

Manager's Business Report™

Radio Business Report, Inc. 14 Years

September 1997



News in Review

A pill radio can swallow . . .
New FDA rules
open up a booming
ad category

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Competing Media

Radio revenues are up, but they
don't stack up. See MBR's side-
by-side comparison of radio,
TV and newspaper revenues
in the top 50 markets.



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mega
97.9

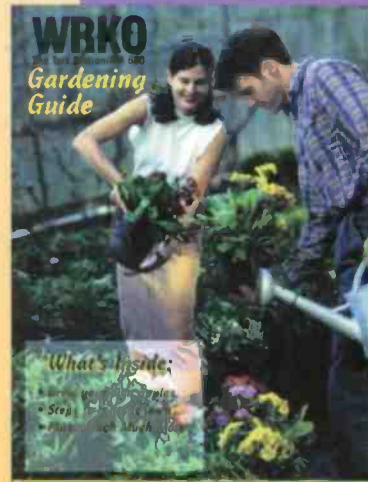
Programming & Positioning

SBS uses radio and
newspapers to push
Hispanic radio in
the Big Apple.



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Weekend warriors:
Niche programming
that works
overtime to raise
station revenues



Feature
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REMOTE JACKPOT

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1997 Continues Strong Pace; Big Changes Afoot

Radio revenues continue 10% ahead of last year's record pace. The strength of the industry is evident with continued across-the-board gains in local revenue and continued strong increases in national advertising. Total radio revenue comparisons have now been written in black ink for the 58th consecutive month.

On the strength of this, radio stocks have been soaring. Not only have most companies enjoyed a great year on Wall Street, most have been increasing at a double-digit rate.

One stock which has gone through the roof is SFX, prior to its \$2.1B sale to Capstar. We'll have to see what happens to ARS stock—it just took its place on the auction block.

As for format trends, News/Talk remains number one in the 94 continuously-measured markets, but AC is sneaking closer. Country is slipping but niche formats are on the rise. Check out both one- and three-year rating trends.

— Dave Seyler

Radio Revenue Index

June is Another Double-Digit Gainer, YTD Still at +10%

1996 radio revenues broke all existing records, and 1997 is busting through that lofty banner. June was up 10% (9% local, 13% national). Local business was up between 8-11% for four of five regions. The West lagged slightly behind but was still up 6% and in national, the West enjoyed an explosive 27% gain, far outpacing the rest of the country.

YTD, the 10% gain breaks down to a 9% gain in local and a 16% gain in national. The Southwest leads the way locally with a 10% improvement, but all other regions are right in line at 8-9%. National business is up between 16-19% for all but the Southeast, which lags behind at plus 7%.

June 1997	Local	National
All Markets	9%	13%
East	10%	13%
Southeast	8%	1%
Midwest	11%	9%
Southwest	11%	10%
West	6%	27%

Local & National Revenue	
June 1997	
All Markets	10%

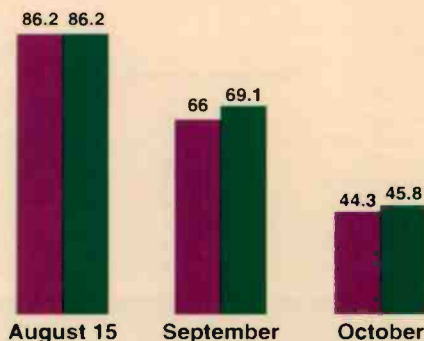
Jan-June 1997	Local	National
All Markets	9%	16%
East	9%	19%
Southeast	9%	7%
Midwest	9%	16%
Southwest	10%	19%
West	8%	18%

Local & Nat'l Revenue	
Jan-June 1997	
All Markets	10%

Forward Pacing Report

Pace of Radio Business Slows but Remains Excellent

Radio stations have undoubtedly already done what needs to be done to make 1997 the revenue year to beat. Looking ahead into the fourth quarter, sales are pacing very strong. Although they are a bit behind last year, they are strong enough that when combined with business already completed, 1997 should easily blow away last year's record total.



Superduopoly Dimensions

Industry consolidation (as of August 25, 1997)

Market	# of stns	percent
Superduopoly: 39.1%		
1 to 50	658	45.7
51 to 100	471	42.9
101 to 150	253	32.8
151 to 200	272	34.3
201 to 261	250	32.4
All markets	1,904	39.1

Market	# of stns	percent
Total Industry: 65.1%		
1 to 50	1,022	70.9
51 to 100	746	68.0
101 to 150	438	56.7
151 to 200	503	63.4
201 to 261	465	60.3
All markets	3,174	65.1

Note: The "# of stns" shows the total count for stations in either a superduopoly or, in the case of total industry consolidation, in an LMA, duopoly or superduopoly. The "percent" column shows the extent of consolidation for each market segment.

Year-to-Date Stock Performance

Second quarter earnings reports for radio groups were uniformly spectacular. Virtually all companies reported double-digit same-station cash flow growth, with most up 20% or more. Due to acquisitions in the past year, many groups reported revenue and cash flow growth in the triple-digits. SFX Broadcasting soared to a 96% stock price gain, just prior to a \$2.1B takeover by Capstar Broadcasting. Westwood One, which became the world's largest radio network company by taking over sales and affiliate relations for the CBS Radio Networks, was on the verge of doubling its stock price—up 94% this year.

Company	6/30/97 Close	YTD Gain/Loss	Pct. Gain/Loss
Ackerley	13.375	1.625	13.83%
Alliance Bcg.*	0.500	-3.875	-88.57%
Am. Radio Sys.	43.562	16.312	59.86%
Ceridian	43.875	3.375	8.33%
Chancellor	41.250	17.500	73.68%
Childrens Bcg.	4.000	-0.625	-13.51%
Clear Channel	62.250	26.125	72.32%
Cox Radio	24.375	6.875	39.29%
DG Systems	6.125	-2.250	-26.87%
Disney	81.250	11.500	16.49%
Emmis Bcg.	42.625	9.875	30.15%
Evergreen	45.750	20.750	83.00%
Faircom	0.281	0.111	65.29%
Fisher	130.000	32.000	32.65%
Gaylord	23.125	0.250	1.09%
Granite	11.625	1.000	9.41%
Heftel Bcg.	59.000	27.500	87.30%
Heritage Media	17.562	6.312	56.11%
Jacor	42.875	15.500	56.62%
Jeff-Pilot	71.187	14.562	25.72%
Jones Intercable	12.937	2.562	24.69%
Katz Media Group	10.812	-0.438	-3.99%
Metro Networks	32.375	7.125	28.22%
New York Times	50.312	12.312	32.40%
Pacific R&E	3.125	0.750	31.58%
Paxson Commun.	13.187	5.437	70.15%
Pulitzer	51.000	4.625	9.97%
Saga Commun.	19.437	3.837	24.60%
SFX Bcg.	58.500	28.750	96.64%
Sinclair	34.750	8.750	33.65%
TM Century	0.468	-0.220	-31.93%
Triathlon	8.500	0.375	4.62%
Tribune	52.937	13.500	34.23%
Westinghouse	24.250	4.375	22.01%
Westwood One	32.312	15.687	94.36%

Major Stock Market Indices

Index	6/30/97	YTD	Pct.
Dow Industrials	8222.62	1774.350	27.52%
Nasdaq comp.	1593.81	302.780	23.45%
S&P 500	954.31	213.570	28.83%

The Media Audit

Foundations of strength: EMRC Accreditation.

EMRC accreditation is about research reliability...a point advertising agencies are becoming more concerned about. What you see isn't always what you get. Thus the need for EMRC accreditation. It starts with disclosure. What is the scope and limitations of THE MEDIA AUDIT study? How is the sample constructed? What verification procedures are followed in the coding, editing and data tabulation process? Every procedure must be documented and ultimately audited to make sure that we did everything we say we are doing. The process helps ensure that minimum standards governing the quality and integrity of the study have been met. It's a test of reliability that no single media, agency or advertiser could afford to undertake on their own. The time and cost would be prohibitive. Yet there is no other way to be assured that what you see is everything there is to see. That's the importance of the EMRC. They do it for you. Every year for every service willing to step up to the plate. THE MEDIA AUDIT stepped up to the plate...and passed the test. Today it is the only local market qualitative service accredited by the EMRC. If accurate and reliable qualitative data is important to your sales team, call us: 1-800-324-9921. We would like to talk to you.



