

# INSIDE

## MAY THE POWER RATIO BE WITH YOU

How well does your station attract dollars from the health care industry? Grocery chains? Insurance companies? Casinos? You'll find the power ratios for 23 mainstream formats in 19 major advertising categories in this week's Management/Marketing/Sales section, along with some valuable insights from Miller, Kaplan, Arase & Co.'s **George Nadel Rivin**. Also this week: Consultant **John Lund** offers 22 specific programming areas that all GMs need to be familiar with, from formatic details to station positioning.

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## MORE WINNERS

This week **R&R's** Classic Rock column features the winners of the 2004 Industry Achievement Awards for Oldies and Classic Rock that were revealed at last month's R&R Convention. WCBS-FM/New York captured Oldies Station of the Year for the sixth consecutive year.

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## R&R NUMBER ONES

### CHR/POP

- **JOJO** Leave (Get Out) (BlackGround/Universal)

### CHR/RHYTHMIC

- **JUVENILE** Slow Motion (Cash Money/Universal)

### URBAN

- **JUVENILE** Slow Motion (Cash Money/Universal)

### URBAN AC

- **TEENA MARIE** Still In Love (Cash Money/Universal)

### COUNTRY

- **TIM MCGRAW** Live Like You Were Dying (Curb)

### AC

- **FIVE FOR FIGHTING** 100 Years (Aware/Columbia)

### HOT AC

- **HOOBASTANK** The Reason (Island/IDJMG)

### SMOOTH JAZZ

- **DAVE KOZ** All I See Is You (Capitol)

### ROCK

- **VELVET REVOLVER** Slither (RCA/RMG)

### ACTIVE ROCK

- **VELVET REVOLVER** Slither (RCA/RMG)

### ALTERNATIVE

- **VELVET REVOLVER** Slither (RCA/RMG)

### TRIPLE A

- **COUNTING CROWS** Accidentally... (DreamWorks/Geffen)

### CHRISTIAN AC

- **MERCYME** Here With Me (INO/Curb)

### CHRISTIAN CHR

- **CASTING CROWNS** Who Am I (Beach Street/Reunion/PLG)

### CHRISTIAN ROCK

- **SANCTUS REAL** Everything About You (Sparrow/EMI CMG)

### CHRISTIAN INSPO

- **MERCYME** Here With Me (INO/Curb)

### SPANISH CONTEMPORARY

- **JENNIFER PENA** Vivo Y Muero En Tu Piel (Univision)

### TEJANO

- **JENNIFER PENA** Vivo Y Muero En Tu Piel (Univision)

### REGIONAL MEXICAN

- **HORÓSCOPOS DE DURANGO** Dos Locos (Disa)

### TROPICAL

- **MARC ANTHONY** Ahora Quien (Sony Discos)

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## Report From Baghdad

A CBS Radio News correspondent's update from Iraq

By **Al Peterson**  
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When war in Iraq broke out, hundreds of media reporters, embedded with the U.S. military, offered unprecedented coverage and insight into events as they



traveled with combat units and endured many of the same challenges, hardships and dangers as the soldiers they were covering.

Today reporters are still on the ground in Iraq as both countries take their first difficult steps toward what will hopefully be a better life for Iraq's citizens. One of those correspondents is CBS Radio News' **Charlie D'Agata**.

No stranger to covering events from far-flung and often dangerous regions of the

world, D'Agata has seen overseas duty with both his current employer and, previously, ABC News. Since 1990 he's been reporting from Africa, the Middle East, Bosnia, Russia and, since September of 2002, Iraq. "I was sent out here pretty much on my own," recalls D'Agata. "The only other foreign journalists here at the time were the Turks."

Less than 48 hours after the handover of power to the interim Iraqi government, I chatted with D'Agata via satellite telephone from Baghdad. I learned just how much things have changed — for better and for worse — there, why the recent negative comments about the press irked him and what he missed about not being home this summer.

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## FCC May Make Stations Record Own Broadcasts

By **Joe Howard**  
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The FCC on July 7 launched a proceeding to propose a rule that would require all radio and TV broadcasters to record and maintain copies of broadcasts for a set period of time — the commission recommended 60 or 90 days. The recordings could be used to help the FCC process indecency complaints. If adopted, the rule would create a strict new regulatory requirement for stations to follow.

Currently, the FCC requires complainants to submit either recordings or transcripts of broadcasts — a process many people, including FCC Commissioner Michael Copps, have complained places too much of the burden on listeners.

FCC ▶ See Page 21

### A new lifestyle

By **Julie Kertes**  
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I'm a fan of AC radio. The mix of music is very palatable to me, everything from newer artists like Evanescence, Five For Fighting and Los Lonely Boys to nostalgic tracks from Gloria Gaynor, The Bee Gees and The Eagles.

But I used to think of AC radio as something my mother would listen to. Am I turning into my mother? No. As AC Radio has evolved, so has the lifestyle of the AC listener. Yes, some of us are moms, but we are also decisionmakers, business

owners and homeowners, and we lead more hectic and busy lives than ever before.

