

Manager's Business Report™

Radio Business Report, Inc.

16 Years

May 1999



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May is blooming bright for radio. This month should take the record for radio ad billings.
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REMOTE JACKPOT

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MBR Stats

A look into radio's crystal ball reveals \$\$\$\$\$\$\$\$

Advertising in general is supposed to pick up in the second half of 1999 as companies try to position themselves for the next millennium. Obviously, a great number of them aren't waiting that long. February's astonishing 18% gain, when added to double-digit growth enjoyed in January, produces a year-to-date gain of 16%.

January and February are usually radio's lull months. Spring and Summer have much more to do with driving revenues. Assuming that will still be the case this year, and factoring in the Y2K effect, these is just no telling how high radio revenues will soar this year. Our forward pacing report predicts that May will be the biggest month in radio history, and it too is ahead of the Y2K effect.

The rosy revenue figures mentioned above, coupled with the Dow's leap over the 10,000 threshold, help restore some luster to radio stocks. On the consolidation front, the industry is on the verge of taking superduopoly to the 50% mark, fueled mainly by station trading in the smaller Arbitron markets.

Finally, we have included a study of how record sales have been going over the past ten years. Rock still leads the way, but several categories have been closing the gap.— Dave Seyler.

Radio Revenue Index

Radio enjoys February heat wave

1999 advertising sales are expected to really take off in the second half of the year as numerous Y2K product launches are announced. But why wait around? Radio sales staffs are starting the year at a pace that will blow the hinges off last years record without any boost by special events. February sales increased by an amazing 18%, and for once the pace was set by local business, which had been increasing at a slower pace than national of late. All regions participated in the local boom, enjoying gains of up to 20% and no less than 15%.—DS

Feb. 1999	Local	National	Jan.-Feb 1999	Local	National
All markets	18%	15%	All markets	16%	16%
East	17%	23%	East	16%	25%
Southeast	20%	7%	Southeast	19%	13%
Midwest	18%	13%	Midwest	15%	13%
Southwest	15%	10%	Southwest	13%	15%
West	20%	14%	West	17%	13%
Local & Nat'l revenue January 1999			Local & Nat'l revenue January 1998		
All markets	18%		All markets	16%	

Source: RAB

Forward Pacing Report

April inventory is pre-selling at roughly the same rate as 1998. The amazing story is May. Traditionally radio's biggest month of the year, it is already two-thirds sold out. According to Miller Kaplan's George Nadel Riven, May 1999 will be radio's most prosperous month ever.



Superduopoly Dimensions

Industry Consolidation (as of April 19, 1999)

Superduopoly: 49.8%		
Market	# of stns	percent
1 to 50	778	53.2
51 to 100	580	54.1
101 to 150	381	46.6
151 to 200	367	44.6
201 to 261	379	46.4
All markets	2,485	49.8
Total Industry: 72.8%		
Market	# of stns	percent
1 to 50	1,137	77.8
51 to 100	797	74.3
101 to 150	559	68.4
151 to 200	574	69.7
201 to 261	566	69.3
All markets	3,633	72.8

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

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YTD Stock Performance

The Dow Industrials recorded their first close above the 10,000 mark in late March, although they fell back slightly by the end of the month.—JM

Company	3/31/99 Close	YTD Net Chg	YTD Pct Chg
Ackerley	16.937	-1.313	-7.19%
Alliance Bcg.	0.718	-0.282	-28.20%
Am. Tower	24.500	-5.063	-17.12%
AMSC	7.500	2.250	42.86%
Belo Corp.	18.250	-1.688	-8.46%
Big City Radio	3.625	-0.438	-10.77%
Broadcast.com	118.187	41.687	54.49%
Capstar	22.937	0.062	0.27%
CBS Corp.	40.812	8.000	24.38%
CD Radio	26.000	-8.250	-24.09%
Ceridian	36.562	1.656	4.74%
Chancellor	47.125	-0.750	-1.57%
Citadel	33.250	7.375	28.50%
Clear Channel	67.062	12.562	23.05%
Cox Radio	51.250	9.000	21.30%
Crown Castle	18.000	-5.500	-23.40%
Cumulus	11.750	-4.875	-29.32%
DG Systems	4.375	-1.188	-21.35%
Disney	31.125	1.125	3.75%
Emmis	50.000	6.625	15.27%
Entercom	35.375	12.875	57.22%
Fisher	58.000	-8.000	-12.12%
Gaylord	24.250	-5.875	-19.50%
Granite	6.625	0.625	10.42%
Harris Corp.	28.625	-8.000	-21.84%
Hearst-Argyle	24.625	-8.375	-25.38%
HefTel Bcg.	43.375	-5.875	-11.93%
Infinity	25.750	-1.625	-5.94%
Jacor	76.000	11.625	18.06%
Jeff-Pilot	67.750	-7.250	-9.67%
Jones Intercable	39.437	3.812	10.70%
Metro Networks	55.000	12.375	29.03%
NBG Radio Networks	2.625	0.500	23.53%
New York Times	28.500	-6.188	-17.84%
Otter Tail Power	39.875	0.000	0.00%
Pacific R&E	0.750	-0.875	-53.85%
Pinnacle Holdings	15.125	1.125	8.04%
RealNetworks	122.187	86.312	240.59%
Regent Pfd.	4.625	-2.375	-33.93%
Saga Commun.	17.875	-2.625	-12.80%
Sinclair	14.562	-5.001	-25.56%
SportsLine USA	45.625	30.063	193.17%
TM Century	0.625	0.313	100.00%
Triangle	0.020	-0.012	-37.50%
Triathlon	12.562	1.312	11.66%
Tribune	65.437	-0.563	-0.85%
Westower	28.062	-8.438	-23.12%
Westwood One	28.500	-2.000	-6.56%
WinStar Comm.	36.343	-2.657	-6.81%