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MBR Stats

Format Share One and Three-Year Trends

Billboard's numbers by format for the Spring 1997 Arbitron book are out. Here are the results for 12+ population, Monday-Sunday, 6AM-Midnight. The statistics are for the 94 continuously-measured markets.

News/Talk remains in first place, but a bit of its luster is coming off. After peaking at 16.9 Fa95, it has now fallen back to about where it was three years ago. Meanwhile, AC, which bottomed out at 14.1 during the same book, has retrieved some of its share, posting modest but steady gains over the last three books.

Does Country need a parachute? Its vogue in the larger markets was at its strongest at the very beginning of this survey; it is now in a slow downward spiral that promises to take it back to single-digit ratings by this time next year if current patterns prevail.

The biggest gainers over three years are Modern Rock, Spanish and Smooth Jazz, all up over a point. In general, niche formats have all siphoned listeners from the largest

Format	Sp97	Sp96	Trend	Sp94	Trend
1 News-Talk	15.6	16.3	-0.7	15.4	+0.2
2 AC	14.8	14.8	—	15.9	-1.1
3 Country	10.4	10.8	-0.4	12.9	-2.5
4 CHR	8.8	8.3	+0.5	9.8	-1.0
5 Urban Contemp	7.3	7.0	+0.3	8.7	-1.4
6 AOR	7.0	7.7	-0.7	9.1	-2.1
7 Spanish	6.3	5.6	+0.7	4.9	+1.4
8 Oldies	6.0	5.5	+0.5	7.2	-1.2
9 Classic Rock	4.6	3.7	+0.9	3.6	+1.0
10 Modern Rock	4.1	4.4	-0.3	2.4	+1.7
11 Urban AC	3.7	3.8	-0.1	0.0	+3.7
12 Standards	3.5	3.5	—	3.1	+0.4
13 NAC/Smooth Jazz	3.1	3.2	-0.1	2.0	+1.1
14 Religious	2.2	2.1	+0.1	2.0	+0.2
15 Classical	1.9	1.9	—	1.7	+0.2
16 Other	0.5	0.7	-0.2	0.3	+0.2
17 70s Oldies	0.3	0.8	-0.5	0.0	+0.3
18 Easy Listening	0.0	0.0	—	1.1	-1.1

Source: Arbitron, Billboard

format categories, although not nearly enough to replace any of them.

Urban AC was first measured in Sp96 and enjoys a reasonably strong 3.7 share. On the other hand, Easy Listening may still exist in certain elevators and dentists' offices, but its presence on the radio dial has slipped to unmeasurable levels. (Many stations, like our dentist's office, have tweaked their way to Soft Adult Contemp.)

Web Stats

Webcasters by Format as of August 11, 1997.

357 radio stations (320 commercial) are now putting audio on the Internet. This is a 9.2% gain over last month for total stations, and an 11.1% gain for commercial only. Country stations have pulled ahead of Rock for first place among commercial webcasters. However, if the non-music formats (News-Talk-Sports) are added together,

the total is 74, well past the performance of any other type of programming. RealAudio continues to get the most webcasters to sign on the dotted line for streaming services by a wide margin. Nevertheless, StreamWorks and Microsoft NetShow at least did well enough to maintain their market share.

Webcasters by Format (as of July 1, 1997)

Format	Stns	Pct.	Format	Stns	Pct.
Non-commercial	37	10.4%	Hot AC	12	3.4%
Country	32	9.0%	Ethnic	11	3.1%
Rock	29	8.1%	Urban	9	2.5%
Religion	28	7.8%	News	9	2.5%
News/Talk	28	7.8%	Standards	7	2.0%
Sports	21	5.9%	Classical	6	1.7%
CHR	21	5.9%	New AC-Jazz	4	1.1%
Alternative	19	5.3%	Soft AC	4	1.1%
Talk	16	4.5%	AC-Spanish	2	0.6%
AC	16	4.5%	CHR-Spanish	2	0.6%
Classic Rock	14	3.9%	70s Oldies	1	0.3%
Adult Altern.	14	3.9%	Talk-Spanish	1	0.3%
Oldies	13	3.6%	Easy List.	1	0.3%

Audio on the Internet

Medium	No.	Pct.
Radio Stations	357	55.4%
International	199	30.9%
Networks	27	4.2%
Internet Only	61	9.5%
TOTAL	644	100.0%

Streaming Players

Player	Stns	Pct.
RealAudio	576	89.4%
StreamWorks	43	6.7%
Microsoft NetShow	12	1.9%
AudioActive	9	1.4%
Netscape Media	1	0.2%
Interflx	1	0.2%
GTS Audio	1	0.2%
Radio Destiny	1	0.2%
TOTAL	514	100.0%

Source: BRS Radio Consultants

New Business Development Track

Station Events Buck Category Seasonal Trends

Non-spot business was brisk enough to rank July the second biggest month overall for non-traditional revenue, posting 18% of NTR revenues YTD. (May ranks first with 19% of NTR revenues.) Like June, July is a big event month for radio stations and this year, events were a draw for categories of advertisers that normally spend less in the summer months, such as Automotive and Office. Leisure, Clothing, HBA and Home Improvement categories should pick up next month and into the Fall months. Just around the corner: Back to school biz.

% of vendor/new business by category

	Jan	Feb	Mar	April	May	June	July	YTD 97	YTD 96
Automotive	16.61	14.66	10.10	11.19	9.96	7.57	15.36	11.89	13.05
Food/Grocery	30.47	40.54	33.04	27.94	41.38	35.75	34.82	35.33	26.66
Leisure/Electronic	24.96	19.48	17.34	19.82	26.66	27.00	16.07	21.85	25.87
HBA	7.89	10.69	2.90	6.41	8.29	7.31	7.72	7.22	9.07
Home Imp.	2.53	3.39	5.13	19.16	3.92	9.05	8.36	7.11	14.88
Office	8.19	5.37	21.72	14.34	7.86	12.72	14.00	12.31	5.61
Clothing	9.34	5.87	9.77	1.14	1.93	.60	3.67	4.29	4.86

Source: Revenue Development Systems; based on revenues from 46 stations in 23 markets.

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It may be a client, a friend, or sweetheart.

It might be a big order, a crisis, or an invitation.

Curiosity is just one reason the telephone is so powerful.

So is its ability to deliver a **personal** message. Respond to questions and be **interactive**.

And do it all in the **complete privacy** of a secret communication. The telephone is
the most **powerful** communications device ever invented, personally **touching** virtually
everyone, anywhere, at anytime.

What other instrument combines warmth, comfort, privacy, urgency, emotion, and technology?

How else would you tell someone something **important** when you can't be there in person?

Why wait to put the phone to work for your station?



New Rules Make Drug Ads Hot Category

A ruling by the Food and Drug Administration has cut down on disclaimer requirements for prescription drug ads, opening the door for radio to cash in on a lucrative new category.

Under the August 8 ruling, pharmaceutical companies don't have to put information about side-effects and other warnings in the actual spot airing on radio or TV. Instead, the spot can mention an 800 number, magazine or Internet web site where consumers can get that information.

RAB President Gary Fries predicted that prescription drugs should have an "immediate, major impact" on ad revenues. RAB calculated that prescription drug ads tallied \$595M last year, with less than \$1M going to radio. ♦

Radio Dating Services Merge

Consolidation has even hit radio dating services. Two providers of radio dating services—Plextel Telecommunications Inc. and Tango Communications, Inc.—have merged to form Spark Services, Inc. Both Plextel and Tango were purchased by

Stamford, CT-based CUC International in separate transactions earlier this year.

With more than 300 radio station clients, Sparks becomes the leading radio dating service. About 120 Tango radio station clients will switch to the Plextel dating system, known as MatchLink. Sales will be handled through Dateline Marketing International, Inc., a subsidiary of CBS, which formerly handled sales for Plextel. ♦

IBOC Back on Track?

Lucent/Bell Labs and USA Digital Radio have combined their efforts to develop in-band, on-channel (IBOC) digital audio broadcasting (DAB) and believe recent technological breakthroughs will advance development of IBOC, the DAB approach preferred by most US radio station owners.

"We expect the new field tests to begin in early 1998," said Suren Pai, director of business development, Lucent.

