

Radio advertising news, trends, strategies & stats
for stations, syndicators, advertisers and agencies.

Radio

AdBiz™

From the Publishers of Radio Business Report Inc., 16 Years

Volume 3, Issue 8 August 1999

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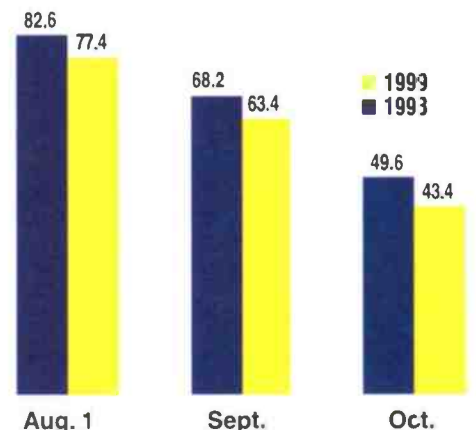
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RBR/Miller Kaplan Market Sell Out percentage report

October looking strong

Forward pacing continues to run well ahead of last year. In the first look at October, the month is already just shy of half sold. "The improved performance for October is actually even more impressive," said Miller, Kaplan, Arase & Co.'s George Nadel Rivin, since this year's standard broadcast calendar for October is five weeks, compared to four last year.



**Radio moves
Mazda;**



**can it move other
auto makers?**

by Karen Maxcy

Radio AdBiz

August 1999, Volume 3, Issue 8

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Bumper year for radio

1999 is shaping up to be the best sales year ever for the auto industry according to the National Automobile Dealers Association (NADA). That is befitting for the last year of the same century that saw the first automobile roll off the assembly line and into an impassioned love affair that Americans have with their cars.

"Despite the modest interest rate hike, NADA still expects 1999 light-vehicle sales to surpass the 16M unit mark, shattering the all-time sales record set in 1986," says **Paul Taylor**, NADA's chief economist. "Sales will slow slightly in the second half (of the year) which will likely cause many dealers to advertise somewhat more to build showroom traffic. But 1999 will still be an all-time record year," he adds.

Last year, America's franchised new-car and -truck dealers already spent a record \$5.3B on advertising according to NADA. Newspapers got the lion's share of that budget, capturing \$2.7B. Radio got \$1B of that pie.

Are radio stations poised to capture even bigger money from the big spending auto industry?

Is radio in tune to the auto industry?

Groups like the Radio Advertising Bureau (RAB) and the Detroit Radio Advertising Group (DRAG), who are relentless in their promotion of the use of radio, have had success in attracting dollars to the medium.

But apparently, that is not good enough. The medium's biggest cheerleader, President/COO **Bill Burton**, reveals in DRAG's newsletter that radio stations spend too much time selling their stations and the medium. **Hap Smith**, Managing Partner, CP Dealer Operations, Bozell Worldwide, Inc. (he is in charge of all dealer money for Chrysler, Plymouth and

Jeep) told Burton that radio needs to be "coming in with creative ideas."

Also from Bozell, **Pam Iverson**, Senior Broadcast Negotiator, tells *AdBiz*, "Radio is an effective and well respected medium. We are very receptive to radio stations who work with us to create ideas and promotions which meet our goals, enhance our buys and set our clients apart from the massive crowds of all radio advertisers."

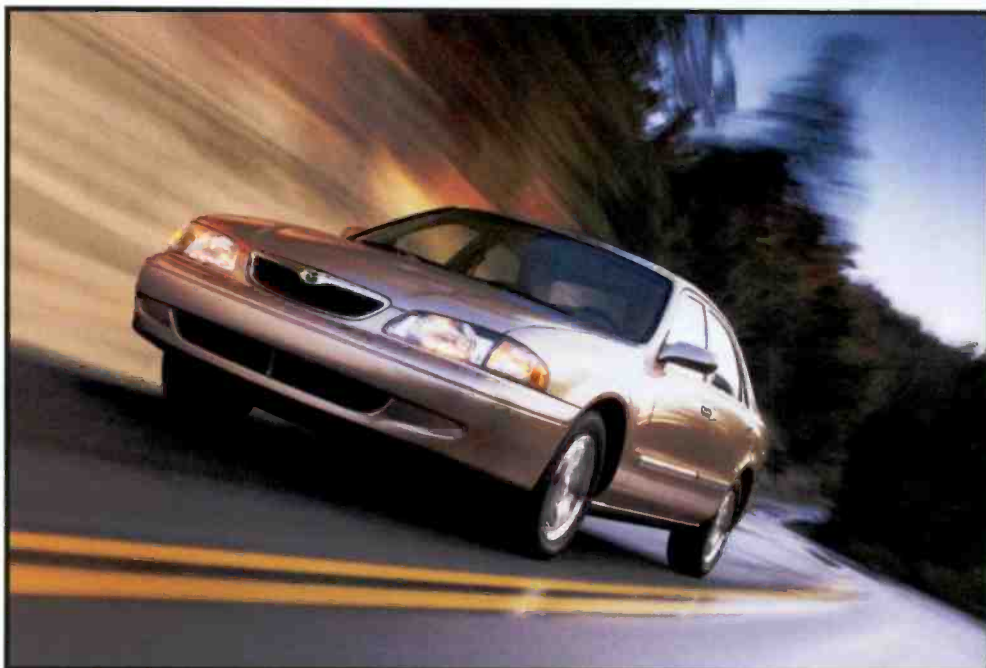
Echoing that view is **Greg Simonson**, Manager of Katz Network Radio Dimensions, Detroit. "I have met with several automotive companies since I have been in Detroit and I have found that one complaint seems to remain constant," he says. And that is: "We (agencies) would include radio more often in the media mix if we knew what you have to offer."

Radio and agency join forces

Opportunity came knocking on Simonson's door recently to do exactly that. In June, **Bonnie Saindon**, Associate Media Director at W.B. Doner, Detroit was charged with the challenge of moving the '99 Mazda 626 to make room for the new 2000 release of 626 due out in September. Doner represents Mazda North American Operations. They already had a strong TV presence but they needed an integrated campaign, said Saindon. Doner needed to "create a promotion with their radio schedules to create excitement behind the ('99) model." Saindon decided to turn to Katz and CBS Radio Sales (Interep), Detroit for promotional ideas.

The task—72 hours to come up with the perfect traffic-building promotional idea that can work across all markets. At Interep, **Susan**

continued on AB 4





The Age of Possibilities

WITH NEWT GINGRICH

Who are we as Americans?
Where are we going as a country?
What should we as citizens care about?

Hosted by former Speaker of the House Newt Gingrich, **The Age of Possibilities** is a daily 90-second commentary about the people who make America succeed and how they, as citizens, are changing the world around them.

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Consider the possibilities.

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Harder, Director of Radio Sales (who job-shares with **Sally Bean**) engaged the help of **Martha Harrington**, President, Promotions Marketing, New York to come up with winning ideas. Simonson consulted with five offices and 20 people. In the end, the chosen one came from the Katz team.

Unfortunately, the intended catalytic effect of that promotion never panned out. Simonson's idea, which called for the DJs to play salesmen at the dealerships, met with some planning and timing bumps. It wasn't ready for an August execution date. Instead, Doner has pushed the promotion part of the campaign to December.

Despite the hiccups, Interep- and Katz-represented stations will see all of the \$7M that Doner committed to radio as a result of the meeting. Harder concedes that this was a somewhat infrequent occurrence and that they are always reacting to what's out there instead of being more proactive. Reps "must go out and find new business!" she declares. Or as Simonson puts it, "If we wait for the standard avail to come down, then we will never see our 7% of the advertising pie (overall national ad expenditure) increase."

Challenges of increasing ad pie

Radio insiders may believe that radio is without a doubt the best medium for selling cars. But the ad agencies may have a different idea altogether. Worse, an idea that is neutral.

