

Garziglia, John

From: Tom Taylor [tom@radio-info.com]
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TAYLOR ON RADIO-INFO

Radio-Info.com

Edited by Tom Taylor/Contact (609)883-3321

Thursday, November 1,
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The CBS Eye is on Dan

How will CBS Radio look, in this afternoon's third-quarter results?

Radio's been the one division that Les Moonves has had to apologize for – until now. The analysts are starting to question the numbers at CBS TV ("CSI" is down again), and that could take some attention off radio. But Dan Mason will look pretty good, in the estimation of his boss, Les Moonves. Three months ago, Moonves said "I feel a lot better [about radio] since Dan Mason's sitting in the chair." Moonves is a TV guy, not a radio guy, but he should be impressed with the early numbers out of WCBS-FM and some other stations. But Dan's got to keep pedaling hard, and not all of these format flips will work – or at least work quickly. (New York's K-Rock still seems stuck in neutral, and it probably needs a new morning show in 2008.) Check back on Radio-Info.com this afternoon for news about the CBS Radio numbers for July-September, and Moonves' take on Mason's radio strategy.



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Britney Spears did come to the phone for KIIS-FM's Ryan Seacrest – but left to take a shower.

Hey, you take what you can get, right? Seacrest got Britney on the phone about 9am yesterday – after being awakened by her assistant Alli Sims – and he got a fair amount of chat time with her. She did say she's doing all she can for her kids (though the lawyers are handling issues like custody and visitation). She's been rumored to be dating Dallas Cowboys QB Tony Romo, but she asked Ryan "Who?" She talked about her favorite tracks on the new "Blackout" CD. And then she was gone – taking a shower. There's nothing like live radio.

Turns out Clear Channel classic rockers are playing the new Springsteen.

More on the story from yesterday, where Fox News columnist Roger Friedman chastised Clear Channel for supposedly sending "an edict to its classic rock stations not to play tracks from 'Magic.'" I told you that I doubted that. Now Clear Channel-Harrisburg Director of Operations Chris Tyler emails me that "We've been playing 'Radio Nowhere' for two months, and we never heard anything from above about boycotting Bruce." Another T-R-I reader and avid Bruce Springsteen fan says the Fox report is "B.S. – Clear Channel's WAXQ, New York was all over the release of the single and the album, and the shows in New York and New Jersey." As for non-classic



rock stations, Clear Channel AAA stations like KBCO, Denver are playing Columbia Records' "work" track of "Radio Nowhere." Can radio respond quickly enough to stuff like this? Well – they're trying, as I discovered at CC's "Know the Facts" webpage...

Clear Channel busts another "Myth."

Sure enough, there at the top of the Know The Facts section – new since I wrote about this yesterday – is the myth that CC radio "directed its stations not to play music from Bruce Springsteen's 'Magic' CD." Then comes "Fact: although CC owns only 8% of the radio stations in U.S., in the first days of the CD's release, airplay of music from the disc on CC stations represented a full 21% of the total radio airplay in the U.S., including airplay from satellite radio. That's according to stats from Mediabase. Further, Clear Channel Radio stations played music from the CD more than twice as much as the next radio broadcaster, which came in at less than 10% of total U.S. airplay." So give San Antonio an "A" for responding quickly. But can they punch through all the noise out there?

Look who's coming to dinner, Saturday night in Chicago at the Radio Hall of Fame.

We knew that Sean Hannity's hosting and Jim Bohannon's agreed to once again be The Announcer. But here's some new info: Paul Harvey Jr. – himself a past inductee for his work on "The Rest of the Story" – is presenting one of this year's honors, to the fabulous jazz pianist and public radio host Marian McPartland. Former American League Baseball president Dr. Bobby Brown will present an award to San Diego sportscaster Jerry Coleman. XM Radio/public radio host Bob Edwards has the thrill of presenting to Dan Ingram. For radio/TV/movie star Jimmy Durante, "When Radio Was" host Greg Bell will be presenting, and Mancow Muller – who's told a few jokes himself – will accept on behalf of Durante, who died in 1980. And WBBM-TV anchor Diann Burns will talk about the contributions of "Destination Freedom" writer/producer Richard Durham, a pioneering African-American broadcaster in Chicago. And of course Radio Hall of Fame Chairman Bruce DuMont will be there, remembering what FDR did for radio – and vice versa. The live broadcast of the ceremony starts at 10pm Eastern Time Saturday night and is clearing in the top three markets, and beyond. Info about the dinner at the [Radio Hall of Fame website](#). You can also call 866-860-1640. We'll have some color on the proceedings in Monday's T-R-I.



The FCC's ideas on localism – like full-time staffing – will pinch some broadcasters.

