

The Most Trusted News in Radio

# INSIDE RADIO®

Monday, February 25, 2008

Newsroom: (800) 290-6301

**Never a 9 to 5 business, radio embraces new levels of flexibility.** When it comes to radio's work force, flexibility and adaptability are key components to some groups' success. Job shares and flex-time are among ways more and more companies are catering to changing lifestyles and work environments. Media Staffing Network founder Laurie Kahn says "For the first time ever, we have four generations in the work force: The veterans, the boomers, the X's and the Y's. So managing them is very hard." Kahn says over the next eight to 20 years, employers can expect a "tight labor shortage for quality people." A "more diverse work force" means catering to people with "different needs." Some groups are already embracing new techniques to retain staff, such as job sharing, offering more flexible schedules and using mentoring programs that team senior employees with new staff members. So far they say it's working and keeping good employees onboard and motivated. Clear Channel, St. Louis director of sales Beth Lewis says she's had "great luck with job shares" because "one and one usually makes three or four if you have the right people together." Emmis Interactive director of integrated sales and media Brian Bartolo just launched a job share with two Los Angeles account executives. He says the move is great "for somebody who has small children and has a life outside of their cubicle." Bartolo adds "If that means sharing your accounts with someone else, then we're all for it." With changing attitudes toward balancing work and one's lifestyle, he says "I don't know why you wouldn't be a little more flexible and adaptable to the way people live their lives."

**USA Radio Network finds a partner.** Dallas-based USA Radio Network is merging with the Information Radio Network to create one of the largest syndicated radio news networks. The new company will be called IRN/USA Radio Network and will have a combined affiliate base of almost 2,500 stations. IRN president Dr. Larry Bates tells *Inside Radio* "The whole radio business is in a tough climate. This brings together two compatible corporate cultures and makes more efficient use of our assets." No money is changing hands in the merger and USA Radio Networks founding Maddoux family will join IRN's board of directors. Bates says the deal has been in the works for several months. USA Radio's news operation will relocate to IRN's broadcast center in Memphis, and the 50 Dallas employees have been invited to apply for positions there. A news bureau will be maintained in Dallas. The ad sales and affiliate relations office will remain in Dallas. Bates says affiliates shouldn't notice much change when the deal closes next Monday. USA Radio has been looking for a partner for more than a year. Last April it announced a tentative sale to Life Media Networks. But the deal with the Texas-based investment group didn't work out.

**Clear Channel close to settling with TV buyer Providence.** Insiders say just a week after Clear Channel filed suit against Providence Equity Partners trying to force it to move forward on its \$1.225 billion buyout of 56 television stations — a deal could be close at hand. The two firms want to reach an agreement before tomorrow, when a court date is scheduled on Clear Channel's lawsuit. Providence says it has been "in talks with Clear Channel about revising the terms" in recent weeks and calls the suit "baseless." The legal spat worried investors all last week but settlement news buzzed down Wall Street Friday, helping push Clear Channel's stock up more than 5%.

**Living in a virtual world: Entercom rolls out avatars on its websites.** Avatars are user-generated personalities, and are rapidly growing in the digital world on websites such as SecondLife.com. Entercom is bringing a taste of that

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to several station sites. Each station will tailor the execution. For instance, sports “1080 The Fan” KFXX, Portland, OR allows users to create personalities who sound-off on sports. CHR “B-93.7” WFBC-FM, Greenville, SC gets people to record their own songs. Listeners are already creating content for on-air use, such as through call-ins. Entercom SVP/digital Sandy Smallens tells *Inside Radio* “This is a way to use the radio stations’ digital assets to further that unique relationship. We’re taking something that’s already successful and the audience expects it on-air and giving them the ability to do it online.” He says such viral user-generated content is “a very hot category” for advertisers. There have been some sponsorships and Smallens says “As more stations come online you’re going to see more focus on the sales side of it.” Entercom is using Oddcast’s Voki avatar platform. Oddcast CEO Adi Sideman says “User-generated content is at the heart of the online media growth.” In less than two months, Entercom’s stations have seen over 250,000 views of the Voki platform, with a weekly growth greater than 20%. On average, site visitors interact with the avatar applications for over ten minutes — a long time in the online world.