Despite broadcaster support, it has been difficult to find a host station that will sponsor a digital carrier for testing. "The EIA (Electronic Industries Association) and NAB have tried to recruit host stations for experimentation, but they won't allow it because they've heard it creates distortion and static on their analog carrier," said Lisa Fasold, staff director of communications, EIA's Consumer Electronic Manufacturers Association. The previous lab tests in 1996 were indicative of the static and distortion IBOC can create. USA Digital Radio withdrew its IBOC system before the field testing phase because of disagree-

Radio Leads in PSAs

Who says radio doesn't take its public interest obligation seriously? Radio stations donated \$542.3M in air time to The Advertising Council in 1996, more than half of all donated media. The Ad Council is the nation's largest producer of public service ads. Cable was second at \$197.3M, followed by TV at \$91.6M. Newspapers donated only \$14.9M. ♦

Kennard Facing Fight?

A Capitol Hill battle is brewing over President Bill Clinton's FCC nominations. Senator Ernest Hollings (D-NC) is expected to fight the President's nomination of Bill Kennard as FCC Chairman. Hollings is the ranking minority member of the Senate Commerce Committee, which approves FCC nominations. He wanted DC-attorney Ralph Everett given first crack at the job. The Senator's spokesperson had "no

comment" to MBR. Hill sources say Hollings, along with the Congressional Black Caucus, are still drumming-up support for Everett.

Three other Commission vacancies will be filled, once Senate hearings are underway—most likely next month. ♦

New FCC Filing Regs Cut Paperwork

Hate paperwork? The FCC is hoping to cut in half the amount of paper broadcasters must plow through. In an effort to streamline, the Commission will no longer require two sets of filings for certain minor changes to AM, FM, and TV facilities.

Presently, a minor change requires filing and grant of a construction permit before the work is done, then once its complete, a license application must be filed. The FCC says stations will only be required to file modification-of-license paperwork once the

AP Opens Barter Door

The long held cash-only policy of The Associated Press has been dropped for the relaunch of "Newsweek on Air," the first AP radio program to be offered by barter. It may not be the last. Jim Williams, VP, AP radio, confirmed that the news cooperative is looking at offering other products for barter.

AP is facing more and more competition, and most of those competitors are trading programming for advertising time, rather than demanding cash. For example, Metro Networks is launching a PC-based product much like a wire service, to be bartered in the top 75 markets and offered for a combination of cash and barter in smaller markets. ♦



ments on testing procedures and failure of the EIA to find a host station in the San Francisco trials.

Meanwhile, Canada and several European countries have begun introduction, at least on a limited scale, of Eureka-147, a competing DAB system. Eureka, however, requires new spectrum, and there's no suitable band available in the U.S. ♦



changes are made.

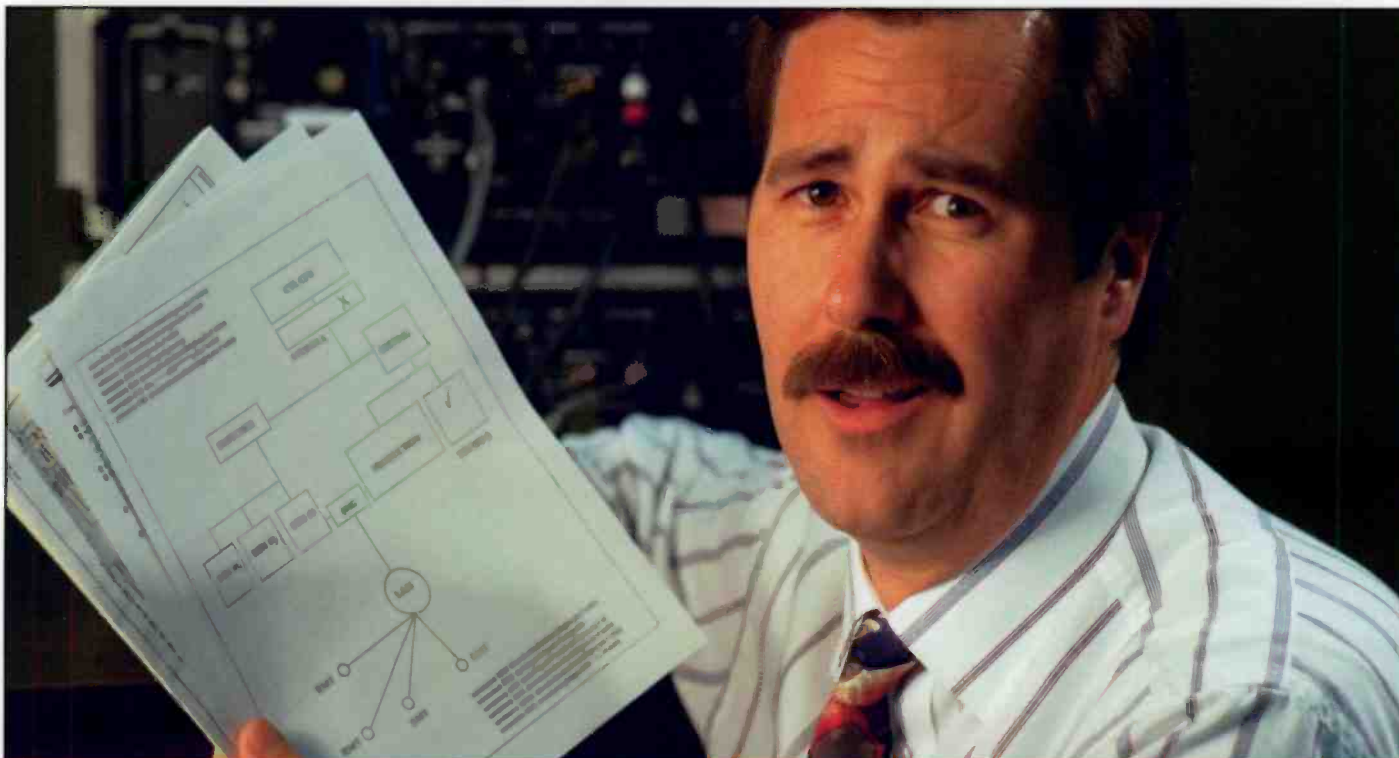
The new regulations will take effect next month. ♦

Cross-Ownership Sneaks Through in Budget Bill

Tucked into the budget bill was an item that resolved the touchy issue of cross-ownership. Key players agreed to allow cross-ownership, but only after returned analog TV licenses are auctioned.

There had been bipartisan opposition to lifting the ban, particularly from more rural states. A compromise, engineered by Senators Ernest Hollings (D-SC) and Ted Stevens (R-AL) limits cross-ownership to cities with more than 400,000 residents.

Senator John McCain (R-AZ) introduced a bill in June to eliminate the 50-year old ban on broadcasters and newspapers from owning one another. ♦



TRYING TO MAKE SENSE OUT OF DIGITAL AUDIO SYSTEMS?

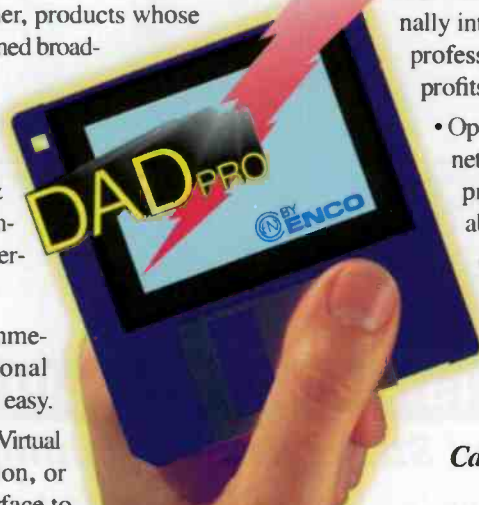
There is a better way!

It's not easy trying to understand the conflicting claims made by different manufacturers when you're buying a Digital Audio On-Air & Production System, whether a single, multipurpose Workstation or an integrated, multiple studio setup. At one end of the spectrum, you're faced with a wide variety of simple "Cart Machine Replacements," and on the other, products whose complexity confounds even the most seasoned broadcast engineer.

The ENCO DAD^{PRO} Digital Audio Delivery System solves the problem! DAD is simply the most powerful On-Air & Production system available, yet its uncomplicated approach and inherent ease of operation makes immediate sense to any user.

- Intuitive On-Screen displays that are immediately familiar to operators. Optional Touchscreen makes operation quick and easy.
- Complete On-Air flexibility with various "Virtual Machines" for Live Assist, Automation, or Satellite Programmed operations. Interface to other equipment plus scheduling and billing packages. Seamless segue and voiceover transitions sound "Live" in all modes. Script capabilities can be included.

