

# M Street Journal

RADIO'S JOURNAL OF RECORD

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Serving Radio Since 1984

Vol. 19 Issue 19

## The FCC says consolidation is rewarding big cluster owners with more revenue share — but isn't driving up rates.

There's some fascinating stuff in the 12 newly-issued FCC studies on media ownership, leading up to the omnibus rulemaking next Spring. And some of it's about the effects of the 1996 Telecom Act on the radio marketplace. For instance: The Media Bureau's George Williams and Scott Roberts say that in 1996 the largest station owner in each market they studied was

pocketing 35.6% of the local radio revenue pie. In 2002 — the big gun takes 46.8%. Another Media Bureau study (by Keith Brown and the busy George Williams) focuses on ad rates and consolidation. It says economic growth explains virtually all the 68% increase in real ad rates, 1996 to 2001. Consolidation accounts for maybe 3-4%. Not only that: "a greater

presence of large national owners in a local market appears to decrease the advertising rates paid by national and regional advertising agencies." Ouch. That should give owners, GMs and GSMS something to chew over. Are they "throwing in" lesser stations to get a big cluster buy, thus lowering rates?

## Propagating the faith (on the radio)

Catholic layfolk are trying to catch up with the evangelicals responsible for most of America's 2,000 religious-identified radio stations. We've always had ownership of non-coms by Catholic schools and universities, but now there's a new wave of owners who come from the private sector — and they want to get Catholic teaching onto the radio dial alongside the traditional Protestant efforts. Catholic layman John Lynch probably began the trend nearly a decade ago when he started putting together the Catholic Radio Network group. That effort fizzled (though CRN retains KPLS in suburban L.A. and has a pending deal to sell Chicago-market WAUR). But

behind Lynch's group came well-funded laymen such as Domino's Pizza founder Tom Monaghan. Monaghan now owns several stations in Michigan. And now we've got Starboard Broadcasting, backed by Mark Follett, who's shown a burst of acquisitions with purchases in the Minneapolis, Chicago and Milwaukee markets. Follett made his money in the grocery business and like Monaghan — he wants to use his wealth to support his church's mission. M Street's also seeing local Catholic groups buying stations, such as the Holy Spirit Radio

Foundation that bought all-news WBUX, Doylestown, PA (1570) and transformed it into "Holy Spirit Radio", as WISP. We'd note that the new wave of Catholic owners are often more conservative than many Americans of their faith. Catholic stations often feature programming from the conservative Birmingham-based EWTN, also seen on cable. Americans being an ornery bunch, that's part of the driving force of many religious broadcasters — to instruct the faithful.

## READ ON!

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**When it comes to potential FCC fines – a good record and speedy repair work can save you dollars (though not legal fees).**

The most famous recent example is Entercom, whose record of good compliance caused the Commission to shave \$2,000 off a potential \$14,000 fine for two cases of broadcast indecency at KNDD, Seattle (more about that in the story below). And New Mexico's Alpine Broadcasting won a reduction of its fine for EAS violations from the originally-issued \$16,000 to \$12,800, because of its quick action to get EAS back online after relocating the studios of KKIT, Angel Fire (99.1) and KXMT, Taos (99.9). In Alpine's case, they got nailed by an unexpected visit by FCC field agents, and Enforcement Bureau Chief David Solomon greeted their original excuse (that the move took out their EAS capabilities) by saying they should've sought a waiver if they knew the EAS equipment would be out of service for more than 60 days.

**The FCC refuses to back off indecency fines for Mancow and Tampa's "Wild 98.7."**

Case #1: Emmis filed for reconsideration on fines issued for two different morning broadcasts on WKQX, Chicago, including one during which a porn star discussed sexual activities like fisting and fellatio. Emmis argued there was no tape of the shows and the complaints didn't include a transcript. The Enforcement Bureau said the listeners supplied information "significant enough" for the staff to get the gist — and it upheld the \$14,000 fine. Case #2 goes back three years. On September 11, 1999 Infinity's WLLD, Holmes Beach, FL (98.7) broadcast a live concert that allegedly included some pretty raunchy language. Infinity argued in its petition for reconsideration that the FCC had dismissed an indecency complaint against WRLR, Ft. Myers, which also used the same slang word for a particular female body part. That didn't fly, and the FCC lays down the law: "In this regard, we found that the offensive sexual references were explicit, graphic, and not fleeting." (Check FCC.gov for the explicit language.) What would've been Case #3 is the KNDD, Seattle situation we mentioned in the



previous story. The FCC stuck with its reasoning that two morning show bits discussing whether a man could pull something heavy that was attached to his



genitalia were indeed indecent. But it lowers the fine from \$14,000, to \$12,000

for Entercom's record of good compliance. Is there an "indecency crackdown"? An FCC staffer at the NAB Radio Show in Seattle insisted the answer is "no" — they're just dealing with complaints as they come in the door. We'd say part of the situation is that are now more community activists out there with tape recorders and the FCC's address.

**Look for a new flood of "C0 Triggering letters" from the Commission.**

They're not downgrade demands — though at first blush it looks as if the FCC is demanding that an existing licensee drop its power to the new "C0" [C-Zero] class. But that's not it. What's happening is that another operator proposes a rulemaking that would re-classify an existing full Class C to the newish C0 status (antenna height 300 meters to 449 meters). The "triggering letter" merely puts the current Class C on notice that if it doesn't apply to raise its tower height to at least 450 meters to meet the new minimum for a full C — it'll become a C0. So it's got a choice. And it's got time to apply (6 months) and build (3 years) the new stick at 450 meters or higher. With move-in specialists working their magic on computer programs, we expect to see a barrel full of these "triggering letters." Stations who've put off decisions about making big (and costly) engineering decisions may be forced to finally address the issue of a buildout, once and for all.

**Rather than let an AM go dark, the FCC signs off on a Clear Channel acquisition.**

Here's one for the lawyers to watch: For more than a year Clear Channel has been attempting to buy sports WBRJ, Marietta, OH (910) from Daugherty Broadcasting. The FCC flagged the deal, but has now waved it through the gate. Among the facts they considered: Although CC takes 56% of the local ad market, WBRJ had a

▼ *continued...*

zero share — so CC's percentage would remain the same. Also, the local market has a number of newspapers and TV stations. And 15.4% of Marietta's listening goes to out-of-market stations — none of which are owned by Clear Channel. Add to that the fact that CC already operates WBRJ under an LMA, so its impact on pricing in the market has already been felt. In the end it was the likelihood that the station would go silent if the deal weren't approved that got the FCC to okay it by a 3 to 1 vote. The lone "no" vote came from (no surprise) Michael Copps. He said the deal "adversely affects competition over the long term" by preempting the ability of another potential buyer to step forward.