Major Stock Market Indices		
The Radio Index™	129.350	8.690 7.20%
Dow Industrials	9786.160	604.730 6.59%
Nasdaq comp.	2461.400	268.710 12.25%
S&P 500	1286.370	57.140 4.65%



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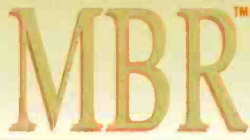
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Record-buying trends

Other styles are chipping away on the Rock pile

Rock is still the leading, and perhaps can still be considered the dominant category at retail recording outlets, but it has shrunk far from its lofty share of the market in the late 80s. It has gone from a 41.7% share of the market to just barely more than a quarter over the past ten years, according to a study released by the Recording Industry Association of America. Country, R&B, Rap and Gospel have benefitted the most from the additional room on the pie chart, as has the grab bag category Other (which includes Ethnic, Standards, Comedy, Spoken Word, Exercise, Folk and Holiday, among still others).

MBR observation: Is the handwriting on the wall for the Smooth Jazz format? There seems to be at least a trickle of stations getting out of the format. As far as record sales go, the two categories which provide raw material for the format (Jazz and New Age) are bleeding profusely, plummeting from a combined 6.3% to only 2.5% over the period.

Record category	1989%	1998%	Change
Rock	41.7	25.7	-16.0
Country	7.3	14.1	+6.8
R&B	9.5	12.8	+3.3
Pop	15.0	10.0	-5.0
Rap	6.4	9.7	+3.3
Other	4.0	7.9	+3.9
Gospel	3.1	6.3	+3.2
Classical	3.6	3.3	-0.3
Jazz	4.9	1.9	-3.0
Oldies	0.9	0.7	-0.2
Soundtracks	0.7	1.7	+1.0
New Age	1.4	0.6	-0.8
Children's	0.3	0.4	+0.1

Web Stats

Webcasters by Format, February 1999

1,080 radio stations (912 commercial) are now putting audio on the Internet. Country remains the number one commercial format on the web with a total of 129 stations. However, if the various News, Talk and Sports categories are combined, they account for 158 stations, or 17.3% of all commercial webcasters.

Format	Stns	Pct.
Public	181	16.1%
Country	138	12.3%
Religion	86	7.7%
CHR	85	7.6%
Rock	76	6.8%
News/Talk	71	6.3%
Hot AC	58	5.2%
Classic Rock	53	4.7%
AC	49	4.4%
Sports	43	3.8%
Oldies	42	3.7%
Alternative	40	3.6%
Talk	37	3.3%
Adult Altern.	33	2.9%
Soft AC	25	2.2%
New AC-Jazz	19	1.7%
Urban	18	1.6%
Ethnic	17	1.5%
Adult Stand.	13	1.2%
News	12	1.1%
Classical	9	0.8%
AC-Spanish	8	0.7%
Talk-Spanish	4	0.4%
CHR-Spanish	4	0.4%
70's Oldies	2	0.2%
Easy List.	1	0.1%

Radio Stations	1,124	49.7%
International	902	39.9%
Networks	50	2.2%
Internet Only	185	8.2%
TOTAL	2,261	100.0%

Source: BRS Media

Non-Traditional Revenue Track

Recruiting drops, but still hot

Job recruiting is somewhat seasonal, since many companies add new positions as they begin a new budget year. But while "Recruiting" declined sharply from January as a non-traditional revenue source for radio stations, it remained one of the strongest categories tracked by Revenue Development Systems (RDS). "Recruiting" had previously been included in the "Office" category through 1998.—JM

% of Vendor/New Business by Category (February 1999)

