

Radio Business Report

Voice Of The Radio Broadcasting Industry®

September 24, 2001

Volume 18, Issue 39

Oxley on TOP

All News WTOP Washington-GM Joel Oxley was on top of the situation here in the Capitol. When the terrorists struck, he marshalled a crack team of reporters and news editors. Also, what the rest of DC radio did that day.

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When the tragic events happened on Sept. 11th American Urban Radio Networks doubled its news coverage to 60 news reports a day live via satellite.

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NETWORKS

RADIO NEWS

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While the FCC has granted special temporary authority to the satellite broadcasters for terrestrial repeater buildouts, there will be no local origination or spots.

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4As urges resumption of advertising

The American Association of Advertising Agencies has sent all of its members a letter stating that it is "both appropriate and necessary for advertising to resume in all its forms." While the 4As notes the need for sensitivity, it notes that advertising is essential to drive the US economy.

"Over the past few days, President Bush, New York City Mayor Rudolph Giuliani and other leaders—both national and local—have asked Americans to get back to business. The advertising agency industry agrees. And while it will never quite be business as usual, if we're going to get any business done, advertising can and must play a role," President **O. Burtsch Drake** wrote on behalf of the 4A's Board of Directors.—JM

Radio to the rescue

As it has so many times in our nation's history, radio quickly acted on its prime directive to serve the listeners. Dropping possibly \$100M worth of ads from its airwaves and pockets, radio brought the story of the September 11 terrorist strikes home—nonstop for hours. Almost immediately afterwards, radio dug deep into its pockets for donations and established thousands of relief funds. Here, a very small roundup of those good deeds.—CM

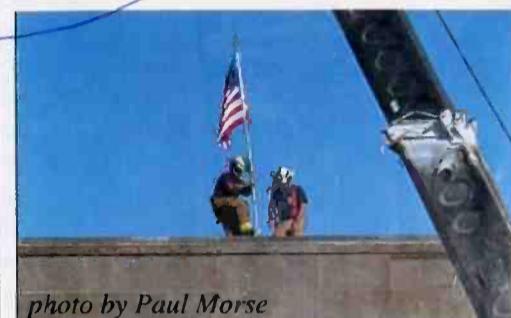


photo by Paul Morse

• Citadel's National Relief Fund was established and has already surpassed \$4M in cash, plus nearly \$1M in donated goods. Heavy hitters include Citadel's Bloomington cluster, which raised \$790K; Colorado Springs \$527K.

• The Clear Channel Worldwide Relief fund was established 9/12, and as of presstime was well over \$5.4M. Clear Channel Entertainment concerts across the country featured bands such as Lynyrd Skynyrd and The Backstreet Boys that donated money from ticket sales.

• Radio One announced 9/19 that the company, execs and employees are donating \$100K to the cause. As part of the effort, it established the "Radio One Relief Fund" and is asking listeners to donate.

• In its Million-Dollar Song of the Day Contest, Emmis' 93.9 KZLA-FM announced it will match listeners' winnings with a donation to the American Red Cross Disaster Relief Fund. Daily qualifiers receive \$100 cash and a matching donation in their name.

• Disney announced the "Disneyhand Survivor Relief Fund" (9/18) and has made its own contribution of \$5M (in addition to individual Disney employee donations). The donations will be given to organizations providing assistance to the victims and their families.

• Westwood One established the "Westwood One Relief Fund." Spots for the fund are being inserted in all Westwood programming and products. All donations are forwarded to the American Red Cross.

• Hispanic Broadcasting announced 9/14 it has donated \$100K to the New York Firefighter's Disaster Relief Fund.

• Greater Media's WMGK-FM Philadelphia announced 9/14 it has teamed up with non-profit Philadelphia Cares to present the "Magic Teddy Bear Drive" to comfort the children of victims. The drive continues through 10/1.

• Nassau Broadcasting's Trenton, NJ cluster teamed with NJ and PA firms for a relief drive (9/15-9/17) to benefit the NYC firefighters and rescuers.

Six NYC TV engineers died in attack; TV, FM update

Six NYC TV engineers were working at One World Trade Center when it collapsed 9/11: **Steve Jacobson**, WPIX-TV; WCBS-TV's **Bob Pattison** and **Isaias Rivera**; WNBC-TV's **Bill Steckman**; WABC-TV's **Donald DiFranco** and WNET-TV's **Rod Coppola**. WPIX is operating at low power from the Empire State Building, WABC's signal was on WNYE (Ch. 25) and WHSE (Ch. 68) but is reportedly dark now. WWOR-TV has plans to get back on the air.

All four FMs previously broadcasting from the World Trade Center antenna are back on the air. Columbia University's WKCR-FM has returned to the airwaves running on low power from antenna on a Columbia dorm building.

WPAT-FM, also on the WTC antenna, is back broadcasting from the Empire State Building as anticipated (RBR.com 9/12). Classical/Variety NPR WNYC-FM 93.9 FM is now broadcasting from temporary facilities.—CM

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RADIO NEWS

Satellite companies get OK for repeaters

Many are already built and now the repeater networks being constructed by XM Satellite Radio (O:XMSR) and Sirius Satellite Radio (O:SIRI) are even legal. The Chief of the FCC's International Bureau, **Donald Abelson**, issued orders (9/17) giving XM and Sirius Special Temporary Authority (STA) to build and operate the terrestrial repeaters, which are supposed to fill in where reception from satellites is blocked by terrain or buildings.

Acting on objections filed by the NAB and several broadcasters, the FCC barred the satellite companies from using the repeaters for any local origination or commercial insertion. "Under this STA, the use of repeaters is restricted to the simultaneous retransmission of programming, in its entirety, transmitted by the satellite directly to SDARS subscriber's [sic] receivers," Abelson's order stated. SDARS is the FCC's acronym for satellite radio, Satellite Digital Audio Radio Service, a grammatically incorrect redundancy which has remained in use over the years despite then-Chairman **Al Sikes** order that it be replaced by Satellite DAB (Digital Audio Broadcasting).