## Crusading Commissioner Michael Copps challenges corporate-owned media to cover the ownership debate.



He says "some very important media enterprises have financial interests riding on the outcome of the ownership proceedings", and asks media outlets to consider the social, cultural and political effects of consolidation, along with the economic benefits. Copps wants more debate on consolidation — a theme he underlined in his speech at the 20th annual Everett C. Parker Ethics in Communications lecture.

## It's not just the big groups that get red flags — the latest is awarded to Blakeney Communications in Laurel-Hattiesburg.

Its deal to buy southern gospel/talk WXHB, Richton (96.5) from Radio Broadcasters LLC earns a red flag for advertising concentration concerns. Blakeney already owns three stations in the market: hot AC "KZ94" WKZW, country "B95" WBBN, and classic rock WXRR. It is, however, the number two group behind Clear Channel, which owns five FMs and one AM in the market. That may have triggered the Media Bureau's "screen" of 70% or more revenue corralled by the top two owners. Several attorneys we've talked to think the Commission is likely to try to codify the 70%/two owners "screen" in this current round of rulemakings. As of now — it's only a practice that's common at the Media Bureau, but hasn't undergone a formal process of adoption.

## Low Power FM stations will have to participate in the Emergency Alert System.

Until now, LPFM stations had a "blanket waiver" of the requirement to install FCC-certified EAS decoders because there were no FCC-approved decoders on the market. Well, now the feds have found one they like, made by TFT Inc. — so the clock will start ticking on a one-year time period, and by next September, LPFM stations will be required to have EAS equipment just like full-power stations. Strictly conjecture on our part: How will

Low Power FMs fit into various voluntary Amber Alert plans? Those work on the backbone of EAS.

## FCC says 9/11 isn't a good enough reason to get an extension to build a CP.

Wendell & Associates' proposed site for WKNJ is — 32 miles from the World Trade Center. While the FCC concedes that engineers may've been busy helping New York stations, "market changes and vendor problems, whatever their cause, are ordinary risks for which businesses should prudently plan." Wendell is fighting for the station's life. The FCC has revoked the CP after the licensee failed to build WKNJ for the past 14 years.

## AFTRA moves its battle on non-competes to the Washington, D.C. area.

It's focusing on the District itself, backing a bill that would prohibit radio and TV companies from writing non-compete clauses into their labor contracts. Then AFTRA plans to go over the border to Maryland in January, with Virginia to follow. Despite the large number of network operations in the District, the Washington Times estimates that fewer than 1,000 people in the D.C. market would be impacted by the change. AFTRA has been successful in its bid to ban non-competes in Arizona, Illinois, Maine, and Massachusetts. One state where it's not fighting is California — which banned non-competes in the 1940's.



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**Some good news for AM: The erosion of AM listening may have stopped.**

Researcher Julian Breen takes the long view — the very long view, because he's got statistics from the top 10 markets dating back to 1970. He says "for the first time in more than 30 years, AM share has stabilized, going from 18.7 in 2000 to 18.9 in 2002." And for the first time, "FM share decreased from 67.3 in 2000 to 66.1 in 2002." FM share has been on a steady conquering climb since 1970, when AM stations boasted nearly a 70-share and FM stations were mostly money-losing hobbies and stepchildren. Breen's basing his research on Spring 12+ Arbitron results. If you're good with math you'll notice that when you add his Spring 2002 AM share of 18.9 to the FM share of 66.1 — it's a lot less than 100. The "missing" shares are comprised of listening to non-coms, "unidentified" stations and those which don't "make the book." Breen says that "missing" share has "grown tremendously over the years, and it jumped from 14.0 in 2000 to 14.9 in '02." The best big markets for AM: San Francisco, Chicago and Boston. No surprise here — San Francisco's daunting terrain has long made it a friendly habitat for strong AM signals like KGO, KSFO, KCBS, KFRC and others. San Fran's got a 26.3 share of AM listening. Chicago (22.2) and Boston (21.2) are next. The weakest market for AM in the top 10? Also no surprise: Washington, D.C. The FCC never allocated many strong AM facilities there, dating as far back as the 1920s. And ground conductivity in the neighborhood — essential for good signal propagation for AM — tends to be mediocre. Breen's got more data handy, if you e-mail him at "Julian@Breen.com."

**Latest on Arbitron's People Meter tests: Arbitron's response rates can be as low as 10-15%.**

That's got Philly-area participants — the guinea pigs in this experiment — very concerned, since diary-based response rates tend to be 40% and above. It raises the question of whether non-participants are significantly different from participants — something agencies and buyers might be wondering. Also concerned is the RAB-led "ad hoc" collection of radio group heads, who'll add "response rates" to their list of questions when they sit down with Arbitron execs during the RAB Board meeting this month in Atlanta. Arbitron disclosed the 10-15% rates at its September 27 meeting with Philadelphia-market radio and agency folks. Some wonder: is Arbitron setting the stage for a strong rate increase, to justify the expensive step of getting response rates up for the PPM?

**Monterrey becomes Arbitron's third market in Mexico.**

On the heels of Mexico City and Guadalajara, Arbitron launches its quarterly measurement of listening in Monterrey, the country's third-largest city. Arbitron has already signed long-term commitments with Grupo Radio Mexico, Grupo Radio Centro and ACIR that include all three markets. Several national advertising agencies and media buying services have also extended their contracts to include Monterrey. Arbitron says it will place 2,200 Spanish-language diaries in the market, which will be processed at its U.S. offices in Columbia, MD. Monterrey's first book comes out in February 2003. Clara Carneiro, Arbitron's VP of Latin American

Marketing, says "We view Mexico as the cornerstone of our Latin American strategy." Meanwhile, one last thought about Arbitron's international business — It's gotten Canada's Bureau of Broadcast Measurement to agree to use its People Meter to measure TV listening in Montreal and some other parts of Quebec. Note that the Canadian deal isn't a test — it's the real thing, and a significant step for Arbitron and acceptance of the People Meter.

**Clear Channel unveils the web-based "Clear Channel New Music Network" for new talent — and hopes the labels and Washington are watching.**

It's ambitious, because it uses CC Radio, Entertainment, plus TV and outdoor. The "New Music Network" is aimed at getting free exposure for musical artists — and (probably) at showing Washington and the record labels that a media conglomerate that's taken its licks for controlling 1200 stations and major concert venues can be friendly to developing acts. Where did it come from? The "New Music Network" follows a year's worth of experience with the online "A&R Network." So far 9 acts have signed record deals out of that, with two more in the works. In the enlarged CC version, artists register their work and make it available for free. Clear Channel outlets promote the service and encourage consumers to visit. There may also be an Internet channel consisting entirely of such music. And some New Music Network artists may get gigs at Clear Channel events. Mark Mays says "new music and new talent are the lifeblood of our business." He gives the New Music Network to veteran Gerry Cagle to run.