	Sept	Oct	Nov	Dec	1998	Jan	Feb	YTD
Automotive	13.45	9.84	10.91	18.77	15.63	10.36	17.84	17.84
Food/Grocery	39.09	45.23	46.52	31.55	33.80	22.48	42.19	31.97
Leisure/Electronic	25.73	17.80	18.63	32.85	22.35	33.56	35.61	34.54
H&BC	7.06	13.39	3.99	7.64	9.00	7.62	4.24	5.99
Home Improvement	3.27	3.89	7.39	3.16	8.07	7.26	5.39	6.36
Office	11.40	8.66	7.92	4.37	8.63	2.42	2.22	2.32
Clothing	0.00	1.19	4.63	1.66	2.51	3.28	0.15	10.21
Recruiting	—	—	—	—	—	23.39	10.21	17.04

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

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FCC May Face Deal Deadlines

Broadcasters may get congressional relief from deal delays at the FCC. After a hearing last month, Senators Mike Dewine (R-OH) and Herb Kohl (D-WI) said they were inclined to amend their antitrust law revision bill (S. 467) to set deadlines for the FCC to act on all license transfers, not just those of \$15M or more which require Hari-Scott-Rodino (HSR) antitrust filings.

Backed by the NAB, Cumulus Media (O:CMLS) Exec. Chairman Richard Weening voiced concerns that the proposed legislation to speed-up FCC action on large deals, including telephone company mega-mergers, could tie up Commission resources and make delays even worse for small radio transactions if the measure applies only to cases requiring HSR filings.

Weening told the Senate Antitrust Subcommittee that the FCC delays began nearly a year ago after a couple of commissioners began expressing concerns about the impact of consolidation. Weening noted that Congress had already spelled out the limits of consolidation and suggested that the FCC's role should be limited to "counting stations." The Department of Justice, he said, is better equipped to consider antitrust implications.

"We certainly don't want you to signal to the FCC that the law has changed and they now have authority to review mergers," Weening told the senators.

Under the proposed bill, the FCC would have 30 days after a license application is filed to either act on the application or request additional information. If such a request is made, a 180-day clock would start ticking once the requested information is provided.

Ness & Tristani to FCC: Stop the Games

The FCC recently affirmed Seark Radio's acquisition of six Pine Bluff, AR area stations from Pine Bluff Radio, but Commissioners Susan Ness and Gloria Tristani say it's time for the FCC to "stop the shell game and apply the rules that Congress gave."

Bayou Broadcasting called for the review, arguing that Seark's possession of KCLA-AM, KPBO-FM and KZYP-FM would violate the Commission's local radio ownership rules by owning more than 50% of the stations in a smaller market. Bayou's objection was denied by a 3-2 vote.

"The majority relies on different definitions of the relevant 'market' when counting the total number of stations in the market and for counting the number of stations that Seark will own within the market," Ness and Tristani wrote in their dissent. "The resulting ratio is meaningless because the numerator and denominator share no common baseline. Congress implicitly understood this and crafted the 1996 Act accordingly."

Gloria Tristani



Susan Ness



Civil Rights Groups Want Non-com LPFM

The Minority Media Telecommunications Council, joined by several civil rights groups, will tell the FCC that low power FM is a good idea, but that microradio should be reserved for non-commercial operations.

"The greatest unmet needs are in the non-commercial service," the Council's attorney, David Honig, told MBR. "At least initially, it [LPFM] should be non-commercial."

Although the civil rights coalition will not back commercial LPFM, it will recommend that LPFM stations be permitted to operate throughout the entire FM band. Honig said restricting the service to the reserved non-com portion of the band (88.1-91.9 MHz) would not create enough stations to meet the pent-up need for new outlets.

Honig insists that broadcasters are being short-sighted by flatly opposing LPFM in any form, since he sees it as a training ground for the talent which will be needed by commercial stations. "Microradio is the best proposal that years later the [radio] industry will wish that it had endorsed," he said.

NAB '99 Sets Attendance Record

NAB's annual convention in Las Vegas—NAB '99, The Convergence Marketplace—drew a record crowd of 105,000. MBR's wrap-up of radio happenings in Vegas begins on page 10.

CP Rule Change Would Benefit Minorities

Taking FCC Chairman Bill Kennard at his word to seek new ways to promote ownership of broadcast stations by minorities, Hispanic TV owner Entravision has proposed giving minority firms an automatic extension if they acquire construction permits which are about to be cancelled. Although Entravision acknowledges that only a few CPs would likely be affected by such a rule change, it says that any move to increase minority ownership is worth doing.

Under the streamlining measures that the FCC adopted last fall, the Commission extended the standard time allowed for construction of new stations, but cracked down on time extensions. The rule change applied to existing CPs as well as those to be issued in the future, so Entravision expects to see "a number of permits being forfeited under the automatic forfeiture provisions."

What Entravision has proposed is that the holder of a CP about to be forfeited be given a 90-day "window," beginning 60 days before the CP is due to expire, in which to find a minority buyer for the CP. Once the FCC approved the transfer, the minority-controlled company would be automatically given two years to build the station and begin broadcasting.