Chairman Kevin Martin is sticking with his "local staffing" proposal – and some operators are already crying that requiring "a physical presence at a radio facility during all hours of operation" would put some stations out of business. That may be overly dramatic – or maybe not. But the specter of what happened during that infamous January 2002 train derailment in Minot, ND still haunts the dialogue over local staffing. There's at least one U.S. Senator who keeps trotting out the tale as a horror-show result of consolidation. He says Clear Channel was allowed to own almost everything in town, and that nobody was in the building that fateful Sunday night. While Clear Channel insists it "absolutely had staff working that night" and that the miscommunication was created by "the local authorities' failure to install their Emergency Alert System equipment." Chairman Martin included a "physical presence" requirement in a proposed notice in March, and he's using the prospect of "severe weather or a local emergency" to justify it. Martin proposed something else, last Spring, that broadcasters are bucking against –

"Enhanced disclosure" of local programming?

Chairman Martin says "if broadcasters mean it when they tell us how much local programming and news they are airing, then they shouldn't object to telling the Commission in detail what they are doing." One D.C. observer slyly asks me "Is this really a Republican who used to work for former Commissioner Furchtgott-Roth?" But somebody else says "good for him – broadcasters used to have to do all kinds of filings about their programming." And to Martin's way of thinking, "enhanced disclosure" is a lot better than "mandatory minimums, such as free time for politicians." (Don't worry, they're working on that up on Capitol Hill.) But the disclosure wouldn't just be to the agency itself – it would be posted on the station website, or on a state broadcasters association website. The fear among broadcasters is that such postings would provide ammunition for public interest groups to contest their performance, or even file against their license renewal. That fear also underlies broadcasters' resistance to the ongoing spot EEO checks. Davis Wright Tremaine attorney David Oxenford tells me that these additional regulations – enhanced disclosure, manned presence – "run counter to the goal of encouraging diversity and new voices, particularly in smaller markets." He says "it is the smaller operators who usually have the greatest economic issues in their operations. And by imposing new costs through regulatory burdens, the



Commission makes the climate for new entrants more, not less, difficult." Speaking of "new entrants"

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What would entice more women and minorities to try ownership?

Chairman Martin thinks part of the answer is a revived tax certificate created by Congress, giving a tax deferment to anybody who sells to a qualified small business. That avoids the hassle of trying to get a "women and minorities" program through the courts, by specifying small businesses, who are often women and minorities. Martin would also offer a tax credit to a seller who offers financing to a small firm. But this all comes down to money – specifically, access to capital. The Chairman praised the two-day seminar that Clear Channel and the MMTC ran in Washington earlier this year, aimed at educating potential first-time buyers and putting them in the same room with lenders, equity players and dealmakers. Martin likes that format so much, he's asking other industries to follow suit. But has the process – laudable as it was – produced much diversity in the case of the Clear Channel small-station selloffs? It still comes down to entrepreneurs who can command a sizable amount of capital. And don't get me started on the whole percentage of minorities and women who own stations-thing: can you say that any publicly-traded company is "owned" by this or that group, when its ownership can change day by day, in terms of stock trading?

The public interest protesters are getting better and better...

At protesting, I mean. Over a hundred of them rallied outside the FCC's Portals office yesterday, chanting anti-consolidation slogans, dressed up in pre-Halloween costumers that demonstrated their feelings about Big Media. They didn't have that much time to prepare, actually: FCC Democratic Commissioners Michael Copps and Jonathan Adelstein did their own protesting, two weeks ago, about the short notice before this final hearing on localism. Some of those protesters know how to contact the FCC in other ways. Chairman Martin said they logged 162,501 written comments in the media ownership proceeding, and no doubt the bulk are "anti" consolidation. Martin's loaded with statistics and facts about this rulemaking, and it's clear that he thinks the agency's spent enough money ("almost \$700,000 on ten independent" studies and "more than \$150,000" on five previous hearings) that it's now time to sit down and make some policy. Those statistics are also for the benefit of any courts who might claim he hasn't done the research behind his new rules. I still think that this month of November will bring his proposals on media ownership – mainly, easing back on cross-ownership. And that he'll try to force a vote in December.



Some religious operators won't like the drift of things at the FCC.

"Manned presence"..."enhanced disclosure" of public affairs and other programming...and even on the Low Power FM side, stuff like capping the number of apps from translator filing windows, requiring "authorization holders" to be "local to the community", and "clarifying that repetitious, automated programming does not meet the local origination requirement" – all those things won't go down well with some religious radio operators who've built out networks of full-power licenses, FM translators and LPFMs with a very slender backbone of personnel. (Some stations that use network programming are literally staffed with just one person.) But ever since a couple of filers in Idaho submitted thousands of apps in a 2004 FM translator window, there's been a lot of pushback from others who don't want to get elbowed aside.

"A quid pro quo"?

Attorney John Garziglia figures the deal's already been made – the “quick adoption” of all the stuff Chairman Martin talked about (full-time manning of stations, “enhanced disclosure”, etc.) in exchange for something Martin really wants. That would be easing up on the newspaper/broadcasting cross-ownership rule. So he's traded with the other Commissioners – like Democrats Copps and Adelstein – so everybody comes away with something they want. Not everything. But something, and maybe enough. Hey, it's how Washington works, most of the time, right? Garziglia dryly says “if you like EEO documentation, then you are absolutely going to love localism documentation.” He also says that if the investors who are buying Clear Channel and Cumulus run the numbers on the “physical presence” requirement, they'll realize that “paying for extra people at radio stations will doom attempts at further cost-cutting.”

