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DECEMBER 31, 1999

Annual Radio Careers Issue

A tumultuous year has left the radio industry significantly downsized, but there still exist many opportunities for radio pros who wish to work in a consolidated environment. Following a tradition we began some five years ago, R&R's editors this week shine the spotlight on careers in the radio industry. Throughout the issue you can find job search tips, listings of openings and a variety of discussions of employment-related topics.



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Chris Witting has gained valuable radio experience as a GM, programmer, consultant and host of a syndicated series. An accomplished writer, Witting now brings his expertise to **R&R** as a regular contributor to our MMS section. This week he begins a three-part

series about the forces you need to harness to create success and prosperity. Also, Interop's **Michele Skettino** takes a look back at radio's decade-long economic boom and spotlights the categories that fueled the revenue explosion, and find out how you can use closing forecasts to significantly increase your bottom line.

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ANNUAL CAREERS ISSUE

A tumultuous year has left the radio industry significantly downsized, but there still exist many opportunities for radio pros wishing to work in a consolidated environment. Following a tradition we began some five years ago, **R&R's** editors this week shine the spotlight on careers in the radio industry. Throughout the issue you can find job search tips, listings of openings and a variety of discussions of employment-related topics. Here's the rundown:

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THIS #1 WEEK

SPECIAL EDITION

This week's issue of **R&R** is a special holiday edition containing news and feature columns, but no music charts. The charts will return in next week's issue, dated January 7.

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Synergy Between Radio And Internet Could Create Jobs

■ Sales, entertainment will be growth areas

By **JEFFREY YORKE**
R&R WASHINGTON BUREAU CHIEF
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Joe Madison sat at a long conference table before a packed "Career Fair" room at Howard University's Blackburn Auditorium in October and imparted wisdom that's hard to get in a typical collegiate setting — and sometimes even hard to get inside the industry.

"Radio is like a marriage. If you are lucky, you may last until death do us part. You've got to stay up on the latest technology, the latest developments, and you have to know the market and not get stale." Madison — a veteran talk host who has been heard in Detroit, Philadelphia and, for the past 15 years, Washington, DC — was emphatic. "You have to keep excitement in it. It's like any good marriage: You've got to keep it exciting."

When **R&R** spoke to Madison last week, he continued to stress the importance of staying fresh in an industry that is changing faster than at any other point in its 80-year history. "From a programming standpoint, you can never be stale to your audience."

Immediately, two examples of veteran broadcasters who still sound fresh come to mind for Madison, helping him illustrate that age has little to do with staying on top of your game. "Even Paul Harvey sounds like he is excited and happy to be there. And you listen to Carl Rowan — his material is always updated, fresh, contemporary and current. He is thought-provoking. It's not that there is no place for sage, you just have to be fresh and exciting."

JOBS/See Page 26

More job-related stories inside, pages 18-40.

Jones Radio Files For \$86 Mil. IPO

The radio programming company with the most public of names is about to become publicly owned.

Denver-based **Jones International Networks**, parent of the Jones Radio Network, filed last week with the SEC to raise as much as \$86.25 million through an initial public offering.

The company, which also has two cable TV networks, would join Westwood One, Premiere and several other radio networks that are either publicly traded themselves or connected to publicly traded groups. Jones will sell an unspecified number of class A common stock on the Nasdaq exchange under an undetermined stock symbol. Proceeds

JONES/See Page 26



A Million For The Millennium!

WUSN/Chicago raised a record \$1,100,507 from its "Country Cares For St. Jude Kids" radiothon held Dec. 17-18. The figure bests by a few dollars the \$1,070,110 raised by the former **WYNY/New York** back in 1995. Those are the only two St. Jude radiothons that have exceeded a million dollars in the 10-year history of the radio campaign. Pictured celebrating the event are (l-r) **US99 VP/GM Steve Ennen**, St. Jude patient **Kathleen Brown** and **US99 PD Justin Case**.

Entravision Gets EXCL Radio

■ Merger with Latin Comm. worth over \$250 mil.

By **JEREMY SHWEDER**
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In what could be the last big merger of the year, radio/TV owner **Entravision Communications** has bought out radio and newspaper group **Latin Communications Group** for "in excess" of \$250 million.

LCG's most notable holdings include the **EXCL Radio** group, which owns 17 stations in 10 markets, including some in Los Angeles and San Francisco, and the daily newspaper *el diario*, which serves New York City. The combination of LCG and Entravision creates a company with 26 radio stations in 14 markets, 17 TV stations in 16 markets and the N.Y.C. newspaper.

The merger also comes at a time when Hispanic-targeted media groups are having great

success on Wall Street. Hispanic-oriented companies **Radio Unica** and **Spanish Broadcasting System** each went public in 1999, and **Hispanic Broadcasting** has seen its stock rise about 80% this year. The Spanish-speaking population of the U.S. is seen as the fastest-growing segment in terms of both total growth and spending potential, and Spanish-speaking radio is one of the fastest-growing formats.

"Spanish-language advertising in the U.S. continues to grow at approximately three times the rate of the general market," said Entravision Chairman/CEO **Walter Ulloa**. "The acquisition of Latin Communications Group positions Entravision to aggressively expand in the important radio segment as a complement

EXCL/See Page 15

Clear Channel Contest Under Investigation In Florida

By **MATT SPANGLER**
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The Florida attorney general is looking into a **Clear Channel Communications** contest that allegedly didn't disclose that Florida callers would be competing against Clear Channel listeners across the country. The broadcaster says, however, that it described the contest on-air as "national."

Earlier this month the attorney general's office in Tampa received a complaint regarding the "Double Play Payday" contest on Clear Channel's **WTNT-FM/Tallahassee**, in which the 50th caller after a series of songs was played would receive \$5,000.

Assistant Attorney General **Stephen Iglesias** told **R&R** that if the station didn't reveal when airing the contest rules that callers were thrown into the mix with Clear Channel listeners nationwide, the broadcaster could have violated Florida's "Deceptive and Unfair Trade Practices Act."

Clear Channel spokeswoman **Terri Hunter** told **R&R**, however, that the broadcaster made quite clear in broadcasting the rules that the contest was national. She added that Clear Channel stations always follow FCC guidelines on contests.

The commission requires

CONTEST/See Page 26

Blackstone's \$200 Million Investment Sends Sirius Soaring

With less than a month before **Sirius Satellite Radio's** first of three satellites is to be sent into orbit, a \$200 million investment by **Blackstone Capital Partners** on Monday (12/27) sent the share price of the New York City-based satellite-to-car broadcaster into orbit: After closing Thursday at \$30.94, it opened Monday at \$34.25, reached nearly \$40 following the announcement, and closed up \$5.19 to \$36.13 — a 17% jump.

"Sirius Radio will provide a superior product offering to American consumers," said Blackstone Group Sr. Managing Director **Mark Gallogly**. "[Chairman/CEO] **David Margoese** is

SIRIUS/See Page 26

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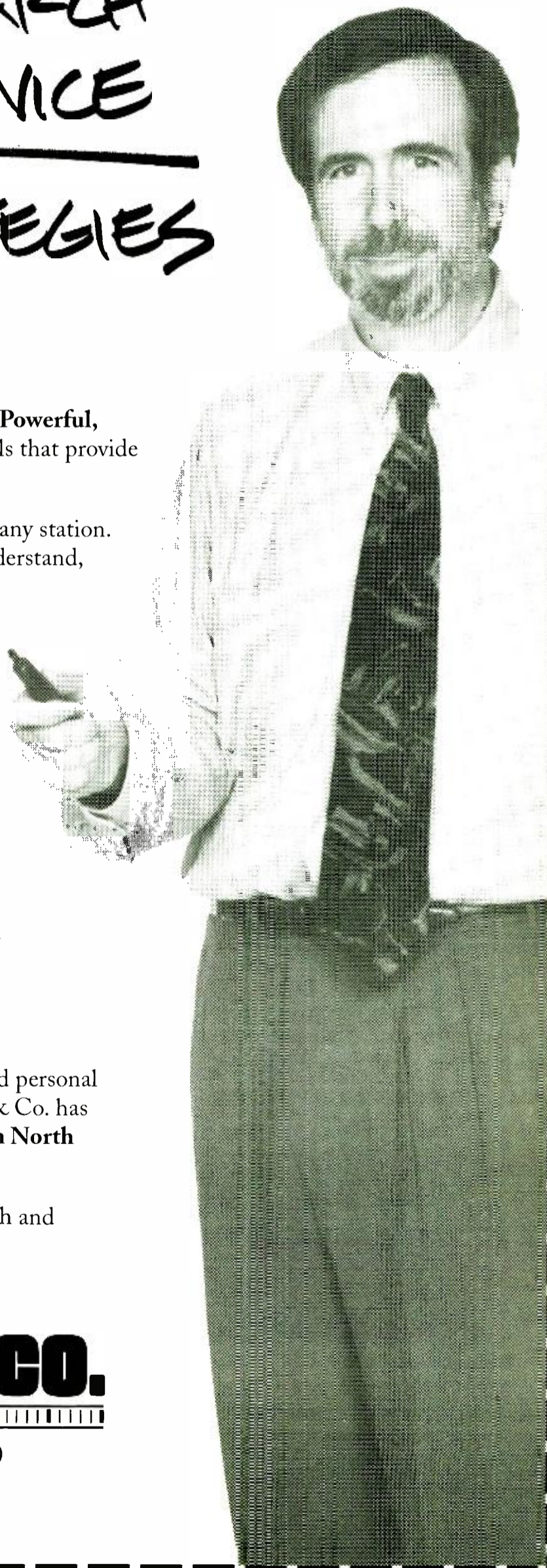
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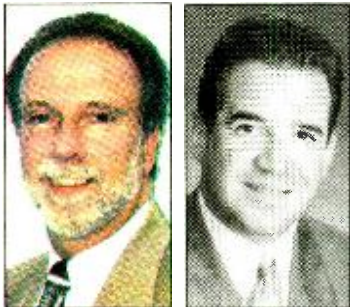
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Entercom Ups Five As Most Of Sinclair Deal Is Completed

Entercom Communications has uncorked the champagne and begun to celebrate, even though the



Godofsky Paxton

new year doesn't start until midnight tonight: The company closed on its \$700.4 million purchase of 41 Sinclair radio properties and expects approval of its acquisition of Sinclair's four Kansas City stations and WKRF-FM/Wilkes Barre-Scranton within the next couple of weeks.

As a result of those acquisitions, Entercom has named four individuals to VP posts. Steve Godofsky has been named Regional VP for Gainesville-Ocala and the company's recently added markets of Norfolk, Greensboro and Greenville-Spartanburg. Godofsky has been VP/GM of WKTK-FM & WSKY-FM/Gainesville-Ocala since July, when he returned to Entercom from Savannah, GA, where he briefly served as Market Manger for Capstar.

Entercom President/COO David Field commented, "We are pleased to be able to attract so many highly talented leaders to join the Entercom team. Steve is a consummate pro with an excellent track record who will make a major contribution to our growing station group."

Godofsky told R&R, "The plan is for me to remain in Gainesville-Ocala and actively manage those stations. At the same time, I will have oversight of the other stations, giving me 17 in all. And that is one of the reasons I came back — to work with this group of stations. Personally, this puts me back with what I think is one of the finest radio companies in America. It's extremely exciting for me, both personally and professionally, and I expect to be here a long time." The market managers in Norfolk, Greensboro and Greenville, SC will report directly to Godofsky.

Godofsky has been in radio for 31 years and was practically raised at his father's own group of radio stations. He has been the GM of 20 radio stations and has served as President of Empire Media Corp., Metroplex Communications and Heritage Broadcast Group. He

Webnoize Sounds Off In L.A.



Webnoize '99, the premier digital music conference, which was sponsored in part by R&R, took place recently at L.A.'s Century Plaza Hotel. Shown celebrating the event are a variety of panelists and Webnoize execs including (front row, l-r) Webnoize's Joanne Marino and Ted Cohen, DreamWorks' Adam Somers, Voquette's Kurt Ohlfs, Load Media's Morgan Warstler, (back row, l-r) Blue Tape's Tom Grueskin, HSX's Dave Herman, FirstLook.com's Scott Dinsdale, Earjam.com's Dave Ulmer, MyPlay.com's David Pakman, Listen.com's Rob Reid, Rioport.com's David Watkins and Webnoize's Tom Roli.

KYCW Drops Country And Gets The Point

Infinity's KYCW/Seattle dropped Country for an '80s Pop/Rock format on Dec. 17. The station has changed calls to KYTT and is known as "The Point."

KYCW PD Becky Brenner, who remains as PD of "The Point," as well as morning talent on Classic Country KMPS-AM, told R&R, "Our team worked hard and showed ratings increases over the past year. Unfortunately, we had maximized the growth potential for a second Country station. The company sees a greater opportunity for increased ratings and revenue with '80s Pop/Rock."

KMPS-AM & FM-KYTT VP/GM Lisa Decker commented, "The good news is that most of the staff will remain with the new station. We are working hard to find new opportunities within the Seattle cluster [Infinity also owns CHR/Pop KBKS-FM and Classic Rock KZOK-FM] for those few people who are being displaced."

KYCW was one of Alliance's four original "Young Country" outlets when it adopted the format in July 1994. Infinity bought the station in September '95.

joined Entercom in 1993 as the VP/GM of its former Tampa-St. Petersburg properties. Godofsky said, "I didn't want to be a group executive. I really missed the day-to-day, and I didn't want to go on an airplane all the time. That's why I went to Tampa to go work for Entercom. And, in 31 years of broadcasting, I don't think I've worked with anyone I respect as much as Joseph and David Field."

Concurrently, Entercom has promoted Pat Paxton from Director/Operations, AC & CHR to VP/Programming, AC & CHR. He joined the company in April and had previously served as Group PD for Nationwide Communications, PD for KHM-FM/Houston and WOMX-FM/Orlando, and as a consultant with Zapoleon Media Strategies.

Entercom has also made management changes at its New Orleans properties. Craig Jacobus will now serve as VP/GM for its properties

there: WSMB-AM, WWL-AM, WEZB-FM, WLMG-FM, WLTS-FM & WTKL-FM. He previously served as six-year VP/GM of WIMZ-AM & FM, WJXB-FM, WNFZ-FM & WTXM-FM/Knoxville. At the same time, Jeff Scott has been appointed OM for the New Orleans FMs and will also serve as PD of WEZB. He had previously served as OM for KKRW-FM/Houston and WBIX-FM/New York.

Meanwhile, Greg Reid has been selected as VP/GM for Entercom's AM properties in Buffalo: WBEN, WGR, WWKB & WWWS. He had most recently been VP/Sales & Marketing at Cornerstone Research & Marketing.

Field said, "Pat is an aggressive, make-it-happen leader who will make an even greater impact with his expanded role. We've had our eyes on Craig for years. He's a star

ENTERCOM/See Page 26

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Infinity Realigns East Coast Managers

Infinity Radio has realigned its executives at four East Coast properties. Ken Stevens has added VP/GM duties at Talk WNEW-FM/New York. He will continue to serve as VP/GM of Active Rock WYSP-FM/Philadelphia, but will relinquish similar duties at Talk-AC combo WJFK-AM & WLIF-FM/Baltimore. Stevens will also give up VP/GM duties at Talk WJFK-FM/Washington, but continue to have oversight of that station.

WJFK-FM GSM Alan Leinwand has assumed Stevens' duties there, while WXYV-FM/Baltimore VP/GM Alan Hay has added Stevens' responsibilities at WJFK-AM & WLIF. Meanwhile, WINS-AM/N.Y. VP/GM Scott Herman — who has also served as WNEW's VP/GM since 1997 — will now concentrate solely on his 'INS duties. Herman had coordinated WNEW's transition from Rock in September.

Infinity Radio President Dan Mason said, "These moves will enable us to build on the tremendous growth we have already been experiencing in four of our key markets. I am particularly pleased to be able to assign all these posts from within the existing talented team of executives we have at Infinity. In particular, Ken can now apply his 'FM Talk' expertise to WNEW. At the same time, Scott — who is a 21-year veteran of the radio news business — can now focus on one of the most successful stations in the country while also contributing



Stevens Hay

his expertise to assorted Infinity projects."

Stevens has held management responsibilities at WYSP since March 1985, when he became the station's GM. In June 1991 he added GM duties at 'LIF. One year later he helped guide WJFK-FM's transition from Classic Rock to Talk by luring Don Geronimo & Mike O'Meara to afternoon drive and successfully testing G. Gordon Liddy in middays.

Leinwand joined WJFK-FM in mid-1992 as GSM. He previously served as VP/GM of American Radio Systems' former Baltimore properties and, before that, served for six and a half years in a similar post at crosstown WMAL-AM. He began his career 18 years ago in the sales department of WTOP-AM/Washington. "Combined, Ken and I know this station very well," Leinwand told R&R. "It's a great opportunity for Ken to take over what will become our FM Talk flagship and still continue his role

INFINITY/See Page 26

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Radio Still Looks Strong

Two reports detailing last five years, next five years give reason to cheer

By JEREMY SHWEDER
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Radio industry revenues rose an average of 34% annually over the past five years, and the growth is expected to continue.

Two separate reports on the industry released this week confirmed what many people in the industry have known for a long time: The radio business is healthy and still growing.

A Veronis, Suhler & Associates overview of the past five years shows that the industry has expanded at a rapid pace: Revenues for public radio groups grew nearly 14% in 1995, 43% in 1996, 52% in 1997 and 32% in 1998. Meanwhile, the annual increase in radio spending was only 9.4% on average. The investment-banking house credited the rapid revenue growth to acquisitive public groups such as CBS, Clear Channel, AMFM and Jacor. The growth in radio advertising played a smaller role, the report said.

Radio far outpaced its competitors in terms of revenue growth, accord-

ing to the Veronis, Suhler study. TV broadcasters' revenues grew 11% annually over the past five years, newspaper revenues grew 8%, and the film industry had 19% growth. Only the Internet industry topped radio over that time.

Radio's Crystal Ball

Meanwhile, a study from another investment banking firm looked into the future, predicting that the industry will grow 10% over the next five years.

The first-ever Schroders International Media and Entertainment Report 2000 said that radio and outdoor generated \$19.5 billion in advertising in 1998, with \$15 billion coming from radio alone. That should grow to \$30.5 billion in 2003, a 9.4% total increase and a nearly 10% increase from just the radio segment.

The expansion of Internet-based

companies into major advertisers has been one reason for radio's growth, according to the Schroders analysts. Internet companies spent about \$38 million on radio ads in just the first quarter of 1999, up 27% from the fourth quarter of 1998. At that pace Internet advertising for the year would hit about \$250 million, up 240% from 1998. Radio has been one of the most popular means of advertising for "dot-com" companies, according to the report, as Internet companies are allocating about 15% of their ad budgets to radio.

Localism also continues to drive radio's profits. About 80% of radio revenues were generated from local advertisers in 1998, according to Schroders, compared with 53% for TV stations. Overall, Schroders' analysts think that radio's market share will continue to increase, while in-home listening declines and out-of-home listening goes up.

Tristani To Stay At FCC Through 2003

Agency retains Democratic majority

By MATT SPANGLER
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FCC Chairman Bill Kennard was assured earlier this month of a Democratic majority on the commission for the time being, as Commissioner Gloria Tristani announced that she would not run for Congress from her home state of New Mexico, but would remain at the commission through June 2003.

In July the White House asked fellow Democratic Commissioner Susan Ness to stay at the agency another five years, but her renomination is still pending before the Senate.

Over Tristani's two-year stay at the FCC, she and Ness have often been in agreement. Both regulators have expressed their concerns over the rapid consolidation of the radio industry and have even questioned whether

the FCC's own rules have aided that trend. For example, last year the two decried the process by which the commission reviews radio deals, claiming that the agency's use of two separate market definitions could make it possible for one entity to own all the stations in one market.

In 1998 Tristani also picked apart the criteria the FCC uses to examine waivers to its rules prohibiting own-

ership of radio and TV stations in the same market (regulations that were relaxed earlier this year). She questioned whether the public would truly reap any benefits from the cost savings broadcasters realized from the waivers.

Tristani has generally been on the side of the average citizen, backing the FCC's low-power FM proposal because she believes it would give outlets to underrepresented groups, and supporting retention of the EEO rules because of their role in boosting broadcasting jobs for minorities and women.

TRISTANI/See Page 9

Bloomberg

BUSINESS BRIEFS

A Day Of Highs For Some Radio Groups

Emmis Communications, Cumulus Media, Entercom Communications and Cox Radio are ending the year in style, with Emmis, Cumulus and Entercom reaching all-time highs on the stock market at press time Tuesday, and Cox nearly equaling its all-time high. Emmis on Tuesday closed all the way up at \$119 per share, rising a whopping \$6.5 for the day. Cumulus was up to \$52.75 after rising \$2.5, and Entercom was trading at \$66.5 per share after jumping \$2.38. Cox, which hit an all-time peak of \$100 on Dec. 23, was just shy of that mark on Tuesday at \$99.63.

Emmis May Spend \$2 Billion On Acquisitions

Emmis Communications could spend \$2 billion on acquisitions — mostly radio — during the next 12 to 18 months, Chairman/CEO Jeff Smulyan speculated during last week's quarterly conference call. Other highlights from the call:

- Emmis' class A and B common stock will split two for one in February.
- While business is going gangbusters for its radio quintet in New York, Chicago, and L.A., St. Louis has been Emmis' "problem market." But Smulyan said the company has fixed that "by buying our direct competitor" (meaning its \$367 million acquisition of the Sinclair St. Louis properties, on which Emmis hopes to close when its fiscal year ends in February).
- The "dot-com" industry has been particularly good to WKQX-FM/Chicago and WQCD-FM/New York, but overall the category represents less than 5% of Emmis' business.
- Emmis is still aggressively bidding on the Clear Channel spinoffs — PaineWebber analyst Lee Westerfield says to look for a buy in Los Angeles.
- The company hopes to announce its Internet consortium plans within the next 30-45 days.

Entercom Closes On Most Of Sinclair Stations

Entercom Communications has closed on its purchase of nearly all the Sinclair Broadcast Group radio stations. As expected, the two companies completed the entire deal except for Entercom's purchase of four Kansas City stations and WKRF-FM/Wilkes-Barre, PA. Entercom paid \$700.4 million for the other 41 stations and will pay an additional \$124.1 million for the five remaining properties. In Kansas City Entercom cannot close the deal until it divests three stations, and in Wilkes-Barre Entercom is operating the stations through a time-brokerage agreement until the FCC approves the deal. Sinclair will be out of the radio business entirely when it completes the sale of its six-station St. Louis group to Emmis.

Continued on Page 9

R&R/Bloomberg Radio Stock Index

This weighted index consists of all publicly traded companies that derive more than 5% of gross revenues from radio advertising.

	Change Since				
	One Year Ago	One Week Ago	12/17/99	One Year Ago	One Week Ago
Radio Index	249.02	377.53	396.27	+59.13%	+4.96%
Dow Industrials	9181.43	11,224.70	11,405.76	+24.23%	+1.61%
S&P 500	1229.23	1417.04	1458.34	+18.64%	+2.91%



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DEAL OF THE WEEK

• **McDonald Media Group Stations**
\$41 million

1999 DEALS TO DATE

Dollars To Date: \$28,099,372,901
(Last Year: \$13,096,383,757)

Dollars This Week: \$107,395,000
(Last Year: \$69,239,500)

Stations Traded This Year: 1,805
(Last Year: 2,252)

Stations Traded This Week: 33
(Last Year: 43)

TRANSACTIONS AT A GLANCE

- KRUZ-FM/Santa Barbara, CA \$10 million
- KLUE-FM/Soledad (Monterey-Salinas-Santa Cruz), CA \$315,000
- WXVQ-AM/DeLand (Daytona Beach), FL \$250,000
- WLAM-AM/Gorham, WZOU-AM & WTHT-FM/Lewiston, WLAM-FM/North Windham and WMWX-FM/Auburn (Portland/Lewiston-Auburn), ME \$11.875 million
- WFFX-FM/Southbridge (Worcester), MA \$14.25 million
- KTCH-AM & FM/Wayne, NE \$3.5 million
- KRNV-FM/Reno, NV \$14.25 million
- KCJB-AM, KMXA-FM & KYXX-FM/Minot, ND \$7 million
- KSTA-AM & FM/Coleman and KXYL-AM & FM/Brownwood, TX \$1.625 million
- KHLT-AM & KTXM-FM/Hallettsville, KGUL-FM/Edna and KYKM-FM/Yoakum, TX \$850,000
- WLES-AM/Lawrenceville, VA \$380,000
- WGBM-FM/Mishicot (Green Bay), WI \$2.1 million

TRANSACTIONS

Cumulus Hits The West Coast

☐ **\$41 million deal for McDonald Media nets first stations out West**

Deal Of The Week

Multistate Deal

PRICE: \$41 million
TERMS: Asset sale for cash
BUYER: Cumulus Media Inc., headed by Chairman Richard Weening. It owns 310 stations. Phone: (414) 615-2800
SELLER: McDonald Media Group, headed by Jack Standridge. Phone: (205) 879-0456

California

KKSB-FM/Goleta (Santa Barbara), KMGQ-FM/Santa Barbara and KVEN-AM, KBBY-FM & KHAY-FM/Ventura (Oxnard)

FREQUENCY: 106.3 MHz; 97.5 MHz; 1450 kHz; 95.1 MHz; 100.7 MHz
POWER: 245kw at 927 feet; 16kw at 2,920 feet; 1kw; 10.8kw at 925 feet;

39kw at 1,210 feet
FORMAT: Country; NAC/Smooth Jazz; News/Talk; AC; Country

Oregon

KNRQ-AM & KZEL-FM/Eugene and KNRQ-FM/Creswell (Eugene-Springfield)

FREQUENCY: 1320 kHz; 96.1 MHz; 95.3 MHz

Maine

WLAM-AM/Gorham, WZOU-AM & WTHT-FM/Lewiston, WLAM-FM/North Windham and WMWX-FM/Auburn (Portland/Lewiston-Auburn)

PRICE: \$11.875 million
TERMS: Asset sale for cash
BUYER: Radio Partners LP, headed by Paul Harron Jr. Phone: (610) 993-1111
SELLER: The Great Down East Wireless Talking Machine Co., headed by Ronald Frizzell. Phone: (207) 786-2496
FREQUENCY: 870 kHz; 1470 kHz; 107.5 MHz; 106.7 MHz; 99.9 MHz
POWER: 10kw day/1kw night; 5kw; 91kw at 928 feet; 810 watts at 623 feet; 50kw at 492 feet
FORMAT: Adult Standards; Adult Standards; Country; Adult Standards; Hot AC

California

KRUZ-FM/Santa Barbara

PRICE: \$10 million
TERMS: Asset sale for cash
BUYER: Cumulus Media Inc., headed by Chairman Richard Weening. It owns 310 stations. Phone: (414) 615-2800
SELLER: Pacific Coast Communications LLC, headed by President Paulette Grafman. Phone: (805) 963-1751
FREQUENCY: 103.3 MHz
POWER: 105kw at 2,980 feet
FORMAT: AC
BROKER: Tom McKinley & George Reed of Media Services Group

KLUE-FM/Soledad (Monterey-Salinas-Santa Cruz)

PRICE: \$315,000
TERMS: Asset sale for cash
BUYER: Z-Spanish Media LLC, headed by President Amador Bustos. It owns 31 other stations, including KCTY-AM, KTGE-AM, KLXM-FM, KRAY-FM & KZSL-FM/Monterey-Salinas-Santa Cruz. Phone: (916) 646-4000
SELLER: Infinity Broadcasting, headed by CEO Mel Karmazin. It owns 162 stations. Phone: (212) 975-6500
FREQUENCY: 106.3 MHz
POWER: 4.7kw at 371 feet
FORMAT: AC
BROKER: Minority Media and Telecommunications Council

Massachusetts

WFFX-FM/Southbridge (Worcester)

PRICE: \$14.25 million
TERMS: Asset sale for cash
BUYER: Citadel Communications Corp., headed by CEO Larry Wilson. It owns 178 stations, including WORC-FM & WXLO-FM/Worcester. Phone: (702) 804-5200
SELLER: WBA Inc., headed by President Jeff Wilks. Phone: (803) 279-1977
FREQUENCY: 100.1 MHz
POWER: 6kw at 486 feet
FORMAT: Rock
BROKER: Michael Bergner of Bergner & Co.

