Fries sees opportunity in down economy

Having just come through the first down year for radio ad sales since he became President and CEO of the Radio Advertising Bureau, Gary Fries is focusing on the silver lining to be found in that dark cloud.

"Even though the economy is tough and uncertain, it presents opportunity for the radio industry," Fries told RBR in advance of RAB2002. "We must remember that the size of the advertiser has not diminished. In fact, the reliance on radio has increased over the past year."

Fries will deliver his annual "State of the Industry" address to the conference Friday morning (2/8). Of course, we all know what's been happening over the past year to depress advertising demand for all media, so look for Fries to "set the record straight." He adds, "We're successful in this, we will grow our business and deliver needed results to the advertiser—thus taking advantage of the changing mood and times. The challenge is not to 'mourn' about the loss, but focus on creating the new opportunities."—JM

Sales pros gather in Orlando to deal with tough times

When Joan Gerberding, President of Nassau Media Partners, agreed to chair RAI2002 the economy was still looking pretty resilient and September 11 was just another day on the calendar. Now, with a mild advertising slump that's grown into a full-fledged economic recession and terrorist attacks that have made reaching people hesitant to buy, Gerberding and her committee have had to put in extra effort to convince stations that the conference in Orlando (2/7-10) is a worthwhile investment in tough times.

"What we've tried to do is get some first class speakers so that there's a reason for people to come—for them to stay focused on learning how to manage, how to sell better," she told RBR. "The RAB had to become better at what they do, which is finding panel members—and they think they were very choosy about who was going to be on a panel so that it was well focused and really the best of the best."

In light of the tough issues facing broadcasters today, Gerberding expects the keynote address Friday morning (2/8) by Captain Al Haynes to be one of the conference highlights. Haynes will be speaking on "Crisis Management," a subject he learned about in a particularly intense way on June 19, 1999. Haynes was the pilot of a United Airlines flight which suffered major systems failures in mid-flight—but he and his crew brought the almost uncontrolable aircraft in for an emergency crash-landing at Sioux City, IA and saved the lives of most of the passengers.

"He gives this fantastic talk on how to plan and prepare for unpredictable events," Gerberding said—"valuable lessons for broadcasters, even if hundreds of lives aren't at stake."

She also thinks broadcasters will be anxious to hear Jim Cramer, who comments on Wall Street activities for theStreet.com, CNBC and Premiere Radio Network. He'll be talking about how to do business in the current economic downturn.

"We've tried to gear the speakers toward what's happening in our lives today, both personally and professionally," Gerberding said.

Considering the current climate, RAB is extending the attendance to the show from last year, but Gerberding said registrations are in line with expectations.—JM

Entercom pulled over by FCC indecency cops

Alternative KNDD-FM Seattle, part of the Entercom (N. ETM) cluster, has been hit with a Notice of Apparent Liability for broadcast of indecent language by the FCC. The fine is $14K. The complaint which spurred the action was over material aired between 5/30/01 and 6/1/01.

Although Entercom only was able to describe the allegedly offensive programming Entercom itself provided transcriptions to the FCC, based on its own recorded transmissions of the programs in question, arguing that the programming in question was not indecent based on contemporary community standards.

Although the FCC cleared the station for the 5/31 material based on the transcriptions, it has assessed a $3K NOL for programming on the other two days. For the record, KNDD's Andy Savage and others were discussing feats of pulling and lifting with a certain part of the male anatomy.

RBR observation: Appropriately, Entercom believed they had a case, arguing that the body part references were not shocking, pandering and/or titillating. Entercom argued that references to pulling a wagon (one of the tasks in question) would have been the same and interchangeable with references to the same task being performed by, say, a nose or a finger. The FCC did not buy that one.

Traditionally, when complainants are unable to provide a tape or an accurate transcript of an allegedly offensive broadcast—no matter how they may sound—the case is over before it ever begins. This incident will no doubt encourage stations to avoid taking themselves—there is absolutely nothing to be gained. With 14,000 pictures of George Washington burned out the door, you'd have to think twice about turning the recorder back on.—NS

Radio News

Viacom's odd couple told to play nice

By all accounts, Sumner wants to do in Mel—but the Viacom board thinks Wall Street wants Mel to stick around for awhile.

Enron fallout includes rebirth of campaign reform

Florida Senate targets ad dollars to fix its budget

Berman patiently awaiting DOJ, CCU decision

RBR Profiler

The Saga saga straight from Ed Christian

Media Markets and Money

LA's second best year is a downer

2001 revenues in Los Angeles, the #1 radio rev market, have only been surpassed once—unfortunately it was in 1990, not 2001.

Radio One shelves $500M for warchest

FM deal vastly increases Marco's Austin powers

Entercom's KWOD squad tries to end Stolt stall

Brokers talk about the upcoming year in TV deals

Television Business Report

Special Issue

RBR Profiler

Saga’s Ed Christian

Straight blunt talk

page 9-11

Radio Business Report

February 4, 2002

Voice Of The Radio Broadcasting Industry®

Volume 19, Issue 4
It just sounds like Ted Koppel
From RBR's studios in Washington, DC and Bradenton, FL tune in to the DAILY NEWSCAST Radio Business Report "Listen Now" with broadcast news veteran Jack Messmer

and these web affiliates:
Paul Weyland Sales Training
www.paulweyland.com
Media Services Group
www.mediaservicesgroup.com
Impact Target Marketing
www.imaptarget.com/links.htm
All Access
www.allacess.com

The Publisher's Perspective
We looked last month at who will be the headline makers in 2002. Now, what headlines will they make?
Economists failed — with a hit! — thanks from Maine to California and all points in between: Inside the Beltway, policymakers and pundits sat statistics and silence after the fact. When did our national recession start, and when will it end? Don't trust the data! For those of us out here in the real world, reality is now.
Media executives have been forced to operate in an economic environment of quarterly conference calls. Many try to make sense out of a bad situation, when in reality these executives and companies are not alone. Radio, television, newspapers and other media outlets have been hit hard. This recession didn’t start until 2001 after 9/11. It started in March 2001.
Economists put their spin on consumer spending, but that’s for their spin on the media outlets, the newspapers and business channels. Go inside the average home and you won’t see the average income household is avoiding debt and maintaining some standard of living. I know because I’m like everyone else. Two words: Household Hedges. What is necessary, what isn’t. What needs to be fixed or replaced? I can’t spend.
What does that mean for radio? A TV ad dollar is Knast for example? There are many facets which contributed to its recent flameout, but one of them, the company admitted it, is that during tough times it backed off its marketing strategy and cut all spending (GRB 12/10/01, p. 2). But people still need to make purchases, and Knast competitors, in particular Wal-Mart, did just fine during the same period. We must make more advertisers are well aware of stories such as this too.
If one company can, they need to meet the opportunity. Jeff Myers of Personal Selling Principles in a new RBR Radio interview charged that radio groups are adding new salespeople but not supporting them. “We talk about showers radio that we’ve had training and we’ve given them in effect to the tool, but we keep putting this mammoth load on that people can’t actually do it and it isn’t because they don’t have the capability—they have not been given the resources and the training to get it done. And we usually gave the biggest responsibility to our salespeople and in our senior people who have the expertise of going out and doing non-traditional revenue and developing business and speaking to business owners,” he said.
Our key concern is not what the national economists are saying. Each of us has to look at local market and region we live in. What drives our economy is what produces earnings. PEOPLE.
Here’s the good news. Tampa new housing has been booming for years. But is now history. Headline in the Tampa Tribune: 12/9/02 money section: “Housing Slowdown Predicted for 2002.” Overall, Tampa a growing market with a technology-based economy. People are finding good jobs, expanding their businesses and upgrading their current homes. Turn a tough category into a top category. Effect we have a do-over year. But if we move ahead by learning from the past—remedy the mistakes we’ve made successfully—2002 can be rewarding. It should start today. Some talking points:

- Megagroups must get back to entrepreneurial thinking, the roots of radio.
- The recession will end but for the entrepreneur who want to grow.
- Those who want to grow to keep their policies to be sustainable for 2002 and better change careers.
- Networks have got to break out of the bottom-line saving-your-way marketing approach. Remember, you need affiliates to give to those a key executive.
- Keep an eye on those terrestrial repeats—they last the week for the satellite services to go local on.
- Why is it that newspaper should be used down but not rates are still up? Let’s dedicate 2002 moving newspaper users to a medium that works.
- TV guys: Come on call—remember while you have one station, they have 121, with levels in TV.
- Quarterly earnings conference calls: Guys, don’t quit on your day job and go on the air.

To quote USA Today founder Al Neuharth from its 1/14/02 issue, “Some business houses unfortunately have blinders on and feel that drastic cost-cutting alone is the answer when times are tough. They develop corporate ahumors. You’re working for a boss who thinks he can call on you and you give him a chance to prove he is not a good man to move on. Creating newer or better products or services and then selling them skillfully is the real key to future success.”

It couldn’t have said it better than that. Let’s take last two decades for radio to gain a little respect. Not total respect. It is total.
It is the megagroup leaders—the cream of the crop—that will show the way for the business of becoming to succeed. Meet many of these individuals, study the E. A. S. F. model (Economy, Analysis, Strategy, Focus) and RBR’s Profit, a new feature. These media business entrepreneurs will be here because they each have the courage to LEAD.
Jim Carnegie jcarnegie@rbr.com

Viacom sticks with status quo
It was a Rodney King-type day last Wednesday (1/30) in the Viacom (N.YA: VIA) boardroom, with other than the fact that Chairman/CEO Summer Redstone and President/COO Mel Karmazin need to learn how to get along. Their increasing public clash of personality and operating style (RBR 1/28, p. 2) has been putting downward pressure on the company’s stock price.