"We're pleased the FCC has explicitly barred satellite radio companies from using their extensive high-powered terrestrial repeater network to originate local programming," NAB President **Eddie Fritts** said after the FCC released its order. "We expect the final FCC rules authorizing this service will keep this prohibition in place."

All three Commissioners who appeared at the NAB Radio Show in New Orleans had expressed frustration with the FCC's foot-dragging in establishing rules for SDARS repeaters. They indicated that passing final rules will be given a higher priority so that the satellite companies, terrestrial broadcasters and other services using spectrum close to the satellite radio frequencies can at least know what the ground rules are for the repeaters.—JM

Arbitron status near normal

Arbitron (N:ARB) said last Tuesday (9/18) it had resumed diary recruitment in all markets. All such calls had been suspended 9/11-12, before being resumed in most markets not directly impacted by terrorist attacks. Arbitron has now resumed calling potential diary keepers in New York and Washington after what the company says was "a careful evaluation of the response that local residents had to the calls."

Summer Phase II and national audience ratings will be delivered on schedule, Arbitron says. Phase II data began going out 9/14 and delivery is scheduled to be completed 10/2. RADAR 70 will be released as scheduled on 9/24.

Arbitron says it is still evaluating diary returns for Summer Phase III, 8/23-9/19, which obviously includes the 9/11 terrorist attack. "Arbitron is monitoring the rate at which completed dia-

ries for weeks 11 and 12 of the Summer survey (9/6-12 & 9/13-19) are being received by mail," the ratings company said. "This will determine if the Summer survey reports can be processed and released according to the already published schedule which begins on October 12."—JM

FCC asks for suspension of EAS testing

The FCC announced (9/18) it is allowing radio stations to suspend routine tests of the Emergency Alert System (EAS) this month (up to 10/2) to avoid creating confusion and fear following last week's terrorist attacks. FEMA had originally requested the weekly and monthly testing suspension. —CM

RAB offers PSAs for disaster relief, blood drives

In the wake of the 9/11 terrorist attacks the RAB has produced two versions of a :30 PSA (one of which is customizable), to assist stations in supporting blood drives and other disaster relief efforts. Stations who would like to share PSAs they have produced with the rest of the industry are being posted on www.RAB.com. They can e-mail

.mp3 or .wav files to todd@rbr.com. The PSAs are free for download and use by any radio station. RBR Radio has already incorporated them into its webcast schedule. —CM

AP Radio's streaming network saw record numbers

AP Radio said last week's AP Radio members using AP's streaming *All News Radio* on their websites hit a record number of listeners tapping into AP's coverage of the disasters in New York and Washington. AOL set a new



AP reporter Tony Winton provided radio and TV coverage from the Pentagon crash site.

record last week for streaming audio news on its subscriber website, with more than 35,000 simultaneous streams of AP's *All News Radio*. FederalNewsRadio.Com, operated by Bonneville's WTOP-AM/FM Washington, experienced

a record day, tallying 22,500 users that day and more than 45,000 page hits. RadioStorm.com, which streams AP for government emergency agencies, was so overwhelmed with the number of All News Radio streams that it was forced to increase bandwidth. ANR listenership totaled more than 150,000 hours last week, from 500,000 individual listeners. ANR, which broke format last week, aired 53 hours of continuous news coverage of breaking events. —CM

Levin gets backing for FCC seat

House Energy & Commerce Committee staffer Andrew Levin is getting backing from members of both parties for the FCC seat left vacant by Gloria Tristani's departure. In a joint letter, Committee Chairman Billy Tauzin (R-LA), ranking minority member John Dingell (D-MI), Rep. Fred Upton (R-MI) and Rep. Ed Markey (D-MA) asked Senate Majority Leader Tom Daschle (D-SD) and Minority Leader Trent Lott (R-MS) to join in backing Levin. President Bush must nominate a Democrat to the seat, since the five-member FCC already has three Republicans.—JM

America on the radio: a personal account

By Ken Lee, Associate Publisher

My wife and I decided to take a week's vacation after the NAB show in New Orleans. Up until Tuesday, September 11, we were typical tourists-taking tours, visiting plantations, eating Cajun cooking, etc. After Tuesday morning, we were Americans mourning the dead, praying for an answer, and vowing justice. We tried to continue our vacation as planned, but found we were just going through the steps amongst our feelings of loss. We could not fly back home, since we were supposed to fly into Reagan National Airport, which is still closed today (9/19). Instead, we pleaded with the car rental company and convinced them to let us drive the car home.

We drove for two days before we made it home to Northern Virginia; and in looking back, we realize it was a good trip home. It gave us time to see the towns of America that this tragic event hit so hard-not physically, but emotionally. Our link to the people around us was our car radio. As we drove, we listened-special news reports; the church service from the National Cathedral, as well as services from local churches; radio stations urging its listeners to help by donating blood, money, or goods; and songs about the goodness of America-a country of the proud and the free. We heard the local radio stations helping to pull our people together-helping to pull our nation together. I felt as if I'd been taken back in time, but instead of my grandparents huddling around their radio to hear the news of the war, it was me and my wife who huddled together

by the radio. We hung onto every word and shed tears with our nation. The radio-bringing sounds, songs, and stories of so many in hopes of helping heal the open wound of despair.

In retrospect, I realize that on Tuesday, September 11, all of the radio we heard in Louisiana was news. Many music stations carried the television network's audio. At first that seemed fine, but later it made me wonder, Where were the news departments for these radio stations? In this case, consolidation of radio did produce a single news source-the network television feed from NBC. The day following the crisis, we began to hear Talk stations communicating with their local audiences. We also kept stopping our radio dial on a news source that we, frankly, never used much before-NPR. We found that NPR was more in-depth and gave us more analysis of who was involved.

The crisis should provide all broadcasters some new lessons learned. The industry we all work for helped to keep me, and our nation, informed and inspired, but it could have-and should have-been able to do a lot more as radio, instead of serving as a mere appendage of TV.

