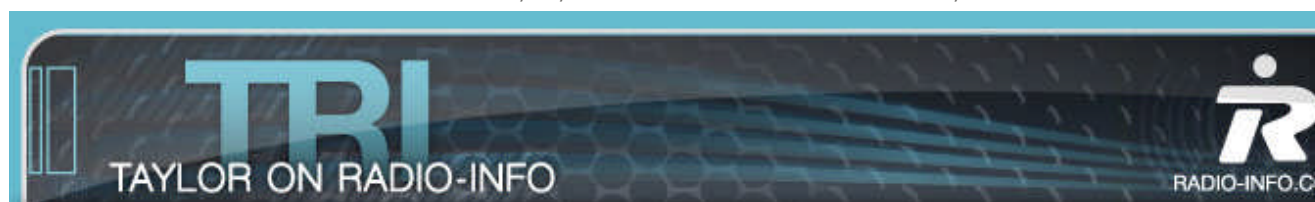


See Page 7 - "Common sense suggests that areas with more population should have a greater number of stations."

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by Tom Taylor | tom@in3media.com | 609.883.3321

Tuesday, July 14th 2009

Pandora leads a charmed life.

PANDORA

Online radio's Pandora has \$35 million in extra funding in its pocket.

What a week Tim Westergren's had – Pandora's now got at least a path to a livable online royalty rate, thanks to the deal Kurt Hanson and others struck with SoundExchange on behalf of small and medium-size webcasters. Then there was Pandora's record month for ad revenues in May. The announcement that it will begin charging 99 cents to users who spend more than 40 hours a month with it (and the lack of an outcry from users). And yesterday – the follow-on round of \$35 million in new funding from Greylock Partners. Pandora itself didn't disclose the amount of the new investment, but PE Hub pegged it at \$35 million. [CNET](#) says that Westergren's other investors include Crosslink Capital, Walden Venture Capital, Labrador Ventures, King Street Capital, Hearst Corporation, DBL Investors and Selby Ventures - a lot of believers. The new capital lets Pandora's West coast-based operation expand and perhaps even do some more marketing. Once again, the idea of "radio" keeps growing...

"We're giving ourselves a rating, too"



ARBITRON



Magna's new ad-forecasting guru sees local radio revenue off 22%.

Brian Wieser dons the Oracle of Delphi robes worn for decades by Bob Coen, and Wieser brings in new methodology along with some gloomy numbers for U.S. ad-driven media. At least he does think that the just-ended first half of 2009 will in retrospect have been the worst period of



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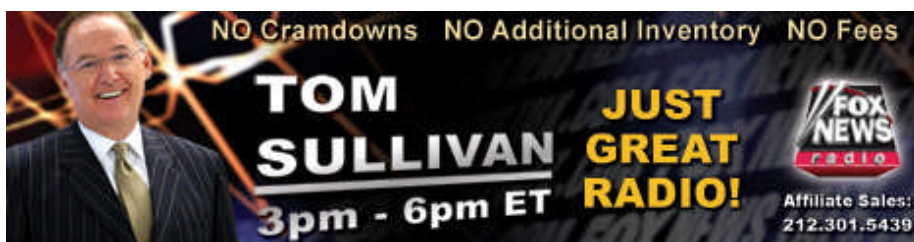
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this thing. But he doesn't see the overall recession beginning to lift until the second half 2010 – next year. For radio, Interpublic Group-owned Magna predicts 21.8% lower revenues in local radio for 2009, down to \$12.9 billion or so. And a roughly 11% decline at network and satellite, which it lumps together. (Satellite radio advertising revenue is really a blip on the chart.) Brian Wieser introduces a blended category of "local digital/online" that includes local radio, TV and newspapers. He thinks even that will fall this year, nearly 6%. But he predicts it achieve a compound annual growth rate of about 6.4% starting in 2010. His new methodology, which Magna introduces with great fanfare, is based on estimates of revenue generated by various media "suppliers." Bob Coen worked from estimated revenue spent by clients and agencies and downstream from there.

D.L. Hughley may be the next comedy star headed to morning radio.