"In order to be considered a qualified [minority] buyer, the party would either have at least 20% [equity] minority-group membership or make a firm commitment to provide specialized programming aimed at minority-group members or in foreign languages, for at least 80% of the applicable station's weekly operating hours," Entravision proposed. "Further, in order to prevent a party from quickly selling a station acquired under this program, there would be a mandatory five-year holding period following commencement of program test operations."

Comments on the petition for rulemaking (RM-9567) are due 5/24 and reply comments 6/23.

Donated Media Time Tops \$1B

The leading producer of public service communications, the Advertising Council, announced that it received an estimated \$1.2B in donated media time in 1998. That represents a 21% increase from contributions in 1997. Leading the way was broadcast TV, with a hefty increase of 78% to \$230.7M. Radio held on to its largest supporter title with \$714M or 59% of total donated media.

Scholarship to Honor Shovan

A scholarship fund has been established at Emerson College in Boston to honor the memory of veteran broadcaster Tom Shovan, who passed away last month at age 52. The endowment will be used to award a Tom Shovan Scholarship each year to a deserving student of radio. Contributions (checks should be marked "Tom Shovan Scholarship") may be sent to Emerson College, Office of Institutional Advancement, 100 Beacon St., Boston, MA 02116.

Radio Goes Crystal

Proving they deserve recognition for their efforts to improve the quality of life in their surrounding areas, ten radio stations were presented with the Crystal Radio Awards at NAB '99 in Las Vegas.

- KBHP-FM Bemidji, MN

- KBHR-FM Big Bear City, CA

- KLOS-FM Los Angeles, CA

- KSL-AM Salt Lake City, UT

- KUDL-FM Westwood, KS

- KUEL-FM Fort Dodge, IA

- KZLA-FM Los Angeles, CA

- WGOH-AM Grayson, KY

- WHUR-FM Washington, DC

- WYTZ-FM/WZTY-FM St. Joseph, MI

Are You Ready for Y2K?

Though the FCC is not predicting what chaos, if any, we'll go through once the new year hits, the Commission is saying larger broadcasters are prepared for the coming Y2K problem, while smaller stations remain a concern of the industry.

The FCC surveyed 230 broadcasters, owning among them over 2,600 stations, to determine their readiness to provide continued service to the public 1/1/00. Of the 203 that responded, 93% estimated that they will have completed their evaluation of the probability of failure by September. The others are expected to conclude testing in October and November.

Though the percentages look good on paper, the FCC remains concerned. "Many of the small- and medium-sized companies that have adopted a systematic approach to addressing Year 2000 have completion deadlines dangerously close to millennium rollover, leaving little time for delays from vendors or remediation as a result of problems discovered in the testing process," said the report. The Commission has further plans to contact licensees who did not respond to the Y2K survey.

While even the larger stations cannot guarantee that they will not experience Y2K-related problems, the FCC believes listeners will always have access to news, entertainment and emergency information by simply changing the dial. "The average household receives over eight radio channels. This high level of redundancy means that in the event of individual station failures, the public would still be able to obtain information from alternative stations," said the report.

Competing Media

Radio's Share Up Slightly From A Year Ago

by Jack Messmer

For the first time, we have the opportunity to compare the MBR/Miller Kaplan Total Media Index against year-ago results. What we find is that not a whole lot has changed from January 1998 through January 1999.

Radio's percentage of total media expenditures for the markets measured by Miller, Kaplan, Arase and Company increased from 13.3% in 1998 to 14.1% this year.

Unfortunately, we're still not doing an apples-to-apples comparison, since the index now includes more markets and more money. Thus, total ad spending in the index more than tripled from \$319M to \$1.15B.

The categories which were strong in 1998 remain radio strongholds this year. Likewise, radio has posted only small improvements in categories dominated by other local media.

MBR/Miller Kaplan Total Media Index - January 1999 (Expenditures in 000)

