

INSIDE THIS ISSUE: PITTSBURGH RADIO MARKET PROFILE

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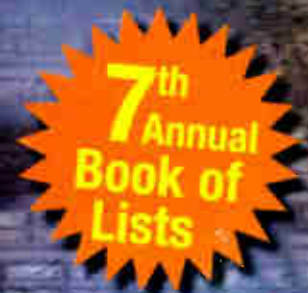
RADIO INK

RADIO'S PREMIER MANAGEMENT & MARKETING MAGAZINE™



FORECAST 2004:

WHAT YOU NEED TO KNOW ABOUT THE COMING YEAR



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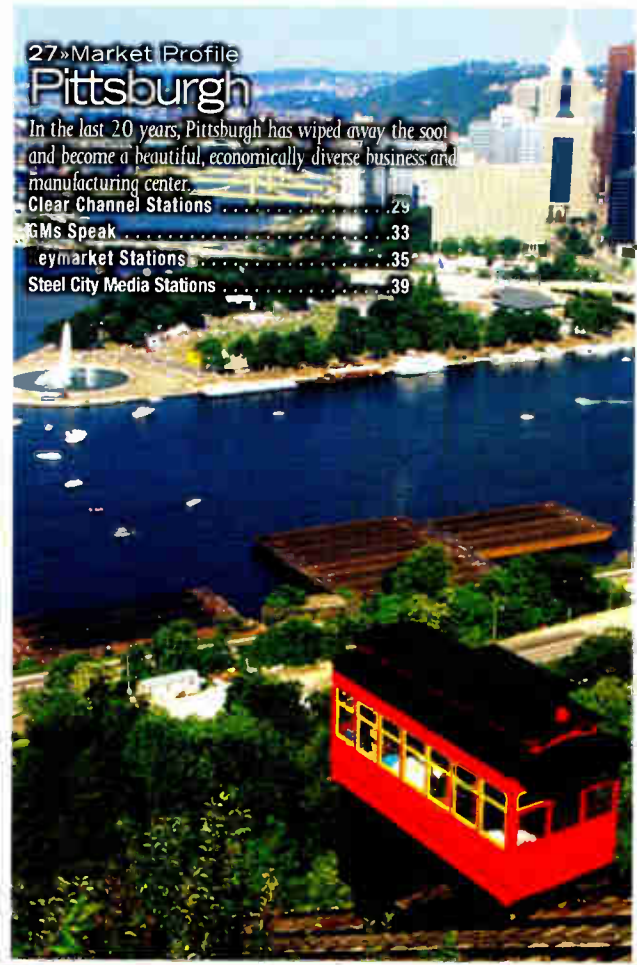
Please join us next year for Forecast 2005:
December 6 & 7, Harvard Club, New York.

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By Reed Bunzel, Editor In Chief

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IDEA TICKER

32,636

...the number of useable ideas in Radio Ink to date

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- » Executive Of The Year
- » Radio Wayne Award Nominees

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7th Annual Book Of Lists

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Our Mission: Radio Ink's role is passionately to empower Radio management to be more successful by providing fresh, actionable, reality-based ideas, inspiration and education in a quick, easy-to-read, positive, pro-Radio environment.

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CUMULUS

Congratulations

John Columbus

and

George Francis

**Two of Radio Ink's
Top Managers of 2003!**



Anyone Else Would Have Been Fired

If Radio were a company whose share of market remained in the single-digit zone against weak competitors for as long as ours has, the board would've long ago forced us to reinvent ourselves, to hire someone to identify the problem and then to execute dramatic change.

Perhaps grubbing for the crumbs that fall off the media table has been good enough for Radio. Our consolidated owners continue to grow, and I suppose that keeps Wall Street happy — for the moment. But Radio's "growth" is coming from budget cuts and tight management, not from getting a higher percentage of the total advertising pie. Owners aren't likely to pay attention to the need for Radio's share-of-ad-budget growth until it becomes the only alternative left for growing their companies. By then, it will likely be too late.

I'm not so delusional as to think that Radio will displace broadcast television and cableTV to become the leader in nabbing electronic advertising expenditures. I just know we're a much stronger medium than we get credit for, and we can do much better.

I believe we can get a respectable 20 percent, instead of a pathetic 7 or 8. But I don't think Radio believes it.

I know in my heart that Wal-Mart, America's largest retailer, could use long-term Radio to significantly strengthen its brand in the hearts of Americans, but Wal-Mart doesn't believe it. According to *Cult Branding* author B.J. Bueno, the problem is that Wal-Mart and other corporate giants believe Radio's ill-advised sales pitch that it is primarily a transactional medium, rather than a relational or "brand-building" medium. What are we doing to change the minds of America's corporate giants? Nothing! We haven't even corrected our faulty presentation!

Those of us in Radio know that well-executed Radio strategies get incredible results. The problem is that advertisers don't believe us, which means we have a marketing problem. Because we're too close to it, we need to tap the best minds in marketing to help us solve our image problems. What will be the Master Marketing Plan to change Radio's image in the minds of advertisers? When will we

demand that Radio focus its strength on curing this deadly disease called Apathy?

Frankly, I'm tired of screaming. So I'm making it my mission to develop a plan to solve the problem. That's why, in early 2004, Roy Williams, BJ Bueno and I will be hosting a small, invitation-only conference of Radio's boldest brains to explore what can be done to help Radio find the land of milk and honey. If you are as passionate about this as I am, and feel that you have a solution or know how to find one, tell me; and I'll carry your message to the hilltop. Ultimately, we're all in this together. If you're sick and tired of eating leftovers, your commitment to change will be imperative.

Or are you okay with not getting what you deserve? ☹

Eric

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WE REALLY MUST SET A TRY-ON LIMIT! Moody Broadcasting Network stations partnered with the "Shoes for Orphan Souls" program of Buckner Orphan Care International, collecting 22,000 pairs of shoes and 62,000 pairs of socks. Most of the footwear will be delivered to Romanian orphans this month. In Chattanooga, WMBW station manager **Leighton LeBoeuf** (r) is being interviewed about his station's "Bridge of Shoes," which were a part of the same campaign.



THAT OWL IS STAR-STRUCK! Singers **Lane Brody** and **Jenai** visit wildlife patients of Walden's Puddle Rehabilitation Center near Nashville, TN. The artists participated in a benefit, raising nearly \$12,000 for the center.



ROUND AND ROUND WITH RADIO: **Mary Beth Garber** of the Southern California Broadcasters' Assn., holds a "Best Spot of the Month" plaque she is presenting to **Scott Kelly**, director of marketing for the Los Angeles County Fair. The fair's successful radio spot was written/produced by Ideology Advertising's **Cary Sacks** (far left, with son). Sacks combined funny copy in a parody of "Old MacDonald Had A Farm," drawing sophisticated LA people to the simple fun of the fair.

NEWSPAPERS REPORT WEAK Q3

Despite a slight increase in revenues, the newspaper industry remained weak in the third quarter of 2003, posting just a 1.5-percent increase in ad revenues vs. the same quarter in 2002. The **Newspaper Association of America** reported that ad revenues for the three-month period that ended September 30 were \$10.9 billion; year-to-date newspaper ad dollars totaled \$31.8 billion.

Following a two-year lull, national advertising is showing the strongest signs of recovery, with telecommunications and computer equipment helping to notch an 8.2-percent Q3 increase. Because only "upper-tier newspapers," such as *The New York Times* and *USA Today*, benefit significantly from national ad dollars, however, the increase in this category has not lifted the fortunes of most of the nation's dailies, which rely primarily on retail and classified advertising.

Classified dollars have been helped by strong automotive and real-estate sales, but help-wanted advertising plummeted 10.7 percent in the third quarter. Industry analysts predict that classified advertising won't turn around until well after the job market improves.

GUIDELINES MAY DRY BEER, WINE \$\$

If your station draws even a modest share of under-21 listeners, you could see a distinct drop-off in the amount of beer and wine advertising. In September brewers and distillers announced a major change in their advertising guidelines, designed in part as a response to reports issued by both the Federal Trade Commission and the National Academy of Science. A white paper, written by **Mary Bennett**, executive VP for the Radio Advertising Bureau, reveals that brewers announced their intention to purchase advertising only in media that have a minimum audience composition of 70 percent adults, up from the current level of 51 percent. This means that any media outlet — including radio — that attracts a strong teen audience will be considered a less desirable media option.

BOOMERS NOT OLD — "JUST OLDER"

Don't call baby boomers old. In fact, if you have to call them anything, just call them "older." A new study conducted by **Roper** suggests that baby boomers are growing resistant to being defined by their age, and in fact may be redefining the concept of age itself. This generation of Americans, loosely described as those born between 1946 and 1964, represents 43 percent of the U.S. population and increasingly wants to be defined by attitudes, activities and accomplishments, rather than wrinkles and thinning hair.

Results of the Roper survey show that:

» A vast majority of boomers (85 percent) solidly believe they are "growing up, not old."


» Almost three-fourths (73 percent) in the 18-41 age group — and 78 percent of those over 59 — also embrace this new approach on life.

» Baby boomers will continue to buy new products if those products make them feel young and good about themselves.

Source: PRNewswire, 11/12/03; from www.rab.com

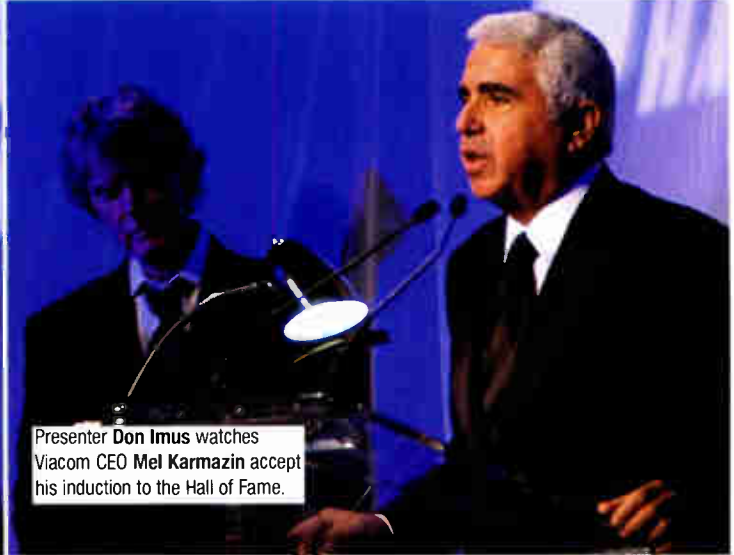
Honoring Movers And Shapers of Radio

The Radio Hall of Fame annually recognizes and showcases today's varied radio powerhouses, as well as pioneers who shaped the industry. The Radio Hall of Fame Induction Gala was held November 8, when radio giants Paul Harvey, Don Imus, Larry King, Mancow, and Charley Pride helped induct the Class

of 2003: singing cowboy **Gene Autry**, network talk-show host **Jim Bohannon**, Los Angeles talk-show icon **Michael Jackson**, broadcast executive **Mel Karmazin** and WGN's veteran farm broadcaster **Orion Samuelson**. The Hall of Fame is housed in the Museum of Broadcast Communications in the Windy City. 



Bruce DuMont, MBC president, delivers opening remarks at the Radio Hall of Fame Induction Gala in Chicago.



Presenter **Don Imus** watches Viacom CEO **Mel Karmazin** accept his induction to the Hall of Fame.



Radio Hall of Fame host **Larry King** (l) and Country superstar **Charley Pride** inducted the late **Gene Autry**.



ABC Radio star **Paul Harvey** (l) enjoys the Gala with Interep CEO **Ralph Guild** and **Calla Guild**.



MBC's **Bruce DuMont** (l), induction host **Larry King** and 2003 inductee **Mel Karmazin** must have had some *serious* fun.



More smiles: **Bart Tessler** (l), Westwood One's VP of news; inductee **Jim Bohannon**; and **Dennis Green**, Westwood One's VP of Affiliate Relations.

LETTERS

Career Ladder

I have been in this business for more than 40 years and have been quite successful in my own sphere, doing my morning talk show on the same station for over 32 years. With an eye always on upward achievement, do you think it would be a good career move for me to become a drug addict? Considering that that has already been done, could you suggest another more sensational deviate behavior that I might try? I know that doing hard time for five years worked for G. Gordon Libido, but I am claustrophobic. Lying to Congress and getting convicted as a felon did wonders for Ollie North, but I have a hard time keeping a straight face when I try to lie my ass off. And when I do whatever it is I have to do, how will that impact advertisers who use me to sell their goods and services? Enquiring minds want to know.

— Tom Barberi, "The Voice of Reason," KALL700

Fools Rush In

What an idiot! I have been in broadcasting for over 12 years, and I am ashamed to be in the same industry as this self-serving, bombastic fool ("Limbaugh To Liberals: 'The Party's Over - I'm Back,'" radioink.com, 11/18/03). It has always been obvious that his style is to exploit issues and gain popularity and support of the easily led. Now we know his true colors. He needs to be pulled off the air.

— Pam Adams, KOAA-Colorado Springs

No Respect

I enjoyed Eric's commentary in the [November 10] issue of *Radio Ink* ("The Rodney Dangerfield of Media"), and I agree with your belief that Rush shall overcome. The Rodney angle really hit home. Recently, a radio group in this market invested countless hours to convince nontraditional and small advertisers to take advantage of its "advantage

program." This program cleverly packaged unsold early-month inventory (the first week of each month) as a legitimate alternative to a long-term, consistent radio advertising plan. What was this group up to? Simple: They were packaging their problems and selling them as a real solution to a client's marketing needs. After all, making budget (through any means necessary) is far more important than creating stellar, long-term campaigns. Most of the sales reps for this group were very vocal (to me) about their displeasure over the trickery involved in misleading these clients into signing a yearlong commitment. Do the math: These clients will advertise on radio about three months out of 12. That's a recipe for "I tried radio and it didn't work."

Radio's true power will never be fully comprehended as long as radio willfully undermines its success and the success of its clients. The current crop of radio groups has all but insured that. Radio isn't the Rodney Dangerfield of the media realm; it's The Three Stooges.

— Mark Storie, TRW Marketing Solutions, Greenville, NC

Small Talk

If I read one more article moaning and sniveling about radio's small share of advertising revenue in relationship to our magnificent value, I'll throw up ("The Rodney Dangerfield of Media," 11/10/03). Let's get over ourselves! The longer we shout, "I'm a midget and I should be bigger!" the more obnoxiously small and childlike we appear. Every time we play that song, it cements in some potential client's mind the belief that we are a third-rate media citizen. How about throwing the yardstick of comparative revenues out the damn window, hold our head up high, and just go out and relentlessly and passionately push the value of radio in place of (or with) other media?

— Mike Ginsburg, Entercom-Memphis

ARBITRON DATES

Fall 2003: Sep. 18-Dec. 10
Winter 2004: Jan. 8-Mar. 31
Spring 2004: Apr. 1-Jun. 23
Summer 2004: Jul. 1-Sep. 22

DECEMBER

Dec. 9-10 — *Radio Ink's Forecast 2004 radio summit*, New York City. Ph: 800-610-5771. URL: www.radioink.com

2004 EVENTS

JANUARY

Jan. 8-11 — Consumer Electronic Assn. 2004 International CES, Las Vegas. ☎ 703-907-7500. URL: www.CESweb.org
Jan. 13 — Tennessee Broadcasters Convention, Nashville. ☎ 615-399-3791. URL: www.tbtcn.org
Jan. 17-21 — NAB Winter Board Meeting, Key Biscayne, FL. ☎ 202-775-3527. URL: www.nab.org

FEBRUARY

Feb. 5-8 — *RAB 2004*, Dallas. ☎ 972-753-6740. URL: www.rab.com
Feb. 10-11 — NAB Radio Group Executive Fly-In, Washington, DC. ☎ 202-775-3527. URL: www.nab.org
Feb. 13-17 — NRB 2004, National Religious Broadcasters Annual Convention, Charlotte, NC. ☎ 703-330-7000. URL: www.nrb.org
Feb. 23 — Golden Mike Award, Broadcasters' Foundation, New York. ☎ 203-862-8577. URL: www.broadcastersfoundation.org
Feb. 26-28 — *R&R Talk Radio Seminar*, Washington, DC. ☎ 310-788-1696. URL: www.radioandrecords.com
Feb. 29-Mar. 3 — NAB State Leadership Conference, Washington, DC. ☎ 202-775-3527. URL: www.nab.org

MARCH

Mar. 2 — 2004 Country Music Hall of Fame Inductions, Nashville. URL: www.cb.org/awards.
Mar. 3-5 — *CRS-35, Country Radio Seminar 2004*, Nashville. ☎ 615-327-4487. URL: www.crb.org
Mar. 7-9 — Great Lakes Broadcasting Conference & Expo, Lansing, MI. ☎ 517-484-7444. URL: www.michmab.com
Mar. 11 — Kagan Spring Radio Conference, New York. ☎ 831-624-3105. URL: www.kagan.com.
Mar. 11 — 18th Annual Bayliss Radio Roast, New York. ☎ 831-655-5229. URL: www.baylissfoundation.org.
Mar. 12 — Natl. Assn. of Black Owned Broadcasters 20th Annual Communications Awards Dinner, Washington D.C. ☎ 202-463-8970. URL: www.nabob.org

APRIL

Apr. 2-3 — Oklahoma Broadcasters Convention, Oklahoma City. ☎ 405-848-0771. URL: www.oabok.org
Apr. 16-18 — BEA 2004 Broadcast Education Association Convention, Las Vegas. ☎ 888-380-7222. URL: www.beaweb.org
Apr. 17-22 — *NAB 2004, Las Vegas*. ☎ 202-775-3527. URL: www.nab.org

MAY

May 5-9 — National Public Radio Conference, Los Angeles. ☎ 202-513-2300. URL: www.npr.org
May 7 — Vermont Assn. of Broadcasters Convention, Killington. ☎ 802-476-8789. URL: www.vab.org
May 15-16 — Pennsylvania Broadcasters Convention, Hershey, PA. ☎ 717-482-4820. URL: www.pab.org
May 16-18 — Broadcast Cable Financial Mgmt. Assn./Broadcast Cable Credit Assn. Annual Conference, Atlanta. ☎ 847-296-0200.

URL: www.bcfm.com

May 17 — Peabody Award Presentation, New York. ☎ 706-542-8983 (Eric Holder). URL: www.peabody.uga.edu

May 20-23 — Alabama Broadcasters Convention, Perdido Beach, AL. ☎ 800-211-5189. URL: www.al-broadcasters.org

May 21-22 — *Talkers* magazine's New Media Summit 2004, New York City. ☎ 413-739-8255. URL: www.talkers.com

May 21-23 — Hawaii Assoc. of Broadcasters Annual Convention, Oahu. ☎ 808-599-1455. URL: www.hawaiibroadcasters.com

May 21-26 — Natl. Assn. of Black Owned Broadcasters 28th Annual Spring Conference, St. Maarten. ☎ 202-463-8970. URL: www.nabob.org

May 27-31 — Louisiana and Mississippi Broadcasters Cruise/Convention, New Orleans to Cozumel. ☎ 225-267-4522. URL: www.broadcasters.org

JUNE

June 7-8 — Maryland/DC/Delaware with NJ and North VA Broadcasters meeting, Atlantic City, NJ. ☎ 609-860-0111. URL: www.njba.com
Jun. 9 — The 2004 Radio-Mercury Awards Luncheon & Ceremony, New York. ☎ 212-681-7207. URL: www.rab.com
Jun. 10-12 — Missouri Broadcasters Convention, St. Louis. ☎ 573-636-6692. URL: www.mbaweb.org
Jun. 10-13 — New Mexico Broadcasters Convention, Albuquerque. ☎ 505-881-4444. URL: www.nmba.org
Jun. 11-12 — Wyoming Broadcasters Convention, Sheridan. ☎ 307-632-7622. URL: www.wyomingbroadcasting.org
Jun. 11-13 — Georgia Assn. of Broadcasters Convention, Columbus. ☎ 770-395-7200. URL: www.gab.org
Jun. 14 — NAB Education Foundation "Service To America" Symposium & Gala, Washington, DC. ☎ 202-775-3527. URL: www.nab.org
Jun. TBA — 48th annual PROMAX & BDA Conference & Expo, New Orleans, LA. ☎ 310-788-7600. URL: www.promax.org
Jun. 15-16 — NAB Summer Board Meeting, Washington, DC. ☎ 202-775-3527. URL: www.nab.org
Jun. 16-17 — Wisconsin Broadcasters Convention, Appleton. ☎ 608-255-2600. URL: www.wi-broadcasters.org
Jun. 18 — Iowa Broadcasters Convention, West Des Moines. ☎ 515-224-7237. URL: www.iowabroadcasters.com
Jun. 21-22 — New York State Broadcasters Convention, Lake George. ☎ 518-456-8888. URL: www.nysbroadcastersassn.org
Jun. 23-25 — Florida Assn. of Broadcasters Convention, Longboat Key. ☎ 850-681-6444. URL: www.fab.org
Jun. 24-26 — Virginia Assn. of Broadcasters Convention, Virginia Beach. ☎ 804-977-3716. URL: www.vabonline.com
Jun. 29-Jul. 1 — Illinois Broadcasters Assn. Convention, Chicago. ☎ 618-942-2139. URL: www.ilba.org

AND MORE...

