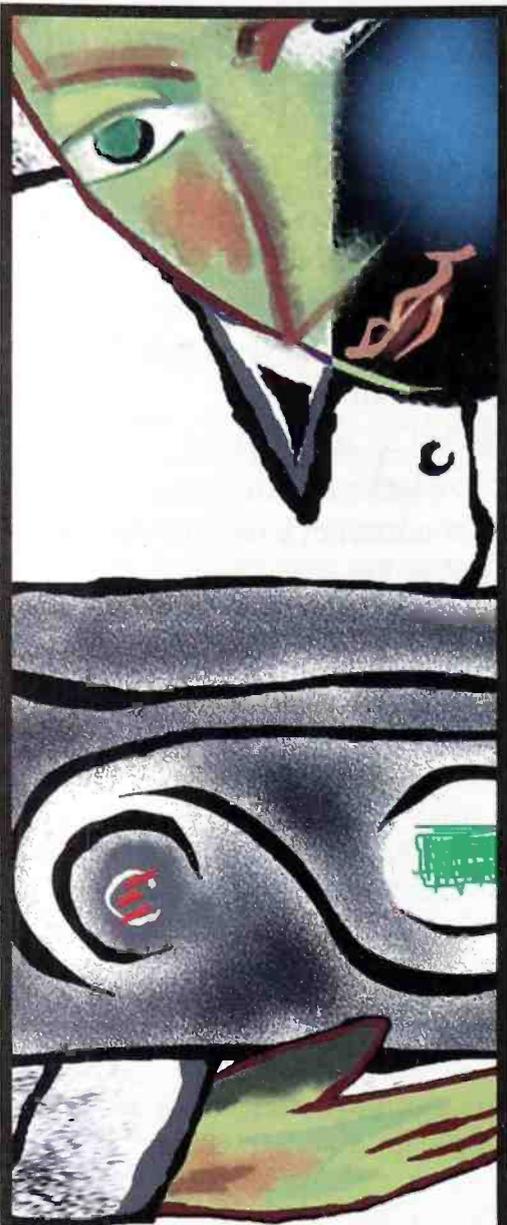


# RADIO BUSINESS REPORT™

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## AAIRS SAYS ENOUGH

It may be too late to put the radio broadcast oligarchies back in the bottle, but let's try.

American Association of Independent Radio Stations (in organization as a nonprofit entity) is embarking upon a mission of giving a regulatory and Congressional voice to broadcasters suffering the monopolistic and predatory monolith called deregulation created by the Telecommunication Act of 1996.

What has occurred in the real world of today's radio broadcasting is men, women, families, Hispanics, African Americans and Asian Americans have become disenfranchised by mega giant radio groups permitted to have eight or even more AM/FM stations in Arbitron Markets with the U.S. Justice Department tacitly allowing these stations groups to have 35% of the market's revenues. Truth is, these monopolists gain entry by acquiring the very best facilities and through counter programming quickly reach 50% to 60% of revenues. And then, the large broadcaster uses his remaining AM and FM stations to program block and impede sales of the independent broadcaster who worked hard to secure a specialized niche in markets of all sizes. It is those who have been walked blindly to the plank's edge we are trying to energize with the American Association of Independent Radio Stations.

### Our Mission

1. **Awaken FCC and Congress**
2. **Support the Lucent Technologies Inc. royalty-free in-band digital AM and FM design**
3. **Help FCC conclude favorably its FM rule making relieving adjacent channel restrictions and allowing non-negotiated co-channel relief to FM stations protecting the high powered FM stations not at maximum height and in markets offering little hope of maximization**
4. **Create a strategic alliance with the outstanding National Federation of Independent Business whose lobbying efforts are reputed to be the best in the USA**
5. **Lift the freeze currently in place as it relates to AM buyout rights**
6. **Raise heaven and move earth to convince Bill Kennard the micro radio initiative is a death knell to the already existing minority broadcasters who are caught in the Telecommunication Act's unintended consequences**

AAIRS plans to open Washington offices and asks INDEPENDENT AM/FM broadcasters for their interest. Please fill out coupon below and fax or return with your business card to:

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## Ad agency bias? Report says disparities exist

A report to the FCC on possible ad agency bias against minority-formatted and minority-owned stations (pre-viewed in *RBR* 1/4, p. 2) shows that those stations earn less per listener than general market-programmed and white-owned stations.

The \$20K, 18-month-long, FCC-commissioned study was conducted by the DC-based Civil Rights Forum and ceremoniously presented to Chairman **Bill Kennard** (D) at a press briefing (1/13) by **Kofi Ofori**, the study's principal investigator and forum research director.

The report's conclusions, based on 1996 revenues, were drawn from three primary surveys. Sixty-four of the nation's 284 minority-owned radio stations (as of 1997) responded in one poll. 91% indicated they had encountered the "no Urban/Spanish dictates" by ad agencies not to buy ads on their stations. Further, 61% of agency-purchased ads on minority-owned stations were discounted by an average of 59%.

A separate survey of 3,745 radio stations (including 155 minority-owned, 413 minority-formatted) found advertisers, on average, paid 29% less to stations targeting a minority audience.

