The Media Audit
Sets The Pace In The Local Qualitative Audience Industry

- The Media Audit added questions for local media website ratings in 1998.
- Two years before any other qualitative service followed suit.

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Radio Business Report
Voice Of The Radio Broadcasting Industry

Volume 19, Issue 20

May 27, 2002

House of Blues rejects Anschutz

The Rocky Mountain News reports 5/17 that the House is expected to reject the Phil Anschutz Concerts West bid to take over its chain of nightclubs, amphitheaters and concert booking. Now, both Concerts West and Clear Channel Entertainment are both out of the running. Fred Rosen's KeyMusic and EMI are the two final contenders to buy the nation's second-largest concert company.

Orban/CRU reworks debt

Orban/Circuit Research Labs Inc. (O:CRU) has once again reworked the terms of the debt it owes Harman International (N:HRM) from two years ago, when CRU acquired Orban for $10.5M. For the second time, Orban/CRU has gotten Harman to waive the terms of two notes for $5M and $3.5M. It's also gotten several payment extensions along the way. As before, the notes, which accrue interest at 12% (originally 8%), won't be due until 12/31/03.

Jimmy de Castro gets Award

Jimmy deCastro will receive the 2002 Lifetime Achievement Award from the Radio Broadcasters of Chicagoland at the seventh annual Achievement in Radio Awards (AIR). The AIR Awards, which recognize excellence in local radio and benefit the March of Dimes, will be held 11/7 at the Hyatt Regency Chicago.

Howard Holder dies at 85

Howard Randolph Holder, Clark Broadcasting's Chairman since 1990 and former President of the Georgia Broadcasters Association, has died at 85 years of age on 5/8. The Athens, GA resident had extensive experience in radio, beginning at WSB in Rock Island, IL in 1939. After service in WWII (1944-45), he was an announcer at WOCM in Davenport, IA, 1946-47.

Rick Sanchez joins HBC for radio show

Rick Sanchez, the former WSVN-TV Miami anchor and new MSNBC morning show host has signed with Hispanic Broadcast (HBC) for a new weekday radio show. Sanchez will host "Buenas Tardes Miami" from 3pm to 5pm. The show focuses on current events and issues that affect Hispanics.

TV, radio workers get job aid in AZ

Arizona Governor Jane Hull signed into law a new bill allowing broadcast stations' ability to impose contract clauses that keep employees from going to work for other stations (SB1042) allows TV and radio staffers to seek work at another station if their contracts are not renewed or they are fired.

Feingold introducing bill to squash industry practices

The Chicago Tribune reports 5/23 that Sen Russell Feingold (D-WI) will introduce a bill likely next month to curtail or eliminate a number of industry practices that he says have led to higher ticket prices and homogenized radio programming that features only the most financially-backed artists. The statement comes as the industry is already under scrutiny from legislators including Rep. Howard Berman (D-CA), who are calling for the side of consolidation that has concentrated power in a handful of conglomerates, particularly Clear Channel Communications, to be reversed.

"It is striking the range of people that music regulation has affected negatively in different parts of the music industry and the economy, Feingold said. "It's a sign of how offensive this system has become. The reason I have put it high on my agenda is the range of people it has affected artists, consumers, labor groups, concertgoers and every person who listens to radio. This is an antitrust dilemma, a free society is made up of a variety of voices. So to have music and entertainment industries and large-scale conglomerates is a significant issue in a democracy and a culture.

An unprecedented coalition of musicians, artists, union leaders and citizens groups are joining Feingold and other politicians to call for sweeping changes in the industry. The group, which launched the campaign 5/24 (after our deadline for this issue) will release a joint statement signed by 10 of the major organizations representing the musicians and industry that seek major changes in how music reaches listeners over the radio," said the Tri. The group will also call for reform of "legal" payola (labels funneling promotional money to stations through indie promoters in exchange for airplay consideration).

Since '96, concert ticket prices have risen 61%, Feingold's office told the Tri, whereas the consumer price index has risen only 19%.

