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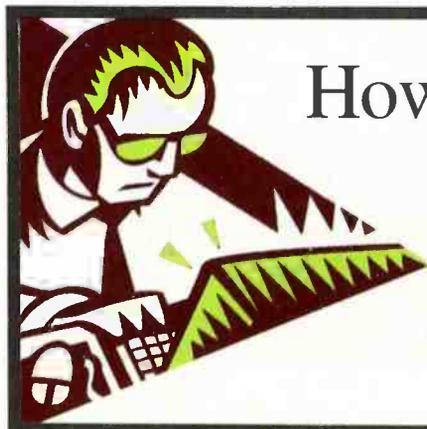
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by Jack Messmer & Dave Seyler

The deals listed below were taken from recent FCC filings. *RBR's* Transaction Digest reports on all deals that involve assignment of a station license (FCC Form 314) and substantial transfers of control of a licensee via a stock sale (FCC Form 315), but not internal corporate restructurings (FCC Form 316). All deals are listed in descending order of sales price.

**\$11,500,000—\* WBKJ-FM** Jackson (Kosciusko MS) from Boswell Broadcasting Inc. (H. Mims Boswell Jr., John Boswell)

to Capstar MS LP (Steve Hicks), a subsidiary of Capstar Broadcasting (N:CRB). Like-kind exchange for WJDX-FM (see below) to satisfy DOJ requirement that WJDX-FM be divested in conjunction with Capstar's acquisition of the SFX radio group. **Superduopoly** with WZRZ-AM, WJDS-AM, WKTF-FM, WMSI-FM & WSTZ-FM.

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change for WBKJ-FM (see above). Combo with WKOZ-AM.

**\$8,000,000—KGMI-AM & KISM-FM** Bellingham WA from KGMI inc. (Ann Jones-Richardson) to Saga Broadcasting Corp. (Edward K. Christian), a subsidiary of Saga Communications Inc. (A:SGA). \$600K escrow, balance in cash at closing. **Broker:** Blackburn & Co.

**\$8,000,000—\* WTMR-AM** Philadelphia (Camden NJ) from Gore-Overgaard Broadcasting Inc. (Harold W. Gore) to KAAV License LP (George G. Beasley and family members), part of Beasley Broadcast Group. \$400K letter of credit as escrow, \$8M in cash at closing. Note: This sale will be structured as a like-kind exchange for KAAV-AM Little Rock, which Beasley is selling to Citadel (O:CITC) for \$5M. **Broker:** Force Communications

**\$2,610,000—\* WXLE-FM** Albany (Mechanicville NY) from Foley Broadcasting LP (John L. Foley Jr.) to Atlantic Star Communications Inc. (James T. Shea Jr., pres.), a subsidiary of Capstar Broadcasting (N:CRB, Steve Hicks, CEO). \$130K letter of credit as escrow, \$2.6M in cash at closing, \$10K to Foley under non-compete agreement. **Superduopoly** with WGNA-AM & FM, WTRY-AM & FM & WPYX-FM.

**\$1,850,000—KOLK-FM** Sioux City (Onawa IA) from Barnco Inc. (Gary Rice, Norman W. Waitt Sr.) to Waitt Radio Inc. (Norman W. Waitt Jr.). \$150K escrow, balance in cash at closing. The buyer is seeking a **waiver** of the one-to-a-market rule to acquire in separate deals both this FM and KMEG-TV (Ch. 14, CBS) Sioux City. LMA since 8/1.

**\$895,000—WJKE-FM** Stillwater NY from Fair Way Communications Inc. (Peter L. Coughlin, Roland M. Cavalier, Carol M. Reilly, Michael Bellantoni, Anthony Fasolino) to Anastos Broadcast Group Inc. (Ernest Anastos, Edward P. Swyer). \$45K escrow, \$600K (less escrow) in cash at closing, \$295K note. **Broker:** Dick Sharpe, Blackburn & Co.

**\$750,000—WDSR-AM & WNFB-FM** Lake City FL from Arso Radio Corp. (Jesus M. Soto) to Newman Media Inc. (John R. Newman). \$750K note.

**\$675,000—WVIP-AM** Mount Kisco NY from Estate of Martin Stone (Richard F. Stone, Executor) to Suburban Broadcasting Corp. (John T. Becker). \$67.5K escrow, additional \$557.5K in cash at closing, \$50K note. Note: No contour overlap with WGCH-AM Greenwich CT.

**\$490,000—KFVR-AM & KCRE-FM** Crescent City CA from Pelican Bay Broadcasting Corp. (Lawrence Goodman) to

*continued on page 15*

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## ElectricVillage's quest for profitability

by Carl Marcucci

Despite the meteoric rise of Internet stocks capped off by the recent Broadcast.com IPO (see related story, p. 10), making money on the Web is still an elusive goal. That hasn't stopped ElectricVillage, which got its start syndicating web content for radio stations, weaving a web of deals it hopes will translate into profits as soon as next year.

"Our losses are not the scale [of Broadcast.com]," said **Carl Koppel**, president/COO, ElectricVillage. "We believe we have a sound business plan that will lead us to a reasonable trading position compared to most other Internet-based companies."

So far that business model has included several strategic alliances beginning with the deal it signed with Katz Media last September to rep the sites (*RBR* 9/22/97, p. 8). That deal signaled ElectricVillage's intention to model itself more like a radio network than a webcaster or content aggregator like Broadcast.com. Katz recently sold its first national account for EV, a major telecommunications company.

Other recent alliances include DoubleClick's DART system (5/12), which measures hits and serves ads to the network; Alternative/Modern Rock record sales site GoodNoise.com (7/15); *Vibe*, *SPIN* and *Blaze* magazines' Web sites (7/16); and The Traffic Station Group (5/28), which provides market-specific traffic info.

An alliance with Sony Music Entertainment (*RBR* 7/20, p. 6) gives SW Networks a minority interest in EV. For its investment SW Networks will feed affiliates music and entertainment news on a daily basis and Sony Music will provide access to artists for chats and Webcasts. Says EV Manager **John Simmons**: "This will give more reasons for DJs to mention the site—'We have this interview with this great Sony artist that's on our Web site today.'"

On the affiliate side, EV continues to sign groups for the critical mass necessary to make its network of radio Web sites (350 signed, 250+ online) profitable. In the past year,

ElectricVillage has signed Premiere Radio Networks (3/25), Triathlon (1/8), Atlantic Star (*RBR* 12/1/97, p. 3), and Beasley (*RBR* 7/20, p. 6).

But at what point will affiliate stations begin to make money? Each affiliate pays no more than \$200/mo., but none yet are making a profit with shared e-commerce, local ad sales or shared national sales revenues flowing in. "Revenues are site-specific. Say there's \$100 dollars to be paid out in the network because of a Levi's banner ad. If station X generates 1,000 page views a day and station Y generates 100, then X is going to get 10 times the revenue. We've discovered that some of our smaller and mid-sized market stations, because they promote the site every hour on air, have higher page views than some of the biggest mar-

kets. If they invest effort on their Web sites, their return will increase," said Simmons.

The amount of local ads the station can sell also contributes to the bottom line. "We make it possible for anyone at a local station who can type and use a mouse to sell and manage ads," said Simmons.