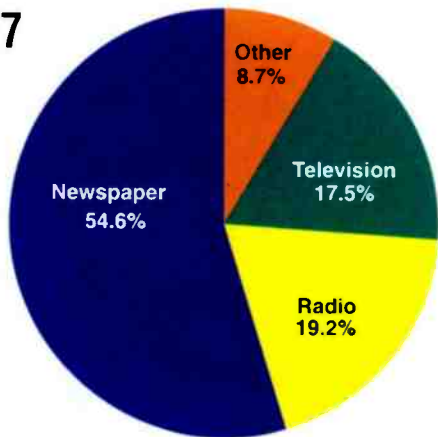
Dave Martin, President/CEO of Pentacom (planner/buyer for DaimlerChrysler North America) tells *AdBiz* the media mix is dependent on the brand, competition and the creative tasks. For example, a product may be heavily promoted at its launch using TV, but for maintenance promotion, the agency may look to other media. Radio is merely "another media option" for his clients. Granted all advertisers want ads to be as inexpensive as possible, but even though radio is relatively inexpensive compared to TV, the creative dictates which medium is most suitable.

And then there is the undying love affair with TV, according to **Gary Fries**, President/CEO of RAB. Fries believes that radio is already a strong player in the local dealer's budget. But national manufacturers' dollars are more TV-centered. Fries explains that there is little radio stations can do to change that because the rep firms are the ones who deal with the national manufacturers via their ad agencies. Hence, the importance of partnerships such as the one between Doner, Mazda, Katz and CBS Radio Sales.

However, Fries believes that auto companies are slowly shifting their philosophy on advertising campaigns and are now seeing the value of radio. Radio, says Fries, "is the best way to reach a specifically targeted group at the point of impact"—one of the main reasons why radio is such a great medium for auto advertisers. The efficacy of imagery transfer is another big reason.

Mary Bennett, Senior VP, Marketing Midwest, RAB and editor of RAB's AutoSignal agrees. Auto clients are notoriously visual reliant, she says. According to Bennett, studies have shown that if you take the strongest cues from a TV ad campaign and have a radio production specialist replicate those cues onto radio, 75% of people will recognize the product or service advertised.

1987

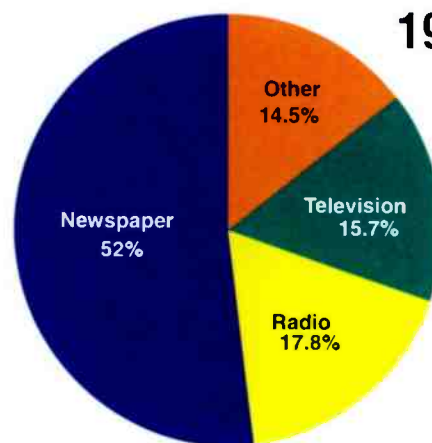


Advertising Expenditures by Medium

percent of total

Source: NADA Industry Analysis Division

1997

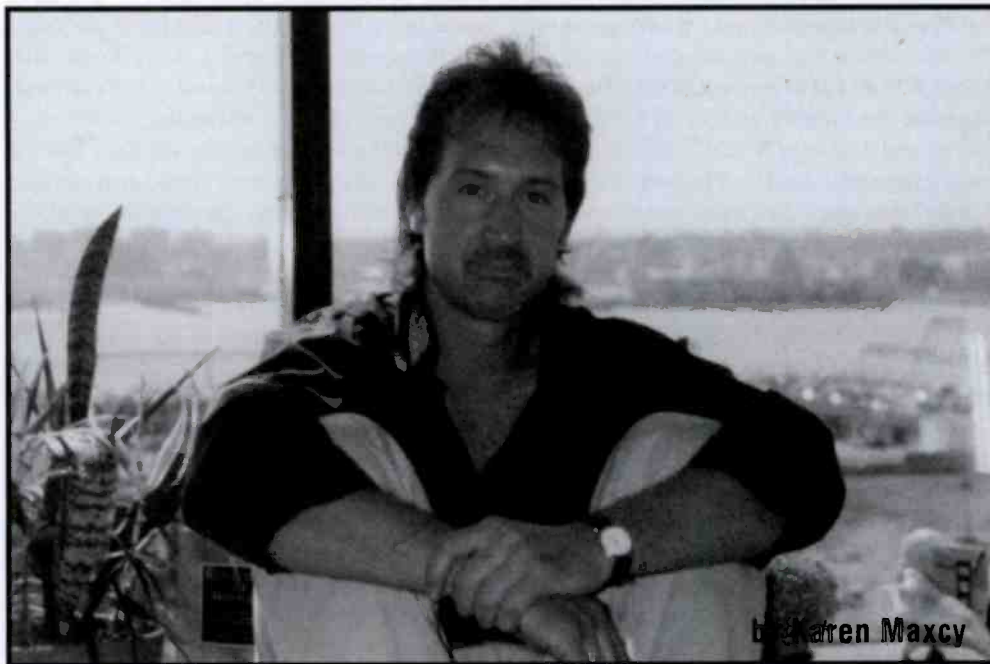


Q1 Ad Spending Top Five Auto Companies by Media

	Total	AllNewspapers	TV	CableTV	NetworkRadio	National SpotRadio
1 General Motors Corp.	556739	96427.5	320691.2	46587	236.9	2442.9
2 DaimlerChrysler AG	332309.1	18167.4	224853.9	17377.2	324.3	2998.3
3 Ford Motor Co.	276550.7	17950	142791.2	19852.7	0	3270.9
4 Toyota Motor Corp.	160378.4	6965.5	99749.1	8875.9	0	565.9
5 Honda Motor Corp.	140079.4	5056	108981.8	6351	0	147.5
6 Volkswagen AG	93382.4	11839.8	63758.4	7674.9	0	130.6
7 Nissan Motor Co. Ltd.	81866.2	28175.3	33401.7	2852.3	0	353.6
8 BMW AG	36279.7	4953	14859.5	4519.9	0	430.3
9 Mazda Motor Corp.	34253.6	4857.3	25942.5	1220.1	0	0
10 Mitsubishi Motors Corp.	32083.5	0	27949.7	2358.1	0	0

Zenith Media's Matt Feinberg

on the magic of radio; will consolidation make it less magical?



by Karen Maxcy

Yet another impassioned radio lover is featured in this issue's Agency Perspective. VP/Manager, Radio National Broadcast for Zenith Media Services **Matt Feinberg** chanced into radio during his internship after college and was hooked ever since. It was at All American Television that Matt produced his first syndicated radio show ("SST College Radio America"), targeted to the college market.

After a short stint with *College Media Journal*, Feinberg moved to American Home Products (AHP) where he stayed for 11 years. As buyer and planner of national and local radio, Feinberg also produced in-house infomercials. Highlights of his tenure there include devising a 52-week radio-only plan for Riopan Antacid. His plan was credited for Riopan's 11.5% increase in profits that year.

Feinberg left his position as Director, Special Projects at AHP and joined Zenith a year and a half ago. He purchases national radio for companies such as Delta Airlines, Procter & Gamble, E-loan.com, Lexus and Red Lobster Restaurants.

How has national radio changed over the last few years?

National radio, like most other media at this point, has essentially become a commodities business. I see the people involved being less the broadcaster, and more the broker.

What do you think has brought about this change?

In a word: consolidation. The FCC deregulation act of 1996 has, in my opinion, done a real disservice to the American people. Allowing companies the multiple ownership of media outlets to the extent it does, serves not the taxpayer, but the shareholder. It has led to less creative programming, less public interest programming. It has compromised once stellar news departments and made the possibility of small privately-owned radio stations virtually impossible. From a purely business perspective however, some of the new opportunities that have come about are the ability to negotiate multi-media deals. It has also allowed the networks to overcome one of their biggest traditional weaknesses—namely more O&O network radio groups.

Can you expound upon that last point?

Multi-media campaigns are going to become standard operating procedures in the not too distant future. The national broadcast group at Zenith has been involved with several very large ones and the last two buys I did for one of our clients involved extensive cross media. This really makes an agency tap into its resources because the buyers become more like media and marketing analysts than straight media buyers. As far as the O&O status, one of national radio's biggest drawbacks has been its ability to control placement of inventory of their affiliates. With networks becoming part of larger broadcast entities, specifically AMFM, they are able to guarantee placement on stronger affiliates. This really makes network radio far more attractive to advertisers than ever before.