Summer Redstone
According to reports from New York, the 15 other directors at one point asked the two, plus CBS President Les Moonves (the only other Viacom employee on the board), to leave the room. The upshot—the other directors want the two to resolve their differences and stick with the terms of Karmazin’s contract, which runs through the end of 2003.

Ad tax advances in Florida
The Florida Senate voted overwhelmingly 5-31 for a broad overhaul of the state’s tax system which includes a tax on advertising using a formula set by broadcasters (RBR 1/14, p. 2).

Although the two-part measure carried the state senate by 51- and 32-8 tallies, it is expected to face much tougher going in the state house. The tax plan was authored by Senate President John Thrasher, who put all of the power of his office behind the measure. House Speaker Tom Feeney has expressed doubt that the measure will pass, as has Governor Jeb Bush. All three leaders are Republicans.—JM

Berman not meeting with DOJ
Not long after Congressman Howard Berman (D-CA) wrote letters (RBR 1/28, cover) to Attorney General John Ashcroft and FCC Chairman Michael Powell asking them to investigate—and potentially prosecute—Clear Channel (N-CCC) for apparent antitrust and FCC violations with its Clear Channel Entertainment concert promotions division, rumors are circulating that Berman is already set to meet with Ashcroft or a high ranking DOJ official to talk about the potential investigation. Apparently, that’s not true, Berman spokesman Alec French tells RBR: “That’s inaccurate. He’s not meeting with DOJ or Attorney General Ashcroft or anyone. Things right now are simply at a staff level at DOJ and myself communicating to see how DOJ will take his call for an investigation. The way things typically go in this kind of thing is that we mutually agree to that it can’t happen, we couldn’t meet with anyone at DOJ personally unless he felt his call for an investigation was being simply ignored or other stuff not taken seriously. Typically, once an investigation is called for, we leave it up to our people to do their job, and it’s just our role as staff to check in with DOJ to make sure things are going in the right direction.”

Campaign finance reform comes back to life
Many of the politicians grappling with the broken straits of the once-mighty Einon empire don’t have far to look for a reminder of the economic power is once-wielded: The bigger book for their campaign coffers.
Do you have sports, news, music, or local programming waiting to be heard? NPR Satellite Services® offers the comprehensive satellite solutions and space segment you need to get your network up and running quickly and affordably.

We provide operational support 24 hours a day, 365 days a year. And our C-band and Ku-band receiver options are priced affordably at under $1,600! We can use your existing gear or build up your network from start to finish.

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Got Game?
Let us help you broadcast it.
Arbitron proposal on the network RADAR screen

Arbitron has announced previously that RADAR 73 will be the first phase in its transition of the network radio measurement service from phone-based to diaries. It will drop 3,000, or a quarter of the 12,000 telephone respondents and add 12,500 diaries. By RADAR 76, it plans to be 100% diaries. According to RBR sources, Arbitron sent a proposal for the network in early January to begin the phased-in dairy approach to RADAR 73. Not all of the networks have yet formally responded to that proposal.

“There are some unresolved research methodological issues that we have before Arbitron that we want some response back before we feel comfortable with that shift. There are some significant issues that need to be resolved before the network research will feel comfortable with that transition,” the source said.—CM

Inner City mag sale is truly a minor deal

Inner City Broadcasting Corp. has sold a controlling stake in its INNERCITY magazine to a 17-year-old, multi-millionaire, Frazzah Gray, who plans to relaunch it as INNERCITY (Inner City Entertainment magazine). Although Inner City is retaining a minority interest in the venture and is actively involved, Gray says he has full responsibility for hiring the staff and determining the editorial focus of the magazine.

“Inner City has historically been viewed as a radical publication, focusing on urban youth. The advertising-supported magazine will be distributed free at supermarkets, convenience stores, video outlets and colleges. Plans to promote the magazine include a nationwide blitz in some 100 cities,” said INNERCITY’s Gray. Frazzah’s mission is to generate a reasonable amount of income for the magazine, he said. This is the first time that INNERCITY has changed hands in its 17-year history.

In the almost-whiz-kid lectures around the country—to adult business groups more often than to teenagers. Gray told RBR: “If I were to write for INNERCITY at one of those lectures and later met company founder and Chairman Emeritus Percy Sutton at an event in Washington, DC—leading to a joint venture began about a year ago, INNERCITY is a marketing and promotion company.”

In the announcement to the deal Gray control of Inner City Broadcasting’s magazine. Chairman Pierre Sutton said Inner City was “extending its brand to create a premium urban youth entertainment publishing, online and marketing—radio and TV network and promotion company.”

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“INNERCITY magazine is the perfect place to showcase emerging urban artists and entrepreneurs,” Gray said. “As a result of this partnership, INNERCITY will be able to reach a wider audience with its message of unity and empowerment.”

Forte Importa Arbitron a good place to work

Fortune magazine has ranked Arbitron (NARB) among its “Top 100 Best Companies to Work for in 2001.” The radio rating company was ranked first overall and the 25th best place to work for women. Arbitron, which became an independent company only last March after separating from Cumulus (N-CEN), was one of 20 newcomers to the top 100.

According to Fortune, Arbitron created 105 new jobs last year and voluntary turnover was less than 10%. The company’s staff is 62% female and 36% non-white. BROADCASTING AND CABLE magazine had said that Arbitron was one of the top 20 companies in the industry. Arbitron is a leader in the measurement, research and analysis of the media.

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induction in the annual list. Those surveys, which are not seen by the employer, make of two-thirds of the company's score, with the remaining had based on Fortune's analysis of such company's response to a corporate culture audit.—JM

Arizona next to ban non-compete?

Joining Massachusetts, Illinois and Maine, The Arizona Republic reports that Arizona may be the next state to ban non-compete clauses. The Arizona Senate Commerce Committee has approved a bill to outlaw non-compete clauses for radio and TV broadcasters, with the full Senate potentially acting on the bill late this month or in early February. "This country is based on a free-market system, so why should an employer have the right to suppress his family just to work in their chosen field?" Arizona State Senator Scott Bungard said in the story.—CM

Indecency update: Jones goes after the FCC

Rap artist Sarah Jones has sued the FCC in an attempt to detail the agency's $7K fine against a station which aired her song "Your Revolution."
The station in question is K-BOO-FM Portland, OR, a noncommercial station. It played the Jones piece before safe hour. The FCC contended that sexual references in the song, "appear to be designed to pandle and shock, and are patently offensive." The station and Jones hold that nothing could be further from the truth—the song is a protest against the depiction of women in the songs of other rappers. They consider it to be social commentary. Jones is contending, and wants the court to find that the Commission infringed her right of free speech, and she wants the $7K fine overturned.—DS

Kroger slashes radio ad budget

Louisville's Business First reports Cincinnati-based supermarket giant Kroger is scaling back its radio advertising in 2002—big time. The Louisville offices of several local radio clusters (including Cox, Clear Channel and Radio One) have heard that the supermarket giant would drastically reduce its advertising with them in 2002. The stations received word of the pullback from Kroger's Louisville agency, Sherry & Associates. "Some executives estimated privately that at least one local radio company would be losing $1M or more of advertising from its budget," the story said. "Everyone's in a state of shock," said one area radio executive who asked not to be identified to avoid jeopardizing the company's relationship with Kroger. More at llirit.com—CM

Mapleton, former GM sued for $32M+

The Napa Valley Register reports 1/23 that CBM Napa, which owns KVON and KINY in Napa, CA has filed suit (1/25) against former GM Dale Hendry alleging he sabotaged their ability to sell the stations at their former value and he was responsible for an employee exodus from the stations to his new employer,Mapleton Communications AKA-based Mapleton owns operations stations in central California. Mapleton, Hendry and his wife, Charlotte are all being sued for alleged unfair competition, interference with contractual relations, with advertisers, the suit claims. When the sale price of $5.5M was not entertained by any of the serious bidders, the Napa stations were pulled off the market.—CM

Reader Observations: Put in your two cents worth

At RBR and TVBR, we have no qualms about shooting off our typing fingers whenever a story proves us. We would like to extend the same opportunity to you, our loyal readers. Please forward your business observations to RBR, TVBR, or rbr.com. Or contact any of our editors—see the staff box on p.2. We look forward to your input.

THE ISSUES, THE PEOPLE, THE TECHNOLOGY

Can you afford NOT to be there?

Referral to Digital Age as the advertising industry's soft-spoken visionary, DDB Worldwide Communications Group Chairman, Keith Reinhard, thinks radio delivers more personal, more precise images than any other advertising medium. He will let you in and then challenge you as he illustrates his keys to advertising at the NAB Radio Luncheon, Tuesday, April 9. Dick Orkin, from The Radio Ranch, will be inducted into the NAB Broadcasting Hall of Fame.

Register by March 1 and save up to $200 on the Full Conference Package. For more details, visit www.nab.org/conventions/nab2002

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www.rbr.com
NRB Outlook

NRB 2002: A mission that keeps on growing
The annual National Religious Broadcasters (NRB) Convention & Exposition is the world’s largest forum dedicated to assisting those in the field of Christian broadcasting and communications. NRB 2002, to be held 2/16-19 at the Opryland Hotel in Nashville, will host more than 200 exhibitors, each presenting an ever-expanding marketplace of ministries and companies looking to expand, improve, upgrade or all of the above.

Every year since 1944, the NRB convention has grown to include more upper-management executives, speakers. “Boot Camp” seminars offer opportunities for those in the industry to meet and share common concerns. In addition, NRB is a major lobbying force for Christian causes, alerting and empowering broadcasters to legislative and policy issues that impact their operations and providing action to campaign for change when warranted. Boot Camps at that NRB include Film & Television Produce, Internet, Stewardship and News.