Jul. 14-17 — Conclave 2004, Minneapolis. ☎ 952-927-4487. URL: www.theconclave.com

Jul. 29-Aug. 1 — Idaho Broadcasters Convention, Sun Valley. ☎ 208-345-3072. URL: www.idahobroadcasters.org

Oct. 6-9 — *2004 NAB Radio Show, San Diego, CA*. ☎ 202-775-3527. URL: www.nab.org

Nov. 27-29 — Canadian Assn. of Broadcasters Annual Convention, Ottawa, Canada. ☎ 613-233-4035. URL: www.cab-acr.ca/

Send calendar items to Mary Crowley at 561-655-8778 or marycrowley@radioink.com.

FCC Inches Closer To Auctioning New FM Stations

By John Wells King

The logjam of FM channels has begun to break free. The FCC has announced that noncommercial entities will be given one last opportunity to reserve some 500 vacant FM channels. This is a necessary first step in opening the commercial channels for auction to the highest bidder.

No new FM facilities have been available for application since the FCC froze application procedures in 1994, after a federal appeals court invalidated the Commission's hearing process for selecting a winner from among competing applicants for new stations.

In 1998, the FCC adopted an auction system for awarding new broadcast stations. The process has been slow getting off the ground, however. One significant legal obstacle limits applicants to propose only commercial stations on frequencies in the "nonreserved" band (frequencies above 91.9 MHz). The FCC had to figure out how to deal with applicants that proposed to operate noncommercially on a commercial channel.

Part of the FCC's solution to this problem was to provide an opportunity to petition the Commission to reserve the channel for noncommercial operation. The reservation opportunity is a noncommercial operator's proverbial "one bite at the apple."

Reservation of a channel would take it out of the auction process altogether. But the standards for reserving a channel are difficult and imprecise. As a result, it is questionable how many of the commercial channels can be reserved for noncommercial use.

The deadline for filing petitions to reserve FM channels closed in November. That should clear the way for the FCC to initiate an auction for the channels for which no petition is filed. The Commission anticipates holding the first of the auctions sometime next year. ☐

John Wells King is a member of the law firm of Garvey Schubert & Barer in Washington, DC.

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» **QUICKREAD** » How many sales do you make on a fact-finding call? » You must convince your prospects of many things on that call. » You must convince them about your unique expertise and quick understanding of their business. » You must convince them of their need for radio's opportunities. » If there is no appropriate opportunity for a sale on this call, you must convince them to schedule a follow-up call to present your plan. » **BOTTOM-LINE:** All fact-finding calls are "sales" calls!

20 "Sales" You Need To Make On A Fact-Finding Call

How many sales do you make on a fact-finding call? "Say what?" Yes, sales! What kind of sales? Well, let's start with convincing your prospects...

SALE #1: ...that you're there to help them grow their respective businesses.

SALE #2: ...that you are an expert on advertising, one of the most knowledgeable advertising people in your market, someone who knows what he or she is talking about and — in earning their respect and trust — someone to be taken seriously. Note: You are not in the Radio business; you're in the advertising business! That's why it is critical for your training curriculum to include the basic tenets and principles of advertising.

SALE #3: ...that you offer them a "unique expertise" not available from any other media salesperson calling on them.

SALE #4: ...that you ask intelligent, relevant, insightful, analytical questions and that you are quick to recognize what is particularly significant to their business.

SALE #5: ...that, today, they need only two things to succeed in business: new business and repeat business, but they can't have one without the other. They get new business by advertising for it, and they get repeat business by advertising consistently. Bottom line: If they fail to advertise consistently, they fail to advertise intelligently!

SALE #6: ...that you identified their needs, their concerns, their aspirations, and their fears. Note: Find out their greatest fears about the future of their business, and you can sell them. ("Fear of loss is a far stronger emotion than

desire." — Giff)

SALE #7: ...that any business failing to expand its customer base cannot survive. The only way they will increase their share of market is to take it away from somebody else. Business goes where it's invited, period.

SALE #8: ...that changes in the marketplace require changes in the clients' advertising.

SALE #9: ...that their advertising is only as good as 1) their credibility with consumers, 2) the persuasiveness of their message or offer, 3) the creative execution of their message or offer, 4) the consumer's receptivity to the message or offer, and 5) the number of times the ads (commercials) run.

SALE #10: ...that you correctly identified their real No. 1 sales problem. The fundamental flaw in their advertising is that they are not reaching enough of the right people with the right message enough times.

SALE #11: ...that there is a consequence for not solving their No. 1 sales problem.

SALE #12: ...that they are not the "Coke Is It!" for what they sell.

SALE #13: ...that, because of #12, they must re-position themselves by marketing their company or store or service as if it were a "brand."

SALE #14: ...that you will come up with a choice of unique positioning statements, each conceived and written to drive home a unique message that consumers will quickly recognize, relate to and respond to.

SALE #15: ...that they're spending too

much money on newspaper or Yellow Pages or TV advertising — or whatever they're spending too much money on. (Given the fact that most locally produced TV commercials look as though they were produced in someone's garage, they can't afford to advertise on TV effectively.)

SALE #16: ...that radio, the only advertising medium that goes wherever the consumer goes, provides the frequency missing in their advertising. ("What you say, times how many time you say it, is the only thing that works in advertising today. Repetition Builds Reputation! Repetition Builds Reputation! Repetition Builds Reputation!" — Giff)

SALE #17:that you can uncover and overcome their major objections.

SALE #18: ...that you gain crucial agreements that will help you make the sale.

SALE #19: ...that you would be prepared to sell them something if the opportunity presents itself — assuming that the opportunity is appropriate under the circumstances. If not, ...

SALE #20: ...that you should schedule a follow-up meeting for the purpose of presenting a comprehensive marketing plan, strategically designed to solve the major sales problems identified during the fact-finding call.

BOTTOM-LINE: All fact-finding calls are "sales" calls!

Dave Gifford is president of Dave Gifford International and founder of The Graduate School For Sales Management. He may be reached at 505-989-7007 or by e-mail at giff@talkgiff.com.

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Charlotte, NC WBT 2.4 - 3.0

Louisville, KY WGTK 1.0 - 2.2

Grand Rapids, MI WTKG 1.9 - 4.2

beats WOOD-FM 4.2 - 3.1 Adults 25-54

Nashville WTN #1 on Station 7.8

5 demos including Adults 25-54

Arbitron SP '03 vs. SU '03. Adults 25-54. AQH share increase.

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» **QUICKREAD** » Better ads begin with better opening lines. » Open big with a vivid "First Mental Image." » Employ unusual verbs (action words). » Minimize adjectives and modifiers. » Make your listeners see themselves taking action. » Close with a vivid "Last Mental Image" looping back to the FMI.

Fire Up Your Ads With Sizzling Copy

Rather than rant against the rain, I've decided to open an umbrella and light a propane torch — I'm going to give you a few matches to strike when heating ads to maximum sizzle.

Better ads begin with better opening lines; pay wide-eyed attention to your FMI (First Mental Image). The FMI of your ad will be the first thing your listeners will "see" clearly in their minds. Consequently, "A great, big, bright red..." is a bad opening line because nothing can yet be seen. We're modifying something, but is it a ball, a rose or a nose?

"A truck, big, bright and red, came rolling into my field of view." See how much more imaginable that is?

Most people bury their FMI about one third of the way from the top of the script. They "lead up to" the main point of their ad, rather than just dropping the turd in the punch bowl: SPLASH! (See what I mean about imaginable?) Consequently, scan down about one third of the way from the top of any script you've been given to edit, and you'll find your opening line. Rip a big X through everything that occurs prior to the FMI. Drop the T in the PB. Splash! Fling open the curtain on your list of words, and you'll find it much easier to seize the listener's attention.

Generally speaking, if you don't own the ears within the first seven seconds, you might as well pack your bags and go home. So, open big.

Action words are big — especially the ones with tread left on them. Avoid verbs that are worn slick with use. Wallop, sting, smack, slap, snip, jolt and vibrate with verbs. Write with too many

Generally speaking, if you don't own the ears within the first seven seconds, you might as well pack your bags and go home. So, open big. Action words are big Wallop, sting, smack, slap, snip, jolt and vibrate with verbs.

adjectives — modifiers — and everyone will think you're a junior-high poet. So, croak the modifiers with action-word bullets. Shoot to kill with unexpected verbs.

No writer can edit his or her own ad. It takes a second pair of ears to hear a weakness, so don't be a prima donna. Brilliant writers demand that their ads be edited by a heartless bastard who won't spare their feelings. Soft-shell writers want to argue about every little thing — that's why their ads suck like a Hoover.

The LMI (Last Mental Image) is equally as important as the FMI. Ideally, you want the LMI to loop back to the FMI, completing the mental circuit and driving the memory of your message ever deeper into the mind.

In a perfect ad, the writer makes listeners imagine taking the action the advertiser wants them to take. However, DON'T tip your hand by opening with the word "imagine" or anything like it. Asking the listener to imagine something is like saying to a woman: "I'm going to compliment you now in the hope that you'll think I'm thoughtful

and considerate. Ready?" Don't tell listeners to imagine; CAUSE them to imagine. The keys are:

1. Open with a vivid FMI.
2. Trigger voluntary mental participation.
3. Employ unusual verbs.
4. Minimize adjectives and modifiers.
5. Cause the listeners to see themselves taking action.
6. Close with a vivid LMI.

I realize that some of you may want to debate what I've written today, or perhaps you want to scold me for using the words "turd" and "suck." That's why Radio Ink has a "Letters to the Editor" section. May I suggest that you avail yourself of it? But please don't think for a moment that I'm going to be listening. Political correctness is for old women, little girls and frightened trade associations.

Say what you want to say, and say it hot. It's how bestsellers are written.

Now go write one. 📧

Roy H. Williams is president of Wizard of Ads Inc. and may be reached at Roy@WizardofAds.com.

WMKY-FM's R_x for Growing Pains – Harris Systems Integration Team

WMKY-FM 90.3 is one of two stations that make up Morehead State Public Radio. As a 50,000-watt station, WMKY blankets several counties in Kentucky, Ohio and West Virginia. Housed on the campus of Morehead State University, the radio station experienced growing pains and needed to move to a new facility across campus.

When it came time to design and build the new facility, Dan Conti, the general manager of WMKY knew that Harris historically was a leading systems integrator with the expertise to design and install their new studios. Because Conti observed the quality and efficiency of Harris' work at three other stations, he wasn't surprised the company was able to create new, top-of-the-line studios from scratch on a strict budget and tight deadline.

Harris worked with WMKY over an extended period of time to design a facility around the station's specific needs. The result of this year-long project was a brand-new facility with four studios: on-air, production, talk and news. Best of all, the project came in on time and within budget.

The on-air room features a Harris Impulse 20 on-air console, which the station had purchased prior to the move and was able to reuse for the new facility. CD players, minidisks and all necessary broadcast equipment were placed in the on-air room within easy reach of the operator. The room also contains four metal racks loaded with air chain equipment, routers, emergency broadcast gear and ancillary recording gear.

WMKY's production room was designed to mirror the on-air room as much as possible, so that operators could use the production room as an emergency on-air room. Another recently purchased Impulse console was incorporated into this design.

Connecting the on-air and production rooms, is the talk studio designed so that a show host can interview up to five guests at one time. The furniture, when you first see it, is



deceptively simple with a straightforward flat desktop, but it hides a wealth of gear. Headphone amps and microphone preamps are in hidden racks under the table surface, and audio router heads (controllers) are neatly fitted into the surface.

Their newsroom presented a series of challenges during the construction process. This room has more gear assigned to it than one typically finds in a news studio. A simple yet readily available Dixon News Mixer was an elegant solution to maximize newscaster operation. As a rack mount unit, it freed up precious desk space for the newscasters in this small room. Amazingly, the

cabinet design fits all of the equipment WMKY requested into this small space without feeling cramped.

Order administration at Harris kept a close eye on the budget which allowed WMKY to scale back or expand portions of the job depending on the daily expenditures. When savings were found, they immediately could be used in other areas in the facility. This allowed WMKY to get everything they needed in the studio as well as a few extras. Today, WMKY has a state of the art facility that has the flexibility to meet the communications demands of today and tomorrow.

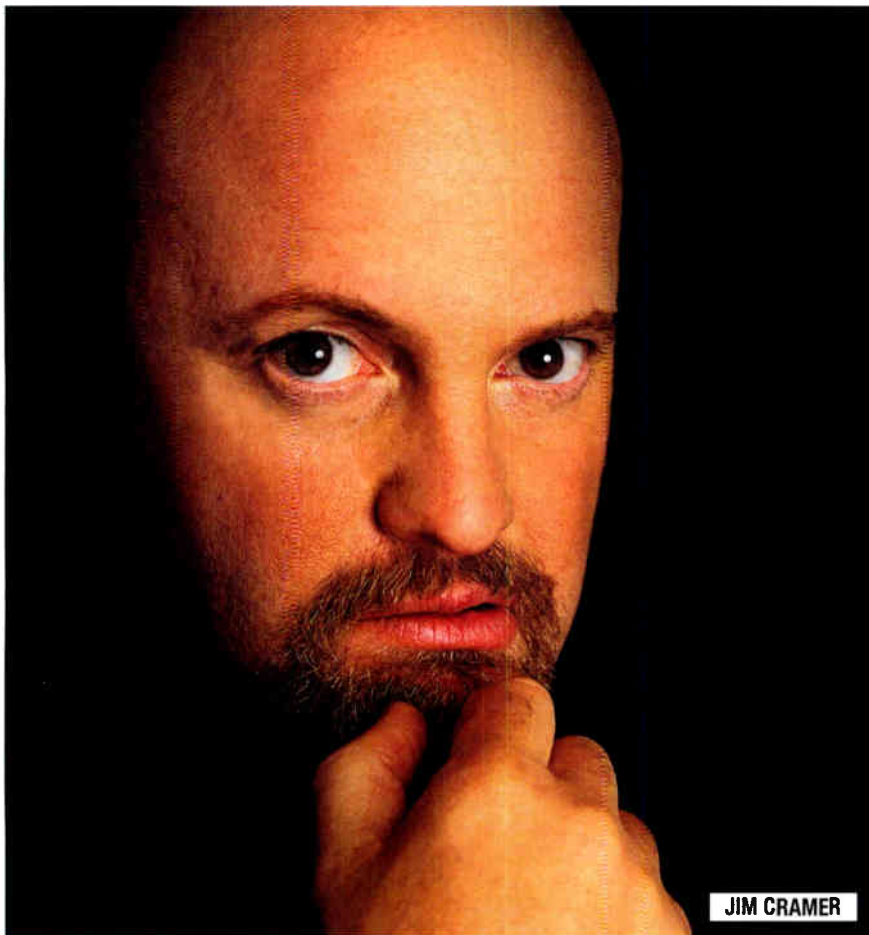
Radio Ink

Industry Forecast 2004

By Reed Bunzel, Editor-In-Chief

as 2003 draws to a close, there appears to be a building wave of optimism rippling throughout the radio industry. General economic indicators are beginning to turn positive, consumer confidence has been building slowly, and unemployment — the mother of all indicators — seems to be improving steadily.

Tying in with *Radio Ink's* Forecast 2004 conference in New York, we asked top analysts, economists, researchers, and broadcasters to offer their expert insights on those economic, technical and regulatory issues that could affect the radio industry in the coming year.



Jim Cramer, founder, theStreet.com

The economy is going into 2004 with a nice head of steam. While I don't see a repeat of the 7.2-percent growth we just saw in October, I believe that we could have sustained 5-6-percent growth without much inflation. That should cause the Federal Reserve to raise rates gradually, perhaps by no more than 150 basis points. As long as the Fed keeps its end of the bargain and doesn't raise rates rapidly, we should begin to see sustained job production in this country. Typically, we begin to see jobs created in abundance (more than 200,000 per month) one year after the bottom is reached in interest rates, which means that, in March 2004, things will have improved dramatically.

This is important because, as things stand right now, retail, housing and automotive have provided virtually 100 percent of the growth, while corporate spending has remained anemic for three years. That should change in 2004 with a healthier hiring and capital-spending environment. All this leads me to think that the market could have a 10-percent gain, and bonds — which have come all the way down to 4 percent on the "10 year" — should be sold, with the proceeds going into the stock market.

The housing market should remain strong because of the Fed's bias toward low

rates and supply-demand imbalances. I wish I could be more sanguine about the auto situation, but the sales there have been pumped up already by cheap financing, and I don't see that market improving.

Given the improvement I'm predicting in corporate spending, it is possible that both Viacom and Clear Channel will advance from their stalled levels. Investors will warm to Viacom, but I can't be as positive about Clear Channel because the main reason people liked the company was its aggressive acquisition strategy. Unless Clear Channel begins to offer a sizable dividend, I don't know what the attraction might be.

In sum, stay bullish. Expect another positive year for technology stocks, regional banks, non-pharmaceutical health-care and industrial smoke-stackers.

Gary Drenik, President/CEO, BIGresearch

Because consumers account for more than two-thirds of the U.S. economy, advertisers' expectations for 2004 will be determined by how they act in the marketplace. Many economists are projecting a slow but steady growth of 4 percent for the economy in 2004. "Getting more for less" is the mantra of today's consumer, and even though consumer confidence is on the upswing, it's still below November 2001 levels. Almost two-thirds —

65.8 percent — of people surveyed were very confident or confident in November 2001 vs. 44.3 percent in November 2003.

Getting the best deal on quality is driving traditional department store customers to Wal-Mart, Target, Kohl's, and Dollar Stores. Employment concerns persist with consumers, as 6.4 percent fear being laid off in November 2003, while 6.0 percent feared layoffs in November 2002.

The emergence of a practical consumer is filtering throughout the retail marketplace and is impacting ad spending. In November 2003, 45.2 percent of consumers said they have become "more practical shoppers" vs. 43.1 percent in November 2002. Also in November 2003, 88.3 percent of consumers said they usually or only bought clothing when it's on sale, a significant increase over December 2001's 79.6 percent. At the same time, the allure of name brands is declining.

The result is a market that has many firms without the pricing power to increase prices and profits. Advertisers are beginning to feel the effects of corporate mandates for increasing the effectiveness of marketing/advertising campaigns. Enter procurement officers in marketing departments, seeking to quantify the ROI of ad expenditures.

For advertisers, 2004 will be the beginning of a new era, when ROI for ad expenditures will rule. Media will have to respond



with new solutions and new marketing information tools to help advertisers more effectively communicate in a hyper-competitive media market. For example, simultaneous media usage is exploding, and without a full understanding of this phenomenon, it will be difficult to help advertisers increase their ROI.

Ralph Guild, Chairman/CEO, Interep

The economy is looking up, with key indicators pointing to positive. Multi-billion-dollar mergers are back, profits are rising strongly, consumer confidence is up, and unemployment is declining, with more



RAPLH GUILD

than 280,000 job positions filled since August of this year. This means that more money will flow into advertising, and we expect to see this occur in 2004.

At least six categories will be the impetus of next year's advertising growth. First, we believe that the wireless/telecom category will continue to grow significantly in 2004. Second, corporate spending on computers and software is growing as rapidly as it did at the peak of the high-tech boom, according to a report by *The Economist*. IT purchases grew at an annual rate of 18 percent in the third quarter, and we believe that this trend will lead to more advertising spending in 2004 as well.

The automotive category remained softer this year — primarily due to the auto industry's unusual and generous deals in 2002, such as 0-percent financing, which encouraged early auto purchases. Nevertheless, 2004 will be a great automotive advertising year. The traditional big three — General Motors, Ford and the Chrysler division of DaimlerChrysler — have seen their market share slide from 73 percent in the mid-1990s to barely 60 percent today. We should see these companies fighting to get back this share with product launches in the coming years.

The airline industry will be a growth area in advertising next year, especially in radio. With the economy growing and their finances stabilizing after three years of retreat, the big network or "legacy" airlines, such as Delta and American Airlines, appear ready to rumble with low-cost players such as Jet-Blue, Southwest Airlines and AirTran Airways. This will surely feed advertising airwaves as early as first quarter next year.

We also believe that the FCC decision in November on content protection for high-definition television (HDTV) is the advent of a digital-entertainment revolution, and a rapid growth factor for the cable television and entertainment categories. While the technological pieces needed to bring high-quality

digital video into our homes have been in place for the past couple of years, there has been little worthwhile content on this fancy new equipment. This is because the movie and entertainment industries have refused to provide content. But now, with the FCC's endorsement of "Broadcast Flags" — piracy-prevention markers that prevent digital TV shows from being shared online — compliant equipments could come to market as early as next year. This will open up a new category of advertising, promoting both new equipment and high-quality programming content.



HANK KUSH

Hank Kush, Analyst, Commerce Bank

The wave of consolidation that followed the deregulation of 1996 will never be seen again at the levels the market experienced. We will never see another deal like that of Clear Channel and AMFM; thus, the top-tier investment banks will not have the chance to do the "mega deals" that carried mega fees. The top firms on Wall Street will have a shot with IPO business as evidenced by the acceptance in the market for the Journal (JRN) and Citadel (CDL) deals. There may also be opportunities to unwind the deals that didn't work, such as Big City and Radio Unica.

The next wave of deals will come in the smaller markets (75 and up) by proven operators who were the sellers in 1998-2000 and who are now free of their non-competes. A prime example is Charlie Banta and the Millennium roll-up in New Jersey. These are the radio guys that the equity funds want to back right now, but there is a lack of inventory at reasonable prices.