Florida

WXVQ-AM/DeLand (Daytona Beach)

PRICE: \$250,000
TERMS: Asset sale for cash
BUYER: Black Crow Broadcasting Inc., headed by President Michael Linn. It owns five other stations, including WNDB-AM/Daytona Beach. Phone: (904) 257-1150
SELLER: Green Broadcast Group Inc., headed by President Rick Green. Phone: (904) 734-9386
FREQUENCY: 1490 kHz
POWER: 1kw
FORMAT: Talk
BROKER: Doyle Hadden

Nebraska

KTCH-AM & FM/Wayne

PRICE: \$3.5 million
TERMS: Asset sale for cash
BUYER: Waitt Radio Inc., headed by Chairman Norman Waitt. It owns 29 stations. Phone: (402) 298-8000
SELLER: Central Radio Inc., headed by President Gene Koehn. Phone: (402) 379-3300
FREQUENCY: 1590 kHz; 104.9 MHz
POWER: 2.5kw day/47 watts night; 3kw at 300 feet
FORMAT: Country; Country
BROKER: Dick Chapin of Chapin Enterprises

SPORTS REPORT

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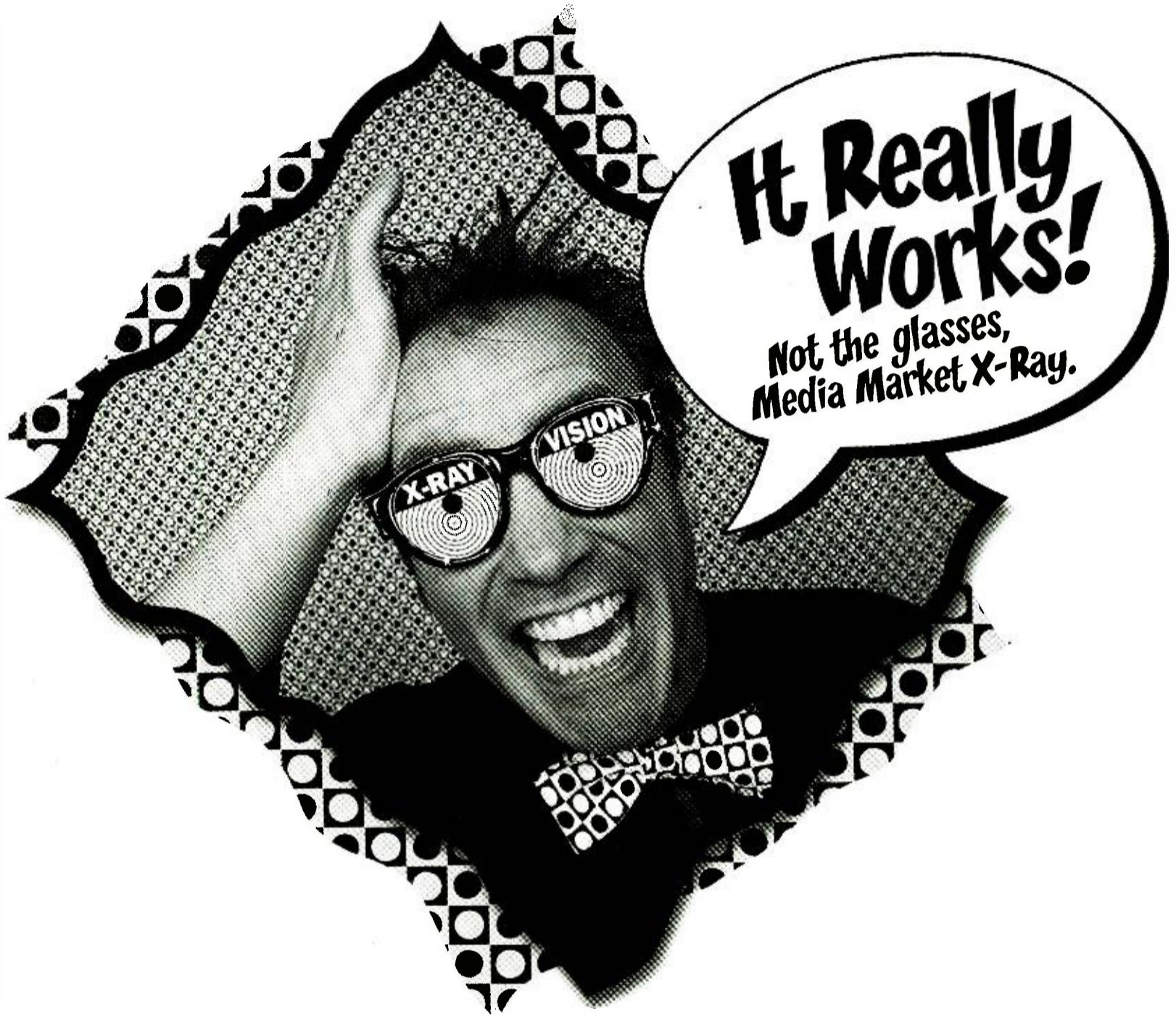
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Continued on Page 9



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 Or mail to: The Grand Hyatt at Washington Center
 1000 H Street NW, Washington, DC 20001

Transactions

Continued from Page 6

COMMENT: This deal includes an agreement for Waitt to become the licensed manager for **KNEN-FM/Norfolk, NE**.

Nebraska

KRNV-FM/Reno

PRICE: \$14.25 million
TERMS: Asset sale for cash
BUYER: EXCL Communications Inc., headed by CEO Athena Marks. It owns 15 other stations. Phone: (408) 274-1170

SELLER: Sunbelt Communications Co., headed by President James Rogers. Phone: (702) 322-4444

FREQUENCY: 101.7 MHz

POWER: 11kw at 492 feet

FORMAT: News-NAC/Smooth Jazz

BROKER: Sam Bush

North Dakota

KCJB-AM, KMXA-FM & KYYX-FM/Minot

PRICE: \$7 million
TERMS: Asset sale for cash
BUYER: Clear Channel Communications Inc., headed by CEO Lowry Mays. It owns over 800 stations, including KFJR-AM/Bismarck. Phone: (210) 822-2828

SELLER: Reiten Broadcasting Inc., headed by President Chester Reiten. Phone: (701) 852-2368

FREQUENCY: 910 kHz; 98.9 MHz; 97.1 MHz

POWER: 5kw day/1kw night; 100kw at 500 feet; 100kw at 985 feet

FORMAT: Farm-Country; AC; Country

Texas

KSTA-AM & FM/ Coleman and KXYL-AM & FM/Brownwood

PRICE: \$1.625 million
TERMS: Asset sale for cash and stock
BUYER: American Communications Enterprises Inc., headed by CEO Dain Schult. Phone: (512) 249-2344
SELLER: Watts Communications Inc., headed by President Phil Watts. Phone: (915) 646-0096
FREQUENCY: 1000 kHz; 107.1 MHz; 1240 kHz; 104.1 MHz

POWER: 250 watts; 3kw at 180 feet; 1kw; 74kw at 321 feet
FORMAT: Classic Country; Classic Rock; Tejano; Country

KHLT-AM & KTXM-FM/ Hallettsville, KGUL-FM/ Edna and KYKM-FM/ Yoakum

PRICE: \$850,000
TERMS: Asset sale for cash
BUYER: Fort Bend Broadcasting Co., headed by Roy Henderson. He has interests in five other stations. Phone: (707) 922-0367

SELLER: Hill Country Radio Inc., headed by President T. Joel Adam. Phone: (512) 798-4333

FREQUENCY: 1520 kHz; 99.9 MHz; 96.1 MHz; 92.5 MHz

POWER: 250 watts; 2.4kw at 404 feet; 13kw at 256 feet; 3kw at 300 feet

FORMAT: Country; Country; Country; Country

BROKER: Dave Garland Media Brokerage

Virginia

WLSE-AM/Lawrenceville

PRICE: \$380,000
TERMS: Asset sale for cash
BUYER: Chesapeake-Portsmouth Broadcasting Corp., headed by President Nancy Epperson. It owns four other stations. Phone: (336) 765-7438

SELLER: Willis Broadcasting Corp., headed by President Levi Willis. It owns 31 stations. Phone: (757) 622-4600

FREQUENCY: 580 kHz

POWER: 500 watts

FORMAT: Country

Wisconsin

WGBM-FM/Mishicot (Green Bay)

PRICE: \$2.1 million
TERMS: Asset sale for cash
BUYER: Woodward Communications Inc., headed by President Craig Trongaard. It owns eight other stations. Phone: (608) 826-0077

SELLER: Bay-Lakes-Valley Broadcasters Inc., headed by President Philip Robbins. Phone: (920) 465-3947

FREQUENCY: 94.7 MHz

POWER: 6kw at 328 feet

FORMAT: Country

Bloomberg

BUSINESS BRIEFS

Continued from Page 4

AFTRA Boosts Pension Payments

The American Federation of Television and Radio Artists' minimum pension payment (for on-air talent who have made at least \$5,000 annually for 10 years) will be raised to \$225 from \$200 per month beginning in January, with payments retroactive to December 1, 1998. For pensions exceeding the minimum, the monthly stipends will increase on a sliding scale that depends on the number of years an employee has worked and his salary. The maximum benefit is \$10,833 per month (covering wages up to \$200,000 annually). In addition, AFTRA workers who become disabled before age 55 will now be entitled to disability pensions if they have been employed for 10 years, instead of 15. This is the 10th such raise by the union since 1990.

FCC Actions

The FCC said this week that it will take a close look at part of the \$242 million deal between Cumulus Media and Connoisseur Communications. Specifically, the commission says it wants to study ad share data in four markets in which Connoisseur is selling stations to Cumulus. The FCC flagged Flint, MI (where Cumulus is purchasing four stations, giving it 50% of market share, according to BIA); Evansville, IN (where Cumulus is buying four stations for a 33% share, while South Central Communications commands another 37%); Quad Cities, IA-IL (where Cumulus is getting only 23%, but Sconnix has 67%); and Rockford, IL (where the three stations flagged give Cumulus a 42% share; the commission didn't flag WLUV-FM/Rockford, which Connoisseur hasn't closed on). No word yet on whether the FCC will look into the other five markets in the 35-station deal.

- The commission ruled last week that C.R. Communications, owner of KTNC-AM/Falls City, NE must still pay a fine for a violation of the Emergency Alert System rules. The company had appealed an \$8,000 FCC fine for not maintaining its emergency alert system properly, but the commission said that the fine would stand. The FCC, in its report, said that the \$8,000 was well below the \$12,500 it could have fined the station. The FCC Enforcement Bureau said it kept the fine lower because KTNC-AM was a small business and had a good record of compliance.

- WSFL-FM/Greenville-New Bern-Jacksonville, NC is merely being shuffled around within Beasley Broadcast Group (from a limited-liability partnership run by Bradley Beasley to corporate ownership), but the FCC still wants to know what the public thinks about Beasley commanding 45% of ad share in the market. "We're going to be flagging these regardless of the underlying circumstances if a transaction crosses the threshold," one FCC commission official told R&R last week. The agency typically asks for public comment when a deal results in one entity controlling more than 40% of a market, or two with better than 70%.

Minnesota Public Radio Accused Of Swapping Donor Lists

Minnesota Attorney General Mike Hatch has sued Minnesota Public Radio, accusing it of exchanging the names, addresses and phone numbers of its members with more than 100 groups in the past few years. The suit alleges that MPR broke state laws governing charities by not telling donors this information would be distributed to other organizations, which included the Democratic National Committee. The suit asks that MPR be blocked from future exchanges and be fined as much as \$25,000 per violation. MPR says the swaps were only occasional, according to the suit. U.S. Rep. Billy Tauzin is looking into similar allegations that public stations such as WGBH-TV/Boston traded donor lists with both political parties.

Continued on Page 16

Tristani

Continued from Page 4

In September Tristani also publicly condemned a broadcast of *The Don & Mike Show* that she called "hateful, racist, bigoted or demeaning to Hispanics."

The recent abortive congressional run was not the first time Tristani had had ambitions for elected office; in order to take her post at the FCC

in 1997 she had to abandon her plans to run for governor of New Mexico. Before coming to the agency, she had been Chairman of the New Mexico State Corporation Commission since 1996.

Maria Gloria Tristani
Born Dec. 20, 1953, San Juan, PR
Married to retired New Mexico judge Gerard Thomson
B.A., Barnard College, 1987
J.D., University of New Mexico School of Law, 1990
Attorney, Keleher & McLeod, Albuquerque, 1990-94
Commissioner, New Mexico State Corporation Commission, 1995-97

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- Chris Witting on prosperity, Page 14
- RAB: Contractor nails sales with radio, Page 12
- Double-dose of 'Four Weeks Forward,' Pages 12, 14

MMS

management • marketing • sales

"If you want to test your memory, try to recall what you were worrying about one year ago today."
— Rotarian

SALES

THE '90S: RADIO'S DECADE OF GROWTH

By Michele Skettino

Interep Dir./Marketing Communications

In the blinding glare of the dot-com spending comet, perhaps it's

natural to become a bit nearsighted about the tremendous revenue opportunities that may still await us in cyberspace. However, the start of a new decade also seems like a fitting time to look back upon those other tried and true categories that have been very good to radio during the past decade.

True, Internet spending may be the first truly new consumer category to emerge in many years. Yet its ability to pump new dollars and excitement into our medium over a relatively short period of time is not unique. There have been other growth stories of the '90s, and in this brief review we offer our picks for the radio stars of the decade.

PILLARS OF THE DECADE

Using Competitive Media Reporting data from 1991 to 1998 (the last full year available), we have identified some of the strongest growth categories for national spot and network radio.

Our consistency award goes to **Retail**, the No. 1 category in all eight years tracked. The runner-up, **Automotive**, never left the top five.

Since 1991, Retail's percentage of national spot and network radio has ranged from a low of 12% (1991) to a high of 15.5% (1993), finishing 1998 at 14.7%. Historically, the top five categories each year collectively account for 42%-46% of all national radio revenue.

Three categories — **Food & Food Products**, **Travel** and **Drugs & Remedies** — were top five categories in the early '90s, but were displaced by newcomers as the decade progressed.

Telecommunications first appeared in the top five in '91, dropped out in '92, came back in '93 and left again in '94 before taking up permanent residence in the top five in '95. In '97, '98 and the first half of '99, it ranked second.

Media joined the top five in 1993 and was joined by **Financial Services** in '96. From 1996 through 1998, the top five categories have remained Retail, Telecommunications, Media, Automotive and Financial Services, in varying order.

TOP GROWTH CATEGORIES

National spot and network radio achieved 66% growth from 1991 through 1998, based on CMR's figures. But certain categories have significantly surpassed that growth rate. The following are six of radio's most important growth categories over the past eight years, along with their peak growth periods.

Telecommunications

Major Growth Period: 1992-1998

Radio Dollar Increase (1992 vs. 1998): \$180.6 million

% Radio Dollar Growth (1992 vs. 1998): 85%

Current Radio Rank (1998): Second

The category consistently delivered increased revenue to radio throughout the 1990s, with peak increases coming from 1992 through 1998. Deregulation and increasing long-distance competition were the catalysts for spending increases. Consumer ambivalence spurred large-scale promotional wars designed to lure users away from the competition. Cellular phones and services also added to the category's tremendous growth. By 1998 spending had reached \$278 million annually, securing Telecom's position as radio's second-largest category.

Media

Major Growth Period: 1993-1996

Radio Dollar Increase (1993 vs. 1996): \$109.5 million

% Radio Dollar Growth (1993 vs. 1996): 120%

Current Radio Rank (1998): Third

In 1993 media companies spent \$75 million on radio. By 1996 that figure had more than doubled. Television and cable networks fueled the spending surge, increasing their radio advertising 60% in 1994, 32% in 1995 and 24% in 1996. Facing audience fragmentation and mounting competition,

television turned to its sister medium to promote its programming. TV is now one of the most important categories for radio, with 1998 spending of \$237 million. Its plan must be working.

Financial

Major Growth Period: 1994-1997

Radio Dollar Increase (1994 vs. 1997): \$80.7 million

% Radio Dollar Growth (1994 vs. 1997): 94%

Current Radio Rank (1998): Fifth

As the stock market surged, so did financial institutions' consumer marketing efforts. Radio was a great beneficiary, as revenues reached \$166 million annually in '97. This category is currently feeling the impact of online trading, which should keep spending levels high over the next several years.

Computers and Software

Major Growth Period: 1991-1998

Radio Dollar Increase (1991 vs. 1998): \$52.3 million

% Radio Dollar Growth (1991 vs. 1998): 565%

Current Radio Rank (1998): 13th

Ushering in the dot-com era, computer and



MICHELE SKETTINO

MANAGEMENT

WANT MORE SALES? IT'S CLOSING TIME!

By Dick Kazan

Want a simple way to dramatically boost your sales? A first-caliber weekly closing forecast will accomplish this for you — and it's easy to do.

The primary purpose of the closing forecast is to help each salesperson think strategically to close more business, so keep it short. In each account, by name and title, who are they calling upon? Why? When will a decision be made? By whom? Using what criteria? What is the competition offering? What is your salesperson's game plan?

At first, many of your salespeople won't have answers to most of these questions. They're not used to being so analytical, and they call upon their accounts at a low level. However, most



decisions are made by senior management, so you're vulnerable to competitors who boldly build a relationship on a higher level. You could be blindsided.

As your salespeople learn to think strategically and consistently work with decisionmakers, their close ratio will rise sharply.

The secondary purpose of a weekly closing forecast is to help you make accurate sales projections. But you also have years of experience that most of your salespeople lack. By analyzing what they've prepared, you'll spot closing opportunities or strategic moves of which they're unaware. Your advice and involvement could add substantially to the bottom line.

Occasionally you'll find that some of your salespeople are spending substantial time in accounts that do little business because they're comfortable with the people there. Knowing this, you can then find a way to expand the business or redeploy these salespeople.

Because your time is valuable, and because you don't want your salespeople mired in paperwork, ask them to rank their pending transactions by likeliness to close. Exclude those with less than a 50% likelihood of doing so. Using this criteria, some of your salespeople will have little or nothing to show — but then you'll know there's a problem, and you can quickly address it to get them on track.

At WFAN/New York, the nation's top-billing radio station for the past four years (according to BIA Research), GSM Donovan Welsh tells me his salespeople prepare a weekly forecast of "business they're more than 80% sure they're going to close this week. I and the other sales managers every Monday morning have a 'Pending' meeting with every account executive. 'Pending' means the accounts we want to close. Doing that helps to focus the salespeople and sales managers on where we're going and how we intend to get there."

Of course, this wouldn't work for them or for you if you don't regularly read what your salespeople prepare and discuss it with them one on one. The best way to encourage salespeople to complete their closing forecasts on a timely basis is for you to respond promptly and in a positive manner. When they see that your intent is not to be critical but helpful — and as they watch their commissions rise — you'll receive their cooperation.

Next week: After an awkward on-air start, Premiere Radio Networks President/COO Kraig Kitchin's radio career bloomed when he moved into sales. I'll tell you the story behind his ascent.

Dick Kazan is a successful entrepreneur who founded one of the largest computer leasing corporations in the United States. He created and hosts *The Road to Success*, the first radio talk show to offer on-air business consulting to business owners and employees. E-mail your comments or questions to him at rkazan@ix.netcom.com.

Continued on Page 12

SALES MANAGEMENT

How To Increase Billing in 2000

24 New Ways to Improve the Sales Department

As we move from an acquisition era back to an operational era, one thing is for sure: Buying and selling stations is pretty easy, but operating them efficiently (and profitably) is quite another story.

Over the past year, I've flown close to 300,000 miles – speaking to, working with, and observing GMs and Sales Managers in both large and small markets. While some managers are certainly stronger than others, I've first identified the 6 traits that separate these winners from the rest of the pack. Go through the list, and ask yourself which areas even you could improve in. Then, I'll share some hot sales tips, plus management tips that killer managers (just like you) execute every day.

6 Traits of Winning Sales Departments

1. Ongoing recruitment, interviewing, and hiring: Do you even have a system? How about the number of sellers – is it enough? Remember, the more well-trained sellers the better. That means that the same station account list gets spread over more people and that each seller must accommodate their own income goals by supplementing their list with more new business.

2. Better inventory management: Inventory management – best defined – is selling every single available commercial unit at the highest rate possible. With 35 possible dayparts a week (7 day/5 day-part combinations) – other than News/Talk stations who can sell their inventory like it was a TV station – make sure you're maximizing high-demand dayparts and moving all of the lesser-demand ones at the same time. Do you (or the staff) even know how?

3. Razor-sharp tracking and accountability: Remember the adage: You can't manage what you don't measure. Begin to inspect average orders, closing ratios, dollars asked for (on paper), number of proposals, specs, etc. For both individual sellers and the staff overall.

4. Super-shrewd sales training: For both individuals and the group overall. Make sure you're making room for 15 minute, structured, individualized one-on-ones with each salesperson and that each group meeting has both a well-thought-out lesson plan and is part of an overall 13- or 26-week syllabus.

5. Tighter account list management: What system do you have in place that ensures the right people are being called on, actually being asked to buy, for the right amount of money, and with proper frequency?

6. Cutting-edge compensation and incentive programs: You'll attract higher-achieving performers by paying an obscene percentage on the first month of any new order. Also, consider compensating salespeople on a sliding commission scale based on individual goal achievement or by paying 1% extra to all sellers if the station hits its goal.

Have You Focused on Showing the Salespeople how THEY Can Make More Money – Like \$10,000 More This Year?

Just like sellers do to their clients, you need to keep selling "the dream" and those better business principles to the sales staff. Show them what's in it for them. Keep giving benefit statements. Here is my favorite list of 10:

1. Everytime you walk through your prospect's door, you should have two ideas to present, no matter how simple or complex.

2. Buy into the fact that every "no" gets you that much closer to a "yes." Divide your average order by five – if you close one in five people you see – and convince yourself every sales call (whether they buy or not) is worth an order one-fifth your average sale.

3. Ask for the order every fifth time your prospect blinks (subconsciously). You'll have better eye contact, and will ask for the order more often.

4. Implement the "left/right" rule. After every presentation, make a quick contact with the business on your left and another to the business on your right.

5. Ask your client how much it would be worth to solve their biggest problem, then make sure you ask for at least that much in your proposal, and remind them they said it was worth it.

6. Practice overcoming objections by lighting a match and overcoming the objection before the flame gets too low that it burns your fingers.

7. Blow up your prospect's logo – a 200% increase should do it – and use it on the front cover of their proposal. This will surely arouse their emotions early on and get them into the mood where they'll want to buy something.

8. Never say "no" to a customer. Everything is negotiable.

9. Go to the library and identify last-year's newspaper advertisers. As most business people suffer from "last-year-itus," call them now (before they go another year and spend their advertising money in the newspaper).

10. For an extra 10%, offer your client "fries." Just like fast food restaurants, airlines, furniture stores, and car rental agencies up

By IRWIN POLLACK

their average order, find some "extras" for your clients. Double the schedule from midnight to 6am, offer them sponsorship of "Church Drive" (Sundays 6-10am), or give them a portion of all unsold inventory for an extra \$75-\$95 per week.

The Best Managers Realize That People Are Their Most Important Asset

Since you are judged – ultimately – by the results your team accomplishes while you are at the helm, it needs to be a top priority for you to get the absolute highest output out of your staff. Here are some ideas:

- Remember that every staff member has a "hot button" – it's the manager's job to find it (and to keep on hitting it). *It's a mistake to assume everybody needs to be managed the same way.*

- Spend extra time every day making the newest staff members welcome. Remember what it's like to be new.

- Make sure people are learning something every day. Each team member should be "in training" for the next level up.

- Coax people toward performing at their personal best. Maximize potential.

- Challenge yourself to be the leader each member of the staff is talking about 20 years from now. *Why would they want to talk about you?* Because you brought something tangible to the table. They realize they became better under your guidance.

- Demonstrate an intense work ethic by your example. You really don't want to expect people to do things that you won't.

- Let people know that when the station wins, it's because of the good people. When the team is losing, it's something you (the manager) have done wrong. It'll show you're humble.

- Ask for input on how management can be better. Consider "management evaluations" on a regular basis.

Irwin Pollack is President of New Hampshire-based Broadcast Sales Intelligence. He consults both public- and privately-held broadcast groups across the United States and Canada. For a list of 38 different training topics (all focused on how to improve bottom-line billing and profit(s)), call Pollack at (603)598-9300 or www.irwinpollack.com

FAX BACK TODAY

- I would like to discuss our current sales/management situation and see how we could be doing better. Please have Irwin call me.
- We're planning on having a group seminar or sales retreat. Please send me a current list of training topics, speaking fees, and availability.
- I'll be at the convention in _____. Please call me to set up an appointment so we can discuss some growth opportunities.

603.598.0200

Has your sales or management staff leveled off in performance?

If so, remember —

More of the Same Gets You That ... More of the Same.

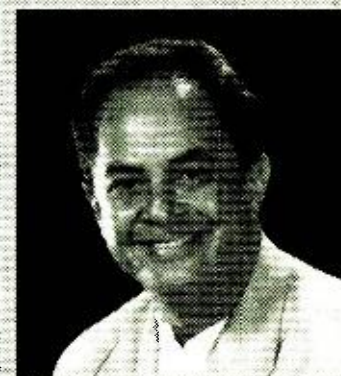
There has to be a good reason why, in just 12 years, radio's fastest growing market clusters have chosen Irwin Pollack's In-Station Sales Training program. The reason they chose Irwin Pollack is simple...first they heard, and then they found out...Irwin Pollack's methods work. *Even Better: 77% of our business is repeat business (to us, that's the truest measure of success).*

We have a 12-step system that's been proven to improve the billing and bottom-line cash flows of broadcast facilities all over the United States and Canada. As expected, the market leaders who execute our systems are already familiar with these practices.

