

INSIDE RADIO

by Tom Taylor

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NEWS

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markets 201-250, now producing nearly 5 logs per day (4.8, to be exact). The TDGA says salaries at commercial stations rose from \$32,359.57 to \$37,306.17 — a healthy 15.3% gain. That's actually close to the average at TV stations (\$38,922.85). The only drop in the TDGA survey was a small 2.2% dip at public radio stations, where salaries slipped 2.2% \$31,961.33. (Traffic Directors Guild: "www.tdga.org")

Bo & Jim pick up where they left off at KZPS — 2-1/2 years later. Bo Roberts and Jim White were a successful morning team in Dallas for years, first at KTXQ, then starting in 1998 at classic rock KZPS. But they split up in June 2001 when KZPS plugged Bob & Tom into the morning shift. That didn't last, and Bo has recently been doing mornings at Susquehanna's "Bone" KDBN and Jim White was the Ops Manager at the Dallas shop of Total Traffic. Now they'll try to rekindle the magic at KZPS, starting Thursday.

WIP's "Wing Bowl" winner wolfed down 167 chicken wings — yes, she did. The Philly Daily News front-page headline Saturday was "Gladi-eaters." And as amazing as the fact that the 99-pound Sonya Thomas — a.k.a. "The Black Widow" — consumed 167 wings in 32 minutes is the dollars that Infinity raises doing this annual Philadelphia NTR event. WIP won't divulge just how much they reap from the 12-year-old affair that packs 18,000 people into the Wachovia Center for the Dionysian spectacle. But it's clearly a six-figure moneymaker. The Friday-before-the-Super Bowl bash has grown so big that Infinity must protect its "Wing Bowl" name from unauthorized use by Philly clubs and entrepreneurs. By the way: the diminutive Sonya Thomas won the title in a two-minute overtime against 409-pound Ed "Cookie" Jarvis of Long Island. All told the 24 competitors destroyed nearly 3000 wings, aided by the "Wingettes."

Clear Channel Senior VP Bruce Demps re-names and re-organizes his "Delta" group. It's now the "Mid-America Division", which better describes a territory that includes Oklahoma City, Tulsa, Lawton and Wichita Falls. New Regional VP Dick Harlow will ride herd on those markets, defined as a "trading area." Harlow's one of five designated new RVPs, and here are the rest: Kenny Windham takes the Mississippi markets of Jackson, Tupelo, Meridian and Laurel-Hattiesburg. Tony Beringer gets the Arkansas markets of Fayetteville, Ft. Smith and Little Rock. Tim Davies (the former DOS who succeeded Bruce Demps as Memphis market manager) takes Memphis, Jackson, TN and Jonesboro, AR. And Lee Clear keeps the trading area based in St. Louis, which includes Springfield, MO, and Springfield & Marion-Carbondale, IL.

Forever closes on its \$9,125,000 purchase of WNTJ/WMTZ in Johnstown from Clear Channel. It's a "strategy sell" for Clear Channel: It just wasn't going to be able to get bigger there, so it sells to an in-market player. In Johnstown, that's Forever, whose principals are Carol Logan, Kerby Confer and Donald Alt. The stations are "News Talk Johnstown" WNTJ (1490) and "Mountain" country WMTZ (96.3), and we first told you about this deal back on August 29, 2003. Broker: Michael Bergner.

Format News from the M Street Database

Richmond, VA: WXGI (950) picks up the sports format and network (ESPN) dropped by WARV-FM in mid-January (says the Times-Dispatch). The Gee Communications station had been doing traditional country.
Phoenix area: Petracom shifts formats at three outlets. Country KSNX (93.5) goes oldies. Oldies KVWM (970) goes news/talk. Talker KVSL (1450) goes standards. *From the M Street Database (800-248-4242)*

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