the time to do their own prep," says Craig Whetstone, affiliate relations for NBG Radio Network. Adds Vega: "For example, when Al Gore announced he's conceding to George W. Bush, it's not enough for a show prep service to just report on that story. There's no value there, as the story is available on every major news site. But there is value when the service offers a witty commentary, along with a few easily-delivered punch lines to help the personality bring the story to life."

Other NBG prep services include: Dr. Don for Country (10-12 daily pages), Bimman (one-liners and bit starters), The Daily Aardvark (a comedic take on current events), The Wireless Flash (from Fisher Entertainment), and Torilla Soup, NBG's daily eight-ten pages of news, bit starters and one-liners for Spanish formats.

"All stations and shows need some kind of prep, though they don't want to all admit it. Everyone from the small market guy who has no producer, no intern, no help and no time...but wants a big-market morning show—all the way up to a top ten market guy who has all the resources and money and manpower he demands, but still needs that one extra thing that nobody else can get for him that will give him an edge over the competitor," says Larry Morgan, SVP Programming, Premiere Radio Networks, who offers a full spectrum of prep to 2,000 mainstream-format affiliates: comedy audio (parody songs, bits, characters and production elements), written show prep, TV drops, celebrity interview bites and online prep access. The company's featured products include "The Shipper Report," "The Girly Sheet," "Prime Time Prep," "The Scoop," "Premiere Rock," "Premiere Country," "Morning Wood" and "Custom Music."

Premiere's show prep team utilizes 50 contributors that provide material for the 12 different services. Delivery is weekly CDs with audio, daily faxes, web-accessible prep pages or daily audio from the Prepub bercom site.

Most agree the biggest consumer of show prep is morning drive. Coffee isn't enough for most listeners to get them jazzed for the daily grind, no pun intended. "Morning shows usually need prep the most as it takes quite a while to gather information from all different sources to provide to your audience, which is often difficult to do at 3 AM," says ABC News Radio Director of Entertainment News/Programming Heidi Oringer. "Our services are comprehensive, so a radio station can look at one of our prep services and have everything they need to do a complete four-hour morning show without requiring newswires, newspapers, etc. Many of our affiliates are the top morning shows in their respective markets. We primarily work with the P&Ds and the morning hosts, although many times the prep services are used by all dayparts."

ABC has six market-exclusive show prep offerings, infused with up-to-the-minute entertainment and hard news delivered each morning: "Morning Show Prep," "Wake-Up Call," "The 411," "Talk Show Prep" and "Show Prep Today." These services also contain jokes, comedy bits and history files—some with audio delivered via satellite.

ePrep is ABC's newest prep service, Internet-delivered. Market-exclusive, ePrep offers music, entertainment and hard news, birthdays, history and a magazine section. Audio is delivered via Real and MP3. Oringer, in charge of ePrep, oversees 18 producers. "We give affiliates exclusive interviews, cover 200 entertainment and music events each year and offer arrivals, backstage and party information on all of them. ePrep is also pushed at 4:15am each morning, so the latest breaking information is available to the morning jock. We are the only prep service, to my knowledge, that has an overnight staff."

ePrep also has exclusive agreements with SPIN and Maxim magazines to provide interview audio. ePrep site formats include CHR/HoAC, Country, Active Rock, Classic Rock, AC and International.

Westwood One prides itself on being the largest show prep provider in the industry, covering most of the commercial formats. The list includes Dennis Miller, "Hollywood Flash," "Rock Report," "Celebrity Shorts," "Country Prep," "Today in History," "Urban Entertainment," Oldies, Pop and Alternative Reports, "Health Source," "News You Can Abuse," custom station coverage, breaking news and "Backstage at the Grammys." For morning shows, Westwood offers "The MTV Morning FACTS" for Alt/Rock, CHR/Pop and Urban/Hip Hop formats. The "VHL Morning Prep" for Rock/Classic Rock and HoAC; the "E! Radio Network" for multiple formats (25 daily sound bites from film and TV stars, the latest from E! Entertainment gossip reporters); "The Fax" (the latest buzz from music, film and TV in an eight-page fax for Alternative and Active Rock formats); "The CBS Morning Resource" (provided weekdays to CBS Network affiliates); and Westwood...
One Prep, a two-page digest for AOR/Classic Rock, Country, AC/Oldies and Alternative/CHR, exclusively for Westwood One Networks affiliates.