The study also contains anecdotal evidence gathered from interviews with 21 radio industry execs which suggests ad buying decisions are frequently based on racial stereotypes ("black people don't eat mayonnaise"), misapplied qualitative data and a failure to see minority consumers as

"prospects, not suspects."

The report demonstrates that minority broadcasters "find it difficult to attract ad revenue, a situation that jeopardizes their overall profitability, and ultimately, the communities they serve," according to Kennard.

The briefing also included remarks from Commissioner **Gloria Tristani** (D), Rep. **Carolyn Kirkpatrick** (D-MI), **Lewis Carr**, EVP, BET, **Tom Castro**, CEO, El Dorado Communications, **Judy Ellis**, SVP, Emmis, **Jim Winston**, Executive Director, NABOB, **Byron Lewis**, Founder, Uniworld and **Wallace Snyder**, President, American Advertising Federation (AAF).

How great is the disparity between Urban/Spanish ratings and revenues? RBR's number-crunch of the top-10 markets appears on pages 7-8.

Ofori's report recommends that ad agencies agree to end bans against minority broadcasters, that the FCC and FTC adopt advertising policies and practices guidelines, and calls for a federal executive order prohibiting its agencies from contracting with ad agencies found to discriminate against minority broadcasters.

"It is a start, but more research is necessary to target transgressors, fix the problems and level the marketplace. We have a lot of work to do but we have the right interested parties at the table to get it done," said Ofori.

The study also acknowledges that

factors other than race can account for the ad revenue disparities. Larger ownership groups have larger sales forces and other outreach advantages over smaller competition.

"This report is an opportunity, not just a wake-up call", said AAF's Snyder. Ad agencies have to "take advantage of what multi-cultural Americans have to offer," he added. He called on agencies to "look closely at its advertising practices and see where the incongruities lie." AAF is inviting agencies to a summit Feb. 22 in New York, and Kennard has agreed to attend.

### Wake-up call to Wall Street

Kennard had not spoken at Rev. **Jesse Jackson's** Wall Street Project minority economic development conference by press time, but sources said he would surely draw from the study in his remarks. And, although Ofori told *RBR* he was denied participation in the Jackson's conference, Jackson did reference Ofori's finding during a keynote luncheon address. "The report on advertising revenues reflects an irrational disparity based upon race, based upon geography, but it is an unscientific process," he said.

Rainbow/Push DC Bureau Chief **Karin Stanford** told *RBR*, "We love Kofi and the Civil Rights Forum and fully support the findings in his report. It's just that **Cathy Sandoval** [the FCC official who commissioned Ofori's study] is moderating the panel that Kofi would have been on. There just were not enough chairs for duplication."—JA

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## Just say no to ad agency bias

"Stations that can, should hold the line" against ad agencies that try to assess rate discounts against minority broadcasters, said **Tom Castro**, President of El Dorado Communications, one of the panelists last week at Rev. **Jesse Jackson's** second annual Wall Street Project.

"Just don't sell," Castro added. "I realize that there will be somebody in the market who will be willing to give it away. You may be principled, you may be taking the long-term view, but your competitor says 'I'm over here...I'll give it to you.' Ultimately, the problem is the buyer doesn't value what you are selling."

The goal then is to change that point of view. "This is the start of the change," Castro said, "but we have done this before in this country. We did it in the civil rights movement and in the depression. People just decided things had to change."

Castro participated in a workshop called Advertising Opportunities for Minorities, moderated by **Cathy Sandoval**, chief of the FCC Office of Small Business Opportunities. Her office commissioned the just released study showing probable discrimination of some ad agencies against minority broadcasters (see page 3).

"The report didn't talk about specific advertising agencies, but it was interesting that some of the same advertisers cited in a *Radio Business Report* article of last year (*RBR* 6/1/98, p. 7) were again mentioned in our anecdotal surveys of 21 industry execs," Sandoval told *RBR*.

Castro told *RBR* that neither the RAB, TVB nor CAB have offered any support of the anti-bias initiatives, and added "that would probably be contrary to their interests."

President **Bill Clinton** was scheduled to address the New York conference Friday, so look for more in the next issue of *RBR*.—JA

## News Analysis

### Katz squeezed by dueling egos

A turf battle between two civil rights leaders appears to have blocked the nation's largest rep company, Chancellor Media's (O:AMFM) Katz Media Group, from participating in two New York gatherings that were supposed to boost the cause of minority-owned media.

