

Radio Business Report™

Voice Of The Radio Broadcasting Industry®

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AMERICAN URBAN RADIO NETWORKS

#1

THE URBAN RADIO LEADER



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Karmazin argues for more dereg

Viacom (N:VIA) President **Mel Karmazin** got a mixed reception 7/17 on Capitol Hill as he urged the Senate Commerce Committee to eliminate the broadcast-newspaper crossownership rule and the 35% national audience cap for TV. Karmazin recited the proliferation of media outlets



that have developed in recent years, all competing with traditional media, as justification for ending the national audience cap for TV—then added—“and we need to see further deregulation in the radio industry to compete with the satellite,” referring to the two satellite radio companies



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which are scheduled to begin selling their services in just a few months.

That didn't wash with committee Chairman Sen. **Ernest Hollings** (D-SC), who nostalgically recalled when his hometown had three radio stations, all locally programmed, rather than the current 11, which he said all carry programming "coming out of California" and apparently all sound the same to him. "I can tell you right now, there's no choice at all, other than public radio." That prompted a joking response from Kamazin that, although Viacom's Infinity doesn't currently own any stations in South Carolina, "If you will give us further deregulation, I will put on stations to your liking in South Carolina."

Hollings also lashed out at what he said was a "lethargic FCC" and chastised Chairman **Michael Powell** for saying that he approaches the issue of ownership limits from the viewpoint that they are no longer necessary. "That's not the law," Hollings charged as he introduced a new bill which he said was based on Congress' long-held goals of promoting diversity and localism.

Hollings' bill, S.1189, would give Congress 18 months warning before the FCC could make any changes to its ownership limits—presumably giving lawmakers time to halt anything they don't like. It would also give the FCC the power, which it now lacks, to immediately review newspaper-broadcast crossownership deals where the new property being acquired is print.

The crossownership restriction currently works two ways. If a newspaper owner wants to acquire a radio or TV station in the same market, it has to get FCC approval up front. But if the deal is the opposite, a broadcast station owner acquiring a newspaper in the same market,

the FCC's hands are tied until the station's license comes up for renewal. That was the case last year when Tribune Co. (N:TRB) acquired Times-Mirror, including three Times-Mirror newspapers in markets where Tribune already owned TV stations.

Powell, not surprisingly, said the next day (7/18) that he opposes Sen. Hollings' proposal. "That 18 months is a lifetime in a regulatory sense," he said. Nevertheless, Powell noted that Congress could make that the law if it so chooses.

In the day's most contentious exchange, Kamazin took issue with Sen. **Ron Wyden's** (D-OR) claim that eliminating all of the FCC's ownership limits could lead to a scenario where, for example, AOL Time Warner (N:AOL) could acquire NBC, Gannett (N:GCI) and a number of other companies to dominate every type of media.

"No you couldn't sir, with all due respect," Kamazin injected. "There's a whole lot of controls to stop that." He said market forces wouldn't let that happen—plus Kamazin and Tribune Publishing (N:TRB) President **Jack Fuller** both noted that media mergers would still be subject to antitrust review by the Department of Justice.

"The Antitrust Division has nothing to do with diversity," Hollings exploded. "The Antitrust Division of Justice has nothing to do with the public interest."

"Antitrust enforcement has been a pathetic failure," chimed in Sen. **Byron Dorgan** (D-ND).

But from the GOP side of the chamber, Hollings got no encouragement for turning back deregulation. Even Sen. **John McCain** (R-AZ), who repeatedly clashed with broadcasters when he sat in the middle chair, made it clear that this wasn't his fight. "While I firmly believe that broadcasters should pay for the spectrum they use," McCain said in recalling his frequent battles over spectrum fees, "that doesn't jus-

tify excessive regulation."

RBR observation: Hollings may be Chairman again, but while that gives him control of the committee's agenda, he still has only one vote. There appeared to be no Republican support for his attempt to take the deregulation reins away from the FCC and split views even among his fellow Democrats.

Sen. **John Breaux** (D-LA), denounced the argument over localism as a "smoke screen" and charged that what is really taking place in television is a battle for power between the networks and their affiliates which won't have any impact on what viewers see on their TV screens. "They're gonna put local stuff on because it's good business," Breaux declared.

During the hearing, one committee member noted that the jawboning may all be for naught, since it's likely that either the courts or the FCC will act on crossownership and the 35% cap before Congress does anything.—JM

Portable people meter clears first hurdle

The results are in for the first US test of Arbitron's new Portable People Meter measuring system, which has been on trial in Wilmington DE (part of the Philadelphia TV market) since December 2000.

The pager-sized people meters are carried by survey participants and automatically pick up inaudible



Arbitron CEO Steve Morris has his PPM

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codes which are embedded into the signals of radio stations, television stations and cable networks. PPM eliminates the diary, producing more accurate results while putting less demand on the time and cooperation of participants.

The results showed that cable and TV viewing was above currently-measured levels, while radio was on par. The PPM survey showed higher levels of daily cumulative audience for radio—75.9% compared to 66.0% in the diary survey; but daily time spent listening was down, with a 2 hour, 12 minute PPM measurement as opposed to a two hour 30 minute level according to the diaries.

The survey included 35 radio stations, eight TV stations and eight cable outlets. 200 people wore PPMs.

As of now, the PPMs cannot distinguish between in-home and out-of-home media usage, although plans to deal with that are in the works.

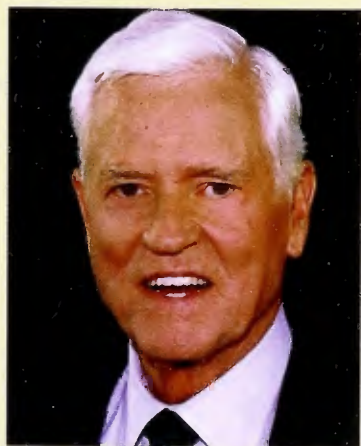
Said Worldwide PPM Development President **Marshall Snyder**, "We are encouraged by these first comparisons because we've also seen that the encoding system works as designed—broadcasters and cable networks can and do encode their audio on a continuing basis and the meters readily detect the inaudible codes. We have also been able to recruit and maintain a panel of consumers who are representative of the market we are measuring and who, on average, carry their meters for more than 15 hours a day."

At a 7/19 conference call, Arbitron said that software is in development and equipment on order for a much bigger test—a 1,500 PPM deployment in Philadelphia scheduled for Q1 2002.—DS

Campaign reform shelved

Broadcasters can breathe easier—at least for a while. House backers of the **McCain-Feingold** Campaign Finance Reform Bill tabled their own bill rather than go along with the rules for debate laid down by the Republican leadership. The 7/12 vote of 228-203 to reject the ground rules means that Speaker **Dennis Hastert** (R-IL) could leave the bill in limbo indefinitely. Broadcasters had opposed the measure,

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Commerce: Let the record show that...

Here is the current lineup of Senators who are members of the US Senate Committee on Commerce, Science and Transportation. **Ernest F. Hollings** (D-SC) became chairman last month as a result of the defection of Senator **Jim Jeffords** (I-VT) from the Republican party. Former chairman **John McCain** (R-AZ) then became Ranking Republican.

Of special interest to broadcasters is the Standing Subcommittee on Communication. It is chaired by **Daniel K. Inouye** (D-HI), with **Conrad Burns** (R-MT) occupying the Ranking Republican seat.—DS

Full Committee

Ernest F. Hollings (D-SC), Chairman

Daniel K. Inouye (D-HI)
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John F. Kerry (D-MA)
John B. Breaux (D-LA)
Byron L. Dorgan (D-ND)
Ron Wyden (D-OR)
Max Cleland (D-GA)
Barbara Boxer (D-CA)
John Edwards (D-NC)
Jean Carnahan (D-MO)
Bill Nelson (D-FL)

John McCain (R-AZ)
Ted Stevens (R-AK)
Conrad Burns (R-MT)
Trent Lott (R-MS)
Kay Bailey Hutchinson (R-TX)
Olympia J. Snowe (R-ME)
Sam Brownback (R-KS)
Gordon Smith (R-OR)
Peter G. Fitzgerald (R-IL)
John Ensign (R-NV)
George Allen (R-VA)

already passed by the Senate, because it would further reduce the already discounted rates that political campaigns pay for TV spots. The most controversial issue, however, was its proposed limits on "soft money" fundraising by political parties. Some Democrats, particularly some members of the Black Congressional Caucus and the Hispanic Caucus, fear that the soft money limits could cripple get-out-the-vote efforts in minority districts.—JM

LA competition caught between a KROQ and a hard place?