Reactions from the CARP rejection

The NAB and Arbitron have both issued statements on yesterday's (RRB.com 5/21) news that the US Copyright Office-Librarian of Congress has rejected the ridiculous CARP royalty recommendation (RRBT 2.25, p.2).

"We're pleased the Library of Congress has rejected the rates and terms recommended by the Copyright Arbitration Royalty Panel for the use of sound recordings for webcasting," says NAB's Jeff Bauman. "We are hopeful the Librarian's final determination will result in rates and terms that reflect market reality." Says Bill Rose, VP/GM, Arbitron WebCast Services. "We are pleased at today's decision and we are eager to hear what the Librarian of Congress will decide on 6/20. We are hopeful a decision will be reached that will enable the webcasting medium to continue is growth and reach its potential as an advertising medium."

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Clear Channel announces "Clear Channel Advantage" program.

Clear Channel is reconfiguring its ad sales division to leverage a multi-platform approach for all of its properties, including radio, TV, outdoor and live entertainment. Clear Channel is also merging part of its TV network into a single entity, which sells local stations, into the company's own group sales (see other story).

The company's President/COO Mark Mays says "Clear Channel Advantage leverages the power of Clear Channel's unique national footprint with our unparalleled multi-platform advertising opportunities. The Clear Channel Advantage program allows us to reach every division of Clear Channel and extract the right mix of advertising—whatever the combination of platforms—to maximize sales for our clients." Clear Channel Advantage staffs will report to CC Radio President/COO John Hogan.

New Jersey cluster OK'd, Copps dissents

In a three-to-one decision, the FCC has approved multiple deals between Clear Channel's New Jersey Radio Group to acquire WAIF-A, WOBM-AM & FM, WJLK-FM & WBOO-FM in the Monmouth-Ocean Counties Arbitron market in New Jersey. The Commission's Republican members accepted Millennium's argument that the market has high enough concentration of listening to out-of-market stations, lessening concerns about market concentration.

Tower site manager Michael Copps has announced his resignation from the company, effective June 30th.

NAB announces NASDAQ delisting notification

The National Association of Broadcasters announced that three of its members are being delisted from the Nasdaq Stock Market.

Clear Channel announced its "Clear Channel Advantage" program.

Clear Channel's President/COO Mark Mays said the program leverages the power of Clear Channel's unique national footprint with its unparalleled multi-platform advertising opportunities. The Clear Channel Advantage program allows the company to reach every division of Clear Channel and to extract the right mix of advertising—whatever the combination of platforms—to maximize sales for its clients. Clear Channel Advantage will report to CC Radio President/COO John Hogan.

Washington Beat

CCU forms "CCPC-

Clear Channel announced the formation of its employee-sponsored Clear Channel Political Action Committee (527C). CCPC's purpose will be to inform company employees' positions on government and regulatory issues. CCPC will operate within the traditional Political Action Committee guidelines supporting initiatives and candidates who favor the company's business and complement fairly in its industries.

House to hold webcast royalty hearing 6/13

The House Copyright Subcommittee may further clarify issues on webcast royalties for the US Copyright Office, which will make the key recommendation to Librarian James Billington. After turning down the CARP recommendations (RBR.com 5/21), Billington's final determination on rates and terms for the webcast industry will be made 6/20.

RBR Stats

FCC releases new station totals from June 30, 2001 to Dec. 31, 2001

AM stations: 4,772 up 45
FM commercial stations: 6,089 up 38
FM educational stations: 2,259 up 25
commercial VHF stations: 576
UHF commercial: 740
VHF educational: 125
UHF educational: 254
VHF LPTVs: 595
UHF LPTVs: 1640

NAB objects to new complaint system

The National Association of Broadcasters has warned that it will not work with programming complaints unless they are processed through the NAB's Board of Directors. The NAB has developed a new system for processing complaints, but it has not yet been accepted by the FCC.