EV is also looking to expand its merchandising opportunities. "Today we sell CDs under our name through unannounced relationships, but we will also be putting more emphasis on third parties for fulfillment and commerce in the future—books, station merchandise, ticket sales," said Koppel.

Koppel also says promotional cop dollars are coming with Sony and perhaps other record companies in exchange for including the Web site in the events. Additionally, EV's partnership with Microsoft (5/20) for its NetShow audio streaming platform will allow, like Broadcast.com, stations, CDs and concerts to be heard over the net.

**RBR observation:** IPO, anyone?

## 60 more minutes for radio?

by Frank Saxe

The clock is ticking toward a weekday edition of "60 Minutes" on CBS-TV, and that could lead to another simulcast for CBS O&O radio stations.

"That's an interesting option for KNX," said **George Nickolaw**, GM, KNX-AM Los Angeles. Nickolaw fought for 25 years to put "60 Minutes" on radio, but until **Andrew Heyward** became president of CBS News two years ago, he was rebuffed (*RBR* 4/1/96, p. 4).

The show is now on seven stations, including CBS All Newsers WCBS-AM New York, WBBM-AM Chicago and KCBS-AM San Francisco.

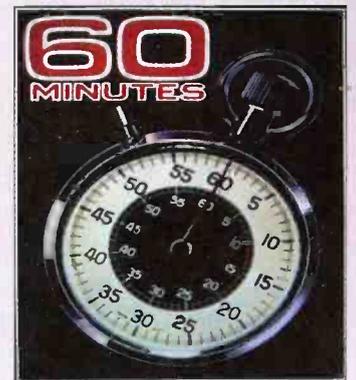
The success of putting a TV show on radio speaks for itself, said Nickolaw. "The TV ratings have gone up as a result of radio broadcasts. It has been the number one program for the last four ratings periods." He points out there are 1.5M cars on LA's freeways Sunday nights at 7PM, many of whom turn on the TV when they pull into the driveway.

"It's also a testament to how good a show it is," said **Kevin Tedesco**, spokesman, CBS News. "We are up for the first time since the 1993-94 season." According to Nielsen, "60 Minutes" was up 5% to an average rating of 13.9—despite taking on a revived Disney program and another version of "Dateline NBC."

"We approach our task with eyes wide open, knowing how challenging it will be to uphold the '60 Minutes' tradition of excellence," says Heyward, who worked to ease fears raised by show creator **Don Hewitt** that a second night would water down the show's quality.

"I think that [it] is a natural to be the second best broadcast of its kind on television," joked Hewitt recently. "Inasmuch as I can help without shortchanging the first best broadcast of its kind on television, I'm hoping to do that." There is still no decision on what night "60 Minutes II" will air.

**RBR observation:** It may be tougher to get stations to give up an hour during the week, especially stations like KNX, whose drama hour has become a Southern California mainstay.



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AMFM Adult Network  
#1 Working Women 25-44\*  
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AMFM Youth Network  
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Radio

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## Do formats really matter? Why some ad buyers say "no"

by Frank Saxe

When it comes to buying radio, advertisers and agencies may not care about a station's format as much as you would think, and it seems there are few favorites among media buyers and planners. More important is *who* is listening to the station, not *what* they're listening to.

"Clients don't dictate formats, per se," says **Bruce Heim**, partner, director of network operations, **Bozell Worldwide**, New York. "We are trying to maximize their money at all times, so we try to look very carefully at what we're doing. We want to make sure we hit their goals."

Efficient targeting is also a major concern of **Joanne Taub**, VP/associate director of local broadcast, **Grey Advertising**, New York. "We try to target the potential consumer as best we can, so we have little waste. Different formats attract different audiences with different psycho and socioeconomic features—and we try to match our product with the best sta-



Joanne Tab

tion and format." Taub says she doesn't really have any favorite formats, directing the buy to whichever station attracts the listener most likely to buy the product.

"I don't really have favorite formats in terms of buying. We try not to do that here, we don't think that's a smart way to approach radio," says **Amy Nizich**, Media Director of **Western International Media**, Los Angeles. "We want to buy what is going to sell the product for our client and address their targeting needs."

### **Spectrum loses luster**

Advertisers used to do spectrum buys, buying spots on each format with the idea it would extend reach. But

radio has become more sophisticated, so buys have become more targeted.

"Now there are so many different varieties of the same format," says Taub. "The more information that's available, the more targeted your buy can be, so there's less waste."

**Beth Miller**, SVP, **Campbell Mithun**

**Esty**, Minneapolis, agrees. "I want to understand the person, what's going on in their head, not just how they behave but what are their attitudes toward the product and how it fits into their life."

That is not to say formats play no part in that matching process. "The demographics are critical. We find that certain formats match up well with the audience we're after," says Miller.

While agency executives say they have no favorites, it seems Talk and information-based formats may have an edge. The reason? The personalities and their loyal followings. "We take advantage of that using live copy around the personality. We have found that can be very effective in melding the message with the medium."

Taub adds information-based formats are foreground not background. "People have to listen rather than hear to be involved in the format, so I think the type of attention is also reflected in the attention of the listener to the commercial. It's subliminal, but I think that type of listener is really listening."

With upscale clients like *The Wall Street Journal*, Fidelity and AutoNation USA, **Hill Holiday's Karen Agresti** says "you can't go wrong with News, Classical or Jazz."



Beth Miller

**“If there is a person in a market that has a relationship with the audience, I don’t care what format they’re in if the demographics are right.”**

**—Beth Miller,  
Campbell Mithun Esty**

Heim sees it more pragmatically. “We use News/Talk on occasion, if we’re looking for men.” Among Bozell’s clients are Ace Hardware, Insweb, Toshiba, Shering Plough and Unisys.

**Seeking personalities**

While they may not hunt down a particular format, both Miller and Taub say they will seek out a personality—transcending format. “There are certain efforts that you want to use the power of the personality in the market,” says Miller. “If there is a person in a market that has a relationship with the audience, I don’t care what format they’re in if the demographics are right.” Campbell Mithun Esty helped launch an Interstate Baking snack bar by getting Talk personalities to sample the product then talk it up on the air. “It went a long way and we got a lot of good play,” says Miller.

“There is an added dimension to a buy, it’s kind of an assumed endorsement, especially when it is a live read,” adds Taub.

Clean Shower used hundreds of radio personalities in local markets nationwide to plug its product (RBR 7/21/97, p.AB3). Its maker credits the radio hosts with motivating listeners to go to the store and demand they stock the product.

While some advertisers go after down home hosts like CBS’ **Charles Osgood** and ABC’s **Paul Harvey**, others place a self-imposed ban on controversial hosts like **Howard Stern** or **G. Gordon Liddy**. Says Agresti: “If you look at the qualitative on Stern, there is qualitative in some markets that is fairly attractive. However, the client refuses to be in that format because of what Stern says.”

Conversely, Taub points out others find the shock jocks a very successful way to reach a dedicated and targeted audience.

Other advertisers are leery of Country, worried about the demographics of its listeners. “I wouldn’t buy Country to get upscale high-income decision makers,” admits Heim.