**Hedge fund implodes — sale of its radio stations appears likely.** Just hours after *Inside Radio*’s story last Thursday about Daniel Zwirn’s battle with his former partners, his firm sent a letter to investors in his hedge fund that he plans to liquidate assets as soon as possible. The Financial Times says investors are threatening to withdraw billions from Zwirn & Company’s \$5 billion Special Opportunities Fund over lavish expenses, such as his use of a private Gulfstream G4 jet and a loss of faith with its CFO. The firm says the liquidation process could take as long as four years. It doesn’t specify what will be sold, but Zwirn’s Bernard Radio owns two Columbus stations and a three-station Youngstown, OH cluster. Last week the FCC cleared the way for Zwirn to move forward on its deal to unload Black gospel “The Ark 990” KFCD, Farmersville, TX (990) and ethnic KHSE, Wylie, TX (700) to Mercury Capital Partners-backed Principle Broadcasting Network for \$9 million. Zwirn has been battling his former partners, trading allegations of mismanagement. Only 36 years old, Zwirn has been a high-flyer in the investment world. He’s a former portfolio manager at Highbridge Capital Management and for the private investment arm of Michael Dell.

**Zemira Jones exits Radio One.** Four years after he jumped to Radio One, Jones leaves his post as VP of operations. Jones says “Together we took a uniquely great company and turned up the heat. Now, Radio One is poised to release its full brilliance.” Before joining Radio One in 2004, Jones worked for ABC Radio where he ran stations in Chicago and Washington, DC. Radio One CEO Alfred Liggins says “He has been a valuable part of our leadership team and I am sure that he will continue to be a part of our family. He is highly respected and I am certain that he will contribute to the radio industry for years to come.” There’s no word on who will replace Jones.

**Google’s in search of the Holy Grail — ROI metrics for radio.** It’s been two years since the biggest online company embraced traditional media with its purchase of dMarc for \$102 million. Today it sells remnant ads on 1,600 radio stations. In recent months the focus has turned from adding new stations, to increasing demand. One Google insider says “Our key priority is growing the advertiser base.” Google has had the most success attracting buyers among its existing 100,000 advertisers. But those companies are used to online ads that can easily track click-throughs to purchases, so the fuzzier tracking of radio’s success has been an obstacle. Google insiders say the firm is looking to develop a clearer ROI methodology that could open up new media advertisers to traditional media including radio and newspapers. In its promotional material to would-be advertisers, Google suggests until they get there, marketers create a special phone line, website URL, coupon code or change in foot traffic to “identify leads coming specifically from your radio campaigns.” But such tried-and-true techniques may not be enough for today’s tech savvy advertisers.

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**Here's one way to get out of a pirate-radio fine: Die.** On January 9, the FCC issued a \$10,000 fine to Henry Gaye of Lake Park, FL for operating an unlicensed FM. Last week, the Commission abruptly canceled the fine — after its Tampa office learned Gaye “is no longer living.” The Commission cites section 1.80(f)(4) of its rules, which allow the FCC to reduce or cancel proposed forfeitures “upon considering all relevant information available to it.”

**Hawaii's Kona Coast gets a new AM.** There aren't many radio signals on the Big Island's leeward side. AMs from Hilo on the other side of the island can't make it over the volcanic terrain to Kona and vicinity. But Hilo's New West Broadcasting is trying to change that. It's been granted a construction permit for an AM at 1340 in Honaunau, which will join New West's KAOY-FM on the Kona Coast. Unlike mainland stations on that frequency, which are limited to 1-kw, the new Big Island station will run 10-kw day and night.