THE EXELINE COMPANY

MEDIA BROKERS • CONSULTANTS

SOLD KPTL-AM

Carson City/Reno, Nevada

BY MCCLURE

East Bay radio station KPTL-AM in Carson City, Nevada, has been sold to the Exeline Company.

SOLD KPTL-AM

Carson City/Reno, Nevada

ANDY MCCLURE

Dean Lgras.

3430 Redwood Highway, Suite F-230 • San Rafael, CA 94903
Phone: 415-479-3484 Fax: 415-479-1574
How Did You Let Yourself Get Sold-Out?

We were meeting with a client in the Midwest when we were asked, "How do you let yourself get sold out?"

He was troubled since he made first quarter at the last minute. May offered the opportunity to either make year-to-date or the second quarter goal early. But he was in a situation where neither could be achieved because his stations were already sold out.

The sales manager had changed the station's budget each month since the beginning of the year—making each month at the last minute. In this constant pressure environment many sales managers have shared with me that they must focus month-to-month, since everything has been coming down at the last minute.

The annual, semi-annually and quarterly advertisers from last year are holding back or have reduced their commitments thus far this year. Since January, advertisers who have a strategy to bet on the ratings in order to buy inventory cheaper. Two weeks before all holidays, rating sweeps, seasonal starts and retail periods, inventory should be priced at a premium based on previous sellout factors. This should be done regardless of the markets level of activity at the time. There are always those advertisers who want to delay their commitment day.

The ripple effect of selling out negatively impacts advertisers, sellers, management and the station staff. Some sales managers view this heightened level of activity as an opportunity to raise rates and capture whatever short fall they may have suffered since the beginning of the year. Not so fast!

These sold-out situations arise because many managers re-act verses pro-act. They let the game control them instead of planning to control the game. New, the station's motto. Cumulus as reported in recent a Newsweek interview, "The role of a leader is to define reality and give hope."

Is this a time radio can win friends and influence future advertising expenditures through the way they handle their clients? We don't a short term reaction instead of long term strategy that lead to the sellout problem that you may now be experiencing?

These sold-out situations arise because many managers re-act verses pro-act. They let the game control them instead of planning to control the game. New, the station's motto. Cumulus as quoted in recent a Newsweek interview, "The role of a leader is to define reality and give hope."

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News Radio: Riding the 9/11 wave

While News and Talk listening across the country cooled off a bit after the historic ratings of the 9/11 attacks, the formats were still up in the Arbitron Winter '02 book compared to Winter '01. The Winter numbers show All-News ratings typically leveled off or dropped a degree without the immediate danger of another crisis (well, it depends on the day). The need for news becomes less of a priority again for some listeners. Among some selected All News stations, NY, WINS AM dipped from a 4.4 to 4.0 and WCBS AM dropped from 3.6 to 2.6. In LA, KNX AM was up from 2.4 to 2.5 and KFWI AM was down from 2.1 to 1.7. WBMB AM Chicago took a dive dropping from 3.2 to 2.1, and WGN AM was up a fraction of a point. WJZ AM Detroit was down three tenths of a point. KYW AM Philadelphia dropped 3.1 and WTOP AM Washington continues to be the #1-rated station there in the morning and drive dayparts, dropping only 1.1 between the Fall and Winter books.

"It looks like News Talk in general seems to have given back a lot of what it gained in the Fall, which I don't think was a surprise to anybody. I would say affiliate counts haven't really grown significantly in the last month or so," John Rosso, SVP Affiliate Relations, ABC Radio Networks, tells RBR. "A lot of News Talk stations kept some of their increases. WABC is a good example, where they had a great Fall book. Winter was down a little bit (4.0 to 3.9), but they didn't give it all back.

News product at music stations

An impressive number of music-intensive stations have added news product since the 9/11 attacks, so says the provider. Of course, it's not just about 9/11 anymore—news is being made faster than ever. Based on the world's current volatility, Americans need to stay abreast of local and national news has increased and many find themselves tuning into News Talk radio," says Dr. Howard Goldberg, SVP Research. "Non-News Talk format stations are now considering their options to provide listeners with news and information that they had once not offered in the past. This will place an additional emphasis on the News Talk format stations to meet the programming needs of their core listeners.