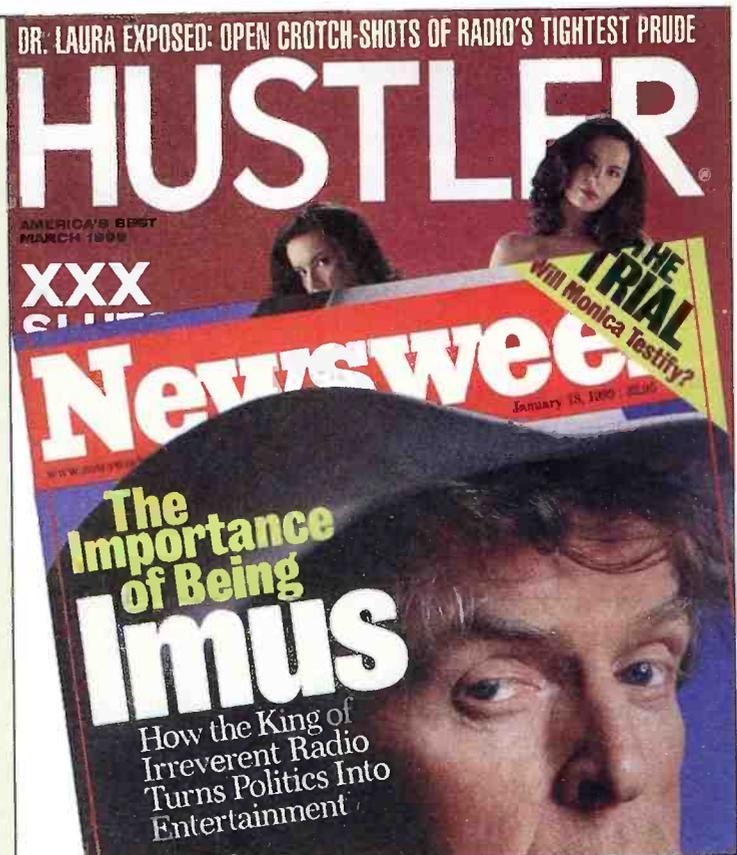
Katz Radio President **Stu Olds** had been scheduled for an advertising panel last Thursday (1/14) at Rev. **Jesse Jackson's** Wall Street confab (see p. 3). When Rev. **Al Sharpton** found out last Tuesday (1/12) about Olds' scheduled participation, he launched a public attack on Olds for still refusing to publicly identify and fire the author of an internal Katz memo from 1997 (*RBR* 5/18/98, p. 4) which advised against advertising on Urban stations, calling black listeners "suspects, not prospects." Sharpton persuaded some other panelists to threaten a boycott and Jackson withdrew Olds' invitation.

Strange, since Sharpton had already booked Olds as a panelist at his own forum on ad bias scheduled for today, Martin Luther King Jr. Day, and had accepted a cash contribution from Katz to help fund the event. Now, Olds won't be on either panel.

"My agreement to participate in both of those events was to make a positive contribution," Olds told *RBR*. "At this point, I believe that I would serve as a distraction. Our purpose was to help the cause of multi-cultural broadcasters and the clients we represent."

**RBR observation:** It appears that Sharpton's public attack had less to do with Katz and the now-infamous memo and more to do with trying to keep Jackson out of an issue that Sharpton claims as his own, ad bias. Unfortunately, there are many losers and no winners from this scenario.—JM, JA

Two syndicated radio personalities got plenty of exposure—perhaps over-exposure, in one case—last week in national magazines. Infinity's **Don Imus** spent the week shamelessly promoting sales of *Newsweek*, which featured a lengthy cover story on the I-Man's career and philanthropy. Conversely, there was no indication that Premiere's **Dr. Laura Schlessinger** made any comment to her listeners about *Hustler's* publication of 20-year-old nude photos of her—photos which had previously been circulated on the Internet (*RBR* 11/2/98, p. 3).



Look for the latest addition to **Manager's Business Report** coming up in our next issue.

A new feature beginning in February '99

## GM Talkback™

Each month, we are asking a few General Managers from around the country to share with us and you, their view of the industry. Next month read how New Century's Bob Case, GM of KEDJ, KDDJ, KGME and KHOT Phoenix and other GMs talk about their changing roles in the consolidation environment. Don't miss this! And watch your fax for our questionnaire.

## Art Bell now has 100 signed evening airtime affiliates

Bigger greetings from the Kingdom of Nye! Premiere Radio Networks' king of late night radio **Art Bell** and his "Coast to Coast" program is now available as an evening re-feed beginning 6PM Pacific. Premiere CEO **Kraig Kitchin** mentioned it last year in our Bell interview (*RBR* 10/12/98, p. 16-22). The previous night's show runs right into the live show each day now. "100 affiliates have signed in the last two weeks," said Bell.

Said Kitchin: "It's been our plan to introduce Art Bell to a new group of listeners earlier in the evening. His program, whatever time of day it is heard is captivating and entertaining and not just restricted to overnight listeners." KSFO-AM San Francisco began airing Bell at 8PM (1/11).—CM

## Small station owner rebels at dereg

**Carl Marcocci**, Chairman, Music of Your Life Network, and owner of six Florida AMs and FMs, is forming the American Association of Independent Radio Stations. AAIRS is being organized as a non-profit entity that will lobby the FCC and Congress for small broadcasters. D.C. office space is being rented, attorneys are being hired and an alliance is planned with the National Federation of Independent Business.