**The first Spanish all-news FM launches today.** There have been all-news stations in Spanish before. But Spanish Broadcasting System is the first to try it on the FM dial. This morning it debuts “Red 96 Noticias FM” WRXD, San Juan, PR. The station will have correspondents in cities with large Hispanic populations — and where the format could one day be syndicated. SBS-Puerto Rico SVP/GM Carlos “Topy” Mamery says “I am proud to be a part of this historic event, and believe this is the opportune time to launch such an important project for Latinos in the United States and Puerto Rico.”

**GLR Networks brings its flagship “40 Principales” to the U.S.** There's nothing comparable to it in the U.S. It is heard by more Hispanics in more countries than any other format. After testing the waters of the American market, GLR is bringing its “40 Principales” to the U.S. for syndication as a two-hour weekly countdown show hosted by Mexican personality Julio Cesar Ramirez. Grupo Prisa's “40 Principales” is the largest Spanish-language CHR network worldwide with stations in Spain, Colombia, Panama, Mexico, Argentina, Chile, Costa Rica and Ecuador. Grupo Prisa owns 1,240 stations and has been looking for ways to break into the U.S. Foreign ownership restrictions prevent it from owning stations, but its GLR Networks supply content to Spanish-language stations and program a pair of Spanish news/talk stations — Miami's “Caracol 1260” WSUA and “W Radio 690” XETRA in Tijuana-San Diego.

**The Mike Kinosian Interview — Denise McIntee.** Two-hour addiction-geared weekend program “Steppin' Out: The 12 Step Radio Show” is the brainchild of Powerful Radio Productions' president/CEO Denise McIntee. It stems from fascination she had with a college psychology course she was taking. “Men talked [in] real [terms] and women were sharing their feelings,” she recalls. “At the center of it, people were rooting for each other. I knew [a show like this] would touch radio listeners.” McIntee seized on the idea as a way to “step out” on her own after nearly 20 years behind the scenes of New York radio stations, most notably as operations manager for WABC. Favorable word-of-mouth helped propel the two-hour broadcast from a monthly show on a New York station to national syndication. More from Denise McIntee in this week's Mike Kinosian Interview — *posted now at [www.InsideRadio.com](http://www.InsideRadio.com).*

### Inside Radio's Deal Digest —

**Alabama** — Wolff Broadcasting buys “The Power Pig” WTID, Repton, AL (101.1) from Great South Wireless for \$250,000. WTID is a Class A airing Dial Global's mainstream country format. It becomes Pete Wolff's first station.

### People Moves, News & Notes —

**Roseanne Barr** will be an Air America Radio guest host this week alongside her boyfriend Johnny Argent. The actor and comedienne isn't a radio newbie. She hosted a radio show on KCAA, Loma Linda, CA (1050) last year...**Lamar Smith** is named director of engineering/chief engineer for Entercom's three Austin stations. *More at [www.InsideRadio.com](http://www.InsideRadio.com).*

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### Santa Rosa, CA (#118)

Estimated 2007 radio revenue - \$18.2M (Kagan)

#### SF's KSFO jumps from tenth to third.

Station	Spr	Fall	Format	Owner/LMA
KZST	9.7	7.9	AC	Redwood
KFGY	5.8	5.3	country	Maverick
KSFO	2.9	4.4	talk	Citadel
KVRV	4.1	4.2	classic rock	Maverick
KGO	5.1	4.1	news/talk	Citadel
KSRT	2.9	4.1	reg'l Mex.	Lazer
KJZY	3.8	3.2	smooth jazz	Redwood
KSRO	1.4	3.2	news/talk	Maverick
KXFX	3.8	2.8	rock	Maverick
KMHX	4.1	2.6	modern AC	Maverick
KRSH	2.2	2.6	adult altern.	Sinclair
KXTS	3.1	2.5	Spanish	Sinclair
KSXY	1.9	2.3	hot AC	Sinclair
KCBS	3.8	2.1	news	CBS Radio
KNOB	2.9	2.1	adult hits	Sinclair
KJOR	1.2	2.1	romantica	Lazer
KNBR	2.7	1.9	sports	Cumulus
KNEW	1.7	1.9	talk	Clear Channel
KRRS	1.0	1.9	reg'l Mex.	Moon
KDFC-F	1.7	1.8	classical	Entercom
KOIT-F	0.7	1.8	AC	Entercom
KRZZ	2.2	1.4	reg'l Mex.	SBS
KSAN	0.9	1.2	classic rock	Cumulus
KLLC	1.4	1.1	hot AC	CBS Radio
KISQ	0.9	1.1	urban oldies	Clear Channel
KTOB	1.7	0.9	reg'l Mex.	Moon
KMEL	1.0	0.9	urban	Clear Channel