*continued on page 14* ▶

# FORMAT CHANGES & UPDATES

## FORMAT CHANGES AND UPDATES

#=change accompanies new management // = simulcast.

Gathered from M Street's ongoing research and our nationwide network of reporters.

STATE	STATION	CITY/MARKET	FORMERLY	BECOMES
AR	KARV-610	Russelville	oldies	country
AZ	KCMT-101.9	Oro Valley (Tucson)	classic rock	regional Mexican, "La Caliente"
GA	WPMX-102.9	Statesboro	soft AC	JRN - adult contemporary
IL	WJCI-1460	Rantoul (Champaign/Urbana)	soft AC	ESPN - sports
IN	WWCA-1270	Gary (Chicago)	# silent	to be religion
<i>(WWCA will soon be sold to Starboard Broadcasting)</i>				
KS	KMXW-92.3	Newton (Wichita)	hot AC	modern rock, "92.3 The Zone"
KY	WSNE-1580	Georgetown (Lexington)	adult standards	FOX - sports, "Xtra Sports 1580"
	WKJM-1320	Mayfield	news, talk	reported silent
	WFTM-1240	Maysville	oldies	JRN - adult standards, "Music of Your Life"
LA	KUMX-106.7	North Fort Polk	silent	ABC - urban AC
MI	WXDX-1310	Dearborn (Detroit)	sports	news, talk
	<i>(WXDX will carry mix local programs with fare from the Michigan Talk Radio Network, Phil Hendrie, and Art Bell)</i>			
	WSCG-1380	Greenville	standards, talk	CNN - news
MN	KSMM-1530	Shakopee (Minneapolis)	# Spanish	religion
	<i>(KSMM enters an LMA-to-buy with Starboard Broadcasting, which is also purchasing WMIN in the market)</i>			
MT	KBEX-105.1	Billings	classic hits	adult alternative, "The Blitz"
ND	KNDK-1080	Langdon	adult contemporary	country
OH	WZLR-95.3	Xenia (Dayton)	WDTP, 80's hits // WDPT	classic rock
OR	KMSW-92.7	The Dalles	new	JRN - classic rock
PA	WKJN-1440	Carbondale (Wilkes-Barre/Scranton)	adult standards	news, talk // WARM
	WAZL-1490	Hazleton (Wilkes-Barre/Scranton)	adult standards // WKJN	news, talk // WARM
SC	WZJY-1480	Mt. Pleasant (Charleston)	black gospel	religion, talk
TX	KNCE-95.1	Baird (Abilene)	# southern gospel	adult contemporary, "K-Nice"
	<i>(KNCE is in an LMA-to-buy with Doud Media Group)</i>			
	KHRO-94.7	El Paso	classic hits	modern rock
	KXEZ-92.1	Farmersville (Dallas)	# adult standards	ethnic
<i>(KXEZ is now in an LMA with Asian Media Worldwide, programming a mix of Hindi and English)</i>				
	KLJT-102.3	Jacksonville (Tyler)	# contemporary Christian	JRN - smooth jazz
	KBAT-93.3	Midland	dance	CHR
	KKDL-106.7	Muenster (Dallas)	KXGM, hot AC	dance
	KORQ-96.1	Winters (Abilene)	# soft AC	dance
UT	KSOS-800	Brigham City (Salt Lake City)	# news, sports	sports // KZNS, "The Zone"
	KNNZ-940	Cedar City (St. George)	country oldies	CNN - news
	KZNS-1280	Salt Lake City	news, sports	sports, "The Zone"
WI	WGLB-FM-100.1	Port Washington (Milwaukee) #	classic hits	to be religion
	<i>(WGLB-FM enters an LMA-to-buy with Starboard Broadcasting)</i>			
	WCLB-950	Sheboygan	adult standards	oldies, "Cool 950"

*M Street recorded data for the week of September 25, 2002*

STATE	STATION	CITY/MARKET	FORMERLY	BECOMES
CA	KCBL-1340	Fresno	sports	adds FOX - sports
	KVBL-1400	Visalia	sports // KCBL	adds FOX - sports // KCBL
CT	WKCD-107.7	Pawcatuck (New London)	# modern AC	urban, "Jammin' 107.7"
DE	WZEB-101.7	Ocean View (Salisbury/O.C.)	hot AC	CHR/WQJH, "B-101.7 & 95.3"
FL	WAOA-1560	Melbourne	news, talk	adult standards
	WKAT-1360	North Miami (Miami)	Spanish standards	classical, "Classical 1360"
KS	KQTP-102.9	St. Marys (Topeka)	hot AC	classic country, "US 103"
MA	WROR-105.7	Framingham (Boston)	classic hits	classic rock
MD	WQMR-101.1	Snow Hill (Salisbury/O.C.)	new	talk
	<i>(WQMR features Don Imus, Bill O'Reilly, Sean Hannity, and Lovelines)</i>			
MI	WSHN-1550	Fremont	hot AC	reported silent
NJ	WUSS-1490	Pleasantville (Atlantic City)	black gospel	ABC - R&B oldies, "Solid Gold 1490"

# FORMATS/TECHNICAL CHANGES

## cont'd FORMAT CHANGES AND UPDATES

#=change accompanies new management // = simulcast.

Gathered from M Street's ongoing research and our nationwide network of reporters.

STATE	STATION	CITY/MARKET	FORMERLY	BECOMES
NY	WYOS-920	Cortland (Ithaca)	oldies	news, talk
	WALL-1340	Middletown	sports // WEOK	tropical // WEOK, "El Ritmo"
	WEOK-1390	Poughkeepsie	sports	tropical, "El Ritmo"
OR	KFLY-101.5	Corvallis	adult contemporary	rock
	KUFO-970	Portland	talk	rock // KUFO-FM, "Rock 101"
SC	WWVV-106.9	Bluffton (Savannah)	modern rock	modern AC, "Wave 106.9"
TX	KIWW-96.1	Harlingen	tejano	KBTQ, urban, "The Beat"
UT	KOVO-960	Provo (Salt Lake City)	silent	sports // KZNS, "Zone"
VA	WJDV-105.1	Bridgewater (Harrisonburg)	WAMM, country	soft AC
	WMXH-105.7	Luray (Harrisonburg)	hot AC // WZXI	JRN - adult standards

## NEW STATION APPLICATIONS

\*=non-commercial station, &=reapplication, +=competes with existing application

The following parties have applied to construct new stations with the facilities noted, licensed to serve the communities noted.

STATE	FREQUENCY	CITY	FACILITY	APPLICANT
HI	new-1600	Makaha	5000 w days and nights, ND	Km Communications, Inc.