For the first time in recent memory, a non-Hispanic station has captured the number one slot in Arbitron's basic 12+ M-F 6A-12M ratings war. Infinity's (N:INF) Alternative KROQ-FM improved from a 4.5 share all the way to 5.1

to snag to top slot. The last time that an English-speaking station took first place honors was the Summer 1995 survey.—DS

Crawford's Chicago newcomer makes huge ratings debut

Chicago's newest radio station, Crawford Broadcasting's WPWX-FM "Power 92," was quite successful in their first Arbitron ratings report. Arbitron (N:ARB) Spring Survey data released 7/17 gave Urban WPWX a tie for 10th place in the market; a 6 share in the format's 18-34 demo against Clear Channel's heritage WGCI-FM, which fell from a 12.4 to 7.9. Crawford had recently moved its Gospel format from the strong 92.3 MHz frequency to make room for Power 92. It had also hired some of WGCI's staffers including a handful of the station's jocks.—CM

RBR observation: This could be the market where Clear Channel AEs are happy that their company isn't buying the Arbitron book!—JM

SpotTaxi, RadioExchange detail partnership arrangement

FastChannel Network and Interep National Radio Sales announced a formal partnership agreement to develop exclusive functionality and benefits for users of FastChannel's SpotTaxi and Interep's RadioExchange systems. The alliance aims to create a fully integrated application between SpotTaxi's Internet-based creative distribution service and RadioExchange, which was developed in collaboration with Katz Media Group.

The final app. should streamline online communication be-

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The alliance will also allow RadioExchange member stations distribute spots and promos within their radio groups for free. Final software releases are expected later this year.—CM

Tristani drives a PEG into the heart of consolidation

Commissioner **Gloria Tristani** (D), in a 7/13 address before the Alliance for Community Media, argued for the prevention of further consolidation of the CATV industry. At risk, she felt, were public, educational and government access channels (PEG).

Her argument is that a dwindling number of ever-larger MSOs (multiple system operators) will take away leverage from local jurisdictions as they negotiate cable packages in their area. Tristani said, "the result is that franchising authorities have fewer negotiated agreements from which to glean insights. That could make it harder for franchising authorities to secure the best deals for PEG access."

She noted that the advent of interactive services provided by cable companies could very well threaten PEG as operators make space for new services and technologies.

At one point, she likened PEG to the new LPFM service which is in the process of being licensed for startup. "I am hopeful that low power FM licenses will produce the kind of diverse, community-oriented programming that PEG access producers have been giving us for years," she said.

RBR observation: We certainly have no problem with PEG access channels. The only question is, who watches them? We haven't seen any stats on this, but it seems that viewership is minimal. We'd bet that most channel surfers, who might occasionally stop on a PEG, in fact rarely do because they have used the favorite channel feature of their remote to program PEG out of the surfing rotation.

There is no inherent reason to do away with PEG, nor do we advocate any such thing. But if it becomes a choice between PEG or something else, then the relative merits of each must be weighed. If PEG stands in the way of interactive services, we'd cast our vote for interactive, if for no other reason than that if we wished to contact a public, educational or government institution, we would turn to the Internet (or the phone book) before we'd check them out on our cable system.—DS

Webcasters allowed on royalty rate-setting panel

Webcasters won the right (7/17) to participate in a federal arbitration panel that will ultimately set royalty rates for online music. In a ruling issued by the US Copyright Office, a request by the recording industry to exclude webcasters from the series of arbitration hearings that would determine what they would have to pay for streaming was rejected. The Copyright Office said webcasters proved they had a "specific interest" in the rates to be adopted, satisfying the requirement needed to participate in the panel meetings.

Labels/publishers and webcasting companies are engaged in an ongoing federal court battle to determine whether their services are interactive or not. If so, they wouldn't have to pay the royalty rates.

The RIAA has proposed to the US Copyright office that webcasters pay \$0.004 per song—a rate that is 30 times higher than the webcasters' proposal.—CM



Rush renewal a done deal for Premiere

Premiere Radio Networks, a division of Clear Channel Communications (N:CCU), has made sure they will have network centerpiece **Rush Limbaugh** in the lineup through the year 2009. The deal covers "The Rush Limbaugh Show," "The Rush Limbaugh Morning Update," newsletter The Limbaugh Letter and website RushLimbaugh.com.

According to Premiere, Rush's compensation is "a nine figure deal, the highest priced distribution deal in the history of radio syndication." Internet raconteur/journalist **Matt Drudge** has been a bit more specific, pegging the deal at \$250M, with a \$35M signing bonus and a share of advertising revenue.

Said Limbaugh, "...I don't think there is anyone better suited for me to partner with than all the people at Clear Channel and Premiere Radio Networks." As to his plans beyond 2009, he remarked, "I have said that I shall not retire until all Americans agree with me. That is still operative. So, you who know who you are, have been warned."—DS

Clear coast-to-coast winner

RBR has used Arbitron Fall 2000 survey results to calculate the estimated audience strength commanded by all owners in all rated markets. This chart shows the top three owners by state (win, place and show).

Not surprisingly, with stations in all regions and market sizes, ubiquitous group owner Clear Channel (N:CCU) is far and away

the most listed. There are 52 political regions listed (50 states, the District of Columbia and Puerto Rico). CCU shows in all of them except New Jersey, Puerto Rico, South Dakota (which we believe is the only state without a

CCU presence) and Washington. It finished in first place 33 times.

Infinity (N:INF) managed to carry six states; Citadel took four. Cox (CXR), Emmis (O:EMMS), Delmarva, Journal, Entercom (N:ETM), Fisher (O:FSCI), Millennium, Arso, South-

em MN and Hall had one apiece.

Audience was calculated by adjusting 12+ ratings for population size. Owners are credited with stations run in LMAs or JSAs, and for any pending announced or filed acquisitions through 6/25/01.—DS

Radio Operations

State	Win	Place	Show
Alabama	Clear Channel	Cox	Cumulus
Alaska	Clear Channel	Morris	New NW
Arizona	Clear Channel	Emmis	Infinity
Arkansas	Clear Channel	Citadel	Cumulus
California	Clear Channel	Infinity	HBC
Colorado	Clear Channel	Jeff-Pilot	Tribune
Connecticut	Infinity	Clear Channel	Cox
Delaware	Delmarva	NextMedia	Clear Channel
District/Col.	Clear Channel	Infinity	Bonneville
Florida	Clear Channel	Cox	Infinity
Georgia	Cox	Clear Channel	Infinity
Hawaii	Clear Channel	Cox	New Wave
Idaho	Clear Channel	Citadel	Journal
Illinois	Infinity	Clear Channel	Bonneville
Indiana	Emmis	Clear Channel	Susquehanna
Iowa	Clear Channel	Cumulus	Saga
Kansas	Journal	Entercom	Clear Channel
Kentucky	Clear Channel	Radio One	Cox
Louisiana	Clear Channel	Entercom	Citadel
Maine	Citadel	Saga	Clear Channel
Maryland	Infinity	Clear Channel	Radio One
Massachusetts	Infinity	Clear Channel	Greater Media
Michigan	Clear Channel	Infinity	ABC
Minnesota	Clear Channel	Infinity	ABC
Mississippi	Clear Channel	Inner City	New South
Missouri	Infinity	Entercom	Clear Channel
Montana	Fisher	Clear Channel	Commonwealth II
Nebraska	Clear Channel	Journal	Waitt
Nevada	Infinity	Clear Channel	Lotus
New Hampshire	Clear Channel	Citadel	Saga
New Jersey	Millennium	Greater Media	Nassau
New Mexico	Citadel	Clear Channel	Simmons
New York	Clear Channel	Infinity	Emmis
North Carolina	Clear Channel	Infinity	Beasley
North Dakota	Clear Channel	Cumulus	Triad
Ohio	Clear Channel	Infinity	Radio One
Oklahoma	Clear Channel	Renda	Cox
Oregon	Clear Channel	Infinity	Entercom
Pennsylvania	Clear Channel	Infinity	Greater Media
Puerto Rico	Arso	SBS	El Mundo
Rhode Island	Citadel	Clear Channel	Brown
South Carolina	Clear Channel	Citadel	Entercom
South Dakota	Southern MN	Midcontinent	Triad
Tennessee	Clear Channel	Citadel	South Central
Texas	Clear Channel	Infinity	HBC
Utah	Clear Channel	Simmons	Citadel
Vermont	Hall	Clear Channel	Deer River
Virginia	Clear Channel	Entercom	Barnstable
Washington	Entercom	Infinity	Sandusky
West Virginia	Clear Channel	WV Radio	Bristol
Wisconsin	Clear Channel	Saga	Journal
Wyoming	Clear Channel	Mt. Rushmore	Athomic

Source: Arbitron, RBR Source Guide database

No Urban dictates still a problem for reps

If you thought that bad press and public indignation in recent years had enlightened big advertisers and agencies and pretty much ended ad buying discrimination against radio stations with African-American audiences, think again.