The stories of so many have touched our lives, but the destruction cannot hurt our spirit. America is about pulling together and this is exactly what has happened. There is always good in anything, no matter how terrible. In this situation, the good filters to the surface-people helping people, a country united in a set of ideals, and people reaching out to God. Good flowing from evil-something no terrorist could ever imagine.

In the future, I can tell my grandchildren how I lived it all through my car radio.



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RBR News Analysis

What radio has lost

The radio industry has been phasing out its strongest local brand builder, news, since the FCC dropped content requirements back in the 1970s. Most large markets now have only a couple of All News or News/Talk stations with fully staffed newsrooms and reporters on the street. Many medium and smaller markets have not a single station with a real news operation. Some stations have a news reader as a sidekick to their morning crew, but nothing else. As a cost-cutting move, most stations have farmed out their "local" news to an outside provider of a generic newscast also heard on virtually every other station in their market. The voice may be male on some stations and female on others, but it's still the same newscast—providing nothing to build the station's identity with its listeners.

September 11's tragic events demonstrated just how totally radio news has been decimated over the past three and a half decades. Lacking any news product of their own, thousands of stations switched to rebroadcasting television to provide their listeners with the thing they craved most—information. That did nothing to build each radio station's brand and listenership. Rather, it was brand building for the television station which was being rebroadcast. Incredibly, many local managers viewed this as a logical and responsible decision, rather than something to be ashamed of.

The economics of consolidation provided the financial potential for radio to rebuild its news operations and build stronger local platforms to compete with the looming threats of satellite radio and wireless Internet. But that hasn't happened. Radio groups continue to view local news as a financial drain. Meanwhile, television, with virtually no other local programming, has latched onto news as its biggest profit center. TV, cable and newspapers are all experimenting with ways to compete with each other in providing local news on the Internet, including on-demand and streaming audio/video. But radio executives continue to believe that they don't need to provide listeners with anything more than "traffic and weather together."

That is, until tragedy hits and radio finds itself unprepared and inadequate.

That happened September 11 and it will surely happen again, unless this industry wakes up and starts rebuilding local radio news operations to restore a vital link to its listeners.—Jim Carnegie, Publisher

P.S. Young PDs who think radio news can't fit into a hit-driven music station need to be introduced to tapes from the heyday of CKLW.

In the face of adversity: How DC radio responded

By Carl Marcucci

Did radio do the right thing on Black Tuesday? Here in DC, virtually every station broke regular programming to cover the terrorist acts. An executive decision made under a very trying and uncertain atmosphere, many defaulted to rebroadcasting local TV outlets—he, CONELRAD (Control of Electromagnetic Radiation) is long gone and the EAS system didn't activate. Radio has always been the stalwart of information when it is needed most, but radio today doesn't have the news resources available to it in-house as was the case in days long past.



Joel Oxley

Of course, news and talk outlets like WTOP-AM and WMAL-AM stuck to their guns, relaying a variety of local and network news feed. Bonneville's three-station DC area simulcast, WTOP (as many of us in DC heard on our commute in that morning) was also able to directly tap into WCBS-AM in New York's coverage. "Fortunately, we have a good partnership with the people up in New York at WCBS. Actually, my predecessor is the GM of WCBS now, **Steve Swensen**," WTOP GM **Joel Oxley** tells RBR. "So to be able to work with them is a great thing for us and certainly, we knew they'd be right on top or it since they were right there and they had reporters right at the scene. We felt it was incredibly important to get that information to really break format, to go to another station to get this incredibly important information out to people as it was developing. It took a little bit of time, but shortly thereafter, our network kicked in—CBS—and did a great job for us."

Then the local WTOP force took the reins. Says Oxley: "We have a good sized staff of reporters, a bigger staff than anybody else in the city as far as a radio operation goes. And it really helped out—we had a guy who was actually in the Pentagon, correspondent **Ivan Scott**. We happened to have somebody stuck in traffic right next to the Pentagon, we just got lucky at that. We also had somebody who was stuck in

traffic down near Capitol Hill. So we were able to have live reports coming from the important places in the city instantly."

Quick decisions had to be made regarding personnel and programming. A huge staff had to be mobilized. "Fortunately, I've got our VP/News and Programming **Jim Farley**. He has been in the news business since 1966. This guy knew what to do when a disaster hit and was able to point people into the right directions," Oxley explains. "We took our morning team and we decided to leave them on the air. A morning team at any radio station, especially a news station, is going to be some of your best people, so we left them on until noon and then we took our afternoon team and put them on from noon until 7PM. We took our midday guys and made them inside reporters which we desperately needed at that point. So we were able to rearrange our manpower to get the absolute maximum amount of people on the story. And without even asking or calling or doing anything, pretty much the entire news department reported to work. I'm very proud of the people who work here because I think we did just an amazing job."

John K. Jones of AP Radio says 'TOP had a huge online demand for his services: "AP's All News Radio streams to a variety of websites, including WTOP's FederalNewsRadio.com and AOL's subscribers home page. Federal News Radio had a record number of simultaneous streams, with 22,500 users. AP Radio ran 53 hours of continuous coverage last week. This was only the second time in AP's all news radio's history that we actually broke format."

Meanwhile, Bonneville's CHR WWZZ-FM was simulcasting co-owned TOP. ABC's Smooth Jazz WJZ-FM was, at times, relaying sister WMAL. The DC Clear Channel stations, including Oldies WBIG-FM, AC WASH-FM, Country WMZQ-FM, CHR WIHT-FM, Modern Rock WWDC-FM, Sports WTEM-AM and Talk WTNT-AM were relaying from NBC's WRC-TV Channel 4. Clear Channel stations also carried NBC-TV affiliates in many other markets—again, a decision made with few choices at hand.