M Street recorded data for the week of September 25, 2002

STATE	FREQUENCY	CITY	FACILITY	APPLICANT
CA	new-840	Modesto	25000 w days, 10000 w nights, DA-2	Bessie Grillos d/b/a The Pete Pappas Co.
PA	new-89.1*	State College	4400 w, 1099 ft	Invisible Allies Ministries
VA	new-1680	Evergreen Hills	400 w	Star-H Corporation
WI	new-106.7*&	Mt. Horeb	2900 w, 479 ft	David & Lynn Magnum, Husband & Wife

## NEW STATION APPLICATIONS: RETURNED/DISMISSED

\*=non-commercial station, &=reapplication, +=competes with existing application

STATE	FREQUENCY	CITY	APPLICANT
CA	new-840	Del Rey Oaks	Pamplin Broadcasting, Inc.
	new-840*	Sonoma	Children's Cross-Cultural Comm. Foundation
IA	new-88.9*	Iowa City	Broadcasting for the Challenged, Inc.
ID	new-88.1*	Kuna	CSN International
	new-88.1*	Kuna	Broadcasting for the Challenged, Inc.
	new-88.1*	Twin Falls	Your Christian Companion Network, Inc.
MN	new-106.5*	St. Louis Park	Broadcasting for the Challenged, Inc.
NJ	new-90.5*	Hammonton	New Jersey League for Youth Advancement

## NEW STATION GRANTS

\*=non-commercial station, &=reapplication, +=competes with existing application

STATE	FREQUENCY	CITY	FACILITIES	APPLICANT
NV	new-88.9*	Las Vegas	23000 w	Nevada Public Radio Corporation

M Street recorded data for the week of September 25, 2002

STATE	FREQUENCY	CITY	FACILITIES	APPLICANT
AK	new-88.9*	Palmer	250 w, -210 ft	Christian Broadcasting, Inc.
IA	new-88.9*	Wapello	32500 w, 121 ft	Educational Media Foundation
	new-88.7*	Williamsburg	3000 w, 115 ft	Family Stations, Inc.
ID	new-88.1*	Buhl	33000 w, 925 ft	S. ID Corp of 7th-day Advent. d/b/a Gem State Acad.
	new-88.3*	Kuna	28500 w	Educational Media Foundation
IN	new-89.1*	Cloverdale	49000 w, 299 ft	Hoosier Broadcasting Corporation
	new-89.3*	Linton	1200 w, 285 ft	Bethel Baptist Church
	new-88.9*	Oolitic	8000 w, 328 ft	Good Samaritan Educational Radio Inc.



## cont'd NEW STATION GRANTS

\*non-commercial station, &amp;=reapplication, +=competes with existing application

STATE	FREQUENCY	CITY	FACILITIES	APPLICANT
MN	new-106.5*	St. Louis Park	8 w, 85 ft	Regents of the University of Minnesota
NE	new-88.3*	Scottsbluff	390 w, 259 ft	Educational Media Foundation
OR	new-88.9*	Klamath Falls	5100 w, 348 ft	Educational Media Foundation
	new-88.5*	Klamath Falls	840 w, 2162 ft	The State Board of Higher Education

## CONSTRUCTION PERMIT ACTIVITY

\*non-commercial station, &amp;=reapplication, +=competes with existing application.

STATE	STATION	CITY	ACTIVITY
CA	KPSL-FM-102.9	Mcfarland	changes to 25000 w, 322 ft, changes xmtr location to 35-19-16 x 119-42-26
KS	KNDY-FM-95.5	Marysville	changes to 25000 w, 328 ft, changes xmtr location to 39-57-36 x 96-44-05
MT	KZMY(CP)-FM-103.5	Bozeman	downgrades to class A from C1, decreases to 6000 w, -430 ft, changes xmtr location to 45-41-54 x 111-01-41
NJ	WDHA-FM-105.5	Dover	builds new auxiliary facility
PA	WAWN-FM-89.5*	Franklin	increases to 3000 w
	WSSZ-FM-107.1	Greensburg	increases to 2850 w, 482 ft, DA, changes xmtr location to 40-15-54 x 79-20-25
	WRBT-FM-94.9	Harrisburg	builds new auxiliary facility

*M Street recorded data for the week of September 25, 2002*

STATE	STATION	CITY	ACTIVITY
IL	WZPW-FM-92.3	Peoria	upgrades to class B1 from A, increases to 19200 w, 374 ft, changes xmtr location to 40-47-10 x 89-47-01
IN	WLRX-FM-95.7	Nappanee	changes to 1250 w, 515 ft, changes xmtr location to 41-26-58 x 86-04-30
KY	WPKE-FM-103.1*	Elkhorn City	changes to 1200 w, 741 ft, DA, changes xmtr location to 37-27-57 x 82-33-04, changes city of license to Coal Run, KY
MO	KATI-FM-94.3	California	builds new auxiliary facility
NE	KSRZ-FM-104.5	Omaha	downgrades to class C0 from class C, decreases to 98000 w, changes xmtr location to 41-18-16 x 96-01-41
NY	WCPV-FM-101.3	Essex	builds new auxiliary facility
OK	KKRI-FM-88.1*	Pocola	license to cover for new station
TN	WGFX-FM-104.5	Gallatin	changes to 58000 w, 1207 ft, DA, changes xmtr location to 36-16-05 x 86-47-45
TX	KLUB-FM-106.9	Bloomington	decreases to 266 ft, changes xmtr location to 28-42-24 x 96-50-06
UT	KUDD-FM-107.9	Roy	changes to 2283 ft
WI	WUWM-FM-89.7*	Milwaukee	builds new auxiliary facility

## FACILITIES/PARAMETERS: APPLICATIONS ( &amp; reapplication) [docket number]

Applications by existing stations to change their currently-licensed operating parameters to the parameters noted.