“This is our 59th convention. The exhibits weren’t started until the late 60s and it was for years just kind of a small gathering of vendors within the industry,” NRB VP Michael Glenn tells RBR. “It’s pretty broad-based and really covers a lot of territory, in areas where Christian communications are looking for services—programming, engineering, all different facets of modern communications. Each year, we’ve been gathering, with 5,000 people and have been setting record numbers for the past five-plus years in many different areas, such as registration, exhibits and sponsorships.”

New member Lisa Burton, GSM, Sheridan Gospel Network
The Light says they will have a booth presence with The Word Network at the event. “NRB exposes us to another level. Being in Gospel radio, a lot of times you only talk to other choir, over and over and again. We like the opportunity of not only talking to the Gospel industry, but the Christian industry and people of God. It’s an excellent networking forum for us. We are a smaller network that is building, and what a better way to get to the industry and have everybody connected to it. It’s like the RAB of Christian radio.”

Burton says Sheridan President, Ron Davenport, Jr., is also being looked at for being a NRB board member, “so we’re trying to meet as many people and shake hands and find out what’s going on.”

Radio gets Religion: A look at the top groups
Like every other phase of the broadcasting industry, Religious broadcasting has experienced a wave of consolidation. Although Religious programming can be a part of any group’s lineup, several groups present over a large number of markets. Here is a brief look at two of them—OIS

Salem Communications (O:CALM)
Salem is by far the largest player in the Religious radio business. Broadcast Investment Analyst’s chart of top 25 groups owners in terms of revenues (JBR 12/10, p.7) places it at #5, on $132.4M, an estimated total ad revenues. That means it is keeping company with some of radio’s most respected conglomerates, in the same league as #13 Greater Media, #5 SB (CMA), #5 Jefferson-Pilot (NOJ), #7 Wesley (OBSC) and #18 Super (ASCAG).

Led by Chairman Stuart Epperson and President/CEO Ed Asinger, Salem is primarily a large-market group, with revenues in all but one top 10 markets—no, only Denver has eluded its grasp. It is in over half of the top 50 markets. And its reach extends even further down the ranks, although not too much farther.

The company has been stockpiling FM stations of late on which to place its relatively new “Fish” Contemporary Christian format. It also tries to have at least two AMs in most of its markets, one for its bread-and-butter Christian Talk format, and another for its more mainstream Conservative Talk offerings.

And it still has its mainstay—block programming, which is not included in RIA’s revenue tally. Salem rents its stations to various religious entities, accounting for 40% of the company’s income and making it almost recession-proof since five practice makes the effects of a fluctuating advertising market a smaller factor.

While other companies were struggling in the red ink, Salem was able to increase its net income by 22.4% Q3 2001 (FOR 11/12/01, p.7).

Salem also runs a national programming network, a rop firm and has a significant presence on the internet.

Crawford Broadcasting
Donald Crawford has assembled an enviable group of stations. Like Salem, his holdings are concentrated in large markets, and the scope of its group is national. It has outposts in Los Angeles, Chicago, Dallas, Denver, St. Louis, Denver, Portland, Birmingham, and in particular strong presence in mid-sized upstate New York City, including Buffalo, Rochester, Albany and Syracuse.

The group runs various Christian formats, but like Salem it also will go outside the strictly religious programming, making it more widest range. In particular, the group likes to throw Standout programming on the AM side of the dial.

It’s more stunning and surprisingly successful move was in Chicago, however. It took over its first FM, its 92.3 facility, and also an Urban Contemporary format at WPX Power 92, a direct atwit on Urban Kronis WGGI FM, part of the Clear Channel ON COOL slates. Before the move took hold, Crawford’s 92.3 facility was under a 1.0 share 12+ during the Winter book, while WGGI FM soared to a 6.9. By the time the just released Fall book was out, WGGI FM had been whittled down to a 4.4, while WPX soared to a 5.5, and for anyone who wasn’t reading the Chicago book, that is an excellent score, good for 9th place among 46 stations.

To us, this shows that Crawford knows more than just Religious radio—a known audio, period.

SGN “The Light” The Team Behind the Scene...
Sheridan Gospel Network “The Light,” a division of Sheridan Broadcasting Corporation, is a satellite delivered, 24 hours a day, 7 days a week, nationwide gospel music service reaching listeners from coast to coast. “The Light” delivers industry’s greatest inspirational music, programming, and strategic promotions, all designed to keep listeners inspired, uplifted and encouraged. “The Light” has assembled a dedicated team of industry professionals and award winning announcers who are committed to providing the best that gospel music has to offer. The strong affiliation that listeners have for the “The Light” translates into higher time spent listening, and what in turn leads to greater earnings, all of which translate into added value for advertisers. Experience the difference and the results that the nation’s only African American-owned and operated gospel radio network can achieve for you. Step out of the darkness... and into “The Light.”

EXPERIENCE MAKES THE DIFFERENCE
www.SGNTheLight.com
To find out how you can advertise on become part of The Light, call (770) 416-2205 ext. 406.

Lisa Burton
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www.rbr.com 2/04/02
RADAR 71 retrospective

Before even bringing up RADAR 71, ABC Radio Networks SV: Research Director Matt Feinberg pointed out the five factors in any RADAR that could increase or decrease personnel: 1) Actual changes—new stations—resources—sources; 2) National sales—comparing one network to another; 3) Local promotion—pushes from markets; 4) Adding programming to RADAR; 5) Recalibration. 

Ashworth (November) released the Fall 2001 RADAR 71 results on 12/ 17/01. Of the 31 RADAR-rated networks, for Persons 12+, Westwood One's CNN Max was once again the leader, with Premiere's Morning Drive and AM wins. Rush Limbaugh won 2nd and 3rd place, just as in RADAR 70 in fact, numerous positive changes were noted at several stations. Some of those increases offset some of the previous decreases. 

The results are significant and the network's highest hits. While both looked at the top five networks in their respective categories and demographics and they offer the clients to air live copy embodied in traffic reports in each of the top 50 markets. These are the most significant networks and we're confident that the next hit will work with all of their clients to identify their unique marketing needs, and then we've deployed several items to deliver them. So at the end of the year, literally every upfront that we did we made an improvement to it, whether it's an entitlement or a sponsor-ship or the mix or what- ever. Ultimately, it's not just about price, but what we're delivering to the clients.
NRB 2002: A mission that keeps on growing

The Annual National Religious Broadcasters (NRB) Convention & Exposition is the world’s largest forum dedicated to assisting those in the field of Christian broadcasting and communications. NRB 2002, to be held 2-16 Jan at the Opryland Hotel in Nashville, will host more than 200 exhibitors, each presenting an entertaining marketplace for broadcasting and ministry and looking to expand, improve, or upgrade any of the above.

Every year since 1944, the NRB conference has grown to include more up-and-coming ministries, exhibitions, speakers, “Boot Camp” workshops, presentations, and opportunities for those in the industry to meet and share common concerns. In addition, NRB is a major lobbying force for Christian causes, alerting and encouraging broadcasters to legislative and policy issues that impact their operations and providing action to campaigns for change when warranted. Boot Camps at this NRB include Film & Television Production, Internet, Stewardship and News.

“This is our 9th convention. The exhibits weren’t started until the late 60s and it was for many years just a small gathering of vendors within the industry," NRB VP Michael Glenn tells RBR. “It’s pretty broad-based and really covers a lot of territory in areas where Christian communicators are looking for services—programming, equipment, all different facets of mass communication. Each year, we’ve been成长 well over 5,000 people and have been setting record numbers for the past five-plus years in many different areas, such as registration, exhibits and sponsorships.”

New member Lisa Burton, GCM, Sheridan Gospel Network/ The Light says they will have a booth presence with TheWord Network at the event. “NRB exposes us to another level. Being in Gospel radio, a lot of times you only talk to the choir, over and over again. We like the opportunity of not only talking to the Gospel industry, but the Christian industry and people of God. It’s an excellent networking forum for us. We are a smaller network that is building, and what a better way to get to the industry where everybody is connected to it. It’s like the RAB of Christian radio.”

Sheridan President, Ron Davenport, Jr., is also being looked at for being a NRB board member, “so we’re trying to now get some prominent people to see and find out what’s going on.” ~CM

Radio Gets Religion: A look at the top groups

Like every other phase of the broadcasting industry, Religious broadcasting has experienced a wave of consolidation. Although Religious programming can be a part of any group’s lineup, several groups present it over a large number of markets. Here is a brief look at two of them. ~DS

Salem Communications (C:SA LM)

Salem is by far the largest player in the religious radio business. Broadcast Industry Analyst’s chart of top 25 groups in terms of revenues (RB 12/10, p.97) places it at #6 or $112.7m in estimated annual ad revenues. That means it is keeping company with some of radio’s most respected conglomerates, in the same league as #13 Greater Media, #14 SIR (CBS/Infinity), #15 Jefferson Pl (N/JR, #17Kelsey (GBIKE/Bud) and #18 Supra (AC/SCI) (Supra is profiled in today’s issue—see pg. 91).

Headed by Chairman Stuart Epperson and President/O CEO Ed Asinger, Salem is primarily a large market group, with entries in all but one of the top 10 markets—to date, only Denver has eluded its grasp. It’s in over half of the top 50 markets. And its reaches extend even further down the ranks, although not so much further.

The company has been stockpiling FM stations of late on which to place its relatively new “Fish” Contemporary Christian format. It has also been buying at least two AMs in most of its markets. One for its bread-and-butter Christian Talk format and another for its mainstream Conservative Talk offerings.