There are a great number of potential small-market sellers who believe their stations command a multiple north of 14 times. At that level it is tough for the equity guys to get their returns. As far as the equity funds in the sector go, most have stopped licking

their wounds from the dot-com bubble-burst and the telecom deals that went south. Firms such as Alta, Great Hill, Boston Ventures, Abry, Spire and Wicks have plenty of dry powder and the experienced partners who know the radio business as well as anyone. Some, in fact, are lowering their return hurdles and looking for a solid "double," instead of the "home run," and are looking at smaller deal sizes.

A problem faced by operators and investors who are going "down market" is the lack of senior debt. Due to the consolidation in the banking industry and the fact that a lot of lenders took it on the chin with telecom deals that were part of their media/telecom combined portfolios, many lenders who were doing senior deals in the \$5- to \$25-million range no longer are in business. This list includes Summit Bank, IBJ, PNC, Finova, Heller, Citizens, State Street, Silicon Valley, Textron and on and on. Lenders that are active in this space are limited: Commerce Bank, CIT, Capital Source, Merrill Lynch Bank, Wells Fargo and U.S. Trust are a few that come to mind.

From my perspective, the smart money — both in terms of equity and debt — remains committed to the radio business and is eager to do deals.

Jeff Ferry, Senior VP, GE Capital

The information we have received and conversations we have had with our borrowers and others in the industry point to a rebound in 2004, although I don't believe anyone is predicting a "boom." We have seen estimates of national advertising's growth in the 4- to 7-percent range, and local (which has significantly more variation by market and by operator) growth anywhere from 3 to 8 percent.

Provided advertising rebounds as expected, and some of the growth targets are met as referenced above, we would expect public and private values of these companies to improve. There is a tremendous amount of liquidity in the market and a desire to put dollars to work, whether it is with equity investors (private equity firms as well as individual and institutional investors) or debt providers (public bonds, banks, finance companies or institutional funds). This is especially true for industries like radio that have superior historical growth rates, high cash-flow margins and intrinsic asset value of the properties.

Larry Patrick, Chairman, Patrick Communications

There is far more equity chasing deals these days than there are deals. Individual



LARRY PATRICK

buyers are forced to look for non-rated market stations and small clusters. They cannot compete with the larger, public companies that have cheap equity and low-cost financing available for purchases. We also see many larger groups being forced to go downstream on deals in order to find something reasonable to buy. Larger regional clusters, even in unrated markets, are becoming attractive to buyers. Some move-in opportunities exist, and companies such as First Broadcasting, Communications Capital Managers, etc. are exploiting.

We see dozens of would-be group owners looking for deals. These are good operators, many of whom exited the industry a few years ago and are now anxious to get back in the game. There are just not enough good deals to go around.

Bob Struble, Chairman/CEO, iBiquity

Next year should be a big year for HD Radio, but a lot is really in the hands of radio broadcasters. They must be the chicken in the chicken-and-the-egg equation, in that they have to put the initial digital infrastructure in place. The HD Radio conversion is not like satellite radio, where one launch lit up the entire country. The digital AM/FM conversion must go group by group, station by station, market by market. So the radio industry itself will, in large measure, control the technology adoption curve. It can be slow and sluggish, or it can be dynamic and robust, the talk of the consumer electronics industry.

If stations continue to buy analog broadcast equipment in 2004, and station digital conversion does not accelerate, the curve will flatten. What kind of statement would that be to semiconductor and receiver manufacturers who are pouring millions of dollars into research, development, testing and product launch of HD Radio receivers? Buying analog broadcast equipment in 2004 is like buying an electric typewriter. As they do their normal station capital upgrades, radio station

owners should be updating to digital equipment and, most important, embracing HD Radio technology and promoting it on the air. That will speed up the consumer-adoption curve and drive receiver manufacturers to develop the kind of HD Radio receivers that will make the radio industry sizzle.

I believe that broadcasters will rise to the competitive challenge and that HD Radio will experience continued growth in 2004. Look at what's happened so far — almost 300 stations in 100 markets are broadcasting, or soon will be broadcasting, HD Radio signals. Fifteen receiver manufacturers are licensed to produce product, with three launching in early '04 and several others launching later in the year. Major automotive radio suppliers, such as Delphi, Visteon and Panasonic, are ready to produce HD Radio receivers for the car companies. By the end of 2004, we should see stations on the air, covering upwards of 80 percent of the U.S. population, and solid receiver uptake in the aftermarket auto and high-end home segments, as well as announcement of firm OEM automotive introduction plans.

Beyond 2004, expect more of the same — an acceleration of stations converting year by year and introduction and sale of more receivers, at lower price points and with more capability. We'll also see continued innovation that will bring value to radio listeners and real return to radio broadcaster. It will be a brave new digital world for broadcasters, full of opportunity, and we are working hard to bring it all to broadcasters.

David Oxenford, Partner, Shaw Pittman LLP

The debate over the multiple ownership rules has focused more popular attention on the FCC than perhaps any previous issue. Perhaps the only exception to this is the unfounded rumor that the FCC was going to prohibit religious programs on the air, a rumor that surfaced in the late 1960s and continues to circulate today. The attention on the structural regulation of broadcasting has become not only an issue of popular debate, but also one that is being considered seriously in the halls of Congress.

This focus has not only obscured the likely outcome of the new ownership rules themselves, but it also has redirected the scrutiny of the FCC and Congress on the performance of broadcasters. Specifically, questions are being raised as to the perceived decline in the public-service activities of broadcasters — and whether new measures are needed to reverse the popularly perceived decline in news and other locally focused informational programming.

With the increased involvement of Congress — heading into an election year — and the pending court cases, the ownership issues will remain in a state of flux throughout 2004. Even if the Third Circuit were to uphold the new ownership rules in the case currently before it, the FCC still has numerous "petitions for reconsideration" that probably will not be considered until after the court case is done, and perhaps not until after the election is over. Thus, the station



BOB STRUBLE

trading market will continue under the shadow of regulatory uncertainty next year.

The public scrutiny given to broadcaster performance also will no doubt cause many more petitions to be filed against license-renewal applications for radio stations — the renewal cycle began just as the new multiple-ownership rules were announced. The renewal cycle for radio continues through 2006.

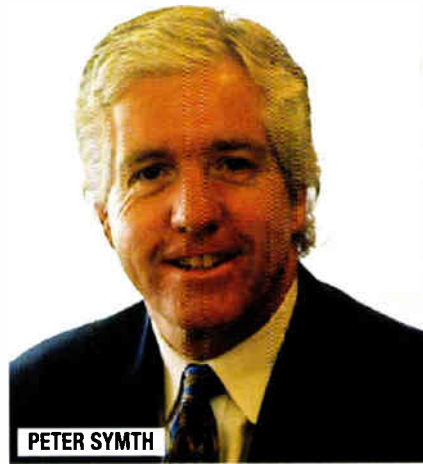
Whether or not the public perception of the decline in local public service is true, Congress and the FCC believe that they have identified a problem that needs to be addressed. In Washington, it is often the perception of a problem — rather than the actual existence of a problem — that drives regulatory action. The “localism” hearings that are being conducted around the country demonstrate the FCC’s attention to the issue. Already, we have seen the FCC take a harder line on rule violators. Both the FCC and Congress will become more involved in evaluating the public-interest performance of broadcasters. Don’t be surprised in 2004 to see legislation or regulations that attempt to quantify the public interest performance — a swing of the regulatory pendulum back toward the type of regulation abolished in the mid-1980s.

**Peter Smyth,
President/CEO,
Greater Media**

The fundamentals of the U.S. economy are very sound, and the 2004 economy will be strong. The telecom sector is going to be fabulous, the financial arena is going to be great, and the automotive sector is going to be very strong. Those three sectors will drive business a great deal in the coming year. I think the pharmaceutical end is a great radio prospecting area that we totally ignore; there’s a lot of money there. The food sector is still fabulous; it’s great business for the AC-formatted radio station.

On the other hand, the mortgage end of the business will cool somewhat.

My concern is that advertisers have been educated that they can buy radio later and later; the flexibility of radio might be turning into one of our



PETER SYMTH

weaknesses. I’m also concerned that many operators are selling radio like a commodity business, and therefore we lose value. Any time things are negotiated on sheer price, the value of our medium is depreciated, and that has held us back. In the past two years, people have flooded the market with too much inventory and “lost-leader” stations to achieve their objections. That has totally debased the pricing structure of American radio to the point that it hurts, and I think we’re paying for it now. It just leads to discounting. We don’t sell on the value of one radio station at a time, and that has hurt us. I hope we’ve learned from that; I know Greater Media has — we’re not going to do that. We’re going to sell the value of our audience and our radio stations.

**David Benjamin,
President/CEO,
Triad Broadcasting**

With the exception of some fragmentation in the younger demographics, which all major media are confronting, commercial radio is fundamentally healthy. We are, of course, coming off three sub-par years, yet with the exception of the last couple of quarters, the years were also sub-par for the economy as a whole. While I do not see a “boom” on the horizon for radio in 2004, I do see the industry returning to its normalized growth rate of 6 to 7 percent, if this recovery is for real. That is a very important “if” — many Triad clients continue to tell us that their own businesses are not faring well, despite the recent



DAVID BENJAMIN

positive macroeconomic numbers.

A bit more about the aforementioned loss of the younger demographics: Surveys of 12- to 18-year-olds still indicate that youth has an affinity for our medium, but there is little programming or programming effort directed there. I understand that there is little advertiser reward for delivering that segment, but at the same time, our business could develop longer-term problems as it attempts to re-capture a demographic group clearly spending less time with radio than its parents did. All of us need to do a better job of appealing to young people, even if the returns may not be instantaneous.



MARY QUASS

Mary Quass, CEO, NewRadio Group LLC

Expectations are that 2004 will be up, hopefully near double digits. Usually the radio industry is in front of the recovery, but this time it looks as though it will lag, as business is cautious about stepping out and advertising again. It is incumbent upon the radio industry to ask for the order and not wait for the phone to ring, as it has in the past. A sizable portion of our staff in radio sales positions has never experienced a difficult sales environment and now is faced with surviving in these times. How do those people begin to benefit from an improved climate? We teach them how to sell.

As a group operator of small and medium-size stations, I find the future lies in maximizing resources in operations — how we can improve processes to manage not just the inventory but the flow of cash in our clusters and company. In sales, it really is about a new “era” in selling — actually selling, solving needs and creating demands. ☐

*A bird needs two wings
in order to fly: a right wing
and a left wing.*

— Shmuley Boteach, Talk America Radio Network (4/28/03)

ANNUAL Book of Lists

**RADIO
INK**

The year 2003 began with so much promise. At the start of the first quarter, economic indicators looked positive, consumer confidence began to lift, retail spending was on the rise, and radio ad dollars looked as though they finally were coming back. Then we went to war, and all the “geo-political implications” flushed most hopes for a recovery. When the war ended and President Bush landed on the deck of the USS Abraham Lincoln to congratulate the troops, the economy again began to sizzle — only to cool off once more.

As we move into 2004, there are some stronger signs that the U.S. economy — and, by proxy, the radio industry — might be entering a modest recovery. Many analysts, economists and broadcasters are cautiously optimistic that next year will be better than this one, although it's too early to know whether this rebound is real or another false start.

In any event, as *Radio Ink* does every year, we present you with our Book of Lists. In the following pages, you'll find the men and women, groups and deals, news and newsmakers that made 2003 memorable, if not entirely exceptional.

Top 20 Radio Transactions in 2003

1 Announced in October; \$150,000,000 Buyer: Multicultural Radio Brdcstg. Seller: Radio Unica

Call Ltrs./Frequency:	City of License:	Market Rank
WWRU 1660	Jersey City, NJ	1
KBLA 1580	Santa Monica, CA	2
WNTD 950	Chicago, IL	3
KATD 990	Pittsburg, CA	4
KIQI 1010	San Francisco, CA	4
KAHZ 1360	Hurst, TX	5
KXYZ 1320	Houston, TX	7
WNMA 1210	Miami Springs, FL	12
WJCC1700	Miami Springs, FL	12
KIDR 740	Phoenix, AZ	15
KZDC 1250	San Antonio, TX	31
WJDM 1530	Elizabeth, NJ	36
KQTL 1210	Sahuarita, AZ	62
KVJY 840	Pharr, TX	63
KWRU 940	Fresno, CA	68

2 Announced in May; \$133,000,000 Buyer: Citadel. Seller: Wilks Brdcstg

Call Ltrs./Frequency:	City of License:	Market Rank
WOPR 94.7	LaCombe, LA	44
KGGG 94.9	Des Moines, IA	91
KHKI 97.3	Des Moines, IA	91
KHTO 106.7	Mount Vernon, MO	144
KJJY 92.5	West Des Moines, IA	91
KKND 106.7	Port Sulphur, LA	44
KBGG 1700	Des Moines, IA	91
KMEZ 102.9	Belle Chasse, LA	44
KZRQ 104.1	Ash Grove, MO	144
KRKQ 98.3	Boone, IA	91
WXXM 94.9	Reserve, LA	44

3 Announced in March; \$105,000,000 Buyers: Emmis 50.1%, Sinclair 49.9%. Seller: LBJS Brdcstg.

Call Ltrs./Frequency:	City of License:	Market Rank
KDHT 93.3	Cedar Park, TX	42
KLBJ 93.7	Austin, TX	42
KLBJ 590	Austin, TX	42
KGSR 107.1	Bastrop, TX	42
KROX 101.5	Buda, TX	42

4 Announced in March; \$82,000,000 Buyer: Qantum Comm. Seller: Root Comm.

Call Ltrs./Frequency:	City of License:	Market Rank
WVXM 97.7	Garden City, SC	167
WBGA 107.7	Darien, GA	286
WCJM 100.9	West Point, GA	N/R
WDAR 105.5	Darlington, SC	210
WOSC 800	Dillon, SC	N/R
WPFM 1400	Darlington, SC	210
WEGX 92.9	Dillon, SC	210
WWSN 103.3	Waycross, GA	286
WGIG 1440	Brunswick, GA	286
WGTR 107.9	Bucksport, SC	167
WHFX 92.7	St. Simons Island, GA	286
WJMX 103.3	Cheraw, SC	210
WJMX 970	Florence, SC	210
WKKR 97.7	Auburn, AL	N/R
WMOG 1490	Brunswick, GA	286
WMXA 96.7	Opelika, AL	N/R

Call Ltrs./Frequency:	City of License:	Market Rank:
WMXZ 103.1	De Funiak Springs, FL	219
WPLV 1310	West Point, GA	N/R
WSQN 102.9	Scranton, SC	210
WZMG 910	Pepperell, AL	N/R
WWAV 102.1	Santa Rosa Beach, FL	219
WWSK 107.1	Briarcliff Acres, SC	167
WYNR 102.5	Waycross, GA	286
WTLM 1520	Opeilika, AL	N/R
WGSS 94.1	Kingstree, SC	210
WDZD 93.5	Ocean Isle Beach, NC	178

5 Announced in March; \$65,000,000 Buyer: Cumulus Media. Seller: Gaylord Entertainment

Call Ltrs./Frequency:	City of License:	Market Rank
WSM 95.5	Nashville, TN	45
WWTN 99.7	Manchester, TN	45

6 Announced in May; \$61,375,000 Buyer: Devine Holdings. Seller: Millcreek Broadcasting

Call Ltrs./Frequency:	City of License:	Market Rank
KUUU 92.1	Tooele, UT	32
KWKD 102.3	Randolph, UT	32
KMDG 103.9	Nephi, UT	32
KMXU 105.1	Manti, UT	32
KOVO 960	Provo, UT	32
KUDD 107.9	Roy, UT	32
KBNZ 104.9	Tremonton, UT	N/R
KPEB 103.1	Huntsville, UT	32

7 Announced in October; \$60,000,000 Buyer: Univision Commun. Seller: Jarad Brdcstg.

Call Ltrs./Frequency:	City of License:	Market Rank
WLIR 92.7	Garden City, NY	18

8 Announced in May; \$44,000,000 Buyer: Entercom. Seller: Fisher Commun.

Call Ltrs./Frequency:	City of License:	Market Rank
KWJJ 99.5	Portland, OR	24
KOTK 1080	Portland, OR	24

9 Announced in October; \$41,000,000 Buyer: Cherry Creek Radio. Seller: Commonwealth Commun.

Call Ltrs./Frequency:	City of License:	Market Rank
KZHR 92.5	Dayton, WA	211
KTHN 92.1	La Junta, CO	N/R
KBLJ 1400	La Junta, CO	N/R
KCAP 1340	Helena, MT	N/R
KEYZ 660	Williston, ND	N/R
KHKR 104.1	East Helena, MT	N/R
KLFM 92.9	Great Falls, MT	284
KLMR 920	Lamar, CO	N/R
KTAN 1420	Sierra Vista, AZ	N/R
KMON 94.5	Great Falls, MT	284
KMON 560	Great Falls, MT	284
KONA 105.3	Kennewick, WA	211
KONA 610	Kennewick-Richland-P, WA	211
KOWL 1490	S. Lake Tahoe, CA	N/R
KRLT 93.9	S. Lake Tahoe, CA	N/R
KROP 1300	Brawley, CA	N/R
KSNZ 93.3	Lamar, CO	N/R
KSIQ 96.1	Brawley, CA	N/R
KWCD 92.3	Bisbee, AZ	N/R
KYYZ 96.1	Williston, ND	N/R
KZMK 100.9	Sierra Vista, AZ	N/R

Top 20 Radio Groups by Group Revenue

KZMT 101.1	Helena, MT	N/R
KTHC 95.1	Sidney, MT	N/R
KVVR 97.9	Dutton, MT	284

10 Announced in August; \$37,500,000
Buyer: RadioVisa. Seller: Catholic Radio Network
Call Ltrs./Frequency: KPLS 830 City of License: Orange, CA Market Rank 2

11 Announced in February; \$37,000,000
Buyer: Multicultural Brdcstg. Seller: Mega Commun.
Call Ltrs./Frequency: WKDM 1380 City of License: New York, NY Market Rank 1

12 Announced in May; \$32,875,000
Buyer: Hispanic Brdcstg. Seller: Big City Radio
Call Ltrs./Frequency: WVIV 103.1 City of License: Highland Park, IL Market Rank 3

13 Announced in January; \$32,000,000
Buyer: Qantum Commun. Seller: Makkay Group Brdcstg.
Call Ltrs./Frequency: WRZE 96.3 City of License: Nantucket, MA Market Rank 183
WCIB 101.9 Falmouth, MA 183
WPXC 102.9 Hyannis, MA 183

14 Announced in February; \$32,000,000
Buyer: Hispanic Brdcstg. Seller: Fundacion Angel Ramos Inc.
Call Ltrs./Frequency: WUKQ 99.1 City of License: Mayaguez, PR Market Rank 13
WKAQ 104.7 San Juan, PR 13
WKAQ 580 San Juan, PR 13
WUKQ 1420 Ponce, PR 13

15 Announced in May; \$32,000,000
Buyer: Univision. Seller: Superior Bdcstg.
Call Ltrs./Frequency: WVIX 93.5 City of License: Joliet, IL Market Rank 3

16 Announced in October; \$31,000,000
Buyer: Clear Channel. Seller: Cherokee Brdcstg.
Call Ltrs./Frequency: WLCL 105.7 City of License: Canton, GA Market Rank 11

17 Announced in October; \$30,000,000
Buyer: Three Point Media. Seller: Spanish Brdcstg. System
Call Ltrs./Frequency: KPTI 92.7 City of License: Alameda, CA Market Rank 4

18 Announced in February; \$25,500,000
Buyer: Citadel Commun. Seller: Silverado
Call Ltrs./Frequency: KWIN 97.7 City of License: Lodi, CA Market Rank 88
KJOY 99.3 Stockton, CA 88
KWNN 98.3 Turlock, CA 122
KNVQ 102.9 South Lake Tahoe, CA 128

19 Announced in October; \$25,000,000
Buyer: Cumulus Media. Seller: Syncom Radio
Call Ltrs./Frequency: KCHZ 95.7 City of License: Ottawa, KS Market Rank 29
KMJK 107.3 Lexington, MO 29

20 Announced in October; \$24,400,000
Buyer: BMP San Antonio License. Seller: KLEY Licensing
Call Ltrs./Frequency: KLEY 94.1 City of License: Floresville, TX Market Rank 31
KSAH 720 Universal City, TX 31

source: BIA Financial Network; Data taken from BIAfn's Media Access Pro™, Nov. 18, 2003. N/R = Not rated.