Cluster Analysis: Maverick (18.1)  
Redwood (11.8) Sinclair (9.5)

### Youngstown-Warren, OH (#119)

Estimated 2007 radio revenue - \$23.7M (Kagan)

#### Another up book for #6 "Big 106.1"

Station	Spr	Fall	Format	Owner/LMA
WQXK	11.7	10.7	country	Cumulus
WKBN	10.7	10.4	talk	Clear Channel
WYFM	7.1	7.9	classic rock	Cumulus
WBBG	5.5	6.8	oldies	Clear Channel
WHOT-F	6.6	6.5	CHR	Cumulus
WMXY	5.0	6.1	hot AC	Clear Channel
WRBP	4.3	4.6	urban	Bernard Radio
WNIO	3.6	3.7	standards	Clear Channel
WWIZ	2.1	3.5	rock	Cumulus
WNCD	4.0	3.0	rock	Clear Channel
WAKZ	3.3	3.0	CHR	Clear Channel
WWGY	2.2	2.2	country	Forever
WSOM	2.1	1.3	standards	Cumulus
WBBW	0.7	1.3	sports	Cumulus
WENZ	2.4	1.1	urban	Radio One
WTAM	1.2	1.1	news/talk	Clear Channel

### Youngstown-Warren (continued)

WFHM-F	0.9	0.9	c. Christian	Salem
WKTX	0.9	0.7	variety/ethnic	M. Kossanyi
WMJI	0.9	0.7	oldies	Clear Channel
WASN	**	0.7	talk	Bernard Radio

Cluster Analysis: Clear Channel (34.8)  
Cumulus (31.2) Bernard Radio (5.3)

### Victor Valley, CA (#121)

Estimated 2007 radio revenue - \$11.6M (Kagan)

#### Mod rock "X-103.9" adds two full shares.

Station	Spr	Fall	Format	Owner/LMA
KGGI	10.7	10.1	rhy. CHR	Clear Channel
KZXY-F	4.6	5.7	hot AC	Frontier
KCXX	3.7	5.7	modern rock	All Pro
KIXA	5.2	4.5	rock	Frontier
KATJ-F	4.8	4.3	country	Frontier
KFI	3.9	4.0	talk	Clear Channel
KLYY	2.6	3.4	Span. hits	Entravision
KDUC*	2.8	2.4	rhy. CHR	Dos Costas
KCDZ	2.0	2.2	AC/CHR	Morongo Basin
KRXV*	1.7	2.2	AC	KHWY, Inc.
KJLL-F*	2.4	1.6	adult hits	Amaturo
KRAK	2.4	1.6	standards	CBS Radio
KQCM	2.2	1.6	CHR	Cooper Mtn.
KFRG	1.7	1.6	country	CBS Radio
KLOS	1.5	1.6	classic rock	Citadel
KDGL	2.0	1.4	classic hits	Morris
KOLA	1.7	1.4	classic hits	Anaheim
KIXW	1.5	1.2	talk	Frontier
KXCM	1.5	1.2	country	Cooper Mtn.
KNX	1.1	1.2	news	CBS Radio
KWRN	0.9	1.2	reg'l Mex.	Radio Fiesta
KHDR*	0.7	1.2	rock	KHWY, Inc.

\*Simulcasts: KDUC/KDUQ. KRXV/KHWY/KHYZ.

KJLL-F/KAJL/KHJL. KHDR/KHRQ/KHWZ.