STATE	STATION	CITY	ACTIVITY
AL	WRHY-FM-105.9	Centre	change to 370 w, 1263 ft, change xmtr location to 34-01-25 x 85-40-41
AR	KSUD-AM-730*	West Memphis	increase to 1000 w days and nights, DA-2, using new 4 tower array at 35-14-46 x 90-08-49
CA	KTCT-AM-1050	San Mateo	direct measurement of antenna power
FL	WSUN-FM-97.1	Holiday	increase to 22500 w
KY	WJMM-FM-99.3	Harrodsburg	downgrade to 99.1 A from 99.3 C3, change city of license to Keene, KY, decrease to 4500 w, 384 ft, ND, change xmtr location to 37-57-37 x 84-32-42
NC	WRDU-FM-106.1	Wilson	increase to 1522 ft
NY	WSCP-FM-101.7	Pulaski	modify CP to change to 5000 w, 358 ft
OR	KICE-AM-940	Bend	redescribe xmtr location as 44-04-47 x 121-16-59
TX	KBDR-FM-100.5	Mirando City	correct coordinates to 27-21-17 x 99-13-52
WI	WRVM-FM-102.7*	Suring	modify license to decrease to 98000 w due to antenna replacement



## cont'd FACILITIES/PARAMETERS: APPLICATIONS ( &amp; reapplication) [docket number]

*Applications by existing stations to change their currently-licensed operating parameters to the parameters noted.**M Street recorded data for the week of September 25, 2002*

STATE	STATION	CITY	ACTIVITY
AR	KCJC-FM-102.3	Dardanelle	upgrade to class C1 from C3, increase to 100000 w, 981 ft, change xmtr location to 35-40-02 x 93-19-06
AZ	KJOK-AM-1400	Yuma	direct measurement of antenna power
CA	KTRB-AM-860	Modesto	increase night power to 40000 w, DA-2, change city of license to San Francisco, CA, change xmtr location to 37-42-32 x 120-43-27
IL	WBMV-FM-89.7*	Mount Vernon	increase to 10700 w
KS	KBQC-FM-88.5*	Independence	increase to 20000 w
MI	WQBX-FM-104.9	Alma	increase to 328 ft
MS	WESE-FM-92.5	Baldwyn	upgrade to class C3, increase to 19000 w, 377 ft, change xmtr location to 34-18-45 x 88-37-32
	WIZK-AM-1570	Bay Springs	direct measurement of antenna power
NC	WOZN-FM-98.7	Greensboro	change to class C0, increase to 1073 ft, change xmtr location to 35-56-42 x 79-51-45
NE	KCRO-AM-660	Omaha	direct measurement of antenna power
NY	WYYY-FM-94.5	Syracuse	redescribe xmtr location as 42-56-46 x 76-07-07
PA	WRVV-FM-97.3	Harrisburg	change to 16500 w, 853 ft, redescribe xmtr location to 40-20-43 x 76-52-09
TX	KESN-FM-103.3	Allen	modify CP to upgrade to class C to increase to 1969 ft, drop DA, change xmtr location to 33-32-08 x 96-49-54
	KLXK-FM-93.5	Breckenridge	modify CP to upgrade to class C2 to increase to 459 ft, change xmtr location to 32-47-32 x 98-56-24
	KTSR-FM-92.1	College Station	modify CP to upgrade to class C2 to move to 95.1 MHz, change to 36000 w, 571 ft, change xmtr location to 30-41-18 x 96-25-35
WY	KRRR-FM-104.9	Cheyenne	upgrade to class C2 from A, increase to 25500 w, 148 ft, change xmtr location to 41-09-37 x 104-42-13

## FACILITIES/PARAMETERS: RETURNED/DISMISSED ( &amp; reapplication) [docket number]

*Applications by existing stations to change their currently-licensed operating parameters to the parameters noted.*

STATE	STATION	CITY	ACTIVITY
CO	KTLG(CP)-FM-88.3*	Fowler	dismissed application to move to 88.1 A, change to 100 w, -46 ft, DA
IN	WXTZ(CP)-FM-90.1*	Wadesville	returned application to change to 3800 w, 366 ft, DA, change xmtr location to 34-14-18 x 87-33-52
TX	KBRN-AM-1500*	Boerne	dismissed application for direct measurement of antenna power

*M Street recorded data for the week of September 25, 2002*

STATE	STATION	CITY	ACTIVITY
KY	WFMW-AM-730	Madisonville	dismissed direct measurement of antenna power

## FACILITIES/PARAMETERS: GRANTS ( &amp; reapplication) [docket number]

*Applications by existing stations to change their currently-licensed operating parameters to the parameters noted.*

STATE	STATION	CITY	ACTIVITY
AL	WAHR-FM-99.1	Huntsville	increase to 1644 ft, change xmtr location to 34-42-39 x 86-32-07
AR	KSBC-FM-90.1*	Hot Springs	change to 38000 w, 971 ft
CO	KSIR-FM-107.1	Brush	upgrade to class C from C1, change city of license to Bennett, CO, change to 92000 w, 2037 ft, change xmtr location to 39-55-27 x 103-58-25
	KNKN-FM-107.1	Pueblo	move to 106.9, change to 27000 w, 673 ft, change xmtr location to 38-06-32 x 104-29-18, change city of license to Pueblo, CO
MI	WUPK-FM-94.1	Marquette	change to 4400 w, 381 ft, change xmtr location to 46-30-51 x 87-28-58
NC	WCGC-AM-1270	Belmont	increase to 10000 w, DA-D
NE	KVSS-FM-88.9*	Omaha	increase to 1500 w, 482 ft, change xmtr location to 41-18-47 x 96-00-36
OH	WFRO-FM-99.1	Fremont	change to 6500 w, 581 ft, change xmtr location to 41-30-27 x 82-57-47
OK	KFXT-FM-90.7*	Sulphur	increase to 7000 w

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## cont'd FACILITIES/PARAMETERS: GRANTS ( &amp; reapplication) [docket number]

*Applications by existing stations to change their currently-licensed operating parameters to the parameters noted.*

STATE	STATION	CITY	ACTIVITY
SC	WLTY-FM-96.7	Cayce	upgrade to class C3 from A, change to 25000 w, 302 ft, add DA, change xmtr location to 34-01-54 x 81-08-27
TX	KUST-FM-99.7	Huntsville	modify CP to downgrade to class A to change to 2550 w, 504 ft, change xmtr location to 30-26-55 x 95-31-48
	KYQX-FM-89.5*	Weatherford	upgrade to class C3 from A, increase to 8000 w, 549 ft, DA, change xmtr location to 32-51-05 x 98-06-31
UT	KRAR-FM-106.9	Brigham City	change to 81000 w, 2165 ft, redescribe xmtr location as 41-47-03 x 112-13-55
WA	KLRO-FM-88.1*	Nile	decrease to -1145 ft, change xmtr location to 46-50-02 x 120-56-13
WI	WVBO-FM-103.9	Winneconne	increase to 328 ft, DA, change xmtr location to 44-08-23 x 88-28-02
WY	KARS-FM-102.9	Laramie	downgrade to class C1 from C, decrease to 83000 w, 814 ft, change xmtr location to 40-52-37 x 105-41-44