Jones Radio Network is the largest provider of 24-hour formats with more than 500 affiliates from groups like Clear Channel, Infinity, Citadel, Entercom, Saga, Radio One and more. To that end, JRN offers prep services to complement them: “The Pure Country Fax”, “The Facts Fax” and “The Rock & Roll Fax.”

Says Jon Holiday, Director of Contemporary Programming: “All of our prep staff has been on-air talent at one time or another. So, I guess you could say our services are written by radio people for radio people in an on-air ‘friendly’ style and format as opposed to saying the way a newspaper is written.”

MediaAmerica, a sister company of JRN, offers LA-based Launch Radio Networks product to 850 affiliates. Formerly SW Networks, web-delivered Launch delivers content for AC, Alternative, CHR, Country, Modern AC, NAC, Oldies/Jammin’Oldies, Classic/Album Rock, Urban and Talk formats. In addition, “Launch offers a guest booking service and ‘Gossip To Go,’ Flo Anthony’s personality-driven live entertainment reports for Urban radio,” says MediaAmerica VP Program and Affiliate Relations Frank de Santis.

Boston-based Superadio positions three of its offerings somewhere between prep and content: “We consider ourselves radio content providers as opposed to show prep,” says Superadio President Gary Bernstein. “For instance, we produce a product called the Mini-Mix which is composed of electrifying song hooks all blended together such that the listener thinks it’s one song. Stations air it like a recurrent record and it easily is the most requested feature on several leading radio stations like WGC-FM Chicago, WHQT-FM Miami and WJHM-FM Orlando.”

Mini Mix has three versions: The Upper-demo targeted, Old Skool, the younger demo-targeted, New Skool and the Classic Jam Mini Mix that is aimed at both demos.

Another Superadio offering, “Wendy Wheaton’s Hollywood Scoop,” is a hybrid vignette of Hollywood gossip and entertainment news targeted at the Urban AC format. Affiliates include WALR-FM Atlanta, KJLH-FM Los Angeles and WDMK-FM Detroit. Superadio’s “The 80’s Time Capsule” is also a daily vignette. Hosted by WALR-FM Atlanta’s Melissa Sommers, content focuses on 80’s trivia and sound bites/clips. Says Bernstein: “The stations need programming that’s sales as well as programming-driven are in dire need of this type of service. For instance, the 80’s Time Capsule was so well received in Middays on WALR that it had to be added a second time daily just to accommodate the sales demand.”

AP Radio is successfully overcoming the stigma that news is all that’s on the menu. “The ‘industry’ knows AP Radio as the news and information source, but what the industry does not realize is that AP Radio has probably one of the richest content of show prep material for just about any format in radio,” says Thomas Callahan, GM, AP Radio. “A recent group that I spoke to recommended AP Radio based upon the strength, not of our news, but of our prep service, which they felt was far superior to anything out there. Our entertainment/di- vision that feeds 98% of all newspapers and 95% of all TV stations, all supplies that same information to us.”

Offered for cash only, AP Radio delivers “Watercooler,” bits of humorous information; “Power Prep,” a tailored-to-format audio and text service for morning music stations; “Prime Cuts,” a live actualities service offering bites from the last 72 hours of news and events and “Soundbank,” a web-delivered audio actualities service leveraging a huge archive over eight decades deep. Delivery is all via the Internet, but text-based prep can be delivered over AP’s Ku-band satellite service.

It’s all good news for radio—because of the net’s easy accessibility, show prep services have been forced to become better and better to remain essential. Confesses Morgan: “With so much access to information at your fingertips we’ve really had to become more creative and innovative about what we offer.”

Westwood One’s show prep operations are hubbed 24x7 in NYC, LA and Phoenix. The systems are fully redundant with the distribution controlled directly from affiliate relations. “We have been delivering prep on the internet for a long time,” says Westwood One Programming GM Thom Ferro.