- Full production capabilities, including Graphic Cut & Paste Assembly Editing. Includes analog and digital inputs/outputs. Interfaces with most multichannel editing packages.
- Runs on DOS for proven speed, reliability, and compatibility with other equipment; not an operating system originally intended for multimedia applications. This is a professional tool meant to produce efficiency and profits, not entertain the staff!
- Operates on common off the shelf computers and network architecture. You won't be locked into proprietary hardware that may not be available whenever you need service.
- No monthly licensing fees, DAD is an outright purchase. Software upgrades are free for the first year.
- DAD is proving itself everyday in radio and TV facilities worldwide.



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Competing Media Revenues: How They Stack Up

Radio revenues may be increasing, but they still lag behind TV and newspapers. The chart [below] shows the top 50 radio markets ranked by revenue, along with the corresponding TV and newspaper revenues for the market. Radio and TV revenues are from BIA; newspaper revenues are from Competitive Media

Radio Rev Rank	Radio Pop Rank	Diff	Market	Radio Rev (millions)	TV Pop Rank	TV Rev Rank	TV Rev (millions)	Newsp Rev Rank	Newsp Rev (millions)
1	2	+1	Los Angeles	\$540.0	2	1	\$1,432.6	2	1,348.6
2	1	-1	New York	507.2	1	2	1,329.0	1	2,053.7
3	3	—	Chicago	343.0	3	3	865.0	3	874.8
4	4	—	San Francisco	241.1	5	4	573.5	5	642.7
5	7	+2	Dallas-Ft. Worth	219.6	8	7	484.0	4	683.0
6	8	+2	Washington	211.7	7	8	447.1	7	559.5
7	10	+3	Boston	210.8	6	6	506.4	8	556.4
8	5	-3	Philadelphia	207.8	4	5	522.0	6	569.7
9	9	—	Houston	200.9	11	11	403.3	11	393.0
10	12	+2	Atlanta	189.3	10	10	408.0	12	348.7
11	6	-5	Detroit	183.2	9	12	359.3	14	240.7
12	11	-1	Miami	179.0	16	9	419.9	10	418.1
13	13	—	Seattle	132.5	12	14	283.5	35	95.7
14	14	—	San Diego	119.7	26	18	239.6	19	153.7
15	23	+8	Denver	117.7	18	17	244.2	9	465.6
16	16	—	Minneapolis	117.4	14	16	258.8	13	264.7
17	18	+1	Phoenix	110.9	17	13	302.3	16	207.5
18	17	-1	St. Louis	99.2	21	22	200.8	24	130.9
19	19	—	Baltimore	93.1	23	24	185.6	18	176.6
20	25	+5	Cincinnati	92.8	30	29	152.1	31	110.6
21	21	—	Tampa	89.5	15	19	237.6	15	236.9
22	24	+2	Portland OR	86.2	24	28	156.4	22	132.7
23	22	-1	Cleveland	83.8	13	15	259.3	17	181.3
24	20	-4	Pittsburgh	79.0	19	21	203.9	26	124.4
25	28	+3	Sacramento	75.6	20	23	194.1	28	120.2

Radio markets missing in action: #26 Riverside-San Bernardino (embedded in Los Angeles radio mkt.), #41 Greensboro-Winston Salem, #46 Rochester NY, #47 Monmouth-Ocean (embedded in New York radio mkt.)

* embedded in San Francisco radio market

** embedded in New York radio market

*** part of Los Angeles TV market

**** part of New York TV market

Source: BIA (radio and TV), Competitive Media Reporting (newspaper)

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Michael Packer 248-656-4140

Reporting. (Comparisons between media revenues are tricky due to differing criteria for defining each medium's market.)

In every market except one, radio revenues are far behind newspaper revenues. It's not unusual

to see newspapers outbill radio three to one. The Seattle market is the only market in which radio stations outperformed newspapers, with \$132.5M in radio revenues compared to \$95.7M in newspaper revenues. Some markets are getting

close, such as San Diego, Cincinnati, and Columbus, OH.

As for TV, radio revenues as a rule, don't come close. In 31 markets, TV stations outbill newspapers. ♦

Radio Rev Rank	Radio Pop Rank	Diff	Market	Radio Rev (millions)	TV Pop Rank	TV Rev Rank	TV Rev (millions)	Newsp Rev Rank	Newsp Rev (millions)
26	38	+12	Orlando	72.3	22	20	213.6	20	137.8
27	37	+10	Charlotte	70.1	28	31	146.9	32	104.4
28	32	+4	Columbus OH	68.9	34	26	162.2	38	86.7
29	36	+7	Indianapolis	66.6	25	25	180.0	27	122.2
30	27	-3	Kansas City	66.2	32	30	149.8	20	137.8
31	29	-2	Milwaukee	64.5	31	33	144.6	29	115.1
32	34	+2	San Antonio	63.2	38	37	122.0	25	128.7
33	35	+2	Salt Lake City	56.7	36	35	135.0	42	71.8
34	44	+10	Nashville	53.9	33	34	136.0	39	81.8
35	42	+7	Hartford	53.3	27	27	156.7	23	132.2
36	48	+12	Raleigh	49.3	29	36	126.8	36	91.0
37	51	+14	Austin	48.6	63	53	76.3	n/a	n/a
38	39	+1	New Orleans	48.2	41	29	111.3	45	64.6
39	33	-6	Norfolk	46.4	40	44	92.3	33	97.2
40	45	+5	Las Vegas	45.5	64	38	115.9	n/a	n/a
41	43	+2	Memphis	43.6	42	43	96.0	37	87.7
42	40	-2	Buffalo	42.8	39	41	102.1	40	81.0
43	30	-13	*San Jose	42.0	n/a	n/a	***	n/a	n/a
44	15	-29	**Nassau-Suffolk	41.1	n/a	n/a	****	n/a	n/a
45	50	+5	Louisville	40.5	50	45	91.0	30	113.2
46	56	+10	Richmond	39.9	59	58	68.1	n/a	n/a
47	31	-16	Providence	39.6	47	55	75.2	41	74.7
48	53	+5	Jacksonville	39.5	54	47	88.5	n/a	n/a
49	49	—	West Palm Beach	38.5	44	40	102.2	43	67.1
50	52	+2	Oklahoma City	36.3	43	42	96.0	34	96.8

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Jacksonville (904) 285-3239

Richmond (804) 282-5561

Weekend Talk and New Business Development: A Match Made in Heaven

by Carl Marcucci

Believe it or not, Paul Parent, host of "The Paul Parent Gardening Show" on WRKO-AM Boston, makes more money than morning drive for the station during the spring and summer months. Airing 6-10A Sundays, Parent's show is just one of many that stations are leveraging to make sure revenues work overtime on weekends.

Not that long ago, weekend program choices were limited, hard to sell and often...boring. Stations would air sports, resort to brokered time, or simply re-broadcast weekday programming. Today, the resurgence in Talk radio has contributed to a boom in weekend syndicated program

offerings. A variety of well-targeted weekend programs are being churned out by syndicators and networks almost weekly (see page 18). Health, travel, computer/Internet, finance and home improvement are just a few of the narrowcast topics that stations are picking up and turning into profits.

Advertisers are pleased with narrowcast programs for reaching their target market effectively and with the high audience recognition foreground radio offers. Spots are often read by the host or mentioned in conversation.

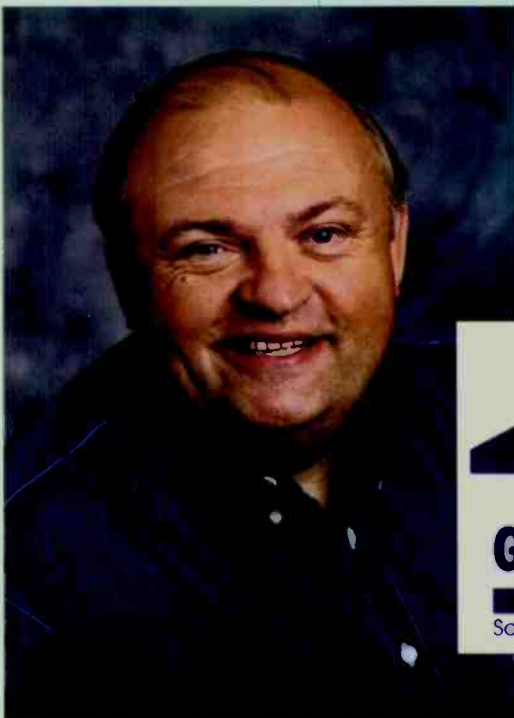
In more and more cases, narrowcast programming has provided profitable vehicles for new business development. Expos, ad-funded publications, Web sites and coop sponsorships are just a few of the ways stations cross-promote and raise revenues.