That's how I read the morning show change at Emmis-owned urban AC "Kiss 98.7" WRKS in New York – the co-host named "Talent" is out. And yesterday the news page of Radio-Info.com reported that was "to make room for a new morning show starring comedian D.L. Hughley and co-host Jacquie Reid, which will likely also be syndicated nationally." Is there room at urban AC radio for that, with Steve Harvey and Tom Joyner and others out there? Emmis probably wouldn't handle the syndication itself, but would partner with an existing shop. It has a history of taking shots on big-name talent at Kiss, back to the days when it brought in Isaac Hayes. That lasted from 1996 to 2001. Before that Kiss featured great R&B artists such as Roberta Flack and Ashford & Simpson in prominent on-air roles. Is funnyman Hughley next?



Arbitron reels Thom Mocarsky back in as Vice President of Investor Relations.

Mark this one down – it doesn't happen very often that a big company says "you know, in light of new challenges, we need to bring that person back because of what they can do for us." Arbitron CEO Michael Skarzynski has plenty of challenges, all right. Yesterday he reminds his managers that "Arbitron has been asked by the House Judiciary Committee and other members of Congress to speak to the concerns about our PPM service that have been raised by minority broadcasters." So "We are going to need to place even more focus and resource there in the coming months." Skarzynski praises recently-hired Senior VP of Press and Investor Relations Didi Blackwood, and Michelle Levister in Legal. But – "to provide additional bandwidth to our legislative and marketing initiatives, and as importantly to enable us to be even more proactive with our investors and shareholders, we have asked Thom Mocarsky to return to Arbitron in the newly-defined position of Vice President Investor Relations." Of course

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sometimes somebody in Thom's situation might've already found the ideal next gig or had other thoughts. But Mocarsky said "yes." Interestingly, he'll report directly to CEO Skarzynski. It was announced in late May that the Senior VP of Press and Investor relations would be concluding a 26-year career at Arbitron. Now he needs a new ID key for the building in Columbia, MD.



Ringmaster John Sebastian starts the show at Madison's Q106 by stunting.

He steered the Q106 simulcast from country to "Pure Oldies" yesterday morning – but nobody thinks that's he's ready to park the bus in the "oldies" lot permanently, at least not yet.

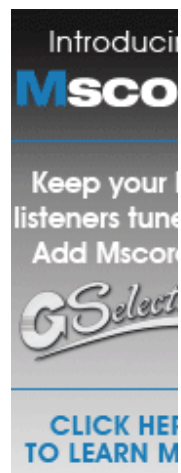
He's clearly having too much fun. John tells Madison.com that "I can tell you that tomorrow [meaning today] we won't play any of the same songs we play today." This T-R-I newsletter told you June 25 that Mid-West Family brought John in as a new general for the battle the Q106 combo is having with Clear Channel's "Star Country 96.3" WMAD-FM. Because so far – Star is mostly winning. Here's the three-book trend, from last Summer to Winter 2008 – WMAD-FM goes 4.8 to 4.7 to 4.8 and currently sits in fourth place, age 12 + AQH. While Q106 has dropped from 6.0 (a recent high for it) to 4.5 to 3.5, now in 10th place. Sebastian told me in June that "Madison is one of the hottest, hippest music towns in this nation" and said it should be considered somewhere in the league with the Nashvilles and Austins of the world. I expect that vibe to be part of his conception for the new Q106 – whether it's country or not. The simulcast is WWQM, Middleton (106.3) and WWQN, Mt. Horeb at 106.7, and I still wonder if they'll split them up. For now, though, what Sebastian tells Madison.com is something you wish you heard more of in radio programming – "This is the entertainment business, and we're doing some entertaining today." [Listen online here.](#)

Emmis bailed out of Belgian radio for a price of 100 euros – about 140 bucks, U.S.

You only do that when #1, some dictator's holding a gun to your head or #2, you're really, really losing money. There's no dictator in Belgium, of course. Emmis tells the SEC that selling to Belgium's Alfacam Group NV lets it "eliminate further operating losses." And we now know how much those were. The March-April-May loss before income taxes for 2008 was \$682,000, and for 2009 it was \$561,000. We also know a lot of other things about what's going on inside Emmis, even though Jeff Smulyan didn't convene a quarterly conference call to discuss the results for the fiscal quarter of March-April-May –

The Emmis corporate plane is sold, also at a loss.