Category	Newspaper	TV	Total Radio	Media	Radio % of Total
Automotive	149,644	127,088	29,237	305,969	9.56%
Restaurants	3,569	43,542	8,689	55,800	15.57%
Department Stores	49,945	7,308	7,296	64,549	11.30%
Foods	1,760	36,301	6,024	44,085	13.66%
Communications/Cellular	33,594	29,912	12,944	76,450	16.93%
Furniture	27,670	18,166	6,855	52,691	13.01%
Financial Services	27,429	15,080	7,560	50,069	15.10%
Movies/Theater/Concerts	22,235	18,609	5,932	46,976	12.63%
Grocery Stores	14,298	7,663	6,445	28,606	22.53%
Appliances & Electronics	30,816	9,594	3,563	43,973	8.10%
Hotels/Resorts/Tours	38,033	9,777	4,531	52,341	8.66%
Drug Stores/Products	8,551	15,908	4,055	28,514	14.22%
Computers/Office Equipment	18,825	6,267	6,491	31,583	20.55%
Specialty Retail	21,705	12,995	7,435	42,135	17.65%
Health Care	8,827	11,580	5,742	26,149	21.96%
Auto Parts/Service	4,930	5,512	3,360	13,802	24.34%
Music Stores/CDs/Videos	3,690	7,588	2,987	14,265	20.94%
Transportation	12,101	6,123	3,730	21,954	16.99%
Entertainment-Other/Lottery	3,195	6,916	5,767	15,878	36.32%
Home Improvement	7,944	3,950	1,682	13,576	12.39%
Professional Services	9,245	8,399	5,101	22,745	22.43%
Beverages	1,080	7,453	4,928	13,461	36.61%
Television	9,461	8,688	7,829	26,178	29.91%
Personal Fitness&Weight Ctrs.	1,621	8,300	1,178	11,099	10.61%
Publications	38,259	4,949	2,133	44,741	4.77%
TOTAL	548,427	437,668	161,494	1,147,589	14.07%

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

Each month, we ask a few general managers from around the country to share with us, and you, their views of the industry. This month we quizzed:

Heftel Broadcasting's J.R. Phillips of KATH-FM & KOFX-FM El Paso, TX and Radio Seaway's Richard Marschner of WCLV-FM Cleveland, OH.

Here are this month's GM Talkback questions and our GMs' responses.

1

What impact do you think Satellite DARS will have on the radio industry?

J.R. Phillips:

Increased fragmentation of formats, but still a need for local information, news, traffic and where the sales are in the local marketplace. Local radio will have to continue to fill these needs. There will be additional fragmentation in ratings which will result in either higher costs per points or lower revenues.

Richard Marschner:

Like other coming technologies, DARS will impact terrestrial radio to an unknowable degree. Had you asked Barnes & Noble two years ago what impact they thought Amazon.com was going to make in the books-and-music business, it would likely have been very different from today's answer. That's where we are with DARS—too far off to make an informed guess. But the delays they're encountering are hurting both their credibility and capacity to raise capital, perhaps even enough to destroy them before they launch. I do think that the various "cable radio" experiments of recent decades are a good sign that most listeners aren't looking for a soulless Muzak-type radio experience, even if it's delivered exactly in their format preference. Our experience is that listeners who have a choice between listening to classical music on cable and radio still prefer to know a little more about the music than they get on cable, not to mention the wealth of useful information their local radio station routinely provides. I think that difference holds for most other formats, and I believe we will find it's

even a stronger advantage for local radio when listeners can also listen to satellite radio in their cars. You won't find WCLV investing in DARS equities. They look too much like Internet stocks—all hard expense and only pro-forma revenue.



Richard Marschner

MBR did not receive J.R. Phillips's photo

2

What measures have your station(s) taken to prepare for Y2K?

J.R. Phillips:

We ran some new software that addresses the Y2K problem and checked all existing computers with some recommended upgrades.

Richard Marschner:

We're convinced that our own custom software is compliant, and we've gotten the boilerplate responses from our suppliers about their compliance, for what that's worth. We have a form letter of our own which responds to those same concerns from firms we supply with advertising. What it says, in effect, is that while we can't control any problems that our own suppliers' software may cause, we can always default to a microphone, a cart machine and an analog board! Old-fashioned radio can still work without computers, if need be.

3

How did you get into radio and why did you stay?

J.R. Phillips:

It's been in my family for three generations, including me. I started in high school, then college and have been full-time since. Radio is great, lots of creativity, lots of good people, lots of flexibility. With the increase of satellite/cable/VCRs/DVD, etc., and declining newspaper readership, radio will be the only viable mass media left—it's happening right now.

Richard Marschner:

My first experience in radio was working for a tiny Top 40 AM station in my hometown of Homewood, IL in 1959. I did whatever the people in the office needed, enjoyed rubbing shoulders with the on-air jocks, caught the radio bug and was saddened to learn a few weeks later that the FCC had driven up the night before and locked the place up tight. I was working for a pirate and did not know it. But I guess I never wanted to do anything else for a living. I drifted into classical radio in the mid-60s. While in the Air Force in Denver, I worked overnights and weekends for KVOD for two of the finest owners I've ever heard of—Ed Koepke and Gene Amole. I learned about real radio there, and have been in this format almost without interruption for the next 35 years. Here in Cleveland, my two partners at WCLV and I work at the station every day. WCLV is well respected as an integral part of the arts scene in Northeast Ohio, serving the common interests of nearly 200,000 people who love the music we play and rely on the wide variety of useful information we provide. We also offer an efficient way for several hundred companies to advertise certain products and services which appeal to these special consumers. Some of our sponsors have been with us, nonstop, since the 60s.

Why did I stay in radio? Reread the above paragraph.