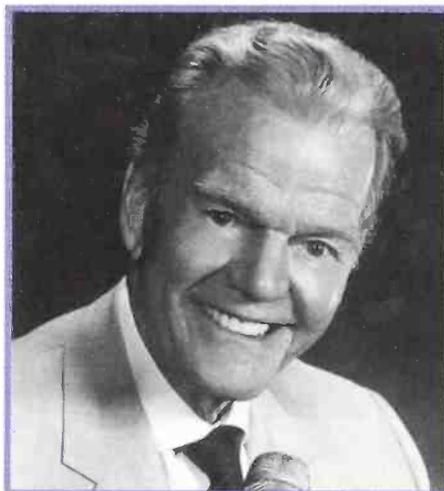
Agresti says Country suffers the same problem as all mass appeal formats. “The qualitative is very broad because a lot of different people listen to it. I’ve never had a client say I hate Country, but I have had a client say the total qualitative is not to my liking.”

But Taub thinks the stereotypes of who is listening to Country are old news. “Country has become such a strong format in the US that clients would be foolish to have that type of guideline. There are prejudices that clients have, which may not be accurate, and it’s up to an agency to advise them.”

Hill Holiday buys for such mass appeal clients as TJ Maxx, Marshalls and Dunkin’ Donuts in markets all over the country, so Agresti says she counts on formats in making her buying decisions. But because of frequent format changes and splintering, she often times is now requesting station playlists. “There is a such a blurring now, like with the varying degrees of Rock—that’s why playlists are so important, so you have an idea as to what you’re buying.”

As radio becomes more fragmented, many view it as added opportunity to hone-in on a specific consumer. The trick is finding the right people while still making sure you get the demographic reach.

“I ask myself, am I getting my reach and frequency and then does the program environment match the target,” says Miller. “The big challenge in buying radio well is how do we get the demographic reach and the psychographics I need at the same time.”



Personalities like Paul Harvey (L) and Howard Stern (R) are often sought after by advertisers.

**8.5 Million  
Listeners  
Weekly!**



**Get Country's  
Hottest Duo!**



**JONES RADIO NETWORK**

Call Michael Henderson, Director of Affiliate Sales 303-784-8700

Arbitron Nationwide Spring/Fall 1997

by Frank Saxe

## Soft sell cuts through clutter

As groups add inventory, creating longer stopsets or pods, the challenge for advertisers is to have their commercial stand out. A new campaign for Airtouch Cellular is banking that less will be more.

The spots take the listener to a golf course where a woman teaches a man to play golf and a playground to hear a mother and son at a swing set—a spot actually recorded in Seattle's Griffith Park, and without a script.

"It's very cinematic radio. It's radio with a lot of white space," says **Michael Niles**, VP, **Radioland**. "There is no announcer screaming at you, and there's no selling going on. What we wanted to do is create real moments."

In each of the sixty second spots, less than ten seconds is consumed by copy. "It's going to be a little oasis of serenity, because it's so different than what surrounds it. It's going to

jump out," says Niles. "Nobody is tuning into a radio station to hear that commercial, or hear you sell. If they're pulled into a spot, or captured by a moment, then they actually hear your sell message."

With such a soft-sell approach, **TBWA Chiat/Day** had to do a little extra convincing to Airtouch marketers. "Doing anything new and what we hope is ground-breaking, makes you somewhat apprehensive," said one account staffer, who added, "Radio is important for this category. It extends reach and it puts you where people are without a phone."

The ads broke in July, and will run through the end of the year on local spot radio and TV, plus print and outdoor. Budget is estimated at \$40M.

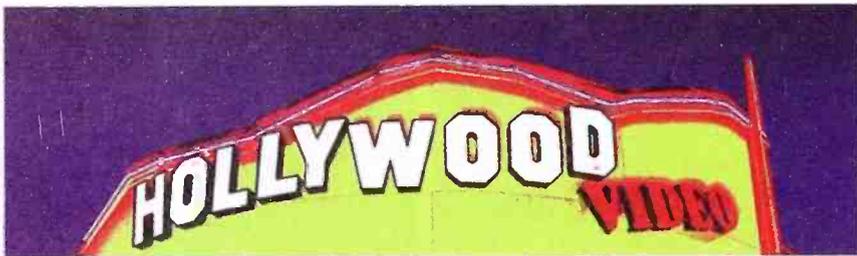


## Radio says "Hurray for Hollywood"

Hollywood Video, the nation's second largest home video chain, has launched a national radio and TV campaign. The "Welcome to Hollywood" ad blitz is a 60-second, humorous encapsulation of a movie plot, such as "As Good As It Gets" and "Good Will Hunting."

"It's so hard to come up with a radio campaign that's new and interesting, but this is," says **Arthur Bijur**, president, **Cliff Freeman & Partners**, NYC. "People are bombarded by trailers, and they kind of know the movies, so we're giving them an exciting new way to look at them."

Ads are being placed in major markets, with some network radio also getting in on the buy. No budget numbers are being released, but Bijur says a "healthy percentage" is going to radio. Last year, Competitive Media Reporting says Hollywood Video spent \$1.4M in national spot radio, comprising 100% of its ad budget. Through April '98, it had already spent \$1.6M in national spot, which made up all of its ad budget to that point in the year.



## Fruit fight fills airwaves

A battle between two big coffee retailers is brewing over their new fruit-based drinks. Tiazzi is the latest creation by coffee gurus at Starbucks. The fruit drink launched late last month with radio, print and outdoor ads, courtesy of **BBDO West**, Los Angeles.

Meantime, local radio buys have been placed for Dunkin' Donuts new Coffee Coolattas and Fruit Coolattas. A reported \$7M will be spent before Labor Day pushing the products aimed at increasing store traffic beyond the usual AM rush. **Hill, Holiday, Connors, Cosmopolos**, Boston has also bought TV.

## New gum sticks to radio

Stay Alert, the new caffeine laden gum, is being launched on radio and outdoor this month as its makers go after on-the-go gum chewers in need of a pick-up.

"Due to increasingly hectic, busy schedules, interest in caffeine among adult consumers is at an all time high," said **Bruce Thompson**, VP/marketing, Amurrol Confections. Each stick of the gum contains 50 mg of caffeine, similar to a 12-ounce can of soda or a small cup of coffee.

"We want to do the out-of-home ad route because it lends itself to the usage of Stay Alert," said **Janet Sweeney**, category manager for Stay Alert. "Radio is the best way to reach people that are out of their home and on the go. Outdoor doesn't have the reach, and it can be expensive."



Sweeney says the concept is so simple, radio is a perfect place to launch. "I don't think it needs to be shown, people seem to get it immediately. Everyone knows about caffeine and what the effects of caffeine are."

The company has identified some key consumer group including truck drivers, commuters, third shift workers, college students and those in need of a late afternoon pick-me-up. Agency: **BBDO**, Chicago

## AdBiz Spending Snapshot

Both Starbucks and Dunkin' Donuts are big users of radio. Besides spending millions in local radio, both are heavy National Spot buyers.

	97 Radio	97 All Media	98 Radio	98 All Media
Starbucks	\$4.7M	\$12.6M	\$250K	\$641K
Dunkin' Donuts	\$2.5M	\$30M	\$432K	\$8.5M

Source: Competitive Media Reporting. Note: 1998 dollars are for Jan-April.

