

smooth jazz it adopted in December 2007 hasn't been a winner. It's gone 2.1 to 2.3 to 1.4 to a Fall-book 1.1 share, 12+. While the "Edge" format was transferred to the Santa Fe-licensed 104.1 frequency, and it tied for fifth in the Fall '08 Albuquerque book, with a 4.3 share. The New Mexico board at Radio-Info.com is talking over the surprise change to classic country. ◀



### **"Smooth Jazz 106.5" dies in Dayton.**

Replaced by a country "Bull", with the Cincinnati board at Radio-Info.com reporting that the station says you can still find smooth jazz on the HD-2 channel of Clear Channel's soft AC WLQT (99.9). That's if you can find an HD-equipped receiver around Dayton. The new Bull (like the just-switched KABQ-FM, Albuquerque) is in the Aloha Station Trust, but it doesn't feel as if it's separated by any great distance from Clear Channel, does it? WDSJ is a Class B licensed to Greenville, Ohio, 30-40 miles northwest of Dayton. It's been doing smooth jazz for a relatively long time - over five years. But its limited signal certainly didn't help, and it managed just a 1.9 share in the Fall Arbitron, down from a 2.7 earlier in the year. ◀



### **"We are in a frozen block of ice until the banks decide what they want to do" – Broker Mike Bergner.**

I'm still polling media brokers about their takeaways from Las Vegas and Florida-based Bergner says for the moment, it's up to the banks. "This started with the entrepreneurs realizing they had no equity left, and that took 6 months. Then the private equity realized they had no equity. Now the banks are coming to grips with the fact that they're underwater, also. Until those three groups get in a room and decide what they're doing, nothing's going to happen [in terms of loosening up the station trading market]. We'll stay in a block of ice." As for those meetings, Mike says "Some of them are going to get nasty, some are going to be amicable. I know of several situations where private equity is ready to hand in the keys, as soon as they get a little tip, a goodbye kiss. But so far, those have not been coming. In regard to the public companies - they are just levered up to the gills."



### **Chrysler agency BBDO is "on the hook for \$58.1 million", says Ad Age.**

Though Oppenheimer analyst (and onetime radio-industry analyst) Jason Helfstein says Chrysler's Chapter 11 filing is "much worse for the media companies than for [BBDO parent] Omnicom."

That's because Chrysler owes a bunch of that money to the media that BBDO bought on behalf of its client. Ad Age picks up chatter that Chrysler and/or the Obama administration were trying to haggle down the \$58.1 million liability before last week's filing. How much is radio caught up in this? A lot of radio and TV stations have been asking for cash on Chrysler deals, fearing just such a retreat into Chapter 11 bankruptcy protection. Probably the bigger question is - what will Chrysler's new advertising strategy be? And will it employ radio? We do know that a big coordinated