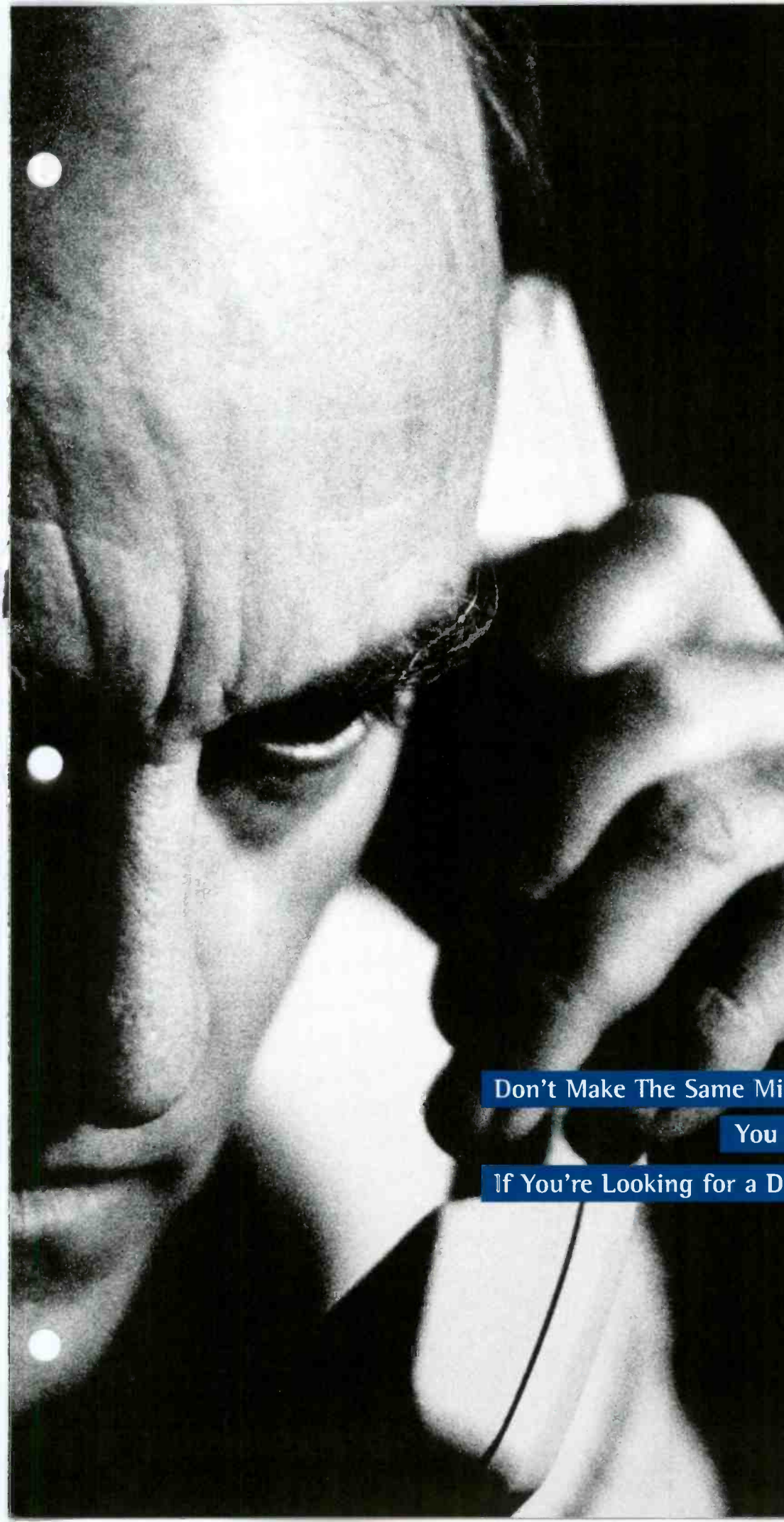
Exposition Addition

For eight years, Detroit's Talker WXYT-AM (CBS) has hosted a Home Improvement Expo in metro Detroit that showcases Glenn Haege's "Ask The Handyman" show broadcast live both days, with the expo running from 8A-5P. Haege's show was syndicated by Westwood One on October '96, and now has 132 affiliates. It's such a big deal for the station that three other weekend shows are also broadcast live from the event. MBR sources estimate the event brings in more than \$250,000 annually.

"Events such as these create opportunities to meet or exceed a sales quarter when you don't exclusively rely on ratings for revenue," said Scott Meier, GM WXYT. "The expo is very successful. This year we had three co-sponsors—two local and Home Depot for national. The event is free to the public, and the 50+ exhibitors were quite pleased with the traffic volume," said Stephanie Ksoll, promotions director, WXYT.

Held in April (with another coming in September), this year's expo was well-orchestrated to advertise each exhibitor. The promotions package included newspaper, promo announcements and a spot schedule. The three co-sponsors also received interviews live on the show, and larger end-aisle booths. WXYT also prints and laminates the "Handyman Helper," a two-sided quick-reference guide funded with advertisers along the borders. Ksoll said the expo used billboards in the past and plan on incorporating magazine ads next year. ♦





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With
Dalet»

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Why



(Turn page)

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- Account Reports
- Order Reports
- Traffic Reports
- Certificates and Confirmations
- Sales Summaries
 - Sales by Account
 - Sales by Product
 - Sales by Product and Industry
 - Sales by Product - Totals
 - Sales by Week and by Salesrep
 - Sales by Week
 - Top 10 Accounts
 - Sales Totals and Averages per Account



7 Reasons Managers Prefer Dalet

1. Dalet Is Cost Efficient

Don't cut corners. The last thing you want is to have to spend and spend later to compensate for the shortcomings of your digital system.

Why lose revenue because of lost spots or time off air? Why pay people to cover for your digital system when it goes down?

Time is money. Dalet's unique design saves your station time. It frees up your people to do more important tasks. It cuts payroll and benefit expenses by allowing you to be more efficient because you'll need fewer people, and save the time of the people you do have. Dalet's system design gives you the confidence you won't lose money in the long run.

2. Dalet Is Reliable

Because Dalet stays on the forefront of computer technology, you can be sure

your station will stay on the air. Dalet was one of the very first providers of digital audio systems.

By now, everyone agrees Windows, networks, and Digigram cards are the way to go. While other companies are scrambling to reesign their system according to PC industry standards, we've had 7 years to perfect ours. It WORKS!

3. Dalet Provides Custom Solutions

Why should you have to accommodate someone else's design for your radio station? Solutions in a "box" are an outdated concept.

Why pay for features you don't need or won't use?

Why accept a system that won't do everything your station needs? Each Dalet installation is fit like a glove to your specific station needs.

4. Dalet Is Flexible To Your Future

How many radio stations do you know that stay the same for any length of time? Things are always changing in radio. You change formats, add more stations, need more news, more people, more studios. Do you want to get stuck with a "box" that won't grow or change with you?

Dalet's technology and design allows you to make changes as they are needed. You won't have to worry that a solution you bought today will be put on the shelf a year from now because it can't be adjusted to your new needs.

5. No Planned Obsolescence

Unlike many companies, we don't intend to sell you a unit today, wait for technology to change in a couple of years and try to sell you a whole new system.

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Many systems trying to catch up are just introducing technology that Dalet has already moved away from to the next standard. Our unique architecture is perhaps the only system which can easily change as technology changes. This looks far into the future, allowing you to work with software yet to be invented. You won't be forced to live in the past just because you bought a system that can't be easily upgraded. Dalet's world technology leadership gives it the unique technological advantage.

6. Group-Wide Productivity Gains

All your radio stations can pool their resources, whether they're in one building or in different cities. Share production work among stations. Book orders from one station to another.

Send journalists on the road, and let them file their reports over the Internet. We aren't just talking about cart replacement here.

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7. Unprecedented Support

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We know there are a lot of choices in digital control systems for your station. If you're considering the others we invite you to consider Dalet too. Even if you've made a decision on a system, and it's not too late... please give us a call.

We believe you'll love the Dalet system so much more that you'll never regret your decision to consider Dalet.

Ask yourself these questions...