Cluster Analysis: Clear Channel (16.3)

Frontier (16.1) CBS Radio (7.6)

### Bridgeport, CT (#122)

Estimated 2007 radio revenue - \$13M (Kagan)

#### ACs are 1-2 as "Star 99.9" catches WICC for second place; WEBE holds onto first.

Station	Spr	Fall	Format	Owner/LMA
WEBE	13.5	13.5	AC	Cumulus
WICC	9.4	10.0	news/talk	Cumulus
WEZN-F	8.9	10.0	AC	Cox Radio
WFAN	2.9	5.0	sports	CBS Radio
WPLR	5.0	4.5	rock	Cox Radio
WKCI-F	4.3	4.3	CHR	Clear Channel
WWYZ	3.8	3.5	country	Clear Channel
WZMX	1.9	2.7	rhy. CHR	CBS Radio
WCBS	2.4	2.5	news	CBS Radio
WDRC-F	2.6	2.0	classic hits	Buckley
WRKS	1.5	2.0	urban AC	Emmis
WQHT	2.6	1.7	rhy. CHR	Emmis
WSKQ-F	2.9	1.3	Span. CHR	SBS
WWPR-F	0.9	1.3	urban	Clear Channel
WQCD	1.0	1.2	smooth jazz	Emmis
WBLI	1.9	1.0	CHR	Cox Radio
WABC	1.4	1.0	talk	Citadel
WURH+	1.0	1.0	modern rock	Clear Channel
WPAT-F	0.9	1.0	romantica	SBS

+Recent changes from the M-Street database:

WURH flipped from rhy. CHR in October, changing calls from WPHH in December.

Cluster Analysis: Cumulus (24.3)  
Cox Radio (16.8) Clear Channel (14.3)

12+ AQH Shares, Mon-Sun, 6 am to midnight.  
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Formats of stations listed reflect the analysis and groupings of M Street Corp. and may differ from the station's opinions or interpretations.

## INSIDE RADIO STOCKS

Dow close from Friday 2/22/08: 12,381.02 up 96.72

Nasdaq 2303.35 up 3.57 S&P 500 1353.11 up 10.58

	Close	Change		Close	Change
Arbitron	41.99	up 0.57	Emmis	2.99	up 0.27
Beasley	5.62	down 0.13	Entercom	12.13	down 0.30
CBS	24.76	up 0.25	Entravision	5.88	down 0.16
Citadel	1.42	up 0.08	Fisher	31.84	up 0.98
Clear Channel	32.38	up 1.64	Global Traffic	6.71	up 0.17
Corus	20.53	up 0.85	Interep	0.20	unchgd
Cox Radio	11.53	up 0.10	Journal	7.39	up 0.05
Cumulus	5.57	down 0.08	Lincoln Fin.	53.92	up 0.35
Disney	32.57	up 0.30	Radio One	1.34	down 0.05
			Regent	1.03	up 0.08
			Rogers	38.67	up 0.09
			Saga	5.95	down 0.04
			Salem	3.46	down 0.05
			SBS	1.56	down 0.04
			Sirius	2.92	unchgd
			Westwood One	1.80	up 0.03
			XM Satellite	12.45	up 0.10

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#### Are you the out-performer who truly lives to sell?

Our rock solid company produces several highly successful nationally syndicated talk radio shows with enough markets and upside to swamp the competition. But we're not just looking for smiling and dialing. We need a motivated and polished performer with a legitimate track record for originating and closing deals. We're not just selling spot time. Our success has come from creating special sales packages that entice buyers to make multimedia purchases (spots, podcasts, web sponsorships, personal appearances, specialized content) because our clients are successful in all media. You must be a talented communicator who writes and presents well, with a proven ability to multi-task utilizing the tools of the trade: ACT and/or Goldmine, Word, Outlook, PowerPoint and Excel. The pay and back-end are commensurate with your drive and skill set. Please do not contact us unless you have all of these skills. Send resume in confidence to: [employment@mngny.com](mailto:employment@mngny.com). EOE.

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