“Starting three years ago with the Grammys, we have made selected components available on the net. In addition to net access, the Metro merge has made available the unique Metro Source platform for distribution. All of our products will be net and Metro Source available by the Summer of 2001.”

Because show prep is a brain trust of humor and information, the net can also act as a platform for sharing—the more the merrier, so to speak. “The Internet has made it possible for radio personalities to exchange information with each other more easily than ever before. Elite networks of some of the brightest and most talented air personalities are emerging in cyberspace,” says Whetsine. “Megaprep (from The Complete Sheet) is one such network where the top personalities in radio converge daily to exchange hits ideas, phone topics, and contacts for guest bookings. When a major event happens, such as the election debacle in Florida, members can quickly exchange information. In the days immediately following November 7, Megaprep members had the names and telephone numbers of election officials, politicians, so-called “vote machine” experts, and even the numbers of pay phones outside of the buildings where votes were being recounted.”

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Looking into Lowry Mays’ crystal ball

Wall Streeters breathed a sigh of relief after Clear Channel (N:CCU) issued financial projections for 2001 which show after-tax cash flow per share rising 15% to $3.16. That was what analysts wanted to hear and several reiterated “buy” recommendations.

As the chart, right, shows, revenues are expected to rise only about 7.4% from a pro forma $7.4B in 2000, including acquisitions and divestitures, to $8.1B. Clear Channel did not break out its radio, TV and outdoor units in the 1/30 guidance to Wall Street. The company won’t report its final results for 2000 until next week (2/13).

Clear Channel’s projections for 2001

Here’s what Clear Channel Communications (N:CCU) has told Wall Street to expect for 2001, assuming that there are no acquisitions or divestitures (which is not very likely) to adjust for as the year goes along. RBR has included for comparison Clear Channel’s actual results for Q1-3 of 2000 and estimated Q4 and full year 2000 numbers from Banc of America Securities analyst Tim Wallace. The final column has Wallace’s estimate of pro forma numbers for 2000, including full year results for acquisitions such as AMFM and SFX.

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<th>Category</th>
<th>Year</th>
<th>Q1</th>
<th>Q2</th>
<th>Q3</th>
<th>Q4</th>
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<td>$403</td>
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<td>($22)</td>
<td>($46)</td>
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<td>$449</td>
<td>($107)</td>
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<td>ATCF per share</td>
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<td>$0.91</td>
<td>$0.87</td>
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<td></td>
<td>2000</td>
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<td>$0.72</td>
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Source: Clear Channel Communications Inc. news release 1/30/01; “Broadcasting Monthly,” Banc of America Securities, 1/22/01

Clear Channel gains on 2001 outlook

Investors bid up the price of Clear Channel’s (N:CCU) stock following the company’s release of 2001 financial projections, despite some confusion in press reports.

As the chart above shows, Clear Channel projected that its Q1 after-tax cash flow (ATCF) would be 51 cents per share. AP and Dow Jones said that fell short of the 63 cent “consensus” of analysts polled by First Call/Thompson Financial, while Reuters emphasized that the number was flat with last year. It turns out that the so-called consensus was based on a single analyst, since everyone else was waiting for final 2000 numbers before making 2001 estimates. The Street was generally pleased with Clear Channel’s projections. Analysts had generally been looking for full year 2001 ATCF totaling $3.15-3.16 per share—and that’s exactly what Lowry Mays and company set as their target.

At Deutsche Banc Alex. Brown, analyst Drew Marcus noted that Q1 is Clear Channel’s toughest comp, “due to the soft ad market and three cents per share [ATCF] of seasonal dilution from the SFX acquisition.”
Marcus had been expecting ATCF of 48-51 cents per share, so he was pleased to see the company set its target at the high end of that range. He was among the analysts who reiterated a "strong buy" recommendation. Clear Channel's stock price rose $2.51 to $65.21 on 1/31, the first trading day after the 1/30 release.