Tom Callahan, GM of AP Radio, says more than 150 music stations have signed up for AP Network News—in flexible, live audio 24 hour network—since 9/11. With 600 current affiliates, APNN has seen 25% growth since that day. "While I would say the interest of new affiliations has leveled off, stations are ever mindful of the fact that this issue of crisis coverage has not gone away and everyone remembers what happened that first week or weeks and how they didn't have coverage," Callahan says. "And as we have been reminded time and time again—just when we least expect it if something happens, we want to make sure the industry is covered.

Many previous AP affiliates increased their services as well. "Before many were getting drive time news, now they're getting it 24 hours or they're getting our audio actualities services—briefings and even one-hour specials that we're doing in the evenings." Callahan adds.

In today's world where everyone is so focused on the bottom line, there's a natural knee-jerk reaction to cut back on news and other programming and focus on selling. But there's some basics of the business that can't be ignored. On 9/11 much of the radio industry was caught with its pants down.

"It was terrible. You work so hard to build an audience, in any sized market, and then just to say, 'Hey, go to television,' or 'We'll even simulcast television on our station.' I think that many stations, because they were not prepared for this coverage, or in all fairness, because they were advised by someone that 'news is not important to this format,' were poorly missed. And I think that unfortunately many stations, they didn't want to do this but had to acquiesce to television—acquiesce their brand, their audience and really turn it over to television. I'm sure many programmers regret doing that," Callahan explains.

He adds, "We're just saying protect your brand, protect your audience. I would say the best way to describe this is long term insurance for any broadcaster, and that's really how we're positioning it. Is there a crisis today? No. But if something changes, are you prepared, are you ready? And are you going to turn over your listeners to a TV station as opposed to letting them hear it directly from you through the radio?"

I think now that we have seen that there are FM stations that want to have a form of crisis coverage, that is the engine that drives the bus. And at times like this when there is war or the threat of war, or a heinous act of terrorism or a terrorist is searching for answers and information. I think we found that after 9/11, where we saw an extraordinary number of the commercial radio stations picking up our news, there was a recognition on the part of news directors and PDs that it does, in fact, matter where you get your news.

"Since September the 11th, we've seen a tremendous increase in music-intensive radio stations picking up news and information. Obviously, on the day of the attacks there were themselves, there were a number of stations in a variety of formats that immediately switched to an All News product," says VP Radio, ABC News Chris Berry. "There were a number of stations that are already ABC News Affiliate, but maybe hadn't utilized their association with ABC to pick up special coverage. It's not just about the marketing top and bottom of the hour newscasts. We were talking to more music oriented stations, providing them with information—not only on our special reports or news reports, but also on some of the longer form coverage that we're doing on briefings and even one-hour specials that we're doing in the evenings."

"It reinforces radio's position as the first place people go to hear about breaking news. I think long-term it's good for the industry to have more information, even on the music stations, if all you are is a jukebox, somebody can buy a jukebox and replace your station." Rosso warns.

He also says it's not that easy to put a number on how many music stations have added new affiliations or new product. Affiliations with large syndicators often come with a package deal—if a station takes one product, they have rights to others in the portfolio, because it's 55, they have the ABC News, syndicated Talk shows, and a syndicated News Network. It will cost me very little to run because I'm not going to do a syndicated News/Talk product here, but it's going to do better for me than whatever I'm running now."

And what Rosso has seen in the smaller and some medium markets is stations flounfitting into News Talk at a faster rate than in the past. "This is just anecdotal, but since the day-to-day flow of business, I think we're seeing an increased interest in News Talk with companies that may have underperforming AM stations. It might be there signal in a market. They're saying, I can put on a variety of syndicated Talk shows and a syndicated News Network. It will cost me very little to run because I'm not going to do any local news, but it's going to do better for me than whatever I'm running now."