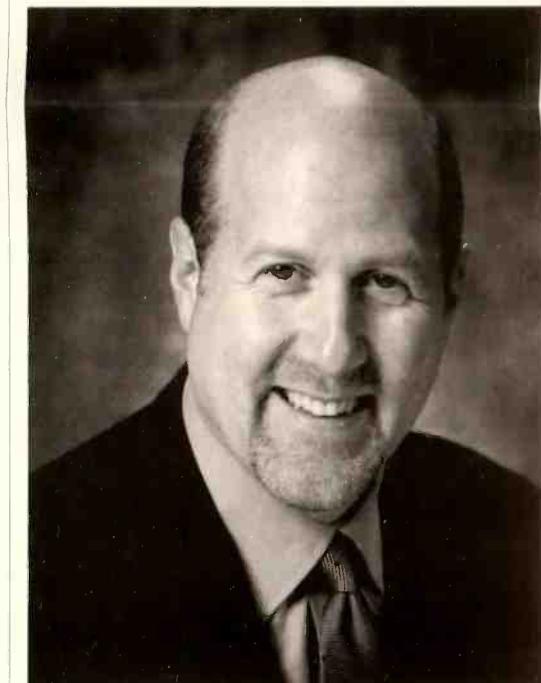
Why resort to TV? Says CCU VP/Market Manager **Bennett Zier**: "The reason we did that is because we have a great relationship with Channel 4 and they have an incredible news coverage team. Obviously, when the Pentagon got hit, that became a local story for us. And so we were able to get the national flavor through NBC, but we were also able to get the local information because what people care about are their friends and families that were in and around the Pentagon; they cared about the roads and they cared about their safety. We were able to get that information to them as quickly as we could. At the same time, all of our disc jockeys and air talent remained on the board taking phone calls. Our radio talent would cut in with commentary, and we were able to also bring some listeners on the air."

Zier adds that the resources just weren't available to him on the radio side for such a circumstance. "Actually, we have some people that fill the role as a news reporter, but really, we do not have extensive news departments. Few radio stations do anymore. Over the years what radio has done is their news departments have been generated mostly through network affiliations and some of the

local gathering services that exist, whether through Metro Traffic or the AP or so on. And this was really a local story. This was about people's friends and families. This was about people getting their children from school, getting home from work, and this was critical."

WARW-FM, WPGC-FM, WHUR-FM, and WRQX-FM, WKYS-FM and WMMJ-FM all attempted some live coverage. Infinity's WPGC-FM (CHR/Urban) DJs **EZ Street**, **Todd B.** and **DJ Flexx** dropped their usual style and became serious newscasters who also took calls from both angry and scared listeners. On Infinity's FM Talker, WJFK, **Howard Stern** and "Don and Mike" (**Don Geronimo** and **Mike O'Meara**) all broke format to go into news coverage modes from NYC. Infinity's Alternative WHFS-FM DJs stayed on air between news items, talking with the stations' 18-34 listeners. It's still amazing, over a week later, Infinity's Alternative WHFS-FM continues airing network news hourly, unheard of in its history.

For Radio One, it was a bit of improvisation and a bit of reliance on outside news sources. **Michelle Williams**, GM, Radio One, Washington, explained what was done in her camp: "Initially, we were all as surprised as anybody and horrified that this was happening. We were already dumping some of our programming for coverage of the World Trade Center, but as it began to affect this market, with what happened at the Pentagon, we dumped most of our regular programming, including any promotional drops, any sweepers and commercials. We were trying as best we could to give up-to-the minute coverage. All of our on-air staff stayed on the air. We joined together and did the best we could. We had our morning guy, **Joe Madison**, on WOL and also the PD for the two AMs, **Ron Thompson**—they actually went to the Pentagon. Ron is a very experienced radio person. When he went to the Pentagon, we fed it live to both Majic and



Bennett Zier

WKYS. I also had a friend, who is actually my fiancé, in the reserves. He was in New York and gave us some live coverage. So we made newscasters from people who aren't newscasters and they really did a great job. We mobilized."



Parr and Fox show new side

On WKYS, Williams went to mostly news programming and the morning show, **Russ Parr & Olivia Fox**, also covered the event on-air until 1PM. The other Radio One FM, WMMJ, airs the **Tom Joyner** Morning Show. Says Williams: "So we couldn't dump out of that until 10AM. Both of the AMs [WOL and WYCB] carried the long feeds from ABC Radio Networks, some TV feed, and we used different news sources to continue to give coverage to our listeners."

Parr and Fox, syndicated nationally through Superadio, did an outstanding job of covering the event. They immediately switched from entertainers to information providers. Williams explains: "Russ Parr and Olivia Fox—for two people who do basically off-the-hook radio in an entertainment fashion—it just showed another dimension of them. They completely dumped out of that and had one of the best kind of blow-by-blow shifts I've ever heard. And they went past their 10AM, they went to 1PM. I couldn't believe them—they were fabulous. Because on any given day, they are like characters on there. They're damn good anyway, but to see and listen to them do a whole new dimension of radio was just incredible. They just showed the other side, that new dimension you almost wish we didn't have to see, but since we did, they were awesome."—CM

From "worst-case scenario" to even worse

A few weeks ago (*RBR* 8/20, p. 1) **Jack Myers**, Chief Economist of *Myers Reports*, said his forecast for 2001 ad spending across all media had turned "ugly." He lowered his previous estimates and said that US ad spending would drop 4% for the year. At about the same time, he published a "worst-case scenario" for his private subscribers which said there was a potential for a decline of as much as 6.6%.

"Unfortunately, it now appears that the worst case is a probability, with even greater downside potential if future events cause greater disruption to network schedules and advertisers' plans," Myers said 9/19 as he issued yet another downward revision to his forecast.

"We are in a wartime economy," Myers stated. "Broadcasters are the most negatively impacted," he noted. "They are totally dependent on advertising revenues for their vitality. The ad market was already in steep decline—the greatest in the industry's history—prior to the attacks. The incremental lost revenues are staggering."