Stocks fell on Merrill Lynch warning
Radio stocks had fallen 1/26 (before Clear Channel's guidance) along with other media stocks, as Merrill Lynch warned of softness in ad spending. In particular, analyst Jessica Reif Cohen noted weakness in the auto sector and said it appeared General Motors (N:GM) has cancelled up to half of the primetime TV ads it had booked months ago. (See page seven for further confirmation.) The analyst repeated her concerns about broadcasting as a guest (1/26) on PBS's "Wall Street Week with Lewis Rukeyser," citing Viacom (N:VIA, VIAb) alone as a broadcasting stock she's recommending.

Viacom buying back stock
Sumner Redstone and Mel Karmazin obviously think Wall Street is still undervaluing their stock. They and other Viacom (N:VIA & VIAb) directors have authorized a new buyback of up to $2B of the company's public stock. Viacom's most recent buyback, which totaled $1B, was completed in early January.

Radio One sheds Dallas AM
After acquiring a second FM in the Dallas market, Radio One (O:ROIA) CEO Alfred Liggins decided he didn't need an AM after all—so, the company is spinning KJOF-AM(formerly KLUV-AM) to Clear Channel (N:CCU) for $16M. That's the same price Radio One paid Infinity (N:NINF) for the station just a few months ago (RBR 5/22, p. 20). An LMA began 2/1.

Radio One and Emmis (O:EMMS) have signed a definitive contract for their reshuffling of Indianapolis radio (RBR 1/22, p. 13 & 1/29, p. 13). The total cash changing hands is, indeed $8.5M. Radio One will pay $8M for WTLC-AM and the intellectual property of WTLC-FM. Each company will then donate $500K to promote educational opportunities for minority youth in the Hoosier capital.

Mid-West Family grows in Springfield
Illinois, that is, since this group also has a superduopoly in Springfield, MO. Mid-West Family, which in this case is operating as Long-Nine Inc., is paying $3M for Richard & Patricia Van Zandt's WLGM-FM Petersburg, IL. Mid-West Family already owns one AM and two FMs in the market. Broker: H.B. LaRue Media Brokers

RBR observation: This is a Class A on 97.7 mHz which already has a CP to move 10.2 km south of its current transmitter site. That will give it city-grade coverage of downtown Springfield.

Another Utah buy for Devine/Buzil
Bruce Buzil and Chris Devine are continuing to buy up every signal they can find that is within spitting distance of the Salt Lake City metro. This time their Mag Mile Media LLC is paying $2M for KMXU-FM Mant, UT. The Class C on 105.1 is located southwest of SLC. Seller Sanpete County Broadcasting, headed by Doug Barton, will keep its other station, KMTI-AM. Broker: Greg Merrill, Media Services Group

Epperson adds an AM
Nancy Epperson's Chesapeake-Portsmouth Broadcasting Corp. is moving up the James River from the Norfolk market. Her $950K purchase of WHRP-AM Claremont, VA from 4M of Tidewater will take Chesapeake-Portsmouth halfway to Richmond. The Religious group owner already has two AMs (plus an expanded band station) in the Norfolk market and has been LMAing WHRP since 12/29/00. Epperson is also a major shareholder of Salem Communications (O:SALM), which her husband co-founded.
The deals listed below were taken from recent FCC filings.

ABR’s Transaction Digest reports on all deals that involve assignment of a station license (FCC Form 314) and substantial transfers of control of a licensee via a stock sale (FCC Form 315), but not internal corporate restructurings (FCC Form 316). All deals are listed in descending order of sales price.

$5,000,000 WJET-FM Erie, PA from NextMedia Licensing Inc., a subsidiary of NextMedia Group (Carl Hirsh, Steve Dinetz, Skip Weller) to Regent Licensee of Erie Inc. (Terry Jacobs, Bill Stakelin), a subsidiary of Regent Communications (O: RGCI). $250K letter of credit as escrow, $5M in cash at closing. Superduopoly with WXKC-FM, WXTA-FM & WRIE-FM. Broker: Media Venture Partners

$2,200,000 WHAI-AM & FM Springfield, MA (Greenfield, MA) from Haigis Broadcasting Corp. (Ann Banash) to Saga Communications of New England Inc. (Ed Christian), a subsidiary of Saga Communications (A: SGA). $2.2M cash. Duopoly with WLZX-FM, but no contour overlap with Saga’s other Western Massachusetts stations.