For the record

Last month's GM Talkback (MBR April, p. 8), incorrectly stated the power of WILD-AM Boston as 500 watts. It is actually 5kw.

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by Carl Marcucci,
Tiffany Stevens & Jack Messmer

MCCAIN: PRESIDENTIAL HOPEFUL CRITICAL OF FCC

Sen. John McCain (R-AZ) may not have been physically present at this year's NAB convention in Las Vegas, but his voice was certainly heard, talking about the conflict in Kosovo and broadcast ownership.

While many attendees were having a good time checking out booths and networking, McCain brought a grim reality of the outside world to the event 4/20. "As anyone who has ever fought in one knows, wars seldom go according to plan," the former POW said. "That is all the more true when leaders don't seem to have a plan—a viable plan, anyway—as appeared to be the case as we went to war with Serbia," he charged. "To request an additional 300 aircraft three weeks into the war is not an indication that everything is on track."

McCain, who is seeking the 2000 Republican nomination for president, spoke to NAB '99 by satellite (pictured above), staying in DC to deal with Kosovo.

"As a nation, we will continue to confront these and other challenges," the Commerce Committee Chairman said. "Because as free Americans we have three major strengths: a sense of purpose, a sound economy and above all, the power to shape our own destiny."

Switching the direction of his speech, McCain blasted the FCC, saying, "Unfortunately, you (broadcasters) don't have the third advantage, the power to shape your own destiny. The FCC has that. And at this particular point in time, that's not good."

Focusing on one of the convention's hottest topics, McCain struck

a chord with broadcasters by blasting low-power FM: "What possible diversity interest is advanced, and what kind of 'opportunity' is created by manufacturing thousands of tiny new radio stations in an already overpopulated, transitional market?" he asked. "And if the (FCC's) rationale is to broaden ownership opportunity, why pin peoples' hopes on facilities so fraught with technical and economic limitations that the only economic opportunity they may present is the opportunity to fail?"

Tax certificates staging comeback

McCain also made clear that he is for creating ownership opportunities, but he could not overlook the fact that the FCC has been pursuing this goal for over 30 years with little success. "I see nothing on their horizon that promises to change that track record," he said. "Creating ownership opportunity takes rethinking, not rhetoric."

To that end, McCain said he would introduce legislation to bring back minority tax certificates, with safeguards against the practices which in the past were criticized as abuses. "I believe that a revised, carefully-structured tax certificate program could be the cornerstone of a truly effective new Y2K ownership diversity program," McCain declared.

A short time later, FCC Commissioner Michael Powell (R) declared that prospects had gotten brighter for expanding opportunities and diversity in ownership. "I'm more than thrilled that Senator McCain wants to bring back tax certificates," Powell told an NAB session.

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Low-power FM Blasted by Broadcasters

Low-power FM was the hottest radio topic at last month's NAB Convention in Las Vegas—and the proposal to create thousands of new 10-watt, 100-watt and 1kw FM stations nationwide had few defenders. Richard Lee, FCC Chief of Compliance, was the only one present to defend the Commission's LPFM Notice of Proposed Rulemaking at the NAB '99 panel "Ensuring Radio Spectrum Integrity: a Public Mandate."

Lee began by citing some of the reasoning behind LPFM: "I have been in on several enforcement actions and I can tell you I have gone into places in the inner city where they have set up radio stations and they have the walls filled with community service certificates from the local police, from the office of the mayor and from the Red Cross. And when we go in with the U.S. Marshals and the local police arrive and say 'Why are you doing this? These people have really helped us.'"

While he was praised by panelists for the impressive job he's done shutting down some 400 pirates, Lee stressed his support for Chairman Bill Kennard's LPFM initiative, in at least some form, and cited the following reasons pirates are operating: lack of diversity, high costs involved in purchasing stations, lack of minority ownership and lack of employment opportunities in radio. He added that many of his enforcement actions involved minorities, small businesses and churches. Lee concluded by saying the current signal coverage prediction methods are 37 years old: "We need to take a look. We are doing tests; the NAB is doing tests, I'm hopeful that we can find a compromise."

Bringing 30 years of broadcast engineering to the table, Smith came well prepared in assailing the proposed rulemaking. "This is the most serious threat to the integrity of the FM broadcast service in my entire time in this business," he said. "When removal of third- and second-adjacent interference standards are being looked at to make this work, it results in one thing—increased interference. It will punch a bunch of holes in existing service areas."

Smith said he had calculated what an LP1000 (1kw station) would do to a Class B without second-adjacent protection if that station was operating close to the edge of the protected service contour and found that about 14 square kilometers of service would be gone. "With more than one LP1000," Smith said, "it's possible that holes would be bored into your city grade contour."