Myers' latest projection is that total US ad spending will end 2001 down 6.6%, a dramatic worsening of the 1.5% drop he forecast in May (*RBR* 5/7, p. 1) and of the 4% drop he'd predicted just last month. He expects radio to be off 8%, rather than his most recent forecast of a 7% decline.

If there's any solace for radio in Myers' numbers, it's that TV, both local and national spot, are expected to have an even worse year. Myers is also looking for all major media to be down again next year, with total ad spending off 7.4% from this year's already depressed numbers. He's forecasting a 5% drop in radio revenues for 2002.

RBR observation: We had been skeptical of Myers' previous prediction that radio was en route to its first-ever back-to-back down years for revenue (in fact, he's been predicting a string of three through 2003), but the economic and psychological impact of the September 11th terrorist attacks make that much more likely to occur. All that the industry can do is hunker down and stick to basics. Local sales drive radio and keeping local businesses humming is the key to seeing the nation through this crisis, at least from the economic side. It's unlikely that we'll see the need for a marshalling of domestic manpower and manufacturing as was seen in World War II. Rather, this looks to be a prolonged battle utilizing sophisticated intelligence gathering and targeted military strikes. America will need healthy local economies to help pay the bill for this new and extremely dangerous type of war.—JM

**Jack Myers' ad revenue forecast
(% of growth from previous year)**

	Yr. 2001 forecast on 8/01	Yr. 2001 forecast on 9/01	Projected 2001 revenues on 9/01	Yr. 2002 forecast on 8/01	Yr. 2002 forecast on 9/01	Projected 2002 revenues on 9/01
Newspapers	2.0%	-2.0%	\$47.43B	1.0%	-5.0%	\$45.06B
Broadcast TV Networks	-4.0%	-6.0%	\$15.95B	-3.5%	-9.0%	\$14.52B
National Spot TV	-15.0%	-20.0%	\$9.81B	1.0%	-9.0%	\$8.93B
Local Spot TV	-8.0%	-10.0%	\$12.18B	-6.0%	-10.0%	\$10.97
Broadcast TV Syndication	-12.0%	-1.0%	\$2.63B	-4.0%	-12.0%	\$2.31B
Radio	-7.0%	-8.0%	17.56B	-4.0%	-5.0%	\$16.68B
Yellow Pages	-2.0%	-2.0%	\$12.20B	-1.0%	-2.0%	\$11.96B
Consumer Magazines	-3.0%	-4.5%	\$17.03B	-3.0%	-8.0%	\$15.67B
Network Cable TV	5.0%	-2.0%	\$9.57B	5.0%	-8.0%	\$8.80B
Local/Regional Cable TV	12.0%	10.0%	\$4.02B	13.0%	5.0%	\$4.22B
Online	10.0%	10.0%	\$4.73B	12.0%	12.0%	\$5.30B
Outdoor	1.0%	-1.0%	\$2.13B	-2.0%	-3.0%	\$2.07B
Other	-11.0%	-12.0%	\$36.26B	-8.0%	-15.0%	\$30.82B
Total US Media	-4.0%	-6.6%	\$191.52B	-1.7%	-7.4%	\$177.31B

Television Business Report[©]

Sinclair sues FCC

Fed up with years of delay, Sinclair Broadcast Group (O:SBGI) has sued to force the FCC to approve 15 TV station license transfers. All of the stations have been LMA'd by Sinclair for years, but some of those grandfathered LMA's would not pass muster under the FCC's months-old TV duopoly rule.

Sinclair says it has petitioned a Federal Appeals Court in Washington, DC to order the FCC "to cease its bad faith delay and take prompt action to approve pending applications for the transfer of licenses to Sinclair." The petition charges that the FCC has made illegal demands as a condition for taking action on the pending applications. "The FCC's inaction regarding the applica-

tions has evidently been caused by the refusal of Sinclair to accept unreasonable and legally objectionable demands by the Commission to dispose of broadcast stations solely on the basis of race, rather than to the highest bidder," the TV group charged.

RBR observation: A more aggressive stance by broadcasters to expose the illegal actions of the Hundt/Kennard FCC regimes in court might have nipped these shenanigans in the bud. Instead, some members of the FCC staff have adopted a stance of being above the law and new Chairman Powell has been unduly sensitive to the wishes of Commissioners Tristani, Ness (both, thankfully, now gone) and Coppers to continue practices which are clearly illegal.—JM

TV shoppers tune to news

USA Networks (O:USA) says its Home Shopping Network has suffered a "significant drop in business" due to the terrorist attacks of 9/11. The company, headed by Barry Diller, says viewers have apparently been watching wall-to-wall news coverage, rather than HSN's 24/7 sales pitches. "Based on HSN's past experiences, we expect business to gradually get back to normal over a several week period."

The company said its USA Cable network had not experienced significant ad cancellations, but noted that the ad market was "hardly robust" anyway. USA Networks said its Q3 results will fall below its previous guidance, which had foreseen a net loss of 14 cents per share.—JM

Advertising in a Time of Crisis

By Paul Weyland

Like Americans in all industries, media salespeople around the country are reporting restless sleep with disturbing dreams, an inability to concentrate on work-related issues and a general feeling of uneasiness following the tragic events of September 11th. Additionally however, media salespeople sense a feeling of awkwardness when discussing advertising with clients.

Salespeople may feel that approaching a client to advertise at this time appears to be insensitive. And stations are reporting that advertisers, concerned that the public might perceive them as opportunistic or "money-grubbing," are pulling schedules from stations. Other clients are canceling, fearing that the continuing crisis will shatter consumer confidence and result in an economic collapse. Here are some logical things we should be doing to handle these media-related problems.

First, we should remind our clients that the goal of the terrorists was to completely incapacitate our way of life. By failing to move on with "business as usual," aren't we submitting to their wishes? Our President has said several times that we must "get back to business," and there is no question that advertising is a very important part of doing business in this country.

