

**Garziglia, John**

**From:** Tom Taylor [tom@radio-info.com]  
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**To:** Garziglia, John  
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Tuesday, January 20th 2009

## New boss in New York



CANTILLO

### WABC's new PD – Laurie Parsons Cantillo.

Her New York GM Steve Borneman says she starts on February 2, after moving herself and her two sons from the Chicago area to the New York market. She's spent much of her time programming in Phoenix, at news/talk KFYI (550) and "Xtra Sports 910" and before that KTAR. But in July 2006 she said "there's only one job in America that would pull me away" from KFYI and Xtra – and that was the shot to be the startup PD of Oprah Winfrey's new Harpo Radio, working with John Gehron. The XM-only service launched in September '06 and its three-year deal is up this September, if memory serves. Cantillo and Gehron were both laid off (nicely, in Oprah fashion) in late November as the budget Beelzebub hovered over the Harpo complex. Now Laurie will succeed Phil Boyce at "Stimulating Talk" WABC (770). Phil left in mid-October and later announced his hookup with Mark Masters to be the East coast face of Talk Radio Network. New York may provide Laurie with material for another book. In 1997, she wrote the Simon & Schuster-published "Right-Brained Children in a Left-Brained World."



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### **“To celebrate Barack Obama’s Irish roots”, an Irish station changes its name to “Obama FM.”**

They’re not kidding, because Obama has an Irish lineage on his mother’s side. So for today’s inauguration, i105-107 FM will park the specially-marked bus it’s been parading around County Offaly smack-dab in Moneygall – the “Irish ancestral home of the new U.S. President elect.” Obama’s already gotten an official invitation to visit Moneygall when he’s got the time. And give i105-107 FM a lot of credit – lots of U.S. stations used to attract attention with buses and stretch limos and even a former fire engine (Baltimore’s 98 Rock). How seldom you see that kind of creative marketing today.



### **Progressive talker Ed Schultz leaves Fargo to be closer to the action in Washington.**

Big Eddie loves to talk about his pickup truck and his dog and the house on the lake where he’s lived for years outside Fargo, North Dakota – but he makes a business decision to re-locate to D.C. and the offices of the John Podesta-run think tank named the Center for American Progress. Only Podesta won’t be there much.

He was Bill Clinton’s last chief of staff and is currently co-chair of the Obama transition team. As for Schultz – not only will he be more available for other media opportunities, he may just be looking at hosting a television show. The AP reports the Schultz move and suggests he won’t be leaving the truck and the dog and the lake completely behind – some days he’ll be in Fargo, some days inside the Beltway. But until now, he’s resisted all temptations to move out of the Midwest.



### **The day of reckoning (gulp) is here for Clear Channel.**

Staff meetings are on tap, with one anonymous tipster saying “I received an email from my GM that there will be a mandatory all-staff meeting. No further details were given in the email, other than that it wouldn’t be a long meeting.” One T-R-I reader says

“I’ve talked to a couple of the market managers that have to deliver the news today, and it’s like a knife inside them.” They’ve had to live with the specifics since the Clear Channel managers meetings in Dallas, two weeks ago. But they knew the broad outlines for weeks before that. (T-R-I has been writing about this for weeks, heaven knows.) And the managers most likely know that they themselves will be staying. Many signed contracts last year, as the Mays family and radio president John Hogan started lining things up. While new owners Bain Capital and Thomas H. Lee Partners may not have experience in the radio business, they do know about keeping key executives. But what about the rest of what makes a radio station click?



### **“How can you cut salespeople, in this climate? I really wish Clear Channel wasn’t going this route.”**

A group head – out of nowhere, during a conversation yesterday – tells me “I really think it’s the wrong approach to radio, to lay



off salespeople, even what you might call the 'B sellers.' Sure, some of them aren't high performers and never will be. But five years ago, we had somebody at one of our stations who was maybe billing \$100,000 a year. But that person kept working – and now she's the top biller at the cluster." With change comes opportunity, and this East coast group head says "If Clear Channel cuts some of its B sellers, we'll be looking at them. You've got to build for the future, and you've got to have a farm team. And almost nobody just picks up the art of radio sales in a couple of months." As for the programming side of the Clear Channel situation -

### It's going to be a good year for many syndicators, with all the talent cutbacks.

One syndicator yesterday says "I think we're in a position to pick up dozens of new stations for one of our products, when it's all over with. If you have a good show and can demonstrate results, 2009 is going to be a strong year for those in the syndication business." Got a newstip about the Clear Channel Inauguration Day pinkslips? I'm at [Tom@in3media.com](mailto:Tom@in3media.com).