What do you enjoy most about buying national radio?

What is really satisfying is being able to impact the client's profitability directly. I feel that my time at American Home Products was invaluable in that it gave me a solid understanding of traditional marketing. I am able to use that experience and apply it to radio strategies and help the client meet the goals. I also enjoy working with sales people that understand radio—how it fits into the larger scheme of a

marketing campaign and work towards meeting those goals in partnership with me and are not just hawking their wares.

Do you find networks in general are easy to work with?

That's a tough one. During negotiations, things can get pretty rough and tumble but it really depends on the individual sales person, their management and the company's philosophy. Over the past five years, Westwood One has become increasingly difficult to work with. I believe they had many control, or lack thereof, issues that caused the organization to all but implode. However, in the last six months they have brought in two very talented executives to help right the situation—**Joel Hollander**, CEO and **Peggy Belden**, EVP Sales. They are headed in the right direction, though they have a long way to go and a lot more cultural obstacles to overcome but I believe they will do it.

AMFM is an interesting animal. They have developed a business model that so far is working for them in spades, but from what I have begun to experience is not fluid enough to deal with the idiosyncrasies of each advertising agency's needs. In a strong marketplace, they can afford to treat the agency like a number in a deli waiting line. But when the marketplace turns around, I wonder if this archetype will serve them as well. They have some of the best sales talent around and a great product but they seemed to be tied down by an overly rigid system.

Also, many of the small niche networks have good product but a sales force that knows little or nothing about media, or their product for that matter. They are relying on a bull market, name recognition and perceived value to get them through. It gets aggravating to deal with them on detail and finding out how research is actually done within their organization.

What do you like about radio in general?

Radio is my life! I actually love radio. No BS. I listen all the time to many different stations. Mostly because I like radio personally; I've gotten the same way with the Internet. I have always been a light TV viewer and have found something magical about radio ever since I was a kid listening to WFIL-AM (Philadelphia) with **Mark Goodman** (of MTV fame). I remember sitting in the room and taping from a transistor radio a concert special called "Fantasy Island" (which looking back, I assume it was an early syndicated program, probably by Westwood One) where they aired what appeared to be a live concert of the Woodstock magnitude with groups like Cream and The Beatles reuniting. This was around 1974. I was totally sucked in. Mesmerized. I went and told the guys I was hanging out with at the time

about The Beatles getting back together again! The magic of radio worked on me and it still does. I wouldn't be surprised if that tape is somewhere at my parents' house as I have forbidden them to throw away any records or tapes that I have left down there.

What stations do you listen to?

Everything, seriously. I change dial positions every few weeks to different stations just to see what's going on. The one station that gets the majority of my time is WBGO-FM in Newark. It's the best jazz station in the country and an NPR affiliate. I also try and tune in to WNEW-FM (NYC) every Sunday from 8PM-1AM for **Vin Scelsa's** "Idiot's Delight", without a doubt the best radio show on the air. Music programming in New York is pretty lame for the most part so I can't stay with one station too long. Lately I've been checking out Jammin' 105, which is great stuff, but they have a ridiculously short play list. Also "Opie and Anthony" on WNEW PM drive team. They have basically taken the **Howard Stern** model and given it their own spin. It's not for everybody but I fit the demo like a hand in glove.

What do you dislike about radio?

I love the business, but knowing the business and being privy to some of the questionable practices has dulled much of the shine for me. Twice I have been offered jobs in the record business but I declined, realizing music is much too special to me for me to treat it as a commodity. The same has become true with radio. The problem is money spoils everything.

Do you see satellite radio and Internet radio as long term players in the radio advertising landscape?

Absolutely. They will not necessarily replace broadcast radio as we know it, but become a part of the landscape and a viable advertising medium.

What makes you good at your job?

Who said I was good? No actually, I believe I am good at what I do because of my love of the medium and because of my wide variety of related experiences. I have as much, or more, local radio buying and requisite promotional experience. I have planned



radio, produced it, syndicated it and have even been on-the-air. While there are other great buyers out there, I don't know that anyone has as broad-based a background. All respect to my colleagues, to whom I would defer to in a minute on their buying prowess. Also, my time spent at American Home Products was invaluable working under **Katie Coke** in the radio department (Katie is somewhat of a legend in the radio advertising community). After Katie's retirement, I reported straight to the president of the in-house agency who pushed me to become a familiar face with the brand groups and planning personnel.

Basically, I've been fortunate enough to work with extremely bright people. From my first job at All-American TV (assistant to co-founder **George Back**) to my current position here at Zenith (reporting to **Peggy Green**, EVP/National Broadcast), and I include some great sales people who have helped along the way also. My father also instilled in me a lot of common sense.

How do your clients benefit from national radio advertising?

Low CPMs, increasingly better clearances, stronger affiliations, greater accountability, more cross media opportunities. Our clients, and here's the plug, also get the benefit of Zenith's vast resources—both people and information.

What would you like to see happen with the national radio department at Zenith?

It depends on if I have had a good day or bad day. Really, I would like to work toward a fully integrated radio group—local, national, planning and even production. The last I looked, Zenith is already one of the top network radio spenders nationally and I would first and foremost like to keep growing that.

Radio

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Market Profile

Cleveland Consolidation catch-up progress

by Dave Seyler

Cleveland was among the last large markets to enter the superdupoly era. As recently as Fall 1997, there was only one superdupoly in operation (Nationwide), and with three unseated FMs, it was from a stock standpoint, as small as a superdupoly could be.

Chancellor followed Jacor, cobbling together a six-station cluster of its own via deals with three separate owners. Jacor later swapped one of its AMs to Capstar, a company which soon thereafter announced it was merging into Chancellor. This would up Chancellor's cluster to seven stations, assuming all deals are completed.

Meanwhile, Clear Channel announced a deal to absorb Jacor. There was no way to combine the existing in-market stations of the two groups, and the Clear Channel three-station dupoly was put on the block. Surprisingly, the stations were split up, with two going to Radio One and one to Infinity.

RRR observation: Well, not all that surprisingly when we consider what has happened since. Chancellor has gone on the block with Clear Channel as the only serious suitor. But not much can happen here. Both groups are at or near the ownership ceiling already. In "The big what if sale: Clear Channel/Chancellor divestitures (RRR 2-1, pp. 6-8) we noted that there were no large groups already in the market which might be interested in spin-offs. That statement didn't remain true for long. We now find two of the most station-hungry groups in America lurking in the shadows, waiting for a safty moment to drift their way. Radio One must be particularly interested in the Urban-flavored duo which recently belonged to Ken Zipes, leaving them more for Infinity to go after. And Clear Channel was pretty crafty to stock the pond with some fish which not only will bite hard, but which will also be able to pay top dollar for the bait it may well have to offer.

Fall 1997					Fall 1998				
Rank	Owner	AM	FM	12+	Rank	Owner	AM	FM	12+
1	Nationwide	0	3	19.6	1	Chancellor	5	4	10.0
2	Zipes	0	0	0	2	Clear Channel	0	5	50.0
3	Fincham	1	1	12.4	3	Elyria-Lorain	1	1	5.8
4	Jacor	0	1	12.0	4	Infinity	0	1	4.1
5	Clear Channel	1	2	9.5	5	Radio One	1	1	2.8
6	RRR/MI	0	1	5.0	6	Radio One	0	1	2.1
7	Elyria-Lorain	1	1	4.7	7	Linn	1	0	1.0
8	Radio One	1	1	2.0	8	Radio One	2	0	0.5
9	Linn	1	0	1.0					
10	Radio One	0	0	0.8					
11	Deane Mercy	1	0	0.4					
12	Tanaka	1	0	0.1					

* = dupoly, ** = superdupoly

Duopoly Dimensions			Market Statistics		
Owners	Stns	Pct	Rank	12+ population	1,763,500
Total Own. Stns	8	22		Black population	101,500
Superdupoly	1	12.5		% Black	18.2
Dupoly	1	2		Hispanic population	15,000
Clear/Finch	2	5		% Hispanic	2.8
Standalone	3	2			
Total Clear/Finch	5	12.5			

Source: Arbitron, RRR Information Services Group

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RadioNews

FCC OKs TV duopoly, sets radio/TV limits

Saying that the broadcast industry needs to move away from a waiver-based environment into a rule-based one, the FCC voted to eliminate its ban on radio-television crossownership. Before last week's ruling, radio/TV combos were only available through waivers granted by the Commission.