In a gesture of patriotism, many Americans, including our clients, are leaving money in the stock market and even adding to their portfolios. Wouldn't it be just as patriotic an act for our clients to invest in their own businesses by advertising? Keep in mind that despite the crisis, our listeners and viewers will continue to buy toothpaste, food, automobiles, cellular phones, etc. from somebody this week. But how can they buy from your client if they don't know who he is, what he's doing or how to get in touch with him?

Second, we should remind our clients that now is the perfect time to establish the perception that they are COMMUNITY LEADERS in the minds of our audience. Our advertisers should take positions of community involvement by purchasing schedules and advising viewers and listeners of where to go to donate money and clothing or canned food if needed. Or, advertisers could donate percentages of profit to victim relief funds.

Third, stations who interrupted regular programming to bring live, commercial-free continuous coverage during the crisis might run supportive announcements spots twice per hour that suggest the following:

This station provided you with continuous, commercial-free coverage of the tragic events from the September 11th attack on America for ____ days. Please remember that this station's only source of revenue is our valuable advertising clientele. Please. Support our advertisers so that we can continue to provide you with commercial-free coverage as the situation warrants.

In the event that your station must go back to a live coverage situation, perhaps clients would be interested in purchasing top and bottom-of-the-hour billboards that simply say, "The hour's continuous coverage brought to you in part by....."

Remember that we must continuously remind our clients that we are in the business of building the largest audiences possible for them and their customers. That's the reason we're in business. The unfortunate events of September 11th have caused an unprecedented increase in radio listening and television viewing. Advertisers have the opportunity to reach those increased numbers of consumers at this time and there's nothing ethically wrong with that.

Price gouging is opportunism. Carrying on business as usual and advertising that you are still open is not.

Paul Weyland is president of Paul Weyland Training Seminars. He can be reached at (512) 236-1222, by email at weyland@swbell.net or at paulweyland.com.

MEDIA MARKETS AND MONEY

Cancer claims two broadcasters

Early last week cancer claimed the lives of both former NAB Radio Board Chairman **David Hicks**, age 62, and Nassau Broadcasting Executive VP & CFO **Michael Libretti**, 37.

Libretti, who joined Nassau in 1996, had previously been a lender to the broadcasting industry at AT&T Capital Corp.

Hicks had been the long-time owner of stations in Kalamazoo, MI. After selling those stations, he built WRBR-FM South Bend, IN and was President of its owner, Hicks Broadcasting, until his death. David Hicks served as Chairman of the NAB Radio Board from 1989 to '90.—JM



David Hicks



Michael Libretti

Analysts assesses financial impact of terrorist attacks

Fears of war, fears of flying and fears of additional attacks on US civilians will obviously have a negative impact on consumer spending in an already moribund advertising environment. The question is, how great will that impact be?

Wall Street analysts expect most, if not all, public media companies to come in below their previous forecasts for Q3 and the full year. But there's no clear consensus yet on how badly 2002 will be held down by continuing consumer and advertiser concerns.

"Near-term market volatility is likely," said Banc of America Securities analyst **Tim Wallace**. "We would advise investors to be cautious at the outset. However, if the markets emotional response outweighs sound investment strategy, we would be buyers since we believe advertising driven stocks will be early beneficiaries once the economy recovers." Wallace noted that he still prefers radio stocks over TV, "given radio's potential market share gains, lower cost structure and local orientation."



Tim Wallace

His new, but preliminary, estimate is that radio will finish 2001 down 6% from last year (he'd previously looked for -3%) and that 2002 will be flat with this year (down from his previous expectation of a 5% gain). Wallace cut his 2001 TV forecast to -12% (from -5%) and his 2002 TV estimate to flat (from +5%).

Looking at radio specifically, Wallace said: "We believe radio may be less impacted by the anticipated slowdown than other media due to its local focus (approximately 80% of revenue) and lower cost structure. Additionally, radios near-term results may be less impacted by recent events than television since the industry

resumed advertising sooner than television. Moreover, we believe radio's costs were less impacted than television's costs, since TV stations were running 24/7 news which we anticipate may have incurred higher overhead costs."

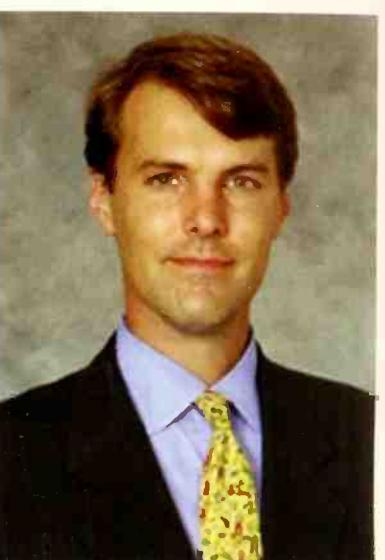
Robertson Stephens analyst **James Marsh** remains bullish on broadcasting, at least long-term. In the long-run, he believes the performance of radio, TV and cable in the national crisis will help build brand equity. In the short-term, Marsh is cutting Q3 after-tax cash flow estimates for broadcasting companies by roughly 10-15%, but he's holding off on any downward revision of his 2002 forecast.

On the revenue line, Marsh sees Q3 radio revenues declining by 10%, rather than the -6% he'd previously forecast. While saying it's difficult to gauge the impact on Q4, his new view, which is says is a conservative estimate, is that radio revenues will decline 5% instead of his previously forecast -3%. While not making a full year forecast for 2002, Marsh's current assumption is that radio revenues will get back to positive year-over-year growth in March of next year.

Particularly at risk now, due to their heavy reliance on the New York market, in Marsh's opinion, are the stocks of two radio groups, Emmis (O:EMMS) and Spanish Broadcasting System (O:SBSA), and one TV company, Univision (N:UVN). The analyst calculated that SBS gets 34.8% of its revenues from the New York market and Emmis 29.5%. By comparison, Viacom's (N:VIA) Infinity gets 7.7%, Clear Channel (N:CCU) 4.1% and Hispanic Broadcasting (N:HSP) 4.6%.

average in 2002, fastest for Fox [N:NWS & N:FOX]," the UBS Warburg analyst wrote. "But in an increasingly likely scenario, we believe cancellation of network commercials would undercut national spot and ultimately EBITDA growth now and in 2002 to a mere 0-2% growth in radio and +2-5% in TV."