Fax your agency news to AdBIZ at 703.719.7910 or e-mail to RadioBiz@aol.com

## SyndicationNews

by Carl Marcucci

### New 24/7 net to launch in Sept.

A new 24/7 radio network thinks it can go where no network has gone before despite mounting competition in the syndication and network biz (*RBR* 7/13, p. 7). Ithaca, NY-based Finger Lakes Productions International's Radio Voyager Network combines music with one-minute advertiser-sponsored environmental, educational, health, and public service vignettes four times each hour.

"We know we're in a competitive environment, but quite frankly, I think there's room in this country for a new radio format. There's a certain cachet about having someone in Milan, Italy listening to the same announcer at the same time as somebody in Buffalo, NY," said **Paul Bartishevich**, president. Voyager is targeting both commercial and public stations, internationally and domestically.

### Fisher launches two

Produced by Captive Audience Entertainment and cleared by Fisher Entertainment, "Act One" is a live, hour-long interactive movie/show biz feature, hosted by **Bradley** of Chancellor's KYSR-FM LA. The show is expected to launch this month on KYSR and either Chancellor's WBIX-FM or WHTZ-FM. Air time is 11P-Midnight ET. Act One

## Radio Voyager Network

Much of the content for the vignettes is produced in conjunction with universities and organizations. An agreement with UPI provides news at the top of the hour.

Finger Lakes has been producing public interest programming for over a decade and has tested a similar model to Voyager for 10 years on VOA Europe, under the name "Music and More." The new format will be produced in Washington, DC at the old WGAY-FM studios.

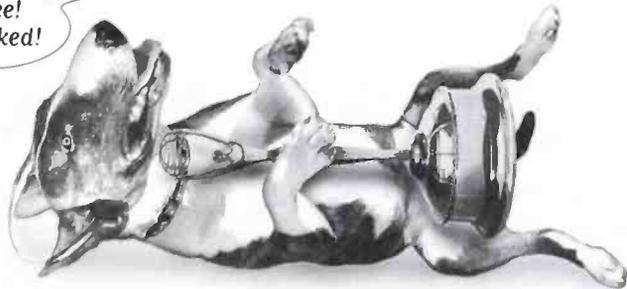
Available in four-hour blocks, stations get 12 minutes of local inventory per hour and the network keeps two.

may eventually be handled entirely by Chancellor's (O:AMFM) AMFM Radio Networks, says Captive President **Jay Weslin**.

"The Bo Reynolds Show" was launched 7/18 to 20 affils. The live, call-in show is music driven, targeted to Country stations Saturdays 7-12 PM in all time zones.

## Cookie loves her Clios.

Wheee!  
I'm naked!



Call for our radio demo! 213-969-9767 • Fax: 213-969-9343

**Sarley, Bigg & Bedder**  
Radio at its best

### Play ball! WW1 kicks off NFL, NCAA games

Westwood One (O:WONE) is readying three NFL programs, slated to begin Sept. 4:

- "Inside the NFL" is an edited-for-radio version of HBO's program hosted by Hall-of-Famer **Len Dawson**, who will review and preview games.

- "NFL Sunday" airs for 30 minutes 7:30 ET every game Sunday throughout the season, offering highlights of all the games that day and expert analyses.

- "NFL Preview," a cooperative venture between WW1 and CBS Radio Sports, will air prior to kickoff each Sunday, featuring interviews from key NFL players and coaches. The program is hosted by **Tommy Tighe** and four-time Super Bowl champ **Matt Millen**.

CBS Radio Networks, now part of Westwood One, has had the radio rights to the NFL for two decades. In addition, CBS (N:CBS) radio stations in 12 markets have local broadcast rights for NFL games.

WW1/CBS Radio Sports will also continue the relationship with Host Communications, the largest producer for NCAA football and basketball games, through the 2001-2002 season. This year, 39 college football, three conference championships, eight bowl, 44 college basketball, five basketball conference championships and 24 tournament games will be aired, along with 11 Notre Dame football games.

### NBG launches biz program

The NBG Radio Network (O:NSBD) has signed the "Korelin/Hartfield Report," a weekly, one hour business program highlighting small, publicly traded companies. Hosted by **Al Korelin** and **Michael Hartfield**, the five-year running show debuts August 24 on an estimated 25 affiliates.



Michael Hartfield and Al Korelin

### PriMedia and Radio Disney launch new vignette

Magazine publisher PriMedia and ABC's (N:DIS) Radio Disney have teamed up for a new daily vignette "Izatafact!." Content will be drawn from PriMedia's *Weekly Reader* newspaper. Produced by Disney, the daily, one-minute feature is dialogue between adults and kids about the environment, geography, science, health and safety. Radio Disney is now heard in more than 25 markets.

### Syndication briefs

- **James Golden**, a.k.a. "**Bo Snerdley**," has left **Rush Limbaugh's** show after seven years as call screener to assume VP programming and host for "Talk Spot" with Internet co. World Stream Communications.

- Replacing longtime co-host **Irma Blanco**, who left for a gig at KCMG-FM LA, former MTV VJ **Kennedy** "tried **Mancow's** Morning Madhouse on for size" July 27 and is nego-

tiating for a contract. The show recently moved to Emmis' WKQX-FM Chicago. Mancow currently has four affiliates.

- Producer and co-host **Lia Knight** has taken the reigns of Neon Nights, BP's 7P-Midnight Country show. She replaces **Scott Evans**, who resigned to do a large-market morning show. Like BP's **Delilah**, Knight focuses the show to female listeners, which make up more than 60% of the audience. Neon Nights has 35 affiliates.

by Jack Messmer

## Internet audio streamers rushing to Wall Street

"Me too, me too!" is the cry being heard on Wall Street, following the debut of Broadcast.com (O:BCST) as the hottest IPO of all time. Although **Mark Cuban's** and **Todd Wagner's** company has backed off a bit from its \$74 high, it's still trading for several times its July 17 IPO price of \$18 (*RBR* 7/27, p. 12).

### audiohighway first in line to tap the money tree

It took audiohighway.com exactly one week to get its paperwork to the SEC for a proposed offering of \$30.5M in units packaging together one share of stock and one warrant to buy an additional share at 150% of the IPO price. For an anticipated \$13.50 per unit, the new public shareholders will get slightly over two-thirds of the equity in a two and a half year old company which has thus far booked \$56,000 in revenues (no, we didn't forget any additional zeros) and an accumulated deficit of \$8.3M.

audiohighway.com carries AP's radio newscast (although it's hardly the only place on the Internet where that can be found) and audio content from such providers as National Public Radio, Penguin Books and ESPN (gee, wouldn't most people look for that on ESPN's own site?).

Although audiohighway.com will work with Microsoft's (O:MSFT)

NetShow, it encourages users to download its proprietary AudioWiz, which it claims delivers higher fidelity. The company says most of its revenues come from the sale of advertising, both audio and web-page banners, along with "channel sponsorships." The IPO even includes a rate card: 20¢ per :30 spot (apparently for each listener) and \$20-\$35 per thousand viewers for the banners.

A staff of 15 people (plus three full-time consultants) handles all sales, marketing, research and operations for audiohighway.com from a 9,600 square-foot facility in Cupertino, CA. Co-founders CEO **Nathan Schulhof** and COO **Grant Jasmin** currently own 47.1% of the company (306,663 and 193,293 shares, respectively), which will drop to 16.3% after the IPO. Other than directors **Jerome** and **Rosie Strom** (6.3%), no other shareholder owns 5% or more of the company.