- Do you want a problem free environment?
- Do you want the system chosen by more stations worldwide than any other system?

There is a reason that ABC radio, the BBC, Canadian Broadcasting Corporation, Emmis, Voice of America and thousands of others have chosen Dalet over all the rest. Take a look at our system, and find out why.

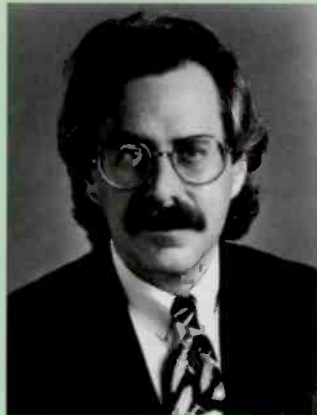
Free Demo At Your Office

Call us to set up a date. We'll bring the demo to you or make arrangements for you to visit an installation that best fits your needs. Call today.

Call (212) 226-2424
or visit www.dalet.com

The Taste of Success

Phil Lempert, host of WOR's "Shopping Smart" ▼



WOR-AM New York sponsors the "Classic Taste of New York," now in its 11th year. Syndicated personalities from the station, flagship of The WOR Radio Network, attend the event—signing autographs and joining in the fun. The event brings in over a thousand listeners (this year was sold out at 1,200—a month before) to sample food and beverages from participating companies. The Sept. 22 venue is the New York State Theatre at Lincoln center, with WOR's Joan Rivers, Arthur Schwartz, host of "Food" and Phil Lempert, host of "Shopping Smart" all on hand with a number of invited celebrities. While weekend Talkers Schwartz and Lempert both have programming aimed well to promote "Classic Taste," this is a station-wide event—not based on their shows alone.

Jerry Crowley, GSM, WOR and event orchestrator offers participating advertisers in "Classic Taste" four sponsorship packages that include: 1. A spot schedule matching level of investment, 2. Varying booth sizes at the show, 3. Appropriate signage at the show, and 4. Promotional on-air mentions with frequency matching level of expenditure. "They're [the advertisers] reaching a target customer base that is matched well with the venue, which is matched well with the personalities and celebrities on hand—this is the synergy that makes this event such a success," said Crowley. Food advertisers couldn't be happier being able to showcase their products in such a pleasant (yet captive!) environment. ♦

Paul Parent, ▶
host of WRKO's
"The Paul Parent
Gardening Show"



If We Grow It, They Will Listen

"The Paul Parent Gardening Show," on the air more than seven years, is Bean Town's #1 rated weekend show. Spot rates on the show average \$375—

higher than weekday drive time. Parent's weekend "cult" following wakes up Sundays at 6A and listens attentively until 10A. The program does so well that Parent won't accept national garden merchants. They turn away accounts like Home Depot and K-Mart. "He owns his own independent garden center in Maine, and wants to drive traffic to independent garden retailers. It's actually a good sales point, coupled with the fact that he gives independent garden centers promotional mentions," said Lisa Lepori, director new business development, WRKO.

"[Turning away national garden center accounts] limits us with the type of sales we can make, but it's such a strong support statement from the station—we've sunk our eggs into the local basket—and it comes back to us 10-fold," added Frank Murtaugh, marketing director WRKO. Parent also helps to sink those eggs by doing a dozen or so live broadcasts from local nurseries throughout the year.

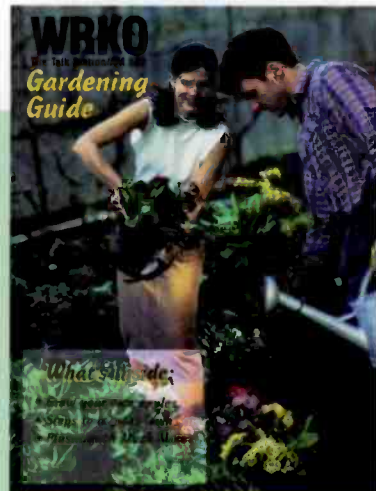
Murtaugh said they are thinking of syndicating the show—but no broader than New England. "We may have the show carried from Maine down into the Cape, but any further would be cutting off our nose to spite our face. If the show was syndicated nationwide, Paul would have to talk about plants and gardening that wouldn't apply to a New England garden—that would jeopardize our local topicality."

Lepori started at WRKO in 1993—the same year The WRKO Gardening Guide was first introduced. The publication, written by Paul Parent, brought \$60,000 in revenues that year. This year, the figure rose to \$296,000! Guide advertisers (because of WRKO's 50 kw signal) are from all over New England. Many have little or nothing to do with gardening. "Advertisers want to get into that upscale audience. We offer commercial spots, promotional mentions and ad space in the guide as a package," said Murtaugh. Distribution is through the retail locations of participating guide advertisers.

Murtaugh attests to the "cult" following of the show's listeners: "We develop contests for [WRKO] the station—drive time shows and others. Right now, we're doing a water garden contest with Paul's show—the volume of mail is absolutely incredible, and it's still coming in."

The garden variety is growing. KOY-AM Phoenix recently announced a new live garden talk show, "The Arizona Gardener," airing Saturdays 7-9A. Jerry Davis, PD KOY said, "The idea originated with our GM, Terry Hardin. He thought there would be a lot of interest and heard it was a big profit center for some stations—so we decided to give it a shot."

At first airing, the show went unsponsored. However, they were surprised at the amount of call-ins. Davis and Hardin are confident that demo tapes will prove to advertisers that the show is already popular. The Adult Standards format of KOY is also well targeted (50+) to reach the gardening populace. "The Arizona Gardener" is hosted by Mary Irish, director of public horticulture at the Desert Botanical Garden. ♦



Cross-Promotion in Motion

"Arthur Frommer on Travel" (who also wrote Europe on \$5 a day) is one weekend show taking advantage of cross-promotion through its award-winning Web site (www.frommer.com). With an average of one million hits per week, there are plenty of eyes to see he also has a radio show (some affiliates are mentioned). Frommer is currently on about 50 affiliates, and airs 2-4P ET. "This program is an easy sell on the local level because of the marquee-value name. In Sacramento, KFBK-AM sold an entire year of local avails in just two weeks," said Michael Castello, managing director, United Stations Talk Radio.

Cross-promotion is also alive and well at Adriane G. Berg's two live call-in financial shows, "The Adriane Berg Show," (a.k.a. "The Wealthbuilder Show") and "The Money Show." "The Adriane Berg Show"

(Saturdays 12-3P ET) is her syndicated show, launched in May on 35 affiliates with Westwood One. Affiliate numbers are expected to reach 100 by year one. First airing "The Money Show" (Sundays 9-11A ET) over nine years ago on WABC-AM New York, Berg has cultivated a long list of loyal sponsors by organizing free-to-the-public seminars on their behalf. She designs the seminars, participates as the main speaker, and in return, they fund the seminar and buy spots to advertise it.

In addition, the show offers sponsors a package including: 1) free seminar announcements in her 20,000-subscriber Wealthbuilder newsletter; 2) free seminar announcements on her Web site; and 3) :60 second on-show/throughout the day seminar spots. "We feel this benefits everyone—the sponsors, by bringing clients to them; the stations, by cross-promoting in the newsletter and Web site; and the listeners, by allowing them to become educated (for free!) before they buy real estate, insurance or invest with a company," said Berg. ♦



▲ Adriane Berg, host of Westwood One's "The Wealthbuilder Show"

Adriane G. Berg's WEALTHBUILDER

Getting Rich Is Only Half The Fun! JUNE 1997 • ISSUE #28

Hello, Hello, Hello!

Every month that goes by makes me want to have faster, better and more personal contact with you. This month, I can take concrete action to fulfill that desire. I am now officially on National radio, live, every Saturday afternoon from 12:00 noon until 3:00 PM eastern time. I can be called TOLL FREE! from anywhere in the United States (during those hours) by dialing 1-800-453-6453. It doesn't matter that the show is not heard in your area. You can still call me and ask any question on law, money, financial planning and investing that's on your mind.

Remember there is never any cost to you. Just a great chance for us to talk one-on-one. Your call will be heard by the radio listeners. When you call say you are a WEALTHBUILDER. When I speak to you I want to know that you are a caller who already receives my portfolio, tax advice, etc.

And please visit our enhanced web site at www.wealthbuildernews.com. We improve our site constantly.

All of this personal contact is crucial in these times. I have been very busy trying to get quick information to you so that you don't panic out of the market, and you do start taking profits and reinvesting in stocks and real estate (the two best plays for the next 15 years), and get info on cutting edge income opportunities. So far, so good. Our buy and hold investors are happy and our active traders are better than ever.