	In-Station Sales Training	Audio Videotape Programs	Public Sales Seminars
1. Weekly Billing Review	YES	NO	NO
2. Weekly Management Calls	YES	NO	NO
3. Bi-Monthly "How-to" Sales Newsletters	YES	NO	NO
4. The "IDEAbank"	YES	NO	NO
5. Sales Cassette Resource Center	YES	NO	NO
6. On-the-Street Sales Calls	YES	NO	NO
7. Yearly "Sales Manager's Graduate School"	YES	NO	NO
8. Seminar for Advertisers	YES	NO	NO
9. Recruitment Assistance	YES	NO	NO
10. Password-Protected Website	YES	NO	NO
11. The "Systems Manual"	YES	NO	NO
12. In-Station Visits	YES	NO	NO

If you're disappointed with what you're getting from your sales and management team, or the pressures to over-achieve are getting compounded everyday, either fax back your request for a private one-on-one discussion or give our President, Irwin Pollack, a call.

Irwin has sold and managed radio in small, medium, and large markets. He's rehearsed presentations in parking lots...waited in outer offices...knocked on unfamiliar doors. At age 22, he recruited, trained, and managed a 14-person sales staff that increased billing 31 percent in less than a year.



IRWIN POLLACK

Irwin Pollack can show you successful sales and leadership strategies because he's been there.

The ideas Irwin presents, and the training he gives reflect lessons he's gathered through more than 300,000 miles of travel yearly.

Mr. Pollack makes presentations to, and consults with thousands of managers and salespeople annually, but is in greatest demand as a return speaker and consultant – the truest measure of success.

There are three times to call us:

- When you're ready for a breakthrough.
- When you've leveled off in performance.
- When you've gotten stale, or burned out.

When you see the signs of a remarkable opportunity you could seize...one call to our company will bring out tremendous hidden potential. *Our promise to you: We won't ask for your business unless we know we can improve it.*

NAME		TITLE	
CALL LETTERS			
ADDRESS			
CITY	STATE	ZIP	
PHONE	FAX	E-MAIL	



management • marketing • sales

THE '90S: RADIO'S DECADE OF GROWTH

Continued from Page 10

software companies consistently increased radio spending throughout the decade. They spent less than \$10 million in 1991, but by last year expenditures had increased almost sevenfold. While still not one of the top spending categories in radio, it's nonetheless a category that grew from almost nothing to over \$60 million annually. (Note: This category does not include spending by online companies.)

Real Estate & Insurance

Major Growth Period: 1995-1998

Radio Dollar Increase (1995 vs. 1998): \$49.7 million

% Radio Dollar Growth (1995 vs. 1998): 81%

Current Radio Rank (1998): Ninth

Growth in this category has come primarily from the Insurance side. Why? As always, because of mounting competition, especially in the highly competitive auto insurance arena. And the free-market model seems to be working: In 1998 auto insurance costs nationwide fell slightly for the first time in 25 years. Of course, this isn't necessarily good news for the insurance companies, which are in the midst of a mounting battle for market share. In 1998

alone, for instance, radio spending grew 40% in this category, led by Geico and Allstate. The latest available 1999 data shows the spending trend continuing.

Retail

Major Growth Period: 1991-1998

Radio Dollar Increase (1991 vs. 1998): \$178.4 million

% Radio Dollar Growth (1991 vs. 1998): 86%

Current Radio Rank (1998): First

Growth in the Retail category has been slow but steady. Its 86% growth may not be as attention-grabbing as some other categories, yet it has clearly outpaced radio's overall growth, and its sheer size magnifies the impact of this increase. Retail's radio expenditures now total almost \$400 million. Look for this spending to increase as the threat from e-retailers becomes stronger.

What will be the key growth categories of the next decade? Ask yourself this: Could anyone have predicted the surge of dot-com dollars back in 1990? Probably not. Nonetheless, learning from the past is sometimes the first step toward uncovering the growth opportunities of tomorrow.

RADIO GETS RESULTS

SUCCESS STORIES FROM THE RAB

CONTRACTOR BUILDS BUSINESS WITH RADIO

SITUATION: It's easy enough to call yourself a contractor and get into the kitchen and bath remodeling business. But it's quite another thing to be a long-term success in the very competitive contracting marketplace. J&J Custom Kitchens and Baths operates a single showroom store in Greensboro, NC and provides a wide range of custom remodeling services.

OBJECTIVE: J&J targets upscale homeowners ages 30-54 and has used radio, cable TV and print advertising in the past. Management wanted to increase name awareness for the store and to attract customers who would sign kitchen or bath remodeling contracts.

CAMPAIGN: WKZL/Winston-Salem aired 12 to 15 60-second spots each week in a campaign designed to reach upper-end homeowners in the Greensboro region. Co-op advertising funds were used to schedule spots in high-visibility prime time, weekend and afternoon slots. The campaign told listeners about the design assistance available at J&J and how a remodeled kitchen doesn't have to cost a lot.

RESULTS: J&J management was not sure that radio could get the job done, but after the first few weeks of the WKZL campaign they were believers in radio advertising. J&J saw an immediate increase in showroom traffic and signed contracts. "This campaign was money well-spent," said J&J President Jon White.

For more information, call RAB's Member Service HelpLine at (800) 232-3131 or log on to RadioLink at www.rab.com.

FOUR WEEKS FORWARD Sales & Promotion Planning Calendar

Jan. 23-29

Jan. 23-29 AIDS Awareness Week, National Handwriting Analysis Week, National Meat Week

<p>23</p> <p>National Pie Day Measure Your Feet Day Barney Miller debuts on TV (1975)</p>	<p>24</p> <p>National Peanut Butter Day Typewriter ribbon patented (1888) Eskimo Pie patented (1922) The late John Belushi born (1949)</p>	<p>25</p> <p>Opposite Day National Irish Coffee Day Dinner Party Day</p>	<p>26</p> <p>Spike The Punch Day National Peanut Brittle Day N.Y.C.'s Apollo Theater opens (1934) Electric dental drill patented (1875)</p>	<p>27</p> <p>National Chocolate Cake Day National Geographic Society founded in DC (1888) Wolfgang Amadeus Mozart born (1756)</p>	<p>28</p> <p>National Kazoo Day National Blueberry Pancake Day Love Among The Nations Day Daisy Day</p>	<p>29</p> <p>National Puzzle Day National Corn Chip Day Carnation Day</p>
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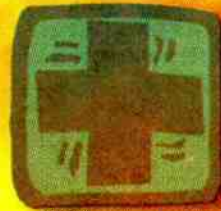
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RADIO MEGA-MARKETING Presenter: Beau Phillips

To make quantum leaps in ratings & revenue performance, you have to generate distinctive competitive advantages. **Mega-Marketing** is a revolutionary system of focused, efficient station promotion that converts big ideas into non-traditional revenue streams. Rainmaker Media's **Beau Phillips** will teach you how to laser focus your station's image, encompassing on- and off-air imaging, come building, and promotional planning while creating innovative new opportunities.

HYPNOTIC RADIO ADVERTISING (Part One, Part Two) Presenter: Dan O'Day

In this brand-new, two-part seminar — it's been presented only once before, to rave reviews — **Dan O'Day** takes you deep into the minds of consumers and demonstrates simple yet powerful methods of communicating your sales or promotional message on both a conscious and an unconscious level.

THE RADIO ENTERTAINER Guests: Gary Owens, Dr. Don Rose

The opportunity to spend 90 minutes with these two legendary **giants** — who helped create and define the very idea of the "radio personality" — will be worth **twice** your entire registration fee. Two real pros who in their careers have accomplished what few others can match...two great guys...two radio legends!

MAXIMIZING YOUR RATINGS Presenter: Bob Michaels

PD Grad School has arranged for an Arbitron Big Shot to share the secrets of (legally) maximizing your ratings. You will learn how to prevent competitors from stealing **your** earned ratings....How some AM stations are winning the At-Work Listening battle....At-Work Listening strategies **you** can start using immediately.... False Ratings "Truths" that everyone believes.... Hidden Ratings Truths: Powerful rating-boosting techniques known only to a few great programmers!

PROGRAMMING YOUR WEB SITE Presenter: Dan O'Day

Dan O'Day combines the latest Internet research with his own unique insights into how to use **your** station web site into a **ratings and profit center**. You will learn how to use your site to boost your ratings...and your station to boost your site traffic. And you'll see how homegrown software solutions are making money for local radio stations right now!

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THE THREE FORCES OF PROSPERITY

■ Part one: Economics

By Chris Witting If you hope to sell or market any kind of product or service, or if you have considered starting your own business, there are three major forces of prosperity that you must apply.

When someone achieves success, others often say that person was "just lucky" or happened to be "in the right place at the right time." Actually, luck is knowing what you want, then placing yourself in the right place at the most productive time by harnessing the three forces of prosperity.

Here's an example. As a young man, Loren Berry noticed that companies spent money to be listed in the telephone book. He figured he could sell them ads too. Since the white paper used for phone books was so expensive, Berry used cheaper yellow paper to print his telephone book ads. His idea caught on, and his business directories became well known as the Yellow Pages. By intentionally being in the right place at the right time, Loren Berry became a millionaire.

Too often, people make plans but fail to consider the factors that can bring them success or failure. Just as smart American pioneers harnessed a nearby

waterway's three forces of prosperity — food, transportation and trade — you can harness what might be considered three forces of modern prosperity: economics, demographics and psychographics. (This article explores economics. Future articles will cover the other two factors.)

Economics is simply the creation, growth and management of wealth. In other words, economics is where money comes from and where it goes. In Loren Berry's case, he knew a lot of money was being spent by businesses to advertise. He decided he would access the flow of that vast river of money.

If you want to create wealth, you must create value for others and then distribute that value to as many others as possible. Ask yourself these questions: How does your plan for success offer real value to others? Will you offer uncommon knowledge, a unique service or a product not easily found elsewhere?

Try taking the consumer's point of view. Someone once said that Sears sold its customers a million half-inch drill bits in the past year, but none of those customers actually wanted drill bits. What they really wanted were half-inch holes! That's a different point of view. Thomas Levitt once said that Kodak's suc-

cess came from taking the customer's perspective. He pointed out that Kodak sells film, yet doesn't advertise film. Instead, they advertise memories! Break out of your current thinking. Turn things around and look for new ways to give others what they really want, not what you think they want.

Also, consider the key factor of distribution. Must your customers be local only? Can you access a regional, national or worldwide base of customers?

Most people try to harness the force of economics by looking where the money is and then chasing it. They base their plans on the businesses, industries or career tracks that seem to be growing and expanding, while avoiding declining businesses or careers. In fact, there is economic opportunity in all parts of the spectrum. It's even possible to create wealth selling obsolete products, like player pianos and wringer washing machines, as long as your product is well-made and you reach the right buyers. Rather than blindly following the latest hot trends, make certain you create value and use the best possible distribution to give that value to others. Maximize your economic positioning for success.

Next: The Second Force of Prosperity — Demographics

Chris Witting's *Success Journal* is on 200 stations. For free syndication advice, visit Syndication.net at www.syndication.net. This article adapted from *21-Day Countdown to Success*, available at (800) 743-1988.

FOUR WEEKS FORWARD Sales & Promotion Planning Calendar

Jan. 30-Feb. 5

Jan. 30 - Feb. 5 Agricultural Week, National Pay Your Bills Week

30 National Croissant Day Yodel For Your Neighbors Day Jackhammer patented (1894)	31 First Social Security check issued (1940) First McDonald's in U.S.S.R. opens (1990)	1 Freedom Day Women's Heart Health Day National Baked Alaska Day	2 Groundhog Day Baseball's National League born (1876) U.S. wins Olympic gold medal for hockey (1980) National Heavenly Hash Day	3 Wedding Ring Day National Carrot Cake Day The late Norman Rockwell born (1894)	4 Rosa Parks born (1913) Thank A Mailman Day National Stuffed Mushroom Day First Winter Olympics held in U.S. (1932)	5 Nat'l Weatherperson's Day National Chocolate Fondue Day Hank Aaron born (1934) Walt Disney's <i>Peter Pan</i> premieres in N.Y.C. (1953)
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Antonelli Appointed RED Dist. President

RED Distribution has named Ken Antonelli President. Based in New York, he reports to Edel Music CEO Michael Haentjes.



Antonelli

Haentjes said, "Ken has done an outstanding job making RED the No. 1 independent distributor in the U.S. He is a true president to his team of dedicated and passionate music and sales professionals. At the same time, this move shows Edel's commitment to further build RED on the basis of what has been achieved in the past."

Antonelli noted, "I am extremely excited by the possibilities afforded by Edel's acquisition of RED. Michael has shown a real commitment to the company and given RED the ability to instantly become a global independent distribution concern. I am honored by his confidence and excited by the possibilities for RED in the future."

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Contest

Continued from Page 1

broadcasters to "fully and accurately disclose the material terms of the contest" and "conduct the contest substantially as announced or advertised." The most common violation occurs when a winner simply isn't awarded his or her prize, Chuck Kelly, Chief of the Enforcement Bureau's Investigation and Hearings Division, told R&R. In other cases, he said, a listener might claim that a contest's rules weren't adequately explained, such as the requirement that a caller must be 18 or older to win.

FCC rules — which do not preempt state laws, Washington, DC communications attorney Barry Umansky told R&R — require



Happy To O'Blige

Universal Music Group recently held its worldwide Sr. Management conference in San Francisco, where MCA artist Mary J. Blige (c) performed, among others. Flanking Blige during a break between sets are (l-r) UMG President/COO Zach Horowitz, UMG Int'l Chairman/CEO Jorgen Larsen, UMG Chairman/CEO Doug Morris, UMI SVP/Mktg. & A&R Max Hole, MCA President Jay Boberg and Blige's manager, Kirk Burrowes.

Formicola To Lead WRAL Programming

Former WWBR/Detroit OM/PD Joe Wade Formicola has been tapped to program WRAL/Raleigh. He succeeds Steve Reynolds, who recently resigned from the Capitol Broadcasting Hot AC to open a consultancy.

"We feel we've found just the right person to guide WRAL's programming department," commented VP/GM Ardie Gregory. "We wanted someone who will bring a new focus, creativity and excitement to the station's overall sound and morning show."

Formicola previously did on-air work for Detroit stations WYCD and WWWW and has programmed KENR/Houston and WFDF/Flint, MI. This marks his return to Raleigh, where he was once WKIX's OM.

broadcasters to disclose once per daypart all material information about a contest, including how to enter, who is eligible to enter, deadlines, prizes, etc. Fines for violations are typically no more than a few thousand dollars, though they can be as much as \$25,000.

Iglesias said Clear Channel has been very responsive thus far in responding to a subpoena seeking information about the contest. If the broadcaster is found liable, however, it could be fined \$10,000 for each time the contest aired.

Umansky added that the attorney general could bring the matter up

EXCL

Continued from Page 1

to our strength in television."

It was not immediately clear if the merger would result in management changes, or if the merger meant that Entravision would continue to be acquisitive in radio transactions. What is clear is that the merger gives Entravision own-

with the FCC, which could then open an inquiry to determine if its own rules were broken.

UPDATE

Frawley Now Metro/Shadow VP/B'cast Operations

John Frawley has been elevated to VP/Broadcast Operations for Metro Networks/Shadow Broadcast Services. He will now be responsible for coordinating the operational merging of Metro and Shadow in various markets nationwide.

Frawley reports to Metro/Shadow President/COO Chuck Bortnick, who stated, "John is a seasoned veteran of our business and will bring tremendous expertise to the combined Metro Networks and Shadow Broadcast Services operations."

Most recently VP/Broadcast Operations for Metro, Frawley has spent 25 years in the radio industry. He joined Metro in 1988 as Director/Operations in Boston and was promoted to Northeastern VP/Regional Director of Operations in 1993. Before coming to Metro, Frawley was Program Manager for WBZ-AM/Boston and Director/Operations for crosstown WHDH-AM & WBOS-FM.

Arbitron To Shut Down 'Net Access Over Y2K

In an effort to reduce Arbitron's and its customers' exposure to "a spate of viruses" that may be unleashed as the new year approaches, all of the company's websites and Data Express servers were disconnected Dec. 30 at 11:59pm ET. The services will resume Jan. 4 at 7am ET.

All e-mails sent during this period will be returned to their senders, though Arbitron will still be reachable by phone. Phase 2 Arbitrends that had been scheduled for delivery Jan. 3 (Indianapolis, Richmond, Milwaukee, Louisville, Fresno, Birmingham, Las Vegas and Portland, OR) were moved up to Dec. 30.

"While our prevention efforts will cause some inconvenience," says VP/CIO of Information Technology John Panicker, this is happening during a traditionally slow period and is necessary given the potential threat to our computer systems."

ership of several new duopolies between radio and TV. Entravision already had cross-ownership in radio and TV in El Paso; Palm Springs, CA and El Centro, CA. The purchase of EXCL gives the company TV and radio duopolies in Washington, DC (WACA-AM); Denver (KMXA-AM & KJMN-FM); and Monterey-Salinas-Santa Cruz (KVRG-AM & FM & KLOK-FM). The deal must still be approved by the FCC and should close in the spring of 2000.

Entravision was formed in 1996 specifically to own and operate Spanish-language media outlets.

The company's TV properties are affiliated with Univision Communications. Latin Communications is owned by Trefoil Latin Investors, an investment partnership of Shamrock Holdings, which is the investment group owned by the Roy Disney family, General Electric Investments and the New York State Pension Fund, as well as other private investors.

The EXCL Radio group is run by Athena Marks and also owns stations in Albuquerque, Los Angeles, Riverside-San Bernardino, Sacramento, San Francisco, San Jose and Reno, NV.

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Radio

• **REX HANSEN** is named VP/GM of Journal Broadcast Group — Springfield Operations, a three-station cluster. His most recent position was as President/GM of Mid-West Family Broadcast Group's Springfield cluster.

• **TOM MAURER** rises to GM of KJAM-AM & FM/Madison, SD. He has worked in the stations' sales department since May. Additionally, **Lorin Larsen** becomes Sales Manager for the stations.

• **DAVID HOWARD** becomes Corporate Dir./Sales & Mktg. for Big City Radio's *TodoAhor.com* website. He was most recently VP/GM of Big City's L.A.-area Alternative trimulcast, Y107. Also at Big City, **CARLOS RUBIO** is named VP/Nat'l. Radio Sales for the company's broadcast properties. His last position was as GM for Heftel Broadcasting/New York.

• **JOHN SCHUELE** is tapped as SVP for Gold Circle Entertainment and Waitt Media. He retains his CFO/Treasurer position at Gold Circle. Also at Waitt Media, **KARL BIEBER** is appointed Dir./Government Relations. He joins the company from KYOU-TV/Ottumwa, IA, where he was GM.

National Radio

• **ABC RADIO NETWORKS** has signed *Boston Herald* columnist **Howie Carr** for a daily national talk show. Carr's political call-in show currently airs on WRKO-AM/Boston and nine affiliates; the national show begins Jan. 3.

• **WESTWOOD ONE** has acquired broadcast rights to the *John Madden Sports Quiz*, a 90-second sports trivia program. The company also offers *Madden on the Road*, a new 60-second

program featuring stories and commentary from Madden as he travels around the country. Both daily shows begin Jan. 1. Contact Telly Wong; (212) 641-2057.

• WW1 and HBO present the Roy Jones Jr. vs. David Telesco light heavyweight boxing match from Radio City Music Hall on Jan. 15 at 9:15pm ET. Contact Telly Wong; (212) 641-2057.

• Also from WW1, the company teams with World Wrestling Federation Entertainment to present *The Royal Rumble Preview*, a two-hour program airing Jan. 22 from 8-10pm ET. The show, hosted by Michael Cole, will include interviews with wrestlers and listener call-ins. Contact Telly Wong; (212) 641-2057.

• **BROADCASTAMERICA.COM** announces a four-year agreement with United Stations Radio Networks to stream more than 30 of USRN's weekly programs on BroadcastAmerica.com's website. Streaming of live and archived programs begins next month.

• **UNITED STATIONS** joins with Dick Clark Productions to present three one-hour specials focusing on American Music Award nominees. Recording artist Brian McKnight hosts CHR and R&B programs, and a country program will be hosted by KZLA-FM/Los Angeles afternoon host Shawn Parr. The programs will be available for broadcast Jan. 15-16. Contact Julie Harris; (212) 869-1111.

Records

• **KEN ROBOLD** is upped to CFO of MCA and Mercury/Nashville. He rises from SVP/Finance & Administration.

• **DAN DAVIS** ascends to Gold Circle Label Group President. He will also serve as VP for GoldLabel parent Gold Circle Entertainment.

• **KEITH ESTABROOK** becomes VP/Corporate Communications for BMG Entertainment. He was most recently Hachette Filipacci Magazines' VP/Corporate Communications & Special Projects.

• **CRISSY ZAGAMI** is tapped as Nat'l. Promotion Mgr./Jazz for the Verve Music Group. Her most recent position was as Nat'l. Promotion



Chiarelli

Mgr. at Coast to Coast Promotion. Also at Verve, **L A U R A CHIARELLI** is named Nat'l. Promotion Mgr./NAC. She was most recently Mgr./Jazz Promotion for GRP Recording Co.

• **TERRY BARNES** is promoted to Chairman/CEO of Ticketmaster Group. He rises from President/CEO.

Industry

• **BILL MANNING** becomes EVP/COO of Artist Group International. He was most recently EVP for Metromedia International Communications.

• **PENELOPE LONGBOTTOM** joins XM Satellite Radio as VP/Corporate Communications. She was most recently VP/Communications & Branding for Lockheed Martin Global Telecommunications.



Longbottom

• **MIKE TYLER** and **NANCY DUTCHER** are appointed GSMS for BuySellBid.com. Tyler's most recent position was as Dir./Sales & Mktg. for The Clearance Group; Dutcher was most



Tyler



Dutcher

recently a Senior Sales Exec. at CBS' KFRC-AM/San Francisco.

Products & Services

• **MITCH RUBMAN** is named Nat'l. Sales Mgr. for REALNEWSNET.COM. He joins from China Digital Group, where he was Dir./Sales & Content Securement.

Also at RNN, the company launches its on-demand digital news service, featuring downloadable broadcast-quality news audio and video. Contact John Russel; (818) 501-0700.

Changes

Rock: WIOT/Toledo promotes **Micki Morgret** to middays and hires **Kid Mitchell** for overnights.

Sports/Talk: The Infinity radio group, including WMAQ-AM/Chicago, has extended its agreement with the Chicago Bears for five years.

Records: **John Kiernan** is appointed VP/Associated Labels for Universal Music & Video Distribution. Also, **Chris Kowalczyk** becomes Sr. Dir./Artist Development, and **Michael Davis** rises to Sr. Dir./Sales ... **Bill Lambert** is tapped as VP/Advertising, Film & TV Music at Zomba Music Publishing ... **Matthew Lansburgh** is named Counsel for Sony Music Entertainment ...

CHRONICLE

BIRTHS

SWAN's **Ronnie Raphael**, wife Helene, daughter Emilie, Dec. 9.
Guaranty Broadcasting Louisiana PD **Ray Robicheaux**, wife Melanie, daughter Lexie, Nov. 28.
AP Radio Network anchor **Jill Cohen**, husband Andy Butler, son Everett Logan Butler, Oct. 17.

MARRIAGES

WSTZ/Jackson PD/MD **Kevin Keith** to Pam Canterbury, Dec. 18.

CONDOLENCES

R&B singer/songwriter **Curtis Mayfield**, 57, Dec. 26
Jazz saxophonist **Grover Washington Jr.**, 56, Dec. 17.
The Band singer/bassist **Rick Danko**, 56, Dec. 10.

Lucian Grainge ascends to Deputy Chairman of Universal Music U.K. ... **Jeffrey Schulz** is named Sr. Art Dir. for Arista ... **Monti Olson** segues to Creative Mgr. for peermusic ... Contagious Records chooses **Anthony Sanfilippo** for GM.

Industry: **Lisa Hackett** is promoted to MTV VP/International Programming Operations ... **Monica Alexander** becomes a Sr. AE for Rogers & Cowan.

Bloomberg

BUSINESS BRIEFS

Continued from Page 9

Gaylord Realigns Radio Group, Buys Music E-Commerce

As part of an overall corporate restructuring, WSM-AM & FM and WWTN-FM/Nashville are now part of Gaylord's new interactive media division, which will also include the company's cable and Internet properties. Brian Payne, former VP/GM of GETdigitalmedia (the 'Net division), was named President of the new division. The radio properties were formerly part of the communications group, which was headed by Carl Kornmeyer. He will now focus on mergers and acquisitions as Gaylord's SVP/Corporate Development. GETdigitalmedia got down to business right away, acquiring Songs.com, which sells music by 400-plus singers and songwriters, for undisclosed terms.

Continued on Page 26

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MUSIC & MOVIES

CURRENT

ANY GIVEN SUNDAY (Warner Sunset/Atlantic)

Single: **HOLE** Be A Man

STUART LITTLE (Universal)

Featured Artists: **TRISHA YEARWOOD, LOU BEGA, BRIAN MCKNIGHT**

MAN ON THE MOON (Warner Bros.)

Single: **R.E.M.** The Great Beyond

DEUCE BIGALOW: MALE GIGOLO (Hollywood)

Featured Artists: **WYCLEF JEAN, CORNERSHOP, JEFF LYNN**

JAMES BOND: THE WORLD IS NOT ENOUGH (Radioactive/MCA)

Single: **GARBAGE** The World Is Not Enough

END OF DAYS (Geffen)

Single: **GUNS N' ROSES** Oh My God

Other Featured Artists: **KORN, ROB ZOMBIE, CREED**

POKÉMON: THE FIRST MOVIE (Atlantic)

Single: **M2M** Don't Say You Love Me

Other Featured Artists: **CHRISTINA AGUILERA, 98 DEGREES, BILLIE**

DOGMA (Maverick)

Single: **ALANIS MORISSETTE** Still

ANYWHERE BUT HERE (Atlantic)

Single: **SARAH MCLACHLAN** Ice Cream

Other Featured Artists: **K.D. LANG, LEANN RIMES, SINEAD LOHAN**

RIDE WITH THE DEVIL (Atlantic)

Single: **JEWEL** What's Simple Is True

COMING

NEXT FRIDAY (Priority)

Single: **ICE CUBE f/MACK 10 & MS. TOI** You Can Do It

Other Featured Artists: **PHAROHE MONCH, AALIYAH, WU-TANG CLAN**

SCREAM 3 (Wind-up)

Singles: **CREED** "What If"

SYSTEM OF A DOWN "Spiders"

Other Featured Artists: **POWERMAN 5000, INCUBUS, STATIC-X**

"Music & Movies" lists current and coming film soundtracks according to box-office standing, as well as singles appearing on R&R's format charts and other featured artists. To submit soundtracks for inclusion in this column, contact R&R Associate Editor Frank Correia at (310) 788-1658; fcorreia@rronline.com.

MUSIC DATEBOOK

MONDAY, JANUARY 10

1981/**Linda Ronstadt** and **Rex Smith** perform in the Broadway premiere of *Pirates of Penzance*.

1984/In London **Soft Cell** perform for the last time.

1997/**James Brown** receives a star on the Hollywood Walk of Fame.

Born: the late **Jim Croce** 1943, **Rod Stewart** 1945, **Donald Fagen** (Steely Dan) 1948, **Pat Benatar** 1952

TUESDAY, JANUARY 11

1984/**Michael Jackson's** *Thriller* sells 10 million copies, becoming the best-selling album of all time. He receives 12 Grammy nominations the same day.