The company has applied to trade on Nasdaq as "AHWY." Underwriter: Paulson Investment Co.

**RBR observation:** Just how does one value an Internet stock? P/E ratios don't work when there's no "E." That rules out an EBITDA multiple as well. Based on trailing revenues, this IPO works out to a multiple of more than 786 times the 1.7¢ in revenues per share (assuming

no current value for the warrants with an exercise price of \$22.50).

Can you imagine if that sort of multiple were applied to broadcasting companies? Based on 1997 revenues, CBS' (N:CBS) stock would be \$1,619 per share (and WFAN-AM New York alone would be worth nearly \$40B), Clear Channel (N:CCU) \$3,171 per share, Chancellor Media (O:AMFM) \$3,214 and Jacor Communications (O:JCOR) \$8,190. Even newly-public Cumulus Media (O:CMLS) would be priced at \$1,068 per share, making its \$14 IPO price (*RBR* 7/6, p. 13) look like an incredible steal.

Are radio stocks underpriced, or are Internet stocks overpriced? We'd have to say it's a little of the former and a whole lot of the latter.

Perhaps radio companies, especially those who have lots of stations streaming audio on the web, should start billing themselves as Internet audio streamers—with the added benefit of simulcasting their programming on local transmitters to reach automobiles and Internet-deprived individuals.

### NetRadio readying IPO

Anxious to ride on the Broadcast.com euphoria wave, NetRadio Corp. issued a press release that it "intends to file a regis-



Broadcast.com wowed Wall Street with its IPO.



audiohighway.com wants big bucks for small revenues.



NetRadio is getting its ducks in a row for an IPO.

## July 29—RBR Stock Index 1998

Company	Mkt:Symbol	7/22 Close	7/29 Close	Net Chg	Pct Chg	7/29 Vol (00)	Company	Mkt:Symbol	7/22 Close	7/29 Close	Net Chg	Pct Chg	7/29 Vol (00)
Ackerley	N:AK	22.125	21.750	-0.375	-1.69%	381	Heffel Bcg.	O:HBCCA	40.000	41.750	1.750	4.38%	822
Alliance Bcg.	O:RADO	0.781	0.687	-0.094	-12.04%	0	Jacor	O:JCOR	63.500	59.250	-4.250	-6.69%	2039
Am. Tower	N:AMT	27.750	26.250	-1.500	-5.41%	2680	Jeff-Pilot	N:JP	58.187	55.937	-2.250	-3.87%	1616
AMSC	O:SKYC	9.437	8.687	-0.750	-7.95%	720	Jones Intercable	O:JOINA	27.375	26.750	-0.625	-2.28%	857
Belo Corp.	N:BLC	22.937	21.000	-1.937	-8.44%	2998	Metro Networks	O:MTNT	44.750	39.000	-5.750	-12.85%	214
Big City Radio	A:YFM	8.750	8.500	-0.250	-2.86%	605	NBG Radio Nets	O:NSBD	6.500	5.125	-1.375	-21.15%	92
Broadcast.com	O:BCST	68.125	57.000	-11.125	-16.33%	1581	New York Times	N:NYT	34.125	32.875	-1.250	-3.66%	5210
Capstar	N:CRB	25.000	24.250	-0.750	-3.00%	541	News Comm.	O:NCOME	1.125	1.062	-0.063	-5.60%	278
CBS Corp.	N:CBS	34.250	32.937	-1.313	-3.83%	26873	OmniAmerica	O:SCTR	42.750	40.750	-2.000	-4.68%	875
CD Radio	O:CDRD	33.500	27.000	-6.500	-19.40%	1968	Otter Tail Power	O:OTTR	36.375	36.437	0.062	0.17%	71
Ceridian	N:CEN	61.562	57.812	-3.750	-6.09%	3009	Pacific R&E	A:PXE	3.625	3.250	-0.375	-10.34%	16
Chancellor	O:AMFM	56.687	49.250	-7.437	-13.12%	12256	Pulitzer	N:PTZ	86.750	85.062	-1.688	-1.95%	178
Childrens Bcg.	O:AAHS	3.000	2.937	-0.063	-2.10%	112	RealNetworks	O:RNWK	44.250	29.000	-15.250	-34.46%	2239
Citadel	O:CITC	21.375	20.937	-0.438	-2.05%	6129	Regent Pfd.	O:RGCIP	8.500	8.250	-0.250	-2.94%	15
Clear Channel	N:CCU	59.250	58.437	-0.813	-1.37%	7609	Saga Commun.	A:SGA	17.000	16.125	-0.875	-5.15%	470
Cox Radio	N:CXR	45.750	43.250	-2.500	-5.46%	81	Sinclair	O:SBGI	26.000	27.250	1.250	4.81%	11902
Cumulus	O:CMLS	15.000	13.750	-1.250	-8.33%	1440	SportsLine USA	O:SPLN	33.500	26.437	-7.063	-21.08%	5896
DG Systems	O:DGIT	3.250	3.000	-0.250	-7.69%	469	TM Century	O:TMCI	0.312	0.312	0.000	0.00%	0
Disney	N:DIS	37.125	35.375	-1.750	-4.71%	41005	Triangle	O:TBCS	0.050	0.025	-0.025	-50.00%	608
Emmis	O:EMMS	45.687	43.000	-2.687	-5.88%	465	Triathlon	O:TBCOA	12.437	11.750	-0.687	-5.52%	228
Fisher	O:FSCI	72.250	73.000	0.750	1.04%	2	Tribune	N:TRB	69.875	68.187	-1.688	-2.42%	2044
Gaylord	N:GET	31.000	30.000	-1.000	-3.23%	813	Westower	A:WTW	35.125	29.875	-5.250	-14.95%	103
Granite	O:GBTVK	12.500	11.375	-1.125	-9.00%	39	Westwood One	O:WONE	26.875	25.000	-1.875	-6.98%	199
Harris Corp.	N:HRS	41.687	40.312	-1.375	-3.30%	1954	WinStar Comm.	O:WCII	37.187	31.625	-5.562	-14.96%	17800

tration statement" with the SEC for an IPO. The Minneapolis-based company didn't say how soon it expects to get its paperwork to Washington.

Unlike most of its rivals, NetRadio actually produces much of its own content for some 150 channels of music, news and information. In an attempt to narrowly target listeners, the company divides traditional radio formats down almost to the point of personal music tastes (for example, a dozen Jazz channels, each a unique genre) at its [www.netradio.net](http://www.netradio.net) site. It also sells CDs at [www.cdpoint.com](http://www.cdpoint.com) and computer software at [www.softwarepoint.com](http://www.softwarepoint.com).

NetRadio is currently a subsidiary of Navarre Corp. (O:NAVR),

whose stock has been trading around \$7 per share. Its other divisions distribute independent record labels and computer software to retailers. Navarre, headed by CEO **Eric Paulson**, had revenues of \$197M for its most recent fiscal year (ended 3/31/98), gross profits (revenues minus cost of sales) of \$25M and a net loss of just under \$1M. NetRadio itself posted a loss of \$1.6M. Its revenues were not disclosed.