Most other newsletter editors have spent the last three months apologizing for wrong advice. I'm happy to say, "I told ya so!"

Stay the course. Portfolio buy/sell and mutual fund guidelines still stand. If it ain't broken, don't fix it.

STRESS FREE INVESTING FOR A RELAXING SUMMER

It's June. The weather is perfect, the Stock Market is on an even keel, the brokers are gone for the summer, so it's time to relax, put investing on the side, forget about interest rates and Dow Jones Averages and read the latest trashy novel. See you all in September. Right? Well, not exactly!

It can be done, but only with the right temperament and the right strategy going in. I can suggest the strategy, the temperament is up to you. Remember...as Yogi Berra said, "90% of success is half mental." If you are going to read the financials every day anyway; if you will be calling your broker twice an hour regardless of your plan; if you are going to be up at 4 AM worrying anyway, you may as well not adopt any kind of stress free strategy and continue with what you are doing now. The relaxation comes in only if you stay the course you set. Know thyself and proceed accordingly.

ONE, TWO, THREE RELAX

Here are the three steps to unstress for the summer: 1. **Broker Orders**, 2. **Cash Parking**, and 3. **Exit Plan**. Here they are in detail:

Broker Orders

There are many types of Broker Orders to be given. Give your broker all of them.

Stop Loss Orders

Set the exact lowest price for each of your equity holdings below which you no longer wish to continue holding. Your broker will sell at that price.

Buy orders

Tell your broker the exact price that you will pay and the purchase will be made at that price.

Sell Orders

Set the price that you want to sell at to make the profit that you are seeking. Your holdings will be sold when the stock reaches that price.

Continue Orders

Tell your broker if you want all orders on a given stock to continue even if one is already executed. Usually you do.

For my suggested broker orders, see the chart on Page 2.

(Continued on Page 2)

ISSUE HIGHLIGHTS

Stress Free Investing...1-2
Tax Managing Your Investments...3
From Russia With Loot...4-5

Smart Trust Tricks...6
Inflation Management...7
Top Picks...A1



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Syndicators Offer More Weekend Programming

With so many weekend talk successes beginning locally, syndicators not only have numerous choices for nationwide launches, but also the local proving grounds with demographics and numbers already established. The risk is greatly diminished when picking up an already proven show. "Virtually all of our hosts were picked up at one time or another from local shows. We get very few novices, and about 10% of our shows still air at their originating stations," said John Crohan, president Talk America Radio Networks. Following are the wide range of choices available for syndication from some of the larger players:

United Stations

Charles De Rose	"The Financial Advisor"	Sat & Sun 11A-2P ET
Arthur Frommer	"On Travel"	Sat 2-4P ET
David Lawrence	"On line Today"	Sun 2-4P ET
On the horizon:	Vitamin/Holistic, Automotive, Movies	

Premiere

Selma Schimmel	"The Group Room" (cancer support, info)	Sun 4-6P ET
Jeff Rense	"Sightings on the Radio" (ufos, ghosts, paranormal)	Sun 11P-2A ET
Bill Handel	"Handel on the Law" (legal advice, issues)	Mon-3P ET
On the horizon:	Computer/Internet Automotive	

Westwood One/CBS

David Essel	"Alive!" (self-improvement)	Sat & Sun 4-7P ET
Jerry Baker	"On the Garden Line"	Sat 8-10 A ET
Glenn Haege	"Ask the Handyman"	Sat 10A-Noon ET
Adriane Berg	"The Adriane Berg Show"	Sat Noon-3P

ABC

Bob Brinker	"Moneytalk"	Sat & Sun 4-7P ET
Bernie Ward	"The Bernie Ward Show" (politics, current events)	1-4P ET

WOR Radio Network

Valerie D'Elia	"Fodor's Travel Show"	Sat 2-4P ET
Warren Eckstein	"Pets"	Sat 4-6P ET
Ralph Snodsmith	"Gardening"	Sun 8-10A ET
Neil Chayet	"Looking at the Law"	Sun 10A-Noon ET
Arthur Schwartz	"Food"	Sun 12-2P ET
Phil Lempert	"Shopping Smart"	Sun 2-4P ET

Talk America/Talk America II

With a total of 24 Saturday and 25 Sunday programs offered over the two networks, space doesn't allow for all. However we've listed the hottest as listed by John Crohan, President.

Mike Siegel	"Mike Siegel Program"	Sat 12A-5A
Mort White	"Magic Garden"	Sat 9-10A
Bruce LeFavi	"Bullet Proof Your Financial Future"	Sat 3-4P ET
Terry Lemerond	"Prescription For Health"	Sat 10-11A ET
Tom King	"Computalk"	Sat Noon-4P ET
Bill Bailey	"Are You Protected?" (consumer legal issues)	Sun Noon-2P ET
Tom Gresham	"Gun Talk"	Sun 3-5P ET
Doug Casey	"The Doug Casey Show" (Libertarian viewpoint)	Sun 6-7P ET
Pedro Fernandez	"Ring Talk" (boxing)	Sun 11P-1A ET
Buck Hunter	"Night Shift" (comedy, call-ins, trivia)	Sun 12A-6A



◀ Charles De Rose, host of United Station's "The Financial Advisor"

▶ Selma Schimmel, host of Premiere's "The Group Room"



◀ Arthur Schwartz, host of WOR's "Food"

▶ Bernie Ward, host of ABC's "The Bernie Ward Show"



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THE FBI USES THEM
HOLLYWOOD STARS USE THEM
...NOW, GENERAL MANAGERS
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The Psychic Friends Radio Network® will build your revenue *and* your late-night ratings.

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The Psychic Friends® have answered more than 12 million calls over the years. Now they are available to radio for the first time, Monday through Friday, 10 p.m. to 2 a.m. The Psychic Friends Radio Network provides your station with entertaining programming that has existing name brand recognition, a heavily female audience and dynamic cross-promotion opportunities. This is not an infomercial! The live, caller driven show is produced exclusively for radio and designed to help you increase your revenue.

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REVENUE SOURCE

FEMALE AUDIENCE

NIGHTTIME RATINGS

CROSS-PROMOTION OPPORTUNITIES

Syndication News

JRN Debuts Nighttime Programming

Jones Radio Network's new "Jones Through the Night" offers personality-driven programming for the Oldies, Country and AC formats, delivered from 8P-1A and 1A-6A ET. New program offerings include "Dave's Diner" for Oldies (8P-1A); "Through the Night with Gary Outlaw (1A-6A); "Hot Country Nights with The Conman" (8P-1A); "Country Through the Night with Bob Booker" (1A-6A); "Heart to Heart with Friday Epley" (8P-1A); and "AC Through the Night with Scott Curtis" (1A-6A). ♦

"Super Country" to Countdown the Hits

Showcased as a personality-driven Country countdown show, United Stations' "Super Country with Ben and Brian" debuted August 2 on 70 affiliates. Hosted by Chancellor's KMLE-FM Phoenix morning duo, the three-hour program promises humor, energy and excitement. Air time is weekends, with daypart up to each station. ♦

"Sightings" Takes Radio a Step Beyond

Premiere's July launch of "Sightings on the Radio" takes a compelling look at the UFO phenomenon, cover-ups, conspiracy theories and the paranormal. Airing Monday-Friday 9P-Midnight and Sundays 5-8P, the live e-mail and call-in show is hosted by Jeff Rense, who will also feature a variety of guest experts. So far, "Sightings" has 50 affiliates. ♦



"Rock & Roldies" new 24 hour format

First Broadcasting Networks' premier 24-hour format, "Rock & Roldies" is set to launch in September, and will challenge ABC, Westwood One and Jones Radio Networks with a money-back guarantee of-

ferred to stations if the format doesn't deliver higher ratings. Powered by legendary programmer Bill Drake and Rock & Roll Hall of Famer Humble Harve (aka Harvey Miller), "Rock & Roldies" has a sound platform for launch. ♦



ROCK & ROLDIESSM

Psychic Friends Expands to Radio

The "Psychic Friends Radio Network" is set to launch mid-September on an estimated 15 affiliates. The deal is a joint venture between Inphomation Communications, which produces the TV version, and NightStar Entertainment — a division of the NetStar Entertainment Group. Air time is 10P-2A ET weeknights. ♦

SFX Syndicates the "Lex & Terry Morning Show"

Originally based at SFX's WFYV-FM Jacksonville for four years, the "Lex and Terry Morning Show" moved three months ago to sister KXTQ-FM Dallas, which serves as the flagship for syndication. SFX also syndicates two other shows: "The John Boy & Billy Show" from WRFX-FM Charlotte and "The Bob & Tom Show" at WFBQ-FM Indianapolis. ♦



AMERICA'S MOST WANTED
Lex & Terry
CALL IN SHOW

AVI Goes National with Two Syndie Deals

American View, Inc. (AVI), a new syndicator based in Northern Virginia announced two national syndication deals since its April 1996 debut.