Words became somewhat heated on the panel when Lee addressed Smith's remarks that every IBOC proponent is seriously concerned



Randy Odeneal of Sconnix Broadcasting and the NAB Spectrum Integrity Task Force moderates the NAB '99 panel on LPFM. Seated, l-r, are Milford Smith, VP Engineering, Greater Media; Richard Lee, FCC; John Fiorini, Gardner Carton & Douglas; and Amy Brown, Wilkinson Barker Knauer & Quinn.

about LPFM. "I thought it was very, very clear in the Chairman's remarks, and remarks from the other commissioners that the commission will in no way do anything that is going to damage the integrity of the FM spectrum or IBOC. So, I don't know why you continue to re-hash all of the old stuff about 'this is what's going to happen,'" Lee complained—adding that the Commissioners have said degradation of the FM band won't be allowed to occur.

"They said it will not happen," Smith shot back. "However, if you read the various proposals in the NPRM, it will happen."

"We're in discussion about how to accomplish something," Lee responded. "The only thing that you have brought to the table is all the negativity. You're an engineer—how can you help us get this done? If you say you can't, then let's find another engineer."

What's the rush?

Fiorini, while voicing concern on why the FCC

may allow some pirates to apply for LPFM licenses, was more concerned with why the commission is in such a hurry with the initiative in general. "I can't recall a time when anything in the FCC was pushed so quickly," the attorney noted. "The short comment and reply period may short-cut some critical technical issues."

In closing remarks, Odeneal noted that there are now more than 10 ethnic and minority stations in his home market of Washington, DC and questioned if LPFM was just a "solution in search of a justification."

Most comments from the audience offered solutions and compromises. One was an "expanded FM band" (108-116 MHz) after that portion of the aviation band becomes available in the next 2-5 years.

The most offered suggestion was keeping LPFM in the non-commercial band, where existing criteria would better allow it.

The Future of TV: The PC?

Mark Cuban, Chairman, Broadcast.com (O:BCST) told NAB '99 that technological advances and media convergence are moving faster than most people realize.

"It is not going to be three, five, 10 or 20 years before DTV starts to take hold. It is going to start to take hold this year, but it won't be on your TV set," he said, but rather by streaming digital video to PCs.

Before 1999 ends, Cuban said we could see TV/PC hybrids—a box that looks much like a VCR or DVD player—linking the home PC and living room TV for interactive digital TV. Looking a year ahead to 2000—a distant forecast in Internet terms—Cuban predicted that DTV decoder cards would be just another standard feature packed into PCs.



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Kennard Sees Opportunity; Hopes for Diversity

Noting that one of his predecessors, FCC Chairman Newt Minow, had proclaimed 38 years ago that television was a "vast wasteland," Bill Kennard told NAB '99, "Today, almost four decades later, I survey the television landscape and see the limitless potential of broadband."

According to Kennard, many broadcasters fear the ever-growing Internet will have profound effects on the industry, but broadcasters really do have the advantage in the competition. "Your advantage isn't just content, it's distribution," stated the chairman. "What's most important is that you already have a 20 megabit-per-second digital pipe into almost every home in America."

The chairman declared that promoting competition and opportunity were at the top of his agenda and made a point of endorsing industry efforts to increase minority ownership "I want to publicly thank both [CBS CEO] Mel Karmazin and [Clear Channel CEO] Lowry Mays," said Kennard, who said he was encouraged by their efforts to develop new opportunities for ownership diversity.

Low-power FM was also on the chairman's agenda, saying he wants to work with the industry and not against it. "Now, I know many of you are concerned about this. In fact some are saying that I want to write the obituary for radio. Well, I want to be very clear about two things. One, this FCC is committed to preserving the technical integrity of FM radio. And two, this FCC is committed to a digital future for radio. Low-power radio will not change that," he said. Many in Congress, including Rep. Billy Tauzin (R-LA), have voiced concern that the convergence to digital will eventually eliminate low-power stations.

Bringing up one last hot topic, Kennard told his audience that it's not the time for the FCC to completely deregulate broadcast ownership, but it is time to revise rules to give broadcasters more flexibility in an increasingly competitive world. Congress has made clear plans to revamp both the agency's structure and mission so it will act more like an enforcement agency than a regulatory agency. Kennard is moving in the same direction, although there may be disagreement on the details.



Breakfast With Powell: Dereg on the Menu

Of all the speeches given at this year's NAB convention in Las Vegas, House members will be happy to hear that FCC Commissioner Michael Powell (R) agrees that FCC deregulation is the way to go.

"I think we've reached a point in which we can take a step back and see how the industry would react if there were no federal regulations," he said 4/20 during a breakfast for NAB '99 sponsored by Verner, Lipfert, Bernhard, McPherson & Hand, a communications law firm. Though Powell is not calling for complete deregulation, he does admit the industry could use some relaxed rules. Rep. Billy Tauzin (R-LA) and colleagues have been calling for an FCC makeover, saying that an enforcement agency rather than a regulatory agency is the way to go.