1996/**The Sex Pistols** inform the media they are launching a reunion tour.

Born: **Clarence Clemons** 1942, **Naomi Judd** 1946, **Mary J. Blige** 1971

Releases: **The Supremes'** "Love Is Here & Now You're Gone" 1967. **The Pretenders'** *The Pretenders* 1980

WEDNESDAY, JANUARY 12

1965/**Gerry & The Pacemakers** and **The Zombies** perform on the premiere of NBC-TV's *Hullabaloo*.

1979/**The Bee Gees** receive a star on the Hollywood Walk of Fame.

1986/**Luther Vandross** is injured in a Los Angeles car crash.

1996/**Janet Jackson** signs an \$80 million, five-album recording contract with Virgin

Born: **Arlo Guthrie** 1947

THURSDAY, JANUARY 13

1973/At London's Rainbow Theatre **Eric Clapton** performs for the first time in years following his drug dependency. **Pete Townshend, Ron Wood** and **Steve Winwood** join him onstage.

1979/The YMCA files a libel suit against **The Village People** for their single "Y.M.C.A."

1986/Former Sex Pistols members sue ex-manager **Malcolm McLaren** for unpaid royalties. Two days later the court orders McLaren to pay \$1 million.

1993/**Bobby Brown** is cited for simulating a sex act during an Augusta, GA all-ages concert.

Releases: **Little Richard's** "Good Golly Miss Molly" 1958, **Bob Dylan's** *The Times They Are A-Changin'* 1964

FRIDAY, JANUARY 14

1973/**Elvis Presley's** Honolulu concert is broadcast live via satellite to a billion viewers.

1978/In San Francisco **The Sex Pistols** perform for the last time. They disband the next day.

1984/**Madonna** makes her national TV debut on *American Bandstand*, performing "Holiday." Also ... The BBC bans **Frankie Goes To Hollywood's** "Relax" from the airwaves because of its sexually explicit content.

1989/**Paul McCartney's** *Back in the USSR* is released exclusively in Russia.

Born: **L.L. Cool J** 1968, **Dave Grohl** (Nirvana/Foo Fighters) 1969

Releases: **Little Richard's** "Tutti Frutti" 1956

SATURDAY, JANUARY 15

1961/**Diana Ross & The Supremes** sign a recording contract with Motown.

1967/**The Rolling Stones** perform "Let's Spend the Night Together" on *The Ed Sullivan Show*. Sullivan has the group alter the song's lyrics to "Let's Spend Some Time Together."

1992/**Jimi Hendrix, The Yardbirds, The Isley Brothers, Johnny Cash** and **Sam & Dave** are inducted into the Rock & Roll Hall of Fame.

Born: the late **Ronnie Van Zant** (Lynyrd Skynyrd) 1949, **Lisa Lisa** 1967

Releases: **David Bowie's** *Low* 1977

SUNDAY, JANUARY 16

1979/**Cher** and **Gregg Allman** divorce after four years. Cher had filed for divorce nine days into their marriage.

1980/**Paul McCartney's** Asian tour is canceled when he's jailed for 10 days in Tokyo for marijuana possession.

1987/**The Beastie Boys** become the first group to be censored on TV's *American Bandstand*.



The Beasties lose their license to ill.

1997/**Phil Spector** and **Joni Mitchell** are inducted into the Songwriter's Hall of Fame.

Born: **Sade** 1960

Releases: **The Temptations'** "My Girl" 1965, **Peter Dinklage's** *Frampton Comes Alive!* 1976

— Mark Solovicos

ZINE

SCENE

The Best And The Rest Of '99!

People ranks its "25 Most Intriguing People '99." Latin pop sensations **Ricky Martin** and **Jennifer Lopez** make the cut. "Not since **Elvis** have we seen a male idol who moves so incredibly well," **Gloria Estefan** says of Martin. In its "Poll of the Century," a random survey of 402 men and 403 women by phone, **Garth Brooks** wins favorite country music star, **Elvis Presley** takes favorite male pop star, and **Aretha Franklin** earns favorite female singer. The 'zine also lists the best and worst in music for 1999. Among the best: **Fiona Apple, Mary J. Blige, The Dixie Chicks, Macy Gray, Moby** and **Robbie Williams**. The worst includes: **Backstreet Boys, The Cranberries, Puff Daddy** and **Britney Spears**.

Martin tops *Entertainment Weekly's* Entertainer of the Year list, with Britney Spears checking in at No. 4, **Carlos Santana** securing No. 8, and **The Dixie Chicks** wrangling No. 11. Breakthrough entertainers for '99 include **Moby, Christina Aguilera** and **Kid Rock**. Jennifer Lopez also tops an *EW* list ... for the worst music of '99. Also stinking up the year were **Guns N' Roses, Joey McIntyre** and **Garth Brooks** as **Chris Gaines**.

On the flip side, **Robbie Williams** wins *EW's* Album of the Year, while **Fiona Apple** picks up the No. 2 slot. **The Backstreet Boys, Moby, TLC** and **Beth Orton** are also recognized as highlights. More bests include "Best Impersonation of a Latino" for **Lou Bega, Jesse Camp** wins "Best Disappearing Act," and the "Best Proof That God Exists" is evidenced by the decline of **Puff Daddy**.

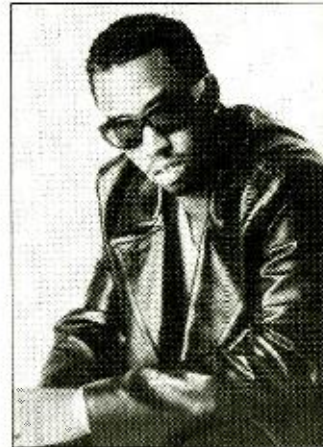
Korny Kids

Guitar World puts **Korn** on its cover, with the article inside detailing their rise to the top of rock's ranks. "I don't think anyone ever came up with anything good to call us," says guitarist **James "Munky" Shaffer**. "I like hip-hop; I'm a fan of it. But I don't want to be associated with it anymore — everyone's doing it. And **Limp Bizkit** has it cornered; they do it well. They can carry the hip-hop/metal torch — we don't want it."

Korn frontman **Jonathan Davis** acknowledges the psychedelic influence on their new album *Issues*. "Everybody's been comparing it to **Pink Floyd** and **Genesis** — that kind of vibe. I always joke that people are gonna be taking mushrooms to it and getting fucked on acid. I listen to it at night and think, *This is some trippy, weird shit*."

Reznor's Rebirth

"I remember sitting down and playing the piano and thinking, 'How did I ever forget that this is what brought me joy? How the fuck did that ever get lost in the mess? How did I let that happen?' It's not doing



PUFFY'S PRIME CUT — A recent co-host of VH1's Fashion Awards, **Puff Daddy** stews in his own juices about his personal style: "I like to let my clothes sit in the closet for about three months and marinate, like a steak. Then gradually, you know, I go in and figure it out. I mixed a lot of designer labels with my own things. Which they don't like me to do. But that's marination, not just conformity, you know what I'm saying? I don't have no fear when I dress, you know?" (Star)

interviews, it's not fucking live shows, not backstage passes and bank accounts — all that shit doesn't matter. I did this because I love music" — **Nine Inch Nails'** nucleus **Trent Reznor** comes out of his shell on *The Fragile* (Raygun).

Hill's Thrills

Country music star **Faith Hill** graces *Glamour's* cover. Inside, she talks about her success as a recording artist, her first marriage and young divorce, and her happy family life with two daughters and her husband, country singer **Tim McGraw**. Hill also expresses her passion for performance: "The excitement and energy that happens on stage is unbelievable. The only thing better than that is sex, I swear!"

They Will Rock You

In its Rock 2000 feature, *Guitar World* spotlights guitarists from the new generation that represent the future of rock's many genres. Featured axe-slingers include **Coal Chamber's Meegs Rascon, Powerman 5000's Adam 12** and **M. 33, Creed's Mark Tremonti**. 14-year-old blues sensation **Shannon Curfman, Staind's Mike Mushok** and **Slipknot's 7** (a.k.a. **Mick Thomson**) and **4** (a.k.a. **Jim Root**), **Third Eye Blind's Stephen Jenkins** also makes the list. "I just laugh when people say rock is dead," he comments. "I go, 'Yes, it's a bloated corpse, and there's a miasmal stench rising off of it, and we're all necrophiliacs in a snuff film. Rock is a perfect form, like haiku.'"

— Frank Correia

Each week R&R sneaks a peek through the nation's consumer magazines in search of everything from the sublime to the ridiculous in music news. R&R has not verified any of these reports.



AL PETERSON
alpeterson@ronline.com

Succeeding In The 21st Century

□ Motivational guru says attitude is key to success in the new millennium

As one year ends and another begins, it's time once again for R&R's annual focus on your job. Whether you're looking to improve your profile in the job you currently have, trying to find a new one or seeking your first professional break, this week's issue is dedicated to those who work in the trenches to make our business succeed all year long.

OK, by now we're all pretty sick of hearing about the new millennium, the end of the century, the bridge to the 21st century, etc. But the fact remains that beyond all the hype the years ahead will indeed be different, because time marches on. New technologies will continue to be developed, and our lives will undoubtedly change — both personally and professionally — whether we want them to or not.



Jeffrey Keller

Simply look at the vast changes the radio business has undergone since its earliest days. Many of the broadcast pioneers of the 1920s and '30s would barely recognize the industry we work in today. Furthermore, few contemporaries would deny that the radio business of 2000 is radically different from the one that existed just 10 years ago. Surviving in the next five, 10 or 20 years will mean learning to accept

and deal with change. Those who can will thrive and prosper; those who refuse will be left behind.

Attitude Is Everything

Someone with very specific thoughts on strategies you'll need to succeed in the new millennium is **Jeffrey Keller**. Keller, who serves as President of Attitude Is Everything Inc., works with organizations that are looking to develop achievers, along with sales managers who want their people to be more positive.

While Keller does not necessarily target his messages specifically

to the radio industry, I've found that the ideas and observations he promotes in his monthly newsletter are always very applicable to all who work in our business. Whether you're in radio management, sales, programming or marketing or performing as an on-air host, Keller's unwavering mantra is the same as the name of his company. Here are five strategies that Keller says one can use to position oneself for success as we enter the 21st century:

- **Set monster goals** — Citing a seminar he recently attended by motivational speaker Willie

Jolley, Keller suggests that Jolley's concept of setting "monster" goals will be a must for success in the years to come. Whether the goals you set are modest or ambitious, you are bound to meet with disappointments. Keller and Jolley urge you to go for the "grand slam" and believe in the philosophy that the human mind has the power to achieve whatever it can conceive and believe.

As an example of those who have set "monster" goals and achieved them, Keller points to the success of 27-year-old Love Goel, who became COO of Federated Department Store's e-commerce division. In a business where 3% annual growth was considered to be good, Goel's unit has achieved 500%

growth in just one year!

Keller also cites Dell Computer Chairman Michael Dell, who announced this fall that he expects his company's hardware business to double or even quadruple over the coming years — a pretty strong statement from a man whose company held about an 11% share of the computer hardware business at the time. Keller believes that you shouldn't underestimate the power of thinking big. "Monster goals — when backed with deep conviction — have the power to excite you and everyone in your organization," says Keller.

Ask yourself, "What are my monster goals for the year ahead?" Do you want to expand

Continued on Page 20

Managing In The New Cluster Environment

R&R's fifth annual **Talk Radio Seminar** is fast approaching! The confab is set for Feb. 24-26, 2000, and here's yet another good reason you should be planning to attend: **TRS 2000** will feature a special one-time gathering



of some of Talk radio's brightest and most successful group programmers, who will discuss perhaps the biggest challenge to our consolidated industry today. "Managing in the New Cluster Environment" will highlight how these Talk radio winners have developed new synergistic strategies in order to maximize their market clusters' clout while success-

fully merging differing corporate cultures and philosophies.

Moderated by R&R Editor-in-Chief **Ron Rodrigues**, this special Saturday morning panel will feature Clear Channel Communications' **Gabe Hobbs**, ABC Radio's **John McConnell**, **Brian Jennings** of Citadel Communications and AMFM Inc.'s **Ken Kohl**.

HAVE YOU REGISTERED YET? Don't delay, as space at our host hotel, The Grand Hyatt in Washington, DC, is going fast! Fill out the registration form on page 8 of this week's issue, or log on to ronline.com/conventions for fast, easy and secure electronic registration for TRS 2000!

"We'll need to take more risks, be willing to make more mistakes and adapt on-the-fly as we move forward."

Are you studying late at the library? Concerned about getting home safely? Tips for staying safe on campus.

EILEEN GALLOWAY HELPED DRAFT THE NATIONAL AERONAUTICS AND SPACE AGENCY ACT. IN 1957, SHE WROTE A COMMITTEE PRINT FOR CONGRESS ON GUIDED MISSILES WHICH BROUGHT HER TO THE ATTENTION OF LEADERS FOR THE CREATION OF A SPACE AGENCY. THIS BEGAN THE COUNTDOWN TO THE U.S. SPACE MISSION, LANDING ON THE MOON AND WHATEVER IS TO COME NEXT.

FINANCIAL TROUBLE? HOW DOES BANKRUPTCY AFFECT WOMEN? WHAT DOES SOCIAL SECURITY REFORM MEAN TO WOMEN?

A discussion of Will Glennon's book which helps parents raise daughters' self-esteem.

More help available to women who want to get pregnant but can not.

More women are turning to distance learning to fit continuing education into their busy schedules. Is it for you?

Working Women Magazine has completed its 20th annual salary survey. While women have entered almost every career field, the salaries on average between men and women doing the same job, differ.

Why does the gap still exist?

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Succeeding

Continued from Page 18

your operations, increase your personal or overall sales, double your station's Arbitron share, pull off a marketing coup that makes everyone in town talk about your station or become the No. 1 talk host in your daypart? Whatever monster goal you can dream up, remember this: When it comes to setting your goals, you have to shoot for the moon if you want to even have a chance at catching a star.

• **Change your attitude about the Internet** — Keller says that regardless of where your view of the Internet is today, it's time to kick it up a few notches. "It's no longer enough to simply have a website," says Keller. "The Internet offers extraordinary opportunities to grow your business, and those opportunities are expanding by leaps and bounds. Sales and distribution channels are undergoing revolutionary

changes. More and more people are buying online, bypassing traditional retail stores and middlemen. Five years ago, who would have guessed that Amazon.com would attract more than 10 million customers and turn the retail book industry on its head?"

Another fact that Keller points out is how, as people in their 20s and 30s gain positions of power in business, their first step in researching a product or service is the web, not printed directories or referrals. For radio stations that have done everything possible to develop programming content for their website but have not yet maximized the presence of their station's sales and marketing efforts on the 'Net, it's time to wake up and smell the coffee! Whether it's local or national sales, the Internet holds tremendous potential for reaching customers who want to not only listen to your station and learn about its programming, but also those customers who want

to know how to buy advertising time from you.

• **Ride the wave of change** — Keller says those "primitive" days when our biggest technological worry was how to use an ATM card or program the VCR are gone forever. "The pace of change has accelerated beyond belief," he says. "Cellular phones, wireless Internet access and electronic planners are becoming the norm. You don't have to be a technological wizard to thrive in the 21st century, but it is essential that you let go of the past and the way things have been done before. Resistance is only guaranteed to hold you back." Keller urges all of us to jump into what he calls the "sea of change." "Ask for help if you're not sure how to swim, but jump anyway," he says. "You're going to be excited about the opportunities you will find!"

• **Move fast** — Remember the good old days when you could take time for a lot of meetings and circulate memos for a few months before finalizing any big move forward? Keller is a firm believer that those days are over. "He or she who hesitates will be lost in the new millennium," he predicts. "The businesses and people who will thrive in the 21st century will be those who are able to implement their strategies quickly. We'll need to take more risks, be willing to make more mistakes and adapt on the fly as we move forward."

• **Maintain a personal touch and be responsive** — Keller suggests that this is one of those timeless qualities you'll still need to succeed in the new millennium. "People will still expect to be treated as individuals," he believes. "And the businesses that satisfy this need will

Rules For Resume Writing 101

If you're among the many who'll be seeking a new job in the year ahead, one tool that remains essential to any job-seeker in Y2K — or any other year — is a good resume. No matter what technology you might choose to deliver it to a prospective employer, a well-crafted and good-looking resume can open the door to the opportunity you are seeking.

Conversely, a poorly written resume can get you eliminated from consideration right off the bat, even though your qualifications might have been perfect for the position for which you applied.

A recent article published in the *San Diego Union-Tribune* suggests that the best advice for would-be resume writers is, "Don't make a novel out of it." In fact, human resource managers, executive recruiters and employers from around the country report that there is nothing much new about what they expect when it comes to a resume. Here are a few key findings of a report conducted this year by the Washington, DC-based outplacement and career-transition firm Morris Associates and cited by the *Union-Tribune*:

- Employers voiced a strong preference for no more than a two-page resume (63%).
- A chronological resume format is preferred by more than two-thirds of employers (70%).
- More than half consider resume readability and overall appearance to be important.
- Most dislike fancy paper with designs or shading (they don't photocopy well).
- There is a strong preference for inclusion of a cover letter that sells employers on you (84%).
- It's OK to e-mail or fax your resume, but follow up with a mailed hard copy.

A final question asked of all survey participants was, "If you could give the resume writer one piece of advice, what would that be?" One respondent summarized much of the advice suggested: "Concise and well-written. Grammar and spelling must be 100% correct. No typos. Include a personalized cover letter. Keep your resume to no more than two pages. Emphasize your accomplishments and other factors that might distinguish you from other applicants."

reap huge benefits." As an example, he cites online leader AOL. "America Online now has 17 million subscribers," says Keller. "Yet if you ask a question by e-mail, you'll get a specific response to that question within 24 hours or even sooner. The same is true of Amazon.com. Whether it's by e-mail, snail mail or telephone, the personal

touch and caring service will always be appreciated and rewarded in the next millennium and beyond."

To reach Jeffrey Keller, call (800) 790-5333 (in NY, dial [516] 922-7613), send an e-mail to jkeller@attitudeiseverything.com or visit his website at www.attitudeiseverything.com.



SCORING A TD FOR ATLANTA'S KIDS

Dr. Laura Schlessinger paid a recent visit to Atlanta, where she participated in "NFL 101 For Women," a fund-raising event that raised over \$15,000 for the Atlanta Falcons' Youth Foundation. Shown smiling for the camera are (l-r) Falcons head coach Dan Reeves, Dr. Laura and WGST-AM & FM morning host Jeff Hullinger.

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ACTUAL CALLER LOG

caller 1	"With Christmas coming, I'm at my wit's end. If I had enough life insurance that I could guarantee my children's future, I'd kill myself. . ."
caller 2	"I'm a stay at home mom and to make some extra money, I've started my own psychic web site."
caller 3	"We need to sell my husband's bass boat, but I believe it's the only thing that keeps him sober. He use to drink . . . if we sell it . . ."

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- "STRANGE UNIVERSE" SEAN DAVID MORTON M-F 9 PM - 1 AM
- "AMERICA GOOD MORNINGS" PHIL PALEOLOGOS M-F 5-9 AM
- "THE GENE BURNS SHOW" M-F 12-2 PM
- "THE IRA FISTELL SHOW" M-F 1-6 AM
- "JUDI PAPERELLI" M-F 12-5 AM
- "REALCOPS" DETECTIVE JIM Mc KAY SAT. 6-8 PM
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Street Talk®

'Moon' Man's Canned Laughter

We knew the late Andy Kaufman had a penchant for wrestling women, but boxing DJs? Apparently so! WCKG/Chicago's **Steve Dahl** got a bit of national ink last week when syndicated film critic Roger Ebert closed his review of *Man on the Moon*, the Kaufman biography, with a Dahl-icious personal anecdote: "Chicago talk jock Steve Dahl told me the other day that Kaufman once recruited him for a performance. 'He told me I would be inside a box on the stage, and people would try to guess what was in the box,' Dahl recalled. 'He gave me a six-pack of Heinekens to keep me company. What he didn't tell me was that I would be in the box for three hours. There I was in the dark, trying to pee back into the can.' Dahl thought he was in the show, but from Kaufman's point of view, he was the ideal member of the audience."

Oldies **WZTR/Milwaukee's** jocks were all let go Monday, and PD Kris Abrams tells **ST** the station is in "Y2K compatibility testing mode." Translation: While the "HAL 900" computer may be spinning the golden oldies now, except something new to be unveiled New Year's Day.

EXCL Marks Two Spots

EXCL Communications made a couple of moves over the holidays, taking over two purchase-pending properties via LMAs. **KVBC/Las Vegas** is now running EXCL's satellite-fed Spanish AC format, and **David Haymore** adds GM duties at the station. Meanwhile, **KNRV-FM/Reno** flips to Regional Mexican under new GM **Larry Laman-ski**, who will also retain his GM duties at **KRRE/Sacramento**.

Meanwhile, Hispanic Broadcasting VP/GM **Gary Stone** has quietly succeeded **Richard Heftel** as GM of the company's L.A. stations.

Morning Comings And Goings

After a long hiatus from radio, **Jay Thomas** is back on the air in N.Y.C., where he debuted without fanfare as the new morning man on AM-FM's **WTJM**.

After a long stint on the air at **WDVE/Pittsburgh** (13 years, to be exact), morning man **Scott Paulsen** is taking a hiatus from radio. He left the station this week, though the other morning show regulars, including co-host **Jim Krenn**, stay in place and will be joined by **WRKT/Erie, PA** afternoon personality **Randy Baumann**.

The L.A. Dodgers have rehired **Derrick Hall** as Sr. VP/Communications, starting Jan. 1. So what does this mean? Well, Hall had been hosting mornings on **KXTA/L.A.**, and combined with on-air promos promising "something new" on Jan. 4, this sure gives a lot of credence to the rumors that the syndicated *Bob & Tom Show* will be inserted at the Clear Channel Sports Talker.

Don & Mike Outrage, Pt. 83

Adding their voices to those denouncing an Aug. 17 broadcast of Westwood One's *The Don & Mike Show*, the National Latino Media Council filed a 17-page document with the FCC. During the now-infamous show, the hosts harrassed an El Cenizo, TX city official about a new ordinance requiring all official meetings to be held in Spanish. The NLMC complaint, submitted Dec. 14, says that not only was the material aired indecent, but the show put city Commissioner **Flora Barton** on the air without her knowledge. An official from **WJFK-FM** could not be reached for comment.

AB 2 C Y2K OT

Finally, with "Millennium Madness" feverishly building toward its inevitable peak (even if the new millennium *technically* doesn't begin until 2001), the arrival of Y2K seems like an event tailor-made for syndicated talker **Art Bell**, whose show has been no stranger to all kinds of millennial predictions and prophecies. So rather than signing on after midnight, Bell's *Coast to Coast AM* show for New Year's morning will start three hours earlier, at 10pm ET New Year's Eve, and welcome the new year across all the U.S.

Continued on Page 24



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Continued from Page 22

time zones. That is, of course, assuming that aliens don't destroy the planet, the dead don't start walking the Earth, apocalyptic horsemen don't go out for a ride, a long-lost Soviet computer doesn't trigger nuclear winter ... and nobody trips over a power cord at the transmitter site.

On that note, assuming paper and ink are Y2K-compliant, we'll be back next week. Happy New Year!



PROMO ITEM OF THE WEEK — lightheaded: The folks at Epic are positively beaming over the new Apollo Four Forty single, "Stop the Rock," so they sent out these custom-printed mini-Maglites. So even if the power goes out because of Y2K, programmers will still be able to find the CD. Playing it without power? Well, you're on your own there!

Rumbles

- **Rex Hansen** is appointed VP/GM for the Journal/Springfield, MO three-station cluster KTTS-AM & FM and KMXH-FM.
- **WXQR/Greenville-New Bern** flips from Classic Rock to Active Rock as "Rock 105, Carolina's Pure Rock" under PD/afternoon driver **Darrin Arriens**. The syndicated *Lex & Terry Show* will be heard in morning drive.
- **KKSS/Albuquerque** PD **Tony Manero** exits, and morning driver **Mike Fuentes** steps in as interim PD. Crosstown CHR/Pop sister KCHQ PD **Jackie James** also exits and is replaced on an interim basis by **DJ Lopez**.
- **Three Eagles** taps **Tom Maurer** as GM and **Lorin Larsen** as Sales Mgr. at KJAM-AM & FM/Sioux Falls, SD.
- **Lionel** will soon be returning to the Tampa market ... sort of. He'll start an evening shift Jan. 3 on WFLA, the station he left in 1993 for mornings at WABC/N.Y. However, because of his other obligations, including his hosting gig on Court TV, he'll be broadcasting his Tampa show from the Big Apple.
- **WBUZ/Toledo** drops *The Howard Stern Show* from mornings.
- Contrary to rumors, WINZ/Miami afternoon personality **Brooke Daniels** won't be leaving the station. However, back surgery will keep her out of action for a couple of months, starting Jan. 10, and **Liz Wilde** will be filling in.
- **WKLS/Atlanta's** looking to keep its personality stable stable — it's signed morning team **The Regular Guys** and afternoon host **Christopher Rude** to new multiyear contracts.
- Our condolences to the friends and family of Shadow Broadcasting/L.A. reporter **John Carter**, 52, who succumbed to cancer on Dec. 17. Before arriving in L.A. in 1989, Carter spent 10 years in Dallas radio and six years in Houston.

RADIO RECORDS



1

- **Tony Washington** elevated to VP/Sales of Radio One.
- **Jim Ryan** rises to OM at WLTW/N.Y.
- **WTOP-AM & FM/Washington PD Jim Farley** promoted to VP/Programming.
- **Michael Saunders** selected as KKBT/L.A. PD.

5

- **Jay Hoker** appointed Paxson President.
- **Tony Yoken** set as WYKL/Memphis GM.
- **Lee Rogers** recruited as KUPL/Portland PD.
- **Nick Sanders** tapped as PD at WCOF/Tampa.
- **Chuck Geiger** grabs KISF/Kansas City PD chair.

10

- **Mike Bone** appointed President of Island Records.
- **Chuck Fee** boosted to Station Manager for WMMR/Philadelphia.
- **Dana Jang** returns to the PD chair at KSJO/San Jose.
- Morning man **Charlie Morgan** adds PD duties at WFMS/Indianapolis.
- The B/EZ exodus gains momentum: **WSHH/Pittsburgh** goes AC, and **WLKW/Providence** shifts to Gold.

15

- **Mike Grinsell** upped to KABL-AM & FM/S.F. GM.
- **Bob Neil** tapped as WYAY/Atlanta OM.
- **Dale Parsons** picked as PD of WNBC/N.Y.
- **Leigh Jacobs** jumps to WOMC/Detroit as PD.
- *New PD assignments in Tampa:* **Carey Curelop** at WSUN and **Tim Smith** at WYNF.

20

- **Bob Lowry** appointed Dir./Radio Programming & Research for Bonneville.
- **Lee Bayley** named VP/GM of TM Programming.

25

- **Al Casey** chosen PD of WXLO (99X)/N.Y.
- **Tony Montgomery** named National Singles Promo Dir. for RCA Records.
- **Paul Johnson** recruited as VP/Promo for Motown.
- **John Driscoll** joins WCFL/Chicago for evenings.