Jesse Jackson uses his five minutes to slam the XM+Sirius merger.

Jackson was actually the only one of the ten panelists who didn't run over on his allotted five minutes, and the always-elloquent speaker used part of those 300 seconds to criticize the satellite merger as “a monopoly” that would be “dangerously subject to the combined entity's self-interests and whim.” The merger wasn't on the agenda for the all-morning meeting that ran past 2pm, but Jackson brought it into the conversation.

This Indy FM goes from conservative talk to...Christmas music?

New Cumulus-Indianapolis market manager Chris Wheat is declaring a time-out for the WWFT (93.9) lineup that includes Sean Hannity, Michael Savage and Laura Ingraham – as he hopes that new competitor WIBC-FM (93.1) will draw more talk fans to the FM dial after it finishes its own



“93 Days of Christmas” the first week in January. But the Indianapolis Star's David Lindquist says that soon, WWFT manager Wheat will bench the talk and go with Christmas music. And after the holidays? “We haven't determined what we're going to do with it yet. The options range from tweaking it to changing it.” Candid talk from a guy who knows the Indy market – from his 22 years running WFBQ and other Clear Channel properties, before exiting for a quick sojourn in Norfolk for Entercom. Isn't it amazing that a lineup that heavy with ratings-getters like Hannity, Savage and Ingraham, Dave Ramsey, Mancow, etc. hasn't caught on yet? Though it's been on the air less than a year. And in one of those deja-vu-all-over-again things: Lindquist says 93.9 is going to be doing Christmas, just as it was last year. But back then it was contemporary Christian WISG.

No wonder Pittsburgh Mayor Ravenstahl did so well in KDKA's online poll...

It was rigged. Turns out somebody on the city payroll “wrote a short computer program that let him get around KDKA's polling rules and bombard the poll with votes for Ravenstahl.” That's how WTAE-TV tells the story, and the incident's led to red faces at City Hall. The KDKA poll showed Luke Ravenstahl overwhelming Republican challenger Mark DeSantis, 86% to 14%. A subsequent KDKA poll showed the results more like 56% to 41% - and the whole episode reveals the vulnerabilities of station websites, when there's a dedicated hacker out there. Good thing that in this case, he was only trying to rig the results of a straw poll for an election.

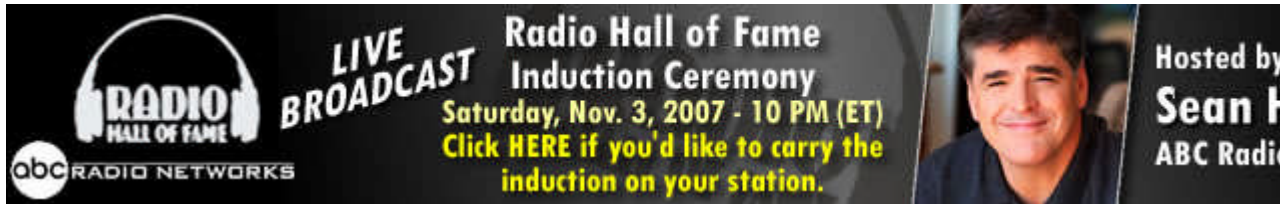
Sound Bites:

So the only suspense about WCKG, Chicago is whether they'll call it “Fresh.” CBS is going with an AC format, and there's loads of speculation about who owns the Fresh1059.com domain (the earmarks look like it could be a CBS-related registration). We'll probably know tomorrow or Monday. For now – it's all Steve Dahl, all the time, at 105.9. But will Garry Meier ever be won over, to pair up again with Dahl?

The Greaseman will park his radio show in the driveway, for now. I think yarnspinner Doug Tracht had been buying the morning drive hours on IDT-owned WMET (1160), and maybe he's just burned out on it. He began that arrangement two years ago, as the radio entertainer and standup comedian tried to re-gain wider acceptance following the disastrous 1999 foot-in-mouth racial incident on then-WARW. Dave Hughes' DCRtv.com observes that the Greaseman show has also been airing on suburban-D.C. WGRX down in Fredericksburg, VA.

KVET-FM, Austin's Sam Allred hit CC's zero tolerance rule...and he's out after saying what KVUE-TV calls a swear word on the air, Monday morning. The Sam & Bob Show has been KVET-FM's morning show for about 15 years, but as of last night, there aren't any jocks listed for mornings. But there are apparently other people (KVET-AM talkhost Chad Hastings? KVET-FM music director/afternoon driver Janice Williams?) leaving the building – says the Radio-Info message board. [Discuss](#)

Kristen Apicerno earns her way up from Senior AE at Greater Media's “Magic 106.7” WMJX, Boston to the Local Sales Manager job (bigger desk, more headaches). She joined Greater Media in 2002.



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