"We want to awaken the FCC and congress that Telcom is strangling independent broadcasters across the country. When these groups each get five high powered FMs—we've become experts at it here in Tampa with Jacor, CBS and Cox—and say three of them are successful, two FMs become throwaways. They use those FMs to block out little guys like me who are niche players. They can throw a station at me just to get me out of the ballpark. They sell their three stations at very high premiums, the other two they sell at a dollar a holler, undercutting rates," said Marcocci.

The lobbying will be with the Commerce Committees of both houses. "I don't believe Telcom intended this, at least as it relates to the independent radio operator. They were using a revenue number of 30-35% of a market before the Dept. of Justice would red flag a monopoly acquisition. Once you get that monopoly in place—five

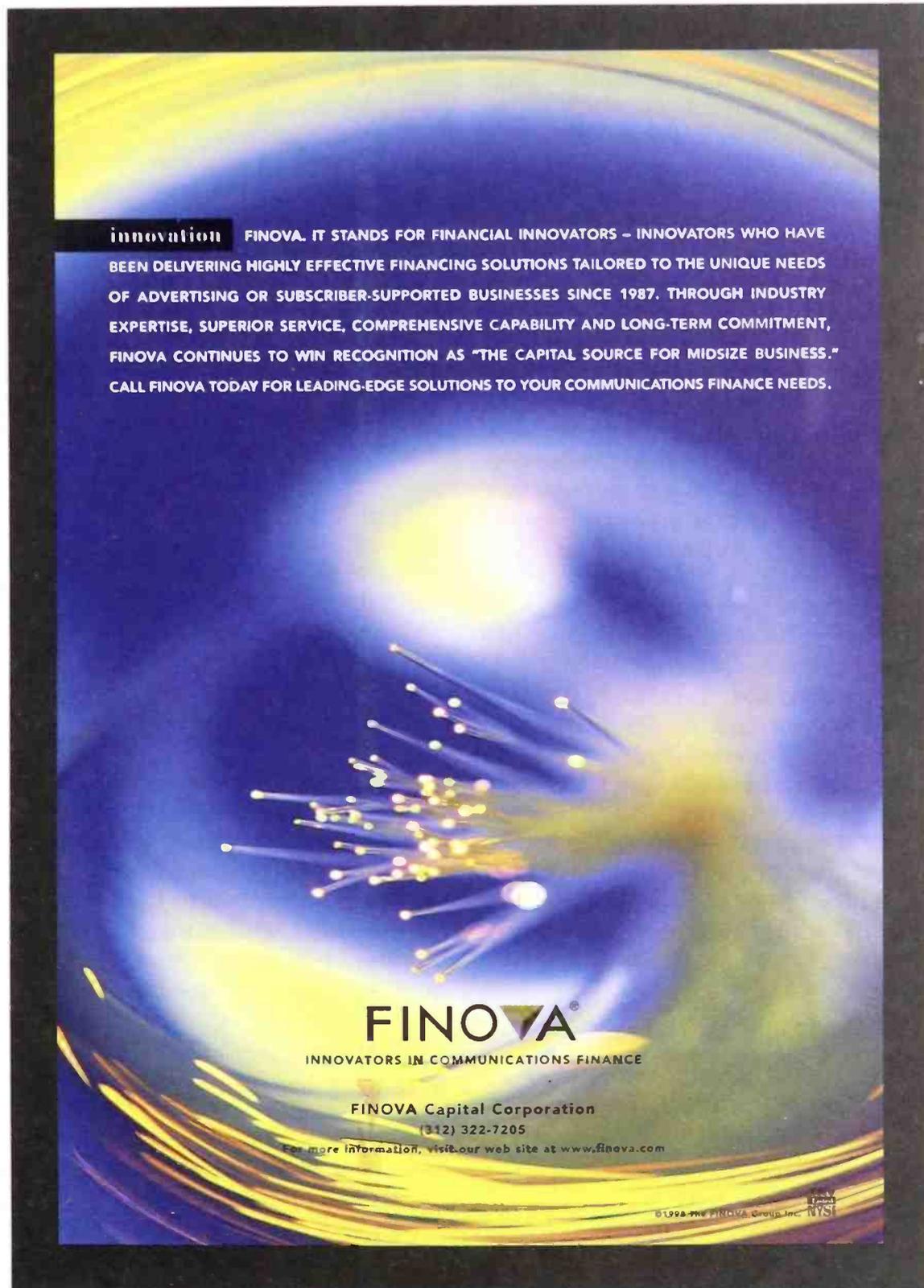
powerful FMs, three full timer AMs—that 35% of the revenues becomes more than 50%, because that machine becomes able to control the market. And the oligarchy is great—CBS won't step on Jacor's feet, Jacor won't step on Cox."

His group, already with a number of broadcasters on board, also wants to help the FCC conclude favorably the Class C0 FM rulemaking, relieving adjacent channel restrictions and allowing co-channel relief to FM stations protecting high-powered FMs not at maximum height. Additionally, "We want to convince **Bill Kennard** that the microradio initiative is a death knell to the already

existing minority broadcasters. The lower power guys, if approved, will compete with we little guys, not the groups," said Marcocci.—CM

## LDR announces no royalties, new technology

On the heels of this month's announcement from USADR (*RBR* 1/11, p. 2-3), Lucent Digital Radio announced a significant IBOC technical advance—Multistreaming, which allows digital signals to emulate the gradual degradation of analog signals without dropouts or an analog backup, "enabling lower-cost receivers." Multistreaming claims include



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a more robust IBOC signal at the edges of current analog coverage. Said LDR VP Business Development **Nick Karter**: "There's less memory required because you're not digitizing and storing an analog signal." Some claims for multistreaming were previously described in *RBR* (12/14/98, p. 6-8).