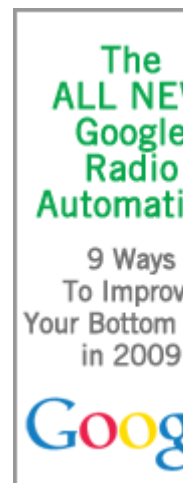
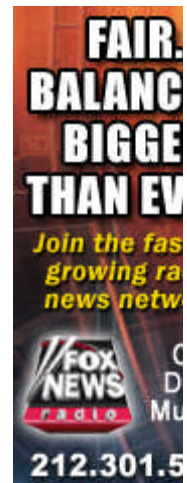
### San Diego-market radio revenue fell 10.5% in '08.

Was it partly because California didn't get the expected amount of late-year political ad dollars? That's the speculation of Hansen Marketing & Media owner Felicia Hansen in the [San Diego Business Journal](#). She says "I feel the decline was bigger here because California was already in Barack Obama's corner." Hansen also reports "a lot of flexibility" in recent negotiations for spot buys (that's probably an understatement, from the point of view of the radio sellers). Back to the 10.5% decline estimated by BIA Financial – the 45 San Diego County stations are forecast to drop from \$198 million in 2007 revenue to \$179 million for 2008. BIA estimates a further drop in 2009 – to \$160 million. Then a leveling off to \$162 million 2010 and a gradual rebound.



### "In a time of economic turmoil for the industry", Pamal takes New York state's WIZR (930) silent.

Brutally frank language about economic triage, from the licensee of WIZR, Johnstown, NY. It tells the FCC it's pulling the plug "to conserve financial resources for the operation of the licensee's other stations in the market cluster that have larger audiences." Though Jim Morrell's Pamal Broadcasting says this isn't a permanent situation – "the licensee fully intends to restore service as soon as financially feasible." A T-R-I reader observes that Pamal acquired WIZR (1-kw days, 28 watts at night) to help re-locate its simulcast sister station (what's now WZMR, Altamont at 104.9) in toward Albany. Read what Pamal, as "6 Johnson Road Licenses Inc.", filed at the Commission, [here](#).





### At the Jersey shore, longtime alt-rocker WHTG, Eatontown (106.3) goes CHR as “Hits 106.”

A PPM-driven situation, partly. Press Communications likely found the local modern rocker a tough sell in the new ratings system – and remember that in the unusual Monmouth-Ocean, NJ Arbitron market, Monmouth County is measured by the PPM, while Ocean County is still all-diary. I hear the PPM panel count for Monmouth is less than 100 people, which makes it tough for a TSL-driven format like modern rock. WHTG has been some form of alternative for ages – since the Gade family flipped it to rock in August 1984. Now Press knocks it and Atlantic City-area simulcast partner WBBO, Bass River Township (106.5) over to a PPM-friendly mass-appeal CHR, as “Jersey’s Hit Music Connection.” I caught a rare judgmental statement on Wikipedia yesterday afternoon about the loss of alternative – “As of January 19, 2009, the station has ceased to exist. It was flipped to a Top 40 format that plays crap.” But that was smoothed over by last night (“...switched to top 40”). For now the 106.3/106.5 combo is stunting and will rely on music service from Dial Global. But it will eventually have live-and-local jocks.



### “The Obama FCC may very well mark a change in direction for broadcast regulation.”

D.C. communications attorney John Garziglia warms to the topic, after I asked for his forecast about the new Democratic regime at the Commission – “The big issue will be diversification of ownership, which means one way or another, the ownership limits will be rolled back. Let's hope the FCC finds a way to change its ownership rules in a way that does not kill the radio industry. While I doubt that divestitures will be ordered, we may very well see restrictions upon sales of large groups. For entrepreneurs and small broadcasters, this may represent an opportunity. Just as radio station prices reached ‘bubble’ levels several years ago, on the flip side, the prices of many properties may in the next year dive much deeper than long-term business prospects merit. A good number of stations might once again be owned by real broadcasters, or to paraphrase a grossly overused expression, radio stations will once again be owned by Radio Road, not Wall Street.” There’s more -



### AM on FM translators...new rules for Low Power FM...localism – all “ready to roll” at the FCC.

John Garziglia predicts “we will see a new rule allowing for AM carriage on FM translators sometime during this year, but the same action will include substantial restrictions on the now-pending FM translator applications, as well as a quick roll-out and 3rd adjacent channel and 2nd adjacent channel spacing

relaxations for new LPFM stations. It is unfortunate that our industry fought LPFM so vigorously, as the ideal resolution for broadcasters would have been for them and LPFM proponents to come to an accommodation that allowed for local origination of programming on FM translators. (Program origination has been allowed on TV translators for years.) That would have given LPFM proponents several thousand possibilities for low power stations, while at the same time getting broadcasters an outlet for the carriage of AM stations, or for additional programming targeted at the community. I sense that LPFM proponents will have much more political power than

translator applicants in both Congress and the next FCC. So broadcasters may look back and wish they had not been so nasty to LPFM proponents." As for localism – let me open that can of worms in tomorrow's T-R-I.