Despite last week's selloff, which plunged many broadcasting stocks to three-year lows, Westerfield isn't yet sure that it's time to become a buyer. He says the "risk premium" must widen because of the recent events. "So, in spite of the selloff, we believe radio and TV stocks are not yet demonstrably cheap. But they are close."



Lee Westerfield

Bishop buys Boston AM

The Roman Catholic Archdiocese of Boston is going to have its own radio voice. Cardinal **Bernard Law**, as Archbishop, is buying WCCM-AM Lawrence, MA for \$1.5M from **Pat Costa's** Costa-Eagle group. Costa will continue to own WHAV-AM & WNNW-AM in the Boston market. **Broker:** Michael Bergner, Bergner & Co.

This 'BUS stops in State College

Dame Broadcasting, which sprang back to life a few years back after selling most of its properties to Clear Channel (N:CCU) in the summer of 1998, has expanded its holdings in State College, PA (Arbitron market #248). It is buying WBUS-FM from **Augusto Delerme's** Boalsburg Broadcasting Co. for \$4M cash.



James Marsh

While the current crisis will certainly hurt media revenues and cash flow for the rest of this year, UBS Warburg analyst **Lee Westerfield** is offering two scenarios for what to expect in 2002. In a research note 9/20, Westerfield noted that daily media have been foregoing \$170-200M in ad revenues per day during the crisis. "If that is the full extent of harm to advertising, then we estimate radio cash flow growth will revive to +12% on average in 2002, fastest for Cox Radio [N:CXRI]; and with political advertising ahead, TV cash flow could grow +10% on

RBR observation: This will be the first superduopoly cluster for the market as reckoned by RBR's *Source Guide and Directory*. WBUS bump Dame's double-barreled duopoly up to that status. Forever Broadcasting also has a significant presence in the area, with a 1AM-2FM duop listed under State College, and could be said to be operating a superduopoly in the market, but it's WFGY-FM, which has loyal listeners in State College, does even better in neighboring Altoona, where it is listed as part of a superduopoly.—DS

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Buzil expands Utah holdings

Move-in and cluster formation specialist **Bruce Buzil's** Millcreek Broadcasting is adding another Utah property to a cluster that seems to be growing every-which-way from Salt Lake City. This time Millcreek is paying **Blair Feulner's** Community Wireless Park City Inc. \$2.26M for KCUA-FM Coalville, UT. **Brokers:** Andrew McClure, The Exline Co. (seller); Greg Merrill, Media Services Group (buyer)

Educational Media adds Jonesboro & Sioux City

Chalk up three more FMs in two markets for the Educational Media Foundation and its K-Love Contemporary Christian network.

In the first deal, **Richard Jenkins'** non-profit foundation is paying \$1.3M for two stations in the Jonesboro, AR market. KOCY-FM & KJBR-FM, LMAed since 9/1, are currently owned by **Sydney Pollack's** Pollack Broadcasting. Rather than paying Pollack directly, though, the Foundation will write two new promissory notes for \$1.1M and \$200K to take over debt that Pollack owes to **John J. Shields**. An anonymous broker is being paid \$78K for putting this deal together, but his/her name was redacted from the contract filed with the FCC. (Quite a change from the usual practice of brokers clamoring for publicity!)

In the second deal, EMF is buying KMAP Castana, IA from **Sherman T. Hill Jr.** for \$325,000. The station, on 107.5 mHz, is currently a Class A, but it has a construction permit to upgrade to 25kw as a Class C3 and move its transmitter closer to Sioux City.

McClatchey forms new group

McClatchey Broadcasting Co., a new company formed by **Billy McClatchey**, has struck its first deals in the Lenoir, NC market. He's buying WJRI-AM from **Donnie Goodale**, WKGX-AM from "Rooster" **Bush** and WKVS-FM from Foothills Broadcasting. Terms were not immediately disclosed and the purchases aren't scheduled to close until January. **Broker:** George Reed, Media Services Group

Big City lines up cash

Big City Radio (A:YFM) missed the \$9.8M cash interest payment that was due on its bonds 9/15, but issued a statement 9/17 assuring bondholders that it is trying to get the money to pay them. Big City noted that it has a 30-day grace period to make the interest payment before it is officially in default. With a pending sale of three Phoenix radio stations for \$34M (RBR 9/10, p. 6), Big City has a financial bailout coming a few months down the road. The company said it

is in discussions on obtaining a bridge loan to make the payment on its bonds.

Viacom cuts outlook

While not yet offering specific numbers, Viacom (N:VIA) said this month's terrorist attacks will have an obvious impact on its financial results. A company statement said Viacom expects to report full year 2001 EBITDA (cash flow minus corporate overhead) that will be slightly ahead of last year, but certainly not the company's usual double-digit growth.

"We want to thank and comment all Viacom employees, particularly our dedicated news staffs, for their extraordinary efforts during this very difficult period," said Chairman & CEO **Sumner Redstone**. He also sought to reassure investors by noting that Viacom intends to use some of its available free cash flow to continue buying back its own stock.

President **Mel Karmazin** noted that Viacom had incurred considerable costs in covering last week's terrorist attacks, particularly at its New York radio and TV stations, as well as the CBS-TV network. He also said there was a "significant loss of revenue" from running commercial-free for the extensive news coverage and the cancellation of several important TV events—the Latin Grammys, a week of NFL games and the rescheduling for the Emmy Awards.