We knew the company was selling its leased Gulfstream aircraft, and to do that it first had to buy it, using its purchase option, and then sell it. Emmis took a non-cash \$7.3 million impairment loss on the value of the plane. That's not surprising, given that a lot of very shiny and costly hardware is sitting on the tarmac due to this recession. Gulfstreams, once a status symbol, are now an albatross on many corporate balance sheets. At least Emmis can say that its jet is gone, and that CEO Jeff Smulyan is



“flying commercial.”



Emmis bought out its partners in Bulgaria, and took a \$3.7 million writedown.

It now owns 100% of its Bulgarian radio operations, but it had to pay its non-controlling partners \$4.9 million in cash, then write down \$3.7 million of that as goodwill that can't be carried on the books. And this item's almost a footnote in the SEC filing – Emmis will start consolidating “the results of our foreign radio operations with our domestic results”, later this year. It's still got European holdings in Hungary as well as Bulgaria. Speaking of “books” – Emmis has long been in the publishing business and had a fabulous run with Texas Monthly, Los Angeles Magazine, Indianapolis and others, until the recession bit. Now Emmis says that it's “discontinued the operations of Emmis Books, which was engaged in regional book publication.”



After 21 years, Clear Channel grounds “Jet” KDZA-FM in Pueblo/Colorado Springs.

I believe KDZA was doing oldies from the day it signed on in 1988 under Martec Broadcasting, and though it's only been known as “Jet 107.9” since early 2008, this is the first time it's ever had a format change. Pretty amazing for a Docket 80-90 station - though this one has a strong Class C0 (C-zero) signal that covers both Pueblo (Arbitron rank #247) and its larger neighbor to the north, “the Springs” (market #94). With Docket 80-90, the FCC meant to really populate the FM dial, but sometimes it over-populated it with signals that weren't the most competitive. The prospect of chasing down Bahakel's market-leading “Kilo 94” KILQ (94.3), which pulled a 7.9 share 12+ in the Winter book for Colorado Springs, is too tempting for Clear Channel. They'll be importing KRFX, Denver's Lewis & Floorwax morning show. And no doubt some of the rock sensibility (and more?) of Fox sister KBPI (106.7). The Denver-Boulder Board of Radio-Info.com pre-reported yesterday's change (somebody was very plugged in). Now it's talking about the strategy. 🗨️



Ross On Radio #9 – “Listeners take over and choose the hits”

Sean Ross links together the latest developments at the online Pandora.com, at CBS Radio's “Live 105”/KITS, San Francisco (which is using Jelli for crowd-sourcing), and also the new Listener Driven Radio. The common thread –



empowering listeners, whether online or over-the-air, to make specific music selections in near-real time. I like Sean's line about Pandora's recent surge – "When it unveiled its iPhone app last year, it immediately become more like radio and less like 'the other.'" As you read earlier, Tim Westergren's Pandora has had a pretty terrific week. Every Tuesday and Thursday, you can be receiving the free "Ross On Radio" email from our Executive VP of Music and Programming Sean Ross. To make sure you do - just go [here](#).

Spring Phase II Arbitrends for ...

In Albuquerque – Does it mean anything that perennial #1 talk KKOB drops 10.0 to 8.8, a recent low? Probably not. It's still nearly four shares (age 12+ AQH) ahead of #2 rhythmic AC KKSS, 4.6 to 5.0.

El Paso – It's a two-way tie at the top this month, and very nearly a three-way. Rock KLAQ and classic hits KOFX both have 7.6 shares, and regional Mexican KBNA, last month's #1, sports a 7.4.

Charleston, SC – Citadel's urban WWVZ is the model of consistency at #1 – 9.5 to 9.0 to 9.6 since the Winter book.

Des Moines – Clear Channel talker WHO goes 11.2 to 10.5, easily ahead of sister CHR KKDM, 8.6 to 8.9.

Searching for the latest ratings online, diary and PPM? They're at Radio-

Info.com. The site also lists formats and owners, and it gives you the recent history back into 2008. Remember - the first new PPMs for June roll tomorrow. The Ratings Page is [here](#).

» Arbitrons Spring Phase II Arbitrends

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68. Albuquerque - 701,300

76. El Paso - 594,700

84. Charleston, SC - 542,700

90. Des Moines - 516,400

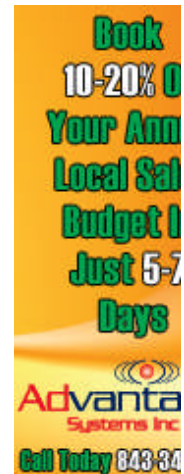
Click on the city to review recently released trends. View a complete list of Arbitron markets [here](#).