*M Street recorded data for the week of September 25, 2002*

STATE	STATION	CITY	ACTIVITY
CA	KMRO-FM-90.3*	Camarillo	increase to 7100 w
	KMEN(CP)-FM-100.5	Mendota	increase to 144 ft, change xmtr location to 36-38-50 x 120-21-02
	KNVQ-FM-102.9	South Lake Tahoe	build new auxiliary facility
FL	WECM-AM-1490	Milton	direct measurement of antenna power
	WMEZ-FM-94.1	Pensacola	build new auxiliary facility
GA	WMAX-FM-105.3	Bowdon	build new auxiliary facility
KY	WFMW-AM-730	Madisonville	direct measurement of antenna power
MD	WARW-FM-94.7	Bethesda	build new auxiliary facility
ME	WFST-AM-600*	Caribou	direct measurement of antenna power
MS	WKVW(CP)-FM-89.7*	Waynesboro	change to 67000 w, 581 ft, drop DA, change xmtr location to 31-51-09 x 88-52-21
OH	WALU-FM-88.3*	Shelby	change to 950 w, 134 ft, change xmtr location to 40-50-37 x 82-37-21
OR	KLOV-FM-89.3*	Winchester	build new auxiliary facility
SC	WWKT-FM-99.3	Kingstree	change to 25000 w, 328 ft, change xmtr location to 33-41-37 x 79-57-31
TX	KHVN-AM-970	Fort Worth	direct measurement of antenna power
	UT	KBDX-FM-92.1	Blanding
WI	WYMS-FM-88.9*	Milwaukee	build new auxiliary facility
	WRDB-AM-1400	Reedsburg	direct measurement of antenna power

## CALL SIGN/ STATION NAME CHANGES # indicates sale

*Former call letters and newly-assigned call letters with station identifiers where available.*

STATE	STATION	CITY	NEW CALL SIGN	GRANT DATE	STATION NAME
AL	WFMH-1460	Cullman	WMCJ	9/20/2002	
	WXXR-1340	Cullman	WFMH	9/20/2002	Sporting News Radio & Solid Gospel
AR	KLXQ-96.7	Hot Springs	KYDL	9/25/2002	
	KZBR-101.9	Mountain Pine	KLXQ	9/25/2002	The Mix
CA	KKOM-1280	Arroyo Grande	KXTK	9/25/2002	Exciting Talkradio
IN	new-88.9*	Ladoga	WJCJ	9/24/2002	
MA	WHAV-1490	Haverhill	WCCM	9/23/2002	
NY	WHTR-93.7	Scotia	WKRD	9/24/2002	K-Rock @ 93.7 FM
OR	KLLU-1030	Reedsport	KDUN	9/25/2002	The Heart Of The Dunes
TX	KPQZ-100.9	Amarillo	KJAZ	9/24/2002	
	KAGT-95.1	Baird	KNCE	9/23/2002	
	KIWW-96.1	Harlingen	KBTQ	9/25/2002	The Beat 96.1
	831-102.5	Mason	KBey	9/23/2002	
	KKYN-1090	Plainview	KVOP	9/23/2002	The Voice Of Plainview
VT	WKDR-1390	Burlington	WVAA	9/24/2002	Vermont's #1 News & Talk Station
WA	KTHY-91.7*	Mount Vernon	KMWS	9/20/2002	

cont'd CALL SIGN/ STATION NAME CHANGES # indicates sale

Former call letters and newly-assigned call letters with station identifiers where available.

*M Street recorded data for the week of September 25, 2002*

STATE	STATION	CITY	NEW CALL SIGN	GRANT DATE	STATION NAME
IL	WAVQ-88.3*	Pontiac	WPJC	9/17/2002	
IN	WLSY-FM-94.7	New Albany	WFIA-FM	9/16/2002	Talk From The Heart
NC	WXJC-90.5*	Wilson	WAJC	9/19/2002	
NY	WBJA-102.1	Albion	WJCA	9/19/2002	
	WAXB-105.5	Patterson	WDBY	9/16/2002	Y 105.5
TX	KLZK-FM-104.3	Brownfield	KJTV-FM	9/19/2002	Stars
	KVOP-1400	Plainview	KREW	9/16/2002	Good Time Oldies
	KVOP-103.9	Plainview	KRIA	9/16/2002	Agria Radio
	new-97.1*	Snyder	KLYD	9/18/2002	
VA	WAMM-105.1	Bridgewater	WJDV	9/16/2002	Lite Rock 105.1
SK	CKCK-94.5	Regina	CKCK	8/16/2002	Rock 94

## PROPOSED STATION TRANSFERS ( 314 asset sale, 315 transfer of control, 316 reorganization )

STATE	STATION	CITY	FORM	APPLICANTS
AL	WSFU-FM-94.1	Union Springs	314	as amended from Montgomery Christian Radio, Inc. to H&H Communications, L.L.C.
CA	KMAP-AM-1050	Frazier Park	314	from KMAP, Inc. to Talk Central Networks LLC
IA	KPVL(CP)-FM-89.1*	Postville	314	from St. Paul's Lutheran Church to Postville Chamber of Commerce
IN	WLEZ-FM-102.7	Terre Haute	314	as amended from Bomar Broadcasting Company - Terre Haute, Inc. to Stonegate Acquisition Corp.
KY	WSTO-FM-96.1	Owensboro	314 (flagged)	from TSB III, LLC to South Central Communications
MS	WXHB-FM-96.5	Richton	314 (flagged)	from Radio Broadcasters, LLC to Blakeney Communications, Inc.
VA	WGGM-AM-820	Chester	315	from Hoffman Communications, Inc. (Hubert N. Hoffman, III, Executor) to Hoffman Communications, Inc. (Hubert N. Hoffman, Jr. Family Trust)
	WZEZ-FM-100.5	Goochland	314	from Hubert N. Hoffman, III, Executor to Hubert N. Hoffman Jr. Family Trust
WA	KVTI-FM-90.9*	Tacoma	316	from Clover Park Technical College (Old Board) to Clover Park Technical College (New Board)


*M Street recorded data for the week of September 25, 2002*

STATE	STATION	CITY	FORM	APPLICANTS
CO	KTRR-FM-102.5	Loveland	316	from NCR III, LLC, DIP (Alan R. Brill) to NCR III, LLC, DIP (Anthony H. N. Schnellling)
	KUAD-FM-99.1	Windsor	316	from Northern Colorado Radio, Inc., DIP (Alan R. Brill) to Northern Colorado Radio, Inc., DIP (Anthony H. N. Schnellling)
	KRDZ-AM-1440	Wray	314	from KRDZ Broadcasters, Inc. to Media Logic, LLC
CT	WKCD-FM-107.7	Pawcatuck	314	from AAA Entertainment Licensing LLC to Red Wolf Broadcasting Corporation
DE	WXPZ-FM-101.3	Milford	314	from Samson Communications, Inc. to Delmarva Broadcasting Company
IL	WCNL-FM-94.3	Chillicothe	314	from AAA Entertainment Licensing LLC to Kelly Communications, Inc.



cont'd PROPOSED STATION TRANSFERS ( 314 asset sale, 315 transfer of control, 316 reorganization )