And it still has its mainstay—block-programming, which is not included in RIA’s revenue tally. Salem runs its stations to various religious entities, accounting for 40% of the company’s income and making it almost recession-proof. So, this practice makes the effects of a fluctuating advertising market a smaller factor. While other companies were dipping literally into the red ink, Salem was able to increase its net income by 22.4% Q3 2000 (RB 11/12, p.1).

Salem also runs a national programming network, a rep firm and has a significant presence on the Internet.

Crawford Broadcasting

Donald Crawford has assembled an enviable group of stations. Like Salem, his holdings are concentrated in large markets, and the scope of the group is national. It has outlets in Los Angeles, Chicago, Dallas, Denver, St. Louis, Denver, Portland, Birmingham, and in particularly strong presence in mid-sized markets—St. Louis, Richmond, Atlanta, and Syracuse.

The group runs various Christian formats but like Salem it also will go outside the strictly religious areas when programming seasons. In particular, the group likes to throw standards programs on the AM side of the dial and it’s a very strong and surprisingly successful move was in Chicago, however, where it bought one of its three FMs, 92.3 facility, and installed an Urban Contemporary format of WPWX Power 92, a direct assault on Urban kingdom WCGI-PM, part of the Clear Channel in NCC4/Chicago. Before the move took hold, Crawford’s 92.3 facility was under a 1.0 share 12+- during the Winter 2001 book, while WCGI-PM coasted in at 6.9. By the time the Fall 2001 book was out, WCGI had been whittled down a 4.4, while WPWX soared to 3.5, and for anyone who didn’t need to read the Chicago book, that is an excellent score, good for 10th place among 46 stations.

To us, this shows that Crawford knows more than just religious radio—i.e. knows how to, period.

SGN “The Light” The Team Behind the Scene...

Sheridan Gospel Network “The Light,” a division of Sheridan Broadcasting Corporation, is a satellite delivered, 24 hours a day, 7 days a week, nationwide gospel music service reaching listeners from coast to coast. “The Light” delivers gospel industry’s greatest inspirational music, programming, and strategic promotions, all designed to keep listeners inspired, uplifted and encouraged. “The Light” has assembled a dedicated team of industry professionals, all designed to keep listeners inspired, uplifted and encouraged. "The Light" raises the bar and is a testament to the power of music to lift the spirits and bring hope to the world.

Experienced and talented team of announcers and hosts bring a unique blend of music and programming to listeners around the clock. The team includes some of the most popular names in gospel radio. From the smooth sounds of Lisa Burton to the dynamic presence of JACQUE HASSELIG, the “The Light” team provides a listening experience that is both uplifting and inspiring.

The “The Light” team is dedicated to providing a quality listening experience that is both uplifting and inspiring. With a team of experienced announcers and hosts, the “The Light” team provides a unique blend of music and programming that is sure to keep listeners coming back for more. Whether you’re looking for traditional southern gospel, contemporary Christian music, or something in between, the “The Light” team has something for everyone. So tune in and join us as we Light up the world with music that lifts the spirit and touches the heart."
Upfront 2002: a look back—Part III

This issue we take a look at the tone of negotiations between buyers and sellers. With less money being spent and a marketplace that seemed at best “blurry” to the upfringers, the networks had to work harder. In addition, we examine the results and get fees fluctuating, we report Rady 71, where the amount of GRP’s in the marketplace and the selection and diversity of programming available is greater than ever before and the major market delivery networks are stronger than they’ve ever been.

Pete Kosann

Peter Kosann

Peter Kosann reports on Rady 71, ABC Radio Networks’ EVP of Sales. “There were people on both sides of the equation who were more willing to work together in this upfront” Kosann says, “I think there was more of a cut to the chase. Some things were done in a shorter time frame.”

There was a trend that we have long noted: the relationship between the agencies and the people they’re dealing with for the upfront. We did a good job of procuring our products, certainly before the upfront started. If you sell that way and persist, it makes the process a little easier once you’re in.

“I’m mostly bugged that we are:paramount—One certain at a higher place than we were a year ago,” says Rhonda Monk, President of Premiere Networks (formerly Premiere Radio Networks). “We were much more humbled in terms of going into the marketplace. Whereas a year ago, we were undergoing a lot of changes internally, there were changes in the marketplace. It was a great opportunity for us to be in our upfront performance this year. I have an incredible sales team that was getting the message loud and clear.”

Reyn Leutz, SVP/Director of Radio Negotiations, Maryland Media Services, shared this viewpoint. “As the time of the upfront seemed similar to last year, I confirmed what we were hearing—the rates were down and the money was tighter. ‘I thought the pace was very slow, very heavy timeline driven. I didn’t find any resistance on the part of people working with us at all. It was basically on our timeline and I was very amenable on both sides, the pace this year. There were no lines drawn in the sand, there was no hurry. People are definitely spending less, the money is down, that’s the only thing. People aren’t spending at the levels that they were I say a year ago. I am not sure the new business is offering the losses of existing business. As we said earlier in this series, some upfront money is going to the scatter market. Supply and demand economics are in play. ‘We’re paying almost as much money, totally different results as we are in the upfront marketplace,’ explains Marc Feinberg, VP/Manager of Radio, National Broadcast Group, Zenith Media Services. ‘The aggregate money is as much as we spend in the upfront. It’s a campaign thing, not a 12-month deal. They’re in for a specific goal, these are campaigns that are working in tandem with other media, anywhere from three weeks to three months to three weeks. ‘There has been a lot of new dollars going into this upfront for sure. ’The upfront is different this time. Not in the way that we approached scatter business, which is we meet with every client and every agency to discuss their needs. The hallmark of this particular upfront was the fact that we really worked with all of our clients to identify their unique marketing needs, and then we developed incremental ways to deliver them. So at the end of the day, literally every upfront that we did this year was in an effort to be the entitlement or a sponsorship or the mix or whatever. Ultimately, it’s not just about price, but what we’re delivering to the clients.”

Westwood One CEO Joel Holland adds the upfront negotiation process began months before the upfront began. "The upfront is a really important time in our business where we have longstanding relationships with the agencies, who we’re dealing with for the upfront. We did a good job of procuring our product and certainly before the upfront started. If you sell that way and persist, it makes the process a little easier once you’re in."

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The Media Audit

By Carl Marcacci
Radio 2002: Corporate expectations vs. market reality

By Jeffrey Myers and Barti Horton

If history has taught us anything, it is that an exam is flatters, the results are all that remain. There is no going back.

Now it is time for the accountants, CPAs and CPNs to go to work putting what (if any) positive spin they can find for their company's 2001 revenue performance. Regardless of how sharp their pencils are, last year's performance is what it is—you either made your numbers or you didn't.

If 2002 budgets are to be achieved, investing in your sales peoples' training and growth could be the new budget spin tool that leads to revenue success.

Not too long ago, radio was a business composed of privately held small companies. Since the 1995 Telecommunications Act was passed the industry has been transformed into a Wall Street driven conglomerate with huge (and sometimes unrealistic) revenue expectations designed to drive stock prices and earnings per share. This transformation has yet to yield corporate expectations aligned with market reality—thus creating unrealistic performance goals.

Jeffrey Myers

not grounded in market reality. The market intelligence of frontline sales management has to be acknowledged. Sales managers shouldn’t be let off the hook. They must always be looking for ways to increase revenue by developing new and creative revenue streams. But it does no good to hand down corporate edicts which are out of touch with reality.

We at Personal Selling Principles believe radio is a people business, and sales management must lead as well as follow. But it is important to understand how to lead. Interacting with a person based on how you like to relate is very much like trying to teach a pig to sing. "It wastes your time and annoys the pig."

Every person—he they a marketing executive, co-worker, friend or client—is an individual with a unique set of traits that govern how they think and receive communication. Identifying the traits that best personify an individual is key to determining how best to foster a long lasting and mutually respectful relationship with that individual. This custom-tailored relationship is essential in building loyal clients.

In order to help marketing executives better identify their strengths and challenges, let us suggest Myers-Briggs Type Indicating—characteristics types developed over the past 60 years by renowned psychologist Isabel Briggs Myers and Katherine Cook Briggs. Their systems categorizing personal preferences can lead to a greater understanding and appreciation of individual differences. The benefit to an organization are numerous.

Myers-Briggs Type Indicating theory is very important in helping individuals:

• Improving their oral and written communication with clients.
• Understanding and turning around "NOs."
• Enhancing client problem-solving.
• Develop teams of marketing executives to help solve clients' needs.
• Develop leaders and coaches.

We at Personal Selling Principles believe in creating an environment that allows the salespeople to identify their strengths and then move them. As we help an individual to improve strengths in their personal interactions, we help them build natural forces that minimize or eliminate deterrents to excellence from their challenges. Working from strengths compensates for those challenges that will hinder success. For instance, we encourage people with problem solving skills to utilize them to answer challenges in relationship development. Or, we encourage people with excellent intuition to slow down to get more details to create harmony and achieve early success. Other personal strengths can be used to improve performance in similar ways. The more management knows how each individual that makes up the team will respond in an interpersonal setting, the greater the chances of success and company will enjoy.

The best way to recession-proof your business is to recession-proof your staff lives in your greatest asset—your people.

Jeffrey Myers and Barti Horton are principals of Personal Selling Principles and will make a presentation focusing on Myers-Briggs Type Indicating 2/7 at RAB2002. They may be contacted at 501-333-4912, 501-595-1871, PSPTraining@netscape.net

Sales proposals: why more than one page is a waste

By Paul Weyland

A good proposal for a local direct client seldom ever needs to be more than one page long. Here is a great formula for doing effective one-page proposals that is simple to remember as the letters S-O-S.