“There are lots of people who don't do the pick-up trucks with gun racks — I'm not complaining about that, because we want them to continue to listen — but we need to get the other people, too.”
— Sam Donaldson, ABC Radio (4/28/03)

Rank/Group	Est. Revenue Group (\$000)	Group's # Stations	Group's #Markets	Stock Symbol
1 Clear Channel Comm.	3,454,875	1,225	190	CCU
2 Viacom International Inc.	2,187,575	185	42	VIA
3 Cox Broadcasting	470,050	78	18	CXR
4 Entercom	455,100	104	19	ETM
5 ABC/Disney	426,625	73	43	DIS
6 Citadel Broadcasting Corp.	369,775	214	43	CDL
7 Radio One Inc.	339,300	65	22	ROIA
8 Univision Communications Inc.	312,675	71	22	UNVT
9 Cumulus Media Inc.	300,600	272	56	CMLS
10 Emmis Communications	296,775	27	8	EMMS
11 Susquehanna Radio Corp.	246,000	30	8	
12 Bonneville International Corp.	221,950	35	6	
13 Greater Media Inc.	166,300	19	6	
14 Salem Comm. Corp.	149,800	92	35	SALM
15 Spanish Broadcasting System	142,800	22	5	SBSA
16 Jefferson-Pilot Comm. Co.	138,700	17	5	JP
17 Beasley Broadcast Group	118,450	42	10	BBGI
18 Saga Comm. Inc.	110,350	76	15	SGA
19 Entravision Holdings LLC	89,475	58	23	EVC
20 Regent Comm. Inc.	84,500	76	16	RGCI

Source: BIA Financial Network; Data taken from BIAfn's Media Access Pro™, November 18, 2003

40 Most Powerful People In Radio

1. **Lowry Mays**, Clear Channel
2. **Mel Karmazin**, Viacom
3. **Mark Mays**, Clear Channel
4. **John Hogan**, Clear Channel
5. **John Sykes**, Infinity Radio
6. **Randall Mays**, Clear Channel
7. **Joel Hollander**, Infinity Radio
8. **Bob Neil**, Cox Radio
9. **Low Dickey**, Cumulus Media
10. **Alfred Liggins**, Radio One
11. **Jeffrey Smulyan**, Emmis Comm.
12. **Farid Suleman**, Citadel
13. **Catherine Hughes**, Radio One
14. **John Hare**, ABC Radio
15. **David Field**, Entercom
16. **McHenry Tichener Jr.**, Hispanic/Univision
17. **David Kennedy**, Susquehanna
18. **Edward Fritts**, NAB
19. **Gary Fries**, RAB
20. **Joseph Field**, Entercom
21. **Ralph Guild**, Interep
22. **Stu Olds**, Katz Media Group
23. **Kraig Kitchin**, Premiere Radio Networks
24. **Steve Morris**, Arbitron
25. **Traug Keller**, ABC Radio Networks
26. **Peter Smyth**, Greater Media
27. **Bruce Reese**, Bonneville International
28. **Edward Atsinger**, Salem Communications
29. **Clarke Brown**, Jefferson-Pilot
30. **John David**, NAB
31. **Ed Christian**, Saga Communications
32. **Judy Ellis**, Citadel
33. **Jon Pinch**, Cumulus
34. **Marc Morgan**, Cox Radio
35. **George Beasley**, Beasley Broadcasting
36. **Carl Gardner**, Journal Broadcasting
37. **Shane Coppola**, Westwood One
38. **Terry Jacobs**, Regent Communications
39. **Raul Alarcon Jr.**, Spanish Broadcasting System
40. **Skip Weller**, NextMedia Group

"I don't think the Bush administration generally has been inept, but they have had a difficult time trying to arrive at a clear storyline. One of the things you learn in talk radio is that it works much better if you get your story straight and then stick to it. Bush has been pretty good about that on most issues, but in justification of the war, it continues to be a bit more amorphous than it should be."

— Michael Medved, Salem Radio Network (4/28/03)

50 Most Influential Women In Radio 2003

(First 25 are ranked)

1. **Judy Ellis**, Citadel Communications
2. **Catherine Hughes**, Radio One
3. **Lisa Dollinger**, Clear Channel
4. **Mary Quass**, New Radio Group
5. **Val Maki**, Emmis Communications
6. **Joan Gerberding**, Nassau Media Partners
7. **Erica Farber**, Radio & Records
8. **Frances Preston**, BMI
9. **Mary Catherine Sneed**, Radio One
10. **Trang Nguyen**, Talk America Radio Networks
11. **Chesley Maddox-Dorsey**, Access.1 Comm.
12. **Virginia "Ginny" Morris**, Hubbard Broadcasting
13. **Deborah Kane**, Entercom
14. **Mary Bennett**, Radio Advertising Bureau
15. **Weezie Kramer**, Entercom
16. **Debbie Durben**, Interep Marketing Group
17. **Bonnie Press**, Katz Dimensions
18. **Lisa Sirotko**, Allied Radio Partners
19. **Mary Beth Garber**, Southern Calif. Brdcsrs. Assoc.
20. **Caroline Beasley**, Beasley Broadcasting
21. **Laura Hagan**, Katz Hispanic Media
22. **Kim Guthrie**, Cox Radio
23. **Lisa Decker**, Infinity-Seattle
24. **Jake Karger**, Clear Channel-Boston
25. **Amy Waggoner**, ABC-Minneapolis

(Second 25 listed in alphabetical order)

- » **Jaye Albright**, McVay Media
- » **Lynn Anderson**, RAB
- » **Julie Lomax Brauff**, Breakthrough Marketing
- » **Linda Byrd**, Clear Channel
- » **Beth Davis**, Infinity-St. Louis
- » **Caroline Divine**, Cox Radio
- » **Alene Grevey**, Clear Channel
- » **Michelle Grosenick**, Clear Channel-Seattle
- » **Julie Kahn**, Entercom-Boston
- » **Keri Korzeniewski**, ABC-Dallas/Ft Worth
- » **Carol Logan**, Forever Broadcasting
- » **Laura Morris**, Infinity-Houston
- » **Rhonda Munk-Scheidel**, Premiere Radio Networks
- » **Susan Patrick**, Patrick Communications
- » **Susan Platt**, NAB
- » **Ruth Presslaff**, Presslaff Interactive
- » **Claudia Puig**, HBC/Univision-Miami
- » **Jennifer Purtan**, ABC Radio Networks
- » **Cindy Schloss**, Clear Channel-New Mexico
- » **Ali Shepherd**, Hispanic/Univision-San Francisco
- » **Pam Somers**, Radio One
- » **Joyce Tudryn**, International Radio & Television Found.
- » **Nancy Vaeth-DuBroff**, Susquehanna Radio
- » **Mary Ware**, Katz Urban Dimensions
- » **Ronna Woulfe**, Clear Channel-Miami

A lot of these anti-war protest people will say that they're citizens of the world and that Bush is Hitler, Cheney is Hitler, Rumsfeld is Hitler — everyone's Hitler except the guy in Iraq with the mustache cutting people into wood chipper's. It's a real sense that America must move into a new global European mentality, leave behind that super-power, cowboy mentality, and embrace this new progressive U.C.P.™

— Laura Ingraham, Talk Radio Networks (11/10/03)

Best Managers In Radio 2003

Major Market (1-10)

1. **Matt Mills**, Greater Media-Boston
2. **Mickey Luckoff**, ABC-San Francisco
3. **Chuck Tweedle**, Bonneville-San Francisco
4. **Don Bouloukos**, Infinity-Philadelphia
5. **Blaise Howard**, WBEB-Philadelphia
6. **Marv Dyson**, WGCI-et al, Chicago
7. **Jake Karger**, Clear Channel-Boston
8. **Zemira Jones**, ABC-Chicago
9. **Dan Halyburton**, Susquehanna-Dallas
10. **Tim McCarthy**, WABC-New York
11. **Nancy Vaeth-Dubroff**, Susquehanna-Houston
12. **Tom Bender**, Greater Media-Detroit
13. **Julie Kahn**, Entercom-Boston
14. **Bennett Zier**, Clear Channel-Washington
15. **Laura Morris**, Infinity-Houston

Large Market (11-30)

1. **Lisa Decker**, KMPS-et al, Seattle
2. **Mick Anselmo**, Clear Channel-Minneapolis
3. **Lee Larsen**, Clear Channel-Denver
4. **Amy Waggoner**, ABC-Minneapolis
5. **Wayne Brown**, Radio One-Atlanta
6. **Chris Wegmann**, Cox-Atlanta
7. **John Geary**, Entercom-Sacramento
8. **Marv Nyren**, Emmis-Phoenix
9. **Marc Kalman**, Hubbard-Minneapolis
10. **Mark Renier**, Susquehanna-Atlanta
11. **Ronna Woulfe**, Clear Channel-South Florida
12. **Jeff Parke**, KCAL-KOLA, Redlands, CA
13. **Mike Glickenhous**, Clear Channel-San Diego
14. **Bob Call**, Jefferson Pilot-Denver
15. **Jim Dolan**, Clear Channel-Baltimore

The Best Programmers In Radio 2003

Large Market (1-10)

1. **Jack Swanson**, KGO/KSFO-San Francisco, ABC
2. **Phil Boyce**, WABC-New York, ABC
3. **Kevin Weatherly**, KROQ-L.A., Infinity
4. **Tracy Cloherty**, WQHT-New York, Emmis
5. **Mark Mason**, WINS-New York, Infinity
6. **Tom Poleman**, WHTZ-New York, Clear Channel
7. **Greg Strassel**, WBMX/WODS-Boston, Infinity
8. **Jim Ryan**, WLTW-New York, Clear Channel
9. **Elroy Smith**, WGCI/WVAZ-Chicago, Clear Channel
10. **Scott Shannon**, WPLJ-New York, ABC
11. **Cadillac Jack McCartney**, WXKS/WJMN-Boston, Clear Channel
12. **Don Kelley**, WMJX-Boston, Greater Media
13. **Joe McCoy**, WCBS-New York, Infinity
14. **Jay Stevens**, WPGC-Washington, Infinity
15. **Jhani Kaye**, KOST/KBIG-Los Angeles, Clear Channel

Large Market (11-30)

1. **Becky Brenner**, KMPS/KYCW-Seattle, Infinity
2. **Scott Lindy**, WPOC et al-Baltimore, Clear Channel
3. **Darryl Parks**, WLW-Cincinnati, Clear Channel
4. **Leslie Fram**, WNNX/WMMQ-Atlanta, Susquehanna
5. **Diana Laird**, KHST-San Diego, Clear Channel
6. **Tony Brown**, WVEE-Atlanta, Infinity
7. **Gregg Swedberg**, KEEY-Minneapolis, Clear Channel
8. **Tim Closson**, WUBE-Cincinnati, Infinity
9. **Smokey Rivers**, KEZK/KYKY-St. Louis, Infinity
10. **Kid Curry**, WPOW-Miami, Beasley
11. **"Orlando,"** WLLD-Tampa, Infinity
12. **Jessie Duran**, KGGI-Riverside, Clear Channel
13. **Tisa Vrable**, KTAR et al-Phoenix, Emmis
14. **Tim Watts**, WWIN-Baltimore, Radio One
15. **Tracy Johnson**, KFMB-San Diego, Midwest TV

Medium Market (31-100)

1. **Jon Quick**, Emmis-Indianapolis
2. **Jimmy Steel**, WNCI-Columbus, OH, Clear Channel
3. **Dave Kelly**, WKDF-Citadel Nashville
4. **Kevin Vargas**, KISS-San Antonio, Cox
5. **J.D. Gonzalez**, KBBT-San Antonio, Univision
6. **Mike Hammond**, WIVK-Knoxville, Citadel
7. **Kerry Wolfe**, WMIL-Milwaukee, Clear Channel
8. **Terri Avery**, WPEG/Charlotte, Infinity
9. **Barbara Bridges**, WJXA-Nashville, South Central Communic.
10. **Bruce Logan**, Clear Channel-Charlotte, NC

Small Market (101+)

1. **Clay Hunnicutt**, WUSY-Chattanooga, Clear Channel
2. **Bill Hagy**, WXBQ-Johnson City, TN; Bristol Bdcstg.
3. **Scott Wheeler**, WPBG-Peoria; Triad Broadcasting
4. **Chris Britt** KMGJ-Grand Junction, CO; MBC Grand Bdcstg.
5. **Barry Kent**, WTHI/WWVR-Terre Haute, IN; Emmis
6. **Jim Davis**, KGNU/Eugene-Springfield, OR; McKenzie River Broadcasting
7. **Brent Farris**, KZST-Santa Rosa, CA; Redwood Bdcstg.
8. **Jeff Whitehead**, WQBE-Charleston, WV; Bristol Bdcstg.
9. **Scott Michaels**, KALF-Chico, CA; Regent
10. **Jim O'Hara**, WLLR/Quad Cities, IA-IL; Clear Channel

Corporate Programmers (alphabetical order)

- » **Don Benson**, Jefferson Pilot
- » **Marc Chase**, Clear Channel
- » **John Dickey**, Cumulus
- » **Steve Goldstein**, Saga Communications
- » **Gabe Hobbs**, Clear Channel
- » **Tom Langmyer**, Infinity
- » **Eric Logan**, Citadel Communications
- » **Tom Owens**, Clear Channel
- » **Pat Paxton Sr.**, Entercom
- » **Jimmy Steal**, Emmis

Medium Market (31-100)

1. **Tom Severino**, Emmis-Indianapolis
2. **John Hiatt**, Infinity-Austin
3. **Linda Byrd**, Clear Channel-Central/North Florida
4. **Charlie Morgan**, Susquehanna-Indianapolis
5. **Cindy Schloss**, Clear Channel-New Mexico
6. **Eric Mastel**, Entercom-Norfolk
7. **Tony Yoken**, Memphis Radio Group
8. **Bob Gourley**, Clear Channel-Colorado Springs
9. **Bill Schoening**, Infinity-Charlotte
10. **Dan Wilson**, Univision-San Antonio

Small Market (101+)

1. **George Francis**, Cumulus-Albany, GA
2. **Cary Pahigian**, Portland Radio Group, Portland, ME
3. **John Columbus**, Cumulus-Tallahassee, FL
4. **Chuck Thompson**, Archway Brcstg.-Columbus, GA
5. **Mike Grimsley**, Regent Broadcasting-Lafayette, LA

6. **Ray Garon**, Manchester (NH) Radio Group (Saga)
7. **Ray Hexamer**, NextMedia-Canton, OH
8. **Gary Morse**, Bristol Broadcasting-Paducah, KY
9. **Mike Oppenheimer**, Clear Channel-Waco, TX
10. **Wayne Ripp**, New Radio Group-Wassau, WI

Corporate Managers (alphabetical order)

- » **Dusty Black**, Clear Channel-Austin
- » **Mitch Dolan**, ABC Radio Station Group-NY
- » **John Gehron**, Clear Channel-Chicago
- » **Kim Guthrie**, Cox Radio
- » **Deborah Kane**, Entercom
- » **Weezie Kramer**, Entercom
- » **Wayne Leland**, Citadel Northeast Div.
- » **Val Maki**, Emmis-Los Angeles
- » **Brian Ongaro**, Infinity-Western Region
- » **Tony Richards**, Federated Media, Elkhart, IN

30 Most Admired Engineers In Radio

(alphabetical order)

- » **Cris Alexander**, Crawford Broadcasting
- » **John P. Baker**, Clear Channel-Phoenix
- » **Dom Bordonaro**, Cox-Connecticut
- » **Ben Brintzer**, Clear Channel-Raleigh
- » **Margaret Bryant**, ABC Radio Networks, Dallas
- » **Ed Buterbaugh**, ABC-Detroit
- » **Jim Carollo**, WGN-Chicago
- » **Steve Davis**, Clear Channel-Tulsa
- » **Doug Gossett**, Memphis Radio Group
- » **Marty Hadfield**, Entercom
- » **Lark Hadley**, Premiere Radio Networks
- » **Al Kenyon**, Clear Channel
- » **Charles Kinney**, Cox-Atlanta
- » **Gary Kline**, Cumulus Media
- » **Tom Koza**, Hispanic/Univision
- » **Andy Laird**, Journal Broadcast Group, Milwaukee
- » **Jeff Littlejohn**, Clear Channel
- » **John Matthews**, Radio One
- » **Mark Olkowski**, Infinity-New York
- » **Norm Phillips**, Susquehanna
- » **Kevin Plumb**, ABC-New York
- » **Tom Ray**, WOR-New York
- » **Greg Savoldi**, Clear Channel-Columbus
- » **Warren Schulz**, ABC-Chicago
- » **Milford Smith**, Greater Media
- » **Clay Steeley**, ABC/Disney
- » **Mark Stennett**, NextMedia
- » **David Stewart**, Hispanic Broadcasting
- » **Conrad Trautmann**, Westwood One
- » **Max Turner**, Susquehanna-Indianapolis, Cincinnati, Atlanta

Top 10 News Stories of 2003

1. Iraq Invasion-Occupation
2. War on Terrorism
3. Election 2004
4. Bush Economics
5. California Recall
6. Middle East Turmoil
7. Rush Limbaugh Crisis
8. Kobe Bryant Case
9. CIA Leak
10. Hillary Clinton Book

Top 10 Newsmakers of 2003

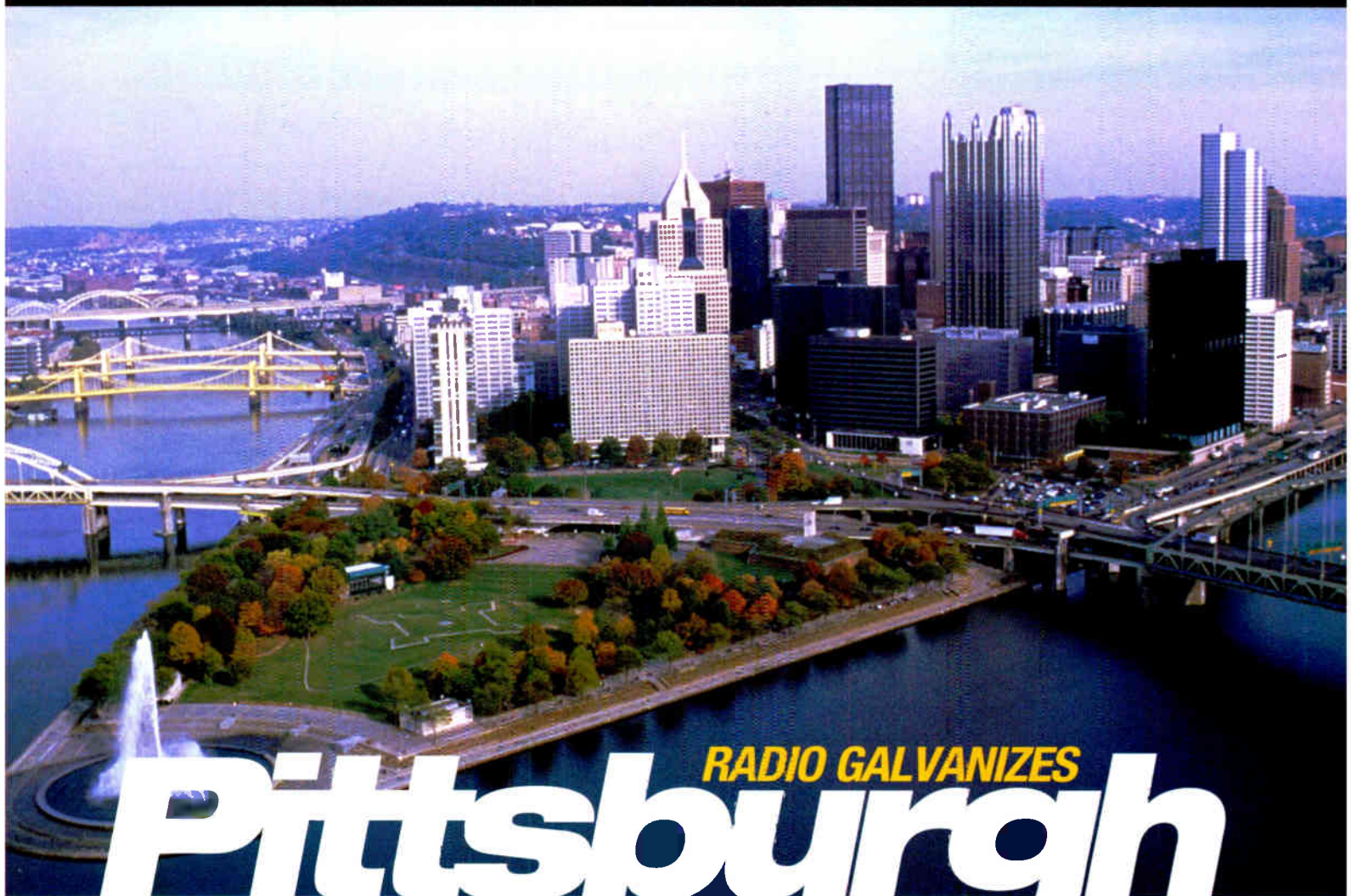
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|--------------------|-----------------------------|
| 1. George W. Bush | 6. John Ashcroft |
| 2. Saddam Hussein | 7. Bill and Hillary Clinton |
| 3. Donald Rumsfeld | 8. Arnold Schwarzenegger |
| 4. Osama bin Laden | 9. Dick Cheney |
| 5. Howard Dean | 10. Rush Limbaugh |

Source: Talkers magazine

State Associations (alphabetical order)

