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**TAMPA BAY
Business Journal**

Friday, November 30, 2007

To Trump, the Tampa job is secondary

Tampa Bay Business Journal

Donald Trump has billions of dollars invested in the real estate market, so the real estate mogul is understandably not why the Wall Street Journal cares so much about Trump Tower Tampa.

The Journal ran a story earlier this month highlighting some of Trump's misses and near-misses, including the Tampa project as well as a failed Fort Lauderdale project. In a Nov. 28 letter to the newspaper, Trump talked about successful projects in Las Vegas, Hawaii and the Dominican Republic -- with sales topping \$3 billion -- and how they overshadow some of his Florida problems.

"These are enviable figures that go along with enviable locations," Trump said in his letter. "Instead, you mention a tiny job in Fort Lauderdale that's being held off until the market improves and another relatively small job in Tampa that's been sold twice, both of which are licensing deals and for which I am not responsible for development."

Trump says his name as a brand "generates a substantial price-per-square-foot premium on saleable real estate relative to the market" and that his Florida projects should be separated. Officials with SimDag LLC "for whatever reason, have been unable to build," which is that company's issue, not his, Trump said.

Trump sued SimDag earlier this year, but the case is on hold in federal court until the beginning of the year as SimDag looks to secure financing for the \$235 million, 52-story luxury condominium project.

-- Michael Hinman

UNDERDOG ROLE: It's not easy competing with a massive radio conglomerate that owns a huge amount of billboards and uses them to promote their stations, but that's exactly what Genesis Communications is trying to do.

Billboards have been popping up since last summer promoting the news talk lineup on WWBA-AM 1040, a station with local roots that has a steep hill to climb to catch up with direct competitor WFLA-AM 970, owned by Clear Channel Communications (NYSE: CCU).

"They have a lot more resources and access to resources than what we have," said Brad James, senior VP of programming and GM for Genesis Communications, who oversees six stations in Tampa, Orlando and Melbourne. "But there are advantages to being a small company as well."

Larger companies like Clear Channel have many levels of management, James said, where ones not quite so big have more of a local feel.

"The owner of the company is here in the Bay area, and you can call him on the phone and talk to him anytime," James said. "You don't have a lot of red tape to go through."

The new marketing campaign may be building awareness for the station, but they still have a way to go. WWBA finished with a 0.8 share last quarter of listeners 12 and older compared to the 5.1 share of WFLA during the same time period, according to data released last month by Arbitron (NYSE: ARB).

Editor's note: WWBA has a media partnership with the Tampa Bay Times. After Margie Manning providing daily midday business news capsules.

-Michael Hinman

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