

sick to my stomach to think about it." Now she and the other three surviving original VJs each have their own shows on Sirius' Big 80s channel. Martha tells Mike how she and her commercial-music composer husband produce the one-hour show from their home in Malibu. If you ever watched Martha on the tube you'll enjoy meeting her in Mike's interview (and learn how she got her big break at MTV, thanks to a tip from radio's Buzz Brindle). Read the full interview at InsideRadio.com — sponsored by ASCAP.

Some buyers are concerned that the People Meter could get "bogged down" by the MRC.

Following up last week's Arbitron Advertiser/Agency Council Meeting. Horizon Media research director Brad Adgate says a delay is "always a potential because they're going into the unknown" where an "X factor" could cause even more delays. But the late-Wednesday news from another Advisory Council — the group representing radio customers — wasn't that big a deal at the Advertiser/Agency Council. Arbitron told them the Media Ratings Council process could be done by May. That would allow the Houston rollout to begin in July as planned. But what to do with stations that don't encode. Brian says the consensus was they'd likely be left off buys since they'd have no ratings. Advertisers and agencies continued to be more sold on PPM than the radio industry itself (which is footing the bill for its development).

Media Audit starts an ethnic Research Advisory board. TMA's Bob Jordan says "the ethnic minorities are fast approaching a third of the population" and he's seeking support in that direction for his nascent electronic ratings business — because broadcasters like Radio One have been holdouts on the Arbitron People Meter front. It appears that Radio One, Univision and Entravision have agreed to work with The Media Audit on its Ethnic Research Advisory Committee.

Texas legislators once again eye a tax on advertising. It's becoming an annual tradition — the Texas Legislature will hold a special session later this month to revise how it's paying for its school system. Dead in their sights is an end to advertising's tax-exempt status. The Texas House Ways and Means Committee has already passed House Bill 3 — which would tax outdoor advertising. Advertisers worry that could be the first step to taxing all ads bought in the state. Lobbyists from the Association of National Advertisers and the American Advertising Federation are working the hallways in Austin.

*** Inside Radio's Deal Machine —**

Erie — A supersonic-speed closing required just six weeks from letter of intent to FCC approval to closing, late last week. The deal was between seller NextMedia and buyer Jeff Warshaw of Connoisseur (February 16 *Inside Radio*). Broker Michael Bergner says "I've been doing this 20 years and I've never seen anything like" the speedy closing of this "creative" \$17,375,000 deal between "a sophisticated buyer and seller." Part of the hurry-up was the fact that Pennsylvania stations are facing license renewal — which Warshaw will handle. He now owns the big cluster that includes country "US 93.9" WUSE.

People Moves — **Chris Miller** goes down to The River — as the new PD at Cox' classic hits "River" WFOX, Atlanta (97.1). . . **Jackie Landry** is back in Beantown as GSM at Greater Media's "Magic" WMJX, Boston. Read all the latest *Inside Radio* People Moves online at InsideRadio.com.

Dick Purtan, NAB2006 Broadcasting Hall of Fame



Dick
Purtan



Walt
Mossberg

Dick Purtan, legendary Detroit radio personality will be inducted in the NAB Broadcasting Hall of Fame at the NAB2006 Radio Luncheon on Tuesday, April 25, in Las Vegas. The Radio Luncheon is the premiere event for the radio industry and will feature Walt Mossberg, technology columnist for The *Wall Street Journal* as the Keynote speaker. Register Today! **Ticket Required.**

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