And as to the lower-cost receiver designs, "There's an issue here with commercial viability of the technology. We believe multistreaming allows us to deliver an IBOC capability that is far more likely to be commercially viable than a solution that in essence will not provide a fully-digital solution to consumers," said **Alan Pate**, LDR's Director of Technology Planning.

LDR also announced all broadcasters that adopt its system will be given royalty-free licenses. Says Karter: "If you look at this from an economics standpoint, I'd rather make little bits of money on lots of receivers, so why do I need revenues from broadcasters? It's a chicken and egg issue—it's important to get IBOC out there in as many stations as possible. Through that, you can lower the cost of deployment.

**Carl Marcocci**, acting President, AAIRS [see story p.5], is throwing all his support behind Lucent: "We support the Lucent Technologies royalty-free AM & FM IBOC design. Now that USADR has gotten every monopolist together, you can be sure their royalties, copyright fees and licensing fees are going to be pretty high. USADR doesn't talk about it, but they are going to charge royalties."

**Bob Struble**, President, USADR wouldn't confirm or deny royalties. "It's part of a confidential business plan still in the works and it's premature to talk about it."

**RBR observation:** With the AAIRS story, USADR's top 10 group backing and now AAIRS support of LDR, talk about your battle lines being drawn...?—CM

## Did Jacor buy TRG?

Jacor (O:JCOR) won't comment on information from *RBR* sources that it purchased The Research Group after Westwood One (N:WON) foreclosed on the Seattle-based research company. Also keeping mum is **Larry Campbell**, CEO, The Research Group, who sent some creditors a

## Broadcast.com makes deals with Premiere; Intel?

Now we may have an idea why the Broadcast.com (O:BCST) stock price has been soaring since 1/8—up to almost 260 at one point. A man certainly not afraid to tell what he knows, **Art Bell** told listeners on his "Dreamland" program a little about it 1/10 and later gave *RBR* more details.

Said Bell: "Intel has invented a brand new video codec and has partnered with Broadcast.com to supply video streaming for its broadcast clients. The announcement is imminent. Depending on your connection, the initial stage will offer 17 frames per second (fps) video, but it is capable of 30 fps, which is television quality. The capacity on each station/program site is 2000 people on line at any given second. Talk to **John Kirby** at Intel."

We couldn't find Kirby, but an Intel spokesperson, **Adam Grossberg**, reached at deadline, was going to look into this. "The only video codec that I know of that has made it's way into any product is one that we licensed to RealNetworks for their G2 player, which increases the frame rate of their existing RealPlayer. There's no doubt that we've got a lot of people up in our Intel Architectural lab in Oregon that are working on different types of compression technologies, but this is not one that I'm familiar with."

Broadcast.com currently streams video, but the speed is slow and the screen sizes are small. *RBR* sources say Intel is putting MPEG-2 codec technology into the computer motherboards, which means "within six months, every state-of-the-art motherboard is going to have full-screen, 30 FPS MPEG-2 playback capability—that's a big deal." Maybe the upcoming "Pentium 3" processor?

Apparently whatever this technology is, whether it be a new Intel chip or a new video streaming software download (or both), it won't remain exclusive to Broadcast.com. "Rest assured, if there's anything that Broadcast.com gets, we will have it on our network as well, because we are codec-independent," said **Scott Crowder**, VP Operations, Intervu, Inc., which is supplying streaming capability to Broadcast.com, competitor OnRadio.

The Intel deal, if indeed a real one, obviously brings Broadcast.com the ability to add quality video streaming to all its existing radio, TV station and cable network clients. Bell is one of the first to benefit from Premiere's deal. He will soon be video streamed as he does his show. Said Premiere CEO **Kraig Kitchin**: "Art Bell's listeners are early adopters of new technology, and we've seen that since day one with the response to his Internet Web site. Premiere Radio Networks has partnered with Broadcast.com on numerous projects since they have gone into business." He added a second Premiere air personality will be announced with regard to video streaming on Broadcast.com soon.

A similar high-quality patent-pending video streaming technology, "CoolCast" is coming from **Scott Ginsburg's** StarGuide Digital Networks (*RBR* 12/21/98, p. 3-4). CoolCast will also allow multitasking and multi-streaming.

Broadcast.com wouldn't comment on the unusual stock activity, either to *RBR* or the NASDAQ market. Indeed, the only usable comment a company spokesperson would give us was, "We are working with Intel."