Records

- Just how close is former Sire VP/Promo **Barry Pinlac** to joining Edel America?
- Speaking of Edel, is former Sr. Dir./Promo **Anthony Iovino** about to resurface very soon?

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Jobs

Continued from Page 1

And as he told the students at Howard, "If you don't keep it fresh and interesting, someone younger and better-looking will replace you. You have to know how to change with the audience."

Madison said he and his producer have been able to tackle more subjects and do better research on them by using the Internet. While it has helped him stay fresh and on top of his game, the Internet has also given him a long reach. Although WOL/Washington, where Madison is currently heard, is a 1,000-watt outlet at 1450 kHz, it is not unusual for Madison to get calls from Internet listeners in Los Angeles at 3am PT. And, he told **R&R**, those calls are on the rise, and WOL's sales staff has begun looking at ways to turn the national Internet audience into revenues.

"This e-commerce thing is wide open. Your website can really have value when you sell it in combo with the radio station. It's just a question of people getting comfortable with it."

While Madison believes that immediate job growth is in technology

and engineering, it is also clear that new programming jobs will be created for those who understand the fusion of radio and the Internet. But that means users getting comfortable with the combination and the industry making it entertaining. Those will be the two toughest hurdles in making the marriage of radio and the Internet truly work.

"The jobs in our business will always be in sales," NextMedia Group CEO/President Steve Dinetz told **R&R**. "But the men and women who have a technology and radio background, and who understand the potential of the Internet and how it complements radio, will be the ones who really have a future. We will need young people who know how the Internet works and who can push people like me and say, 'Come on, let's do it.' They must be the creative ones, like the ones who created formats. Get me someone like Lee Abrams who, 20 years ago, created Album Rock radio."

Abrams, who is now directing programming for XM Satellite Radio's 100 channels, which are scheduled to be launched next year, is often cred-

ited with defining that Rock format and making it entertaining.

"Right now, the Internet is not entertaining enough," Dinetz said. "It's not something you hum to, and you don't walk away with a chuckle. As we push forward, we will want to find the kids who can make that entertaining."

Dinetz is open-minded about pioneering technology, and even he admits to needing a push. Other decisionmakers are even more stubborn about spending time, money and resources in uncharted waters. Scott Woodside — who worked for decades in morning radio in Washington and, most recently, in Atlanta — is clearly frustrated by the reluctance of some to commit to the Internet, despite projections that its future with radio will be financially rewarding.

"I tried to hook up with a couple of radio stations and help them get to the next level on their websites, but unfortunately they don't get it," laments Woodside, who consults from Roswell, GA. "They have no concept that they can actually make money off their sites. Most stations would rather show pictures of their talent."

Where The Jobs Are

So where exactly will the new jobs be? "Radio station websites and Internet news rooms — where webmasters are needed — and selling classified and banner ads," figures Stratford College President Richard Shurtz Jr., who co-hosts *Tech Talk* with David Burd on ABC Radio's WMAL-AM/Washington. Shurtz, however, complains that the radio industry is "about two years behind the curve. Radio is still selling banner ads, but they don't work." He says he's found that by going on-air and giving career advice online, "onsite hits go up by a factor of three. I'm giving them something of value. I get more out of the hits about information technology on the website by talking about it on the air." He says that kind of listener behavior will spawn a whole new avenue of radio employment in information management at radio stations.

"Radio and the Internet have a certain synergy that works," acknowledges Shurtz. "We have discovered that we can use the radio show to drive people to the website and to the school. The radio with the website is

a very effective tool. People will go to the website and look up information."

For example, Shurtz recalled how an Internet user in Arlington, TX was listening to the show, researched enrollment information on the school's website and is about to begin his second semester at Stratford.

But not everyone has recognized the Web's possibilities. As Woodside concludes, "It's really sad when you think that a radio station could generate so much traffic to their site that they could start reaping the benefits instantly. After spending more than 100 hours a week online, I should be able to teach something about this amazing technology. The Internet is a cash cow with no overhead."

Sirius

Continued from Page 1

building a great company, and we are delighted to support him and his team."

Margolese added, "Blackstone has a pre-eminent reputation and a successful record in telecommunications investments. We are delighted to have them as an investor in Sirius, partnering with us to bring the first digital satellite radio service to motorists throughout the United States."

The large investment is a significant vote of confidence from Wall Street in the operator that translates beyond dollars, according to one financial expert. "This clearly is very positive and represents not only money, but smart money," analyst J. Armand Musey told **R&R** from Banc America Securities' San Francisco offices. "These are people who do their homework, and this gives confidence to their [Sirius'] story. The investment lowers the risk of the company — clearly the risk has changed."

On Monday Musey reiterated his "buy" rating and his 12-month target price of \$41 per share. But Musey added that with the broadcaster's "financial overhang" being reduced by \$200 million, he and other analysts will probably revisit their assessments of the company.

Deal Terms

Sirius shares will pay Blackstone Capital Partners a 9.2% annual dividend and are convertible into common stock at a price of \$34 per common share. The transaction, which is subject to customary closing conditions, is expected to close in mid-January. The proceeds will be used for the continued build-out of Sirius' broadcasting system and for general corporate purposes. To date, Sirius has raised \$1.2 billion in capital.

Sirius, which in November changed its name from CD Radio and expects to change its ticker symbol

from "CDRD" sometime next month, is scheduled to launch its first satellite on Jan. 17. Two more will be sent into space to rotate over North and Central America, and delivery of 100 digital-quality music, news, information and entertainment channels is expected by late 2000 at a cost to subscribers of \$9.95 per month.

— Jeffrey Yorke

Infinity

Continued from Page 3

in Philly. He's a very well-respected GM, and he's not afraid of taking it to the top. Ken did a great job with the programming [at WJFK-FM] when I came aboard in 1992. The only thing that wasn't there was sales. Since then, we've risen from 15th to No. 1 in revenue for the market. This is one of the premier stations in American now, and I'm not looking to change it, but improve it."

Entercom

Continued from Page 3

performer, and we are thrilled to bring him on board to oversee our New Orleans cluster. Greg is a bright and capable leader who returns to Buffalo radio with the skills and talent and passion to take our powerful AM lineup to a higher level of performance. Finally, Jeff has a wonderful track record of programming success in New York and Houston and will enable us to expand our share of listening in the New Orleans market."

Upon completion of its pending acquisitions, Entercom will own or operate 90 stations in 17 markets.

Jones

Continued from Page 1

from the IPO — which is being underwritten by Credit Suisse First Boston, Deutsche Banc Alex. Brown, and JP Morgan — will go toward acquisitions, paying down debt, working capital and developing its interactive business.

Jones, which says it reaches 2,450 radio stations and 1,750 cable systems with its programming, has been acquisitive recently and stated in its filing that acquisitions are an important part of the company's strategy. Jones recently bought fellow programmer Broadcast Programming for \$21 million and the sales company MediaAmerica for \$33 million. The company also said it was developing a complementary Internet business and that it would spend "significant capital in the future to realize our Internet strategy." About \$10 million from the IPO proceeds have been earmarked for Internet development, Jones specified in the SEC filing.

History Of Losses

Jones has reported annual net losses for each of the past three years.

— Jeremy Shweder

Bloomberg

BUSINESS BRIEFS

Continued from Page 16

USADR Submits Data For Evaluation

USA Digital Radio said its lab and test results show that its IBOC DAB systems are immune to multipath, signal and noise interference and won't disrupt existing analog broadcasts. The data — offered on Dec. 15 to the National Radio Systems Committee — were compiled from tests at USADR's Columbia, MD lab, as well as WETA-FM/Washington, WPOC-FM/Baltimore and other locations. The company will also submit the results to the FCC next month, around the same time fellow IBOC developer Lucent Digital Radio offers its data to the NRSC and the commission.



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STEVE WONSIEWICZ
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Working For A Dot-Com

□ Former label exec shares insights on working for a music-based Internet firm

So you wanna work for a music or related entertainment-based Internet company? Get in on the ground floor with a boatload of stock options and reap the megabuck benefits of your company going public, yet still be involved with the music business?

That's a thought entertained by many in the record industry at the beginning of the 21st century. It's hard not to think about it. After all, while the web continues to grow exponentially, most major labels are closely eyeing their payrolls and bottom lines and looking at ways to trim the former in order to beef up the latter.

To get a handle on what it's like to work for a music-based dot-com, I spoke with an anonymous executive who has made the transition from records to the web. Why conceal this exec's identity? Simple: I wanted this person to speak freely about what it's like to make the change and work for a web firm and how working there compared to life with a label without worrying about upsetting anyone.

The good news from this exercise? Depending on the position, you probably don't need to be a tech savant in order to get a gig. The bad news? The perception that salaries are at the lower end of the scale is a reality. It's just that the payoff — those potentially lucrative stock options — could be bigger than anything an old-line record company can offer.

Like many record executives, the person I spoke to spent a good many years working at the majors and at indies, yet was, unfortunately, let go. While it was devastating and unexpected, being unemployed offered this person the opportunity to make the change.

From Pink Slip To Possibilities

"Being out of work ended up being the best thing that ever happened to me," the exec says. "It

was a leap of faith to do this, but, like many people, I believed the Internet was going to be the future of the record industry. I thought that if I got in on the ground floor, it would lead to a lot of opportunities within the Internet world and with the labels."

When it was time to begin looking at dot-com options, the exec found that label connections still came in awfully handy. All those job sites being advertised on the web? Forget 'em, says this pro. "I really didn't do a whole lot of e-mails about jobs. I did some, but I can't remember getting any positive responses. Maybe I just didn't go after the right jobs, but the opportunities I was presented with came from my connections in the music business. I have zero belief in the Monster.com-style sites. They weren't that helpful."

What was helpful in obtaining a wired world position was a keen insight into how the web and the record business can work together. Being a tech geek wasn't a prerequisite to landing a dot-com position. "People really don't need to know as much about the technology as they think they might. I found out I needed to know enough about the tech side of the business to explain it to a layman. You just have to be very aware of what's going on and how it will affect the record industry. All the technology stuff is very learnable going forward."

Not surprisingly, once this pro landed the post, the calls came flooding in. "People wanted to know what it was like. They wanted to know if there was life after working for a record company. Once you've worked for a label,

you don't want to leave the business. People I talked with wanted to be reassured that they would still be involved in the music business. And it's very true that they will be involved.

"The atmosphere is much more Silicon Valley than New York or Los Angeles record company, but you still have a lot of access to the music business, because the jobs aren't nearly as narrowly defined as if you worked at a label."

That's another big distinction. Because the web-based music activities are so new, there's no set way of attacking the business. That's a far cry from working in the marketing, promotion or publicity department for a major label.

"I'm doing things I probably never would have done if I still worked at a major label. Plus, I am more at the center of what's happening than I have ever been. I feel more a part of the record business than when I worked for a major label."

That lack of a blueprint, however, makes for some stressful decisionmaking. "Absolutely. There's definitely a lot of trial and error going on. But that's also the exciting part. It's much more fun being on the front lines and failing than being at the back and following what everybody else does or doing things the same way because that's how it's always been done."

The Wonders Of Stock Ownership

Once aboard, this pro readily felt the different corporate culture that permeates Internet companies, thanks to employee ownership. The exec is now rooting more for this company than for any previous employers. "We all really care about the welfare of the company, because we're so immediately connected to it because of our stock. It's very real. I had a similar connection with the small indies I worked for, but certainly not any of the majors, where you did your job and hoped the records sold or got airplay, then hoped for a big year-end bonus.

"Here it's entirely different. There's much more of being part of



THE EURYTHMICS STORYTELLING ON VH1

The Eurythmics and executives from Arista Records and VH1 celebrate the taping of the group's *Storytellers* session for the music video channel. Pictured (l-r) are Arista VP/Video Promotion Mark Zimet, VH1 Sr. VP-Editorial Director Bill Flanagan, The Eurythmics' Annie Lennox and Dave Stewart, Arista President Clive Davis, VH1 Exec. VP/Music & Talent Wayne Isaak and VH1 Director/Music & Talent Terence Lam.

a team. When you're watching your stock go up, it's very exciting. And when it declines, it sucks, and you work harder. I find myself more concerned about things than I was at other companies and being a little more careful about how I spend the company's money."

Nonetheless, the stock price isn't forcing decisions. "Talking about the stock price is in the open, but no one talks about having to do certain things to make the stock pop. It's more a motivating factor than an overriding concern."

While music biz execs can certainly rack up plenty of long days and nights, this pro is putting in more hours than ever before. "The pace of change is so much faster. There's so much information coming in that you want to keep track of. Now, in addition to the music industry trades, you have to keep track of the Internet and computer trades. No one's making me do that; I just want to be aware of what's going on. And I'm certainly not the only one."

Sell, Sell, Sell

Interestingly, one regular task this pro undertakes on a daily basis is educating the music business about the web. "I still find myself having to explain to people that the Internet is more than downloading and selling records online. Many people still don't see the other legitimate business being conducted that's in sync with their corporate policies and objectives.

"The new media guys at the labels want to do more and are more progressive about trying out new things. Yet many of them are still kept in check by the powers that be, because there are still a lot of corporate policies they must adhere to. That's one of the negatives about the job, because this is still so new. It's a lot easier for senior executives to say no, because there's less personal and corporate exposure in the short term."

That's gradually changing. "The walls are definitely coming down. A lot of the labels see their competitors selling tracks or offering downloads from major artists, and they want to be a part of it too. There's a lot of external pressure that's working in our favor."

While the pros definitely outweigh the cons for this exec, the jury's still out on just about every dot-com that's involved in the music business. Right now it's more a battle of press releases than a battle for big bucks. A high-flying stock price or megamillion IPO filing won't ensure success. And all that stock could be worth pennies on the dollar in a few years, especially if new competitors or the major labels themselves enter the fray. In fact, this exec isn't ruling out a return to a major label.

But for now, the web is where it's at. "This may sound like bullshit, but there's nothing I dislike about my job. I'm so much more into it than I have ever been into anything in my life."

"I still find myself having to explain to people that the Internet is more than downloading and selling records online. Many people still don't see the other legitimate business being conducted that's in sync with their corporate policies and objectives."

"We all really care about the welfare of the company, because we're so immediately connected to it because of our stock. It's very real."

RR LAUNCHING PAD

3 Doors Down's 'Kryptonite' Glowing At Active Rock

For a record company, there's nothing like beginning the new year with a baby band who are already receiving significant airplay from a handful of major-market stations. That's quite the endorsement, given the competition from superstar acts and holiday music and promotions in the fourth quarter.

Such is the case with the Universal/Republic Records band 3 Doors Down, whose debut single, "Kryptonite," is



3 Doors Down

garnering glowing praise at Active Rock stations such as WAAF/Boston, WXTB/Tampa, WLZR/Milwaukee and WMFS/Memphis.

Originally based in Escatawpa, MS, near the gulf town of Biloxi, the core members of the group — vocalist/drummer Brad Arnold, bassist Todd Harrell and guitarist Matt Roberts — came together about four years ago. Two years later guitarist Chris Henderson joined the group. A few years of touring the region resulted in an active fan base, and the group often pulled in over 2,000 people a show. But it wasn't until March 1999, when hometown Active Rocker WCPR began spinning "Kryptonite," from the group's independent EP, that things really took off.

WCPR PD Wayne Watkins remembers, "We've been aware of the band for years, because of the buzz they've built from gigging around the area. When they brought 'Kryptonite' in, [OM] Kenny Vest, myself and the staff agreed that the band had taken a big step forward."

As it does with many rock acts, WCPR initially spun the group's song

on its Sunday night locals-only program. Watkins continues, "The response grew from there, and we put it into regular rotation. From there, it just took off. I've never seen a song react like this one. It's going to be our No. 1 song of 1999."

The band's local success caught the attention of Republic GM Avery Lipman about 10 months ago. Lipman recalls, "We picked up on the band from the airplay in Biloxi. You're always suspect with small markets, but this was more than just a hometown favorite. The stores couldn't keep their independent CD on the shelves, which meant there was a legitimate buzz about the group, especially when retailers told us kids were coming in and asking for the 'Kryptonite' song. It proved it was more than just the

band's friends and family members who were buying the record. It also proved that the song was the driving force, that it was definitely reacting with people."

Fortunately for Universal/Republic, 3 Doors Down weren't flying high on the A&R radar screen, because Biloxi isn't a SoundScan market. Nevertheless, Universal/Republic still moved quickly. Lipman continues, "It's so competitive today that things don't stay a secret for long. There's a lot of pressure to close a deal before things get out of hand."

A couple of months later Republic inked the group (who also signed a management contract with Bill McGathy) to a deal. The label then hooked up 3 Doors Down with producer Paul Ebersold (Sister Hazel) and mixer Toby Wright (Alice In Chains, Korn) to work on the group's major-label debut, *The Better Life*. In another key change, a new drummer was brought in, and vocalist Arnold was moved front and center.

Universal/Republic initially eyed a fall release for the single, but a jammed pipeline nixed that idea. Lipman com-

ments, "We could have done it, but this is such an exciting project that we wanted to do everything right. It would have been pretty crazy for us, given everything that we were doing, to release a new act in November. I'm glad we waited, because so far everything's worked out perfectly."

In order to prime the pump at radio, McGathy sent "Kryptonite" to a slew of stations near the end of 1999. One programmer who gravitated toward the song was WMFS PD Rob Cressman. "McGathy turned us on to the record, and we liked it so much, we decided to just put it on the air." Cressman hasn't regretted the decision. "It's huge. I've never seen such strong listener reaction to a song. It's doing better than some of the biggest bands out there. And when I mean reacting, I mean we're not only getting a dozen or so calls each time we play it, we're also getting calls from retailers telling us people are coming into the stores and asking about the record. It's a neat story."

As for why it's hitting home with listeners, Cressman observes, "It's hard to say. It's a tight song with plenty of great hooks, and it has mass appeal. It's not like Korn or Limp Bizkit, so it's much more accessible for John Q. Public."

With a big thumbs-up from WMFS, WAAF and WXTB, Universal/Republic naturally pounced on the opportunity to spread the word. Universal Records Sr. VP/Promotion Steve Leeds comments, "We have a work date for the single in mid-January, so the early airplay allows us to get a jump-start. We've already shipped a CD Pro, and we're now aiming for closure at radio around the add date instead of soliciting airplay."

"The idea is to get a head start based on the stories in Boston, Memphis and Tampa and avoid all the clutter during the first part of the year. That's great for the band, as well as for the other records we have coming out. There are no bells and whistles with this project. It's a story of a bunch of guys who play great rock 'n' roll. Some key stations are proving it's a big, fat hit record, and soon the rest of the country will find out."

Going forward, Universal/Republic has set up a handful of radio shows and concert dates for the group around the Southeast. Leeds continues, "This is still a pretty young group. We don't want to put too much pressure on them at this point. We're keeping things low-key for now and building it up in the Southeast."

3 Doors Down's new album hits retail on Feb. 8.

— Steve Wonsiewicz

MUSIC NEWS & VIEWS

Farm Club Signs Sonique

Jimmy & Doug's Farm Club, Universal Music Group's Internet-based imprint bearing the name of UMG Chairman/CEO Doug Morris and Interscope-Geffen-A&M Group co-Chairman Jimmy Iovine, has signed its first act, London female DJ Sonique. Farm Club partnered with Republic/Universal Records to release Sonique's debut U.S. single, "It Feels So Good," on Dec. 28. Sonique's album will hit retail in February. Sonique also will be the first act to be featured on the Farm Club's weekly TV series, which premieres on USA Networks on Jan. 31, 2000. Jimmy & Doug's Farm Club was launched in November with partners America Online, USA Networks, MTV Networks and Sprite. It plans to discover acts via online submissions.

Britneymania, Part II

Nothing's official, but word is that multiplatinum pop singer Britney Spears will release her sophomore album in mid-May. Spears recently told MTV News that the new disc is "a little bit funkier." Producing the album are Max Martin and Robert



Britney Spears

John "Mutt" Lange. Meantime, Spears kicks off the second leg of her national headlining tour on March 8 in Pensacola

Alt rock outfit Everclear's pair of new albums will hit retail this year. The first disc, *Songs From an American Movie, Volume I — Learning to Smile*, will be released in April, and its companion album, *Songs From an American Movie, Volume II — Good Time for a Bad Attitude*, will drop about six months later. The first album is reported to be more pop flavored, while the second is said to be lean more rock.



Everclear

This 'n' that: Rollingstone.com reports that Whitesnake singer David Coverdale has recorded over 20 songs with Van Halen. The site quotes Coverdale as saying he "will be working with Eddie and the boys in some capacity" ... Look for an announcement soon regarding a tentative settlement between pop act N Sync and Lou Pearlman, his company Trans Continental Media and BMG Entertainment ... Ozzfest is hitting the big screen. Penelope Spheeris (*The Decline of Western Civilization, Wayne's World*) is directing a film based on the '99 tour that will have a limited release schedule in 2000 ... Britpop star Robbie Williams will begin work on his third solo album in January 2000 ... Congrats to Paul McCartney, whose concert at the famed Cavern in Liverpool was said to be the largest Internet music show to date, racking up an estimated 50 million hits.

Tour update: Beck bows his national headlining tour on Jan. 25 in Austin ... The annual Sno-Core tour hits the road on Jan. 15 in Del Mar, CA. The lineup includes System Of A Down, Incubus, Puya and Mr. Bungle ... Slipknot kick off their Y2K tour on New Year's Day in Des Moines. Opening is Kittie ... Vertical Horizon and Stroke 9 embark on a national tour on Jan. 19 in Seattle ... The Further Festival, started by former Grateful Dead members Bob Weir and Mickey Hart, plans to return this summer after a one-year hiatus.



TONY NOVIA
tnovia@rronline.com

Looking For A New Gig?

□ Positions available for pros on the loose

Once again, R&R is dedicating its format pages to listing open jobs in the radio and record communities in order to assist the many people who are out of work or underemployed during the holiday season. And what better place to look for a position than in "The Industry's Newspaper"?

Radio

Clear Channel "NewsRadio 1200 WOAI: San Antonio's No. 1 for News, Talk & Fun!" and "760 The Ticket: San Antonio's Only Sports Radio!" are looking for news, talk and sports junkies who love radio. We need studio coordinators who laugh at any music mix-master because their boardwork is sieve compared to how they execute their talk shows. We need producers who eat, breathe, read and live the web, MSNBC, Comedy Central, Jerry Springer, Oprah, ESPN Classic and FOX Sports News. If you have a passion to be a part of the cutting-edge 24/7 newscasts, entertaining talk and play-by-play that makes people turn the TV sound down, then there's a home for you at the proud flagship of the world's largest broadcast group (once the merger's done...). Contact Andrew Ashwood, OM/PD, Clear Channel/SA with a no-bs resume, cassette of show and production samples and anything else you think I need to see and hear to show me that you are going to be the best hire I've ever made. Send them to 6222 N W I-10, San Antonio, TX 78201. E-mail: aashwood@woai.com.

• KFRX/Lincoln, NE is looking for an air talent. Developing talent with a desire to learn and grow are encouraged to apply. Send T&Rs to Sony Valentine, KFRX, 6900 Van Dorn, Lincoln, NE 68506.

• KISX/Tyler, TX is looking for a high-energy 7pm-mid. jock. Must be able to communicate with the target audience and have phone skills. Send T&Rs to Larry Kent, AMFM Broadcast Central, 3810 Brookside Dr., Tyler, TX 75701.

• KLRN/Chico, CA is looking for a CHR morning show. Send T&Rs to Eric Brown, 555 East Lindo, Chico, CA 95926. Market size 192. The town of trees and beautiful women. Seventeen-station market. Very competitive. We have an eight-station cluster in Chico and Redding, California.

• KOCN (Oldies 105)/Monterey-Salinas Pro on the Loose: Boss jock JB Stone, former afternoon drive at KOCN. Phone: (831) 444-0904.

• KQKS/Denver is looking for a weekend air talent. Send T&Rs to Cat Collins, KQKS, 1095 South Monaco Pkwy., Denver, CO 80224.

• KRBV/Dallas is looking for a swing shift, weekend day shifts and weekday overnights. Also, part-time on-air talents needed. Send T&Rs to Carmy Ferreri, 7901 Carpenter Freeway, Dallas, TX 75247.

nity to make \$75 an hour on remotes. Send T&Rs to Dale Baird, KRUF, 6341 Westport Ave. Shreveport, LA 71130.

• KUUU/Salt Lake City is looking for a full-time on-air personality. Send T&Rs to Attn: Michael, 19 E 200 S, Suite 1001, Salt Lake City, UT 84111.

• KWIN & KWNN/Stockton are looking for future on-air dayparts. Team player, no whiners. Send T&Rs to John Christian, Silverado Broadcasting, 6820 Pacific Ave., No. 2, Stockton, CA 95207.

• KWWW/San Luis Obispo, CA is looking for a weekend air talent and a midday air talent, M-F 10am-2pm. Could be tied in with imaging or music. Send T&Rs to Tommy Del Rio, 4115 Broad St., Suite B-4, San Luis Obispo, CA 93401. Phone (805) 781-2750.

• KZRK/Amarillo, TX Pro on the Loose: John Pelfrey ("Johnny Black"). Last position: morning show host at KMMI/Amarillo. E-mail: radio@am.net.

• WABB/Mobile is looking for weekend air talent with a minimum of two years CHR experience. Females encouraged to apply. Send T&Rs to PD Darrin Stone, 1551 Spring Hill Ave., Mobile, AL 36604.

• WGSY/Columbus, GA is looking for a midday talent with promotion responsibilities on Bright AC and two to three years' experience. Send T&Rs to Alan Quin, WGSY, 1501 13th Ave., Columbus, GA 31901.

• WHOG, WAHR, WKRO, WYYB, WNDB & WXYQ/Huntsville, AL are looking for a PD, MD and production director. Contact VP/Programming, 126 West LSB, Daytona Beach, FL 32114.

• WHZZ/Lansing, MI is looking for a female co-host and strong overall broadcaster who could lead if called upon. Part-time airshift available, board op and swing shifts. Also need a night jock with very strong knowledge of the basics. Send T&Rs to PD Jason Addams, 600 W. Cavanaugh Rd., Lansing, MI 48909.

• WJFX/Ft. Wayne is looking for a morning show team/host. Get the cross-over audience? Get us a tape. Send T&Rs to Weasel, WJFX, 5936 E. State Blvd., Fort Wayne, IN 46815 or e-mail weaselshow@aol.com.

• WJYY/Manchester, NH is looking for a morning show co-host, an up-and-comer who can interact with morning host. Some remote duties. Part-time hours 15/week, 6-9am M-F. Send T&Rs to Harry Kozlowski, 7 Perley St., Concord, NH 03301. Phone: (603) 228-9036. E-mail: promorobot@aol.com.

• WKGS/Rochester, NY is looking for a production director. Contact Erick Anderson, 207 Midtown Plaza, Rochester, NY 14604.

• WKMX/Dothan, AL has a full-time 7pm-mid. opening. Could possibly earn

assistant music director stripes. Send T&Rs to Phil Thomas, P.O. Box 310840, Enterprise, AL 36330.

• WKZL/Greensboro is looking for a morning show co-host to work with Jack Murphy. Females encouraged. Send T&Rs to Jeff McHugh, 192 East Lewis St., Greensboro, NC 27406.