### Who else wants some \$\$\$?

RBR found two more multi-channel audio distributors (although there are almost certainly others) who could potentially tap into Wall

Street's mania for Internet-based radio-like services.

California-based Imagine Radio ([www.imageradio.com](http://www.imageradio.com)) offers AP's news (where have we seen that before?), an "eclectic and uncensored" talk channel and 15 music channels. Its parent company, Imagine Media, publishes seven consumer magazines covering video games, technology and (you guessed it!) the Internet. Imagine Radio's downloadable "tuner" uses RealAudio.

Spinner.com (formerly TheDJ) offers a couple of dozen channels of commercial-free music delivered via RealAudio, plus a direct link to CDnow—"allowing listeners to easily purchase the music as it's being played." Spinner.com is owned by Terraflex Data Systems Inc.

**RBR observation:** For sheer numbers of audio channels, you can't beat MIT's linked list of radio stations and Internet-only audio services ([www.wmbr.mit.edu](http://www.wmbr.mit.edu))—a worldwide array of more than 5,000 sites, including at least 1,000 that are streaming audio. Why not an IPO to fund the university for decades to come?



Imagine what Imagine Radio might sell for.



Jacor's web site already has over 100 channels!

by Jack Messmer

## Hicks wins marathon run for Triathlon

It's taken 10 months to strike a deal, but the hammer has finally dropped on the auction of Triathlon Broadcasting (O:TBCOA). The winner, for \$190M, is Capstar (N:CRB).

In truth, this courtship goes back beyond Triathlon's announcement last October that it had hung out a "for sale" sign. Capstar CEO **Steve Hicks** had been working on a deal to buy Triathlon from former partner **Bob Sillerman** early last year, but Sillerman then decided to put his bigger radio group, SFX, up for sale. Hicks and brother **Tom's Hicks**, Muse, Tate & Furst won that auction with a \$2.1B bid (RBR 9/1/97, p. 10). While Capstar was busy closing that and several other deals, and selling its IPO, Triathlon was sold (all but getting the actual contract negotiated) to Bain Capital—but that deal fell apart after three months of negotia-

tions and the Hicks brothers came back for a second look.

Under the deal that's now been struck, Capstar will add Triathlon's 29 stations (plus two LMAs and a JSA), the Muzak franchise in Omaha and Pinnacle Sports, a regional sports network in Nebraska. Wichita is the only market that the two companies have in common and it appears Capstar will have to spin off at least one AM and one FM.

Triathlon's shareholders will be paid \$13 per share for common stock, which hasn't ever paid a dividend, and \$10.83 for preferred stock, which has (one preferred shareholder has already sued over the lesser price). Capstar will also assume approximately \$60M in debt from Triathlon.

CEO **Norm Feuer** says he hasn't made any plans for what he'll do after

the sale to Capstar closes, but that isn't going to be until at least next Spring. He says that gives him time to keep building and "give them a better company." Broker: Goldman, Sachs & Co.

## Chancellor jumps into Puerto Rico

New Chancellor Media (O:AMFM) CEO **Jeff Marcus** is charging full speed into Hispanic radio. Just weeks after investing \$25M in California-based Z Spanish Media (RBR 6/22, p. 12) and paying \$237M for a 50% stake in Mexico's Grupo Radio Centro (N:RC; RBR 7/20, p. 12), Marcus is shelling out \$75M for Primedia Broadcast Group.

The move will give Chancellor eight FMs in Puerto Rico, Arbitron's new #11 market. Primedia has three formats. All programming originates at its three San Juan stations and are simulcast on its other stations, three in Mayaguez and two in Ponce. According to president **Jose Acosta**, the Cosmos CHR format was #1 with its target 12-24 audience in the last rating report by Asesores (the company which lost out to Arbitron in the contract bidding), the Estereotempo soft ballad format was #1 with Women 25-54 and La Zeta, a tropical Latin salsa format, was #2 with Men 25-54, despite lacking a Ponce outlet.

Along with Acosta, Primedia is owned by BCI Advisors, the estate of **Rafael Oller**, **Felix Bonet** and broker **Randall Jeffrey**. Broker: Randall Jeffrey (you were expecting someone else?), Jeffrey Group

**RBR observation:** Arbitron's imminent arrival has really heated up radio station trading in Puerto Rico. SBS was first in from the mainland (RBR 7/6, p. 12) and now Chancellor is in as an even bigger player. Can Hefel (O:HBCCA) be far behind?

## Disney digs deeper

Just a few months ago, ABC Radio was refusing to pay more than \$6M for AM signals to take Radio Disney into its homebase, Dallas, and nearby

## Capstar Broadcasting Partners

has agreed to exchange the assets of

**KODA-FM**  
Houston, Texas

with

**Chancellor Media Corporation**

for

**WAPE-FM and WFYV-FM**  
Jacksonville, Florida

and additional cash consideration

**Star  
Media  
Group, Inc.**

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**CLOSED**

## SportsLine going global to reduce seasonal revenue shifts

Dow Jones—Although the company suffers from a degree of seasonality—enjoying the greatest demand during football season—international diversification has helped spread revenue more evenly through the year, according to **Michael Levy**, chief executive of SportsLine USA Inc. (O:SPLN).

"The way the Internet is growing with traffic doubling every 100 or 120 days we think that the seasonality has eased a bit," Levy said in an interview on CNBC.

"The other thing that is easing seasonality for us is our international expansion," he said. "We've moved into golf in a big way internationally, and to cricket and to soccer, so these international areas are really adding strength even in the off-season of traditional American sports." He said that to supplement advertising, which accounts for over 60% of revenue, the company will continue to pursue acquisitions in the electronic commerce area.

"For future growth, we're looking at really building up our e-commerce section. We intend to acquire companies that are strategic fits," he said.

SportsLine, an Internet-based sports media company, was founded in 1994 and went public in November 1997 at \$8 per share. The stock price has since more than tripled.

In March 1997 the company entered a five-year agreement with CBS (N:CBS). It expects at least \$57M from network TV ads and on-air promotions. SportsLine is the ninth-largest Internet advertiser, spending \$5.3M in the first 11 months of 1997.

World Cup coverage accounted for 300,000 to 400,000 of its 600,000 daily users for the last week of June.

The company reported a second-quarter loss of \$7.5M, or 41 cents a share, on revenue of \$7M, compared with a loss of \$8.2M, or 75 cents a share, on revenue of \$2M in the year-ago period, restated for an acquisition. A consensus estimate of analysts surveyed by First Call Corp. had expected the company to lose 46 cents a share in the recently ended quarter.

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Houston. Now, though, **Bob Callahan** has faced reality and come back with a fatter Disney (N:DIS) wallet. He's shelling out \$10.6M for Salem's KENR-AM Houston. ABC also confirmed, at long last, that it's paying \$12.1M for KAAM-AM Dallas and will begin an LMA August 1. **Broker: Charles Giddens**, Media Venture Partners

## Goetz goes to Marathon

**Nathan Goetz** is selling his entire group, 14 radio stations in Wisconsin, Michigan and Illinois, plus the State News Network in Wisconsin, to Marathon Media for \$18.796M. The

fast-growing Marathon group is owned by **Aaron Shainis** and **Bruce Buzil**. **Broker: Don Clark**, Don K. Clark Inc.