Following the run-up, Broadcast.com announced a two-for-one stock split to take effect Feb. 11.—CM

letter stating that the foreclosure by his company's secured creditor, WW1's Unistar subsidiary, left nothing with which to pay unsecured creditors. Campbell didn't send the letter to *RBR*, which is an unsecured creditor, nor did he respond to requests for comment.—JM

## Sports Babe defeating breast cancer

ABC Radio Nets' "The Fabulous Sports Babe" affiliates will be happy to know host **Nanci Donnellan's** breast cancer prognosis is promising after tests showed the olive-sized malignant tumor has not spread to

her lymph nodes. The tumor is being successfully treated with radiation. "I'm very proud of the Babe for going public because I know that her disclosing her own difficulties will encourage more women to be responsible and take early detection seriously," said ABC Radio Networks President **Lyn Andrews**.

Donnellan receives radiation treatments each day after her afternoon show, and will continue for the next few weeks. The tumor was discovered last September. Donnellan has been doing her show from Tampa instead of NYC, so she can stay at her St. Petersburg home to be near her doctor, friends and family.—CM

# Urban, Hispanic listeners undervalued

by Dave Seyler

Urban stations claim 13.1% of all listeners in the top 10 Arbitron markets, yet according to BIA, pocket only 10.7% of radio revenues generated there. This results in a power rating of 82, significantly below the break-even point of 100. Hispanic stations fare even worse. Although they claim 10.8% of all listeners, they bank only 6.3% of all revenues, resulting in a power rating of 58. Only Religious and Standards stations have a lower rating. News-Talk-Sports claims the lion's share of both listeners and revenues (19.6% and 25.4% respectively), for a robust power rating of 130. Only Rock's 137 rating is better. AC, Oldies, Alternative and Country also outbill audience share. Jazz/NAC and Classic Rock are near par, while CHR and Classical are among the underperformers.

## Top 10 Markets

Format	Stns	Listeners	Pct.	Rev (000)	Pct.	Power
News-Talk-Sports	58	9,735,559	19.6	790,100	25.4	130
Urban	37	6,518,942	13.1	332,600	10.7	82
Adult Contemp	36	6,324,368	12.7	447,250	14.3	113
Spanish-Ethnic	54	5,350,631	10.8	197,100	6.3	58
CHR	18	5,102,862	10.3	269,300	8.7	84
Oldies	17	2,884,055	5.8	221,750	7.1	122
Alternative	23	2,788,002	5.6	212,850	6.8	121
Country	21	2,299,793	4.6	174,700	5.6	122
Jazz-NAC	10	1,981,788	4.0	120,000	3.9	98
Classic Rock	14	1,821,629	3.7	119,200	3.8	103
Rock	11	1,493,136	3.0	126,600	4.1	137
Classical	12	1,315,083	2.7	55,800	1.8	67
Standards	13	1,259,116	2.5	20,750	0.7	28
Religion	22	673,710	1.4	15,300	0.5	36
Children	4	59,760	0.1	7,150	0.2	200
<b>Total</b>	<b>350</b>	<b>49,608,433</b>	<b>100.0</b>	<b>3,110,450</b>	<b>100.0</b>	

## New York

Format	Stns	Listeners	Pct.	Rev (000)	Pct.	Power
News-Talk-Sports	9	2,372,391	20.6	159,100	29.5	143
CHR	3	2,043,685	17.7	75,900	14.1	80
Spanish-Ethnic	5	1,786,438	15.5	40,000	7.4	48
Urban	4	1,271,944	11.0	52,350	9.7	88
Adult Contemp	3	1,257,653	10.9	71,400	13.3	122
Oldies	1	600,243	5.2	32,700	6.1	117
Alternative	1	528,786	4.6	37,300	6.9	150
Classic Rock	2	457,329	4.0	27,900	5.2	130
Jazz-NAC	1	443,037	3.8	21,200	3.9	103
Classical	1	342,996	3.0	13,000	2.4	80
Standards	1	285,830	2.5	4,500	0.8	32
Country	2	142,916	1.2	3,200	0.6	50
<b>Total</b>	<b>33</b>	<b>11,533,248</b>	<b>100.0</b>	<b>538,550</b>	<b>100.0</b>	

## Los Angeles

Format	Stns	Listeners	Pct.	Rev (000)	Pct.	Power
Spanish-Ethnic	10	2,225,522	25.1	81,700	14.3	57
News-Talk-Sports	8	1,432,871	16.1	123,300	21.6	134
Adult Contemp	3	975,571	11.0	66,000	11.6	105
Urban	5	975,571	11.0	55,800	9.8	89
CHR	2	731,678	8.2	61,600	10.8	132
Oldies	3	660,543	7.4	62,200	10.9	147
Alternative	4	518,273	5.8	37,500	6.6	114
Jazz-NAC	1	335,353	3.8	30,400	5.3	139
Standards	2	254,055	2.9	4,000	0.7	24
Rock	1	243,893	2.7	22,900	4.0	148
Country	1	213,406	2.4	15,000	2.6	108
Classical	1	162,595	1.8	8,000	1.4	78
Religion	4	113,085	1.3	0	0.0	0
Children	1	40,649	0.5	3,000	0.5	100
<b>Total</b>	<b>46</b>	<b>8,883,065</b>	<b>100.0</b>	<b>571,400</b>	<b>100.0</b>	

Since its founding in 1981, Veronis, Suhler & Associates has completed more than 425 communications industry transactions with an aggregate value exceeding \$22 billion. We have worked with – and completed transactions in – virtually every segment of the industry, ranging from consumer and business-to-business publishing, business and professional information, newspapers and consumer books, to marketing, advertising and promotion services, plus broadcasting and entertainment.