STATE	STATION	CITY	FORM	APPLICANTS
IL	WXCL-FM-104.9	Pekin	314 (flagged)	from Kelly Communications, Inc. to AAA Entertainment Licensing LLC
KY	WKDQ-FM-99.5	Henderson	316	from TSB IV, LLC, DIP (Alan R. Brill) to TSB IV, LLC, DIP (Anthony H. N. Schnelling)
	WOMI-AM-1490	Owensboro	316	from Tri-State Broadcasting, Inc. DIP (Alan R. Brill) to Tri-State Broadcasting, Inc., DIP (Anthony H. N. Schnelling)
	WBKR-FM-92.5	Owensboro	316	from Tri-State Broadcasting, Inc., DIP (Alan R. Brill) to Tri-State Broadcasting, Inc., DIP (Anthony H. N. Schnelling)
LA	KAGY-AM-1510	Port Sulphur	314	from Miracle Assembly of God to Spotlight Broadcasting of New Orleans, LLC
MD	WCTR-AM-1530	Chestertown	314	from Kent Broadcasting Corp. to Riverside Broadcasting, LLC
MN	KKCB-FM-105.1	Duluth	316	from Northland Broadcasting, LLC, DIP (Alan R. Brill) to Northland Broadcasting, LLC, DIP (Anthony H. N. Schnelling)
	WEBC-AM-560	Duluth	316	invol. from Northland Broadcasting, LLC, DIP (Alan R. Brill) to Northland Broadcasting, LLC, DIP (Anthony H. N. Schnelling)
	KLDJ-FM-101.7	Duluth	316	from NB II, Inc., DIP (Alan R. Brill) to NB II, Inc., DIP (Anthony H. N. Schnelling)
	KBMX-FM-107.7	Proctor	316	from NB III, LLC, DIP (Alan R. Brill) to NB III, LLC, DIP (Anthony Schnelling)
NC	WOKX-AM-1590	High Point	314	from Alliance Broadcasting Group, Inc. to Eastern Broadcasting Group, Inc.
NJ	WCHR-FM-105.7	Manahawkin	316	from Manahawkin Communications Corp. (Nassau Broadcasting II, LLC) to Manahawkin Communications Corp. (Nassau Broadcasting Partners, LP)
	WKMB-AM-1070	Stirling	315	from K & M Broadcasters, Inc. (Kevin H. Michels, Executor) to King's Temple Ministries, Inc.
OK	KJON-AM-850*	Anadarko	314	from Carrollton Broadcasting of Texas, LP to Family Worship Center Church, Inc.
PA	WIOV-FM-105.1	Ephrata	316	from Reading Radio, Inc., DIP (Alan R. Brill) to Reading Radio, Inc., DIP (Anthony H. N. Schnelling)
	WIOV-AM-1240	Reading	316	from Reading Radio, Inc., DIP (Alan R. Brill) to Reading Radio, Inc. DIP (Anthony H. N. Schnelling)
TX	KSIX-AM-1230	Corpus Christi	314	from Eagle Creek Radio, LLC to Withers Family Texas Holding, LP
	KBDR-FM-100.5	Mirando City	314	as amended from Sendero Multimedia, Inc. to BMP 100.5 FM, LP
	KILM-FM-102.1	Raymondville	314	as amended from Sendero Multimedia, Inc. to BMP 102.1 FM, LP



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## When is “digital radio” not digital?

We’ve been warning that the phrase “digital radio” is going to get used for so many applications, it’ll be meaningless to the consumer. The latest “digital radio” sounds like a great thing: a powerful new line of receivers coming from Motorola with a DSP chip that converts the regular-old

analog signal to digital. That’ll make current broadcast AM and FM sound better by correcting for interference and multipath problems, and even reconstructing weak signals. Motorola’s introducing this powerful new family of microchips based on its “Symphony” line of audio

processors. The AM band could benefit even more than FM. So is “digital radio” one of these Motorolas, or is it Bob Struble’s big iBiquity system of in-band AM and FM digital, or XM or Sirius satellite radio, or Internet radio? It could be very confusing.

## THE TAYLOR REPORT

▼ *continued from page 5...*

### After fighting Clear Channel in court, Cumulus drops the “Kiss” name in Savannah.

In March the Eleventh Circuit Court of Appeals in Atlanta ruled that Cumulus could keep using “Kiss” on R&B oldies WSIS, Savannah (103.9) pending the outcome of a trial. WSIS had been “Kiss 104” since 1999, but Clear Channel CHR WAEV relaunched itself as “93.7 Kiss FM.” For the past six months both stations have called themselves “Kiss.” After almost a year of legal battles, Cumulus exec John Dickey tells us that Cumulus and Clear Channel have reached an out-of-court settlement. No details — but we do know that WSIS is now simply using its call letters and frequency. Clear Channel’s been asserting a national right to “Kiss” — at least against some more recent Kiss converts —

based on its ownership of KIIS-FM, Los Angeles. Last year it battled American General Media over the “Kiss” name in Bakersfield, and at one point three different stations (two FM’s and one AM) were called “Kiss.” Clear Channel was the winner there, though AGM’s former “Kiss” KISV remains very strong in the ratings.

Watch out for XM’s new “boom box” — it’s a real threat.

Why? Because it erases some of the objections to satellite radio — mainly, that it’s not portable. Not only is the Delphi-produced “boombox” radio portable. It’s also pretty darn cheap. It’s a component thing, because it needs the SKYFi

receiver to work. But it will run on batteries, and that moves the product into a whole new range of uses. Delphi and XM unveiled the portable boombox as part of a next-generation “plug-and-play” line under the general name of “SKYFi.” Part of the idea is to make XM friendly for your home stereo system with a receiver that’s literally the size of a bar of soap. The controls for the new SKYFi are supposedly easier to use than current models — removing the objection that some XM receivers are clunky to use. We’ll say it again — XM investor General Motors continues to show major interest in the XM service. Delphi is the automotive accessory unit that GM spun off a few years back and the apple hasn’t fallen far from the tree. GM wants this new technology to succeed.



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The following items are based on recent, noteworthy ownership-transfer applications filed with the FCC. The information is based on FCC contracts filed with the Commission and made public within the last few weeks. Market and revenue information is based on data culled from Duncan's American Radio and from M Street's own databases. When known, broker notices are included. Fax releases to Tom Taylor, (609) 883-5696.