AP launched a one-minute version of its Max News product for net news stations that are the hour and stations that are really interested in the local element, but it's going to do better for me than whatever I'm running now."

The RBR Group Directory is the easiest way to get all the facts plus insights about all the radio groups. You will get up-to-date information about each group's corporate structure, stations they own, formats in each market and key contact people (including mailing location and email addresses along with fax/phone numbers).
# MEET SEAN HANNITY

Getting It Right Across America
Hannity Continues To Get Listeners Tuned In!

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<th>Station</th>
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Make the Right Choice
Call ABC Radio Networks
(212) 735-1700
According to a recent study by Scarborough Research,
• Currently, 22% of American Adults 18+ listen to News/Talk
• St. Louis, Milwaukee and Seattle are the highest rankers, with 40%, 39% and 37% respective Adults 18+ listening to News/Talk
• The lowest markets are Honolulu with 9% and Memphis at 10%
• The median age of News/Talk listeners is 52
• 24% of the 45-54 group are most likely to listen
• 47% of the 55-64 are most likely to listen
• Seniors 65+ are 50% more likely to tune in
• Younger adults are less likely to tune in, with only 3% between 18-24 and 11% between 25-34
• 52% of listeners are white-collar workers
• 82% that have post-graduate degrees are more likely to tune in
• Listeners who own a second home are 34% more likely to tune in
• 80% of News/Talk radio listeners own their own residences
• Listeners who own a second home are 34% more likely to tune in to News/Talk than the market average.

It's not your traditional, this is the news, explains Callahan. "Music stations really have gotten a hold of that. In fact, the more request that we get, it seems to be, I need that one minute quick update. They like our style and we're really focused on the music stations with this product."

On 9/11 most of the news new allowed non-subscriber stations to use their news feeds for free. "If you weren't an audio member, we didn't care, we felt we were in a crisis mode and we wanted to do a service to the industry. And the letters, thank-you's and all the appreciation was gratefully received. We thought it was important to do a public service," says Callahan.

Westwood One, the largest distributor of news in the US for radio, offering Fox Radio News, CNN Radio News, NBC News and CBS Radio News, has added more than 100 new music-intensive affiliates since 9/11. "Remember, we decided after September 11 (SBN.com 9/12) for 72 hours to give our news offerings to non-affiliates for free," Westwood One CEO Joel Hollander tells RWR. "And what that has done for us in return is we have signed up 100 new affiliates. We put together a limited-inventory news product for many of these stations. The 100 total includes all of our news offerings."

Like for AP, music-intensive stations understandably are going for the quick-read, so to speak. "They're looking for more headline stuff. Our news offerings have become much more important to affiliates that did not have news product since 9/11. And we get inquiries every week about stations wanting to have some type of news product and news presence," Hollander explains. "9/11's effect on the stock market and economy also caused a surge in demand for financial news programming. The attack on the WTC was not just an attack on the WTC, it was literally an attack on Wall Street.

"The whole incident has made people tense—about their lives, security, personal safety. And after personal safety, the next thing people worry about is their financial safety, providing for their families," says Andy Denemark, VP Programming, United Stations Radio Networks. "I don't know how connected it is to terrorism, but there sure is a bumpy bunch of stocks out there. We've been doing the 'Lou Dobbs NBC Financial Reports' for a year and a half, and we've had these big surges in terms of interest in that feature. One was the initial launch, a second was last May a year ago when Lou went back on CNN, and the third surge was after 9/11." The show currently has 734 affiliates.

ABC Radio Networks will soon complete a network redundancy project (BHR 1/21, p.4) for its uplink facility/network operations center in New York so it can continue to distribute news products and services out of DC or Dallas, should there be an event that would prohibit use there.