To learn more about Veronis, Suhler & Associates' financial advisory services or discuss possible initiatives in complete confidence, contact:

**FRANCIS L'ESPERANCE**  
*Managing Director*  
 lesperancef@vsacomm.com



## Malrite Communications Group, Inc.

WOIO-TV, Cleveland, Ohio  
 WUAB-TV (LMA), Cleveland, Ohio  
 WXIX-TV, Cincinnati, Ohio  
 WFLX-TV, West Palm Beach, Florida  
 WNWO-TV, Toledo, Ohio  
 WLII-TV, Puerto Rico  
 WSUR-TV, Puerto Rico

has been acquired by

## Raycom Media, Inc.

The undersigned acted as financial advisor to Malrite Communications Group, Inc. in this transaction.

September 1998

*Dedicated to the communications, media, publishing, broadcasting, interactive digital media and information industries.*

# VERONIS, SUHLER & ASSOCIATES INC.

Chicago						
Format	Stns	Listeners	Pct.	Rev (000)	Pct.	Power
News-Talk-Sports	9	1,551,443	24.9	125,100	32.5	131
Urban	3	989,834	15.9	40,000	10.4	65
Adult Contemp	7	744,130	11.9	44,400	11.5	97
Spanish-Ethnic	7	456,306	7.3	23,200	6.0	82
Alternative	2	400,145	6.4	31,300	8.1	127
CHR	1	372,065	6.0	16,000	4.2	70
Country	2	315,904	5.1	21,000	5.5	108
Rock	3	308,884	4.9	25,000	6.5	133
Jazz-NAC	1	301,864	4.8	16,000	4.2	88
Oldies	1	238,683	3.8	22,400	5.8	153
Classical	2	203,583	3.3	7,700	2.0	61
Classic Rock	1	154,442	2.5	5,000	1.3	52
Standards	1	119,342	1.9	2,000	0.5	26
Religion	2	84,242	1.3	3,000	0.8	62
Children	1	0	0.0	2,500	0.7	n/a
<b>Total</b>	<b>43</b>	<b>6,240,867</b>	<b>100.0</b>	<b>384,600</b>	<b>100.0</b>	

Dallas						
Format	Stns	Listeners	Pct.	Rev (000)	Pct.	Power
Urban	5	512,175	14.7	25,950	10.5	71
News-Talk-Sports	4	500,708	14.3	51,150	20.6	144
Country	4	454,842	13.0	40,200	16.2	125
Adult Contemp	3	435,731	12.5	45,900	18.5	148
CHR	1	294,309	8.4	16,500	6.6	79
Spanish-Ethnic	11	233,154	6.7	13,300	5.4	81
Religion	3	183,465	5.3	5,700	2.3	43
Alternative	2	164,355	4.7	9,500	3.8	81
Rock	1	156,710	4.5	6,000	2.4	53
Oldies	2	152,888	4.4	14,000	5.6	127
Classic Rock	1	152,888	4.4	7,000	2.8	64
Jazz-NAC	1	129,955	3.7	9,200	3.7	100
Classical	1	80,266	2.3	3,500	1.4	61
Children	1	19,111	0.5	250	0.1	20
Standards	1	19,111	0.5	0	0.0	0
<b>Total</b>	<b>41</b>	<b>3,489,668</b>	<b>100.0</b>	<b>248,150</b>	<b>100.0</b>	

San Francisco						
Format	Stns	Listeners	Pct.	Rev (000)	Pct.	Power
News-Talk-Sports	5	1,059,486	25.9	89,000	34.3	132
Adult Contemp	7	747,873	18.3	57,450	22.1	121
CHR	3	555,239	13.6	26,600	10.2	75
Alternative	5	351,274	8.6	28,150	10.8	126
Standards	1	203,965	5.0	2,650	1.0	20
Classical	3	198,300	4.9	4,900	1.9	39
Oldies	2	192,634	4.7	16,000	6.2	132
Urban	1	192,634	4.7	5,600	2.2	47
Jazz-NAC	1	169,971	4.2	13,000	5.0	119
Spanish-Ethnic	4	164,305	4.0	6,800	2.6	65
Classic Rock	1	113,314	2.8	3,000	1.2	43
Country	2	101,983	2.5	5,000	1.9	76
Religion	1	33,994	0.8	0	0.0	0
Children	1	0	0.0	1,400	0.5	n/a
<b>Total</b>	<b>37</b>	<b>4,084,972</b>	<b>100.0</b>	<b>259,550</b>	<b>100.0</b>	