"We are having ongoing and extensive discussions with advertisers and ad agencies about their view of the advertising marketplace for the remainder of 2001 and beyond," Karmazin said. "Many of our advertisers have expressed uncertainty about their plans and are currently assessing various creative strategies to respond to the marketing challenges. Some advertisers believe their current campaigns are inappropriate for today's business environment and consumer sentiment and are working to revise their messages. Most companies we spoke with believe they will return to normal advertising levels but are uncertain about the timing. There also are concerns about additional disruptions that could occur following a U.S. response to the attacks. We continue to work closely with our advertisers to meet these challenges and help them return to the market and reach their customers as soon as possible."

Disney sells \$1B in bonds

In an effort to underscore the strength of its company and the US economy, Disney (N:DIS) sold \$1B in new bonds as the markets reopened 9/17. The offering of \$500M in one-year notes and \$500M in three-year notes tapped into just a portion of the \$7.5B shelf registration that Disney filed a month ago. Disney will use some of the proceeds to buy back shares of its own stock—adding to its efforts to show financial strength—and the rest to pay down short-term debt.

TRANSACTION DIGEST

by Dave Seyler & Jack Messmer

The deals listed below were taken from recent FCC filings.

RBR'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. Broker credits are based on contracts filed with the FCC.

\$4,000,000 WBUS-FM State College PA (Boalsburg) from Boalsburg Broadcasting Co. to Dame Broadcasting LLC. Cash (\$200K escrow returned to buyer). Superduopoly with WQWK-FM, WNCL-FM, WBLF-AM & WRSC-AM.

\$3,088,800 for 79.3% WJTN-AM & WWSE-FM Jamestown NY, sale of stock in James Broadcasting Co. from the Estate of Simon Goldman (49%), Gail Goldman (19.7%) and Marilyn Goldman (10.6%) to R. Michael Goldman (19.7% before, 98.8% after). The stake of the only other remaining shareholder, Merrill Rosen, will be increased from 1% to 1.2%. \$2,288,800 cash, \$800K note. R. Michael Goldman is acquiring the stakes of his sister, step-mother and late father as part of a universal settlement of the Estate of Simon Goldman.

\$1,900,000 WMJH-AM & WMFN-AM Grand Rapids MI (Rockford, Zeeland) from Cook Media II LLC (John Cook, John Shephard) to Birach Broadcasting Corp. (Sima Birach). \$50K deposit,

\$1.25M cash at closing, \$600K note. Existing duopoly.

\$1,300,000 KOCY-FM & KJBR-FM Jonesboro AR (Hoxie-Marked Tree AR) from Pollack Broadcasting Co. Jonesboro LLC (Sydney Pollack) to Educational Media Foundation (Richard Jenkins, Pres.). The Foundation will issue new notes totaling \$1.3M (\$1.1M for KOCY and \$200K for KJBR) to John J. Shields in lieu of debt owed to Shields by Pollack Broadcasting.

\$550,000 for 65% KTTN-AM & FM Trenton MO, sale of stock in Luehrs Broadcasting Co. Inc. from Michael Ransdell (30% before, 0 after) and Timothy Peery (35% before, 0 after) to John Ausberger (35% before, 100% after). The corporation is redeeming the shares of the two selling shareholders for \$10K cash each and notes for \$265K each, leaving Ausberger as the sole shareholder. Duopoly with KGOZ-FM Gallatin MO, which the same parties are transferring to Ausberger in a separate transaction.

\$400,000 for 67.5% KGOZ-FM Gallatin MO, sale of stock in

Par Broadcasting Co. Inc. from Michael Ransdell (35% before, 0 after) and Timothy Peery (32.5% before, 0 after) to John Ausberger (32.5% before, 100% after). The corporation is redeeming the shares of the two selling shareholders for \$10K cash each and notes for \$190K each, leaving Ausberger as the sole shareholder. Duopoly with KTTN-AM & FM Trenton MO, which the same parties are transferring to Ausberger in a separate transaction.

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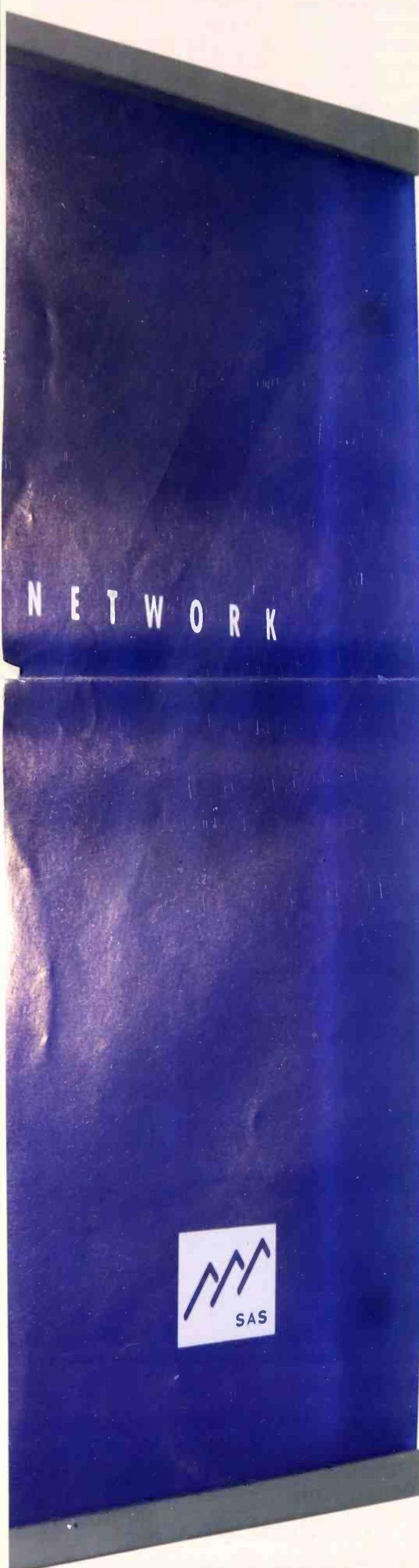
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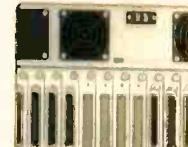
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