State Association	Phone	Contact	Website	Next Convention/location
Alaba	205-979-1690	Exec. Dir. Jerdan Bullard	www.al-broadcasters.org	May 20-23, 2004 / Perdido Beach, AL
Alaska	907-258-2424	Exec. Dir. Darlene Simono	www.akbroadcasters.org	Nov. 4-5, 2004 / Anchorage, AK
Arizona	602-252-4833	Exec. Dir. Art Brooks	www.azbroadcasters.org	2004 convention/location TBA
Arkansas	501-227-7564	Exec. Dir. Jim McCall	www.arkbroadcasters.org	Aug. 7-8, 2004 / Little Rock, AR
California	916-444-2237	Pres./CEO Stan Statham	www.cabroadcasters.org	2004 convention/location TBA
Colorado	970-547-1388	Pres./CEO Dir. Marilyn Hogan	www.e-cba.org	2004 convention TBA / Denver
Connecticut	860-633-5031	Pres. Mike Rice	www.ctba.org	2004 convention/location TBA
*Delaware	410-653-4122	Pres. Chip Weinman	www.mdcd.com	2004 convention/location TBA [with MD, D.C., northern VA]
Florida	850-681-6444	Pres. C. Patrick Roberts	www.fab.org	June 23-25, 2004 / Longboat Key, FL
Georgia	770-395-7200	Pres. Lanny Finch	www.gab.org	June 11-13 2004 / Columbus, GA
Hawaii	808-599-1455	Exec. Dir. Jamie Hartnett	www.hawaiibroadcasters.com	May 21-23, 2004 / Oahu
Idaho	208-345-3072	Exec. Dir. Connie Searles	www.idahobroadcasters.org	July 29-Aug. 1, 2004 / Sun Valley, ID
Illinois	618-942-2139	Pres./CEO Dennis Lyle	www.ilba.org	June 29-July 1, 2004 / Chicago, IL
Indiana	317-573-0119	Pres./CEO Linda Compton	www.indianabroadcasters.org	Oct. 19-20, 2004 / Indianapolis
Iowa	515-224-7237	Exec. Dir. Sue Toma	www.iowabroadcasters.com	June 18, 2004 / West Des Moines
Kansas	785-235-1307	Exec. Dir. Harriet Lange	www.kab.net	Oct. 10-12, 2004 / Overland Park, KS [KC Metro Area]
Kentucky	502-848-0426	Pres./CEO Gary White	www.kba.org	2004 convention/location TBA
Louisiana	225-267-4522	Pres./CEO Louise Munson	www.broadcasters.org	May 27-31, 2004 / Cruise-Convention to Cozumel [orig. New Orleans]
Maine	207-623-3870	Exec. Dir. Suzanne Goucher	www.mab.org	2004 convention/location TBA
*Maryland	410-385-0224	Pres. Chip Weinman	www.mdcd.com	2004 convention/location TBA
Massachusetts	800-471-1875	Pres. Al Sprague	www.massbroadcasters.org	Various seminars, no annual convention
Michigan	517-484-7444	Pres./CEO Karole White	www.michmab.com	Aug. 8-10, 2004 / Mackinaw Island, MI
Minnesot	612-926-8123	Pres./CEO Jim Dubois	www.minnesotabroadcasters.com	Late Oct. 2004 / Twin Cities
Mississippi	601-957-9121	Pres. Jackie Lett	www.msbroadcasters.org	May 27-31, 2004 / Cruise-Convention to Cozumel [from New Orleans]
Missouri	573-636-6692	Pres./CEO Donald Hicks	www.mbaweb.org	June 10-12, 2004 / St Louis, MO
Montana	406-244-4622	Pres./CEO Greg MacDonald	www.mtbroadcasters.org	2004 convention/location TBA
Nebraska	402-778-5178	Pres. Marty Riemenschneider	www.ne-ba.org	Aug. 11 -13, 2004 / Lincoln, NE
Nevada	702-794-4994	Pres./CEO Robert D. Fisher	www.nevadabroadcasters.org	Aug. 21, 2004 / Las Vegas (Hall of Fame Gala)
New Hampshire	603-627-9600	Pres. B. Allan Sprague	www.nhab.org	October 2004 / TBA
*New Jersey	609-860-0111	Exec. Dir. Philip Roberts	www.njba.com	June 7-8, 2004 / Atlantic City
New Mexico	505-881-4444	Exec. Dir. Paula Maes	www.nmba.org	June 10-13, 2004 / Albuquerque
New York	518-456-8888	Pres. Joseph A. Reilly	www.nysbroadcastersassn.org	June 21-22, 2004 / Lake George, NY
North Carolina	919-821-7300	Exec. Mgr. JoAnn Davis	www.ncbroadcast.com	July 11-13, 2004 / Asheville, NC
North Dakota	701-258-1332	Exec. Dir. Beth Helfrich	www.ndba.org 2004	2004 convention/location TBA
Ohio	614-228-4052	Opr. Mgr. Patricia Geary	www.oab.org	2004 convention/location TBA
Oklahoma	405-848-0771	Pres./CEO Carl Smith	www.oabok.org	Apr. 2-3, 2004 / Oklahoma City, OK
Oregon	503-443-2299	Pres./CEO Bill Johnstone	www.theoab.org	Aug. 26-27, 2004 / Bend, OR
Pennsylvania	717-482-4820	Pres. Richard Wyckoff	www.pab.org	May 15-16, 2004 / Hershey, PA
Puerto Rico	787-783-8810	Exec. Dir. Jose A. Ribas Dominicci	www.radiodifusores.com.	May 2004 / Location TBA
Rhode Island	401-769-0600	Exec. Dir. Roger Bouchard	www.wnri.com	
South Carolina	803-732-1186	Exec. Dir. Shani White	www.scba.net	Aug. 12-15, 2004 / Hilton Head, SC
South Dakota	605-224-1034	Exec. Dir. Steve Willard	www.sdba.org	July 8-9, 2004 / Custer, SD
Tennessee	615-399-3791	Pres. Whit Adamson	www.tabtn.org	Jan. 13, 2004 / Nashville
Texas	512-322-9944	Exec. Dir. Ann Arnold	www.tab.org	Aug. 11-13, 2004 / Austin, TX
Utah	801-486-9521	Pres./CEO Dale Zabriskie	www.utahbroadcasters.com	None
Vermont	802-476-8789	Exec. Dir. Alan Noyes	www.vab.org	May 7, 2004 / Killington, VT
Virginia	804-977-3716	Exec. Dir. Peter Easter	www.vabonline.com	June 24-26, 2004 / Virginia Beach, VA
Washington	360-705-0774	Pres./CEO Mark Allen	www.wsab.org	None
West Virginia	304-744-2143	Exec. Dir. Michele Crist	www.wvba.com	August 1-3, 2004 / White Sulphur Springs, WV
Wisconsin	608-255-2600	Pres. John Laabs	www.wi-broadcasters.org	June 16-17, 2004 / Appleton, WI
Wyoming	307-632-7622	Pres. Laura Grott	www.wyomingbroadcasting.org	June 11-12, 2004 / Sheridan, WY

*Meets as Maryland/D. C./Delaware Broadcasters with NJ and No. VA broadcasters Source: Radio Ink



RADIO GALVANIZES
Pittsburgh

Mention the city of Pittsburgh to most Americans, and the name will conjure visions of smoke billowing into the Allegheny Mountain sky, or rivers of molten steel flowing in red-hot smelters, or football fans cheering on their hometown Steelers in Three Rivers Stadium. However, a lot has changed from those days 25 years ago, when the city was known as “Old Smokey,” and Terry Bradshaw led the Steelers to four Super Bowl victories.

The city that once was dependent almost completely on steel manufacturing has wiped away the soot and emerged as an economically diverse business and manufacturing center. Combining an “American heartland” tradition of hard work and entrepreneurial spirit, Pittsburgh now is home to a number of emerging industries, ranging from robotics to life sciences, fueled by a wide range of world-class colleges and universities. Where riverfront industrial warehouses once stood, now office complexes, residential neighborhoods and busy retail districts have taken root.

But Pittsburgh’s economic renaissance is just part of the city’s transformation. The region’s renowned educational institutions, top-flight medical facilities, low cost of living, and short commutes combine to create what *Places Rated* identifies as one America’s “most-livable cities.” Home to four professional sports teams, a world-renowned symphony, an active art community, numerous parks and bike trails, and a host of architectural marvels — including Frank Lloyd Wright’s nearby house Falling Water — Pittsburgh is a true blend of old and new, blue collar and white collar.

Originally built as an 18th-century French fortress and trading post, Fort Pitt evolved into an industrial powerhouse in the 19th century, largely because of its iron and steel production.

At their peak, the city’s steel mills reportedly spewed so much smoke and soot that white-collar workers would change shirts at noon. Following closure of the last mill in the late 1980s, Pittsburgh has scrubbed the grit and grime from its streets and evolved into a center of high tech, art, and entertainment.

The city lies where the Allegheny and Monongahela Rivers merge to form the Ohio River, and it is the largest inland port in the U.S., providing access to an incredible 9,000 miles of inland waterways. The peninsula on the eastern side of this confluence grew into the downtown area, often called the Golden Triangle. It was here that the city chose to put a park, lovingly known as The Point. Three Rivers Stadium stood across the Allegheny River, until it was imploded in 2001 to make room for two new stadiums, home to the Pittsburgh Pirates and the Pittsburgh Steelers.

More than 300 years after its founding, Pittsburgh still serves as a major center of transportation and commerce. A series of 15 bridges span the city’s three rivers, which today boast the largest concentration of pleasure boats in the country. Numerous thriving neighborhoods surround a clean, inner-city district marked by tree-lined streets, diverse shops, office buildings, restaurants, museums and galleries. Within the metropolitan area, one can ride the world’s fastest continuous-track roller coaster, browse through the largest single-artist museum in the U.S., tour an eerie Gothic mansion, or listen to free concerts in one of many lovely municipal parks.

No other city in the U.S. has risen from the soot and ashes as completely and beautifully as has Pittsburgh over the last 20 years.

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SOURCES: www.pittsburgh.net; www.city.pittsburgh.pa.us; www.pittsburghregion.org; www.Fodor’s.com; www.Frommers.com; and www.WordTravels.com/Cities/Pennsylvania/Pittsburgh; PHOTOS courtesy of Greater Pittsburgh Convention & Visitors Bureau

Demographics

Female: 52% Male: 48%

Ethnicity

White: 90.3%
 African-American: 8%
 Hispanic: 0.7%
 Asian: 1%

Population

AGE	NUMBER	% OF POP.
Under 5	134,859	5.5%
5-14	312,419	12.8%
15-24	290,079	11.9%
25-34	295,060	12.1%
35-44	386,188	15.8%
45-54	350,305	14.3%
55-64	231,429	9.5%
65+	430,748	17.6%

Income

Per capital income: \$34,932
 Average earning per job: \$38,514
 # of wage and salary jobs: 1,202,738

Weather

Average high temperature (July): 82.5° F
 Average low temperature (January): 20.8° F
 Average freeze period: 124 days

Other Media

Daily Newspapers	Daily Circ.	Sunday Circ.
Pittsburgh Post-Gazette	248,176	409,217
Pittsburgh Tribune	120,320	185,914

Television Stations

KDKA 2 (CBS)	WQED 13 (PBS)
WPKI 11 (NBC)	WNPA 19 (Fox)
WTAE 4 (ABC)	WCWB 22 (WB)

Colleges and Universities

The 29 colleges and universities in southwestern Pennsylvania include Carnegie Mellon University, University of Pittsburgh, Duquesne University, Point Park College and Geneva College.

Sports

Pittsburgh claims four major sports teams: Penguins (NHL); Pirates (MLB); Steelers (NFL); Riverhounds (USL)

Business

Approximately 120,000 businesses — large and small — call Pittsburgh home. Additionally, seven Fortune 500 companies and five Business Week Global 1,000 companies are based in the Pittsburgh region.

Pittsburgh Market Stations

Pittsburgh Metro; Persons 12+, Summer 2003, average quarter hour share Mon.-Sun. 6A-mid. Source: © Arbitron 2003

Rank	Station	Format	Owner	Phone	URL
1	KDKA-AM	News/Talk	Infinity	412-575-2200	www.kdkaradio.com
2	WDVE-FM	Album Rock	Clear Channel	412-937-1441	www.dve.com
3	WDSY-FM	Country	Infinity	412-920-9400	www.y108.com
4	WWSW-FM	Oldies	Clear Channel	412-937-1441	www.3wsradio.com
5	WJAS-AM	Nostalgia	Renda Bdcstg.	412-875-9500	www.1320wjas.com
6	WXDX-FM	Alternative	Clear Channel	412-937-1441	www.1059thex.com
7	WSHH-FM	Soft Rock	Renda Bdcstg.	412-875-9500	www.wshh.com
8	WRRK-FM	Classic Rock	Steel City Media	412-316-3342	www.rrk.com
8	WKST-FM	CHR	Clear Channel	412-937-1441	www.kissfm961.net
10	WZPT-FM	Hot AC	Infinity	412-920-9400	www.1007.com
11	WAMO-FM	Urban	Sheridan Bdcstg.	412-456-4064	www.wamo.com
11	WBZZ-FM	CHR	Infinity	412-920-9400	www.b94fm.com
13	WLTJ-FM	Lite Rock	Steel City Media	412-316-3342	www.wltj.com
14	WJJJ-FM	Rhythmic AC/Urban AC	Clear Channel	412-937-1441	www.1047thebeat.com
15	WEAE-AM	Sports	ABC	412-731-1250	www.weaeradio.com
16	WOGG-FM	Country	Keymarket Comm.	412-279-5400	www.froggyland.com
17	WOGI-FM	Country	Keymarket Comm.	412-279-5400	www.froggyland.com
18	WPTT-AM	Talk	Renda Bdcstg.	412-875-9500	www.1360wptt.com
18	WORD-FM	Christian	Salem	412-937-1500	www.wordfm.com
20	KQV-AM	News	Calvary Inc.	412-562-5900	www.kqv.com
21	WOGH-FM	Country	Keymarket Comm.	412-279-5400	www.froggyland.com
22	WOGF-FM	Country	Keymarket Comm.	412-279-5400	www.froggyland.com
23	WMBS-AM	AC	Fayette Bdcstg.	724-438-3900	www.wmbs590.com
25	WJPA-FM	Oldies	Michael Single	724-222-2110	www.wjpa.com
25	WBGG-AM	Sports Talk	Clear Channel	412-937-1441	www.fox970.com
27	WISR-AM	Adult Standards	Butler Co. Radio Network	724-283-1500	www.wisr680.com
27	WPIT-AM	Religious Teaching	Salem Comm.	412-937-1500	www.wpitam.com
27	WLSW-FM	Hot AC	L. Stanley Wall	724-628-2800	n/a

About Radio Ink's Market Profile

More than 1.5 billion dollars in national, regional, local and network Radio advertising is placed by the marketing directors, advertising executives, media buyers and planners who read each issue of *Radio Ink*. Advertising executives have told us of a need to know more about the markets and the stations to enable them to make Radio buys beyond the numbers. They have told us they need to know more about station promotions, talent, events, programming and merchandising. If you want a list of up-coming markets, or have interest in being included in an upcoming market profile, please contact us at profiles@radioink.com.

Station Profiles: Clear Channel — Pittsburgh

Market Manager: John Rohm, RVP/Pittsburgh Trading Area. 412-937-1441; johnroh@clearchannel.com, 200 Fleet St., 4th Fl., Pittsburgh, PA 15220
Tim McAleer, RVP/Sales; Anthony Alfonsi, VP/Marketing & Promotions; Nancy Ackerman, Dir./Group Sales
Group Owner: Clear Channel; Rep Firm: Clear Channel Radio Sales; Emerald / Diamond Teams

WDVE 102.5 FM

Format: Album Oriented Rock

Target Demo: A 25-54

Target Rank: #1

Program Director/DM: John Moschitta

Line-Up: 6-10a, Jim Krenn, Randy Baumann & the 'DVE Morning Show; 10a-3p, Michelle Michaels; 3-6p, Sean McDowell; 6-10p, Scott Paulsen; 10p-2a, Phil Kirzyc; 2-6a, Jack Malloy
102.5 WDVE is as synonymous in the Pittsburgh cultural landscape as the Pittsburgh Steelers, Heinz Ketchup, and Iron City Beer. 'DVE has been on the airwaves for more than 30 years, providing the best in new, '80s and classic rock — and providing it in an irreverent, totally Pittsburgh style. 'DVE has been perched at the top of the 25-54 ratings for at least the past 12 years. WDVE for the past five years has been the 50,000-watt flagship of the Pittsburgh Steelers, providing comprehensive coverage from training camp through the playoffs for the Steelers faithful. URL: www.dve.com

WXDX 105.9 FM

Format: Alternative

Target Demo: A 18-34

Target Rank: #2

Program Director/OM: John Moschitta

Line-Up: 6-10a, Howard Stern; 10a-3p, *Whipping Boy*; 3-7p, Alan Cox; 7p-Mid., Grimm
105.9 The X "Pittsburgh's New Rock Alternative," turned on in 1995 to complement its sister station, WDVE, in providing music and lifestyle programming for young adults in Pittsburgh. Since that time, The X has matured into the *de facto* station for 18- to 34-year-olds in Pittsburgh. The X has put together many lifestyle-driven events; the annual X-Fest attracts a crowd of more than 20,000 for a day of alternative music and fun! URL: www.1059thex.com.

WKST 96.1 FM

Format: CHR

Target Demo: W 18-34

Target Rank: #1

Program Director: Mark Anderson; APD/MD: Dino Robitaille
Line-Up: 6-10a, David Jaye; 10a-1p, Randi West; 1-3p, Dino Robitaille; 3-7p, Reno; 7-11p, Java Joel; 11p-Mid., Carson Daly
96.1 Kiss FM "plays 'All Of Today's Hit Music' — songs by superstar, Grammy-nominated, and multi-platinum album-selling artists, such as Nelly, Beyonce Knowles, and Justin Timberlake. 96.1 Kiss FM also coordinates some of the area's largest live music events, such as "Kiss FM SummerJam." Concerts have attracted crowds in excess of 19,000. URL: www.961kissfm.net.

WWSW 94.5 FM

Format: Oldies

Target Demo: A 25-54

Market Rank: #3

RVPP/Program Director/OM: Dave LaBrozzi

Line-Up: 5-9a, Merkel and Cris Winter; 9a-2p, Sheri Van Dyke; 2-6p, Mike Frazer; 6p-Mid., Sean Israel
94.5, 3-W-S is proud to be a Pittsburgh original and is honored to be one of America's legendary Oldies stations. In 1988, a weekend of *Louie, Louie* by the Kingsmen positioned 3-W-S as Pittsburgh's first All Oldies Radio station. Since then, the station has been a consistent ratings winner and has been a three-time Marconi Award winner for Oldies Station of the Year. Its annual Christmas Eve Mass is an Air Award winner for "Best Sponsored Community Event." It is also the flagship of the Pittsburgh Penguins. Overall, 3-W-S is built on a foundation of "Good Time Hits of the '60s and '70s," fun songs, fun people and strong ties to the community. URL: www.3wsradio.com

WJZZ 104.7 FM

Format: Rhythmic AC/Urban AC

Target Demo: W 25-54

Target Rank: #8

RVPP/Program Director/OM: Dave LaBrozzi

Line-Up: 5:30-10a, Chris Reynolds; 10a-2p, Brother Matt; 2-7p, "Jammin' John" Anthony; 7p-12 Mid., Bill Simpson
The All New 104-7, The Beat, "The Best R&B and Classic Soul," debuted in February 2002. Now, Pittsburgh has a home for Luther Vandross; Usher; Musiq; Earth, Wind and Fire; Marvin Gaye and more. The All New 104-7, The Beat has positioned itself to be the new Adult Urban AC in the market. URL: www.1047thebeat.com.

WBGW 970 AM

Format: Sports Talk

Target Demo: M 25-54

Program Director: Bob McLaughlin; DM: Dave LaBrozzi

Line-Up: 5-8a, *Mark Patrick on Sports*; 8a-12noon, Tony Bruno; 12noon-3p, Jim Rome; 3-6:30p, Stan Savran
Fox Sports Radio 970 knows Pittsburgh sports. Behind its strength as the AM flagship for both the Pittsburgh Steelers and Pittsburgh Penguins Radio Networks, Fox Sports Radio 970's daily lineup is flavored by national talents Jim Rome and Tony Bruno. Stan Savran brings more than 25 years of Pittsburgh sports knowledge. High school football, hockey and ancillary programming strengthen the identity that Fox Sports Radio 970 is indeed, the station with the most Pittsburgh Sports and the BEST Pittsburgh sports talk! URL: www.fox970.com 30»

Success Stories: Clear Channel — Pittsburgh

Market Manager: John Rohm, RVP/Pittsburgh Trading Area. 412-937-1441; johnroh@clearchannel.com, 200 Fleet St., 4th Fl., Pittsburgh, PA 15220
Tim McAleer, RVP/Sales; Anthony Alfonsi, VP/Marketing & Promotions; Nancy Ackerman, Dir./Group Sales
Group Owner: Clear Channel; Rep Firm: Clear Channel Radio Sales; Emerald / Diamond Teams

Checkers Bridal

PROBLEM: Checkers is a medium-size boutique in Peters Township, PA, and it specializes in prom and bridal gowns. The owners were concerned about reaching teens and generating new prom business. They had seen no results with direct mail and had never advertised on radio.

SOLUTION: Because Checkers was new to radio, the company's people asked us to walk them through the process. Before building the advertising schedule, we developed a creative commercial. The boutique people were very pleased with the mental imagery that the spot projected. Next, we built an aggressive schedule to run in February, and we incorporated an NTR program that focused on high school students. The company was faxed spot times and contacted throughout the initial flight to garner feedback and provide reassurance.