In its first deal with CBS SportsLine, AVI will syndicate some of the first Web programming to jump into broadcast radio. Three programs became available for syndication Sept. 1 including "The Drive," a daily Internet sports talk show hosted by Scott Kaplan and Saturday College and Sunday Pro football programs.

AVI has also acquired the assets of Small Planet, offering the weekend shows "Rise Up" with John Ritter (Sunday morning inspirational programming for Country formats); "Lost 45's" with Barry Scott (familiar, but rarely heard 70's-80's tracks); and "The Amazon' 80's" with Al Bandiero. Small Planet's programming is currently heard in about 100 markets, and is delivered by CD. ♦



Scott Kaplan, host of "The Drive"

Victoria Jones Up Against Rush

"On the Air With Victoria Jones" is United Stations Talk Radio's answer to male-dominated, political Talk. Airing right up against Rush Limbaugh (12-3P ET), Jones targets women with "tabloid talk" — scandals, entertainment gossip and rumors on the live call-in show. The show debuted August 4 and has about 50 affiliates.

Susan Powter Goes National

NetStar Entertainment Group debuted "The Susan Powter Show" on KIRO-FM Seattle and took the show national August 18. "The Susan Powter Show" will have very broad appeal with women 25-34 — the audience News/Talk radio most lacks in ratings," said Alan Fuller, CEO NetStar. Air time is 9A-Noon Pacific. ♦

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SBS Capitalizes on Hispanic Radio's Popularity

Big Ratings Don't Make It An Easy Sell

by Frank Saxe

New York Latinos pump \$7.2 billion into the city's economy every year. With that kind of spending power, you can understand why many big advertisers are looking to Spanish-language radio. There are roughly 3.5M Hispanics in the Big Apple, and by the year 2000, nearly one-third of

NYC households will be Hispanic.

Spanish Broadcasting Systems (SBS) Big Apple stations, WPAT-FM and WSKQ-FM, are in the midst of a \$300,000 ad campaign of their own, including buys in the New York Times and on six competing radio stations, including WQXR-FM, WQEW-AM, WBBR-AM, WABC-AM, WOR-AM and WKJY-FM. SBS was turned down by WCBS-AM, WFAN-AM and WINS-AM.

It's not that the Spanish language stations are in the ratings basement. WSKQ (93.1 Suave-FM) has a 12+ four book average of 4.3, WPAT-FM (Mega 97.9) scores a 3.2. Instead, their mission is to spread the word that buying their stations makes good business sense. "Ratings have been huge," but GM Carey Davis says they've still been a conceptual sell to many advertisers.

GSM Maria Elena Llansa says they expected their "Why Hispanic, Buy Hispanic" ads to get the phones ringing, but "the response has been above expectations." The stations billed \$33M last year, and billing is up 60% for August, and up 25% year to date. "We can always do better," says Llansa. The local spot buys have dentists and car dealers calling, but the Times ad has the big boys like Samsung, Levi's and Peppercorn Farm also interested.

Why is Hispanic radio

so hot? Latino households are bigger and younger (average age is 28). "It's an emerging middle class," says Davis. Plus, Hispanic radio still outpaces Spanish language TV in the big four markets and TSLs top any other format. Even so, network and local Spanish television stations still outbill Spanish radio.

Ramon Pineda, President of Interep's Caballero Spanish Media, says Hispanic radio ad rates have "been increasing substantially—we now have parity with general market stations." The leaders have been consumer goods and telecommunications companies, while conservative industries such as banking and financial services firms have been behind the curve.

Speaking to your audience is also important, says Pineda. Besides the obvious translation into Spanish, he says cultural barriers must also be crossed. A tampon maker was forced to address the sensitive issue of whether their product affected a woman's virginity—a concern of many Latinas.

Davis says they're already planning a second push early next year, and because of their success in NYC, SBS stations in Chicago are planning to launch a similar campaign. Competition among Spanish-language stations is much tougher in Miami and LA, so SBS stations there are taking a wait and see attitude.

The campaign has so far received a lot of national attention. Stories on WPAT and WSKQ aired on the Telemundo TV network's nightly news. ♦

WHY HISPANIC?

Because in the next 15 years Hispanic buying power in New York will double to \$89.9 Billion Dollars!

Spanish language radio taps into the flourishing Hispanic market. In any language, that means good business!

93.1 Suave
97.9 Mega
BUY HISPANIC



"El Vacilon de la Manana" morning show crew (Above L to R): Luis Vega, Luis Jimenez, Wadi Mansur, Junior Hernandez, and in the middle, Carolina Cadillo.



Fast Fact

Hispanics listen to 20% more radio than other Americans, according to Strategic Research Inc.

Hispanic Daily Media Usage

Radio	47%
Television	38%
Magazines	34%
Cable TV	25%
Newspaper	17%

Source: Interep

Where Hispanic Advertising Goes

Network TV	\$380M
Local TV	\$260M
Local Radio	\$246M
Local Newspaper	\$90M
Network Radio	\$75M
Billboards	\$42M

Source: Hispanic Business Magazine

Top Hispanic Advertisers (\$ Millions)

	1996	1995
Procter & Gamble	39.5	39.5
AT&T	25.0	20.0
McDonalds	12.8	12.0
Sears, Roebuck	11.5	9.5
Anheuser-Busch	11.3	9.9

Source: Hispanic Business Magazine



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You also get a fail-safe watchdog for *unequaled* reliability, a 6x6 preview switcher that lets you hear ends of spots or songs while the middle is on-the-air, superior headroom, General Purpose Interface, digital ins and outs, optional timing stretch & squeeze, optional MPEG or APT, and more.



Scott Studios exclusive new 32-bit PCI audio card plays up to four CD quality uncompressed stereo channels while recording!

Good Spot Box

Scott's new digital Spot Box triple-deck "cart" replacement delivers awesome *linear* CD quality sound. Spot Box is the *easiest* digital system to use! There's only one screen, so your jocks always know what's happening. At the left, three players give you legible labels, countdowns and End-of-Spot signals, with big well-lit buttons that show what's playing. Even though it uses Windows 95 or NT, Spot Box works like carts, *not* a computer. At right, there's a "rotary cart rack" that lets you pick and play any recording by number or name. Or, number keys at the bottom load your cut quickly. As options, Spot Box can automatically load logs from traffic by diskette or LAN. You can record spots and edit phone calls at the right of the screen. Starting at \$5,000, Scott's Spot Box is so affordable many stations can even put two in an air studio for redundancy.

Better AXS

AXS[®] (pronounced ax'-cess) is radio's premier digital audio system for satellite or news/talk formats, CD automation and cart replacement for live jocks. AXS[®] gives you instant play Hot Keys, log editing, music on hard drive, Power Fill, satellite jock substitution, link to NPR's SOSS, an easy-to-use Real Time Scheduler, the industry's simplest and best net catcher, and an optional production or phone recorder and editor in the air studio. Scott Studios offers AXS[®] satellite systems as low as \$7,500 complete. With Spot Box, AXS[®] or a Scott System, you can get 24 hour, 7 day support from Scott's 45 person staff—the biggest (and best) in digital audio! With several of these systems, any can record a spot once for all! Also, for spot or music on hard drive with typical playlists, you choose whether to get *uncompressed*, MPEG or APT digital audio cards at no difference in price.

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The Scott System is radio's top-of-the-line for digital music on hard drive. You get instant play Hot Keys, touch screen music libraries for instant requests, log editing, built-in phone recorder, pre-recording Voice Trax in context, and production that imports from any WAV digital multi-track. Scott also offers an *invincible* seamless redundancy option. It's self-healing, so regardless what happens, your spots and hits just keep on comin'! Good. Better. Best. Scott Studios' three digital systems can be tailored to *your* needs and budget. Call or E-Mail info@scottstudios.com for details.

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