"I can't recall a period over the past couple of years where our activity for 'no Urban' dictates has been greater. We spend a disproportionate amount of time addressing 'no Urban' dictates—even in the year 2001," said **Brian Knox**, President of Katz Urban Dimensions. "Some of that is related to tighter budgets, rating points and smaller buys at the buyers' desks—the need that they see to put money on the top general market stations, oftentimes excluding Urban as a result of it because of misunderstandings or misconceptions concerning the power of the black dollar."

"No Urban' dictates continue to be a problem for Urban radio stations, whether local or national," agreed **Sherman Kizart**, Vice President and Director of Urban Marketing at Interep (O:IREP). A considerable amount of our time and resources are focused on turning around 'no Urban' dictates for the benefit of our Urban clients."

Is it still that blatant, or a more subtle racism?

"We've seen examples of both," Kizart told *RBR*. "Most of the time the 'no Urban' dictates are being veiled in qualitative issues, where marketers are reluctant to come out and blatantly say 'no Urban.' There are, however, examples where they will. Marketers and their agencies are being more clever—for lack of a better word—in veiling their 'no Urban' dictates by attaching qualitative parameters that don't bode very well for Urban radio stations."

Despite high ratings numbers, high profile radio personalities such as **Tom Joyner**, **Steve Harvey** and **Doug Banks**, and Wall Street success for Radio One (O:ROIA), there is still advertiser/

Radio AdBiz®

By Jack Messmer



Brian Knox

agency resistance to using Urban radio. The reps say that's true, whether the station is an Urban, playing the latest hits, or an Urban AC, with a more adult sound.

"Neither is easy to sell," said Knox. "Urban radio is the toughest format in radio to sell. In terms of the demographic splits of an Urban AC, which obviously is going to skew older and deliver a concentration on that 35-44-year-old, it still has a major percentage of its audience in the 25-34 age cells as well—that's where the two formats overlap the most. The Urban station is going to be a 12-34 station, but a very large portion of its audience is going to be in that 25-34, as well as the Urban AC. It's no wonder—the black population skews younger. It's close to seven years younger—it's safe to say it's six years younger than the general market."

Young, yes—but a population that marketers can afford to ignore? No.

"The African-American consumers' buying power is up to \$562B. The buying power of black America [if it were a separate country] is the 11th largest GNP in the world," Kizart told *RBR*. "When national marketers see those kind of numbers, it says that African-Americans have tremendous buying power and considerable disposable income. The fact of the matter is that African-Americans only spend their money where they're invited. What more and more marketers are finding out is

that the best place to invite African-American consumers is on Urban radio."

Unlike Hispanic radio, where the language barrier makes the need for a targeted ethnic marketing campaign obvious, many national advertisers believe they can reach African-American consumers with their general market ad campaigns on radio, TV, billboards and other media.

"They're basically getting some reach with African-Americans, but if a marketer is looking to effectively target African-American consumers, radio—specifically Urban radio—is the best way to do it," said Kizart. "African-Americans spend four hours every single day listening to the radio. African-Americans spend more time with radio than any other media."

"Often times when Urban radio is excluded from a buy [without a 'no Urban' dictate], it's because some of the general market formats have black people listening," Knox noted. The buyer may believe that they're reaching enough blacks through other formats—and that they're reaching "up-scale" black listeners. "I challenge them on that," Knox continued. "Since when does the type of music that someone listens to reflect on their bank account? They feel that as we become more educated and more



Sherman Kizart

affluent that we abandon Urban radio—and that couldn't be further from the truth. Urban radio is

what we grew up with. It's part of the community. The on-air personalities are celebrities in the black communities of America."

To drive that message home, the reps have to be teachers. "We have to continue to educate agencies and advertisers. We have to continue to educate in our own house, here, working with the national reps who are on the front lines every day, positioning Urban radio to time buyers," said Knox. "We conduct seminars at agencies. We conduct seminars here in our conference rooms for our reps from Clear Channel, Katz and Christal—and educate them on overcoming the obstacles, to better understand the black population."

The bias against Urban radio even has rivals Katz and Interep working together to pitch Urban radio to reluctant or skeptical advertisers and media planners.

At Interep, Kizart and his associates are reviving the company's "Power of Urban Radio" seminar for advertisers and agencies 10/16 in New York.

The news from Madison Avenue isn't all negative, of course. "There are still a number of national marketers who've made the decision to develop and implement an ethnic marketing strategy," Kizart noted. "One recent example that Urban radio will see significant dollars from is Toyota."

A Toyota TV ad early this year featured a close up of a smiling African-American with a gold Toyota SUV on one tooth. Rev. **Jesse Jackson** called the ad racist, accused the car maker of excluding blacks from upper-level jobs and threatened a boycott. Toyota pulled the ad in May and pledged to expand its diversity commitments and develop multi-cultural advertising.

Now the reps are pitching Urban radio to Toyota as a component of that new campaign. One door has been opened, but the Urban reps still have many more closed doors to knock on.

Urban categories cover all the bases

By Dave Seyler

Urban formats accounted for 10.5% of all listening, based on ratings from the Arbitron Fall 2000 survey and which was compared to information from the *RBR Source Guide* database. While this number is roughly 2% less than the total US African-American population, it is also a bit misleading. Stations in four other format categories—CHR, Smooth Jazz, News-Talk and Religion—are often targeted, at least in part, at the African-American audience.

The formats tend to be large market by definition, and skew young and female, although among the four format groups covered here—Urban Contemporary (Urb), Urban Adult Contemporary (UAC), Rhythmic Oldies (RhyO) and the closely-related Urban Oldies (UrbOld), there is something which appeals to each demo.

The strongest region for the format group is the South, where it is #1. It also does well in the Northeast and Mid-Atlantic, is slightly below par in the Midwest, and weakens in the Southwest-Rockies and Pacific regions.

The overall format group rank shows where the format stands compared to 14 others. AM and FM columns are station counts, Pct is the percent of total measured audience, and index shows the degree of difference from the baseline percentage established in the first chart. 12+ ratings were used except where otherwise indicated. Urb grp is the total of the four subcategories.