The youngest of the five commissioners, Powell has been called both a conservative and a liberal, in once case receiving mail addressed to "Michael K. Kennard." But there are differences, he says.

For instance, Powell has sided with Democratic Chairman Bill Kennard about enhancing diversity opportunities. "I think we have not put the best minds to work [on the issue]. But let's get down to the nitty-gritty, and not the morality of the whole thing. It's about money. Isn't it always?" he questioned during his speech.

And then there are the times when Powell has sided with fellow Republican Commissioner Harold Furchtgott-Roth, who has voiced his dismay concerning low-power FM. Powell, too, has his own reservations. "I personally feel that there is an important high standard to prove that this is workable and will actually maximize our national policy objective," he said.

Harris Calls for IBOC Unity

Soon after USADR announced in April that Harris Corporation (N:HRS) had successfully passed AM and FM IBOC waveforms through existing transmitters, Harris called for a single IBOC standard at NAB '99. In fact, Jim Woods, Harris VP Radio Broadcast, told MBR that the quickest way to adopt a standard may be a combined system, where IBOC developers come together on a final technology, similar to the ATSC "Grand Alliance" that adopted the DTV standard.

"What the industry ought to be focused on is the fastest way to get a standard. The reality is our industry is going to have some very real competition that is going to attempt to siphon-off end users...listeners," said Woods. "We ought to pull all of the involved parties together, establish a best-of-the-best. We're actively talking to two of the proponents [Lucent and USADR] and we're prepared to play a role in trying to pull everybody together."

USADR President Bob Struble was candidly open to the idea, given the fact that Lucent previously worked with USADR before going it alone: "We agree that a coalition is required. That's what we've been doing, taking the steps we've taken with the broadcasters and equipment manufacturers. If they [Lucent] want to join our coalition, they've got my telephone number."

Among a handful of product announcements, Harris unveiled its new Intraplex "Intralink," a codec multiplexing system that allows management and control of multiple brand-name remote codecs from a Windows-based user interface.

The Intralink 6500 and 6100 systems were demonstrated, communicating with the Telos Zephyr, Intraplex "Outback" and CCS "Prima" Codecs. The 6500 unit supports up to six ISDN connections simultaneously and delivers MPEG audio.



Suren Pai, President, Lucent Digital Radio, demonstrated "multistreaming" DAB at NAB '99

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WWDB GOES HOG-WILD WITH PORK PRODUCT PROMOTION

by Jack Messmer



Photo ©TopGuns Corp. Photography

No porker, she! WWDB Scrapplefest '99 Queen Victoria Orellano receives her subjects, accompanied by WWDB's Kent Voss, Philadelphia Mayor Ed Rendell and "Smily," the Hatfield Foods pig.

Does your station need a promotion, but there's no holiday on the horizon and you've already created tie-ins to every major local event? Have you checked every community calendar and come up with zip, squat, the big numero zero? You say you can't find anything with even a hint of becoming a worthwhile promotion? Is that what's bothering you, Bunky?

Never fear, just make one up!

There is undoubtedly something you've never even thought of that would make a great promotion. Something so much a part of your local market, so common and constantly present that you've overlooked it. It's right there under your nose!

That's pretty much what WWDB-FM Philadelphia afternoon talkmeister Kent Voss found when he decided to become better acquainted with his new market's haute cuisine. No, we're not talking about Philly cheesesteaks—a relative newcomer as far as gastronomic history in the City of Brotherly Love is concerned. What Voss set out to investigate was Scrapple, which was invented more than 200 years ago in Chester County, PA.

If Scrapple isn't available at gourmet counters in your part of the country, suffice it to say that Scrapple is a product made from pork parts—not necessarily what you would consider the prime parts, but pork parts nevertheless. It is...ahem...an acquired taste (although it's hard to understand what would prompt someone to deliberately acquire this particular taste).

Be careful what you ask for...

After reading a *Philadelphia Inquirer* Magazine story ("revolting" and "one of our cultural legacies" were among the insightful descriptions) on Scrapple last year, the newcomer made the mistake of discussing the local delicacy on the air. A generous listener dropped by the WWDB studios with some of the genuine article for Voss to sample, live (but for how long?) on the air. (Editor's note: Do Philadelphians normally drive around with a supply of Scrapple in their cars?)

Voss not only became a convert, but declared himself the unofficial ambassador of Scrapple. He toured Scrapple-making plants and tried to persuade the manufacturers to put his face on packages of the mystery meat. They declined, but Voss was undaunted and continued his on-air campaign of support for Scrapple.

At that point, Voss and WWDB went hog

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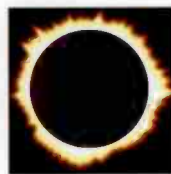
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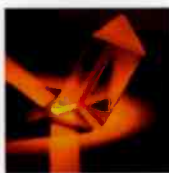
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