Under the new rules, a party may now own eight broadcast outlets in a particular market. Permissible combos would include seven radio stations with one TV station or six radio stations and two TV stations. Owning two TV stations would be an option only if the second station was at risk of failing financially, had already failed or was licensed but never built.

But according to last week's vote, the rules are not without conditions. There have to be at least 20 other independent voices in the same post-merger market for the radio/TV combos to be approved. An "independent voice" would include all fully-operational commercial or noncommercial radio or television stations, any daily newspaper printed in English at least four days a week and wired cable services.

The new rules also allow a party to own a TV station and up to four radio stations in any market as long as there are still 10 independent voices remaining.

The Commission also amended its ownership attribution rules by adopting a new "equity/debt plus" plan. Under this rule, a party is now considered to have an attributable interest if it holds more than 33% of a station's equity or debt or if that party supplies more than 15% of a station's weekly programming.—TS

Entercom wins Sinclair sweepstakes

Opportunities to buy three and a half dozen radio stations all at once don't come along often anymore, so **Joe** and **David Field** didn't let this one pass. The company's previous biggest deal was the \$140M buy of five Boston-Worcester stations which included a sell-back of two Tampa stations to Infinity (N:INF) for \$75M. After its successful IPO though, Entercom was primed for an even bigger acquisition and outbid the field to take Sinclair's 43 stations in nine markets for \$821.5M, which Sinclair said was 20 times projected 1999 EBITDA. Not included are the St. Louis stations, which Emmis (O:EMMS) has already claimed, and three Greenville-Spartanburg AMs, whose buyer has not yet been disclosed.

The acquisition will make Entercom a top-five radio group in terms of billing, moving it up one notch, bumping Cox Radio (N:CXR) to #6 and bearing down on #4 Disney's (N:DIS) ABC Radio O&O group. The only market where Entercom will have to spin off stations is Kansas City, so once the deal closes it will have 82 stations in 17 markets.

There are a few side issues to this deal worth noting. Entercom has agreed to buy \$5M in advertising on Sinclair's TV stations over five years (no problem, since the radio stations will certainly want to use TV spots for promotion) and pay for \$2M in capital improvements at the radio stations which Sinclair has already committed to. The sale price also includes Sinclair's stake in USA Digital Radio, which wouldn't have much importance to a TV-only group. Entercom is already a USADR investor. **Broker:** Deutsche Banc Alex. Brown—JM, DS

Market	Stations
Buffalo	WBEN/WMJQ-FM/WKSE-FM/WWKB/WGR/WWWS
Greensboro	WJMH-FM/WMQX-FM/WQMG-FM/WEAL
*Greenville SC	WFBC-FM/WSPA-FM/WOLI-FM/WOLT-FM
*Kansas City	KCFX-FM/KQRC-FM/KCIY-FM/KXTR-FM
Memphis	WRVR-FM/WJCE/WOGY-FM
Milwaukee	WMYX-FM/WXSS-FM/WEMP
New Orleans	WWL/WSMB/WLMG-FM/WLTS-FM/WTKL-FM/WEZB-FM
Norfolk	WWDE-FM/WNVZ-FM/WPTE-FM/WVKL-FM
Wilkes Barre	WKRZ-FM/WKRF-FM/WGGY-FM/WGGI-FM/WWFH-FM/WSHG-FM/WGBI/WILK/WILP

* Greenville SC: WOLI-FM/WOLT-FM are operated under an LMA/purchase option; Sinclair's WYRD-AM, WORD-AM & WSPA-AM are being sold to a different, as-yet unnamed buyer
 * Kansas City: Entercom already owns 4 AMs and 3 FMs in this market, so purchase of Sinclair stations will require numerous spin-offs

Summer is picnic time!

Food/Grocery was a hot category for NTR at radio stations in June as processed food companies fought for space in consumers' coolers as people headed to the beach. Automotive dropped off, but just wait until the new models debut this Fall.—JM

Non-Traditional Revenue Track % of Vendor/New Business by Category (June 1999)

	Jan	Feb	Mar	Apr	May	June	YTD	
Automotive	15.63	10.36	17.84	12.16	9.42	16.01	4.29	9.96
Food/Grocery	33.80	22.48	42.19	21.06	18.83	23.20	49.33	31.30
Leisure/Elect.	22.35	33.56	35.61	34.46	40.67	30.43	25.73	31.17
H&BC	9.00	7.62	4.24	9.37	6.94	9.26	2.67	5.83
Home Improv.	8.07	7.26	5.39	8.02	9.08	3.57	5.50	6.14
Office	8.63	2.42	2.22	4.49	0.07	2.02	2.75	2.22
Clothing	2.51	3.28	0.15	1.41	12.35	2.75	6.38	4.88
Recruiting	—	23.39	10.21	9.03	2.65	12.78	3.36	8.50

Source: Revenue Development Systems; based on revenues from 76 stations in 32 markets.

McCain, Burns to bring back tax certificates

It doesn't happen often, but for once Sen. Commerce Committee Chairman **John McCain** (R-AZ) and FCC Chairman **Bill Kennard** (D) are seeing eye to eye. Kennard and fellow Commissioner **Michael Powell** (R) have made pleas to Congress in recent months for a revival in tax incentives. Though it's not an official introduction, Sens. McCain and **Conrad Burns** (R-MT) say they have prepared a bill that would help to put ownership in the hands of minorities and women via tax certificates.

Officials at the FCC have made it known that they openly support a bill that would allow companies to defer capital gains taxes on sales to minorities or women. And that's just what McCain's bill proposes to do. Most importantly, to address criticisms of the old program, the new bill would also limit gross revenues or total assets and would restrict selling the business. An official introduction of the bill is expected in September.—TS

XM files for IPO

XM Satellite Radio is preparing to launch its shares on Wall Street before it launches any satellites into space. The DARS wannabe has filed to sell up to \$172.5M in stock to the public and will trade on Nasdaq as XMSR.

Even with the IPO cash, XM will need lots more to get its business (literally) off the ground. In all, XM estimates it will have spent \$1.1B by the time it begins commercial operations in Q2 2001. Then it will need more money to cover costs until it has enough subscribers to reach positive cash flow: **Underwriters:** Bear, Stearns & Co., Donaldson, Lufkin & Jenrette, Deutsche Banc Alex. Brown, Merrill Lynch

Next IPO: ¡Radio Unica!

Joaquin Blaya is taking the tried and true route to Wall Street: 1) Start with a business plan and a strong management team; 2) Find a well-funded venture capital firm to fund your early growth—in this case, Warburg, Pincus Ventures LP; 3) Build a successful track record; 4) Sell bonds to introduce your company to the financial community; 5) Take your company public with an IPO. Blaya's Radio Unica is now at step five and is seeking to sell \$97.75M in stock to the public. Once the IPO closes, the shares will trade on Nasdaq as UNCA.

Billing itself as the "only national Spanish-language radio network in the United States," Miami-based Radio Unica launched its Spanish Talk format in January 1998 with three LMA'd stations and 30 affiliates. It now has 13 O&O or LMA'd stations and 36 affiliates. Radio Unica says it covers 80% of the US Hispanic population. Its ad sales are handled by 15 network sales people in 10 offices nationwide and 60 local sales people at its O&O/LMA stations.

For its first year of operation (1998), Radio Unica had negative broadcast cash flow of \$15.5M on net revenues of \$8.2M.