Programming for Profit

All stations					Rank: 5
Format	AM	FM	Pct	Index	
Urb grp	75	274	10.5	100	
Urb	28	110	5.2	100	
UrbAC	27	77	3.2	100	
RhyO	3	71	1.8	100	
UrbOld	17	16	0.2	100	
AM dial					Rank: 6
Format	AM	FM	Pct	Index	
Urb grp	75	0	2.1	20	
Urb	28	0	0.9	17	
UrbAC	27	0	0.6	19	
UrbOld	17	0	0.4	200	
RhyO	3	0	0.1	6	
FM dial					Rank: 4
Format	AM	FM	Pct	Index	
Urb grp	0	274	12.8	122	
Urb	0	110	6.4	123	
UrbAC	0	77	3.9	122	
RhyO	0	71	2.3	128	
UrbOld	0	16	0.2	100	
Markets 1-50					Rank: 3
Format	AM	FM	Pct	Index	
Urb grp	30	101	11.4	109	
Urb	13	38	5.5	106	
UrbAC	11	30	3.5	109	
RhyO	0	31	2.2	122	
UrbOld	6	2	0.2	100	
Markets 51-100					Rank: 5
Format	AM	FM	Pct	Index	
Urb grp	19	59	8.1	77	
Urb	7	24	4.5	87	
UrbAC	3	12	2.2	69	
RhyO	2	18	1.2	67	
UrbOld	7	5	0.2	100	
Markets 101-150					Rank: 5
Format	AM	FM	Pct	Index	
Urb grp	11	49	8.9	85	
Urb	6	22	5.8	112	
UrbAC	3	13	2.0	63	
RhyO	1	9	0.9	50	
UrbOld	1	5	0.2	100	
Markets 151-200					Rank: 8
Format	AM	FM	Pct	Index	
Urb grp	6	26	5.5	52	
UrbAC	4	9	2.4	75	
Urb	0	8	2.1	40	
RhyO	0	7	0.7	39	
UrbOld	2	2	0.3	150	
Markets 201-250					Rank: 8
Format	AM	FM	Pct	Index	
Urb grp	7	23	5.7	54	
Urb	2	9	3.1	60	
UrbAC	5	7	1.8	56	
RhyO	0	6	0.7	39	
UrbOld	0	1	0.1	50	
Markets 251-283					Rank: 6
Format	AM	FM	Pct	Index	
Urb grp	2	16	8.3	79	
Urb	0	9	4.8	92	
UrbAC	1	6	3.4	106	
UrbOld	1	1	0.1	50	
RhyO	0	0	0.0	0	
Northeast					Rank: 4
Format	AM	FM	Pct	Index	
Urb grp	8	14	8.5	81	
UrbAC	2	3	5.3	166	
RhyO	0	6	2.0	111	
Urb	3	5	1.1	21	
UrbOld	3	0	0.1	50	
(CT, ME, MA, NH, NY, RI, VT)					
Mid-Atlantic					Rank: 3
Format	AM	FM	Pct	Index	
Urb grp	11	46	13.7	130	
Urb	1	18	7.3	140	
UrbAC	8	13	3.6	113	
RhyO	0	13	2.6	163	
UrbOld	2	2	0.2	100	
(DE DC KY MD NJ OH PA VA WV)					
South					Rank: 1
Format	AM	FM	Pct	Index	
Urb grp	32	146	17.2	164	
Urb	17	64	10.2	196	
UrbAC	6	48	4.8	150	
RhyO	1	20	1.4	78	
UrbOld	8	14	0.8	400	
(AL, AR, FL, GA, LA, MS, NC, SC, TN)					
Midwest					Rank: 4
Format	AM	FM	Pct	Index	
Urb grp	12	29	10.2	97	
Urb	3	13	5.8	116	
UrbAC	6	6	2.7	84	
RhyO	1	10	1.6	89	
UrbOld	2	0	0.1	50	
(IL IN IA KS MI MN MO NE ND SD WI)					
Southwest-Rockies					Rank: 6
Format	AM	FM	Pct	Index	
Urb grp	6	25	6.3	60	
Urb	3	8	2.8	54	
RhyO	0	12	1.9	106	
UrbAC	2	5	1.4	44	
UrbOld	1	0	0.1	50	
(AZ CO ID MT NV NM OK TX UT WY)					
Pacific					Rank: 6
Format	AM	FM	Pct	Index	
Urb grp	6	14	6.2	59	
Urb	1	2	3.2	62	
RhyO	1	10	1.7	94	
UrbAC	3	2	1.2	38	
UrbOld	1	0	0.0	0	
(AK CA HI OR WA)					
Persons 18-34					Rank: 3
Format	AM	FM	Pct	Index	
Urb grp	75	274	13.4	128	
Urb	28	110	8.4	162	
UrbAC	27	77	3.2	100	
RhyO	3	71	1.7	94	
UrbOld	17	16	0.1	50	
Persons 25-54					Rank: 4
Format	AM	FM	Pct	Index	
Urb grp	75	274	10.7	102	
Urb	28	110	4.3	83	
UrbAC	27	77	3.8	119	
RhyO	3	71	2.3	128	
UrbOld	17	16	0.2	100	
Persons 35-64					Rank: 4
Format	AM	FM	Pct	Index	
Urb grp	75	274	9.3	89	
UrbAC	27	77	3.7	116	
Urb	28	110	2.9	56	
RhyO	3	71	2.3	128	
UrbOld	17	16	0.3	150	
Men 18-34					Rank: 3
Format	AM	FM	Pct	Index	
Urb grp	75	274	12.1	115	
Urb	28	110	8.0	154	
UrbAC	27	77	2.4	75	
RhyO	3	71	1.6	89	
UrbOld	17	16	0.1	50	
Men 25-54					Rank: 5
Format	AM	FM	Pct	Index	
Urb grp	75	274	9.2	88	
Urb	28	110	3.9	75	
UrbAC	27	77	3.1	100	
RhyO	3	71	2.0	111	
UrbOld	17	16	0.2	100	
Men 35-64					Rank: 6
Format	AM	FM	Pct	Index	
Urb grp	75	274	8.0	76	
UrbAC	27	77	3.1	97	
Urb	28	110	2.6	50	
RhyO	3	71	2.1	117	
UrbOld	17	16	0.3	150	
Women 18-34					Rank: 3
Format	AM	FM	Pct	Index	
Urb grp	75	274	14.8	141	
Urb	28	110	8.8	169	
UrbAC	27	77	4.1	128	
RhyO	3	71	1.7	94	
UrbOld	17	16	0.1	50	
Women 25-54					Rank: 2
Format	AM	FM	Pct	Index	
Urb grp	75	274	12.3	117	
Urb	28	110	4.7	90	
UrbAC	27	77	4.7	147	
RhyO	3	71	2.6	144	
UrbOld	17	16	0.2	100	
Women 35-64					Rank: 4
Format	AM	FM	Pct	Index	
Urb grp	75	274	10.6	101	
UrbAC	27	77	4.4	138	
Urb	28	110	3.3	63	
RhyO	3	71	2.6	144	
UrbOld	17	16	0.3	150	

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The Urban genre: serving a half trillion-dollar market

It's been nearly three years since we first visited the "Non-Urban Dictates" issue (*RBR* 5/18/98, p.4). Since then, agencies, advertisers and networks have come a long way in realizing the importance and growth of the Urban genre. According to Interep, African Americans now represent a \$532B market, up 73% since 1990. Census figures indicate African American population growth increased 50% from 1970 to 1997—to nearly 34M. This is a population segment that cannot and should not be ignored.

According to Interep's study



Jay Williams

of the Urban Contemporary format, the bulk of the African American listening audience is young: 87.9% are 18-49, which is broken down further to 33% 18-24, 27.5% 25-34 and 27.5% 35-49. While many advertisers choose to target the 25-54 African American listener demo (as with general market formats), ABC Radio Networks Director of Urban Radio Sales **Reggie Denson** stresses that with Urban, buys should be looked at differently *because* that audience skews younger: "In my opinion, a lot of people call Urban AC a safer format—'It's an Urban AC, it's the 25-54 primary grouping for demographics for advertisers.' But when you look at African American consumers, they are, on average six years younger than the general market. So the primary target for us 18-49. When you look at this spending power that the younger

African American consumers (or Hispanic consumers for that matter) control, a lot of people are getting smart and realizing that these trendsetters can certainly make or break a brand."

And because of it, the Urban genre is indeed growing. Fragmentation has brought about the Urban AC, Rhythmic Oldies, Rhythmic CHR and (some could argue) Smooth Jazz formats. And we may be close to some new debuts soon. What's next? Possibly Urban Alternative, leveraging songs from the likes of **Macy Gray**, **Jill Scott** and **Erika Badu**. KCRW.com's "Chocolate City" program Saturday nights (and archived) provides a good example for the possible commercial format launch.

ABC Radio Networks may be close to a new Urban format launch. "I'd rather not say what we're looking at for obvious reasons. But certainly, there is a format that we are looking at that we think will be very valuable to the African-American community. I also think it will be very successful from a sales standpoint," says Denson.

ABC is well entrenched in the Urban genre, leveraging the talents of **Tom Joyner** and **Doug Banks**; and its fairly recent Urban Advantage Network. Denson adds, "We find that there's a strong urge and a strong need for Urban vehicles. As a matter of fact, back in November 2000, we launched the Urban Advantage Network as another premium vehicle for advertisers to reach the African American consumer market. I believe the demand is there and it can only get stronger."