» Wheeling and Dealing

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Hello, Cooperstown. Alan Chartock-run Northeast Public Radio, based at Albany, New York's WAMC, trades away its Utica AM for an FM translator in Cooperstown. Here's the action – Chartock bought WRUN, Utica (1150) in 2005 and used it to fill in coverage for his regional news/information



format. The station's currently licensed for 5-kw days, 1-kw nights. It's got a construction permit to re-license from Utica to New Hartford, NY, this time with 4-kw days and 370 watts after dark. But now somebody else will decide what to do with that, because its new owner will be Charles "Bud" Williamson's Digital Radio Broadcasting. (See the next story for more about Bud.) What Chartock's group gets out of it will be an FM translator in Cooperstown, home of the Baseball Hall of Fame. It's currently licensed at 97.5 (known as W248AN). But Williamson – who's also an engineer – tells me he heard a bit of interference on 97.5 as he drove the signal, and he got approval to nudge it down to 97.3, as W247BM. Williamson gets the AM in Utica and the real estate there, plus \$20,000.

WYNY is back. So are WQCD and WMJQ. If those New York City/New York state call letters look familiar, the projects they're now attached to aren't. Bud Williamson of Digital Radio Broadcasting grabbed the WYNY calls for a future AM at 1400 in Middletown, NY. He thinks they still have equity for listeners in the greater New York area. (They belonged on a couple of different frequencies until being cast off by the Big Apple.) Then - until a year and a half ago, WQCD was the call sign for Emmis' smooth jazz station at 101.9 in New York. Around the time Williamson was working on a new 1450 AM in Milford, PA, Emmis gave up "WQCD", and Bud thought they'd be a good fit there. And the WMJQ calls were used in both Buffalo and Rochester. But now they're attached to Williamson's CP for a new 1330 AM licensed to the Ontario, NY.

Talk about Wheeling and Dealing – Bud Williamson is in the thick of it. He tells me he once worked for Bob Sillerman and Bruce Morrow at their first company, which owned a station in Middletown, NY. He wanted to expand his wingspread (and make some more money), so he left to build out his engineering business. He learned the ins and outs of the FM translator rules and how AM and FM stations get built and maintained. Now he's running a company that employs 16 people, even though it's basically in engineering contract work and ownership of translators and some AM construction permits. But he's having fun. Turns out Williamson's the guy who put New York's WCBS-FM (101.1) on an FM translator in Middletown (at 105.7). He's running Scott Shannon's True Oldies format on a couple of translators he owns in the Hudson Valley, including 95.7 in Poughkeepsie. He's been actively applying for translators in the FCC auction activity, and also buying/selling/trading them. And it's nice to hear that Bud also aspires to do good, solid local radio, at facilities like the new 1450 he's building in Milford, PA (with additional carriage on a translator). Keep an eye on Digital Radio and entrepreneurs like Bud Williamson – they've still got the hunger to do radio.

**1230
WKBO**

In Harrisburg, PA, Clear Channel winds up an eight-year LMA of WKBO-AM to a local pastor with a sale.

This local marketing agreement has run for an amazingly long time – since 2001 – and it concludes with Pete Hamel and his One Heart Ministries of Mechanicsburg paying \$385,000. Hamel is featured prominently on "Fortress 1230", as its 6-9am personality and as the delivery person of the afternoon "Scripture of the Day." As you can surmise, WKBO is a blend of Christian teaching and music. Its daytime lineup includes some of the more familiar names in syndicated Christian teaching, from Focus on the Family with Dr. James Dobson and "Answers in Genesis with Ken Ham" to "Family Life with Dennis Rainey." The station itself has 480 watts fulltime, and was once upon a time the Harrisburg



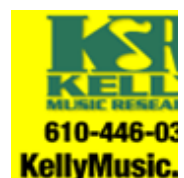
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market's top 40 radio leader. Like so many other AM top 40s of that era – it's now doing religious programming.