In this year's AC Special we'll get a comprehensive look at the history of AC radio by consultant Gary Berkowitz, who tells us how it's changed musically from era to era. WLTW/New York's Jim Ryan gives us the right recipe for keeping women happy, explaining why attracting the younger listener is a necessity for the format to survive. Finally, RAB VP/Stations Dolores Nolan educates us on the growing power of the female consumer

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## Jones Now Radio One VP/Ops

By **Dana Hall**  
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Radio One has named **Zemira Jones** to the newly created position of VP/Operations. Based at the company's Lanham, MD headquarters, Jones reports directly to Radio One COO Mary Catherine Sneed.

Jones was most recently President/GM of ABC Radio's Chicago cluster, where he spent nine years. He exited the stations last month. His career spans 25 years, including 19 years in general management and sales management positions in radio and TV.

"We are thrilled to have Zemira join Radio One," Sneed said. "His experience and knowledge are exactly what we need to strengthen our management bench and allow us to be better positioned for future growth opportunities."



Jones

## Rivers Rises To WNEW/N.Y. OM

WNEW (The New Mix 102.7)/New York PD **Smokey Rivers** has been upped to OM of the Rhythmic AC station. He retains his responsibilities as Infinity Broadcasting's VP/Programming for all of the company's AC stations.

"This promotion is well deserved and acknowledges the tremendous effort Smokey has put forth in laying the foundation of this radio station," WNEW VP/GM Maire Mason told R&R. "This opportunity will allow Smokey to be more involved in the marketing, promotions and branding of the station and to take The New Mix 102.7 to the next level."



Rivers

RIVERS ▶ See Page 21

## Radio Revenue Climbs 1% In May

By **Jeff Green**  
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Radio sales continued to struggle through the spring, as May's total revenue improved only 1% from a year ago. Local business nudged forward 1% — its weakest year-to-year performance since January, when radio was flat compared to the first month of 2003. National business was actually down 1% from May 2003,

posting the first negative year-to-year period since February's 4% drop.

Year-to-date through May, radio sales were up 3%, a dip from the 4% growth pace broadcasters experienced in March and April. Local and national sales were ahead 4% and 2%, respectively, for the second straight month.

As frustrating as the numbers

REVENUE ▶ See Page 21

## CC Ups Fleming To Chicago Trio Station Manager

Angela Fleming has added Station Manager duties at Clear Channel's Urban WGCI, Gospel WGRB and Urban AC WVAZ in Chicago. She retains her job as Regional VP/Marketing for those properties, as well as for the company's seven-station Milwaukee cluster, a position she earned in December 2003. Fleming replaces Launa Thompson, who died June 20 after a brief illness.



Fleming

"Angela is a master in terms of understanding the needs of the community, staff training

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# AC Lifestyle STYLES

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(and we're not just shopping for shoes at Nordstrom).

Special thanks to the above contributors, who, over the last few months, have taught me so much about a format to which I naturally belong. It is an honor to work in an industry where people are eager to share ideas, thoughts and opinions and foster the growth of their peers.

Before we get to their pieces, though, I'd like to share a conversation I had with John Tesh about *The John Tesh Radio Show*, a show that satisfies the needs of this very stretched mom-wife-working woman AC listener.

### Impress Your Friends

*The John Tesh Radio Show* is unlike any other show I've heard on the radio. Tesh and his crew call the show "Music and Intelligence for Your Life," and they're not kidding. The daily five-hour show is chock-full of compelling tips on health, raising children, maintaining a home, nutrition, career, money management and other life-affirming matters that are so useful to a person like me, who is constantly moving 100mph just to stay on top of my game.

Tesh invited me to his studios in Sherman Oaks, CA to talk about the show, and before I could congratulate him on signing his 100th affiliate, Director/Affiliate Relations and Associate

## John Tesh's Favorite Tips

Every marriage needs a kick in the pants at some point. Here are some exercises that will help you maintain a healthy relationship, courtesy of the marriage analysts at the University of Washington.

- Before saying goodbye to your spouse in the morning, learn one important thing that's happening in his or her life that day.
- Decompress after work by talking about the most difficult part of your day. This will prevent your work frustration from spilling over into your home life.
- Once a day, spontaneously tell your partner you appreciate something they've done or admire a certain quality in them.
- Show affection outside the bedroom.
- Plan a date once a week, just like when you were single, and get reacquainted with each other.

Producer Scott Myers had signed up another two (and by the time you read this, he will have signed up more, I'm sure).

As I spoke with Tesh and Executive Producer Betsy Chase, helpful hints and tidbits rolled off their tongues, a clear indication that these two eat, sleep and breathe the show.

**R&R:** *This show is unique, in that the content is so useful. What inspired you to take this route?*

**BC:** We started as a countdown show with Westwood One, and after they canceled that show, we decided to make it more of a radio magazine show — *Good Morning America* meets *Redbook*.