Other syndicators and suppliers are also growing to supplement the needs of format. Boston-based Superadio syndicates the **Russ Parr** Morning Show and employs 16 different programmers that produce 12 different mixes including Hip Hop, to "Old Skool" and Gospel. In addition, "The newly syndicated **Jeff Foxx** Show will be an

Programming for Profit

By Carl Marcucci

entertainment and content-filled program each and every day. Jeff currently does afternoons at WBLS-FM NY," says Superadio President **Gary Bernstein**.

The Interep study also says Urban listeners outperform the total US population in many categories: dining out, entertainment, electronics/cell phones. Advertisers are becoming well aware of the value in targeting Urban listeners, especially in lean economic times. "We're not having a recession, because that money is shifting. The money is going to continue to shift, because if you're a marketer, you can't have 35% of your business untalked to—in good or bad times," notes American Urban Radio Networks CEO **Jay Williams**. "It's even smarter in tougher times to do it because you want to ensure that you spend your money targeting heavy users than just 'trying to regain market share' in a general market. The African American and Hispanic populations—those are your heavy users."

AURN's Pinnacle and Renaissance Urban nets both scored the highest Urban numbers in the latest RADAR 69 results. The network started out as the Mutual Black Network, a part of Mutual Broadcasting System and then merged with a competing network owned by Sheridan Broadcasting. **Ron Sheridan** continues to be the principal shareholder of AURN. Says Williams: "Our key business is basic, solid News and Sports reporting [via SBN Sports] for Urban radio stations. I've also got some network shows like Urban AC 'USA Music Magazine,' 'Hollywood Live' with **Tanya Hart**, 'Wall Street Wrap'; We are live out of the White House every day with 'The White House Report.' I've got coming soon a movie review show that has been on the air for 10 years. We also offer SBN's 'The Light' Gospel network."



Reggie Denson

MY radio station

The Urban genre, primarily bought via the Urban Contemporary and Urban AC formats and specialty shows offered therein, proffers a unique quality among its listeners. Loyalty is almost not a strong enough descriptor. "To me, clearly, the top strength for Urban radio is its exclusive audience. When you look at it—primarily myself being an Urban AC listener—I live at that radio station. I enjoy it, I live it, I'm a part of it and it talks to me because I'm a part of the community that it's talking to. It's greatest strength is its explosive listener base," claims Denson.

"From an advertiser rather than a programmer's view, radio provides a unique marketing platform to reach the African-American market. It's far stronger than utilizing television, it out-delivers TV. And therefore, it provides a better value in dollars well spent to target that marketplace. Urban listeners spend more time with radio than they do any other medium," says Williams. Nobody ever says, 'That's my TV station.' They say, 'That's my radio station.' Radio is the gateway to the soul and people embrace radio as the "griot" of the African American community. Griot is Swahili, meaning the man who beats the drum and tells you what's going on."

Who is the Urban audience?

Who are Urban radio listeners? While many immediately assume the audience is 100% African American, it's not. Urban isn't necessarily marketed that way, either. "Urban listeners are 70% black and 30% non-black—made up of Hispanic, Asian, new immigrants and 18-24 white kids," observes Williams. "New immigrants come to this country thinking that the hottest and coolest American music is Urban music. So when they show up on our shores from Russia, Romania, you name it...they're hungry for what they hear on Urban stations. The Rhythmic CHR and dance stuff is what they hear in Europe. The 18-24 year old white kids are into the Urban Nation, the Hip Hop Nation. And that's not a race, but a demo. Those kids grew up on MTV, which really broadened the whole aspect of that in terms of record sales."

True, targeting the Urban audience is as much about targeting a lifestyle and attitude, as it is about targeting a culture. "It has always been a misconception in America that Urban is a 100% black audience. However, our nation's history shows that music performed by predominately black artists has flourished due in large part because whites as well as blacks have flocked to the music," says BroadcastURBAN.com CEO **Jesse Wineberry**. "Urban genres transcend race. Hip-Hop music passed Country to become the number one music listened to and bought in America because young suburban whites as well as inner city blacks, whites and Hispanics connected with the genre. This is a surprise to many, given the history of rap music and its beginnings in the 'Hood' with black youth who were telling their stories of life in the streets."

BroadcastURBAN.com is an online content provider and aggregator of 100 streaming radio stations, pulled from Urban AC, Hip-Hop, R&B, Rhythmic Oldies, Jazz, Blues and other formats.

What about non-Urban dictates?

The issue of Non-Urban Dictates (also see p. 7 for the reps' take) is slowly eroding from the inside out of corporate America. One reason: "Ad agencies and their corporate clients are discovering the new demographics of urban cities. Today, African-Americans and Hispanics are the majority populations of New York, Chicago, Los Angeles, Miami, Washington, DC, Houston, Atlanta and other major markets," says Wineberry. "To ignore these consumers in media buys or advertising campaigns could lead a business to financial ruin. Instead, these days the smart strategy is to target these consumers, which usually means dedicating a healthy portion of the ad budget to Urban radio with a growing percentage of these dollars also going to urban focused Internet sites."

While the Financial and Technology sectors have still, for the most part, ignored the African-American consumer (remember the CompUSA/Tom Joyner saga?), most ad categories have joined the Urban bandwagon, especially in recent years. "It's not as much of a problem nowadays as it was three years ago. If you had asked me three years ago, I could have given you a list of countless advertisers that could be participating more. But I believe that we've made a lot of headway with a lot of the people that are working in this segment as far as going out and reaching advertisers and educating them on the African American consumer market. I think now a lot of advertisers are willing to listen," adds Denson. "We [still] have to continue to educate those spending the media dollars on the viability of this marketplace. They can truly grow their brand or their market share by reaching out to this consumer base because of their loyalty, not just Black History Month or not just Black Music Month."



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Big bucks, but not millions in consulting

When NBG Radio Network (O:NSBD) bought Fisher Entertainment for \$5.3M (*RBR* 7/16, p. 12), some folks had speculated that **Glenn Fisher** was picking up a few million more in the side deal for a three-year consulting contract. Nope.

The entire contract, which has been filed with the SEC, shows that Fisher is being paid \$200K per year, for a total of \$600K.

NBG also made 50K shares of its stock available as payments to some of Fisher's program hosts/owners to obtain their consents for moving their contracts to NBG.

Media Markets & Money™

by Jack Messmer

Arbitron and CCU still negotiating

Arbitron (N:ARB) reported Q2 results last Thursday (7/19), but what everyone wanted to hear from CEO **Steve Morris** was where things stand on contract renewal talks with Arbitron's biggest customer, Clear Channel (N:CCU). "What I can say is that while these negotiations have certainly gone on longer than anyone would like, I am encouraged that we appear to have moved into the final stages of this negotiation," Morris told Wall Street analysts. "However, I have nothing definitive to report and work does remain to be done."

Morris also confirmed that Arbitron is still in negotiations with one other major group owner, Citadel Communications, although it accounts for less than 1% of Arbitron's revenues. CCU, at more than \$40M annually, accounted for about 22% of Arbitron's revenues prior to its recent acquisition of RADAR.

For Q2, Arbitron reported revenues up 10.1% from a year ago to \$50.3M. Net income, however, fell 41.1% to \$4.7M, due in part to increased spending for new ventures. "We have been able to manage the depressed economic environment reasonably well," Morris declared. He also said he was confident that Arbitron could con-

tinue to post 10% top-line growth.

Looking ahead, Morris said that the company is increasing financial support for its Personal People Meter development project, saying that initial results of the Wilmington, DE tests have been positive (see page 2). To counter that, Arbitron will reduce spending on Webcast ratings, where market growth has been slower than anticipated a year ago.

RBR observation: Although Clear Channel Radio President **Randy Michaels** told the hometown *Cincinnati Business Courier* "I'm ready to do without it," no one we know of in the radio industry outside of Clear Channel thinks this is anything more than a bluff to try to cut the price tag for Arbitron's services. The problem with that is that to bluff successfully, the other party has to be convinced that you may possibly hold a winning hand.