I have had several clients show me the unbelievably complicated and confusing advertising proposals they received from other radio and television stations. Some were actually bound like books and contained more than 20 pages of graphs, charts, rate cards, "packages" and signal maps. Often the only customized thing on the proposal was the cover page. I've also known salespeople who spent a majority of their time sitting at their computer creating volumes of text and graphics that nobody wants to read. In fact, multi-paged proposals often do more to scare, intimidate and confuse a client than just about anything else. And, as noted, seldom are they ever read.

Remember that we're trying to convince local direct clients that advertising with us is a logical and easy thing to do. So, why use the proposal look so complicated?

Here are the elements you need in any good proposal. They could be formatted on just one page and they spell S-O-S.

• SITUATION —  A brief overview of how your client's specific market—marketing and advertising challenges based on information you've gotten directly from the client, their key employees, their voice or也许，市场的声音等。
• OBJECTIVE — A brief description of what you and your station specifically have to do to overcome any obstacles described above. You would include a return-on-investment (ROI) calculation for the number of listeners or viewers your campaign might generate based on your client's average sale, profit margin, your station's total CUME audience and your client's target market.

So here is how you come up with a campaign goal that both you and your client think is reasonable and attainable. (Get a free trial of the Paul Weyland Mediaor ROI calculator at www.rbr.com)

An easy-to-use strategy for how you propose to accomplish your objectives.

Here is where you focus on the creative and scheduling strategies that you will need to achieve your client's ROI goal. Use clear and concise language so your client will easily understand. Show your client that your mutual ROI goal looks like a good calculated risk. Your schedule cost would be included here also as well, but not in such a way that it leaps off the page. Although the cost of a schedule is usually the most negative thing in your proposal, I've actually seen proposals where the price was the biggest and bolden front on the page.

Here are five great reasons to use a simple, succinct one-page proposal.

1. A customized one-page proposal is much better than a media kit. Media kits can be overwhelming for someone who has no experience with using your advertising medium. A customized idea on one page helps make your business with the client look simple, logical and solution-oriented, rather than confusing and complicated.

2. Client proposals are never set in stone. In fact, they are always flexible. You should avoid using proposals to facilitate negotiation. This is why your one-page proposal is the ultimate tool for drawing out client objections, which you must do in order to close a sale. Your concise one-page proposal helps you stay focused on your client's business and draw out any objections he might have.

3. A one-sheet helps you organize your thinking. It serves as a script or "notes" for you. You are less likely to omit an important point. You appear more professional and are more likely to impress the client. In fact by following this method, your presentation skills will become greatly enhanced. It helps develop your thinking in a more straightforward and logical way.

4. You are bringing a legitimate idea—something of value to the meeting. Most media sales people show up empty-handed or often worse, armed with a confusing and generic media kit. Your one-page proposal helps you look like you actually did some homework.

5. Each time you work on a one-sheet, you become more of an expert in different consumer categories, handling objections and properly managing client expectations.

Don't expect to sell your one-page idea in that first meeting. Expect that the client might say no or at least some of the points in your proposal. The idea is for the one-sheet to evoke a response in the form of objections. Be prepared to listen so you can respond appropriately.

If your idea is really good and that particular client doesn't buy it, do more research, customize it for a new client in the same business sector—and pitch again.

Paul Weyland is President of Paul Weyland Training Seminars. He can be reached at (512) 236-1222 or e-mail at weyland@bellnet.com
Saga Communications: Keeping radio local

While many of radio’s past corporations have been moving toward centralized control over formats, staffing and multi-market voice tracking, Saga Communications (ASC) has been taking a different course. But then, CEO Ed Christian has always been a contrarian—willing to go his own way when he was convinced that the rest of the industry was wrong. All of the radio industry was moving to syndication, he led the revolt against that belief. All of Classic/Blues/Alt and 6 Band ExEcuta DAR, stayed largely on the sidelines when other groups were taking on bitloads of debt and buying everything in sight and has been in his criticism of the industry for doing little more than paying lip service to sales training. The bottom line is that Saga today is run somewhat differently from other broadcasting companies.

Christian often uses the word "empower" when talking about his local managers. His view is that each local radio or TV station should be run as a separate business, with the local manager responsible for knowing his market and station(s) individually. That doesn’t mean that there’s no corporate structure. Quite the opposite. It means that each GM is accountable for holding himself and his staff to a high standard and for setting up the business in coordination with Christian and other top Saga executives.

"Saga’s a little different than a lot of other organizations," Christian told RBR. "When we do our budgeting each year, every department head is required to do their own budget. They’re given a copy of their budget from last year vs. their actual from the year they held it. Each department head has to put together a complete and thorough plan.

After they’re done this, they review it with the general manager and they both sign off on it—literally sign off on their budgets. It’s all then compiled by the general manager and then brought the budget here to present to us. We don’t send budgets out to them. We just give them the format that we want the budget presented and then they come up with a budget book—which contains a complete market analysis, discussing all of the other competitive media in the market. It talks about retail trends in the market, what’s happened in the market in terms of housing starts and new stores coming into town—so that we have a broad-based idea.

Each GM takes that book to his annual budget meeting with Christian, CFO Sam Bush and Sr. Vice President of Operations Warren Luda—usually a company retreat in Florida, giving everyone a break from winter. Four corporate headquarters in suburban Detroit.

"By the way, I never look at a budget book until the jog sits down in front of me," Christian notes. "I’m not trying to give you a lot of theory about what Saga does. This is his bible. It should be in his desk drawer for him to look at to monitor his progress. We empower. Our general managers are autonomous—they are not independent—but they run their own business. We do not micro-manage. When a general manager joins Saga Communications, its with the understanding that this is not your radio station—but the people with respect, treat the radio station with dignity—

Christian prefers preferred vendors. Christian and his team sit down once a year with the company’s vendor to establish a sense of the price that Saga will pay for that year's broadcast—setting the price for a local unit. Look, 50kw and 10kw audio and other broadcast. By dealing with a single vendor, Saga expects to receive a price break, but in return promises to work to keep the price in line with the competition.

"We're very happy. We've been with this company for over a year," Christian told RBR. "We've never had a pitch from them. They've kind of acknowledged that there's some money. We have a good feeling, it's a good relationship."

Judging by what you see, Saga’s doing a good job of running their radio stations to be—live and local stations that each have unique personality and interact with the community.

Although, CEO Ed Christian wants his local managers to have a lot of autonomy, Saga Communications does have an emphasis on using “preferred vendors” companies. The emphasis is on advance research, pricing and efficiency.

"What we try to do is a standardization of equipment in the company. Christian says. "For example, if you’re an after market company, you should take one particular vendor in whatever area is it—some have been implementing this for some time. While other groups are just starting to do this. It’s a management thing—he be—if so that something happens in one market, you can take a person in another department and not have to spend a lot of time.

In his view, a lot of big radio companies have been cutting corners in engineering. The key is to have total redundancy in everything that you have. You’ve got to have two transmitters. You’ve got to have a plan for everything so that when a generator fails, you’ve got to have an STL and a back-up STL. You have to have two audio processing units so that you have fail-safe.

In addition to that redundancy for each station, Saga has a portal to air transmitter in reserve that can be shipped to any market—a low cost air courier transmitter that’s for “the worst-case emergency.”

Since the transmitter is the single most expensive piece of equipment for every radio station, Christian insists on Saga’s transmitters up-to-date—not just in working order. While other groups are buying transmitters that are good for 20-25 years (and we’ve seen some much older still in daily use), Ed Christian believes 15 years is made in.

It's all new state of the art," Christian said. "We’ve found that there are a few areas that have been in federal facilities under different owners. "When we do a project, its his job to make sure that everything talks to each other and is compatible.

Other and under CGS and Saga is now installing BE’s AudioVault—the preferred vendor for Saga’s on-air system—on a new facility for its station clusters are now consolidated—one studio office to express for each market, with the build-out of the last—Clarksville, TN—completed.

Direction of Engineering Greg Urbanke makes sure of cross-platform compatibility and the AudioVault has been in different companies at different vendors. "Our software, it’s how we connect to each other."

"In all of our markets we want to operate out of one location," Christian said—and that’s the central office for WCAK Saga’s clusters stations are now consolidated—one studio office to express for each market, with the build-out of the last—Clarksville, TN—completed.

"We’re not guilty of conspicuous consumption, but a lot of money is being put into the community when they come to the radio station, to walk in there and take you seriously," and Christian said. "If you're in a market where there are a lot of people out there, your footprint, and your carpeting is threadbare, and you've got yellow acoustic tiles, and it doesn’t show the pride in your plant, then you’re not doing your job.

The Saga Communications style is one of a ‘several’—i.e., not being cute and unprofessional. But charismatic and unprofessional approach that leaves Christian shaking his head with disdain.

RBR PROFILER

By Jack Measmer & Dave Sayver
Sagacious Saga picks its markets well

The market structure of Saga Communications is one of the most unique configurations one is ever likely to encounter today. Three markets have 12+ populations in excess of 1M people, while some others are beyond the sea of Arbitron.

Saga's 11 Arbitron markets run the gamut from major league urban areas to tiny backwaters. Saga is competitive in all of them, and is the outright ratings leader in five. The other six are dominated by Saga's customers, TVA.

Saga's combo list includes a regional powerhouse out of unrated Yankton, SD, which just happens to pick up some of its listeners in the Sioux City area.

Fall Arbitron books are just now trickling into our offices. The most recent ratings available were used for each chart.

**Note:** This is the 12+ for each market listed.

### Milwaukee (32)

**12+, 1,383,900**

Saga is in an excellent position to capture 2nd place. Journal is limited to a combo in its hometown, where it also has a TV and a newspaper. Pres/ GM Tom Joerres.