For Q1 1999, net revenues increased to \$1.8M from \$562K a year earlier. Broadcast cash flow was -\$5.2M, compared to -\$3M a year earlier.

The company posted net losses of \$20M for 1998 and \$6.9M for Q1 '99. According to its SEC filing, "We believe that losses will continue while we pursue our strategy of acquiring radio stations and developing our network."

The managing underwriters for Radio Unica's IPO are Salomon Smith Barney, Bear Stearns & Co., CIBC World Markets and Donaldson, Lufkin & Jenrette.—JM

Cigar ads should be a thing of the past

That's according to a FTC report, asking Congress to enact legislation to ban cigar ads on radio and television. The report also called for health warnings on cigar labeling.

"We now know that there has been a dramatic increase in cigar use and in the extent of advertising for cigars in the last few years," said FTC Chairman **Robert Pitofsky**. "Yet cigars are not regulated as cigarettes and smokeless tobacco are."

The Commission noted in the report that the presence of radio and TV ads "may send a misleading signal that cigars are not harmful to one's health, or that cigars are a safe alternative to cigarettes."

Total advertising and promotional expenditures for cigars rose 32% in 1997, hitting \$41M. The report also pointed out that money spent on celebrity endorsements and product placements in movies and television doubled between 1996 and 1997.

AdBiz observation: Five of the top cigar companies reported spending only \$325K on radio and TV spots in 1997. We divided that dollar amount by the number of commercial radio stations in the US (approx. 11,000) and commercial TV stations (approx. 2,000) and found that ad spending per station equaled only \$25. With these minuscule ad budgets, we find it quite bizarre that anyone would blame radio and TV for encouraging this cultural habit.—TS

NAB blasts LPFM, tells FCC it "will create chaos"

Spectrum integrity will be displaced and the transition to IBOC digital radio may be hindered. That's what the NAB says the industry has to look forward to if the FCC goes ahead with its ill-researched low-power FM proposal.

"Low-power radio would result in a significant increase in interference for a large number of radio listeners," announced NAB CEO/Pres. **Eddie Fritts** during a news conference at NAB headquarters. "We're concerned that the FCC is putting the cart before the horse."

The NAB filed its comments last week in response to the FCC's proposal to relax 2nd and 3rd adjacent channels in order to carve out spots for thousands of 100- and 1,000-watt stations. The FCC has made clear over the past few months that it supports LPFM as a way to enhance diverse ownership and programming.

While NAB officials do admit that the Commission's goals are "laudable," the agency should not "sacrifice technical engineering to promote social engineering," writes the NAB in its LPFM comments.

The study

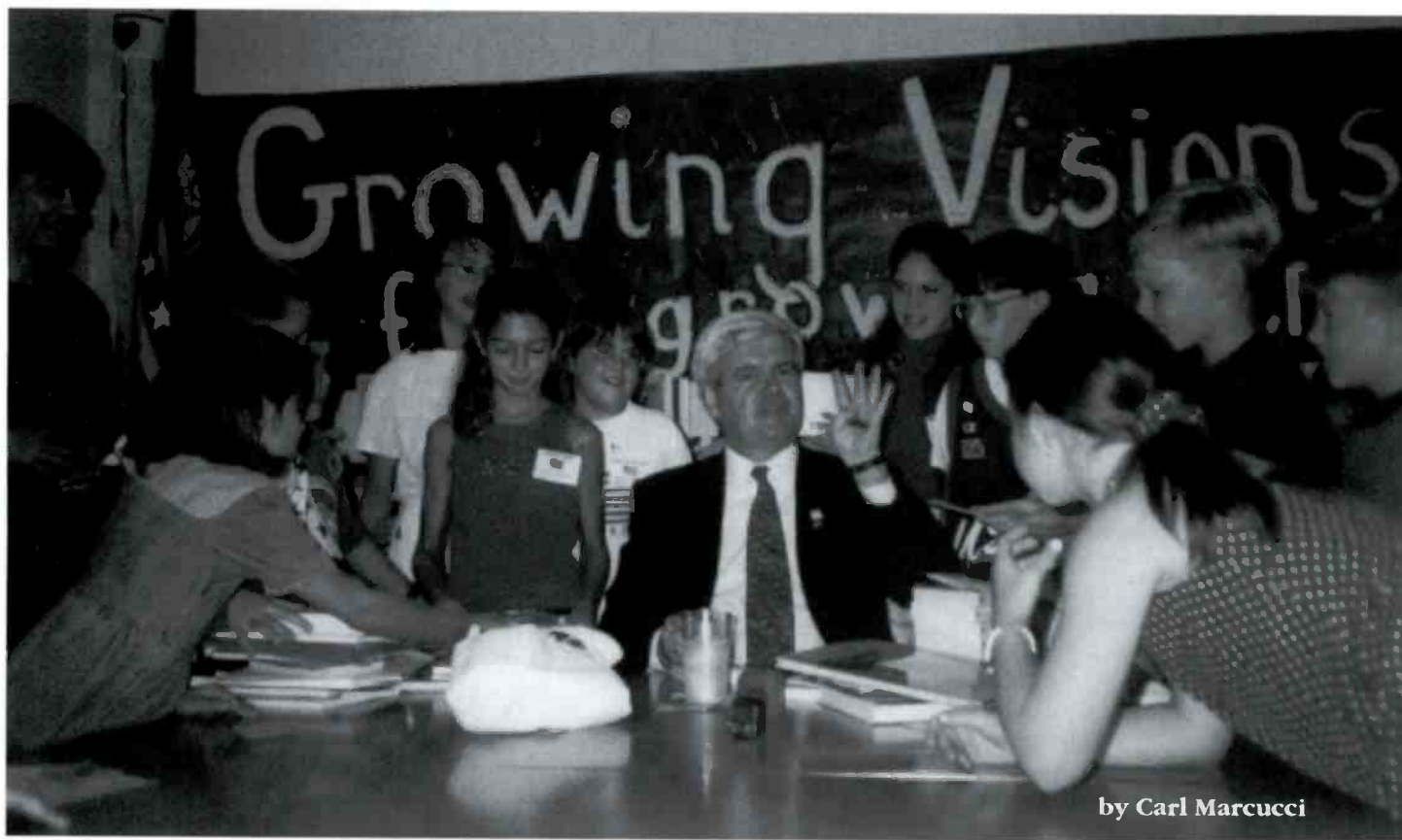
The FCC last reported to *AdBiz* that it was testing boomboxes, car radios and home stereo systems. The NAB has taken that study one step farther by testing 28 radios that also include clock radios and personal radios which the Commission did not cover. And the results are not promising. In the 60 markets where the FCC has proposed allocations for LPFM, the NAB reports that if both 2nd and 3rd adjacency protections are eliminated, 6.1M people across the US would sustain interference from 100-watt LPFM stations and 5.8M people from 1,000-watt stations.

In its comments, the NAB discredits the FCC's assumption that new receivers are better than old ones at handling relaxed protections. "It (FCC) relied on unsubstantiated claims by low-power FM proponents that (these protections) are no longer necessary because of alleged 'vast improvements in receiver technology'... these 'vast improvements' are a myth... there is no evidence to support this claim." The NAB's receiver study reports that LPFM service areas would actually have to be smaller than the Commission has proposed and would in fact be vulnerable to interference from full-power stations.

The study also points out that the conversion to digital radio could be harmed if the Commission proceeds with LPFM. The NAB says the Commission does not know how a digital signal would be affected by an LPFM station because a digital standard has yet been adopted. If the FCC pushes forward with LPFM, writes the NAB, "the Commission is abrogating its principal role as spectrum manager."

The NAB's comments also note that each FCC Commissioner has said that LPFM service should not be established if it would create interference to existing broadcasters. Now all the NAB can do is hope they stay true to their words.—TS

Newt's Age of Possibilities



by Carl Marcucci

A former history professor, Newt visits with students at a Georgia Elementary School.