Infinity adds West Palm FM

The Vero Beach Broadcasters group is doubling its money after owning Adult Standards WJBW-FM West Palm Beach for a bit over two years. **Mitchell Rubenstein** and **Laurie Silvers** paid \$10M for the Class A in 1999, but now—after winning an upgrade to C3 and moving from 99.5 MHz to 106.3 MHz—they are selling it to Viacom's (N:VIA) Infinity for \$20M. It will be Infinity's fifth FM in the coastal FL market that's home to so many of the world's rich and famous.

Salem enters Milwaukee, trades up in CA

It'll cost Salem Communications (O:SALM) nearly \$7M to enter the Milwaukee market. It's paying **Thomas Gilligan's** Outlook Communications \$3.71M for the CP for a Class A on 105.3 at Mukwonago, WI. It will also pay the FCC \$421K in reimbursement of Outlook's auction bidding

East Texas Broadcasting

has closed on its purchase of radio stations

KOYN, KBUS & KPLT-AM/FM

Paris, Texas

from

Carephil Communications

for

\$2.575 Million

Bill Whitley of Media Services Group represented East Texas Broadcasting in this transaction.

Bill Whitley

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Richardson, TX 75080

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credit, since Salem doesn't qualify for the government discount. In addition, Salem is paying Waters Broadcasting Corp. \$2.79M to downgrade WCXT-FM Hart, MI from C1 to C2. That cutback from 100kw to 50kw on 105.3 across Lake Michigan in the Muskegon market will allow Salem to build the new 6kw station much closer to downtown Milwaukee on a tower at the southeast edge of Waukesha. Questcom brokered the deal.

Salem is trading up in the Riverside-San Bernardino, CA market. The Religious radio giant is moving from 1240 kHz to the greater coverage of a lower frequency, 590 kHz (while sticking with 1kw of power). Both AMs are licensed to San Bernardino.

In the first deal, Salem is buying KSZZ-AM from Entravision (N:EVC) for \$6.94M. In deal two, it will sell KEZY-AM to Hi-Favor Broadcasting LLC for \$4M.

RBR observation: Hi-Favor is owned by **Roland Hinz**, a Salem director who bought its spin-off of KLTX-AM Los Angeles a year ago (*RBR* 7/24/00, p. 12), so it's more of an in-family reshuffling than a complete divestiture.

K-T becomes a group

Radio K-T, owned by **Jack Taddeo** and **Susan Kraus**, is staying in Wisconsin for its second station buy. K-T, which already owns WKTT-FM Cleveland, WI, is heading 80 miles south to buy WLKG-FM Lake Geneva, WI for \$3.5M. The seller, CTJ Communications, is owned by **Thomas** and **Barbara Kwiatkowski**. **Broker:** **Don Roberts**, Kozacko Media Services

Marcus lowers radio estimates

You can add **Drew Marcus** of Deutsche Banc Alex. Brown to the list of Wall Street analysts cutting their financial estimates for radio owners. He notes, though, that none of his Buy/Hold/Sell recommendations have changed.

"The ad market has troughed, but there is negligible evidence of an upturn," Marcus wrote. "We are thus lowering our second half '01 projections for virtually every company

we follow. However, we continue to recommend an over-weighting of radio and outdoor stocks, consistent with our thesis that 'Stocks Go Up as Estimates Go Down' [in a report he issued 1/22/01] as we expect radio and outdoor to lead out of the advertising recession." Marcus cut his EBITDA estimates by an average of 4% for the 14 broadcasters he covers and after-tax cash flow estimates by an average of 9%. He expects the final tally of Q2 to show radio revenues down 8%. For the full year, he expects radio industry revenues to decline 4%. He had previously been looking for a 1.5% increase.

Even with the tough economy, he's touting radio and outdoor stocks. "We favor radio and outdoor because of their greater local revenue mix—80% for radio and 70% for outdoor—and their greater ability to control expenses," Marcus said. His "Strong Buy" recommendations are Clear Channel (N:CCU), Viacom (N:VIA & VIAb), Westwood One (N:WON), Entercom (N:ETM) Lamar (O:LAMR) and Radio One (O:ROIA & ROIAK).

Tribune earnings down 10%

The ongoing advertising slump dropped earnings at Tribune Co. (N:TRB) by 10% for Q2 to \$143M. Revenues decreased 9% to \$1.4B and EBITDA was off 20% to \$348M. All of those figures are pro forma for Tribune's merger acquisition of Times Mirror last year.

Tribune Radio revenues declined 5% for Q2 to \$16M and EBITDA was down 12% to \$6.2M.

Johns Hopkins radio faces surgical removal

The *Baltimore Sun* reports that Johns Hopkins University has a letter of intent for a sale of its WJHU-FM Baltimore to a new non-profit entity, Maryland Public Radio Corp., which will include Talk host **Marc Steiner** and a commercial radio group owner, **Tony Brandon**—President of American General Media, which has its office, but no stations, in Charm City. The rumored asking price was \$5M, although there's no word yet on what JHU will actually get for the non-commercial station.

Steiner told the Sun that WJHU will remain an NPR affiliate, but produce more local programming. JHU budget officer **Frederick Puddester** was quoted in the Sun story as saying that the university had decided not to shop the public station to Religious broadcasters, who might have paid considerably more.

RBR observation: Unlike many of Baltimore's commercial FMs—and 50kw non-commercial WBJC-FM—WJHU's 10kw signal doesn't give it much coverage of the adjacent Washington, DC market. Also, it's co-channel (88.1MHz) with the University of Maryland's 10-watt WMUC-FM College Park, MD and Religious WJTM-FM Frederick, MD—both on the north side of DC. Not that Moody Bible or Salem, for example, wouldn't be interested in market #20, but there wouldn't have been any penetration of market #9 to enhance the bidding.

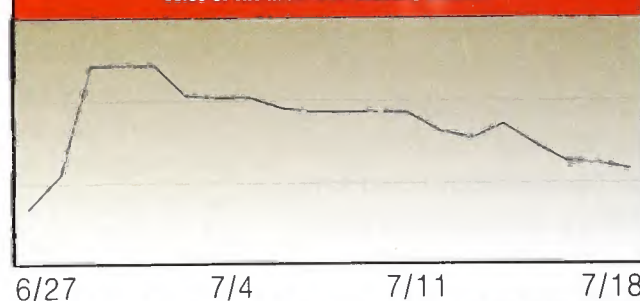
The Radio Index™

Concerns over continued ad spending softness pushed The Radio Index™ down 7.894 for the week to close 7/18 at 223.183.

260
240
220
200

Radio Business Report™

Voice Of The Radio Broadcasting Industry™



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KGTO-AM, Tulsa, Oklahoma
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Are we there yet?

Either radio investors are ahead of the curve, and the recovery from **Alan Greenspan's** Fed-induced recession is underway, or they've jumped the gun.

We hope it's the former, but there's not a lot of evidence yet to support the first scenario. Sure, Wall Street has its days of euphoria, but most so far have been of dubious origin. Microsoft (O:MSFT) celebrates a federal appeals court ruling that struck down a judge's antitrust order to break up the software giant. Good news for **Bill Gates**, but it doesn't really do anything for the US economy as a whole. Motorola (N:MOT) and Yahoo! (O:YHOO) lower their earnings projections, then jump the bar they just lowered with room to spare. Isn't that the oldest trick in the book?

After being crushed late last year in the "dot-com is dead" debacle, radio stocks had nowhere to go but up. It was hardly surprising that The Radio Index™ rose nearly 28% in Q1 (RBR 4/16, p. 14). That was merely acknowledgement by Wall Street that the bears had gotten carried away with last year's mauling. Now, however, the Radio Index is back within striking distance of its all-time high of 256.060, set 12/31/99. That indicates that investors are expecting to see those minus signs in RAB's monthly revenue reports replaced by pluses—and soon.

Wall Street analysts' opinions on whether the ad spending recession has just about run its course seem to run from "probably" to "maybe," with even the most optimistic urging caution. We too are "cautiously optimistic." Big advertisers could jump back into the fray quickly and turbocharge the economic rebound. More likely, though, they'll continue to move slowly and national ad spending will inch back upward.

Local is a prettier picture. Local retailers have been less pessimistic through the economic sluggishness and continue to build their businesses. Fortunately for all of us, local is the bread and butter for radio, so the industry has fared better than other major media. And since dependence on national advertising is closely tied to market size, many small market stations saw almost no evidence of a recession—except

perhaps from the nearly universal drop-off in auto advertising.