RESULTS: The client remains a consistent advertiser on the station. "When we advertised on KISS-FM for the first time, we were very pleased. The advertising generated brand-new customers for prom, as well as new bridal business. I would definitely recommend it." — Natalia, owner of Checkers Bridal

Coca-Cola

PROBLEM: Coca-Cola in Pittsburgh employs one person who, among his many duties, is solely responsible for placing media and promotions in six markets in Pennsylvania. Because dozens of sales reps were calling him, he wanted easier execution and a single point-person to coordinate the data.

SOLUTION: Because of an excellent relationship with his WDVE-FM sales executive, the client came to Clear Channel, which developed a market-by-market overview, including background by market and station-by-station profiles for ALL area stations. We laid out a recommended media schedule for each market and developed a strong pitch for radio in general. We placed all media schedules for each Clear Channel station, and the client placed the non-Clear Channel stations.

RESULTS: The client increased radio spending in 2002. At his request in 2003, we implemented the same strategy, again seeing increases in our first-quarter business.

P&W Motors

PROBLEM: P&W Foreign Car Sales is an upscale automobile dealership, specializing in BMW and Saab sales. The dealership could not identify a consistent advertising campaign; and it spread its rather minimal budget across newspaper and outdoor, with very little in electronic media. The dealership's marketing message was changing on an almost monthly basis. P&W wanted to push its certified pre-owned BMWs as an affordable alternative to brand-new American-made automobiles.

SOLUTION: P&W interviewed several advertising agencies to take on the project. After an unsuccessful search and on the advice of another car dealer, the client invited the Clear Channel Pittsburgh sales department to pitch for the business. Clear Channel Pittsburgh developed a radio campaign across four of the stations with a one-week schedule each month of the year on each of the stations. The campaign included creative developed by Clear Channel: a "donut" spot with a sexy female voice and the tagline "P&W foreign cars...drive it, love it, own it...cars that will move you."

RESULTS: The client increased his commitment to Clear Channel from a \$120,000 annual agreement at \$10,000 per month, to \$180,000 at \$15,000 per month. By rotating the weeks on the air between WDVE-FM, WXDX-FM and The Pittsburgh Combo (WWSW/WJJJ), the client had its biggest Saab sales month ever in February, and its sales of certified pre-owned BMWs have increased dramatically from February 2002.

Clear Channel Cares

(All Clear Channel Pittsburgh stations participated.)

PROBLEM: Clear Channel Pittsburgh was searching for a worthwhile 2003 community-outreach project that would fit in nicely with a national "Clear Channel Cares" initiative. At the same time, HealthAmerica — a leading provider of employee health benefits in Western Pennsylvania — was searching for a community event that would allow them to connect to the community in a positive way. Our goal was to educate children — and their parents — concerning countless safety issues.

SOLUTION: Working with title sponsor HealthAmerica, Clear Channel Communications' NTR department developed an all-year traveling safety event, called "Keeping Kids Safe." Clear Channel Communications assembled a team of fire and emergency experts to provide critical yet practical safety tips at a single location. Pre-school and elementary schoolchildren learn in the fun, interactive environment. At the events, kids talk to Pluggie the Fire Hydrant, meet a search-and-rescue dog, check in with Charlie Check-First, learn to make a 911 call, and even practice escaping from a smoke-filled bedroom. This yearlong initiative includes monthly appearances at major tri-state events, and it is promoted on air and via our Internet sites.

RESULTS: "Keeping Kids Safe" launched in January 2003, and thousands of parents and children have participated. Clear Channel and our sponsors have received outstanding media coverage on two Pittsburgh TV stations' half-hour community-affairs programs, on the evening TV news, and in both major daily newspapers. We have secured two new sponsors, the local Chevrolet Dealers and GMAC Financial Services Company, and HealthAmerica is extremely pleased with the positive publicity and connection to this worthwhile cause.

Personalities: Clear Channel — Pittsburgh

Market Manager: John Rohm, RVP/Pittsburgh Trading Area. 412-937-1441; johnrohm@clearchannel.com, 200 Fleet St., 4th Fl., Pittsburgh, PA 15220
 Tim McAleer, RVP/Sales; Anthony Alfonsi, VP/Marketing & Promotions; Nancy Ackerman, Dir./Group Sales
Group Owner: Clear Channel; **Rep Firm:** Clear Channel Radio Sales; Emerald / Diamond Teams



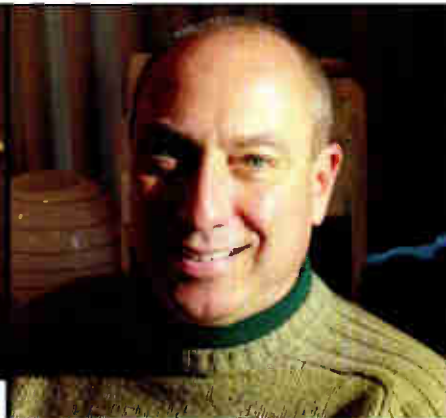
VP of Promotions & Marketing
Anthony Alfonsi

Alfonsi began as promotions/music director for WDVE back in 1987 and now oversees marketing and promotions for the entire Pittsburgh cluster. Some of the interns who have worked for him have become major players in the Pittsburgh cluster and in other parts of the entertainment industry. He's a radio rarity, having worked 23 years at the same location.



Operations Manager for WDVE/WXDX
John Moschitta

Moschitta was hired as PD for "The X" in November 1997, and took the PD/Operations title for WDVE at the beginning of 2001. Before that, he was PD at alternative WQXA-Harrisburg (1995-1997) and promotions manager at Z100, New York (1994-1995). He has had the privilege of working under such folks as Gene Romano, Steve Kingston and Tom Calderone (Senior VP/MTV). "Between 'DVE and the X," he says, "we've created a 'wall of men' ages 18-54." Also because of a strong female following, 'DVE has been #1 for Persons 25-54 for at least 10 years; and the X and 'DVE consistently rank #1 and #2, Persons 18-34.



Regional Vice President/Pittsburgh Trading Area
John Rohm

A native of Pittsburgh, Rohm began his radio career in 1976 at cross-town WSHH as a sales rep, working his way to general manager by 1981. In 1984, he left for Minneapolis, where he spent four years as GSM of KQRS before moving to KJJO-FM and eventually to KSTP-FM as general manager until 1995. The advent of radio duopoly lured Rohm to Cincinnati, where he managed a four-station cluster for Chancellor and AMFM until its consolidation into Clear Channel.



WKST Program Director
Mark Anderson

Anderson joined Clear Channel in October 2003. A native of Sterling Heights, MI, he spent the past 12 years as an on-air personality at stations WIOG and WSGW-Saginaw, WKFR and WKMI-Kalamazoo, WHYT, WPLT, and WDRQ-Detroit. He programmed WYSS-Sault Ste. Marie and WIOG-Saginaw and was the programming consultant for CKEY-Buffalo and WBNQ-Bloomington, IL.



Regional Director of Sales
Tim McAleer

"I began my career in the beer business, first selling, then marketing. The experience was tremendous for promotional background and selling creative concepts. I started with WDVE in 1998 as sales manager, and within two years, I took on a second station, WXDX. This eventually grew into the DOS position of all stations. Coming from outside the industry helped me see things a little differently, and I look at this as an advantage — although I am still learning every day about the industry."



Regional VP/Programming
Dave LaBrozzi

LaBrozzi started his career at age 15 in Emporium, PA, at WLEM. Since then, he has also worked at KLUV in Dallas; KONO-FM in San Antonio, TX; KEY1 in Austin, TX; and WRMX/WMAK in Nashville. In 2001, he came to Pittsburgh as operations manager for legendary WWSW and WJJJ. He was elevated to RVPP in October 2002.

Promotions: Clear Channel — Pittsburgh

Market Manager: John Rohm, RVP/Pittsburgh Trading Area. 412-937-1441; johnrohr@clearchannel.com, 200 Fleet St., 4th Fl., Pittsburgh, PA 15220
 Tim McAleer, RVP/Sales; Anthony Alfonsi, VP/Marketing & Promotions; Nancy Ackerman, Dir./Group Sales
Group Owner: Clear Channel; **Rep Firm:** Clear Channel Radio Sales; Emerald / Diamond Teams



DVE Morning Show World Tour

It's WDVE's biggest morning-show event, and it has become an annual holiday, with crowds averaging 300 to 700, depending on the size of the venue. *The WDVE Morning Show*, with its usual cast of funny characters, as well as many other special guests, broadcasts its four-hour show live from four locations. Lines begin forming the night before, as loyal DVE listeners want to be the first in the door at 6 a.m.

Left to right: Jim Krenn, Mike Prisuta, Randy Baumann, Val Porter, Nik Delgreco



X-Fest

105.9 The X has created one of the most successful annual music festivals in Pittsburgh. Started in 1998, X-Fest draws thousands of people to the Post-Gazette Pavilion for a day-long concert event. In 2002, despite frigid temperatures and rain, huge crowds still participated in this daylong music celebration. In 2001, X-Fest was the biggest concert at the Post-Gazette Pavilion, with an attendance of 25,847 people — the second-largest audience in the history of the Pavilion and the former Star Lake Amphitheatre.



96.1 KISS-FM Summer Jam

More than 19,000 people attended the KISS Summer Jam on Sunday, September 1st, 2003. An enjoyable evening was had by all who came to hear the music of Avante, Strict Flow, Nelly, the St. Lunatics and others. Along with the music, listeners enjoyed visiting the "trendy" booths, and collecting autographs from band members as well as their favorite KISS-FM DJs. Get in early and be a part of next year's continued success!

94.5 WWSW-FM Radio Sports Challenge

3-W-S Radio Sports Challenge is a 20' x 12' interactive sports inflatable that entertains people of all ages while encouraging physical fitness. The inflatable has a changeable backdrop featuring baseball, soccer, hockey and football. The Sports Challenge makes an appearance at more than 50 community events each year during the months of May through September. The inflatable is provided free of charge to area community events such as church fairs and borough festivals. Many of the community events are major fund-raisers for non-profit organizations and/or communities. In addition to the inflatable's appearance, each of the 50 community events receives promotional announcements on 3-W-S Radio, helping to generate attendance and exposure for the event or organization.

**Spotlight On The
Pittsburgh
Radio Market**



The Duquesne Incline climbs the bluff of Mt. Washington, offering spectacular views of the Pittsburgh skyline.

**Gregg Frischling:
Bond With
Your Listeners**

Gregg Frischling is vice president/general manager for Steel City Media in Pittsburgh.

INK: How is the Pittsburgh economy shaping up for 2004?

I would say the local Pittsburgh economy will struggle through the first quarter. Pittsburgh has remained a stable market over the years, but it is now starting to be affected by the poor national economy.

I would expect the Pittsburgh market to be plus or minus one or two percentage points for 2003.

What do you believe is your primary function as a market manager or general manager in today's consolidated radio industry?

Being locally owned and operated offers different challenges for me as general manager. First and foremost, I am approachable by the entire staff. I am a part of each and every work day, so it is important to have a relationship with each employee.

Getting the employees to want to work with you and for you can make the difference between a good month or a poor month.

How would you define leadership, and what qualities does it take to be a great leader?

Leadership is the ability to look at each and every situation with an open mind to make sure you provide others with confidence in you and themselves. Some of the qualities needed are knowledge, personal drive, desire, competitive spirit, a willingness to get your hands dirty, the ability to work with others, respect from others.

What does your company look for when hiring new account executives or other key positions?

Versatility and self-motivation. With the ongoing changes in the media industry, you must have employees that can change with the market conditions. You cannot teach people to multitask or to have the drive to want more and perform better. Self-motivated people are confident, and that confidence gets passed along to the advertiser or listener. Increased confidence in the employee makes for a stronger relationship with the client or listener to a station. An employee's versatility allows him or her to change focus with each client or listener.

How would you measure the effectiveness of an advertiser's marketing campaign? What should they expect?

Radio is the most effective way to reach potential customers, so I would say every campaign is successful from the standpoint of getting name or brand awareness in the market. Every advertising campaign can and should be effective if you sell only what you actually deliver. If you promise more results than what the client expects, then the campaign will fail in the mind of the client. It is important to reach a mutual understanding of the goals of a campaign.

What one strength about radio would you like to point out to advertisers or agencies?

Radio stations have amazing bonds with their listeners. Being able to utilize a radio station's bond with its listeners will almost always garner results for a client.

**Gerald Getz:
"Wow!" Listeners
And Advertisers**

Gerald Getz is president of Keymarket Communications in Pittsburgh.

INK: What aspects of the Pittsburgh market

make it different from other markets of its size?

GG: The Pittsburgh metro is really two markets in one. You have the city of Pittsburgh in Allegheny County, with just over one million in population. It's the normal big-city atmosphere with all the common sites, cultural opportunities and problems faced by urban areas. But outside Allegheny County, you have another million people living in smaller cities and towns that are not focused on the big city. These communities are served mainly by locally-oriented radio stations, such as the Froggy Network. This offers an excellent opportunity for groups like ours to flourish by offering high-quality programming that speaks to the needs of these areas.

What is your primary function as a radio cluster general manager in today's consolidated industry?

Outside of making sales goals and hitting the cash-flow numbers, my main objective is to offer a unique approach for serving listeners and advertisers. We are very locally oriented, in touch with local communities. This past Halloween, for example, Froggy marched in 18 Halloween parades. Our stations have live, local air talent 24/7, our contests guarantee local winners all the time, and we work very hard to stay on top of hot-button issues in the local communities. We might also be one of the last remaining groups that still believe in the art of outside promotion and circus-style events. Our goal is to "WOW!" listeners and advertisers with attention-getting vehicles like a custom Skybox, a bright-yellow Hummer, a 30-foot station limo, and giant inflatable frog. I also believe we need to keep Radio strong by pricing our product at the maximum demand rate the market will bear.

How would you define leadership, and what qualities does it take to be a great leader?

The definition of leadership has changed greatly over the past eight years as the industry has changed. At one time, leadership meant you ran your radio station with a hand-picked group of talented people. Managers knew and cared about the welfare of their employees, who recognized their stake in the success of their organization. In large billion-dollar media corporations today, what passes for leadership are the middle managers, who have a tough job juggling demands of Wall Street while attempting to maintain station morale. Most employees are deaf

to the corporate mission speeches and statements. They want to see the follow-through with promises and solutions. A great leader will deliver what he promises and will stand up and take the heat when he cannot.

What does your company look for when hiring new account executives or other key positions?

It begins with a candidate who will follow through with all the answers to the questions that were asked in the interview. We all want that career-oriented, assertive, honest, hard-working person, an AE we can visualize as a potential manager and, hopefully, someone we can learn from.

What is your primary competition in the Pittsburgh market?

Even though most of us don't want to believe it, Radio's biggest competitor is still itself. Stations continue to monitor each other, check the Miller Kaplan to see who's up or down, and fight each other for every available dollar. It would be great to see print and TV as the land of opportunity, but in most situations this is not what happens. Stations just keep beating on each other for the pennies while TV and print get the majority of the big bucks.

What radio strength would you like to point out to advertisers or agencies?

An advertiser can still afford to invest heavily in Radio and get great results. This is one medium they can still own!

John Rohm: Understand Client Challenges

John Rohm is regional vice president for Clear Channel's Pittsburgh trading area.

INK: How do you see the Pittsburgh economy shaping up for 2004?

JR: While we remain hopeful and have forecast moderate growth — less than 3 percent — the early returns from Miller Kaplan still show the market significantly down. That's with less than 20 percent of January and less than 10 percent of February in. However, we're still seeing double-digits down going into the first quarter. From our standpoint, we've been able to offset that with some things that have been helpful to us, and I believe we'll come out of the chute better, because

2003 was tough.

What is your primary function as a market manager in today's consolidated industry?

The age-old adage of protecting the license is number one — that hasn't changed with consolidation. Nonetheless, it hasn't diminished in its importance, either. Beyond that, and within the parameters of driving top- and bottom-line growth, my primary responsibility has to be people development. That's really what makes this whole thing go. If you have great people, you'll have a great organization and do great things. But I say "people development" also in terms of the listeners and the clients, because we always have to develop things for them that keep them happy and satisfied.

What does your company look for when hiring new account executives or other key positions?

I may not be the most sophisticated guy in the world, but I look for the fundamentals first — honesty, ethics, professionalism — because with those building blocks, you're able to accomplish a lot. We're also looking for talent, and people who are original thinkers and can empathize with our clients. They have to be able to sit down with someone and look at it from their perspective. They have to understand the challenges of our clients.

As accountability and ROI become increasingly important for advertisers, how do you measure the effectiveness of a client's marketing campaign?

It's very simple: It's about moving their products. We've become more of a partner than a vendor. It's our job to develop relationships that will endure. That's essential. And the only way you're going to do that is by getting results for someone. We have to move the product or service, because that keeps the two of us linked, and it helps them develop brand awareness.

What one radio strength would you like to point out to advertisers or agencies?

There are many things, but one that's essential is that radio is still a very local medium. Radio still reflects the local community more than any other medium. People want that. I also have to say that radio provides affordable reach and frequency. Until we had consolidation, we weren't able to focus on the reach as much. I have six stations here, and believe me, we have reach. Plus, a lot of people want on now, or they want something changed now, and radio is still able to do that. ☐

Station Profiles: Keymarket Communications — Pittsburgh

President: Gerald Getz, 412-489-1001, Ggetz54@aol.com
100 Ryan Ct., Pittsburgh, PA 15205. Website: www.Froggyland.com
Market Manager: Susan Hughes, 412-279-5400, shughes@ptd.net
VP/Programming: Frank Bell, Fbell1955@aol.com
Group Owner: Keymarket Communications LLC
Rep Firm: Regional Reps

Keymarket Hops To It In Pittsburgh

What's green and growing by leaps and bounds? The Froggy Network of stations in Pittsburgh!

The Froggy Network is an innovative approach to serving a large geographical area. Four Country music stations — each carrying the Froggy brand name, and each covering a different section of the diverse Pittsburgh Metro — simulcast 14 hours daily and shadowcast the rest of the day with identical music logs, imaging and promotions.

The result is a major-market on-air product with a hometown feel, as each Froggy station actively promotes community activities in its local coverage area.

Froggy sounds as fun, upbeat and topical as any Contemporary-formatted station, but it plays "Real Country Variety." You'll hear "the latest" from such artists as Toby Keith, Faith Hill and Tim McGraw, and "the greatest" from heritage artists, such as Alabama, Willie Nelson and the Charlie Daniels Band.

The Froggy Network puts the "show" back in show business, with nonstop promotional activity throughout the year. From the largest superstar concerts to a welcome for local troops back from Iraq to small-town holiday parades, Froggy hops to 'em all with a fleet of state-of-the-art vehicles designed to garner attention and capture listeners' imaginations.

Mornings on the Froggy Network are anchored by local icon Jimmy Roach, who has more than 25 years' on-air experience in western Pennsylvania, and The Green Team: News Director/Co-Host Wendy Green and regional traffic reporter Rusty Fender. Other Network personalities include evening host Ann Phibian and overnight veteran Leapin' Leah Klocko.

For advertisers, The Network offers maximum flexibility with minimum effort. Larger businesses use all four Froggies to reach the more than 235,000 Persons 12+ who listen each week in the metro — more than 335,000 in the TSA. Smaller advertisers wishing to impact less territory get major results with just one or two Froggies.

Demographically, The Froggy Network hits the sweet spot: More than 60 percent of its AQH is Adults 25-54, skewing slightly Female (60 percent) to Male (40 percent). Froggy delivers audience that the Allegheny County-oriented stations can't reach:

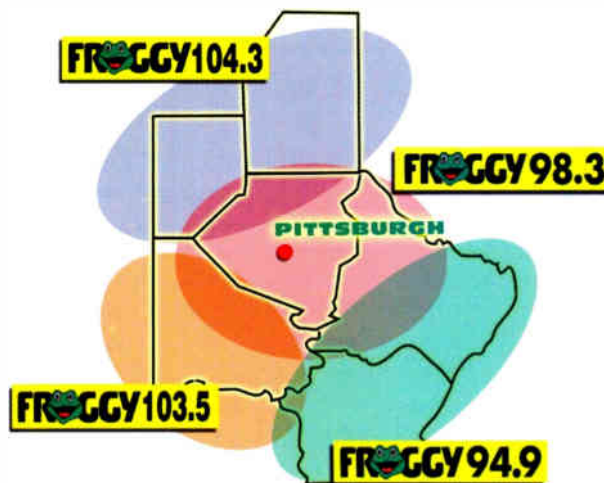
- 85% of Froggy listeners don't tune KDKA.
- 77% don't tune WDVE.
- 62% don't tune WDSY.

Bottom Line: The Froggy Network generates results for advertisers throughout the entire six-county Pittsburgh metro.

Keymarket Communications LLC owns 12 radio stations within a one-hour drive of its Pittsburgh headquarters.

In addition to The Froggy Network, it operates The Pickle, Oldies-formatted WPKL in Pittsburgh; Top 40 WOMP-FM in Wheeling; and News Talkers WSTV/WOMP-AM and Nostalgia WOHI-AM in the in the Ohio Valley.

Unless otherwise noted, all Arbitron ratings references are Spring, 2003, Pittsburgh Metro Persons 12+ Cume or AQH, Monday-Sunday 6AM to Midnight.



WOGI Froggy 98.3

Moved its tower to downtown Pittsburgh in Spring 2002, and watched its weekly cume zoom to 100,000 persons in the central part of the metro.

