

NEWS FROM

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RADIO

Herman's World of Sporting Goods is getting into the radio business, selling time and providing the location for a new sports-business show. *Herman's Sportstime Live* began broadcasting this month from a New York City Herman's outlet over WPAT AM/FM in nearby Clifton, N.J. Herman's receives 10 30-second spots in each show, which it in turn sells to its vendors for joint promotions. U.S. HealthCare also is an advertiser. Sprint and Austin Nichols & Co's Yoo Hoo are said to be close to signing. Brandon Steiner of Steiner Sports Marketing is creator and host of the show. He hopes to syndicate the show if it succeeds in the New York area.