IGER

### Disney's Bob Iger got a \$3 million raise in total compensation last year – to \$30.6 million.

He could've taken another \$2.4 million in bonus money but decided not to, "as a gesture of good will", as the Wall Street Journal put it. Iger's the guy who sold off the ABC Radio operation (except Radio Disney and ESPN Radio) to Citadel in a Byzantine Reverse Morris Trust tax maneuver that some folks are still trying to understand. But Disney stock's faring better than most of its peers, and the board heaped a bonus of \$13.9 million on top of Iger's salary of \$2 million. Then there are all of those stock options from the new five-year deal he signed a year ago. CFO Tom Staggs – who pushed to sell off ABC Radio – gets a salary of \$1.9 million, a bonus of \$4.1 million (down 8%) and stock awards worth \$2.8 million. That adds up to about \$8.8 million.



### The Fall Arbitrons – Why didn't Minneapolis-St. Paul talk stations see an election bounce?

KTLK-FM (100.3) Director of News & Programming Steve Versnick ventures his own opinion – "The truth is that #1, because of the Republican National Convention in St. Paul, the talkers (especially KTLK-FM) had a big August and a huge September, with the conventions. And #2, KTLK-FM has now passed both WCCO (830) and KSTP (1500) in key demos. KTLK-FM now leads KSTP in the 25-54 demo, and has led WCCO for a while there. KTLK-FM has a 3.3 while the others both have a 2.9." Steve says folks overlook "how much KTLK-FM has influenced the market, especially year over year, where ratings are up more than 50% in many demos and have been for the last 3-4 books." On another subject - Versnick says "I think your ratings observer Chris Huff is right about [non-com news/talker] KNOW-FM at 91.1. It looks like they will be big when the hourlies come out, especially in morning drive."



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## » Buzzing on the Boards

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### Atlanta hears that Radio One will show its hand at former WJZZ (107.5) tomorrow at 7pm...and they're betting, along

with the Journal Constitution's Rodney Ho, that Radio One will give its the strong-performing "Grown Folks Radio" talk/urban AC format a stronger platform. That is, transfer it from the Class A WAMJ at 102.5 to the superior Class C3



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signal of WJZZ at 107.5. And then...do what with 102.5? More stuff to speculate about, along with the demise of smooth jazz in Atlanta – 🗨️

**In Seattle, the sports radio scene is re-aligning ahead of the expected April flip of Bonneville's KIRO (710) from news/talk to sports...**and that's got the Tacoma News Tribune reporting that Clear Channel's sports KJR (950) will affiliate with Fox Sports for weekend, overnight and holiday programming. While Clear Channel sister KHHO, Tacoma (850) will re-image itself from Fox Sports Radio to "South Sound Sports 850", using drivetime shows from KJR but signing up Dan Patrick and Tony Bruno from the Content Factory to supplement Premiere's Jim Rome. There's never a dull moment in sports talk radio, is there? 🗨️



**In New York, "Jewelz" Lopez leaves "Pulse 87" – the low power TV station that's using its audio as a radio station –** and is jetting toward Tampa. She's joining the airstaff at CBS Radio's Spanish CHR, "92.5 Maxima" WYUU. 🗨️

**Nashville fans are weighing WSM-AM's odds as a standalone operation under Gaylord,** even with the Grand Ole Opry behind it. Yesterday's T-R-I told you that Gaylord's Joint Sales Agreement with Cumulus ended in December, and that heritage country WSM (650) is a solo act again. Cumulus continues to own and operate WSM's former sister, country "Wolf" WSM-FM (95.5). 🗨️

**Main Line Broadcasting zaps a half-dozen more employees in Louisville,** including Mike Shannon at CHR WDJX (99.7) and "Midday Diva" Leesa Mitchell at urban AC "Magic 101.3" WMJM. The Kentucky board's talking about this latest round of layoffs (and Shannon's latest impressive Arbitrons). 🗨️

## » Sound Bites

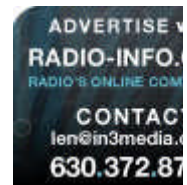
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**Radio One enters an unusual partnership with the FBI.** Yes, the FBI, in a three-way deal. The radio station owner and cable-channel operator is allying itself with six major churches and community organizations – including Bishop T.D. Jakes' Potter's House in Dallas – to "ensure open channels of communication for vital information in the event of a serious national incident." It's all pretty vague, and I can't recall any such arrangement between the Federal Bureau of Investigation and a specific radio operator. But the Bureau says this is the part of its "continuing efforts to build direct lines of communication to individual and diverse communities." It figures it could be reaching 18 million radio listeners and TV viewers through Radio One and TV One. Plus the 750,000 members of organizations like the one African-American religious leader Bishop T.D. Jakes runs, and the Greater Mount Calvary Holy Church in Washington, D.C. (Bishop Alfred Owens) and the Ever Increasing Faith Ministries in L.A. (Dr. Fred Rice).