## GM settlement just in time

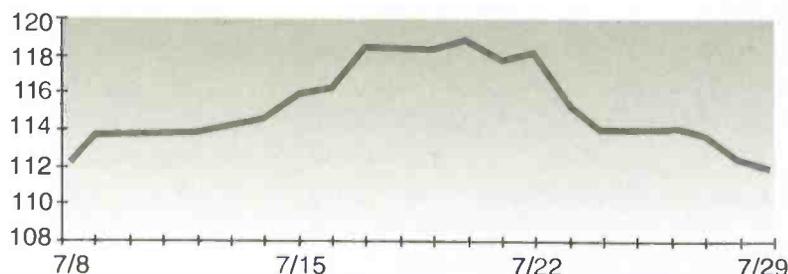
Sinclair Broadcast Group (O:SBGI) saw its stock drop after warning that the ongoing General Motors (N:GM) strike could impact the radio and TV group's Q3 sales. Then, as if Sinclair CEO **David Smith** had waved a magic wand, GM settled with its union, autoworkers began returning to their jobs and Sinclair's stock rebounded.

Sinclair reported Q2 revenues up

*continued on page 14*

## The Radio Index™

Asian jitters and **Monica Lewinsky's** immunity deal sent stock prices lower. Logically, the Asian economy has no impact on US broadcasters and the prospect of a presidential impeachment trial should boost media audiences. Nevertheless, radio stocks fell with the rest of the market. The Radio Index™ closed Wednesday, July 29 at 111.87, down 6.12 from a week earlier.



# SOLD!

**STARadio Corp.**, **Jack Whitley**, President, has entered into an agreement to acquire **WTAD (AM)**, **WQCY (FM)**, **WBRJ (FM)**, and **WMOS (FM)**, Quincy, Illinois from **Citadel Broadcasting Company**, **Lawrence R. Wilson**, President & CEO.

**George I. Otwell**  
Broker

**BRIAN E. COBB**  
**CHARLES E. GIDDENS**  
703-847-5460

**ELLIOT B. EVERS**  
415-391-4877

**GEORGE I. OTWELL**  
513-769-4477

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SAN FRANCISCO

*\*Subject to F.C.C. approval*



**Transaction Digest**  
continued from page 16

related to American General Media. Salisbury has no attributable interest in other AGM-related stations in the market, including KDDDB-FM, KZOZ-FM, KKAL-AM and the pending purchase of KIOQ-FM from the same seller. Broker: Gammon Media Brokers (seller)

**\$925,000—KCTE-AM** Kansas City (Independence MO) from Metropolitan Radio Group Inc. (Gary L. Acker) to Union Broadcasting Inc. (Jerry Green, Jeff Montgomery, Chad Boeger, Duke Fry, Kevin Kietzman, Brian Purdy, Brian McRae). \$85K escrow, balance in cash at closing.

**\$875,000—KNAL-AM** Victoria TX from Withers Broadcasting of Texas (W. Russell Withers Jr.) to Saga Broadcasting Corp. (A:SGA) (Edward K. Christian et al). Deal includes KAVU-TV Channel 25 and three LPTVs. \$875K is RBR's estimate of radio value of deal which totals \$11.875M (\$300K escrow, \$9.575M cash, \$2M stock).

**\$850,000—WYOC-FM** Gainesville-Ocala (High Springs FL) from Millstone Broadcasting L.C. (Donald Boyd) to Williams Broadcasting Co. (Gale R. & Robert V. Williams). \$1K escrow, \$50K note from buyer in favor of seller credited to purchase at closing, \$799K cash at closing less any assumed debt. LMA since 6/15. Broker: Hadden & Assocs. (seller)

**\$730,000—\* KWAS-AM & KKLL-AM** Joplin MO (Joplin/Webb City MO) from Don & Gail Stubblefield to New Life Evangelistic Center Inc. (Lawrence Rice, pres, et al). \$36.5K escrow, balance in cash at closing.

**\$600,000—WDXZ-FM** Columbia SC (Newberry SC) from Professional Radio Inc. (Charles A. Brooks) to GHB of Little Rock Inc., a subsidiary of GHB Broadcasting Corp. (George H. Buck Jr.). \$250K escrow, \$100K non-compete, \$250K note.

**\$600,000—WKDA-AM** Nashville from Bart-Evins Broadcasting L.L.C. (Karlen Evins, Teddy Bart) to Mortenson Broadcasting Co. (Jack M. Mortenson). \$60K deposit, balance in cash at closing. Broker: John Pierce, Force Communications & Consultants L.L.C. (buyer)

**\$550,000—WUNA-AM** Orlando (Ocoee FL) from Efrain Archilla-Roig to The Freedom Network Inc. (Otto Miller, George L. Lindemann Sr., Adam Lindemann). \$75K escrow, balance in cash at closing. Broker: Hadden & Assocs. (seller)

**\$507,000—WXAL-AM & WZNJ-FM** Demopolis AL from Debco Productions Inc. (R. William Jones) to Amy Ross Douglas & Randall W. Douglas. \$50.7K escrow, balance in cash at closing.

**\$489,000—KXFE-FM & KDDA-AM** Dumas AR from Craig and Ruth Eastham, Executrix of the Estate of Alan Walter Eastham, deceased/Eastham, Eastham & Graves/Delta Radio Inc. to Metro Birch Enterprises Inc. (Jackie & Freddie Harris). \$25K escrow, \$270K cash at closing, \$194K note. Buyers plan a Christian format for the FM. Broker: MGMT Services Inc. (seller)

**\$450,000—WDCI-FM** Morgantown-Clarksburg-Fairmont (Bridgeport WV) from Dolphin Communications Inc. (Earl and Debra L. Stewart) to WDCI Radio Inc, a subsidiary of Coshocton Broadcasting Co. (Bruce Wallace, Thomas Thompson). \$22.5K escrow, two \$22.5K non-competes, balance in cash at closing.

**\$350,000—KZTS-AM** Seattle (Tacoma WA) from FORPAT Acquisitions Trust (Douglas Wolf, W. Lawrence & Susan K. Patrick) to Legend of Seattle L.L.C. (Douglas Wolf, W. Lawrence Patrick et al). Cash. LMA with a third party is contemplated.

**\$325,000—KZTU-AM CP** Eugene-Springfield OR (Junction City OR). 87% of the stock of E.J.C. Broadcasting Inc. Victor Ives (36%) will buy the stock of Jerry J. Collins (51%) and then sell it all to Pamplin Broadcasting-Oregon L.L.C. (13% to 100%) (Robert B. Pamplin Jr., Gary E. Randall et al). Price is the lesser of \$325K or the fair

market value after sign-on as determined by appraiser Miller & Assocs. (Document from Miller & Assocs. was attached to contract valuing station at \$400-425K). LMA since 2/26.

**\$250,000—WAVI-FM** Christiansted VI from St. Croix Wireless Co Inc. (John Galanses) to American Beeper Radio Network L.L.C. (Robert Leonardis). \$50K escrow, balance in cash at closing. Buyer plans Jazz format.