American Urban Radio Networks (AURN) currently offers its affiliates American Urban News and CBS News. Says AURN President Jay Williams, "That news product is available to them 100% of the time. We have a lot of affiliates, many of which are music intensive stations. However, they were not using the news product Post 9/11, we've seen a rise in them utilizing the news product."

Williams says stations across the country including WWRLAM New York, WOL-AM Washington, WAMO-FM Pittsburgh, KJHL-FM and WHAT-AM Philadelphia have all added extensive additional news from American Urban News.

"Those are some examples. These are the ones that were prominent in their praise for our news product and how it added the much needed information that their audiences wanted to know."
Red flag lands in the Big Easy

The recently-announced cash-swap deal in which Clear Channel (N:CCU) and Wilks Broadcasting propose to exchange FMs in New Orleans (WRNO Fajardo, Puerto Rico.

Now, the part where Wilks sends WRNO-FM to Clear Channel did receive the flag.

On the face of it, this appears to be another ludicrous flag-throwing.

Clear Channel will go from two AMs and five FMs to: two AMs and five FMs.

WRNO-FM is licensed to New Orleans, right in the thick of the market.

The recently-announced cash-swap deal in which Clear Channel (N:CCU) and Wilks Broadcasting propose to exchange FMs in New Orleans, while Alternative: KKND-FM pulled a 3.6 12+ in the winter survey, while Alternative: KKND-FM pulled a 3.6 12+ in the winter survey, while Alternative: KKND-FM pulled a 3.6 12+ in the winter survey.

Radio Index moved down 6.169 for the week to close 5/22 at 274.096.

Radio Revenues down, cash flow up at Jones

Jones Media Networks (Public bonds) is continuing to see cash flow benefits from last year’s jettisoning of some of its less profitable radio properties. The company is continuing to see cash flow benefits from last year’s jettisoning of some of its less profitable radio properties.

Cumulus Media (O: CMLS) announced S.25 (it has raised $199.2M, in selling shareholders were The State of Wisconsin Investment Board (735,000 shares) and ING Capital (30,552 shares). Cumulus plans to use the balance for general corporate purposes.

Deutsche Bank Securities acted as lead underwriter for the offering, which was co-managed by Bear Stearns & Co. Inc., CIBC World Markets, Jones Media Networks President Ron Hartenbaum told analysts he is encouraged by the improvement he’s seeing in the network radio ad market.

Despite the network radio upfront being delayed several weeks, we were able to deliver some solid network radio results in the first quarter.

We’re optimistic about the second quarter, as we have experienced solid gains over.

The addition will give Salem four AMs and one FM in Honolulu.

Salem adds an Island AM

Salem Communications (O-SALM) is expanding its Honolulu superduopoly with the addition of KJPN-AM. Herbert Nishida’s Inter-Communications II, Ltd. is being paid $650K for the 940 kHz signal. The addition will give Salem four AMs and one FM in Honolulu.

Cumulus raises $199.2M

Cumulus Media (O: CMLS) announced 25.3 (it has raised $199.2M, in selling shareholders were The State of Wisconsin Investment Board (735,000 shares) and ING Capital (30,552 shares). Cumulus plans to use the balance for general corporate purposes.

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ANALOG AND DIGITAL ROUTERS SWITCHERS DISTRIBUTION SYSTEMS INTERCOM SYSTEMS IFB SYSTEMS MIX-MINUS SYSTEMS ENGINES FOR CONTROL SURFACES AUTOMATION SOFTWARE SOFTWARE CONTROL PANELS HARDWARE CONTROL PANELS

SAS

SIERRA AUTOMATED SYSTEMS

285

Raman Communications II, Ltd.

has agreed to purchase the assets of

KHDY-FM

Plainview, Texas

from

KBL Broadcasting Corporation

for $

$750,000

William L. Whitley of Media Services Group’s Dallas office exclusively brokered this transaction.

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The number of permanent full-time employees at the Iger Media General facility is less than 20.3%.

Political portfolio.-CM received the full protracted last quarter of the year. -CM received the full protracted last quarter of the year.

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