$1,650,000 KOTB-FM Evanston, WY, 100% stock sale of Rocky Mountain Radio Network Inc. from David B. Smith & Jimmy Ray Carroll to Evanston Broadcasting LLC (Bruce Buzil, Chris Devine, Roben Neiman, Aaron Shainis, Andrew Barrett). $82.5K escrow, balance in cash at closing. Notes: Co-owned KEVA-AM will be transferred to a new Smith/Carroll entity before closing. No contour overlap with the stations that the buyers have acquired in the nearby Salt Lake City, UT area. Broker: Greg Merrill, Media Services Group

$1,750,000 KMET-AM Riverside-San Bernardino, CA from Delphi Communications Inc. (Marc Tow) to World Shopping Network (O: WSHP, headed by John Anton, John Moore, Gary Fox & Martin Bloomstein). Exchange of assets for 7,415,254 shares of stock, valued at $1.75M. Note: Tow’s 100% owned Pelhan Associates will own 7.75% of WSN after this transaction and Delphi will own 19.25%

$1,250,000 KAKU-FM & KBMF-FM Springfield, MO (Springfield-High Point MO) from American Family Association (Donald Wildmon) to Community Broadcasting Inc. (Richard & Sherley Bort, Charles Watkins), part of the Bort Broadcasting group. $10K downpayment, balance in cash at closing.

$275,000 WXGJ-FM Apalachicola, FL from John H. Wiggins to Staton Broadcasting Inc. (Cecil Staton Jr.) $50K escrow, balance in cash at closing. Broker: BuySellRadio Online

$600,000 WXIN-AM Louisville, KY from Cross Country Communications Inc. (George Zarris) to Mortenson Broadcasting Co. (Jack Mortenson). $50K escrow, balance in cash at closing. Superduopoly with WLYI-AM & WLLO-AM.

$149,500 KCAC-AM Texarkana, TX from KMC Inc. (Walter Hussman Jr.) to ArkLaTex LLC (Harold Sudbury Jr., Linda Cate) $10K downpayment, balance in cash at closing. Duopoly with KTFS-AM, KXAR-AM & KFYX-FM Texarkana-Hope AR.

$510,000 WKBF-AM & WHTS-AM Quad Cities (Rock Island IL), 51% stock sale of Hit Radio Inc. from William Dudley III to Mercury Broadcasting Company Inc. (Van Archer III), leaving Mercury as the 100% owner. $510 cash.

N/A WCPN-FM Cleveland from Cleveland Public Radio Inc. (Kathryn Jensen, Pres.) to Media Inc. (Jerrold Wareham, Pres.). Merger of Cleveland Public Radio and Educational Television Association of Cleveland, owner of WVIZ-TV (Ch. 25, PBS) into a single entity, Media Inc.
In a move designed to help busy executives keep up with the fast-changing radio business, Radio Business Report in the Spring of 2000 became the first radio trade publication to launch an Internet radio station. "Radio news is breaking at an incredibly fast pace and just can't wait for the morning faxes," said Ken Lee, Associate Publisher and General Manager.

In addition to posting news on its Web site, www.rbr.com, RBR is also streaming 24 hours a day.

The "format" consists of a newscast of radio-specific business and industry news, interviews and commentaries, plus classic radio bits, jingles and Mercury Award-winning spots (with real paid spots to come). Veteran newscaster Jack Messmer, now Executive Editor of RBR, is back behind the mike for the audio updates.

The new RBR Web "radio station" is still early in its development and radio executives are encouraged to provide input on what they'd like to hear. (Please don't ask for Britney Spears, though!) You may email klee@rbr.com so we can build the radio station you want.

"Another exciting aspect of the Internet radio station for RBR is that we can now offer advertisers a cross-platform vehicle to help to market their products," noted Lee.

"Advertisers can now run audio spots on our Internet radio station, bundled with banner messages on the www.rbr.com web site, along with click-through messages on our daily email service, plus traditional advertising with Radio Business Report and MBR."
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