The Gentleman from Georgia is back. With an emphasis on the positive, Former Speaker of the House **Newt Gingrich** is hitting the airwaves to deliver a daily message for America. Since resigning a speakership often credited with the first GOP congressional majority in 40 years, he's been busy—especially when it comes to breakthroughs in health and technology. Debuted 8/9, 90-second “The Age of Possibilities” is just that, informing listeners of the critical issues—past and present—that can and are determining our future.

Politician, teacher, consultant, fellow and student, author (Contract with America, To Renew America) and now radio commentator, Newt gives *AdBiz* a glimpse of his new show and some unabashed insights on America.

What purpose does your daily commentary on Premiere Radio Networks hope to serve?

I want to communicate ideas, stories about how America can be a better place, about things that are succeeding, about new ideas, new breakthroughs and about people who are personal heroes. People who have done something positive to make this a better country. I think we have too much negativity and this is a great country with a lot of interesting, very good things happening from Silicon Valley right to your neighborhood.

So this is a positive commentary.

It will mostly be positive. Occasionally, there will be a moment of describing **Gephardt** or **Gore** or somebody in that vein—it's a little hard to be positive there. However, there are

some real threats, such as terrorism and biological warfare. I'll comment on those because while this is about America and the age of possibilities—not all the possibilities are positive. Mostly, I want to try three or four times out of every five to be on a new idea—a breakthrough in science, a new volunteer story about somebody who is making a difference, or a new entrepreneur who is creating jobs and doing well. So that people really get a sense of "Here's what works in America." And maybe there are some lessons to learn for my life.

What made you decide on doing this show?

I spent about five months going out and studying—I'm a student one day a month at Georgia Tech and a student for the Center for Disease Control, a fellow at the Hoover Institution at Palo Alto and Stanford working on health and health care and how science and technology will affect the future, I work at the American Enterprise Institute in Washington and am working with Internet venture capital people. As I was going around learning, I began to realize that there are so many great stories and so many breakthroughs occurring in America and almost none of them get coverage.

What else have you been doing since resigning the Speakership?

I have a firm called Gingrich Group, which has a consulting relationship with Price, Waterhouse, Coopers, and works on ideas. Again, particularly strategic planning on health and health care.

I refuse to do any lobbying of any kind. I don't think that is appropriate for the Speaker of the House. I do try to help people think through public policy issues and how to solve problems of the country. I spend an awful amount of my time trying to be a student, visiting laboratories, going and listening to people and just trying to learn.

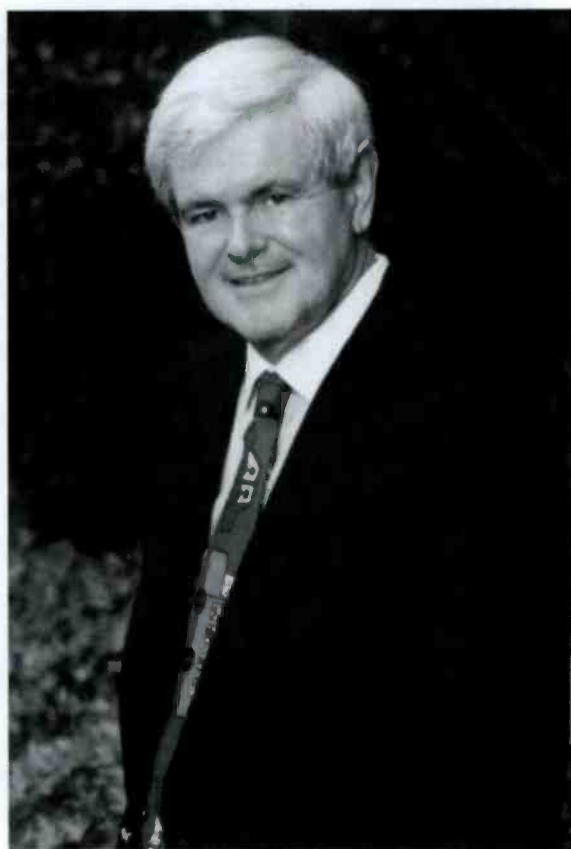
What will be the show's top five issues?

First, I'd start with health—health and health care. I want to do an awful lot on health. What are we learning, where are the breakthroughs? What are the new cures? What is it you should you be doing for your own health? Second is going to be the Internet and the whole explosion of communications opportunities—new web sites, new breakthroughs and new technologies. Third, I want to talk about the opportunities and challenges as Americans live longer, includ-

ing "Social Security Plus," an idea that the younger generation deserves a chance to have the kind of social security system that will give them a safe and sound retirement, while also protecting their parents and grandparents. That is a theme that I will come back to a lot.

Who are your favorite Talk personalities or TV commentators?

I would say **Sean Hannity**, **Rush Limbaugh** and **Tony Snow** would certainly be on my short list of people that I really find intelligent and thoughtful. **Brit Hume**, frankly I think does a good job for Fox News Channel.



Those are the kinds of guys that I would look at when I want to know or get a better sense of what's going on and how people think about it.

I should mention that the other guy I listen to for many many years is **Neil Boortz** down on WSB-AM Atlanta. He's a fabulous guy, a great talk show host.

What about future political aspirations?

I think my job is to be a visionary, a teacher, and a strategic planner. That's the role I want to carve out for the next years. That's how we did the contract with America. I decided to go back to developing new ideas and new solutions. I think that is the contribution that I could make. If we get a Republican presi-

dent, which I certainly hope will happen, I would love to be available as an advisor. I don't think I will go back into the government. I think I will stay in the private sector.

How do you think history 100 years from now will view the whole sordid impeachment circus?

I honestly believe history, with little note, nor long remember **William Jefferson Clinton**. I think they will look back on it as a sad moment in the glorious history of the Oval Office and as a sad moment in failing to uphold the rule of law. I hope they will say that the Republican House had the courage to put enforcing the law above its popularity and was in the end vindicated, because people will know that keeping America a country ruled by law is at the heart of our survival. I think historians will sort out the clever, spinning tactics of the Clinton media allies from what was actually happening.

As a former history professor, what would you think the founders would say about America in 1999? What mistakes would they think that they made?

I don't think that they would think they made any mistakes. I think that they would say that of the things they couldn't get done, they would say they were glad we abolished slavery. I think that almost all of them thought it was necessary to abolish slavery. They couldn't find a way to do it in their political context. I think that they would say they were astonished at how big the country has become. They are impressed by what science has created, although many of them were scientists. **Jefferson**, **Washington** and **Franklin**, for example, all were into scientific research in different ways.

I think that if they were to lecture us, they would tell us two things more than anything else. First, you cannot retain a Republic without some basic culture of integrity and patriotism and responsibility. Second, I think that they would say that it is wonderful that we now lead the world, but we must be very careful not to let the world drown us and/or power corrupt us. They would say that Republican virtues were real and the collapse of Republic virtues ultimately killed the Roman Republic. And they would warn us that the greatness that 200 years has brought is very transitory unless we follow the basic rules of history and sort of humble ourselves to the obligation to preserve freedom, rather than to simply to pursue our own selfishness.

Chicago: AMFM overtakes Infinity in the Windy City

by Dave Seyler

**This is a mini version
of the Chicago market.**

**For a full version buy
the Market Profile Book**

In the Winter 1999 Chicago Arbitron survey, Infinity's superduopoly defeated AMFM's in a photo finish with a slim 0.2 margin in 12+ ratings. This after enjoying a more comfortable 2.4 lead in Fall 1998. In the Spring 1999 survey, AMFM has done more than close the gap, it has taken the lead, largely riding the success of WUBT-FM, which jettisoned its Rock format late in 1998 in favor of Rhythmic Oldies. This, plus some weakness among Infinity's three AM stations, caused the flip-flop at the top of the Chicago chart.

There are no owners currently challenging either for the first or second slot in this sprawling market. Bonneville's 3-FM superduop is a distant third, followed by ABC's very unusual 4-AM, 1-FM superduopoly, and then by the strongest AM standalone in the US, Tribune's WGN and Emmis's powerful FM standalone.