• WLNK-FM, WIGG-AM, WXAB-FM & WXHB-FM/Biloxi, MS Pro on the Loose: Darren Kies. Please call (228) 452-7138 or e-mail dkies@bellsouth.net. PD/air talent for stations in Biloxi, New Orleans and Mobile. Last served as GM for Tralyn Broadcasting/Mississippi.

• WMGI/Terre Haute, IN is looking for part-time jocks for weekend and swing work. Send T&Rs to Steve Smith, 824 S. 3rd St., Terre Haute, IN 47807. Phone: (812) 232-4161.

• WNOK/Columbia, SC is looking for a morning show co-host/news director. Send T&Rs to Jonathan Rush, 1300 Pickets St., Columbia, SC 29206 or e-mail jrush@wnok.com.

• WOCQ/Salisbury, MD is looking for a morning show host. Should be upbeat, entertaining and a team player. Understanding of CHR/Rhythmic format is a must as well. This a chance to live and work at the beach! Send T&Rs to Wookie, Program Director, 11210 Bell Rd., Whaleyville, MD 21872.

• Pro on the Loose: Sunny Joe, former morning show host at WOCQ. E-mail: yosunnyjoe@webtv.net.

• WOWZ/Utica, NY is looking for an operator. Entry-level position, morning show board operator with announcing and production skills. Contact John Carucci at 341 South Second St., Little Falls, NY 13365.

• WRKT/Erie, PA is looking for an afternoon drive air talent. Potential assistant PD slot for the right candidate. Great production skills and willingness to do promotions a must. Send T&Rs to Ron Kline, 1 Broadcast Park, Erie, PA 16428. Phone: (814) 725-4000, ext. 24. E-mail: rocket@rocket101.com.

• WRVW/Nashville is looking for dependable part-time air talent. Get your T&Rs to PD Jimmy Steele, 55 Music Square West, Nashville, TN 37203.

• WSSX/Charleston, SC is looking for a guy for our 2 *Girls & a Guy* morning show. Also possible overnight position, entry level, who will also be our head production assistant. Lots of remotes for the right person. Looking to build our talent pool for all shifts. Send T&Rs to PD Mike Edwards, One Orange Grove Rd., Charleston, SC 29407.

• WWMX/Dayton, OH is looking for a female AM co-host/producer. Produce and co-host a female-friendly, 18-to-34-audience morning show. Lots of appear-

Online Opportunities

I remain in complete and absolute awe of the World Wide Web and its infinite resources. The following is just a sampling of some of the sites you can check out for available work. Major broadcast companies such as Clear Channel, CBS and Jefferson-Pilot all have websites that include postings of opportunities available within their companies. If you are an adventurer, there are also a number of international websites with opportunities, such as the BBC and stations in Australia. Your first stop should always be www.rronline.com, of course. It has the latest job listings and links to other industry sites, including record labels, which also post their employment opportunities.

Note: all addresses begin with <http://>

- www.rronline.com
- www.440int.com
- www.allaccess.com
- www.amt.org.au/jobs.htm
- www.angelfire.com/va/radionow1
- www.arthouse.com/urbaninsite/jobs
- allstarradio.com/jobs
- www.bbc.co.uk/jobs/bbc_woj.htm
- www.broadcast.net
- www.broadcastcareers.com
- www.brsradio.com
- www.cabroadcasters.org
- www.clearchannel.com/jobs.shtml
- www.cbc-raleigh.com/employment/companyjobs.html
- www.cbsradio.com/jobs/nph-jobs.cgi
- www.ccnma.org
- www.clearchannel.com/jobs.shtml
- www.fab.org
- www.jpc.com/jpcc-job.html
- members.tripod.com/~Alikarnews/jobs.html
- www.mediacasting.com
- www.metronetworks.com/jobs.html
- www.nab.org
- www.newradiostar.com
- www.onairjobs.com
- www.pbs.org/insidepbs/jobs
- www.rab.com
- www.radiocconnection.com/radio-l/radio-jobs.html
- www.radioinfo.com
- www.rapmag.com
- www.radio-online.com/menu_f3.htm
- www.resumedesign.com
- www.sbe.org/jobline.html
- www.showbizjobs.com
- www.tab.org
- www.theradiomagazine.co.uk/1002-jobs.html
- www.tvjobs.com/cgi-bin/welcome
- www.users.nwark.com/~frye/bbs/wwwboard.html

ances and remotes. Must be a team player, passionate and "get it." Live and work in the sun/fun city with 60 miles of uninterrupted beaches. One of the fastest-growing cities and radio groups. Send T&Rs to Wally B. Root Communications, 4841 Bypass 17 South, Myrtle Beach, SC 29577. Phone: (843) 293-0170, ext. 258. E-mail: wallybgesi@aol.com.

• WXSS/Milwaukee is looking for a production director to produce commercials and promotions and future full- and part-time on-air talent to host a CHR music show. Send T&Rs to Brian Kelly, WXSS Radio, 11800 W. Grange Ave, Hales Corners, WI 53130.

• WZOK/Rockford, IL is looking for a PM drive airshift with remotes. Production, promotions background and Internet knowledge a plus. Send T&Rs to David J., 3901 Brendenwood Rd., Rockford, IL 61107.

• XHTZ (Jammin' Z90)/San Diego, CA is looking for weekend air talent. Must have minimum one year experience in on-air position. T&Rs to Kid Jay, AMD, XHTZ-Jammin' Z90, 1690 Frontage Rd., Chula Vista, CA 91911. No phone calls please.

Records

• Warner Brothers Records Pro on the Loose: Stu Cohen, (818) 766-4860. Last position: Sr. VP/Promotion, Warner Bros. Records.

• Mammoth Records is looking for a pop promotion executive.

• Jeff McClusky & Associates is looking for an Executive VP/CFO/COO, Director/Rock Marketing & Promotion, New Media Manager/Web Master and Manager/NTR Events. Positions we hope to create in 2000: New York GM and Director/Nontraditional Revenue, Broadcasting. E-mail letter and resume to opps@jmapromo.com.

• Universal Records is looking for a smart and ambitious Minneapolis local and a College Rep/Chicago. Contact Charlie Foster at (212) 373-0782 for Minneapolis and Victor Lentini at (630) 775-2739 for Chicago. Address to send resume: Charlie Foster, 1755 Broadway, 7th Floor, NYC 10019, or Victor Lentini, 975 Hawthorn Drive, Itasca, IL 60143.

• Maverick Records Pro on the Loose: Matt Ulanoff. Last served as a Detroit regional for Maverick Records. Contact him at (248) 203-9739.



WALT LOVE
babylove@rronline.com

Five Fine Talents Ready For Hire

□ Recently displaced employees say they're ready for their next challenge

It's that time of year again. R&R's Jobs issue has arrived, which means we've put on our helper's jackets and are ready to serve you as your job search continues. Each year we extend a helping hand in attempting to find the right match between employers and potential employees. That's important, because this business is still about people, now more than ever.

For our 2000 Jobs issue, I interviewed five individuals who are in need of a regular radio gig. The first person I spoke with was **Kenny B. Thompson**, a 10-year veteran of WVAZ (V103)/Chicago who departed the station six months ago.

"I spun my first record back in 1969," says Thompson. But he's perhaps best known as the long-time host of *The Saturday Night Dusty Steppers Set*, which aired on 'VAZ from 8pm to midnight every week. "Steppin' music consists of jazz and R&B oldies," Thompson explains. The music is hugely popular in the Windy City, and Thompson's program was highly rated throughout its decade-long run on V103. The steppin' music craze continues in Chicago, and this is the man many credit as the source of the music's rejuvenated popularity in the city.

When asked what he'd like to do now, Thompson said, "I'd really like to do it again here in Chicago. I have a knowledge of all genres of music, especially jazz. I'd really like to play jazz." Thompson also has a working knowledge of the retail side of the music business. If you would like to contact Thompson, he can be reached at (773) 722-2050. His mailing address is 3936 Congress Parkway, Chicago, IL 60624.

Reggie Butler has 13 years' experience as an on-air personality. He's looking to connect with an organization looking for a solid employee. "I'm looking for the opportunity to get back on the air, and my most effective time slot would be at night, doing a 'Quiet Storm' type of program," Butler says.

He was most recently the mid-day host and Asst. Production Director at WUKS-FM/Fayetteville, NC, a Beasley-owned Urban AC.

Each year we extend a helping hand in attempting to find the right match between employers and potential employees. That's important, because this business is still about people, now more than ever.

"I did the 'Quiet Storm' at WQMG/Greensboro; I worked at an Oldies outlet in Raleigh, WTRG. Then I did Gospel at WSRC-AM in Durham and also worked at WFXZ (Foxy 99)/Fayetteville, NC for several years," Butler says when asked about his other job experience.

Butler's search for new employment hasn't gone as well as it could. "My search has been quite difficult. I've sent resumes and tapes out to several people, and the response has been that they don't have anything right now because of mergers, consolidations and buyouts. Everyone has been courteous and expressed interest and has said they'll get back in touch with me, but they also say that they have to wait and see what's going to happen with the process their current organizations are going through."

Butler is familiar with some of the new digital technologies being used at radio stations today. "I've used the digital editor, Audiovox, the Roland system and others," he says. If you'd like to contact But-

ler, his phone number is (919) 682-5628. His fax number is (910) 404-3043. Mail can be sent to 1908 Sherman Ave., Durham, NC 27707.

Winning Team Member Available

Marie Kelly has been in radio since 1987. Her last position was at WYOK/Mobile, where she was the station's PD. Kelly says, "I'm looking for a programming opportunity where I can lend my expertise to the management of a station looking for a good programmer. I want to be part of a winning team. I've only been gone from the position for approximately three weeks and would like to be considered for another programming position in the Urban format."

Kelly is knowledgeable about music scheduling applications such as the RCS Selector, Vox Pro, 360 and Music One systems. She is also familiar with the DCS Keyboard System that's used in on-air operations to merge music and commercials flawlessly. Her history starts back in 1988 at WEAS/Savannah, GA. She held several positions, ranging from air talent to MD to APD. She also had a stint as the station's Promotion Director.

Kelly was with WEAS-AM & FM for a total of seven years. She later moved to Dallas as a personality on KKDA-FM (K104) under current PD Skip Cheatham. When asked what other positive attributes she would want known about her, she says, "I want them to know that I'm a high-energy



Marie Kelly

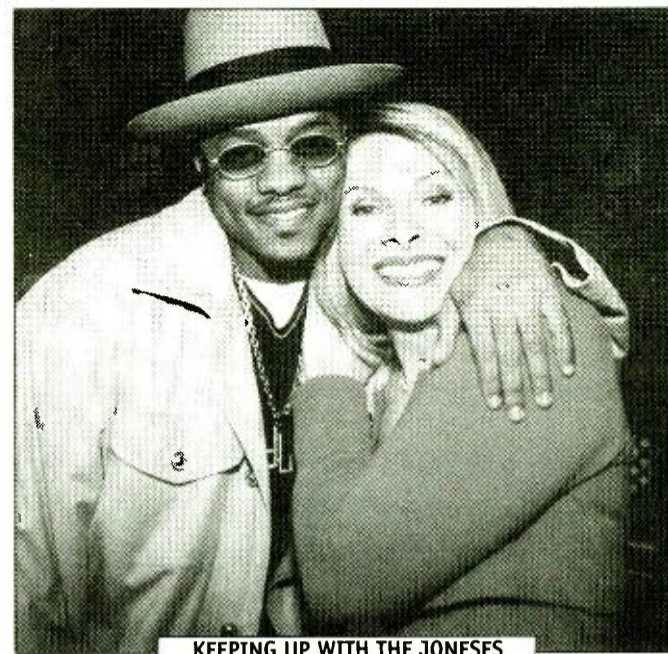


Pearl Jones

person who's versatile and very professional. The previous station I was at was in the hip-hop direction, but if given a chance I can do any kind of format." Kelly does have her programming preference however: "I'd like to program either an Urban AC or mainstream Urban." If you would like to talk with Marie about a possible position, call her at (817) 429-2321.

Wanted: A Challenging Position

Pearl Jones has been in the music and broadcasting industries for a combined 15 years. She's very interested in returning to the radio industry as a promotions and marketing director or event planner. Jones also stated that she'd like to work with an Urban AC station. Jones has worked at Dallas' KKDA (K104) as the station's promotions director, spending six years in that position. She has also been the Southwest Regional Promotions & Marketing Manager for EMI Records, and later held a similar position at A&M Records. Following that, Jones was the Southwest & West Coast Regional Promotions Manager for Platinum Entertainment. Among her many qualifications are strong negotiation and writing skills; target marketing knowledge; extensive event planning and coordination skill; and excellent teamwork, communications and interpersonal skills.



KEEPING UP WITH THE JONESES

Untouchables/LaFace/Arista recording artist Donell Jones recently performed his No. 1 hit "U Know What's Up" on *The Jenny Jones Show*. As usual, Jones gave a stellar performance. Hmm, could that be why his single has been dominating the Urban chart for the past seven weeks?

Todd Yancey's objective is to obtain a challenging position that utilizes creative insight, problem resolution and marketing abilities that can be translated into bottom-line results within an organization conducive to professional growth and achievement. MCA Records is where Yancey spent the last seven years, most recently as Southwest Regional Promotions & Marketing Manager. From 1982-89 he served as National Traffic Operations Manager for Computer Language Research, located in Carrollton, TX.

Yancey currently has his own independent record promotion company, Invasion Entertainment, located in Plano, TX. He can be reached at (972) 612-8831, or page him at (888) 876-8734. His address is P.O. Box 116336, Carrollton, TX 75011-6336, and his e-mail address is tay39@gte.net.

We truly hope that this will be of help to potential employers searching for talented people to fill positions at their companies. Remember, finding the right job takes lots of patience and lots of faith. Don't rush into something if it doesn't feel right, but if there's something out there you may not think you're qualified for, you should give it a shot anyway. Who knows — you could just end up with that job!



LON HELTON
lhelton@rronline.com

Employment Advice For The New Millennium

□ **Tips on finding work and creating jobs in the next century**

The consolidating radio and record worlds we all live in can mean that, with very little notice, any one of us might be consolidated right out of work.

Over the last few years a number of folks have provided lots of good advice on all aspects of the job search process. Even if you have a great gig, it never hurts to keep in mind some of these pearls of wisdom.

Do's And Don'ts Of Job Applications

A job applicant's first contact with a prospective employer is often through the mail, so it's critical that the presentation puts your best foot forward to make the best possible first impression. Jefferson-Pilot/Denver OM **John St. John** offers a few pointers — and pet peeves — gleaned from his experience.

- Make sure your name and phone number are on all pertinent materials.

- Be brief and concise. Try to capture a prospective employer's interest within 60 seconds.

- Start a tape with good material. You can let your audition tape "build," but if you don't grab 'em with a compelling piece right off, they may not listen long enough to hear it build.

- Spend a few dollars to present yourself in a professional and distinctive way. Avoid looking slipshod and cheap. Stationery, labeling and print, copy and tape quality all combine to make the complete package.

- Outrageous, funny or exotic presentations designed to create interest have the possibility of working against you.

- A few references should be included. They convey an air of confidence that shows you believe in yourself.

- Send a letter to the potential employer a few days after your first contact. Re-express your interest in the position, reminding them that you are still alive and eager to work for them.

- After applying for the job with T&R, drop another (different) tape in the mail with an informal note saying, "I'm still very interested in your opening and wanted to send you some more of my air work."

- Persistence can be touchy. Culti-

vate the fine art of understanding human character, and hopefully you will know how to mix patience with persistence.

- Radio is generally a business of professionals, and presenting yourself in a professional manner better your chances of being hired by a group of professionals.

- Don't use your present employer's stationery, mailing labels, etc. "It makes me wonder how he will waste my company's money when applying for his next gig," says St. John.

- Don't misspell the name of your potential employer. Don't address your package "To Whom It May Concern."

- Don't call a PD while you're on the air. St. John remarks, "It makes a PD wonder, 'What will they do while working for me?'" And don't ask a PD to call you on the studio hotline. "Once again, they should be concentrating on their show, not trying to get a job."

- Don't call if an ad says "No calls." "It doesn't make it OK when you start out, 'I know your ad said T&Rs only, but...'"

A PD's Personality Checklist

PDs, have you ever really thought about your criteria for hiring talent? Personalities, have you ever wondered what folks who do the hiring are looking for? Here's KFKF/Kansas City OM **Dale Carter's** "prospective personality" inventory.

- Too many jocks are matter-of-fact about what they do and fail to communicate a sense of energy on the air. I'm not looking for screamers, but energy — especially in the morning — is very important to me.

- Hiring a personality who has been in a top 10 market to come to a medium market is often a mistake. No matter how subtle, there's a feeling the jock has gone from the majors to triple-A.

- Look out for people who've had 15 jobs in 15 years. Your station might be job 16 looking for 17.

- Don't hire a morning person who really thinks that country music sucks.

- What a jock has to say is much more important than what octave it is said in.

- Hire team players. This is a quality that must be demonstrated in previous jobs. It takes some work to find out, but it's worth the effort to know that the person you're hiring isn't just giving lip service to the teamwork issue.

- Determine what show prep means to them — not just what they say it means. This may require a clandestine trip to the market or having someone you know roll tape on the person. It's an extra step that will pay huge dividends in the long run.

New Opportunities In A Changing Radio World

In radio — as in life and all business — those who meet the future head-on usually fare better than those mired in the unproductive exercise of fighting the inevitable change. Industry veterans **Jason Kane** and **Alan Furst** offered their thoughts on the way people should be preparing for the changing job landscape in the radio world.

Tops on Kane's list of things to do in this business, even for those not

"Spend a few dollars to present yourself in a professional and distinctive way. Avoid looking slipshod and cheap."

John St. John

yet part of the "virtual radio" scenario, is to become MIS — Maintenance of Information Systems — savvy. He says, "Performers and nonperformers inside of today's radio stations need to develop computer information integration skills. People inside the station need to rise up and be responsible for computer resources, especially in a network environment. Someone has to be responsible for seeing that the information is transferred and coordinated — for example, making sure that the program log integrates

People & Positions

As we enter the New Year, here are some folks seeking new opportunities and some of the jobs available. For more of both, be sure to check out the other format columns and the "Marketplace" and "Opportunities" sections of this week's R&R.

Available

- **Karyn Bishop:** Ms. Bishop has varied experience, including radio, promotions and affiliate relations for syndicated radio programming. She has spent over two years with Tanya Tucker Inc., handling a variety of duties, including tour support and fan club responsibilities. Phone: (615) 641-6368.

- **Mac Daniels:** Promoted to PD of WMZQ/Washington 3 1/2 years ago, he joined the station in 1993 after 14 years with KPLX/Dallas. Phone: (703) 222-5115.

- **Gary Greenberg:** An L.A. radio veteran, Greenberg moved to the music side a number of years ago and has worked West Coast regional promotion for Rising Tide and Giant. Phone: (818) 990-7383.

- **Norbert Nix:** Most recently VP/Promotion at Mercury/Nashville, he was with the label for over nine years, both in promotion and artist development. Phone: (615) 292-7303.

- **Jim West:** Most recently PD of WGRX/Baltimore, Jim has worked at some legendary Country outlets, including KNIX/Phoenix, WFMS/Indianapolis and KMLE/Phoenix. Phone: (410) 654-0743.

Openings

- **WYRK/Buffalo:** Mornings. Upbeat personality with sense of humor. T&R to Rusty Carr, WYRK, 14 Lafayette Square, Buffalo, NY 14203.

- **WCOS/Columbia, SC:** Afternoon drive. T&R to EEO Administrator, P.O. Box 748, Columbia, SC 29202.

- **KCKK/Denver:** Looking for evening talent and a traffic reporter. T&R to Chuck St. John, 1095 S. Monaco, Denver, CO 80224.

- **WKIS/Miami:** AE. Resume and references to GSM Carole Brown, WKIS-FM, 9881 Sheridan St., Hollywood, FL 33024.

- **SESAC/Nashville:** Seeking a full-time publicist for its communications department. Strong writing skills with previous published writing preferred. Media contacts/publicity skills in music industry. Fax resume and writing samples to (615) 329-9627.

"Radio stations are people. Valuable people keep the station valuable. All we have to sell are people and their talents."

John Gehron

with the music log correctly. Someone has to manage all of the parts to integrate all of the departments in the computer, even if a station isn't networked.

"There's an even higher need for people with MIS skills where there's networking within a group or a virtual radio-type situation. And some companies are talking about using Wide Area Networks to exchange business and programming data and for video conferencing to tie stations together so management teams in different markets can get together. These types of technologies will be needed to manage the large numbers of stations these new companies have. Someone has to control it."

On the creative side, Kane notes, "Radio is going to need great writers and producers — people who are able to visualize a concept, get it on paper and put it out in a piece of sound. I can see a time when a company with a cluster of stations in a market hires a writing specialist, because it's hard to find a good writer for every station you have. Everything starts with the written word. People who can write and are creative will be at a premi-

um. The same goes for outside station voices. You aren't just hiring the voice; you're paying for their writing talent as well."

Kane says that the new demands of a changing broadcast world will find radio increasingly in need of great producers. "Especially if a company is networking its big morning show. Producing isn't getting coffee and pulling music anymore. They're there to help manage the talent. People who are on the air now and who may be displaced by consolidation or these new systems are great candidates for these jobs, because they understand what it takes to put together a great show."

Marketing is another new opportunity on radio's horizon, according to Kane. "Everybody says radio has to improve on the 7% of all ad revenue that it gets. Reaching the goal of 10% will require alternative marketing to provide access to the medium in ways we haven't in the past. We have to bring the power of radio to bear for the client. It's more than just writing a creative spot. We have to

"The more people think of themselves as DJs, the more trouble they'll have in a consolidated world ... They have to become actors and actresses."

Jason Kane

Continued on Page 32

Country's Holiday Spirit

□ Some artists kept busy with TV and charity work

Activities on Music Row came to a halt for the Christmas holidays, but several country artists maintained busy schedules in November and December. Here's a quick glance at some of the things that transpired as the year came to a close.



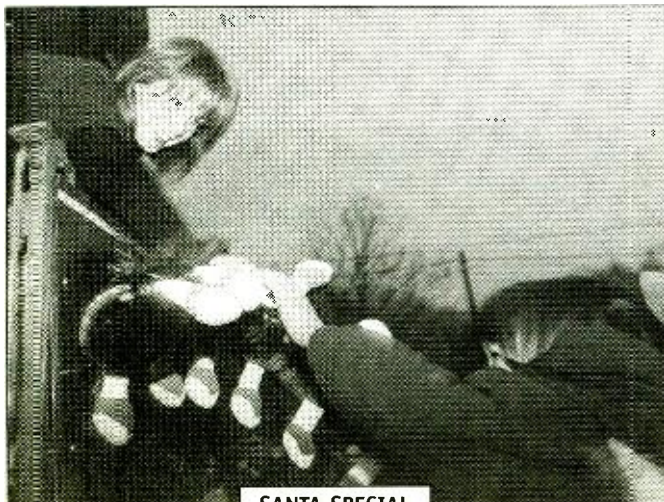
OPRY HOSPITALITY

Bryan White (l) and Bill Anderson helped out with the Grand Ole Opry's support of Hospital Hospitality House, which provides meals and lodging to those visiting seriously ill loved ones in Nashville hospitals. The Opry collected toiletries and nonperishable food, with White and Anderson providing an acoustic performance and working as the delivery crew.



SHeCHRISTMAS

SHeDAISY had a memorable holiday season filled with parades and one of the biggest Christmas singles of the year. After riding on a float in the Macy's Thanksgiving Day Parade in New York, the Lyric Street trio joined 'N Sync, 98 Degrees, James Ingram and Harry Connick Jr. for ABC-TV's broadcast of the Walt Disney World Very Merry Christmas Parade. The sisters' recording of "Deck the Halls" was this year's highest-charting holiday title on the R&R Country chart. Pictured at the Disney parade are (l-r) Cassidy, Kristyn and Kelsi Osborne.



SANTA SPECIAL

Patty Loveless got into the holiday spirit in a big way by traveling on the "Santa Special," a CSX Transportation train that delivers free holiday presents to those living along a 110-mile route from Pikeville, KY to Kingsport, TN. Loveless, a Pikeville native, joined Santa Claus in handing out gifts to the children.



SONS IN THE DESERT

Sons Of The Desert were in the desert earlier this month for a performance at Bally's Casino in Las Vegas. The visit gave the newly signed MCA act a chance to visit with radio executives and members of the label promotion team. In the top row are (l-r) MCA/Nashville's Pat Payne and David Haley, Jana Stanfield, bandmember Drew Womack, manager Johnny Slate, Citadel Communications CEO Larry Wilson and bandmembers Scott Saunders and Brian Westrum. Pictured in the bottom row are (l-r) bandmember Doug Virden, MCA's Mike Severson and Enzo DiVincenzo and bandmember Tim Womack.

Employment Advice

Continued from Page 31

coordinate the actions of the client and the station. That requires a position beyond the promotion director.

"If we're going to do something different for the client — like combining a remote with a database mailing and a special series of T-shirts for the event — there has to be someone who can pull it all together with flair and panache. A specialist — perhaps with the title of 'Marketing Manager' or 'Product Manager' — will be needed to be most effective and enable us to get a larger chunk of the pie."

Jocks Must Become Actors

Kane notes that an "old" job — that of the air personality — is changing radically and rapidly. "The more people think of themselves as DJs, the more trouble they'll have in a consolidated world. They'll have to be different types of performers in the future than they've been in the past. They will have to develop the ability to perform in a digital world and lay down a show and make it sound live. That's a different skill set than going in and doing a live show. It's a learned skill — like the difference between acting in movies and live theater. People have to stop thinking of themselves as DJs. They have to become actors and actresses. They are paid performers. That's a different vision than that of someone standing in a studio, waiting for the record to end."

On the subject of where the next generation of talent will come from, Furst noted, "The great thing about virtual radio is that we can train them without risk. We're looking for entertainers. We can take someone with a decent voice and personality, put them in a studio and teach them to do voice-over work. They're free to experiment and make mistakes and don't have to go on the air until they're ready."

Furst says the PD's role is another job that's changing. "That job is going to require different skills than needed in the past. They'll be 'localism directors,' as opposed to pure program directors. They'll be the key to

making virtual radio sound live and local. They'll have to be good at prep, understand their community and localize info for the talent to cut it and feed it back to the station. When virtual radio is done right, it sounds more local than most stations do, because we concentrate on it more."

Also on the management side, Furst notes, "I see the operations director job becoming more important. It might not necessarily be a programming job. It will require someone good with details to fit with the GM — who's running five or six stations — and make sure the vans are gassed and the light bill is paid."

Kane also sees new opportunities for production people who can take their positions to higher levels. "We're going to need a higher quality of production not only for commercials, but for promotion. It must be stylized, entertaining and attention-getting. It's a production director on steroids. We must achieve higher levels of creativity for radio to do what needs to be done from an investor's point of view and for what radio needs to achieve. We need to make radio a better product so that advertisers are better served for their money."