Radio stock prices reflect that local ad strength. Many of the biggest gainers through the first half of this year were the companies with many a station in the top 20 markets. Cumulus Media (O:CMLS), whose largest market is #79, enjoyed a nearly 275% increase in its stock price—benefiting from both its market niche and **Lew Dickey's** apparent resolution of major management screw-ups that came to light a bit over a year ago. **Terry Jacobs'** Regent Communications (O:RGCI), whose biggest market is #61, more than doubled its stock price with a nearly 102% rise over the past six months, although part of that was due to a fluke trade on the last day of Q2.

Never one to try to impress Wall Street with the pace or price of acquisitions, **Ed Christian** continues to manage Saga Communications (A:SGA) like he's spending his own money (what a concept!). Despite that boring business plan, and a station portfolio that doesn't rise above market #31, Saga's stock price rose nearly 60% through the first half of this year.

Some big market groups also posted impressive gains. Radio One saw both its voting (O:ROIA) and non-voting (O:ROIAK) stocks gain more than 100% as **Al Liggins** and associates proved that they could quickly grow ratings and ad sales at the big market stations it acquired last year, including KKBK-FM Los Angeles.

Beasley Broadcast Group (O:BBGD) also gained over 100% as **George Beasley's** company rebuilt its key cluster in Philadelphia.

With its two most important clusters in dot-com meccas, Boston and Seattle, Entercom's stock price was ravaged by the collapse of dot-com advertising. President **David Field** proved that his sales teams knew more about marketing than hanging out at cybercafes waiting for the next 25-year-old billionaire to drop by with an open checkbook—and Entercom's stock price rose nearly 56%.

Quarterly Stocks

By Jack Messmer

Year-to-date stock performance

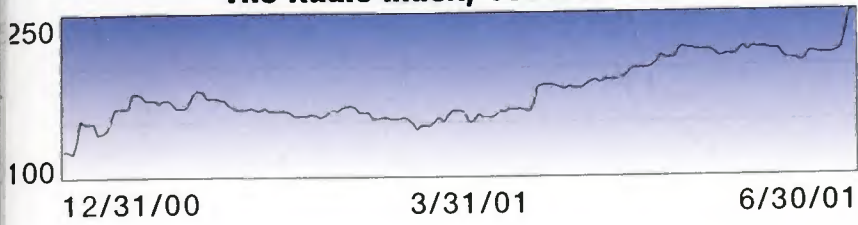
Company	6/29/01 Close	YTD Net Chg	YTD Pct Chg
Ackerley	11.210	2.210	24.56%
Adelphia	41.000	-10.625	-20.58%
Alliance Bcg.	0.008	-0.004	-33.33%
Am. Tower	20.670	-17.205	-45.43%
Arbitron	24.100	0.840	3.61%
Beasley	17.000	8.688	104.51%
Belo Corp.	18.840	2.840	17.75%
Big City Radio	3.500	1.313	60.00%
Cir.Rsch.Labs	1.300	-3.825	-74.63%
Clear Channel	62.700	14.263	29.45%
Cox Radio	27.850	5.288	23.43%
Crown Castle	16.400	-10.663	-39.40%
Cumulus	13.580	9.955	274.62%
DG Systems	4.150	2.025	95.29%
Disney	28.890	-0.047	-0.16%
Emmis	30.750	2.063	7.19%
Entercom	53.610	19.173	55.67%
Entravision	12.300	-6.075	-33.06%
Fisher	72.890	17.890	32.53%
Gaylord	28.800	7.925	37.96%
Gentner	10.600	-1.150	-9.79%
Global Media	0.009	-0.054	-85.60%
Harman Intl.	38.090	1.590	4.36%
Harris Corp.	27.210	-3.415	-11.15%
Hearst-Argyle	20.000	-0.438	-2.14%
Hispanic Bcg.	28.690	3.190	12.51%
Interep	5.700	2.200	62.86%
Jeff-Pilot	48.320	-1.508	-3.03%
Launch Media	0.910	-0.653	-41.76%
NBG Radio Nets	1.020	-0.105	-9.33%
New York Times	42.000	1.938	4.84%
Pinnacle Hldgs.	6.010	-3.053	-33.68%
PopMail.com	0.110	-0.078	-41.33%
Radio One, Cl. A	23.000	12.313	115.20%
Radio One, Cl. D	22.050	11.050	100.45%
Radio Unica	2.980	-0.770	-20.53%
RealNetworks	11.750	3.063	35.25%
Regent	11.990	6.053	101.94%
Saga Commun.	23.740	8.865	59.60%
Salem Comm.	21.880	6.943	46.48%
Sirius Sat. Radio	12.190	-17.748	-59.28%
Spanish Bcg.	8.210	3.210	64.20%
SpectraSite	7.240	-6.010	-45.36%
SportsLine USA	2.300	-3.013	-56.71%
TM Century	0.740	0.240	48.00%
Triangle	0.006	-0.011	-64.71%
Tribune	40.010	-2.240	-5.30%
Viacom, Cl. A	53.040	6.040	12.85%
Viacom, Cl. B	51.750	5.000	10.70%
WarpRadio.com	0.100	-0.525	-84.00%
Westwood One	36.850	17.538	90.81%
WinStar Comm.*	0.140	-11.548	-98.80%
XM Sat. Radio	16.200	0.137	0.86%

Major stock market indices

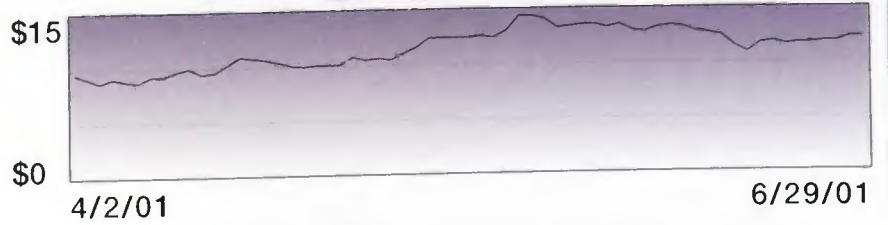
The Radio Index	249.142	123.782	98.74%
Dow Industrials	10501.67	-285.180	-2.64%
Nasdaq comp.	2160.540	-309.980	-12.55%
S&P 500	1226.880	-93.400	-7.07%

*WinStar trading was suspended 4/18 when the company filed for Chapter 11 bankruptcy protection.

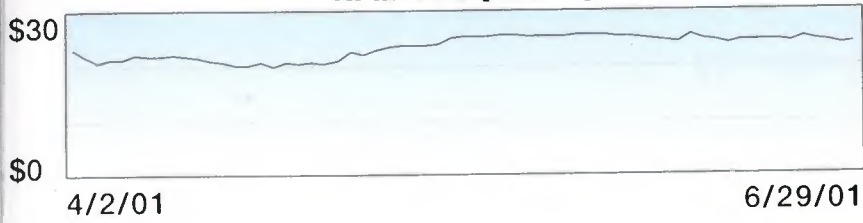
The Radio Index, 1st half 2001



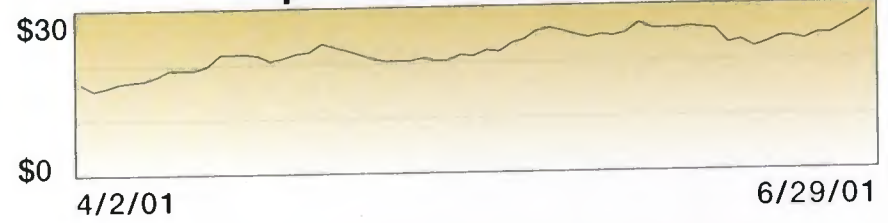
Entravision (N:EVC)



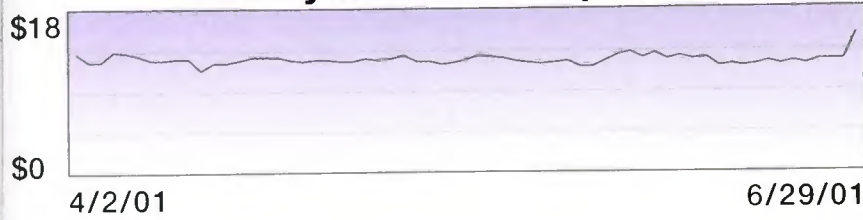
Arbitron (N:ARB)