## Ft. Walton Beach, FL

Cumulus adds another Gulf Coast market, and a big cluster, for \$30M. When Cumulus walked from a deal to buy Wilks Broadcasting's five stations in Saginaw, Lew Dickey said they were cooking up some other deals, and here's the first one. The mostly cash deal will give Cumulus a new market — the sunny Gulf Coast area of Ft. Walton Beach, ranked #217 by Arbitron. The good part for Cumulus: It's a big player next door, in Pensacola. Under the deal with Clay Holladay's East Mississippi Broadcasters, Cumulus will pay \$28.5M in cash, with about \$1.5M in stock. Cumulus will operate the stations under an LMA prior to closing. Here's the cluster: #1, Classic rock "99 Rock" WKSM, a Class C2 at 99.5. #2, Soft AC "Coast 100.3" WNCV, a Class A at 100.3, licensed to Niceville, FL (good town for a soft AC). #3, "Country 105.5" WYZZ, a Class C3 licensed to Mary Esther, FL. #4, CHR "Z96" WZNS, a C1 at 96.5. And #5, WFTW at 1260, which has a news/talk/sports format, with 2,500 watts day and 131-w night, non-directional. All the stations are licensed to cities in Okaloosa County, east of Pensacola. The deal was brokered by the Orlando-based Jeffery Group.

## Portland, OR

ABC opens the wallet again for Radio Disney (to the tune of \$3.8M), and once again ABC is content to take an expanded-band AM station (hey, those smart kids know how to work the dials on new radios). ABC's buying two stations from Crawford Broadcasting — KKSL (1290) and expanded-band sibling KPBC (1640), and just as it did in Norfolk with the combo it bought from the Eppersons, ABC will plug the expanded-band station (the 1640) into the Radio Disney grid. Then LMA the "underlying" AM back to the seller. That's KKSL at 1290, which will continue doing religion and black gospel. Crawford's been simulcasting that format on both KKSL and KPBC. They're both licensed to Lake Oswego, OR, and the expanded-band 1640 has 10-kw day and 1-kw night. The brokers were Bill Schutz and John Pierce.

## Bakersfield, CA

3-year Radio Disney affiliate KMAP is sold, but buyer Gary Nice pledges to keep the format he's inheriting. He says Radio Disney's doing well at KMAP and that "I'd be a fool to take that away from Bakersfield. . . I have no intention of changing the format."

Scottsdale-based Gary Nice launched talk syndicator "Talk One" a year ago and is buying KMAP as the "Talk Central Networks." The eventual total price for KMAP, Frazier Park, CA will be \$1M, paid in installments. KMAP's a 10-kw daytimer at 1050.

## Minneapolis, MN and Milwaukee, WI

More on the Starboard Broadcasting deals we told you about on page 1. In Minneapolis, Catholic non-com Starboard has filed to purchase Spanish religion KSMM (1530) from Northstar Broadcasting, and also sports WMIN (740) from Borgen Broadcasting. KSMM is licensed to Shakopee, MN and has 8,600 watts day and 100 watts night. WMIN is a daytimer with 850 watts licensed to Hudson, WI. In Milwaukee, Starboard is buying classic hits WGLB-FM (100.1) from Joel Kinlow for \$900,000. This class A is licensed to Port Washington, WI. Under the terms of the deal, Starboard must change the call letters since Kinlow is retaining black gospel WGLB (1560).

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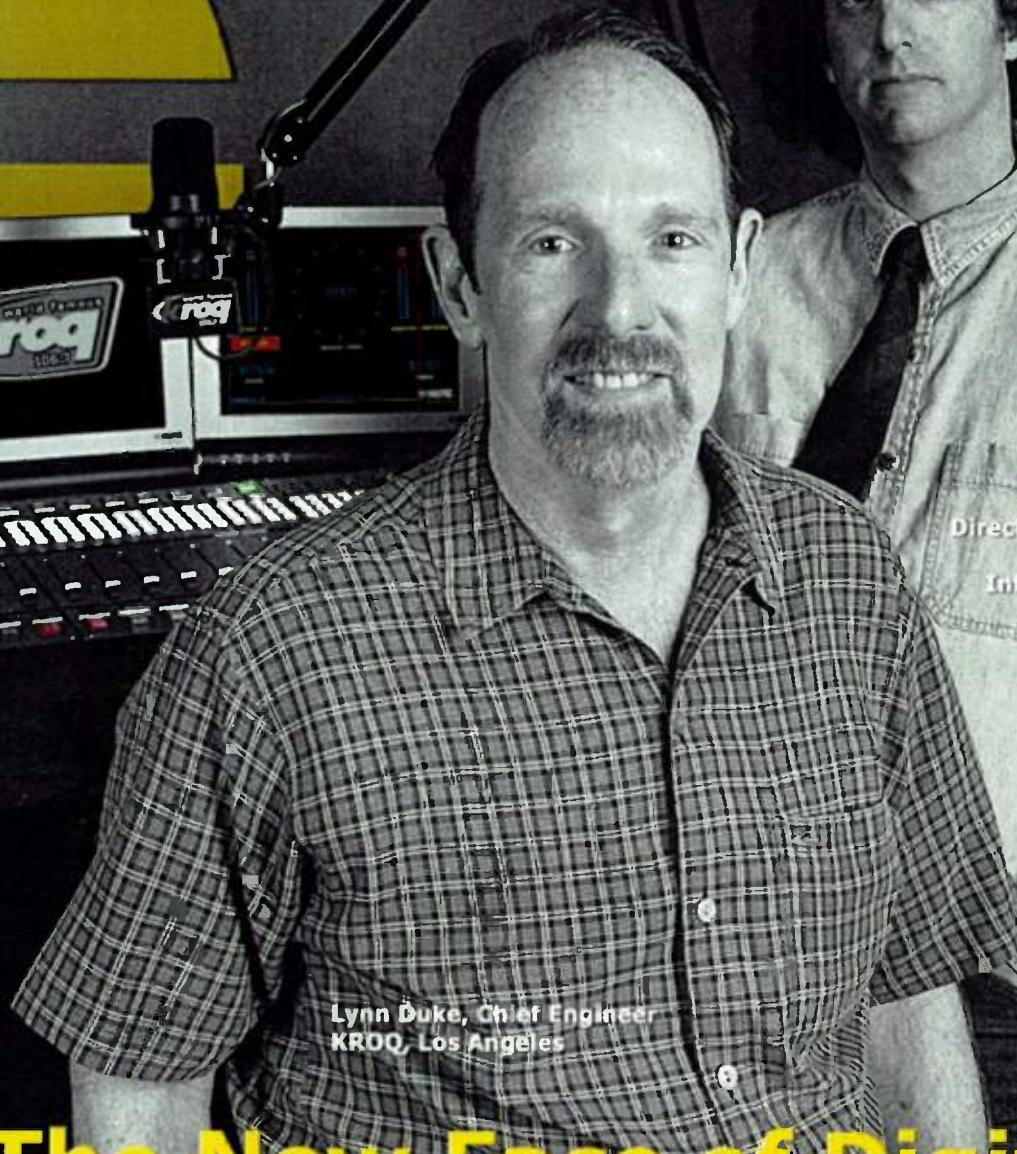


# Media Services Group

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