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<tr>
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<th>AMs FM s Fa01</th>
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<tr>
<td>1 <strong>CCU</strong></td>
<td>2 4 54.0</td>
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<td>2 Journal</td>
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<td>7 Bliss</td>
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### Norfolk (38)

**12+, 1,214,500**

Saga does very well with a limited lineup. If it could ever pry stations away from Sinclair Telecaeh, it could dominate.

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<td>4 Saga</td>
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<td>5 Willis</td>
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### Springfield MA (82)

**12+, 590,600**

Saga hunkered up in Springfield, in the shadow of Boston, during the 192 KCJ/MFM spin-off from Bonanza. GM Larry Goldberg.

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<td>5 Hampi</td>
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### Des Moines (89)

**12+, 453,800**

Saga actually ousted CCU from the lead over the summer, but it's precarious. Clearly, however, Saga is more than able to go head-to-head with the gazpalm GM Bill Wells.

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<tr>
<th>Rank Owner</th>
<th>AMs FM s</th>
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<tr>
<td>1 <strong>CCU</strong></td>
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<td>2 Saga</td>
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<td>3 <em>Wilks</em></td>
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<td>4 Positive Impact</td>
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<td>5 Lifestyle</td>
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### Portland ME (162)

**12+, 226,600**

The battle between Citadel and Saga is closer than it looks—especially when you consider the benefits of Saga's market leadership in the surfing News Talk arena.

<table>
<thead>
<tr>
<th>Rank Owner</th>
<th>AMs FM s Fa01</th>
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<tr>
<td>1 <strong>CCU</strong></td>
<td>1 4 21.1</td>
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<tr>
<td>2 Saga</td>
<td>3 3 18.8</td>
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<tr>
<td>3 MY-FM</td>
<td>0 1 1.1</td>
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Sagacious Saga's **executive suite and corporate staff:**

- **Ed Christian** has been President, Chief Executive Officer and Chairman since the company's inception in 1986. From 1977 to 1986, he served as Executive Vice President and subsequently as President of Joseph Communications, which he co-founded in 1976 through a joint venture with a previous owner. Note Mutual Life Assurance. From 1971 to 1974, Christian was operating partner of WCER-FM & KCMO, Charlotte, MI.
- **Steve Goldstein**, Executive Vice President and Group Program Director since 1988, has been employed by Saga since its inception in 1986. From 1981 to 1986, he was Vice President and Group Program Director of Joseph Communications. From 1981 until 1995, he was PD at three stations—Capital Cities/ABC's WAVY-TV FM in Detroit, Meridian's WACM-FM, Detroit and Chase Broadcasting's WTCF-FM Hartford. From 1979 until 1981 he held various positions including Regional Manager, Affiliates Relations with the NBC Radio Network, News Anchor at ABC Radio Network and Assistant PD of WHAC-FM New York.
- **Warren Lala** has been Senior Vice President/Operations of Saga since August 1997. From 1991 to 1997 he served as Regional Vice President of Saga Communications of New England (the Northeast market) and VP/CM of Saga’s WAZM AM & FM Springfield, MA. Prior to joining Saga, Lala served in various capacities in sales management and general management with Chase Communications.
- **Sam Bush** has been Vice President, Treasurer and Chief Financial Officer of Saga since September 1997. From 1980 until 1997 he served as Vice President and subsequently Senior Vice President and Manager of AT&T Capital Corporation's Media Finance Group, which provided senior debt financing to radio and television companies. Prior to that, he worked for several companies in the commercial finance and banking industries, including General Electric Capital Corp. and Summa Bank.
- **Marcia Lobelato** is Vice President/Director of Business Affairs, with primary responsibilities as Human Resource Director. She has been with Saga since its inception in 1986. Prior to that, she served as Business Relations Director for Joseph Communications and Client Account Coordinator for Baker, Adams and Cunningham Advertising.
- **Catherine Bobinski** has been a Saga Vice President since March 1999 and Chief Accounting Officer and Corporate Controller since joining the company in 1999. Prior to joining Saga, she spent four years in public accounting, most recently with Ernst & Young.
- **Greg Urbeil**, Director of Engineering, who joined Saga from CBS.
- **Lori Ryntz**, Financial Analyst.
- **Cindy Loeslein**, Financial Analyst.
- **Rose McAfee**, Assistant Executive Assistant.
- **Yvonne Stevens**, Administrative Assistant.
- **Mike Novak**, Programming Coordinator.

Saga's corporate headquarters are in suburban Detroit (Grosse Pointe Farms, MI), except Goldstein and Novak, who have offices in Westport, CT.

---

**Saga's TV holdings**

Ed Christian says he runs TV stations like radio stations—live and local in the area that generates local revenues, news.

- Joplin, MO: KOAM-TV, CBS Channel 7; Pres/GM Danny Thomas.
- Greenville, MS: WXTV-TW, CBS Channel 26; GM Jeff Prewitt.
- Victory, TX: KAUV-TV, ABC Channel 25; LMA of KXTV-TV, Fox Channel 19, plus three PTs with NBC; Unison/Robison/SD, GM David Cavilleri.
- **Saga’s “other” radio group**

Saga owns three state radio networks and, even in Illinois where Saga owns radio stations, the networks are completely separate companies. All spots are run by VP/GM Dennis Metz.

- Illinois: Illinois Radio Network
- Michigan: Michigan Radio Network
- Michigan Farm Radio Network
Ed Christian: Speaking out

"My concern about the industry right now is the de-humanization of radio," Ed Christian told RBR. "We still have intense pride in what we do, but I hate to say this, but we kind of look at Saga as an endangered species. There are just a few of us left in the circle. I consider the real, honest-to-goodness broadcast companies. When I started in this business, you were allowed seven AM and seven PM and then to add four FM and two HD. There were 14 radio stations. And then we said, well seven isn’t enough, let’s go to 12 and then 20. If you had that number, you were really it. If you look back at the number of competitors we had then versus now, it is truly staggering. The industry has gone through this huge paradigm shift. For us, with 57 radio stations—we’re the small boy now.

Chris Johnsen, president of Clear Channel, was one of the clients I focused on during these days. Ed Christian complained, ‘You have a Director of Sales stretched to the maximum, the idea of getting a Mongol hoard in as far as the number of salespeople to send out. At some of the Infinity stations there are more salespeople in the cubicles—more floor space devoted to sales than to programming. I’m not saying that’s bad, but you need to get down and address the fundamental that we’re probably one of the very few industries in the country that has no standardized, universal way of training your people. You go into any of the other major companies and they all have a program—they have suppliers and vendors that train their people how to sell.’

Christian has been sounding the alarm for years that radio needs to do a better job of training its sales people, but lie thinks many other groups are merely paying lip-service to the idea of training. ‘I have to differ a little with Clear Channel,’ Christian said. ‘I said their idea of hiring 500 new sales people. The fact is, if you hire 500 new sales people, in truth you might end up with 150 to 200 because the attrition rate is still huge in this business. There’s no formalized training program that you get.’

While the big companies say they’re becoming more professional about training, Christian says that’s not what he’s seeing from the trenches. ‘Someone at one of the big group stations told me the other day that one of his clients is going out of business. People walked by the cubicle of one of the new hires and saw the person sitting in front of the Yellow Pages. This goes back to the early days of radio—some things have not changed! You spend a week with them and the most popular thing they do is look at the Yellow Pages. So, what is Saga doing differently? We do a tremendous amount of sales training, in terms of the systems that we use. I just had Dave Gifford—Dave God bless him. I think he’s still the finest sales trainer in the country, and at 67 he’s slowing down a little bit. I think he has probably more knowledge of the radio stations than any of the radio stations.’ Christian said.

In addition, Saga has recently used a sales trainer from a radio station, a guy who primarily makes his living training sales people at car dealerships. At the local level, Saga stations work at being tight. Then we got into training sales teams to interact with clients. ‘For instance, we take one of our leading advertisers and ask them to run any in-store meeting,’ Christian explained. ‘We’ll ask a car dealer to come in and take 30 minutes or 45 minutes and tell us about his business. It does a couple of things. First, it gets the retailer into the radio station to see what’s going on. Secondly, he continues, it lessens the client’s need for what he does, and what he needs to accomplish. According to Christian, who’s been observing radio sales people for many decades, there are four levels of sales people:

1. Veteran professionals,
2. Those who have been around for several years, that’s beginning to get a little.
3. Those that are showing promise,

He says it takes at least six months to determine whether new hires will make it, so just throwing more bodies out on the street isn’t going to do much to improve sales.

Christian himself used to learn on the street, and how to sell by focusing on the client’s needs, rather than pitching cost-per-point.

"I started at WCA Area in Denver. I started right in with agency sales, I had my career backwards. I started in agency sales. I never sold retail. It wasn’t until I had a little radio station in Charleston, W. I was 27 that I started selling retail," he recalled. ‘The only agency I account we had in Charleston was State Farm Insurance. I suddenly realized in selling retail that people don’t really want to know about radio. They want to know you all about their business and help them solve their problems—whether that involves radio advertising, so be it. But anything you have to say about radio, they could care less.’

While Ed Christian is outspoken about the direction the radio industry has been going, he doesn’t spurn the advertising agencies either.

‘Agencies always have a propensity to promote client-riptips to media buyers.

And that hasn’t changed in all of the years that I’ve been in the business," he complained. ‘I don’t mean to denigrate senior buyers at agencies, but a lot of the people that have the buying responsibility just say ‘here’s the cost-perpoint, meet me at the dinner, buy the party, and they don’t have the fundamental understanding of what radio can really do. They don’t understand the power of radio or the individual station and its place in the market and community. One radio station, which might have less people but a better cost-per-point, could even be a better buy because of what they do and what it attains.