Should AMFM sell its radio portfolio to Clear Channel (a persistent rumor), it would constitute a new market for the latter and would not lead to any divestitures.

Most of the trading action in Chicago has been in the suburbs, where Big City and Pride have put together multiple-station duopolies. The two companies are, however, pursuing widely divergent strategies. Big City is buying same or adjacent channel FMs in an attempt to cover the metro via simulcast, whereas Pride is programming each of its stations separately, tailoring each to its suburban home.

RBR observation: We are never surprised to see standalones of any stripe dealt into some form of consolidation. But in the rarified revenue atmosphere at the top of the Arbitron chart, we are talking a lot of cash. On average in Chicago, one point in the ratings is worth almost \$5M in income.

In particular, WGN, one of the few remaining radio stations in the Tribune portfolio, would provide an instant jolt to any owner lucky enough (or rich enough) to buy it. But we have no particular reason to think that it's for sale.

Chicago by the numbers

12 population	7,020,100
% Black	18.3
% Hispanic	12.9
Radio revenue	\$420,000,000
Superduopoly stations	37/75.5%
Duopoly stations	5/10.2%
Total consolidation	42/82.7%

Sources: Arbitron, RBR Information Services Group

	Owner	AMs	FMs	Wi99	Sp99	Chng
1	**AMFM	1	5	23.0	23.6	+0.6
2	**Infinity	3	5	23.2	23.1	-0.1
3	**Bonneville	0	3	9.1	8.9	-0.2
4	**ABC	4	1	7.4	7.3	-0.1
5	Tribune	1	0	5.8	6.7	+0.9
6	Emmis	0	1	3.4	4.0	+0.6
7	*HBC	2	1	3.6	3.1	-0.5
8	**Pride	2	4	2.4	2.4	—
8	SBS	0	1	2.6	2.4	-0.2
10	**Big City	1	5	1.2	1.5	+0.3
11	Chicago Educl	0	1	1.4	1.2	-0.2
12	*Northern IL	0	2	1.6	1.1	-0.5
13	**Crawford	0	3	0.9	1.0	+0.1

* = duopoly; ** = superduopoly

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**Consolidation
catch-up in
progress**

by Dave Seyler

Cleveland was among the last large markets to enter the superduopoly era. As recently as Fall 1997, there was only one superduopoly operation (Nationwide's), and with three unconsolidated PMs, it was from a weak standpoint, as small as a superduopoly could be. In November 1997, Jaxco bought Nationwide, building a station superduopoly here and kicking off a year of incredible change in the market.

Fall 1997				Rank		Owner
Rank	Owner	AM	FM	12+	12+	
1	**Nationwide	0	3	19.6	1	—
2	Emmis	1	1	12.4	2	—
3	Emmis	1	1	9.9	3	—
4	Emmis	1	1	4.7	4	—
5	*Clear Channel	1	1	4.7	5	—

AdStats

Q1 ad spending numbers out; GM blows competition away

The automotive industry was once again the biggest spender in Q1 with General Motors beating out all other advertisers with a 16.4% increase to \$622.7M. Overall, ad spending across all media was up 4.6%. The figures released by Competitive Media Reporting (CMR) shows Procter & Gamble at the number two spot—down 10.1% at \$393M.

Industry-wide, after automotive, retail was second at \$1.7B, which is a 3.9% increase over Q1 1998. Financial was third at \$1.1B.

On-line and Internet services made quite a splash. Spending jumped 183.1% to \$284.2M. A couple of standouts—Snap.com On-line increased spending by an astounding 7,568.7% to \$14M; Microsoft Network On-line up 3,499.6% to \$10.9M.

The golden arches of McDonald's were still shining brightly as it retained its position as the most advertised brand. The fast food chain spent \$140.7M Q1, a 7.1% increase from a year ago.—KM

Overall (All Advertisers) Q1 1999 Advertising Expenditures

Rank	Parent Company	1999	1998	% Change
1	General Motors Corp.	622,651,100	534,786,000	16.40%
2	Procter & Gamble Co.	393,011,600	437,267,400	-10.10%
3	DaimlerChrysler AG	340,372,800	355,108,600	-4.10%
4	Philip Morris Comp.	334,774,500	353,459,200	-5.30%
5	Ford Motor Co.	314,158,000	305,811,100	2.70%

Rank	Brand	1999	1998	% Change
1	McDonald's	140,679,200	131,304,500	7.10%
2	Burger King	89,491,100	81,970,200	9.20%
3	Circuit City	87,561,400	90,567,300	-3.30%
4	Best Buy Elect. Store	48,837,800	39,353,200	24.10%
5	Wendy's	48,321,500	42,168,500	14.60%

Source: Competitive Media Reporting

AdNews

More good news to pile onto the heap of good news for radio

June is the 82nd consecutive month of revenue gains for radio, according to the latest numbers out from the Radio Advertising Bureau. Year-to-date advertising revenues were up 12% compared to a year ago figures. For the month of June, local and national dollars were up 11% compared to last June.—KM

RAB Index of Radio Revenue Pool Numbers

Local Revenue June 1999		Local Revenue Jan-June 1999	
All Markets	12%	All Markets	13%
East	14%	East	13%
S East	14%	S East	15%
Midwest	6%	Midwest	9%
S West	13%	S West	12%
West	13%	West	14%

National Revenue June 1999		National Revenue—Jan-June 1999	
All Markets	10%	All Markets	9%
East	10%	East	15%
S East	2%	S East	4%
Midwest	12%	Midwest	9%
S West	4%	S West	9%
West	14%	West	8%

Local & Nat'l Revenue—June 1999

All Markets 11%

Local & Nat'l Revenue—Jan-June 1999

All Markets 12%

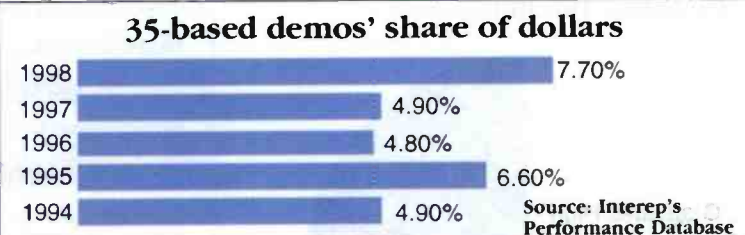
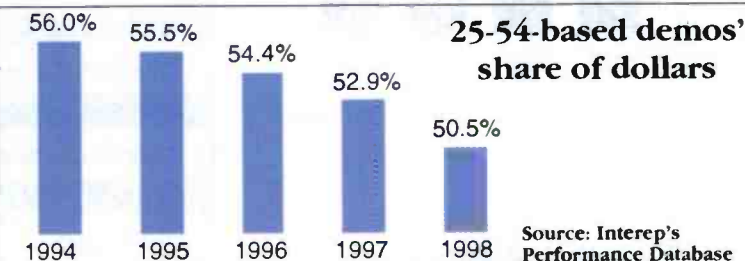
Source: RAB

Shifts in demo; 35-based demo moves in

The top 25 metros are continuing to see a drop in advertising dollars allocated to the 25-54 demo. Interep Research found that spending in that category has slipped steadily in the last five years, with 1998 down to 52% from 56% in 1994.

This trend is stronger in the top 10 metros—the 25-54 group slipped to 49% from 58% in 1994. Nonetheless, this group is still the most targeted group by advertisers.

Seeing a marked improvement is 35-based (i.e. 35-54, 35-64) demo groups with a 7.7% share in 1998. This is a jump from 4.9% in 1997. The study does not attribute 35-based gains to losses in 25-54. Rather, Interep reports a greater distribution among all demo groups.—KM



FDA spends \$5M to keep kids away from tobacco

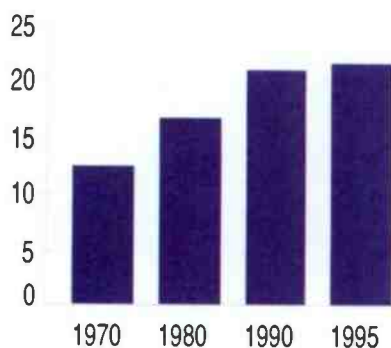
The US Food and Drug Administration is banking on the tagline—"Selling cigarettes to children is illegal. For a reason."—to increase retailer compliance with FDA regulation that prohibits the sale of tobacco products to minors. The \$5M ad campaign will run statewide throughout the year in Colorado, Michigan, Tennessee, New Hampshire and Nevada; and 11 media markets in other states.