WOGG Froggy 94.9

Consistently dominates every demo in the southern part of the metro in Fayette County and the Mon Valley, with a four-book-average county share of 17.8.

WOGH Froggy 103.5

Targets Washington County (PA) in the metro and leads all stations in the Ohio Valley portion of the Pittsburgh TSA. It also reaches an additional 24,000 weekly listeners in the nearby Wheeling, WV market.

WOGF Froggy 104.3

Moved its tower to Greene Township (Pa.) in Spring 2003, providing improved signal coverage to the northern section of the metro. It quickly became the top-rated Country station in Beaver County.

Success Stories: **Keymarket Communications** **— Pittsburgh**

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The Pepsi-Cola Roadhouse

PROBLEM: The Pepsi-Cola Roadhouse is a 1,000-seat dinner-concert venue. Going into its fourth year of operation, the Roadhouse faced low attendance and high marketing costs, and it had not yet established itself as a major concert facility. With the limited seating capacity, the venue had to maximize ticket sales in order to turn a profit.

SOLUTION: Owners of the Pepsi Roadhouse and The Froggy Network created a marketing partnership. Froggy executives agreed to regularly communicate with venue decision-makers, providing information about artists, advertising plans and promotional opportunities. The Froggy Network was committed to selling out every show — no small task, considering that ticket prices for major Country artists often exceed \$100. For each concert, an OES schedule was placed to kick off ticket sales. Additional promotional activity — ticket giveaways, backstage passes, and artist interviews — were part of the overall strategy for each concert. An upfront dollar amount was established for each show.

RESULTS: The very first show sold out in less than seven days, but venue owners were still skeptical. After the second show also sold out quickly, the owners started to believe in Radio and the overall strategy. As of this writing, the Pepsi Roadhouse has sold out 22 shows — from rising stars, such as Keith Urban, Phil Vassar and Gary Allan, to superstars Willie Nelson, Kenny Rogers and Lonestar. The owners are so overwhelmed with the results that they have decided to increase the number of concerts next year from 18 to 30, using The Froggy Network as their exclusive media partner. Froggy's partnership with the Pepsi Roadhouse owners is an incredible win-win for both companies.

Zebley Law Offices

PROBLEM: Zebley Law Offices had never before used Radio. The firm's traditional marketing strategy had been to advertise in the local newspaper with a laundry list of available legal services.

SOLUTION: During the initial client interview, the salesperson discovered Zebley's specialty was dealing with personal bankruptcy problems. The Froggy Network creative team went to work to drive home that one message on a consistent basis. They presented the client with a sample commercial offering a free initial interview and mentioning the telephone number five times in 60 seconds. Zebley responded with an initial 13-week schedule.

RESULTS: Instantaneous! The phone started ringing the very first day, and weeks later, Zebley was still receiving an average of 30 calls per week from prospects. Based on

those results, the firm elected to double its schedule and has since renewed with an annual agreement.

Motordrome

PROBLEM: Motordrome is a NASCAR-sanctioned local racetrack south of Pittsburgh. The Froggy Network was already indirectly involved with the track through an on-going sponsorship of several local race drivers. The track wanted to expand its appeal beyond traditional car buffs and market itself to families. It was then in competition for entertainment dollars with nearby amusement parks, fairs and concerts.

SOLUTION: The Froggy Network presented Motordrome with a multitude of opportunities: weekly on-air ticket giveaways on Motordrome Mondays; special telephone hotlines for fans to check the latest race results and point standings; third-party tie-ins with other Froggy clients; "Live Action Broadcasts" for special events; and a consistent advertising schedule on The Froggy Network. Motordrome's commercial promoted "family fun at an affordable price," and giveaways included "family fun-packs" of tickets and prizes.

RESULTS: Despite an unusually rainy season, when several races were canceled, Motordrome's attendance showed a substantial increase year to year. Its biggest draws were the nights when Froggy appeared live at the racetrack or featured a special on-air contest. Decision-makers have already met with the Froggy sales team to brainstorm opportunities for next season.

Cerini Harley-Davidson

PROBLEM: Cerini Harley-Davidson wanted to increase sales of motorcycles and attract more female riders to the dealership.

SOLUTION: The Froggy Network aired several advertising schedules and a special weekend "Tent Sale," which generated positive results. Froggy also created a special promotion to provide the network's nighttime air talent, Ann Phibian, with her own Harley. She began by taking riding lessons, secured her license and enjoyed full use of a Harley for the two-month campaign. In Cerini's commercials during this period, to raise awareness with female listeners, Phibian gave a daily testimonial of her riding experiences.

RESULTS: "The client garnered immediate results during the "Tent Sale" and signed a long-term commitment to Froggy. He was also delighted with the attention and the sales produced by Ann Phibian's testimonials. Sales have exceeded all expectations, thanks to Froggy's efforts to go above and beyond a traditional advertising campaign.

Personalities:
Keymarket Communications
— Pittsburgh

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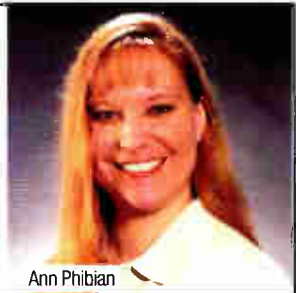


Danger Frog

Froggy 98.3's Danger Frog livens the afternoon commute with a non-stop series of features, stunts and listener phone calls. From "My Big Fat Froggy Wedding" [above] to the Froggy Idol karaoke competition or special-edition "Cleveland Stinks!" football shirts, Danger Frog makes it a fun hop home at the end of the workday.

Frogs R Us

As it takes a lot of Frog-power to be constantly shaking hands and kissing babies, there's a stable of local on-air talent at each of the Froggy stations. Don't be fooled by names like Terry the Tadpole, Polly Wogg, Hollywood Hopster or I.B. Green: These are all real people with roots in their local communities.



Ann Phibian



Terry the Tadpole

Jimmy Hoppa



Jimmy Roach

Wendy Green

The Green Team

"It takes one to know one" and Pittsburghers know Jimmy Roach, a market icon for more than 25 years and anchor of The Froggy Network's morning show, *The Green Team*. Jimmy, with News Director Wendy Green and Traffic Reporter Rusty Fender start listeners' day with a song and a smile, featuring family-friendly games, celebrity interviews, and plenty of audience interaction.



Steve the Frogster

Leaphin' Leah

Who Let the Frogs Out?

The first radio station to use "Frog" as its name was WFRG-Utica, NY, in 1986. Owners Kerby Confer, Paul Rothfuss and Donald Alt wanted an enduring brand, warmer and more family-friendly than the "foxes" and "eagles" popular then. In 1991, Confer, Alt and Carol Logan founded Forever Broadcasting and changed the call letters of its flagship in Altoona, PA, to WFGY, creating the first "Froggy" station.

Throughout the 1990s, Frog and Froggy stations jumped to ratings success nationwide, mostly at Country stations owned or affiliated with Confer. Keymarket Communications spawned KFRG in San Bernardino, CA, on Christmas Day 1989, followed soon by Froggies in Memphis, TN; Wilkes-Barre, PA; and the first Oldies-formatted Froggy, KFGI-Austin, TX. Forever Broadcasting leaped into action in smaller markets such as Watertown, NY; Paducah, KY; Lima, OH; and Meadville/Oil City, PA. In 2000, Confer became a partner in Burbach Broadcasting, and Froggy sprang to life in Parkersburg and Clarksburg-Fairmont, WV.

For several years, Keymarket licensed the Froggy name to other broadcasters in non-competitive situations. In the aftermath of radio consolidation, many Frog-branded stations today are successfully operated by public companies, including Clear Channel, Infinity, Entercom, Regent, and NextMedia.

While Confer today is out of the day-to-day operation of stations, he still is considered "Boss Frog" at Keymarket Communications LLC, licensee of the Pittsburgh-based Froggy Network, and Altoona-based Forever Broadcasting, which in 2003 was granted a nationwide service-mark for the Froggy name and logo.

Promotions:

Keymarket Communications — Pittsburgh

President: Gerald Getz, 412-489-1001, Ggetz54@aol.com
100 Ryan Ct., Pittsburgh, PA 15205. Website: www.Froggyland.com

Market Manager: Susan Hughes, 412-279-5400, shughes@ptd.net
VP/Programming: Frank Bell, Fbell1955@aol.com

Group Owner: Keymarket Communications LLC
Rep Firm: Regional Reps

Country Concerts

It can be tough to take ownership of a major concert when the area's biggest promoter (Clear Channel) and its largest broadcaster (Viacom) have an exclusive arrangement that prevents the locally owned Froggy Network from participating onsite. But when the going gets tough, the tough get *creative!*



At the height of the controversy surrounding Toby Keith's song *Courtesy of the Red, White & Blue*, and prior to Keith's Pittsburgh concert, The Froggy Network staged a "Day of 1,000 T-Shirts." The shirtfronts showed a flag-waving Mr. Froggy "sticking a boot" to Osama bin Laden, which generated a thank-you note from President George W. Bush.

When George Strait came to town, Froggy distributed thousands of buttons with flashing red lights for the indoor show. Superstar Tim McGraw was greeted with thousands of yellow glow-in-the-dark necklaces.

For Alabama's Farewell Tour, The Froggy Network worked closely with the mayor to officially proclaim "Alabama Day" in the City of Pittsburgh.



Red Cross Leap for Life

Summertime is traditionally one of the toughest times of the year for blood donations. With that in mind, The Froggy Network created "Leap for Life" to stimulate blood donations for the American Red Cross in southwest Pennsylvania. Now heading into its fourth year, "Leap for Life" is a coordinated media campaign involving listeners of all four Froggy stations and five different blood donation centers on the same July day. The results speak for themselves: In three years, more than 1,000 Froggy listeners have donated enough blood to save 3,100 lives. In the photo above, Froggy Network morning host Jimmy Roach rolls up his sleeve for this worthwhile cause.



Fayette County Halloween Parade

Uniontown is the largest city in Fayette County, the southernmost part of the Pittsburgh metro. Its annual Halloween parade, a 65-year tradition, consistently draws nearly 25,000 spectators. When the local VFW announced in 2002 that they no longer had the resources to stage the parade, Froggy hopped to the rescue. In addition to paying expenses, The Froggy Network donated air talent to emcee the event and brought its entire fleet of vehicles to ride in the parade. As a wise man taught us many years ago: "Be local, be loved!"



Froggy Fleet

The Froggy Network's fleet of promotional vehicles is unrivaled by any other Pittsburgh station. The Skybox towers above the crowds at large events such as the Pittsburgh Three Rivers Regatta. Frogzilla, a 30-foot-tall inflatable frog, greets fans at county fairs and community festivals. Froggy's bright-yellow stretch limousine makes a grand entrance for visiting country stars or listeners on their way to a "Limo Lunch." There's even a customized Froggy hearse, complete with fog machine and stocked full of candy, for use in area Halloween parades.



Three Rivers Regatta

For three consecutive years, The Froggy Network has been the exclusive Country sponsor of one of downtown Pittsburgh's biggest community events, the Three Rivers Regatta. Staffers from all four Froggy stations meet and greet listeners and hand out thousands of free balloons and stickers. Froggy also hosts a Sunday evening Country concert featuring artists such as Diamond Rio, Lee Ann Womack, and Collin Raye.

Motorcycle Run

A fund-raiser held two years ago to benefit the family of a slain police officer has blossomed into a huge event for the northern metro. Exclusive radio sponsor Froggy actively promotes the Officer Naim Motorcycle Run and entertains the crowd before the race. In the photo at right, Mr. Froggy admires some of the 4,000 bikes participating this year.



Station Profiles: Steel City Media — Pittsburgh

VP/General Manager: Gregg Frischling, 412-316-3342,
gfrisch@steelcitymedia.com

650 Smithfield St., Ste. 2200, Pittsburgh PA 15222
URL: www.steelcitymedia.com LSM: Chris Kohan

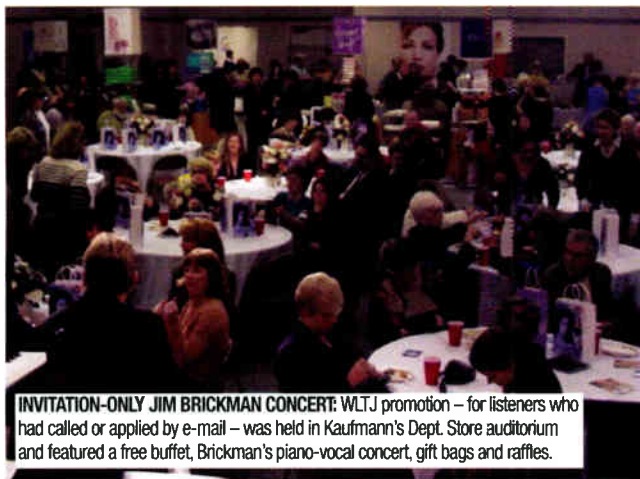
Group Owner: Steel City Media
Rep Firm: Christal Radio

Steel City Media Is Pittsburgh!

Steel City Media has been a part of Pittsburgh for 20 years. Being a locally owned and operated media company has allowed Steel City Media to grow with its clients and the Pittsburgh market.

Steel City Media is two radio stations, Lite Rock 92.9 WLTJ and Channel 97 WRRK, as well as an 85,000-circulation-per-week news weekly, the *Pittsburgh City Paper*, and Pittsburgh's best new restaurant, La Strada.

Steel City Media and its employees are dedicated to



INVITATION-ONLY JIM BRICKMAN CONCERT: WLTJ promotion – for listeners who had called or applied by e-mail – was held in Kaufmann's Dept. Store auditorium and featured a free buffet, Brickman's piano-vocal concert, gift bags and raffles.

providing our listeners and clients with the best possible product or products for their needs. For this reason, Steel City Media does not force combo sales or cross-media sales, but offers our clients the option of multi-media discounts if it makes sense for the individual client. We operate each station individually with local program directors dedicated to providing the best possible product for our listeners. Our sales staff is trained to provide a service to our clients, helping them to determine their best course of action for their advertising dollars. Steel City Media made a decision to program Lite Rock 92.9 WLTJ and Channel 97 WRRK to appeal to two different audiences: Lite Rock 92.9 WLTJ for women and Channel 97 WRRK for men. The combination of Lite Rock 92.9 WLTJ and Channel 97 WRRK complements the market and each other.

Lite Rock 92.9 WLTJ is entering its 18th year as Pittsburgh's at-work radio station. Providing working women with a consistent product over the course of 18 years has allowed our listeners and Lite Rock 92.9 WLTJ to form a long lasting and growing relationship between the station and the community. Lite Rock 92.9 plays music from the '70s, '80s, '90s and today, and it has the longest-tenured morning show in Pittsburgh.

Channel 97 WRRK is the only Classic Rock station in Pittsburgh. From our high-powered morning show to our

specialty weekends, WRRK provides Pittsburgh with 100-percent pure Classic Rock. Playing music from the largest Rock music library in Pittsburgh has allowed WRRK to consistently increase and maintain its ratings with men. WRRK is also in its fourth year of broadcasting Pittsburgh Panther football and basketball games.

Steel City Media's properties have also increased their presence on the World Wide Web. With websites www.wltj.com, www.rk.com, and www.pghcitypaper.com., Steel City Media touches our listeners, readers and diners through today's growing technology.

Steel City Media provides clients with a local option for their advertising needs. With the joint reach of Steel City Media properties to more than one million Pittsburghers per week, Steel City Media reaches active adults in and around Pittsburgh.

WRRK 96.9 FM

Format: Classic Rock

Target Demo: M 25-54

Target Rank: #4

Program Director: John Robertson

Line-Up: (M-F) 5:30-9a, Quinn in the Morning, 9a-2p Bonny Diver; 2-7p Judge; 7p-12m, "The Reverend" Rob Allen; 12-5:30a, Matt Newport. (Weekends) Mike Weber, Steve Rohan, Eddy Crow, Mark McCray, Rick Barrett, Ray Blackham

Channel 97 is "Pittsburgh's Classic Rock Station," playing the music of Led Zeppelin, Pink Floyd, The Beatles, Jimi Hendrix, The Rolling Stones, and other great album artists. Additionally, Channel 97 airs nationally ranked University of Pittsburgh football and basketball as the flagship station for the Panthers. Pittsburgh comes to Channel 97 for knowledgeable on-air personalities and lots of incredible tunes.

WLTJ 92.9 FM

Format: Adult Contemporary

Target Demo: Women

Target Rank: N/A

Line-Up: (M-F) 5:30a-9a, Gary and Beth; 9a-2p, Vicki Cohill, 2-7p, John Gallagher; 7p-12Mid, Cindy Crawford. (Weekends) Ted Matthews, Karen O'Brien, Eliska Hahn

Lite Rock 92.9 is Pittsburgh's only radio station for "Lite Rock with less talk" and both a large female audience and an at-work audience. Our mainstream Adult Contemporary approach features great variety from the '70s, '80s, '90s and today. The day starts with the Lite Rock Morning Show with Gary and Beth, followed by Pittsburgh's only "No Repeat Workday." At night, it's "Love Songs, Requests, and Dedications." Weekends mean a great blend of '70s and '80s music for the "Replay Weekend."

40»

Success Stories: Steel City Media — Pittsburgh

VP/General Manager: Gregg Frischling, 412-316-3342,
gfrisch@steelcitymedia.com

650 Smithfield St., Ste. 2200, Pittsburgh PA 15222
URL: www.steelcitymedia.com LSM: Chris Kohan

Group Owner: Steel City Media
Rep Firm: Christal Radio

WRRK-FM Channel 97

Wendy's

PROBLEM: The client's advertising agency had come up with the slogan "eat great, even late," and they needed some local promotions to boost late-night sales.

SOLUTION: The Channel 97 marketing team came up with a promotion centered on late-night sales: "Go into any Pittsburgh-area Wendy's between 10 p.m. and 1 a.m., send your register receipt to Channel 97, and receive a complimentary pass to the zoo while supplies last."

RESULTS: WRRK-FM Channel 97 ripped through 2,000 zoo passes during the first two weeks of the promotion. As a result, Wendy's saw a spike in its late-night sales, and we've continued — or done a variation of — the promotion every year. The account executives at the advertising agency tell us they appreciate our creativity and understanding of their initiatives.

Biondi Motors

PROBLEM: A long-standing family dealership was being overshadowed by a giant automotive retailer, and the client needed something to differentiate himself from the competition.

SOLUTION: The morning show on Channel 97 is a conservative talk program with an incredibly loyal and large audience. Therefore, the Channel 97 marketing team proposed live spots with our morning-drive personality, Jim Quinn. Biondi became the official automotive dealer of the *Quinn in the Morning* show.

RESULTS: Louis Biondi Jr., owner of Biondi Motors, is still amazed by the results that the live endorsements deliver. People specifically come to the dealership on a regular basis and say, "Quinn said to buy our next vehicle here." It has been the best advertising investment Biondi has ever made. The endorsements have run for three years — and counting. It was the perfect way for the client to differentiate himself from the competition.

Straub Beer

PROBLEM: Due to large national breweries, a local brewery had trouble getting prime display space with local distributors.

SOLUTION: The Channel 97 marketing team created an on-site promotion that demanded display space. Through a promotional tie-in with Kawasaki, Channel 97 secured a top-of-the-line all-terrain vehicle, along with hunting accessories, appealing to western Pennsylvania's tremendous number of outdoorsmen. The promotion required display space for Straub Beer and was complete with a series of remotes, at which we displayed the ATV.

RESULTS: The promotion has become a signature for both Channel 97 and Straub Beer. The client was able to leverage better displays, which equated to more beer sales.

Chevrolet

PROBLEM: Chevrolet was introducing a new S10, and the company wanted some strong promotion for a good launch.

SOLUTION: The Channel 97 marketing team partnered Chevrolet with Tyler Mountain Spring Water and a local pool company. At a local mall, we displayed the truck with the pool in tow. The pool was filled with Tyler Mountain Spring Water bottles. Patrons had to visit the mall and make a guess on the number of bottles in the pool. After one month, all entries were taken, and the closest guess won the pool and the truck.

RESULTS: "Enormous media coverage, and just the promotion we needed," were the words that one local Chevrolet executive used to describe the Tyler Truck pool promotion. It was a huge hit for Chevrolet, the station and all cross-promotional partners.

Success Stories: Steel City Media — Pittsburgh

VP/General Manager: Gregg Frischling, 412-316-3342,
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Group Owner: Steel City Media
Rep Firm: Christal Radio

WLTJ-FM, Lite Rock 92.9

King's Jewelers

PROBLEM: Small jewelry firm was facing increasing competition from larger jewelers with deep pockets. It needed a program to set it apart from the competition for the holiday season.

SOLUTION: The WLTJ-FM marketing team devised a gift-with-purchase program for King's Jewelers for the holiday season. We tied in *The Nutcracker* as a cross-promotional partner, providing 50 pairs of tickets to the holiday performance of *The Nutcracker*. We also tied in a local salon, which was releasing a new fragrance for which it wanted publicity. For a \$100 purchase at King's, the consumer received two tickets to *The Nutcracker* and a complimentary bottle of the fragrance. The value of the gift with purchase was equal to the purchase itself.

RESULTS: The jeweler easily sold out of the gift-with-purchase items. The client's advertising agency said it was easily the most successful program the client had ever done. We continue to see the benefits, as King's Jewelers employs our marketing team to come up with new ideas for each holiday.