What those CPM-focused buyers don’t recognize, Christian says, is, ‘No all radio stations are equal. You can’t exactly compare station X to station Y. You can’t treat a listener on station A and a listener on station B as just a commodity. There is a qualitative level that exists in this business.

But hasn’t Arbitron made that impossible?”

‘Yes, but again we go down to the training of sale people," he replied. The sales people use the Arbitron book as a crutch—if we don’t have the ratings we can’t get the buy, if we have the ratings we can get the buy. Well, if that’s the case, we don’t need you! The fundamental problems that we have in radio today are the same ones we’ve had for years now—and we’re not addressing them. We’re just hoping that consolidation masks a lot of those problems long-term. To help radio groups deal with those problems, Christian would like to see the Radio Advertising Bureau adjust its focus. ‘The RAB has always suffered from a bureaucratic thrust,” he said. ‘The RAB needs to get down to developing a cohesive, ongoing training platform for radio stations.

The other thrust is to be out selling the radio industry to advertisers—and that’s an important mission which Christian supports wholeheartedly. Even so, he suggests the organization could do with some restructuring. ‘I think the infrastructure of the RAB is probably a little bloated," he said. ‘The board of directors is much larger than it needs to be. They need to redefine their mission statement.

But Christian was quick to add, ‘I don’t mean to be critical of the RAB.’ Saga, he noted, is an RAB member in every market.

Next week, Saga programming guru Steve Goldstein
**LA ends 2001 down 8.1%**

The Southern California Broadcasters Association (SCBA) is celebrating the "second-highest growing year" ever for the Los Angeles market. Of course, that means 2001 was down from the record set in 2000. The final tally shows the market's $1.1 billion revenue and 2.2 million audience market down 8.1% to $541 million. SCBA said the decline was only 5% for local sales, with the bulk of the decline from national sport. The local trade group notes that while 2001 revenues were down from the previous year (39% to 20%), they were up 4% from just three years earlier—1994, when LA radio revenues were $562M.

<table>
<thead>
<tr>
<th>Los Angeles radio revenues by quarter ($ in thousands)</th>
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<tr>
<td>1998</td>
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<td>$300,000</td>
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<td>$100,000</td>
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*Source: SCBA, Based on 51 radio stations in Los Angeles and Orange Counties. SCBA & BIA estimates.*

**Rodriguez doubles in Austin**

Rodriguez Communications has cut a deal to buy KHIL-FM Austin (KXDF $2.5M and has already begun simulating its current Market format, "Echos," on 98.9 MHz after enjoying dramatic success on the music-handpicked signal of KXS-FM, 106.9 MHz. KHIL, currently owned by William Lynett's Sharron Communications group, had been programming "Rock without the Hard edge" after dumping Young Tompkins. Strictly speaking, the buyer in this deal is KHIL Acquisition LLC, which is controlled by Amigo Broadcasting, with James Anderson as sole manager. The Marcos & Sonya Rodriguez Family Trust owns 77.96% with smaller pieces held by Anderson, Charles Brooks and James Gouannou. Broker Bill Whitley Media Services Group/Radio One has arranged to tag all other Spanish stations in this 23.5 MHz tertiary market (3.2 share 12+ Fall Arbitron) with a Class C2 signal licensed to Marble Falls, TX that mixes city-cumgrading any part of Austin but at least 15 miles. As it stands now, KHIL has a more powerful signal, but the station still manages to city-grade only the north edge of the Texas state capital. But, it has a CP to downgrade to G2 and move its transmitter 40 miles south-southwest, where it will blanket Austin with its city-grade signal, and the by, wowed only a 1.1 share (12+ Fall) with its old format.

**Entercom: KWOD's owner isn't bankrupt**

Entercom (N.Y.T.M) has asked US Bankruptcy Judge Diana McKeown to throw out a Chapter 11 bankruptcy petition filed by Royce International Broadcasting Corp., which owns KWOD-FM Sacramento (FM121) on Jan. 4. The petition, filed (121414) on new business day before a scheduled court hearing, had the effect of blocking implementation of a state judge's finding that Royce owner Ed Stolz signed a binding contract in 1996 to sell the station to Entercom for $254M. The filing of this frivolous petition is entirely consistent with Royce's prior conduct," Entercom told the court. "Edward R. Stolz, Jr., the President and sole shareholder of Royce, has been judged to be a 'vexatious litigant' by the California courts." Entercom's filing went on to list 69 violations involving Stolz in Sacramento and San Francisco counties, including two suits that Stolz had filed against law firms which used to represent Entercom. Documents filed recently in the federal bankruptcy court proceeding disclosed that Royce had also added Kall & Co. as a defendant in his unsuccessful counter suit against Entercom. The brokerage firm had represented Entercom in the KWOD sale negotiations.

Has the state court hearing gone on as scheduled. Entercom said it was prepared to present testimony from station broker Larry Patrick of Patrick Communications that the six year delay in transferring the KWOD license to Entercom—"and that Entercom's Sacramento GM John Geary would testify that his estimate was $10M. Thus, Entercom was hoping that Judge Sheldon Grossfield would order Stolz to sell the station to Entercom for $15-18M after deducting damages from the original $254M base price. Even in the worst-case scenario for Royce, Entercom argued to the bankruptcy court, Royce would still end up with a cash payment of $21M, while its Change Capital management fees less than 15% of the total, Entercom argued.

According to Entercom's motion to dismiss Royce's bankruptcy filing, "The Bankruptcy Code permits this court to dismiss a Chapter 11 case in cases such as this, where a petition is filed in bad faith."

**Sales says block program contracts will gain 5%**

Religious block program sales are sort of like bank CDs in the revenue portfolio of Sales Communications (O-SALMO)—slow but sure growth that looks boring when the advertising market is exploding, but much more attractive in hard times like now. As usual, CEO Ed Attsinger...
Ackerley shareholders approve merger

Shareholders of The Ackerley Group (N:\A) voted overwhelmingly last week in favor of the company's pending mergers with Clear Channel Communications (N:CCU). The approval, which was never in doubt, saw shareholders cast 97.9% of their votes in favor of the $800M stock-swap deal (PRR 10/15/01, p.1). No cloning date has been set, since the merger still needs FCC approval.

Orban/CRL lovers warrant strike price

Orban Circuit Research Labs (O-CRL) has reduced the strike price for its warrants from $8.5 to $1 under a new agreement with shareholders that will increase the price of the company's stock. Orban/CRL's thinly traded shares have recently been between 95 cents and $1.

Orban/CRL has also extended the term of the warrants by 30 days, giving holders until 2/23 to exercise the warrants. The company says that any proceeds from the exercise of those warrants will be used to pay down its $8.5M in debt owed to Harman International (N:HAR) from Circuit Research Labs. $10 M acquisition of Orban in 2000.

The Event in Christian Communications...

The annual National Religious Broadcasters Convention & Exposition is the world's largest nationally and internationally recognized event dedicated solely to assist those in the field of Christian communications. The exposition consists of more than 200 companies and is a dynamic marketplace for those seeking the tools and services needed to further expand their ministries.

Join together with almost 5,000 chief executives from both radio and TV, ministry leaders, pastors, legal experts, educators, gospel entertainers and musicians, broadcast and management experts, Internet providers, publishers, fund raisers, agency representatives and suppliers.

Boot Camps on radio, TV, Internet and stewardship

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9510 Technology Drive • Manassas, VA 20110

NRF 2003
Nashville, Tennessee
February 2003

www.rbr.com
It's all about control.

That's why we invented ENS.

This is why we invented a symphony orchestra.

Running a newsroom is almost as complex as conducting a symphony orchestra.

1 xylophone and a triangle
1 keyboard, 1 piccolo, 1 trumpet,
2 drums, 2 flutes, 2 oboes, 1 harp,
4 trombones, 4 trumpets, 3 clarinets,
8 basses, 6 horns, 4 bassoons,
34 violins, 17 violas, 12 cellos.

EN5 is the ground control to your orchestra. Each instrument in the orchestra is controlled by a conductor. In the newsroom, we use ENS to control the flow of information. ENS is like the orchestra's conductor, directing the flow of news like a conductor directs an orchestra.
**WASHINGTON BEAT**

**Channel 52-59 spectrum up for auction 6/19**

The PTC announced 1/29 that TV channel 52-59 spectrum will be auctioned for new users 6/19, along with channels 66-69, as was previously announced. The spectrum likely get bids from wireless companies. The 52-59 spectrum will be divided into three 12 MHz blocks, with two to be sold in six regions, and the lots to be allocated by 14 different areas around the nation. Regardless, no licenses will be usable until 2006, when existing stations will be forced to abandon the channels.

The regions, block terms, and the FCC's economic area grouping (EAG) are expected to generate the most auction action, and to generate the most revenue for the government. Each region will have two paired blocks of 6 MHz each, and another 2 MHz block which is unpaired, and commercial interest focused at half of the paired set. Minimum bids are in the $12.12-13.4 MHz range for paired channels, and between $6.67 MHz for the standalone. A chart showing availability and minimum bids for the EAG channels is provided below.