Some of the new jobs being created will be on a cluster level. Kane sees, for instance, a "Research Director" — or perhaps, more appropriately, a "Data Manager" — post. "Someone has to manage all of the information coming into a station and make it usable. What often hits the station isn't even information, it's data, and data doesn't become information until someone manipulates it. Particularly in clusters, there'll be a need for a more centralized source for the info to flow into. Stations will be needing very focused data to get into an advertising buy. More and more, what will be needed is a custom presentation for clients to show them why they need to be on our stations."

Furst says that the new employment environment opens the possibility of people creating their own jobs. "It's important to remember that things aren't ever going to be the same again. We're moving forward. Every

job is different now than it was five years ago. Many of the job needs aren't even apparent yet. When the paradigm shifts, everything goes back to zero. Needs not apparent now may be here in six months. Think about the skills you possess. Look at them in a different light than you do now and think how they fit into this new world. Your best opportunity may well be to create your own new job."

Advice For Uncertain Times

Finally, in a Country column written just a few months after the passage of the Telecom bill in early 1996, broadcast owners **John Gehron** and **Joe Mathias** talked about jobs and the workplace in the post-Telecom world. Their advice bears repeating. In fact, it may be even more meaningful today, regardless of the industry you're in.

Mathias noted, "When we buy a station, people ask, 'Are you going to fire us all and bring in your own people?' The implication is that we have a couple hundred people we can deploy. That doesn't exist. All my folks have jobs. We evaluate every situation when we get there. If somebody's doing a good job, we jump up and down with excitement, because we now have another great person in our company. Every company is moving so fast, no one has a huge bench. We're all looking for all the good people we can."

Gehron added, "I know the trading has been tough on people. But they need to wait it out and continue to do their job well. It'll all settle down and be better in the end. Don't get sidelined by rumor and uncertainty. Do a good job and continue to perform well. What maintains a station's value to whoever the owner might be is the people. Radio stations are people. Valuable people keep the station valuable. All we have to sell are people and their talents."

In fact, their talents are what all people have to sell. Developing new skills, maintaining a positive attitude and doing your job as well as you can do it will all be required to make sure you survive and thrive in consolidation.


MIKE KINOSHIAN

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Disappointed, But Not In Despair

Respected programmer Nick Ferrara's hopes remain high

In a perfect world good programmers would move from one great job to another or get to stay at their dream jobs for as long as they wanted. But one painful lesson we've learned over the past few years is that we're not living in Utopia. There are harsh realities, and many above-average managers, programmers, air talent and promotion people have been thrust into an unfamiliar situation: They're waiting for the phone to ring in anticipation of their next jobs.

Nick Ferrara is one of the brightest programmers in the business. Known in the late '70s and '80s as CHR programmer Nick Bazoo, he built a great reputation programming WEBZ (B97)/New Orleans. From there he transitioned KMEL/San Francisco from Rock to CHR. Up next were programming stops at CHRs WBZZ (B94)/Pittsburgh and KSDO-FM (KS103)/San Diego.

He successfully made the switch to AC more than a dozen years ago in his beloved New Orleans, where he was OM for Sinclair Soft AC WLMG, Hot AC WLTS and CHR/Pop WEZB. But when Entercom officially took control of the stations 10 days before Christmas, Ferrara was told he didn't fit into the company's plans. A stunning blow, but even tougher to take at this time of year.

"It was a business decision, and that's all there is to it," says the philosophical Ferrara, who nevertheless finds himself out of work for just the second time in a 28-year radio career. "They viewed my position as a 'luxury,' but it was a 'necessity' the way Sinclair structured it. Sinclair definitely had a hands-on management style, and I understand Entercom lets their people do their own thing."

Very classy and professional, Ferrara had nothing but praise for WLMG's new owners. "They're smart radio operators and want to do nothing but radio. My only regret is that I didn't get a chance to work with them, because I feel we could've been a good match.

"More so than ever, you need good people in consolidation. If you have one person doing six jobs, it better be a good person. I have no hard feelings, but if I'd known a little sooner, I wouldn't have been as extravagant in my spending on Christmas presents."

Entercom also told Sinclair/New Orleans cluster GM Johnny Andrews that his services were no longer needed. Ferrara remarks, "Our six stations were outbidding Clear Channel's seven, and we were up 11% over '98, which is a credit to Johnny — they don't come much better. WLTS targets women 25-44 and was No. 1 nonethnic; WLMG targets

women 35-54 nonethnic and was No. 1 in its demo. But I don't take any of this personally, and I don't second-guess anybody. It's understandable that new owners want to bring in their own people."

Parade Of Owners

Ferrara was lured back to New Orleans in 1987 to change WLMG from Schulke Beautiful Music/Easy Listening to its present Soft AC format. The station was then owned by the Jesuit Roman Catholic order. "Any station employee and immediate family members were able to go to Loyola University and any Catholic

"You can sometimes learn as much from a bad operator as from a good one."

Nick Ferrara

high school tuition-free. People were dying to be hired for any position so they could get free tuition."

The following example further underscores how well the Jesuits took care of their station employees. Shortly after arriving back in New Orleans, Ferrara was able to adopt a 1-day-old girl, but didn't fully realize how costly (approximately \$14,000) the process would be. "Banks freak out when you move from city to city, and I had trouble getting a loan to pay for the adoption. I talked with the GM and explained the situation. Within 30 minutes I had a check for \$14,000."

Nothing had to be signed, and he was asked to repay the money whenever he could. "You don't see anything like that today."

About 18 months later, though, the Jesuits sold the station to Keymarket, which operated it for several years. River City and Sinclair followed.

"Keymarket was a radio company, but River City and Sinclair were radio and TV companies. There are no two ways about it — radio took a back seat. But the best approach is to let everything soak in. You can sometimes learn as much from a bad operator as from a good one."

When rumors began circulating that Sinclair was looking for a buyer, Ferrara most frequently heard about CBS and Cox as potential suitors. "Entercom just came out of the blue; no one expected it. My feeling has always been that if someone spends a lot of money to buy something, they must think it's being run right. Why would they come in and make changes? But I guess my theory doesn't always work."

Not Brain Surgery

That comment typified our conversation. Ferrara was upbeat and specifically mentioned that he wouldn't let the situation depress him. "I went to church the night I was let go, and the preacher said Christians don't have despair. Those in despair have no hope. But I still have hope, still love radio, don't feel I was treated badly and feel fortunate to have worked at the same station for so long. In this business one year is an eternity."

Using this as an opportunity to take stock of himself, he says, "This isn't brain surgery. There are many people who are in much worse shape. I'm inconvenienced right now, but no lives were lost. Things will somehow work out."

Happy to go wherever the best opportunity takes him, he remarks, "I really love Soft AC and mainstream AC. Those formats really aren't much different in Chicago, San Francisco or New Orleans. Regardless of market, you still deal with the same concepts.

"I want to get back to work as soon as possible and will explore all avenues. Paying attention to the radio station was more important to me than networking. You can't be as picky today as you could be five or 10 years ago. I'm not too proud to do anything, and I just want to be back in it in some form with a company and GM who are on the ball."

A 50/50 Chance

The best way to assist fellow broadcasters is by helping them to find their next opportunities. We're indebted to the approximately 100 AC, Hot AC and Pop/Alternative programmers who took part in this year's exclusive R&R job availability survey. With their input, we're pleased to present a sampling of current openings and a brief listing of those currently between opportunities.

Exactly 50% of ACs surveyed indicated that they were looking for help, compared to 44% in Hot AC (which includes Pop/Alt).

Best of luck to those looking, and remember: Opportunity knocks each week in R&R's comprehensive "Opportunities" section.

AC

Listed by market size.

- 14 KLSY-FM/Seattle PD Barry McKay seeks an MD to replace Bob Brooks, who now programs co-owned Nostalgia KIXI-AM.
- 24 WDOK/Cleveland PD Dave Popovich has a rare afternoon drive opening.
- 47 WOBM-FM/Monmouth-Ocean PD Jeff Rafter needs part-time/weekend help.
- 48 Part-timers are also being sought by WRSN/Raleigh PD Bob Bronson.
- 50 WEAT-FM/West Palm Beach PD Les Howard Jacoby is on the lookout for a morning drive co-host.
- 56 Contact Clear Channel Human Resources Director Phil Brown about WLQT/Dayton's production director opening.
- 58 WSPA-FM/Greenville, SC PD Greg McKinney needs part-time/weekend help.
- 60 Talk to PD Jeff Silvers about KSSK-FM/Honolulu's vacant midday slot.
- 63 KVLV/McAllen PD Alex Duran is looking for a morning drive co-host.
- 64 WMGS/Wilkes Barre PD Stan Phillips needs an APD/MD.
- 66 WLHT/Grand Rapids is searching for an AE, receptionist and traffic person.
- 73 KEFM/Omaha seeks part-time/swing relief.
- 100 A local sales manager is needed at KTDY/Lafayette, LA.
- 101 WAJI/Fort Wayne, IN PD Barb Richards is looking for a morning show co-host/news person.
- 120 Contact PD Pat O'Neill about WMGN/Madison, WI's need for part-timers/weekenders.
- 136 WMJY/Biloxi, MS PD Walter Brown is searching for an afternoon drive personality.
- 137 WFGP-FM/Atlantic City, NJ PD Gary Guida needs part-time/weekend help.
- 141 WHUD/Newburgh, NY OM/PD Steve Petrone says he's always looking for weekend/part-time help.
- 181 Contact KMAJ-FM/Topeka, KS about a sales department opening.
- 200 WAFY/Frederick, MD seeks part-timers/weekenders.

Hot AC & Pop/Alternative

Listed by market size.

- 21 WMTX/Tampa's newly appointed OM/PD, Tony Florentino, seeks a promotion director.
- 27 Talk to PD Jim Murphy about becoming KEZR/San Jose's next promotion director.
- 31 WMYX/Milwaukee PD Brian Kelly is accepting tapes and resumes for future openings.
- 37 Pop/Alternative WLNK/Charlotte hopes to fill its afternoon drive vacancy soon.
- 61 Pop/Alternative KZPT/Tucson PD Angie Handa needs part-time/weekend help.
- 71 WINK-FM/Fort Myers PD Bob Grissinger seeks part-timers.
- 71 Pop/Alternative WOST/Fort Myers GSM Robin Craig needs an AE, while PD Jim Radford could use some part-time on-air help.
- 83 Contact KURB/Little Rock PD Randy Cain about middays.
- 94 KVUU/Colorado Springs PD Kevin Callahan has an overnight opening, as well as a need for an MD/afternoon driver.
- 176 WFAT/Kalamazoo, MI PD Dan Mason wants to have a new morning drive co-host in place by Jan. 17.
- 189 Those interested in doing part-time work at WDAQ/Danbury, CT should contact PD Bill Trotta.

Currently Available

Listed alphabetically by last name.

- **Joy Christy**, formerly at CHR/Pop WKSL/Memphis; (901) 272-9002.
- **Nick Ferrara**, most recently OM at Soft AC WLMG-FM & Hot AC WLTS-FM/New Orleans; (504) 885-6558.
- Former Hot AC KDMX/Dallas morning personality **Alan Kabel**; (972) 862-2720.
- **Dave Mester**, last doing afternoon drive at Pop/Alt WLNK/Charlotte; (404) 633-7756.
- **Rick Shannon**, Pop/Alt KZZO/Sacramento's former production director; (916) 991-3778.
- Former Hot AC WQSM/Fayetteville, NC MD/afternoon drive talent **Chuck Tager**; chucktager@aol.com.
- **Todd Tyler**, last doing middays on CHR/Pop WFLY/Albany; (518) 482-9301.



CAROL ARCHER
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How To Get The Gig You Really Want

□ Sometimes it's that little something extra that makes all the difference

How many times in your career have you actually gotten an interview — much less a job — by mailing your resume? If you're like most people in this business, the answer is not very often. Usually it's through the power of a relationship — either with someone you already know or through a friend of a friend — that one gets a foot in the door. After that, the key to closing the job you want often comes down to the action taken following the interview, waging a tactical campaign that will make your application stand out from the pack.

You may be surprised to hear that the number of job applicants who take creative steps to land a job is declining. Then again, it may parallel a general decline in etiquette. When did you last send — or receive — a thank-you card?

The subjects of this interview emphasize the continuing importance of follow-through and creativity to impress a potential employer. For example, I once heard of a jock who rented a chicken suit, then stood on the freeway on-ramp the station's PD used to get to work. The chicken held a sign that said, "Hey (PD's name here), hire (jock's name here) for mornings. He's the greatest!" He got the job.

Five and a half years ago, when I was pitching R&R's Publisher/CEO Erica Farber for the job as this paper's first NAC Editor — a gig I was eager to land — she asked to see some samples of my writing. Although it had little bearing on my editorial skill, I included a poem that earned me a college scholarship. My poetry surely wasn't the determining factor in me getting hired, but I believe it was a little

something extra that helped to demonstrate my versatility.

Follow-Through

KTWV (The Wave)/L.A. VP/GM **Tim Pohlman** recalls a thoughtful and creative tactic used by Jason Wilberding, who applied for the NSM position at The Wave. "He put together an actual framed jigsaw puzzle. Each piece of the puzzle represented an element needed to be successful in the job, but one piece was missing. That represented the person we were going to hire. Yes, we hired Jason [he's currently The Wave's LSM], and the framed puzzle hangs in his office today. He'd given a lot of thought to what it takes to do the job, and it showed! Honestly, you don't see much of that creativity or follow-through anymore."

KTWV PD **Chris Brodie** recounts the most memorable application she ever received: "It was so great! I don't have the faintest idea who this guy was, but I got a single cowboy boot in the mail with a cassette stuck inside the toe. The note in it said, 'Help! I'm stuck in Texas.

Please bring me and my other boot to L.A.' He got my attention, and I've never forgotten it."

One of the weirdest — and most imaginative — tales of "standing

"Since I've been a PD, it always comes as a shock if I even get a follow-up to an interview from an applicant, because it's so rare. People don't follow the rules."

Anne Gress

out from the crowd" comes from WJZZ/Philadelphia PD **Anne Gress**, who began her radio career as an intern. "The realization came to me that I just had to work in radio. I went to W101 in Tampa and met Chris Miller, who is now morning man [and former PD] at KKJZ/Portland. The internship was for 10 hours a week, and I probably worked 50. I made myself indispensable. Somehow I convinced Chris that the station couldn't get along without me, and I'm sure he pitched me. He has always been so good to me; I still ask him for advice.

"Several years later in Tampa, I was pitching the brand-new and incredibly hot Power Pig radio station for a job. They were the hottest station in town: they had just crushed Q105 massively. Everyone wanted to work there. I was unemployed at the time, only 21 years old and looking for work as an air talent.

"I knew they were getting a million tapes, and I didn't have Top 40 experience. I kept thinking, 'What am I going to do? I'm just some AC chick the PD has never heard of.'

Grover Washington Jr.: 1943-1999

On Friday, Dec. 17, renowned jazz saxophonist **Grover Washington Jr.** died of an apparent heart attack in New York following the taping of four songs for CBS' *The Saturday Early Show*. He was 56.

One of the most respected and popular musicians in NAC/Smooth Jazz, Washington made an enormous contribution to the genre he helped define. After working in the CTI house band and as sideman to organists Johnny Hammond Smith and Charles Earland, he first came to prominence in 1971 with the album *Inner City Blues*. But it was 1975's *Mr. Magic* and especially 1980's platinum *Winelight* that established Washington as a leading force in contemporary jazz. These soulful blendings of jazz and R&B were hugely successful and inspired a whole generation of sax players, such as Dave Koz, Najee, Boney James and George Howard.



Grover Washington Jr.

Pianist **Bob James** performed an on-air duet of "Mr. Magic" with Washington at WQCD/N.Y. several days before Washington's death. James, who had been a friend since their CTI days, says it turned out to be a chance to, in effect, say goodbye and share one last musical exchange. "Grover Washington Jr. was one of the most influential jazz artists of our time," James remembers. "I was very fortunate to have the opportunity to make music with him during the early days of our careers. His indomitable spirit and unique, soulful, passionate sound inspired everyone who worked with him. He will be deeply missed."

Veteran Quiet Storm programmer **Lawrence Tanter** recalls, "Grover was a kind and passionate musician who suffered a lot of ridicule from the jazz community for his creative expression, but he provided many expressions of musical beauty in his career. His vast contribution is filled with lyrical beauty that is powerful and everlasting."

Washington was active in civic affairs and in inspiring younger musicians. Addressing students at Philadelphia's Episcopal Academy last April, he said, "Every time I play in front of an audience, I think, 'This might be the last time.' I try to make every day, every note, every thought count. Let the music happen; play what you feel from your heart. It should always be fun."

So I went to a meat market and asked the butcher for the most disgusting pig parts he could find — snout, hooves, ears, the whole thing — and had him wrap it all up in a cellophane package. Then I put my aircheck cassette on top of it, and he wrapped it as part of my package. Imagine: The butcher must have thought I was insane!

"I took this package of pig parts to the Power Pig's receptionist; she probably thought I was the Unabomber, and she had one finger poised to call security. The PD was at lunch and not expected back for two hours, so my package sat there in his in-box, sweating pig juice, for two hours. Before the pig-part package, I must have called that guy 50 times, but he called me that very afternoon. And I got the job. To tell the truth, since I've been a PD, it always comes as a shock if I even get a follow-up to an interview from an applicant, because it's so rare. People don't follow the rules."

Stay Top-Of-Mind

WVMV/Detroit PD **Tom Sleeker** recalls how one applicant stayed top-of-mind without becoming a pest: "I got a tape I liked from a guy that got him an interview with me, and it went very well. At the same time, he was young in his career, and I had another applicant who

was more seasoned and had a higher profile.

"The first guy didn't call me, but he faxed or mailed a series of letters of recommendation every couple of days for several weeks that touted his benefits, like the ways he had saved his company money or his other contributions. It was a unique way to stay top-of-mind. I brought him back for a second interview, and we ended up hiring him; his campaign worked. You have to be careful, because while you want to stay in touch with the employer, you don't want to be obnoxious, so it's a fine line to walk."

WJZW/Washington PD **Kenny King** says, "I've never been a hard sell. I've always tried not only to be a good worker, but also a good person to have in the hallways, and that's what I look for in others. It's more important to me that the person always *tries* their very best than that they *be* the very best at what they do. I love the attribute of giving 150%. I'm a PD in market No. 9, but I have no problem setting up the speakers for a live broadcast. I want to hire someone who really gets it, who wants to get in the trenches and who is a good person. And maybe it's because I'm a new dad myself, but if someone tells me their family is more important than their job, I can really appreciate it."



BACKSTAGE WITH BOTTI

Chris Botti's performance at Catalina JazzTrax Festival — his last before joining Sting's tour — was one of the year's musical highlights. Botti (c) is seen here after the set with (l-r) Verve's George Stamatakis, Laura Chiarelli, Bud Harner and R&R's Carol Archer.



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Lessons From The Beach

□ Pros on the loose share insight from the unemployment line

A stint in the school of hard knocks is typically viewed as misfortune, an event not to be hoped for. But there can often be a silver lining in either one's personal or professional life. With that premise in mind, I asked the following pros on the loose — who were all program directors — if they would share their thoughts about what they've learned on the beach.

Phil Marlowe Classic Rock WWRX/ Providence

So, here I am on the beach. And the question that begs to be asked is: After nearly 18 years of eating and breathing radio, can I teach this old dog a new trick? The answer is a resounding ... *maybe*. I decided to use this downtime to explore another facet (a new trick?) of the industry: songwriting. And oddly enough, country songwriting. I say oddly, because all my professional life I've worked exclusively on the rock side. Heck, I was a pimply-faced punk growing up in N.Y.C. buying Sid Vicious records in the late '70s, and now I'm trying to write hits for The Dixie Chicks? Yeah, it seemed peculiar even to me.



Phil Marlowe

But after years of driving family and friends nuts with endless talk of "making it in Nashville," I now had the chance to put it all to the test. And so I spent the first two months of unemployment writing and lining up appointments for my big adventure. Before I knew it, I was on a jet bound for Tennessee, and for the next two weeks I pounded the pavement on Music Row.

Much to my surprise — and that of the 20 publishers I sat with — the songs held their own, and I along with them. I mean, I can flip open a microphone and speak to a quarter of a million people — that's a piece of cake — but to have even one person hear me sing (I'm a writer, not a performer) and not feel uncomfortable, that's a major accomplishment. In these few months I've managed to tap into a self-confidence that I was unaware I possessed.

My time on the beach has also

made me profoundly aware of my many support systems. Ask the spouse of any industry veteran if they would let *them* follow *their* dream after losing a job, and you'd probably find that the majority would look at you like you had three heads. But mine didn't. She offered unconditional support, as did my friends who helped me in Nashville.

So, where to from here? Well, I'm hopeful that the year 2000 will bring with it new opportunities. I'd like to get back to doing what I do best: programming. I've spent time re-evaluating my work as Program Director at 'WRX over these months, and I'm genuinely proud of the product. We had an exceptional team that believed in what we were trying to accomplish and worked hard every day to grow the station. I've been fortunate to have been able to work at great facilities over the years, and I'd be truly thankful to find another one for the future.

Gina Juliano Alternative WLRS/Louisville

I didn't think it could happen to me, but it did. Being unemployed for almost five months now has been more than an interesting experience. It's been a test of my strength and character as a person, as well as my ability to adapt to unexpected change. It's given me the opportunity to look inside myself and discover who I really am. It has also led me to discover who my real friends are.



Gina Juliano

In the beginning I was in shock, not having anywhere to be and nothing to do. I also had an overwhelming feeling of sadness, as I realized that the radio station I had put my heart and soul into for the last two years was gone. Despite all my ef-

forts and great ratings, my station was undergoing a format change, and it was out of my control. I had consciously dedicated my life to my career in radio, because it was my true love and passion. To my dismay, a big part of my life was gone. I have always been a strong person, but now was the big test.

I decided not to lie down for a second. I spent endless hours putting packages together and on the phone, trying to get job leads. I have had several interviews and even attended a convention. Working 60-70 hours a week is stressful, but being unemployed is even worse. To help aid my stress, I go to the gym five or six days a week. I also decided to do some of the things I've always wanted to do. I've done a lot of traveling and read some wonderful books. I have also started writing a book and working on my own website. Since my downtime is taking place over the holidays, I have also done some cooking for area shelters.

This has been an incredibly difficult year for me, having other personal traumas occur in my life along with losing my job. I figured I had two choices: I could either sit around and feel sorry for myself or make the most out of my situation and try to rise above. Although I don't have a job thus far, I am still persisting with interviews and waiting to hear about several situations.

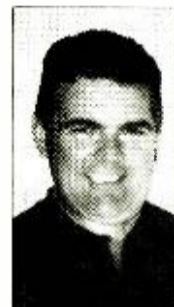
I have surprisingly had tons of phone calls from industry people offering their sympathy, good wishes and support. I feel very fortunate to have great family and friends who have helped me during this difficult

time. My time off has happened for a reason, and I think I've made the most of it. I love what I do too much to get out of the business. This is an extremely competitive industry and truly a test of survival of the fittest. I am a survivor, and I can't wait to get back into the game.

Tim Maranville Rock KDKB/Phoenix

The worst things about being out of work are the truths about our industry. Most people programmers do business with are of no help to programmers when they are out of work. In fact, most regional managers, general managers, operations managers, record industry people and agents will not return phone calls once you do not have a set of call letters to go with your name. I spend most of my days running up my long-distance phone bill, trying to reach people who may have opportunities. However, it really is a one-way street, as most are too busy doing jobs that consume all of their time, leaving them none for new-hire prospecting.

The best thing about being out of work is the time I can spend with my family. My youngest daughter is turning 3 this month. When I was working, I spent all of my days and most of my nights working for our industry and not enough time with my family or returning phone calls. Being able to rediscover the impor-



Tim Maranville

tance of family is worth every bit of hunger we've been through. I've also discovered new talents and new industries that are every bit as exciting as the radio industry and possibly on a better future track. That discovery was only possible when the radio industry blinders were lifted from my eyes.

Compared to one year ago, my life is much richer. Having no "middle management radio power" has helped me discover who my friends are and enabled me to engage in better personal relationships. Even though I have no income, I have less stress, my health is much better, and I return all my phone calls.

Lessons? A long time ago Jesse Bullet told me, "A program director is the only one running through a battlefield not wearing a bulletproof vest." Today the PD still has no bulletproof vest and still must run through the battlefield. However, these days, with consolidation, friendly fire is a much bigger issue.

New Year's resolutions? Yeah, despite all of its faults, the radio industry is the love of my life. I'll resolve, again, to try to make the art of radio and the business of radio a better marriage ... given the chance.

Connections

At press time, these stations and pros on the loose had submitted the following information. Pick up the phone!

Pros On The Loose

Name	Most recent station	Job title	Telephone	E-mail
Rick Anderson	KRQC/Monterey	PD/middays	(831) 783-0254	rickanderson@redshift.com
Big Dog	KRQC/Monterey	APD/afternoons	(831) 484-6462	
Kris Hager	KSJO,KUFX & KCNL/ San Francisco	Dir./Marketing	(408) 379-8322	kris10hager@yahoo.com
Gina Juliano	WLRS/Louisville	PD	(502) 473-1900	ginajuliano@aol.com
Lisa Kelly	KFMF/Chico, CA	MD/middays	(530) 899-9742	
Tim Maranville	KDKB/Phoenix	PD	(480) 786-5863	maranmute@mindspring.com
Phil Marlowe	WWRX/Providence	PD/afternoons	(401) 739-6408	
Paul Marshall	WCKW/New Orleans	MD/afternoons	(504) 456-2159	neanderpol@usa.net
Bob Mitchell	WWFX/Worcester	PD	(860) 683-C093	brusnock@msn.com
Dan Thomas	KWHL/Anchorage	PD/middays	(907) 561-2251	
Charlie West	KMOD/Tulsa	PD	(918) 296-5310	
Jenifer Wilde	KZZE/Medford, OR	MD/Promo Dir./ middays	(541) 608-5441	pjmcwilde@uswest.net

Openings

• KEGL/Dallas

Female morning co-host/News & P.A. Director. Previous commercial radio experience preferred. T&R to Program Director, 14001 N. Dallas Pkwy., No.1210, Dallas, TX 75240. No phone calls, please!

• WKLS/Atlanta

96Rock/Atlanta needs a part-timer who can do it all: a couple of weekend shifts, weekday fill-ins, some production, gigs and host our local music show (if you're already in town and know the scene, or can learn it quickly). T&Rs to Tim Dukes, WKLS, 1800 Century Blvd., Suite 1200, Atlanta, GA 30345. Phone: (404) 325-0960.

• WRAT/Monmouth-Ocean

WRAT-FM has an immediate opening! Do nights (7pm-mid.) in one of the country's most competitive markets. Over 45 listenable and rated signals. Got production? Know appearances? Emphasis on communicators, not pipes. This is street radio at a growing company with the right management style. Send T&R and top five radio pet peeves to WRAT PD Carl Craft, 1731 Main St., South Belmar, NJ, 07719. Phone: (732) 681-3800, ext. 203.

TALK BACK TO R&R!

Do you have questions, comments or feedback regarding this column or other issues?

Call me at (310) 788-1668 or e-mail:

max@rronline.com



JIM KERR
jimmkerr@rronline.com

Victim Of Consolidation

□ How it was to be laid off from a radio *and* a record job in 1999

by Max Tolkoff

In one way or another, consolidation has been part of the radio and record industries for some time now. What makes 1999 unique is that both the radio and the record industries faced unprecedented consolidation in the same year. The human impact has been staggering.