Ted Tucker Jr. sells two western FMs and a CP to his dad. The price goes down as \$552,000, but it's actually forgiveness of a note in that amount. The on-air stations are KFMR, Ballard, UT (a class C2 at 95.5). KPSA, Lordsburg, NM (currently an A at 97.7 but with the permit for a full Class C at 97.9). And the construction permit for a new C2 at 103.5 licensed to Taylor, Arizona. Ted Tucker Jr.'s company (the seller) is Skywest Media LLC. His dad is Cochise Media Licenses.



K-Love's latest conquest is a future FM in western Maryland – extremely western Maryland. WYUR, Midland at 88.3 was going to be the group-mate of another Muncy Hills Broadcasting construction permit - WYRR, Lakewood, NY at 88.9. But Muncy Hills (Van Michael) is selling the permit for future Class A WYUR in western Maryland to – who else? – the mighty K-Love. That's Sacramento-based Educational Media Foundation. EMF is paying Muncy Hills \$5,000 – proving that its Mike Novak is willing to look at almost anything, anywhere, if it advances the cause of his Christian broadcasting operation which now owns more than 200 stations nationwide.

» Sound Bites

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Radio's national top 10 advertisers last week, from the Media Monitors Spot Ten chart – Geico, Home Depot, Safelite Auto Glass, the industry's in-kind HD Radio Alliance campaign, McDonald's, Farmer's Insurance (up from #20), Verizon, Wendy's, Wells Fargo and AT&T. I don't know about you, but the thing that hits me about that list is – no car dealers and no car manufacturers. Media Monitors also profiles the Tucson market in terms of general history and radio history, and that Spot Ten chart does contain one car dealer – Lexus of Tucson. But no American marques. Check the [Media Monitors site](#) for more.



"Common sense suggests that areas with more population should have a greater number of stations." As attorney John Garziglia says in an FCC filing on "Rural Radio Service" – "It is time that the Commission recognizes, with respect to its radio allotment policies, that the Emperor has no clothes." In other words, "almost every station serves at least several communities", but the "concept of a singular city of license for a station has taken on an out-of-proportion importance." He even calls it (rightly) "a fiction perpetuated by a licensing scheme that the Commission began years ago." So is the Genachowski regime finally going to be the one that gets real about it? It would be a huge swing in policy. Garziglia writes on behalf of a coalition of smaller operators like Larry Fuss (Delta Broadcasting, etc.), Art Sutton (Georgia-Carolina Radiocasting, Tugart), Ed Schumacher (WTUZ Radio), "Okie from Muskogee" Bill Payne, and Charles Russell (Eastern Shore Radio). They've banded together to protest something the previous FCC wanted to do in the name of altruism and helping rural Americans. But they say that dropping more stations into rural areas won't help the business in the local areas, and will screw things up elsewhere.

Grow
in this
economy

FCC chairman Genachowski names his Managing Director and General

Counsel. New Managing Director Steven VanRoekel is coming off various jobs over 15 years at Microsoft, including as a top exec in the Windows Servers and Tools division – and as “Speech and Strategy Assistant” to Bill Gates. (Talk about a job that might require patience.) New General Counsel Austin Schlick has been Chief of the Civil Division of the Office of the Maryland Attorney General. He’s been an assistant to the U.S. Solicitor General, a partner at the D.C. law firm of Kellogg, Huber, Hanson, Todd, Evans & Figel, he’s law-clerked for both Abner Mikva at the D.C. Circuit Court of Appeals and for Supreme Court Justice Sandra Day O’Connor – and oh yes, he worked at the FCC as Deputy General Counsel and Acting General Counsel. Now he’s back at the Portals. This T-R-I newsletter told you a couple of weeks ago that Washingtonians are impressed by the caliber of the people Julius Genachowski is recruiting for key positions – and that streak continues.



Donnie Simpson is fronting a competition named “Next

Top Jock”, to identify the next co-host of his long-running morning show at CBS Radio’s WPGC-FM, Washington, D.C. (95.5). So why not make some money out of this reality series, right? CBS has sold sponsorship of the whole thing to the Popeyes restaurant chain, which has 88 stores in the D.C. area.

Talented listeners can register for an audition, to be held at six area Popeyes. Then each of the five finalists spends a day in the studio alongside Donnie, with the winner to be chosen by a vote of the listeners. Winner gets a one-year contract as co-host. Thanks for your time today. This addictive T-R-I newsletter (Taylor on Radio-Info) returns tomorrow. Got a newstip? Trust it to Tom@in3media.com.

» Classifieds

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