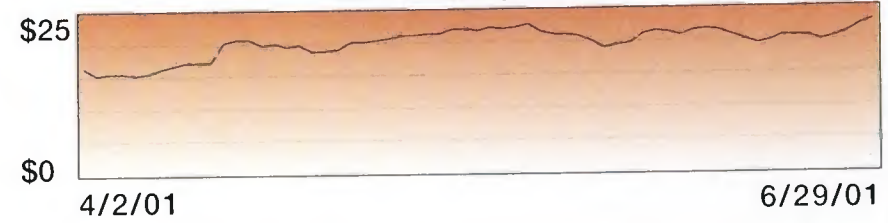
Hispanic Broadcasting (N:HSP)



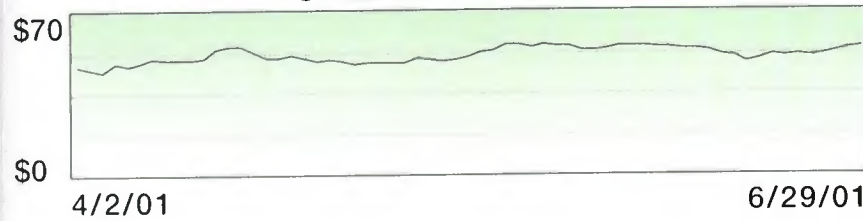
Beasley Broadcast Group (O:BBGI)



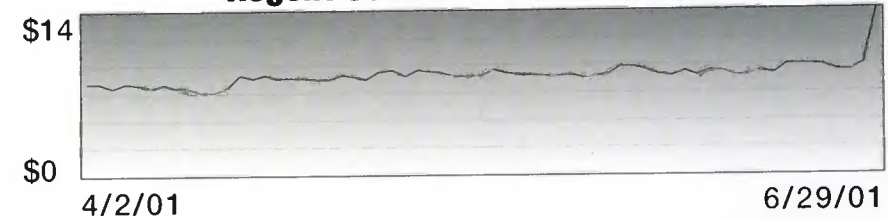
Radio One (O:ROIA)



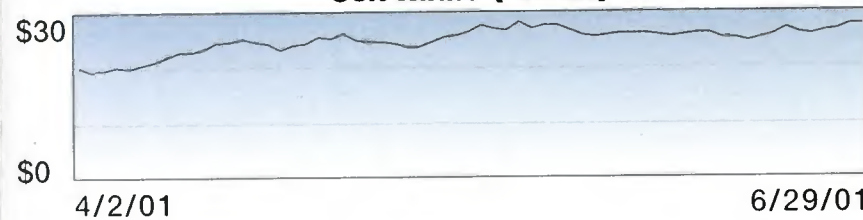
Clear Channel (N:CCU)



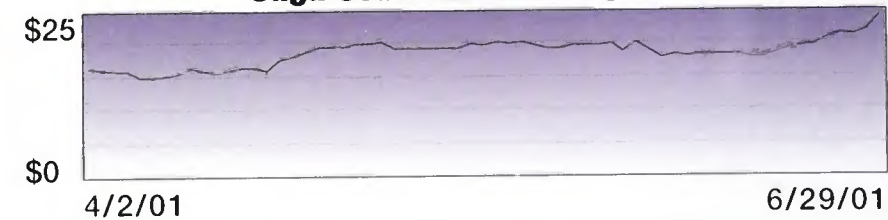
Regent Communications (O:RGCI)



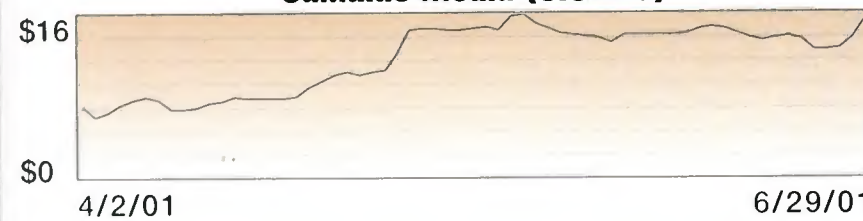
Cox Radio (N:CXR)



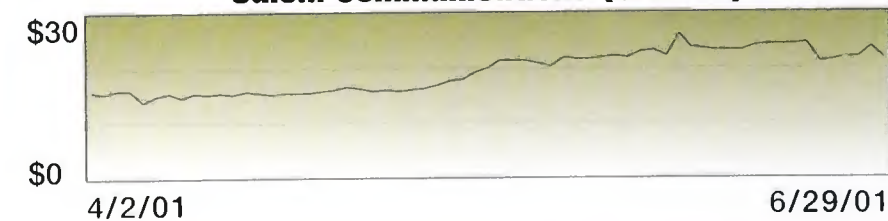
Saga Communications (A:SGA)



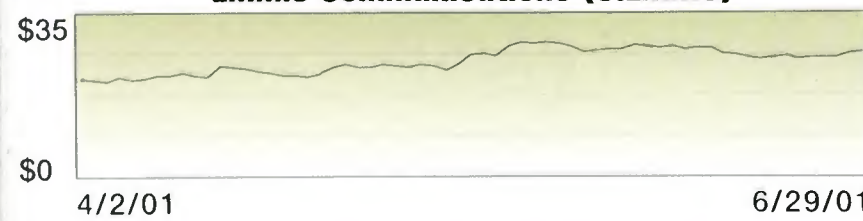
Cumulus Media (O:CMLS)



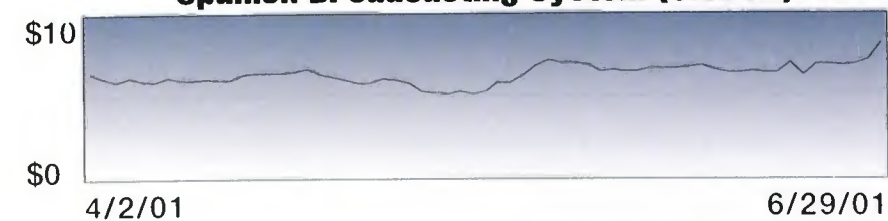
Salem Communications (O:SALM)



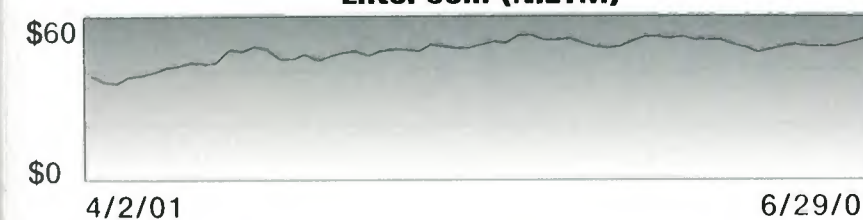
Emmis Communications (O:EMMS)



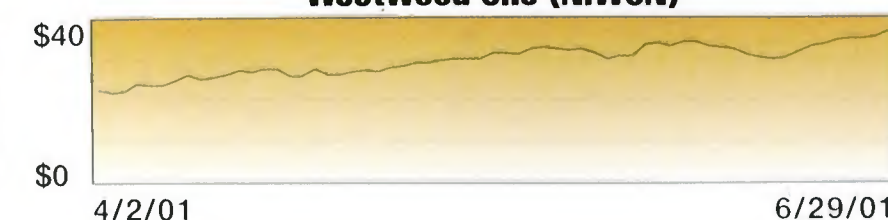
Spanish Broadcasting System (O:SBSA)



Entercom (N:ETM)



Westwood One (N:WON)



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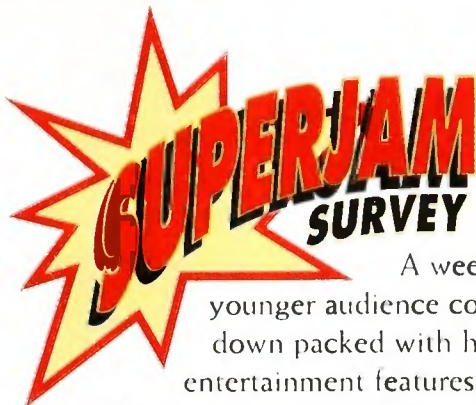
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