Max Tolkoff saw this unfortunate reality firsthand from both sides of the industry fence. Earlier this year Tolkoff was laid off from A&M Records during the Universal/PolyGram merger. More recently, he lost his job at KLYY (Y107)/Los Angeles due to a radio/Internet company consolidation and merger. This week Max tells us what the past year was like and what he has learned.

Bad Timing

As I sit on my deck, hot cup of coffee in one hand, cigar in the other, watching a hummingbird search for food in the late December warmth of Los Angeles, it oc-

curs to me that I've done this before. Deja vu! Actually, I've had approximately 235 days similar to this in 1999. What the hell happened?



Max Tolkoff

Not that I'm complaining about the wealth of hours I have to consider my past deeds and crimes and to ponder the future. OK, maybe I am complaining just a little bit. I didn't plan this year. I didn't want 1999 to turn out this way. Of course, that's life. Laid off twice in one year? Bad timing. At least, that's what everyone tells me. A&M folds; I'm out. Y107 flips to Spanish; I'm out. I started in radio in 1974, and not once in the ensuing years (not a single time!) had I ever been fired from any job. Until this year. And then twice. Dammit.

I have been consoled by friends and colleagues who tell me it's not my fault. I wasn't *personally* fired. It's not like I did a bad job. At A&M I was a victim of consolidation. Even though I knew this to be true intellectually, at the time my emotions resembled those of Mr. Spock when he went psycho from lack of sex for seven years and almost

The big lesson from this year, and, it seems, one of the key differences between radio and records — is protection. Or lack of it.

killed Captain Kirk. (All right, yes, I'm a Trekkie. Get off my back!)

Look, we're all adults here, right? Somewhere in the not-too-distant past we all figured out how to pay our rent and utility bills, put food on the table and pick a career path. Life then progresses. We go to work. We watch TV. We buy VCRs. Some of us find spouses and/or inflatable lifemates. Some of us begin to look like Jabba The Hutt. Our careers putter along. We think we make good choices as better jobs roll our way over the years, but when the carpet gets yanked out from under you *just once* ...

Wait — try to imagine it this way: You're driving through an intersection, and someone runs a red light and plows into you. It's not your fault, but your goddamn neck hurts like a bastard, the car is totaled, and now you're pissed and, by God, someone's going to pay dearly for this! Emotions, my friend. Thankfully, you have insurance. But for the time being (and sometimes for quite a while) you have no car.

Insurance

I was ruminating about this with a friend who was much higher up the label food chain than I, but who had also gotten whacked this year and was spending time on the sidelines. This friend, who shall remain nameless, is an *extremely* well-regarded promo wizard. However, we realized that one could have the best reputation in the world and be a genius and at the top of one's game, but if there are no jobs, there are no jobs. You're just another ge-



POWER TRIPPING

Indie artist John Faye Power Trip is making waves in a number of markets across the country, including Philadelphia, where he recently hung out at WPLY (Y-100). Seen here are (l-r) Wiley Music's Tod Elmore, Y100 MD Dan Fein, Faye and Y100 PD Jim McGruinn.

nus out of work. That's why it's good to have insurance. And what's the equivalent of insurance when you go to work at a label? A good contract, thankfully.

Actually, that was the *big* lesson from this year, and, it seems, one of the key differences between the radio and records industries — protection. Or lack of it. People who work in radio are generally not well-protected, at least not on the lower levels. Disc jockeys, MDs, most PDs. Morning talent in major markets gets protected, but outside of the top 15 or so, you're pretty much on your own.

Most radio stations in the U.S. will laugh hysterically when you ask for a contract, especially one that protects *you* and is not just a simple employee agreement that weighs heavily in favor of the company. That usually takes a lawyer, and most stations would rather hire the mediocre jock with no lawyer than the savvy good jock with representation. It's been that way for years, and I never really understood it until I worked on the other side. Part of the reason, no doubt, is that there are thousands of radio stations (most of them small) and only a relative handful of labels (most of them large). Just different ways of doing business. I suppose.

Tension

And here's what else I learned this year: The tension between radio and labels these days is so thick, you can cut it with a knife. This I learned when arriving back in radio after working on the other side of the street for five years. Consolidation blues on both sides of the fence? Perhaps. Radio and record honchos are hunkered down in their respective kitchens trying to shove all their properties into their respective blenders. Radio is really wound up at the moment: the labels have no idea.

Well, actually they do — the grenades could fly both ways. The labels are fed up with radio's perceived arrogant recalcitrance. Radio has had it up to its eyeballs with the

Radio and record honchos are hunkered down in their respective kitchens trying to shove all their properties into their respective blenders.

perceived constant badgering about adds and spins, especially spins. Can't we all just get along? Apparently not. Even though we've all worked together for years, each side still has no better understanding of what makes the other tick. We've beaten this subject to death at conventions over the years, but nothing ever comes of it.

Want some advice from an out-of-work schnook? Radio: Loosen up and play ball once in a while. Your ratings are more resilient than you think (or you're not doing your job right). Labels: Relax, the world will not end if your current project takes more than three weeks to bear fruit. You know, 50 years from now there will still be popular music and entertainers, no matter what media we use to hear and view them. *Someone* will have to promote these people. Catch my drift? Happy New Year.

Try to imagine it this way: You're driving through an intersection, and someone runs a red light and plows into you.



EXCITED IN ST. LOUIS

There's nothing like a visit from a band to bring a quiet studio to life. Here's KPNT/St. Louis jock Traci Wilde (front) obviously jazzed by a visit from Capitol recording artists Marcy Playground.

TALK BACK TO R&R!

Do you have questions, comments or feedback regarding this column or other issues?

Call me at (310) 788-1666 or e-mail:

jimmkerr@rronline.com

OPENINGS

NATIONAL

Producers and Call Screeners

sought for major national talk shows. Our talent and compensation are well above average — your talent and contributions must also be superior. Can you think on your feet? Are you tactful? Pro-active? Do you have good judgement? A sense of humor? High energy? Glowing references? A successful track record? If you answer yes to all the above, please send your cover letter and resume today to: Radio & Records, 10100 Santa Monica Blvd., #843, 5th Floor, Los Angeles, CA 90067. EOE. All qualified applicants receive a reply.

EAST

WNNH, Concord & WHOB, Nashua seek fulltime Production/Creative Services Director. T&R: Dirk Nadon, 501 South Street, Concord, NH 03304. (603) 225-1160. EOE (12/31)

Vermont Mornings: AM or FM...we're not sure! Production, etc. Fulltime. Call Phil or Matt, WLFE/WWSR: (802) 524-2133. EOE (12/31)

Director Of Promotion and Publicity

Emmis Communications WQCD-FM, NY is looking for an experienced radio professional to head up the station's promotional efforts. Responsibilities include creating, managing, planning, and executing CD101.9's marketing strategy. Ideal candidates should possess 5 years radio Marketing and Promotion experience, prior mgmt experience, an understanding of radio sales and programming, and one-to-one direct marketing. If interested, please mail, fax or email resume to Rocco Marci, Dir. of Marketing, Emmis Communications, 395 Hudson St- 7th floor, New York, NY 10014. Fax 212-367-1655, email: rmacri@emmisny.emmis.com. No phone calls please. EOE

WSDS/Dover, DE. Program Director. WSDS is looking for our next star programmer. If you're currently a PD or an APD/MD who's ready to take that next step, we want to hear from you. T&R's to: Consultant Joel Raab, 760 N. Woodbourne Rd., #D, Langhorne, PA 19047. EOE

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The Nation's Largest Radio Company
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seeks full and part-time Air Talent! Major or medium-market Classic Rock and/or Rock experience — and being a great one-to-one communicator a must. If you believe in the magic of New York City and of radio and it translates on-air, rush T&R to: Bob Buchmann, WAXQ, 1180 Ave. of the Americas, New York, NY 10036. No Calls Please. EOE

OPENINGS

GSM/PHILADELPHIA

1. Can you identify and manage outstanding sales talent?
2. Do you have the creativity to lead radio sales into uncharted territory?
3. Are you an activator... someone who makes things happen?
4. Are you driven to be the very best?
5. Do you get satisfaction in helping others develop their skills?

If so, your best career move may be with us right now! Philly's hottest radio station WEJM-FM Jammin' Gold 95.7 has an opening for a General Sales Manager with a proven record of success.

This position will assist our account managers in cultivating long lasting, customer focused relationships. Keen marketing and problem solving capabilities are very important.

At the Great Philadelphia Radio Group, we offer an environment focused on excellence. If this describes you, please call Don Braun, V.P./Director of Sales at (610) 771-9772. All calls will be kept confidential. EOE

THE NEW POINT @100.7, PITTSBURGH

Pittsburgh's leading hot AC has an immediate opening for an evening personality. HOT AC/CHR experience preferred. Do you have a great conversational delivery with natural energy, thriving on timely, topical content? Do you know how to involve the audience in your show? Can you blow us away in the production room? Rush your T&R including aircheck and great production samples to POINT NIGHTS, Infinity Broadcasting, 651 Holiday Drive, Pittsburgh, PA 15220. Infinity Broadcasting is an equal opportunity employer.

SOUTH

WHOP-FM Hopkinsville, KY seeking middays and afternoons. Fulltime experience necessary. T&R: Jeff Sisk, Box 709, Hopkinsville, KY 42241. EOE (12/31)

Rock Station in the Southeast seeks all dayparts including mornings. We have to move fast so you do too. Great company, excellent benefits, your chance to grow. T&R: Radio & Records, 10100 Santa Monica Blvd., #846, 5th Floor, Los Angeles, CA 90067. EOE

PROMOTION/ MARKETING DIRECTOR

Rare opening! Our seven year veteran has been stolen by CBS in Chicago. Ideal candidate will have excellent organizational skills, be comfortable speaking to groups and community leaders. A college degree and prior media experience is a plus. This is a high level management position with great compensation and benefits including 401k. Contact: General Manager, AMFM, Inc., 501 Tupper Lane, Corpus Christi, TX 78417 or fax resume to: (361) 289-6670. No Phone Calls Please. AMFM is an Equal Opportunity Employer. Minorities and females are encouraged to apply.

OPENINGS



Program Director

Barnstable Broadcasting in Memphis has an immediate opening for an experienced Classic Hits or Classic Rock Program Director. We're looking for an aggressive, self-motivated person who can lead STAR 98 to the next level of success. Great compensation package and benefits (401k). Super resources and tools to get the job done including John Boy & Billy Mornings and Jacobs Media Consulting. Contact Greg Mozingo - Memphis Radio Group - 901-682-1106 or rush T&R's to 965 Ridge Lake Blvd, Suite 102, Memphis, TN 38120. EOE

WQLC FL, Lake City Florida has a rare opening for an experienced high energy program director and morning announcer. SAW, Wave & Smartcaster experience helpful. Teamwork & leadership a must! 20-25K depending on exp. Rush T&R to: Bob Hendrickson/WQLC-FM, RT. 13 Box 318, Lake City FL 32055. E.O.E.

Internet Account Executive-

PopMail Network, the leading global provider for permission and affinity-based email solutions is looking for an experienced account executive to lead sales efforts for the artist/record label and radio divisions. An excellent opportunity to join the exciting Internet space with a company that has proven services and blue-chip affiliates in the broadcast, media and sports/entertainment industries! Please fax your resume to Melinda Davis, VP of Sales 972-550-5561 or email melindad@roiinteractive.com. EOE

KAMX MORNING SHOW PRODUCER

Morning Show Producer needed for the JB & Sandy show at MIX 94.7 Austin. We want someone who wants to be in radio. No wanna-be actors unless you can act like a self-starting, motivated producer. You have to love radio to get this gig. Send tapes and resumes to JB and Sandy, 4301 Westbank Dr., Escalade B-3rd Floor, Austin, TX 78746. See what you're getting into at www.jbandsandy.com. Consistent with our equal employment opportunity program, we are requesting that you advise us of any minorities or women you believe may be qualified for this position. KAMX-MIX 94.7 and Infinity Broadcasting are Equal Opportunity Employers.

MIX IT UP ON THE COAST

Corpus Christi's Mix 93.9, the Coastal Bend's premier Hot AC, is seeking a bright and fun voice who "GETS" the Hispanic female's life-style. Position includes morning show co-host as well as promotion director duties. If you want to work for a great company, are detail oriented, can create sizzling promotions, and love the sun and surf, we need to talk. Contact Jesse DeLeon, PD, KMXR-FM, 501 Tupper Lane, Corpus Christi, TX 78417. Phone: (361) 289-0111 or e-mail: beatlejes@aol.com. EOE

OPENINGS

Program Director Rock 103

WRCQ has an immediate opening for an experienced, mature PD with strong on-air, production, promotion and Selector skills. Send resume, air-check and production examples to: Paul Michels, Operations Manager, Cumulus Broadcasting, Box 35297, Fayetteville, NC 28303. EOE.

TEXAS COASTAL COUNTRY STATION WILL DOMINATE!

We're looking for all positions: Mornings, middays, afternoons, nights, promotion director, music director... we need 'em all. We've got to start over, help take us to the next level. Beautiful city on the water, nice work environment, great pay. Radio experience required, experience with digital a big plus. Become part of the team that makes this station the market leader. Radio & Records, 10100 Santa Monica Blvd., #844, 5th Floor, Los Angeles, CA 90067. EOE

N.C. FL. Hot Country leader seeking full-time AT for middays. Must be responsible, hard-working team player. 15-18k depending on experience. Females encouraged. Send T&R to: WQLC, Rt. 13 Box 318, Lake City, FL 32055. Attn: Scott Berns. EOE

MIDWEST

Evenings in Detroit! Great pay, bright future. T&R: Sean Herriott, WMUZ Christian Radio, 12300 Radio Place, Detroit, MI 48228. EOE (12/31)

Classic Rock CD94.7 Chicago seeks killer commercial Production Director. Orban, Pro-Tools, AudioVault. T&R: PD, WXCD, 190 N. State St., Chicago, IL 60601. EOE (12/31)



WAJI, MAJIC 95.1, Fort Wayne has an opening for morning co-host/news person. If you have a positive outlook, are energetic, witty, a team player, able to interact and can write and deliver lifestyle news, this job's for you! Minimum two years on air experience. Females and minorities encouraged to apply. News background not necessary! T&R to: Barb Richards, PD, WAJI, 347 W. Berry, Suite 600, Fort Wayne, IN 46802. No Phone Calls. EOE

Hot AC KMXC in Sioux Falls, South Dakota is searching for our next afternoon drive personality. Must have strong phones and a positive attitude! Three years minimum experience required. T&R: Scott Maguire, KMXC, 2600 South Spring Ave., Sioux Falls, SD 57105. EOE

WLPO (AM)/WAJK (FM)/WKOT (FM) has a full-time opening for a news reporter. We're located in Illinois River Valley, about 1/2 hrs. from Chicago, Rockford, Quad cities and Peoria. Stable company. Good pay and benefits. Great work environment! Send tape and resume to: Joe Hogan, WLPO/WAJK/WKOT, P.O. Box 215, LaSalle, IL 61301. EOE

OPENINGS

Morning Talent- Unique Opportunity- Family Owned

If you're tired of all the changes and looking for stability, then grab this one! South Central Communication's highly rated WJPS, Oldies 93.5, Evansville, IN is looking for a morning show. Oldies or AC morning shows who understand the life group and have the passion to win, and who want to work for a heritage family owner and a wonderful family environment, rush your tape and resume to: Charlie Harrigan, Oldies 93.5, WJPS, 1162 Mt. Auburn Road, Evansville, IN 47736. South Central Communications is an Equal Opportunity Employer.

DO YOU LOVE AN ECLECTIC MIX OF MUSIC? Top-75 market is looking for a quick wit, humorous, community minded, relatable, music connoisseur, morning person/team with 2-4 year morning show experience required. Send your package to: Radio & Records, 10100 Santa Monica Blvd., #842, 5th Floor, Los Angeles, CA 90067. EOE

WEST

Bright AC KLSY in Seattle has its first Music Director opening in 10 years. We are looking for someone who:

- Has passion for music
- Has Selector experience
- Has Great time-management skills with attention to details
- Has at least three years experience as music director
- Is great on the air
- Can "hear" the perfect music mix on the radio

Send tape and resume to: Human Resources, KLSY, 3650 131st Ave., S.E., Suite 550, Bellevue, WA 98006. Sandusky Radio is an Equal Opportunity Employer and encourages female and minority candidates.

Operations Manager needed for top-rated small market combo. FM morning show, production, remotes. Computer literate. RDS system. Hot AC FM-Oldies AM. T&R to: Bob Coker, KTQM-KWKA, Box 869, Clovis, NM 88101. (505) 762-4411. Fax: (505) 769-0197. E-mail: KTQM-KWKA@3lefities.com

www.rronline.com

OPENINGS



WE WANT YOU!

Our Morning Talk Show Host is heading to a top-ten market. Will you be next? KXNT 840-AM, the #1 Talk station in Las Vegas has an immediate opening for a morning talk show host that can be controversial, yet entertaining, and work for Infinity Broadcasting, America's Top Broadcaster. So come live in America's fastest growing and most exciting city. RUSH your resume and demo on cassette or CD with **Ref Job # MSP223.499** to: Infinity Broadcasting HR Dept. 6655 W. Sahara Ave., D-208, Las Vegas, NV 89146. Infinity Broadcasting is an Equal Opportunity Employer. Women and minorities are encouraged to apply.

General Sales Manager for KIK-AM Radio 1510.

Strong candidate needed to meet challenging sales needs in Inland Empire. Previous management or extensive sales experience. Send your resume to: Bill Martinez, KIK-AM & FM RADIO, 1045 S. East Street, Anaheim, CA 92806. EOE

POSITIONS SOUGHT

Sports and more... please rescue me from NPR. knowledgeable sportslady, NFL to Nascar. definite host material, reporter or PBP. SKY HOLMES: (404) 315-0655. (12/31)

Stand-up comic seeks fulltime radio gig. Comedy, writing, co-host, side-kick, voice-overs. Sports, appearances! Serious stations CALL: (888) 2-BOOK-PD, PDMichael@aol.com (12/31)

Let's work together during the New Millenium! 25 year pro seeks PT/FT airshift in Southern New England. Top References. VIN LEWIS: (508)248-6603, vinlewis99@aol.com (12/31)

Long Island morning show host seeking to make the transition to an all Talk format. Will relocate. EMAIL: DEDFRE@AOL.COM (12/31)

POSITIONS SOUGHT

Hey, Corpus Christi! Seeking Air Talent? Contact DALLAS: (337) 234-2841 or dallasbegnaud@juno.com (12/31)

23 year radio pro seeks best West Coast on-air or programming position available. BILL CRAWFORD: (503)842-5994, bill_crawford@hotmail.com (12/31)

Talk show host with copywriting & sales pluses, seeks quality small to medium market situation. EMAIL: Talkshowguy@excite.com (12/31)

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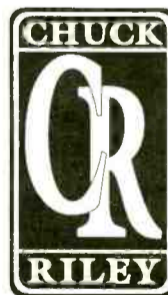
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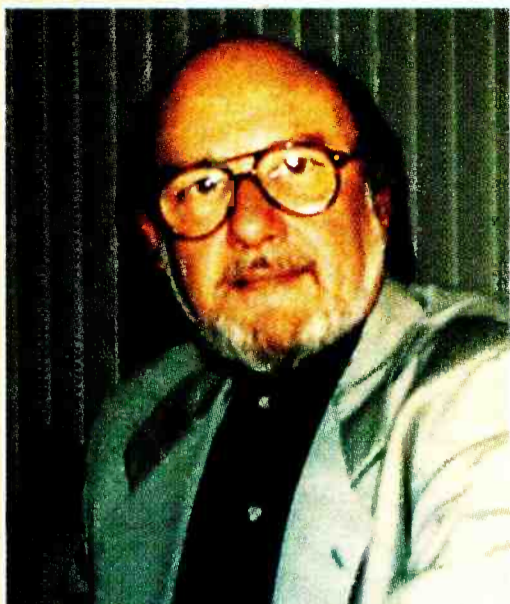
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Publisher's Profile

By Erica Farber



DICK KERNEN

Vice President/Industry Relations, Specs Howard School of Broadcast Arts

As we focus this week on job opportunities, there is an institution that will be celebrating its 30th anniversary on Jan. 14, the Specs Howard School of Broadcast Arts. At any given time the school has 350 people enrolled with schedules overlapping a 15-hour day. It is extremely proud of its record of placing approximately 75% of its graduates in real jobs.

Dick Kernen, the school's VP/Industry Relations, has a 27-year history with Specs. He has taught, mentored and placed many Specs Howard graduates. He came to the school with a 15-year resume of hands-on broadcasting experience, culminating in a stint as the first PD of WRIF/Detroit, a position he actually resigned. Kernen has found a home he is most proud of.

Getting into the business: "I was about a month out of high school, driving a car my father was paying for and not very happy about it. My mother, who was always one of my biggest fans, found this little classified ad looking for a mail courier for a radio station. You had to have a car and liability insurance, and I qualified.

"I had just come back from Navy boot camp. I applied for the job and, sure enough, I was a mail courier at WXYZ for about six months. Then the Navy said, 'We weren't kidding about the two years active duty.' In those days, upon your return, employers had to give you your job back, so in 1959 I was again a mail courier at WXYZ for about three or four months. I then became what we called a record spinner; today we call them board ops. Over a period of time I became the Music Director."

Moving from a career in broadcasting to the academic side: "I came here because I wanted someplace to go, and my wife was tired of seeing me. Plus, she was really upset that I had quit the other job. In those days broadcast schools were looked at as being three notches below used car dealers. I didn't come here with any notion of staying. I was just coming here until I got a real job. I told Specs at the time, 'I've got 26 weeks of severance pay and accrued vacation. We'll do a month here, and you don't have to pay me. I'm not sure I want to do this, and you don't know much about me.'"

"It was clear to me that Specs was serious, because other broadcast schools said they had studios, but they turned out to be little booths with a mike and a tape recorder. Specs figured you had to have an eight-channel board, cart machines and all that stuff. I found out after a month that I really liked this. If your name is Dick Kernen, this is the best job you could ever have, and I am eternally grateful to Specs for letting me do it."

Mission of the school: "The mission here is to take people who have no experience whatsoever other than the desire and the passion to be in this business and teach them the basic skills and do everything in our power to help them get their first jobs."

Keeping the curriculum current with changes in the industry: "In the last three or four months we have invested somewhere north of a quarter of a million dollars. We've put in our first touch-screen radio studio. We have three digital production workstations, and we just upgraded three of our nonlinear digital video systems and put in two new betacam suites."

Advice for students looking for jobs: "The one thing that has allowed us to be so successful in placement is that we make very sure from the day they walk in to enroll — and it's a mantra around here — that everybody starts at the beginning. A lot of people go through public institutions, and nobody ever bothers to tell them what the process is. People know that this is a two-year course. Eight months of it goes on here, and another 12-15 months goes on in your first job.

"The bottom line is that everybody has started at the beginning. Everybody has lugged cameras off the back of trucks and climbed ladders to set lights and that kind of thing, the same way radio people go out and — like in the good old days — run tape on the God Squad on Sunday morning. That's one of the things we have done well here: not kid anybody. You can realize your dream; you just need to understand the process."

Role of the Internet in the curriculum: "In January we will be the audio for a website called mlive, which is owned by the Newhouse newspapers. We're excited about it. We have four what we refer to as radio stations. They're in-house stations, but they're named by the senior students, and they run them pretty much 15 hours a day. They do commercials, news, everything, and they're very formatted. We have been pretty specific about formats and music selection and things like that. This mlive site will give us a chance to have a 'radio station' that can do some pretty intriguing things, because there's no particular reason to replicate what you can get over the air on this website. We're going to do a lot of, we hope, very interesting things. The students are going to have a great deal of input, and we think there is a tremendous amount of opportunity."

Addressing sales and marketing issues: "It is an area that gets addressed, but the problem we have is that the average person thinks selling is something you do until you get a good job. They don't have the concept of business-to-business selling. Their concept of selling is standing at a store in a mall. We would love to teach sales, and we know we could place everybody who got out of the course, but you have to get people to come in. People need to be convinced — and I can't do this as an instructor — that people who love to sell have as much fun when they go to work in the morning as the guy on the air or the newscaster or the cameraperson at a football game. They're fired up; they love this stuff."

Something about Specs Howard that would surprise our readers: "It would surprise people who still think of broadcast schools in the context of 1960 to know what a valuable resource we are. When we work a job lead, the thing we bring to the employer is our ability to screen people. We don't go down and thumbtack something on a bulletin board and say, 'WXXX has an

opening.' We screen people. For instance, we just got a job lead from the Country station up in Saginaw, KCQ. They're looking for a morning sidekick. It's a little hard to find. They're looking for somebody who has the intangible ability to do that kind of thing, and I'm very confident that we can find that somebody."

"On the other hand, the other thing we do very often is, we have 30 years' worth of grads out there. If somebody's looking for a morning show, we know these people. We not only know our grads, we belong to everything that has anything to do with this business. Just by virtue of that, we know a lot of people. We're a really great resource."

Career highlight: "I can walk into the Conclave of the Michigan Association of Broadcasters and run into people with gray hair and kids in college who were our students 25 years ago. I am most proud of that. Not many people have jobs that allow them to play a part in other people's lives. I want to make one thing real clear: I am not responsible for anybody's success. They own their success. It's just really cool to be in a position where you can give some direction and encouragement."

Alumni he's most proud of: "Charlie Cook is probably one of the most successful people we've graduated, in terms of what he's been able to do in the business. I knew him first when he was running a little Country station in Ipsilanti. Charlie proves — and he's certainly not alone in this regard — that if you love this business and you're passionate about it and work your ass off, there's no ceiling. Gary Shorrs runs WKKO/Toledo. He's been down there for probably 15 years; great guy, makes a lot of money. Mike Wheeler, who just went to St. Louis from Toledo to program all the stations down there. I know I'm going to miss people here. The woman who runs the local RAB office in Detroit, Mary Bennett, was in school when she was 20 years old."

Career disappointment: "There are always going to be people who come through school with incredible potential who, for whatever reasons, just never go for it. And you know that if they would, the sky's the limit. Those are the disappointments."

Favorite radio format: "I am a great fan of public radio, and I listen to Classic Rock."

Favorite song: "Already Gone" by The Eagles. I love the line 'So often times it happens that we live our lives in chains, and never even know we have the key.'"

Favorite television show: "Law and Order and reruns of *Homicide: Life on the Streets*."

Favorite movie: "Dances With Wolves."

Favorite book: "The Source" by James Michener. And this new Stephen King book's giving it a run for its money, *Hearts in Atlantis*. It's not the typical Stephen King book. I have not been able to put it down. A close second is *Cider House Rules*."

Favorite restaurant: "The Europa Hotel restaurant in Venice."

Beverage of choice: "Coffee."

Hobbies: "Racquetball and anything having to do with automobiles. I'm even a graduate of the Skip Barber Racing School."

E-mail address: "Info@specshoward.edu. I would love to hear from grads who haven't talked to us in a long time."

What he is most looking forward to in the new millennium: "To see what happens with the Internet and broadband cable."

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