**"The AC listener and her lifestyle have changed over the years. It's not about the stereotypical soccer mom anymore."**

**Betsy Chase**

This show is informative, in contrast to many of the other AC shows. Instead of featuring listeners who wallow in their misery, we are more proactive and offer solutions.

**JT:** I wanted to come up with a program for my wife, with content that she calls "dinner party knowledge." Consultants we work with say there's a lot of talk, but people get hooked on it. What we feature on this show is something that is useful and written very creatively. Our master plan is to reach every person with a program that's not only family-friendly, but also useful. I had come from 10 years of reading celebrity birthdays and announcing what Johnny Depp was doing. We get more e-mails and phone calls in one week on this show than I got in 10 years when I was at *Entertainment Tonight*.

**R&R:** *The theme of this year's AC special is "The AC Lifestyle." Tell me about your listeners' lifestyle and how your show caters to it.*

**BC:** The AC listener and her lifestyle have changed over the years. It's not about the stereotypical soccer mom anymore. The majority of women work and are concerned about the same things that men are concerned about, like getting out of debt and dealing with a boss. These women want to chill out without sensory overload and hear feel-good music and useful content.

**JT:** Studies show that there are more girls graduating from college today than boys, which is really going to change the pool of eligible men 10 years down the road.

**BC:** Men don't want the trophy wives anymore. They want a woman who is smart and can carry her weight in social situations. I feel bad for women in America. We're constantly exhausted, we have no spare time, and when children are involved, we bear the burden for most of the childcare.

**JT:** The show is a sign of the times. There is so much more information available now because of what's happening internationally and also all the new studies that are out, and people have no time to read all of it — especially you, a mother of two, a new wife and a working woman. So our deal is, imagine yourself standing in front of the largest newsstand in the world, and suddenly every great article that you need for your life jumps into your hands and someone like me whispers them in your ear.

**R&R:** *One of your slogans is "If a 9-year-old can't listen to it, you won't hear it on this radio station." I've long been an advocate of family radio listening. It's a great alternative to TV. I hear the kids are nuts about the show too.*

**JT:** Kids need ammunition to break the ice in many instances, whether it's with a teacher or a friend. Knowledge is power. Kids who listen have applied what they've learned from our program to their homework or social situations. We get e-mail and phone calls every day from kids, and that's surprising, because we never set out to get the younger audience. If you do something that's interesting, you'll get everybody — so long as it's not sappy. Kids do not dig sappy, and we stay away from that.

**BC:** One of my favorite phone calls was from a 14-year-old girl who said that she and her mother were fighting like crazy. Then they started listening to the show together, and they are now getting along much better. It was really moving. That's the whole point of the show.

**R&R:** *What type of information is most requested by your listeners?*

**BC:** Anything about relationships. That's still the most requested topic for us. Women and men are listening together. Men are quoting John Tesh. Our demographic is 25-54 women, but we get both men and women. One day all our phone calls were from men. Maybe it's because men feel like they're getting a window onto a world they don't know about. We speak to men a lot, not just to women. John is a man's man. When it comes from him, it means something. He's not soft or mushy, and what he says holds weight. We talk about topics relating to men, like how to be a better husband or a better father.

**JT:** Did you know that a father's presence, the scent of his pheromones, delays the onset of



**John Tesh**

menstruation and development in girls?

**BC:** Which means she is less likely to develop breast cancer, because she develops later in life.

**R&R:** *Wow, you two are fountains of information! Because of the show's voluminous content, it must be pretty challenging to produce independently.*

**JT:** I look at it as doing something good — kind of like *Field of Dreams*: If you build it,

they will come. I have the best researchers and producers, who provide amazing content. Putting the show together was a natural thing to do. I get paid to have a good time, and at the same time I'm being energized and encouraged. It's like In-N-Out and McDonald's. In-N-Out is family-run, they do one thing — burgers — and they do it well. McDonald's is a giant corporation with lots of choices, and they are always looking for their next gimmick. We want to stick to one thing and focus on doing it well.

*For information on how you can become a John Tesh Radio Show affiliate, call Director/Affiliate Relations and Associate Producer Scott Meyers at 888-548-8637.*

## Betsy Chase's Favorite Tips

This advice comes from Anne Fisher, a career-advice columnist with *Fortune* magazine.

There are three topics you should never discuss with your boss. Even if your boss is a friend, you have to know when to draw the line.

- Never talk about your love life. Sharing details of your romantic life can negatively affect the way you're viewed in the workplace. It could even be considered sexual harassment — or lead to it.
- Never criticize co-workers or higher-ups. Complaining about your colleagues will make you sound like a tattletale. Plus, if you gossip, your boss will be less likely to trust you with any information.
- Never discuss your financial problems. Complaining that you don't have enough money says two things: You don't know how to manage your personal life, and you don't know the proper way to ask for a raise.