The campaign includes print, radio, TV and outdoor advertising that will reach over 24 million people. It targets retailers and store clerks and appeals to them to do their part in preventing children from purchasing tobacco products.—KM

Urban Radio: Your Black consumers are listening

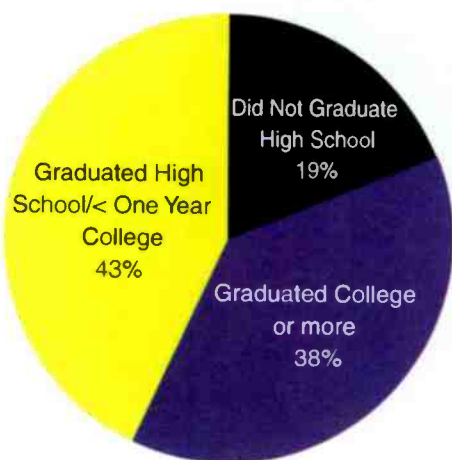
Interop Research's latest study "Black Consumers/A \$532 Billion Market" reveals the growing economic might of the growing African-American population. Presently at 13% of the population, numbering 34M, that segment is projected to grow by 38% to 47M by the year 2025. Median income for the Black family has risen over 300% from 1970 to 1995. The study also finds that Urban radio reaches 80.2% of all Blacks. In general, the results give overwhelming evidence that Urban radio shouldn't be playing second fiddle to the general market stations.—KM

Percent of Black Families earning \$50K or more



Source: Statistical Abstract of the United States

Education Attained by Urban Radio Listeners



Source: 1998 Spring Simmons

Media Index

Radio scores big with .com advertisers

by Jack Messmer

You know that Internet companies are major new advertisers for radio this year, and with this chart "Internet/E-Commerce" debuts as a hot new category in the MBR/Miller Kaplan Total Media Index.

For April, 37.03% of ad spending by the .com companies went to radio in the 15 market composite that comprises Miller, Kaplan, Arase & Company's Media Market X-Ray. In terms of total dollars, TV got a bit more, but you can bet that the Internet advertisers got many more gross impressions from their radio budgets.

Otherwise, there were no dramatic changes in ad shares from April 1998 or March 1999. Radio's overall share, 14.64%, was up from the previous month's 14.03%, but down from 15.3% a year ago.

RBR/Miller Kaplan Total Media Index

April 1999 (Expenditures in 000)

Category	Newspaper	TV	Radio	Total Media	Radio % of Total
Automotive	183,962	153,985	29,773	367,720	8.10%
Restaurants	4,217	50,712	12,063	66,992	18.01%
Department Stores	70,505	22,480	8,874	101,859	8.71%
Foods	1,281	38,890	7,981	48,152	16.57%
Communications/Cellular	37,685	30,866	14,871	83,422	17.83%
Furniture	26,785	15,209	6,517	48,511	13.43%
Financial Services	41,774	21,945	14,594	78,313	18.64%
Movies/Theater/Concerts	22,047	16,326	7,027	45,400	15.48%
Grocery Stores	13,291	9,043	6,312	28,646	22.03%
Appliances & Electronics	30,222	9,897	2,833	42,952	6.60%
Hotel/Resorts/Tours	29,737	11,292	3,648	44,677	8.17%
Drug Stores/Products	6,685	15,270	4,433	26,388	16.80%
Computers/Office Equipment	19,285	6,580	3,705	29,570	12.53%
Specialty Retail	24,208	21,073	10,411	55,692	18.69%
Health Care	13,073	16,995	7,612	37,680	20.20%
Auto Parts/Service	5,931	10,110	4,266	20,307	21.01%
Music Stores/CDs/Videos	3,478	5,999	3,428	12,905	26.56%
Transportation	14,370	7,923	4,560	26,853	16.98%
Entertainment-Other/Lottery	3,505	6,777	6,021	16,303	36.93%
Home Improvement	11,585	13,791	4,480	29,856	15.01%
Professional Services	9,871	11,582	7,213	28,666	25.16%
Beverages	2,352	15,439	8,331	26,122	31.89%
Television	10,302	3,073	8,197	21,572	38.00%
Personal Fitness&Weight Ctrs.	1,207	4,787	1,020	7,014	14.54%
Publications	25,659	3,344	2,705	31,708	8.53%
Internet/E-Commerce	2,934	6,559	5,582	15,075	37.03%
TOTAL	615,951	529,947	196,457	1,342,355	14.64%

*Based on Media Market X-Ray composite data for 15 markets (Atlanta, Charlotte, Cleveland, Dallas, Houston, Minneapolis-St. Paul, New York, Philadelphia, Pittsburgh, Portland, OR, Providence, Sacramento, San Diego, San Francisco, Seattle). Newspaper and television data compiled by Competitive Media Reporting and radio data compiled by Miller, Kaplan, Arase & Co., CPAs. For further information contact George Nadel Rivin at (818) 769-2010.

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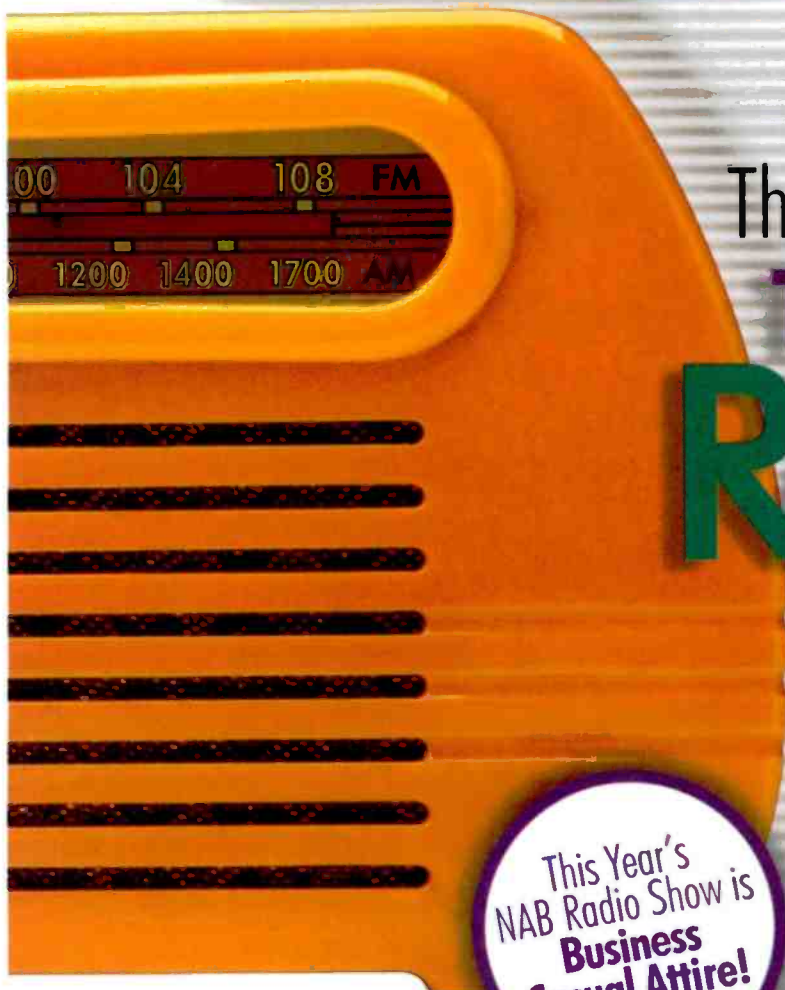
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