Java Sonata

PROBLEM: A small coffee company needed to create an ongoing presence with a very limited budget.

SOLUTION: The WLTJ marketing team settled on a nontraditional program for Java Sonata: a non-spot program on morning drive. WLTJ created the on-air feature of "The Morning Coffee Break." Each day, Monday through Friday during the promotion, we would ask a trivia question, and the winner received a Java Sonata gift pack. We charged Java Sonata a weekly fee for the feature and stretched their limited budget across 52 weeks, creating a full year's promotion.

RESULTS: The results were tremendous, and Java Sonata has renewed this program year after year. Joanne, the client's representative, continues to praise us for a creative idea that has delivered results and year-long success.

Lamagna Cheese

PROBLEM: A local cheese company was facing flat sales year after year due to increasing competition.

SOLUTION: The WLTJ marketing team came up with a two-fold promotion for Lamagna. The first was a catchy slogan: "How do you say lasagna? Lamagna!" The second was to have listeners send in their favorite Lamagna recipes. We compiled them in a little book that was distributed — for a small donation to a charity — at grocery remotes.

RESULTS: The client now uses the slogan in all its advertising. There was also an incredible increase in sales during the promotional period.

Ross Park Mall

PROBLEM: A new mall was looking for an annual signature Halloween promotion. The client also needed a charity tie-in.

SOLUTION: The WLTJ marketing team devised the "Great Pumpkin Giveaway." We partnered with a local farm, which donated two tons of pumpkins for the promotion. We then held a remote two weeks before Halloween, inviting patrons to get a pumpkin from the Ross Park Mall Pumpkin Patch for a donation of cash or a non-perishable food item for the local food bank.

RESULTS: The mall's marketing director made WLTJ the mall's No. 1 partner for radio advertising as a result of the success generated by the Great Pumpkin Giveaway. It has been a signature promotion for both the station and the mall for more than 10 years.

Personalities: Steel City Media — Pittsburgh

VP/General Manager: Gregg Frischling, 412-316-3342,
gfrisch@steelcitymedia.com

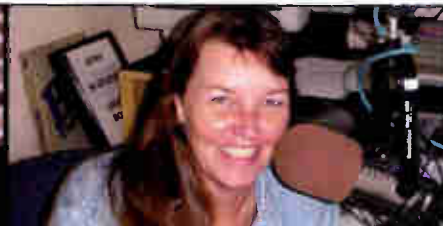
650 Smithfield St., Ste. 2200, Pittsburgh PA 15222
URL: www.steelcitymedia.com LSM: Chris Kohan

Group Owner: Steel City Media
Rep Firm: Christal Radio



Morning Drive **Quinn in the Morning**

Conservatively speaking, this is America's most controversial talk show, focusing on the hot issues of today. Jim Quinn, celebrating his 40th year in radio, has been a Pittsburgh staple, dating back to 1967; he's been on Channel 97 since 1993. Rose Tennent joined Quinn eight years ago, following an outstanding career in television. Quinn and Rose have a large and devoted audience, and they approach each show with their motto: "The ugly truth is a beautiful thing."



Middays **"Bonny Diver"**

Bonny begins the workday with her "Magnificent Seven at Nine," highlighting the favorite tunes of a Channel 97 listener. From noon until 1 p.m., it's the "Out to Lunch Hour," when Bonny plays back requests. She has worked in Pittsburgh radio since 1993 and was honored with a prestigious award for "Best Non-Drive Personality" in the market. Bonny believes "the station that has the most fun, wins."



Afternoons **"Judge"**

Judge hung out in Denver and Dallas before arriving at Channel 97 in 1998. Every day, his "Four O'Clock Fourplay" presents songs that share a common theme. And at 5 p.m., Judge makes the trip home a little easier with the "Road Block," mixing requests, interviews, and comedy bits. Judge, who combines an offbeat sense of humor with enthusiasm for Classic Rock, is fast becoming a Pittsburgh afternoon favorite.



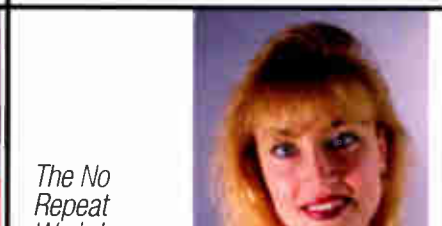
Nights **"The Reverend" Rob Allen**

A Pittsburgh native, "The Rev" started his radio career at Clarion University. As a Channel 97 staff member, he has interviewed numerous bands and appeared at hundreds of station and local charity events. At 8 p.m., Rob presents the "Preacher's Feature," with something different each night, ranging from "Get the Led Out" to a "Year in Your Ear." He says the most enjoyable part of his job is the one-on-one phone interaction with his listeners.



The Lite Rock Morning Show **with Gary and Beth**

Gary and Beth have been together longer than any other morning-show team in Pittsburgh. These Pittsburgh natives feature lots of music, great listener telephone interaction, and benchmark features such as the "Bus Stop Brain Buster" and "Telephone Teaser." Amy Crago updates news and "On Time Traffic." Bill Defabio anchors Steel City sports, and Cecile Knobler broadcasts live from Hollywood.



The No Repeat Workday: **Vicki Cohill**

Vicki Cohill caters to a large, at-work audience by not repeating any songs during the busy workday! A Pittsburgh native from the North Hills, Vicki also has the "Lite Rock Café" at noon, featuring requests and dedications. "It's great to be on the air in my hometown!" Cohill says. "I love the calls I get from my childhood friends when they hear me!"



John Gallagher

John Gallagher continues the "No Repeat Workday" and eases listeners into the afternoon rush hour with "On Time Traffic" reports and the popular "5 at 5" feature: five songs with a theme for the ride home. "Getting our listeners through their hectic workday and having fun on the drive home is something I look forward to each day," he says.



Love Songs, Requests, and Dedications **Cindy Crawford**

Evenings are the time to relax, and western Pennsylvania native Cindy Crawford helps them do it! She takes listeners' requests and dedications via phone calls and e-mails, and plays the perfect song for them. "I love helping our listeners relax and unwind at the end of the day," she explains. "Playing that perfect song to enrich their lives is very rewarding!"



The Replay Weekend: **Ted Matthews, Sat. and Sun.** **Karen O'Brien, Saturday** **Eliska Hahn, Sunday**

The Replay Weekend brings lots of favorites from the '70s and '80s as well as great songs that make the listener say, "Oh, wow, I haven't heard that in a long time!" Ted, Karen, and Eliska anchor weekends that feature plenty of giveaways!



MAKE YOUR DECISIONS CAREFULLY

By Peter Chimento

As a manager, your position calls for many decisions in the course of your busy day. Some are so routine that you decide automatically and instinctively. At times, however, the problem is a bit larger, or the decision is more complex. A conscious and objective decision-making process is needed, and two qualities will lead to more effective decisions: logic and an open mind. When you approach a problem, strip your mind of preconceived opinions and prejudices. Logically assemble and learn the facts of the situation. Logical, open-minded decision-making usually involves the following process:

- 1. RECOGNIZE THAT A PROBLEM EXISTS.** In your hurried, busy, pressured environment, it's easy to hope that a problem will go away or resolve itself. Usually, the opposite occurs, and it gains momentum and becomes worse.
- 2. DEFINE THE PROBLEM.** When you gather information about a problem, you will feel more confident. You have many sources of information, but your most important source is people. Ask questions.
- 3. IDENTIFY POSSIBLE CAUSES OF THE PROBLEM.** Use the 5 Ws (who, what, when, where, and why) to help discover the possible causes and isolate the real problem. List and clarify all the causes as clearly and specifically as you can.
- 4. SEEK A SERIES OF ALTERNATE SOLUTIONS.** Once you have identified a number of solutions, it is much easier to creatively select the best one. Note: Always have a Plan B, in case Plan A doesn't work.
- 5. CHOOSE THE SOLUTION YOU THINK IS BEST.** A good decision involves a selection between good alternatives. You should not start out thinking that one particular solution is right and the others are wrong.
- 6. SHARE YOUR DECISION.** If the decision affects your staff, allow and encourage them to participate in the process. If people are consulted about change, they will adjust better to it.

7. INSPECT THE DECISION. The purpose of the decision is to achieve a desired result. Once you begin to implement a decision, develop a system for measuring results. If the expected results are not forthcoming, implement an alternative.

Peter Chimento, president of Cornerstone Business Development, can be reached at 404-918-3759 or peterchimento@yahoo.com3

Improve Your AEs' Slugging Percentage

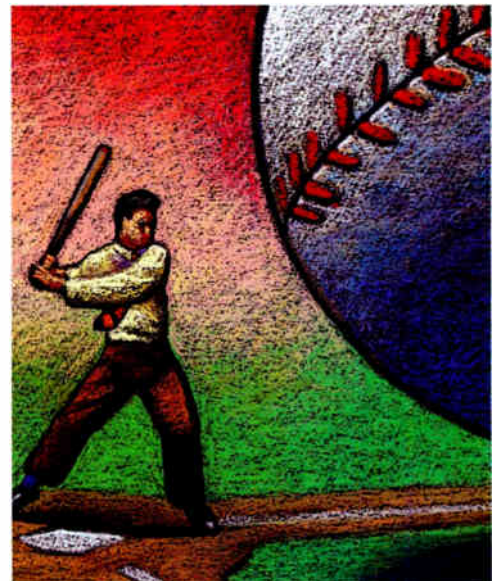
A few weeks ago, David Winters, CEO of Badger Communications in San Francisco, sent me a book. I read approximately two books a week, and this one caught my attention once I read the first chapter. The book is *Moneyball* by Michael Lewis, and it takes a close look at the Oakland Athletics baseball team and its general manager, Billy Beane.

The premise of the book is that the Oakland Athletics are always in the playoffs, yet they pay the least for their players. The A's went to three straight World Series, 1988-1990, and they had one of the highest payrolls in Major League Baseball. The last three years, they have had one of the lowest payrolls, yet they have gone to the playoffs each year.

Beane was a first-round draft choice by the New York Mets in 1980. He showed great potential, but in 1993, he hung up his cleats and announced he wanted to be an "advance scout." Most MLB players wouldn't hang up their cleats to watch (scout) the upcoming opponent (research). Working his way up the ladder, however, Beane in 1997 was promoted to general manager of the A's. His assignment was to build a winning team when the owners wouldn't spend money — or at least the amount of money that the Yankees would spend. Beane and his staff designed new ways to scout players, finding the best in the least likely places. They found Jason Giambi and Barry Zito, who were not on any other MLB radar screens.

What's the correlation between baseball and radio sales? In baseball, theory has always relied on a player's batting average. Billy and his staff have thrown out this theory. They look at "on-base percentage" and a player's "slugging percentage," which then equates to "runs created." Simply put, "on-base percentage" means getting on base and "slugging percentage" is the number of bases divided by the number of at-bats.

Translation in radio sales: What's really important is the number of times the sales rep gets in front of the client (on base), asking for business, and getting higher average sales (slugging percentage). If your hits result in bigger dollars (more bases), then you can take fewer at-bats to achieve your desired sales quota. In other words, more asks get you more dollars.



Let's break it down even further. What gets a sales rep to the plate or in a position to do a first-call needs analysis? Research, on-location surveys, telephone prospecting etc. What gets a rep on base? A thorough customer needs analysis. What gets a rep around the bases to score? Superior closing presentations with long-term proposals and spec campaigns.

While much that we are taught — and have taught — says that the salesperson who closes the most deals is the most successful, consider whether the salesperson who makes 10 sales actually is better than the sales rep who makes five sales. The manager who asks, "How many sales did you make today?" could be in for a real shock when the rep with **five sales at 15K** bills more than the rep with **10 sales at 3K**.

So, what must be managed if you follow the Billy Beane school for "runs created"? It's the number of asks-per-day times the dollar amount being requested, then factor in the rep's closing ratio: asks x \$ ÷ closing ratio. For a copy of my weekly recap tracker using the formula to ensure that reps are asking for the dollars that will achieve their desired sales quotas, e-mail me at the address below. Of course, the sales rep still has to hit the ball! Sean Luce is the head national instructor for the Luce Performance Group and can be reached at 281-496-6340 or by e-mail at Sean@luceperformancegroup.com.



10 TIPS FOR ENTERTAINING AT HOME

By Barbara Pachter

Whether you're thanking a client, holding a team-building event, or hosting a holiday celebration in your home, here are 10 guidelines:

1. Make sure your invitation gives the necessary information — whether their spouses/dates are invited, what the dress code is, what are beginning/ending times and whether or not a meal will be served.

2. Check dietary requirements ahead of time. Make sure there is something for everyone to eat. Keep the food simple and easy to eat — no ribs or spaghetti.

3. Be sure your children are well behaved, or get a babysitter. It's the same for pets. Many people are frightened of dogs or allergic to animals.

4. Prepare your spouse or partner. Make sure he/she knows guests are coming, and try to share something in advance about every person who will be there.

5. Clean the entire house. You never know where people might wander in search of a restroom.

6. Be cautious with liquor. If you serve alcohol, make sure no one gets drunk, including yourself.

7. Make sure you mingle with all guests. Introduce everyone. Don't talk only business; this is a great opportunity to discover the non-business side of the people you work with.

8. If possible, arrange for help in serving and cleaning up, so you can interact better with your guests.

9. If you play music, choose something everyone will like. At the very least, select something that few people will find offensive, and keep the volume low.

10. Offer a brief speech or toast to welcome everyone to your home.

Barbara Pachter is the author of When The Little Things Count... And They Always Count, Marlowe & Co., © 2003. Used with permission.

How To Seal The Deal In Seven Seconds

Can you close a sale in just seven seconds? If you make a great first impression, you can do it even faster. Seven seconds is the average length of time you have to make a first impression. If yours is not good, you won't get another chance with that potential client. But if you make a great first impression, you can bet that the client is more likely to take you and your company seriously.

Whether your initial meeting is face-to-face, over the phone or via the Internet, you do not have time to waste. It pays for you to understand how people make their first judgment and what you can do to be in control of the results.

LEARN WHAT PEOPLE USE TO FORM THEIR FIRST OPINION. When you meet someone face-to-face, 93 percent of how you are judged is based on non-verbal data — your appearance and your body language. By contrast, only 7 percent is influenced by the words that you speak. When your initial encounter is over the phone, 70 percent of how you are perceived is based on your tone of voice and only 30 percent on your words. Clearly, it's not what you say — it's the way you say it.

CHOOSE YOUR FIRST 12 WORDS CAREFULLY. Although research shows that your words make up a mere 7 percent of what people think of you in a one-on-one encounter, don't leave them to chance. Express some form of thank you when you meet the client, such as "Thank you for taking your time to see me today." Clients appreciate you when you appreciate them.

USE THE OTHER PERSON'S NAME IMMEDIATELY. When you use the client's name in conversation within your first 12 words and first seven seconds, you are sending a message that you value that person and are focused on that person. Nothing gets other peoples' attention as effectively as calling them by name.

PAY ATTENTION TO YOUR HAIR. Your clients will. In fact, they will notice your hair and face first. Putting off that much-needed haircut or color job may cost you the deal. Don't let a bad-hair day cost you the connection.

KEEP YOUR SHOES IN MINT CONDITION. People will look from your face to your feet. If your shoes aren't well maintained, the client will question whether you pay attention to other details. Shoes may be the last thing you put on before you walk out the door, but they are often the

first thing your client sees.

WALK FAST. Studies show that people who walk 10-20 percent faster than others are viewed as important and energetic — just the kind of person your clients want to do business with. Pick up the pace and walk with purpose if you want to impress.

FINE-TUNE YOUR HANDSHAKE. There isn't a businessperson anywhere who can't tell you that the good business handshake should be a firm one; yet time and again, people offer a limp hand to the client. You'll be assured of a good start if you position your hand to make complete contact with the other person's hand. Once you've connected, close your thumb over the back of the other person's hand and give a slight squeeze. You'll have the beginning of a good business relationship.

MAKE INTRODUCTIONS WITH STYLE. Because business etiquette is based on rank and hierarchy, honor the senior or highest ranking person by saying his/her name first. When the client is present, he/she is always the most important person. Say the client's name first, and introduce other people to the client. The correct words to use are "I'd like to introduce to you..." followed by the name of the other person.

NEVER LEAVE THE OFFICE WITHOUT BUSINESS CARDS. Your business cards, and how you handle them, contribute to your total image. Have a good supply with you at all times, because you never know when and where you will encounter a potential client. Also, keep your cards in a card case or holder, where they are protected from wear and tear.

MATCH YOUR BODY LANGUAGE TO YOUR VERBAL MESSAGE. A smile or pleasant expression tells your clients that you are glad to be with them. Eye contact says you are paying attention and are interested in what is being said. Leaning toward the client makes you appear involved in the conversation. Use as many signals as you can to look interested.

In the business environment, it's essential to plan your every move with potential clients. With that in mind, leave nothing to chance. Every time you walk out of your office, be ready to make a powerful first impression. ☎

Lydia Ramsey, a speaker and trainer, also writes a weekly newspaper column. Her work has been seen in such publications as Cosmopolitan and The Wall Street Journal. Contact her at 912-598-9812 or Lydia@mannersthat sell.com.

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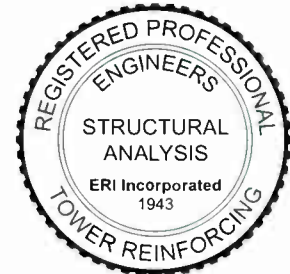
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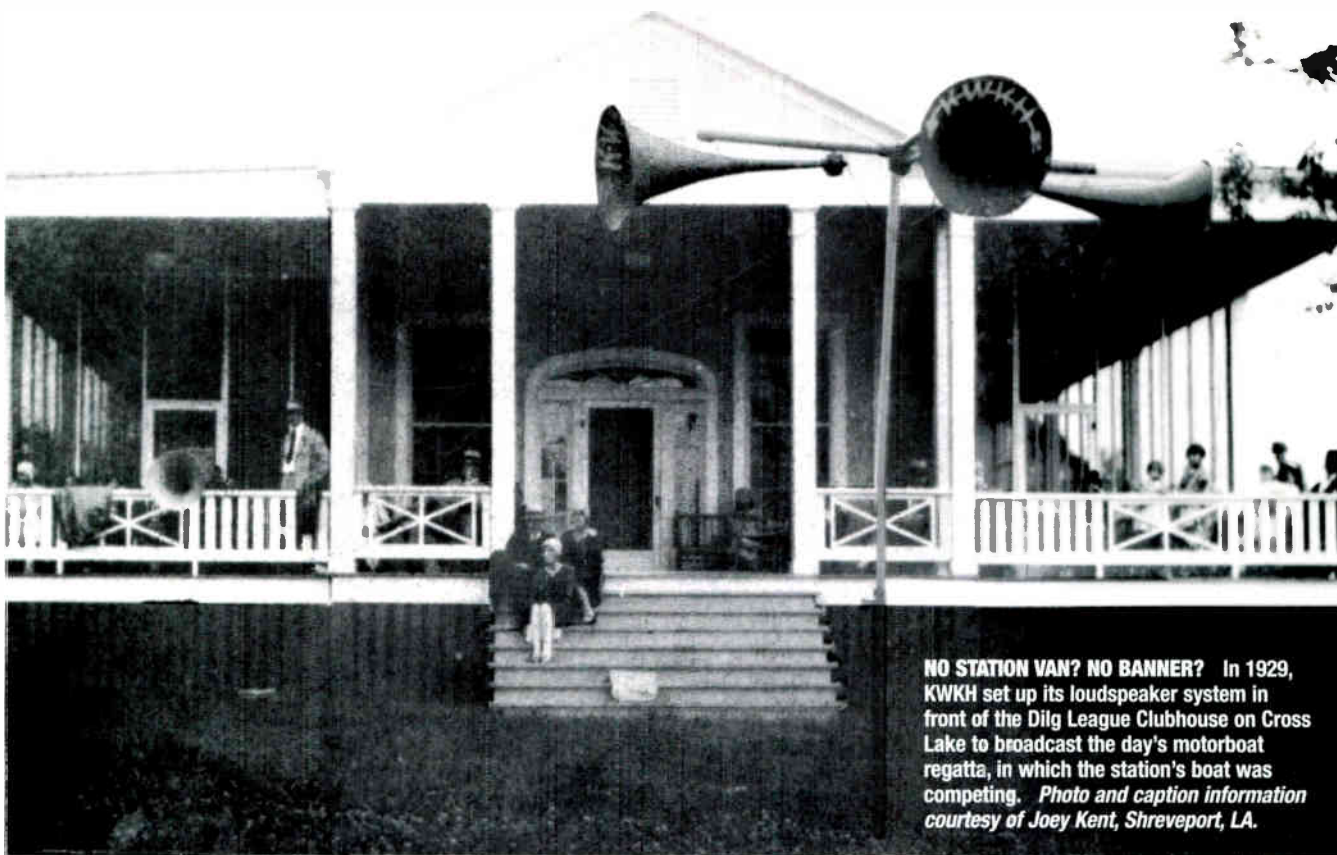
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NO STATION VAN? NO BANNER? In 1929, KWKH set up its loudspeaker system in front of the Dilg League Clubhouse on Cross Lake to broadcast the day's motorboat regatta, in which the station's boat was competing. Photo and caption information courtesy of Joey Kent, Shreveport, LA.

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