**"Motown 50" is coming for February, Black History Month,** and coming from Impact Radio Networks. It's a long-form special



about Motown's first 50 years, produced by Scott Paton and executive-produced by McVay Media, and created and developed by the Universal Music Group. First big affiliate – Emmis urban AC "Kiss 98.7" WRKS, New York.

**"AM/FM radio can win with digital" – but not against a digital universe going mobile.** That's one of Cellit principal Steve Poley's axioms from his latest blog posting titled "What team is radio playing?" He wants to stretch readers' minds – particularly broadcast-oriented readers – starting with a recent article in Wired magazine, winding up roughly here: "Broadcast Radio can still be a go-to source for music, community information, and personally relevant material. Broadcast AM/FM Radio can build on open digital resources. Build your digital platform. Engage your digital audience. Add your program director and sales team to the digital platform goals and content management. AM/FM radio can win with digital – but not against digital going mobile." Poley's a smart guy about the new mobile entertainment space, as you can quickly see from his blog, [here](#).



**Want to be recognized? The New York Festivals Radio Programming and Promotion Awards competition**

announces its 2009 call for entries, in categories like these – News programs, News inserts, Information/Documentary, Entertainment, Talk programs, On-air talent, Craft & technique, Programming format, Promotion spots and Audio podcast. The

Festivals awards program has just added categories for Best online radio station, Best online music program, Best online talk program and – well, you get the idea. The awards began in 1982 and in 1990 added the United Nations Department of Public Information award. More info about entering – and it's not just for the New York radio market – [here](#).

**The non-profit BCCA (Broadcast Cable Credit Association) is looking for a sales manager**, says Mary Collins there. BCCA is a subsidiary of MFM – the Media Financial Management Association that was formerly known as the Broadcast Cable Financial Management Association. Chicagoland-based Collins is at [Mary.Collins@mediafinance.org](mailto:Mary.Collins@mediafinance.org) at 847-716-7000.

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## » Faces on the Radio

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**Leo Mazzone** pitched in baseball's minor leagues and coached in the "big" – and now joins the cast of Atlanta's "Rude Awakening" show on all-sports "Fan" WCNN (680). 🗨️



DALFONZO

**Michael Dalfonzo**, a many-year veteran of RCS and then Jetcast, joins Spacial Audio (that's how they spell "Spacial") as VP of Sales. Austin-based Spacial provides automation and ad-insertion technology, and its CEO Bryan Payne says that after "flying under the radar for years", 2009 "will be different." They'll continue supplying technologies for others to re-sell, but they'll also distribute directly to radio stations and groups, and online radio and video operators. At RCS, Dalfonzo was the Director of Industry Affairs.

**John Ziegler** has worked in talk radio at stations like WHAS, Louisville and KFI, Los Angeles, and (says the Louisville Courier Journal) just agreed to do some commentaries for Saul Levine's Los Angeles-area KGIL/1260 plus its 540 simulcast in San Diego and Tijuana. But his major current project is a documentary titled "Media Malpractice...How Obama Got Elected." Ziegler showed bits of it on Hannity & Colmes last year and will perhaps premiere the full film in late February. He went to Alaska to interview Sarah Palin, and that's earned a clip of "Media Malpractice" nearly two million views on YouTube. The Kentucky board of Radio-Info.com has some thoughts about Ziegler, who was fired from WHAS (840) for his on-air remarks about a former local TV personality whom he'd once dated. 🗨️

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**"How do you hear about this stuff?"** is a question I get from T-R-I readers (and sometimes, in a different tone of voice, from group execs). Ultimately, people want to talk about what's really going on, especially at this crazy time in the business. And I'm willing to listen and try to figure some things out. Thanks to the good folks at Chicago-based in3media and Radio-Info.com, I've been writing this daily T-R-I newsletter since May 2007 - and plan to keep doing it. See you back tomorrow, and keep spreading the word. Tom Taylor ([Tom@in3media.com](mailto:Tom@in3media.com))



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