**\$250,000—WYVE-AM** Wytheville VA from Dominion Media Group Ltd. (Ralph B. Davis) to Three Rivers Media Corp. (Anthony Accamando Jr., James Browne, Gary W. Hagerich, Angelo Valent). \$10K escrow, \$50K cash at closing, \$190K note. Station was in LMA with WXBX-FM Rural Retreat VA, which Three Rivers is also purchasing (see below). Broker: Kozacko Media Services (seller)

**\$200,000—WXBX-FM** Rural Retreat VA from Highlands Broadcasting Inc. (Ora Robert Smallwood) to Three Rivers Media Corp. (Anthony Accamando Jr., James Browne, Gary W. Hagerich, Angelo Valent). \$10K escrow, balance in cash at closing. Seller retains WCRR-AM. Seller had LMA with WYVE-AM Wytheville VA which Three Rivers is also buying (see above). Broker: Kozacko Media Services (seller)

## JOURNAL BROADCAST GROUP

has acquired

**KQXR-FM**

**KGEM-AM/KJOT-FM**

**KCID-AM/FM KSRV-AM/FM**

Boise, Idaho

from

## AMERICAN GENERAL MEDIA

The undersigned acted as exclusive broker  
in this transaction and assisted in the negotiations.



# Kalil & Co., Inc.

3444 North Country Club Tucson, Arizona 85716 (520) 795-1050

by Jack Messmer & Dave Seyler

The deals listed below were taken from recent FCC filings. *RBR's Transaction Digest* reports on all deals that involve assignment of a station license (FCC Form 314) and substantial transfers of control of a licensee via a stock sale (FCC Form 315), but not internal corporate restructurings (FCC Form 316). All deals are listed in descending order of sales price.

**\$3,825,000—\* KRKT AM-FM** Corvallis-Albany OR (Albany). Stock of M3X Inc. from Robert A. & Marianne Esty and Gary M. Grossman to Jacor Communications Co. (O:JCOR) (Randy Michaels). \$200K escrow, balance in cash at closing. **Duopoly** with KLOO AM-FM, and also has overlap with some of Jacor's Portland OR stations. LMA to be set up within 60 days.

**\$2,375,000—WQVR-FM** Worcester (Southbridge MA) from Eastern Media Inc. (John Neuhoff Sr.) to Southbridge Radio Corp. (Jeffrey D. Shapiro). \$100K escrow, \$1.9M cash at closing, \$375K note. Seller

receives additional \$250K if facility upgrade attempt is successful, and an additional \$125K if station is sold within five years for \$3.75M or more. Seller retains WARE-AM and WESO-AM.

**\$2,250,000—\* WTAD-AM, WQCY-FM, WMOS-FM** Quincy IL and **WBRJ-FM** Mt. Sterling IL from Citadel License Inc. (Lawrence R. Wilson), a subsidiary of Citadel Broadcasting Co. (O:CITC) to STARadio Corp. (Howard & Michele Doss, C. Derek & Lisa Parrish, Jack W. & Sydney Whitley, William & Donna Knox et al). \$200K letter of credit and either balance in cash at closing or like-kind exchange with qualified intermediary. Existing **superduopoly**. Broker: Media Venture Partners (buyer)

**\$1,800,000—\* WEZV-FM** Lafayette IN (Brookston IN) from Bomar Broadcasting Co.-Lafayette Inc. (Frank Bove) to Artistic Media Partners Inc. (Arthur A. Angotti et al). \$210K escrow, balance in cash at closing. **Superduopoly** with WAZY AM-FM, WGBD-FM.

**\$1,549,308,—WTTT-AM & WRNX-FM** Springfield MA (Greenfield MA). 51% of stock of Hampshire County Broadcasting Co. L.P. from Grandbill Inc. (50.98%), Roger S. Horchow (0.01%) and Harry S. Phillips (0.01%), all to 0%, to RNX Radio Inc. (0% to 51%) (Thomas G. Davis, Robert A. Morely et al). \$625K to Grandbill, \$462,154 apiece to Horchow and Phillips. Buyer intends in the future to purchase or merge with Hampshire County Broadcasting.

**\$1,450,000—WJEH-AM & WMGG-FM** Huntington WV-Ashland KY (Gallipolis OH). Stock of Wagner Broadcasting Corp. from Ruth U. Pellegrinon (54.5%) and Lynn E. Smith (45.5%) to JC Acquisition L.L.C. (James Haber, Irwin Rosen). \$25K escrow, \$22.8K non-compete, \$427.2K consulting agreement, balance in cash at closing. Buyer is simultaneously transferring stations to Legend Communications of Ohio L.L.C. (see below).

**\$1,450,000—WJEH-AM & WMGG-FM** Huntington WV-Ashland KY (Gallipolis OH). Stock of Wagner Broadcasting Corp. from JC Acquisition L.L.C. (James Haber, Irwin Rosen) to Legend Communications of Ohio L.L.C. (W. Lawrence & Susan K. Patrick). \$25K escrow, \$22.8K non-compete and \$427.2K consulting agreement with previous owners Ruth U. Pellegrinon and Lynn E. Smith, balance in cash at closing. JC Acquisition is buying stock of Wagner Broadcasting Corp. from Pellegrinon and Smith and simultaneously transferring stations to Legend (see above). Broker: Patrick Communications Corp. (buyer)

**\$1,370,000—\* WLRB-AM, WKAI-FM** Macomb IL and **WLMD-FM** Bushnell IL. Stock of Sharp Broadcasting Co. from Donald L. & J.M. Sharp to WPW Broadcasting Inc. (Wayne W. Whalen). \$570K cash (\$320K to Donald Sharp, \$250K to J.M. Sharp), \$800K consulting agreement with Donald Sharp. Existing **duopoly**.

**\$1,300,000—\* KTCB-AM, KMAL-FM** Malden MO from B.B.C. Inc. (Charles David Green) to Zimmer Radio of Mid-Missouri Inc. (Jerome R., John P., Donald W. & James L. Zimmer). \$200K escrow, \$500K cash at closing, \$700K note. **Superduopoly** with KWOC-AM, KKLR-FM and KJEZ-FM Poplar Bluff MO.

**\$1,000,000—KWEZ-FM** San Luis Obispo (Santa Margarita CA) from Garry & Virginia Brill to Salisbury Broadcasting Corp. (Charles H. Salisbury Jr.) \$37.5K escrow, balance in cash at closing. **Superduopoly** with KWWV-FM, which Salisbury owns 100%, and KKJG-FM, in which Salisbury has a 50% stake along with companies

## Alpine Broadcasting, Ltd.

KECH-FM/KSKI-FM, *Sun Valley, ID*  
KZJH-FM, *Jackson Hole, WY*  
KWWF-FM/KWYS-AM, *West Yellowstone, MT*  
KSIL-FM, *Bigfork/Kalispell, MT*  
KWYS-FM, *Island Park/Idaho Falls, ID*

## \$2.5 Million Term Loan

Funds provided by:

### Westminster Development Bank

a subsidiary of

**TFC TEXTRON**

Textron Financial Corporation, Subsidiary of Textron Inc.

The undersigned, acting as financial advisor to  
Alpine Broadcasting, Ltd., secured the above financing.

**Robert J. Maccini**

170 Westminster St., Suite 701, Providence, RI 02903

Tel: (401) 454-3130 Fax: (401) 454-3131 E-mail: maccini@msn.com

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