The other 734 channels are all paired 6-6 MHz blocks (variable channels 54 and 59) assigned to either a metropolitan statistical area (MSA) or a rural service area (RSA). Opening bids range from $4.76 MHz for the New York-Nassau-Suffolk offering, down to $2.06 MHz, identified as the Gulf of Mexico, or RSA720 Culebra, Puerto Rico, either of which can be had for $1,000 if anyone comes along to bid up the minimum opening offer—ED, CM

**Region** | **Channels** | **Minimum bid**
---|---|---
Northeast | 52, 57 | $1,070,000
Northeast | 55, 58 | $12,070,000
Northeast | 57 | $6,235,000
Northeast | 60 | $6,235,000
Mid-Atlantic | 52, 57 | $12,764,000
Mid-Atlantic | 53, 58 | $12,764,000
Mid-Atlantic | 55 | $5,382,000
Mid-Atlantic | 60 | $6,582,000
Southeast | 52, 57 | $13,555,000
Southeast | 55, 58 | $13,555,000
Southeast | 57 | $6,678,000
Southeast | 60 | $6,678,000
Great Lakes | 52, 57 | $12,466,000
Great Lakes | 53, 58 | $12,466,000
Great Lakes | 55, 58 | $6,234,000
Great Lakes | 60 | $6,234,000
Central/Mountain | 52, 57 | $12,278,000
Central/Mountain | 53, 58 | $12,278,000
Central/Mountain | 55, 56 | $6,199,000
Central/Mountain | 60 | $6,199,000
Pacific | 52, 57 | $12,431,000
Pacific | 55, 58 | $12,431,000
Pacific | 60 | $6,216,000
Pacific | 60 | $6,216,000

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**Ortiz Broadcasting Corporation**

has agreed to purchase the assets of:

**Channel 53 TV and the Construction Permit (CP) for displacement Channel 48 TV for WKOB-LP New York, New York from WKOB Communications, Inc.**

$7.0 Million Cash

Mitt Younis of Media Services Group represented the Seller in this transaction.

Richmond, VA

Tel: (804) 282-3561 Fax: (804) 282-5703

mitty@jsps.com

**Media Services Group**

www.mediaservicesgroup.com

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**PORTLAND, Indiana shows why they're in the DTZ Zone**

**Veru Katz, the Mayor of Portland, OR, and Bart Peterson, the Mayor of Indianapolis, are running an ad campaign that has been picked off by the National Association of Broadcasters (NAB) and the Consumer Electronics Association (CEA). The two industry organizations recently named these two cities as two of three Digital TV Zones in the US. (Tonight is the other; Washington, DC is expected to become the fourth later this year.)

The cities on the short DTZ Zone list are there because all over-the-air network affiliated television stations in the market have outfitted themselves with DTZ capability, and local merchants have made a strong effort to get DTZ receivers into the hands of their customers.

Among the plans in place in both cities: DTZ receivers will be placed in high traffic areas around town, some will be given temporarily to families in the market, and DTZ receivers will be placed in selected bars and restaurants. The efforts are designed to educate consumers and spur adoption of the new technology by the general public.---DS

**FL TV stations opt out of Nielsen book**

The South Florida News-Press reports most local, SW Florida TV GMs have chosen not to subscribe to the latest edition of the Nielsen ratings service because there is high cost of its new, more targeted service. The GMs said the cost increases have been from $27K a year to $34K a month for each channel. Nielsen's new service provides 100 pages of data, based on meters attached to 500 Southwest Florida television stations. (To be in 200 May instead of daily diaries, which competing service Scarborough provides twice a year.)

Of six commercial TV stations there, WTVX (WITI), which has purchased the latest Nielsen book. The story says CBS affiliate WTVX, Fox affiliate WFTPX are using Scarborough instead. Now word if WBWI (NIO) and WZVN (ABC) are also using Scarborough.

**TVBR Observation**

The market is likely a bit small to support Nielsen's rates. However, while Scarborough could be accepted by local advertisers it should be interesting how the national ad business, which tends to rely much more on Nielsen, may react.---CM

**NBC soft as GE completes "challenging year"**

"2001 was an especially challenging year," said General electric (GE) Chairman and CEO Jeff Immelt as he announced Q4 earnings." Despite a global recession and the September 11 terror attacks, we delivered double-digit earnings growth. This is a tribute to our great global team and the strength of the GE business model.---GM
New convention for syndicators in the works?

After the news surfaced that the turn-around for the National Association of Television Program Executives (NATPE) in Vegas was dismal (down 50%) and that nearly 50 syndicators opted to join Warner Bros. Domestic TV Distribution President Dick Robertson in setting up an alternate "show" (RBR 1/24) at the Venetian Hotel, a new convention idea for syndicators is getting some play.

In fact, Robertson told reporters that in the future, his studio would host its own show separate from NATPE. He's convinced, with consolidation of the ad buying community, the $2M WB spends on NATPE is unjustified in counting a handful of buyers.

The latest talk springing from the alternate conference at the Venetian is an alternate March show in NYC—one that would be timed more closely in tune with the TV upfront buying season. The likely candidate to support such an event would be the struggling (currently reorganizing) Syndicated Network Television Association, which is looking for a new President to replace Allison Bodemann. She was named VP-Networking and Sales for Court TV last October.

"I wholeheartedly endorse doing an upfront show/presentation/meeting in March or April in New York before the upfront. The networks have their meetings and their week to shine and show off, the cable networks have their day in February that they do their Cable TV Ad Bureau, and I think it would be good for the syndicators to have their place on everybody's calendar right before the upfront," Andy Donchin, SYV's Director of National Broadcast, Carat USA, tells TVBR. "I think syndication needs a well-known voice out there to represent them well and to have the cooperation of all the major syndicators."

It's not so much that NATPE ignores syndicators, but that the buyers would find a more focused show on syndication better worth the effort. "What I go to NATPE for is only one part of the whole convention," adds Donchin. "Obviously, there's a lot of international stuff and station sales done there. I really can't comment on that because it's not my area. But for what I need to get out of the NATPE I personally think it can be done in NY, closer to the upfront when we are a little bit more knowledgeable about our budgets, and they are a little further along in the development of the shows and the clearances of the shows."

Donchin continued, "Maybe the March or April time frame in NY can be in addition to the regular NATPE convention. But I think we believe everyone—both the sellers and the buyers—should be able to get together close to the time the actual upfront meeting is going to be so that when the real show is over and we're able to exchange ideas when more information is known on both sides. It would be nice to have a place, to know more clearances—I think it could only work towards more business. I'm a big believer in syndication and I just think we could handle this a little better."

And the flip side of the coin for NYC is, of course, the economics, Donchin asserts. "Another thing about NY is that you would be able to bring in more people. Not only did syndicators bring less people out to NATPE this year, but the agencies as well. Is it a budgetary constraint thing? Absolutely."

TVBR observation: It seems that NATPE, which historically has been one of the prime events on the industry meet-and-greet calendar, is taking on water. As business conditions evolve, industry associations must evolve with them, and sometimes the evolution simply isn't possible. Not to say NATPE can't be saved—it's many are talking about doing just that.

However, syndication's total ad dollar raise was an estimated $1.5B last year, down 35% from 2000. Anything that can help improve those numbers would indeed behoove everyone concerned, as Donchin so aptly put it—"CM

Wallace expects double-digit negative Q4 from TV groups

None of the "pure play" TV groups have yet reported Q4 earnings, but when they do, analyst Tim Wallace of Time of America Securities is expecting a sea of red ink. He's looking for revenues to grow in the mid-teens. Broadcast cash flow results may be all over the board, but he expects the average to be in the range of around 40%.

Home Apple TV (HTY) kicked off the reporting this Friday (2/8). Wallace says to expect revenues to be down 20% and EBIT down 60%.

The RoA's analyst's other predictions:
- Sinclair Broadcast Group (OISIC), reporting 2/11, is expected to have revenues down 17% and EBIT down 40%.
- ACM Communications (O-ACM), no date set, is expected to report a revenue drop of 11% and a 45% decline of 66%.
- Unilvision (USUV), no date set, forecast by Wallace to come in with a 10% revenue drop and a 28% decline in EBIT.

TVBR observation: Those dismal averages would probably look even worse if Wallace maintained ratings on the two most troubled public TV groups—Granite (O-30TV) and Young (O-YTV). Neither has yet set a date for their Q4 report—AM

Fox News ratings beat CNN

Fox News Channel surpassed CNN for the first time across the board in prime time in January. Fox, in fact, defeated all cable news networks in total viewers for both the 24-Hour and Prime Time periods. In the 24-Hour Time period, Fox News averaged a 3.7 rating, 539,000 households and 656,000 viewers. CNN averaged a 0.6 rating, 525,000 households and 568,000 viewers. In Prime Time, Fox News averaged a 1.1 rating, 480,000 households and 1,197,000 viewers (for the month). CNN averaged a 0.9 rating, 757,000 households and 921,000 viewers, according to Nielsen. This, while CNN is connected to nearly 900,000 more households.

CNN's audience actually grew slightly in January, up more than 50% compared with the same period a year ago. CNN News claimed four of the top five regular news slots in January with the O'Reilly Factor," "The Real Report With Shepard Smith, "Special Report With Brit Hume" and Hannity & Colmes." CNN's only top three news shows were "Larry King Live"—"CM

Univision breaks into Cleveland

US Spanish-language television leader Univision has expanded. It's adding an O&O in the Cleveland market. Full-power weakly/WQHS-TV Channel 61, which Univision purchased from 18A Television Networks in December, 2000, began broadcasting Univision network face 1/17. Regional General Manager, August Martínez has come up from the network flagship, KMEX- TV Los Angeles, to oversee the operation.

The Hispanic population in the area ruled to have grown 50% over the past ten years, according to new figures from Census 2000. "The expansion of the Univision Televisión Network Group into the Greater Cleveland area is indicative of the company's strong commitment to better serve the informational and entertainment needs of the growing Hispanic community in northeast Ohio," said Martínez. "I am excited and proud to be given the opportunity to lead Univision's entry into this growing market."

TVBR observation: The Hispanic population in Cleveland may be growing, but that doesn't make it grow. According to a newly released Arbitron Radio survey, the 12 Hispanic populations in the Cleveland metro is 55,200, representing 5.3% of the total population. Although that's not a big number, the growth of the Hispanic population in Cleveland is undeniable—at only 2.1% in the 1993 Arbitron survey—UB