Boston						
Format	Stns	Listeners	Pct.	Rev (000)	Pct.	Power
News-Talk-Sports	3	647,640	21.2	56,750	25.3	119
CHR	2	462,600	15.1	33,000	14.7	97
Adult Contemp	2	429,292	14.0	28,600	12.8	91
Alternative	4	384,884	12.6	39,400	17.6	140
Oldies	2	273,859	8.9	18,750	8.4	94
Classic Rock	2	218,347	7.1	22,300	10.0	141
Classical	2	140,630	4.6	7,000	3.1	67
Country	2	114,725	3.7	4,100	1.8	49
Standards	3	114,725	3.7	400	0.2	5
Jazz-NAC	2	107,323	3.5	4,200	1.9	54
Rock	1	96,221	3.1	6,700	3.0	97
Spanish-Ethnic	2	40,708	1.3	0	0.0	0
Urban	1	29,606	1.0	2,700	1.2	120
<b>Total</b>	<b>28</b>	<b>3,060,559</b>	<b>100.0</b>	<b>223,900</b>	<b>100.0</b>	

Philadelphia						
Format	Stns	Listeners	Pct.	Rev (000)	Pct.	Power
News-Talk-Sports	5	674,940	20.4	57,400	25.6	125
Urban	3	552,962	16.7	30,400	13.5	81
Adult Contemp	3	471,645	14.3	28,000	12.5	87
Rock	2	365,931	11.1	38,800	17.3	156
Oldies	2	199,229	6.0	14,700	6.5	108
Country	1	191,097	5.8	7,900	3.5	60
Classic Rock	1	166,702	5.0	13,300	5.9	118
Jazz-NAC	1	166,702	5.0	9,000	4.0	80
CHR	1	162,636	4.9	10,000	4.5	92
Standards	2	162,636	4.9	6,000	2.7	55
Alternative	1	93,516	2.8	4,500	2.0	71
Religion	4	81,318	2.5	2,000	0.9	36
Spanish-Ethnic	2	20,330	0.6	2,500	1.1	183
<b>Total</b>	<b>28</b>	<b>3,309,644</b>	<b>100.0</b>	<b>224,500</b>	<b>100.0</b>	

Washington						
Format	Stns	Listeners	Pct.	Rev (000)	Pct.	Power
Urban	6	824,606	27.9	55,000	23.8	85
News-Talk-Sports	6	493,323	16.7	52,400	22.7	136
Adult Contemp	3	414,104	14.0	37,100	16.1	115
Oldies	1	162,041	5.5	13,000	5.6	102
Classical	1	162,041	5.5	9,200	4.0	73
Country	1	151,238	5.1	16,000	6.9	135
Jazz-NAC	1	144,036	4.9	9,000	3.9	80
CHR	2	136,834	4.6	8,200	3.6	78
Rock	1	118,830	4.0	10,500	4.6	115
Classic Rock	1	93,623	3.2	6,000	2.6	81
Religion	2	90,023	3.0	1,850	0.8	27
Alternative	1	82,821	2.8	10,000	4.3	154
Spanish-Ethnic	5	43,212	1.5	1,200	0.5	33
Standards	1	36,009	1.2	1,200	0.5	42
<b>Total</b>	<b>32</b>	<b>2,952,741</b>	<b>100.0</b>	<b>230,650</b>	<b>100.0</b>	

Detroit						
Format	Stns	Listeners	Pct.	Rev (000)	Pct.	Power
Urban	5	623,296	19.9	34,500	16.9	85
News-Talk-Sports	4	608,001	19.4	47,000	23.0	119
Adult Contemp	2	481,811	15.4	33,000	16.2	105
Country	2	275,321	8.8	19,500	9.6	109
Oldies	1	252,377	8.1	15,000	7.3	90
Classic Rock	2	221,786	7.1	12,500	6.1	86
Rock	2	202,667	6.5	16,700	8.2	126
Jazz-NAC	1	183,547	5.9	8,000	3.9	66
Alternative	2	130,013	4.2	9,200	4.5	107
CHR	1	114,717	3.7	7,500	3.7	100
Religion	2	38,239	1.2	1,250	0.6	50
<b>Total</b>	<b>24</b>	<b>3,131,775</b>	<b>100.0</b>	<b>204,150</b>	<b>100.0</b>	

Houston						
Format	Stns	Listeners	Pct.	Rev (000)	Pct.	Power
Urban	4	546,314	18.7	30,300	13.5	72
News-Talk-Sports	5	394,756	13.5	28,900	12.8	95
Spanish-Ethnic	8	380,656	13.0	28,400	12.6	97
Adult Contemp	3	366,558	12.5	35,400	15.7	126
Country	4	338,361	11.6	42,800	19.0	164
Classic Rock	3	243,198	8.3	22,200	9.9	119
CHR	2	229,099	7.8	14,000	6.2	79
Oldies	2	151,558	5.2	13,000	5.8	112
Alternative	1	133,935	4.6	6,000	2.7	59
Standards	1	63,443	2.2	0	0.0	0
Religion	4	49,344	1.7	1,500	0.7	41
Classical	1	24,672	0.8	2,500	1.1	138
<b>Total</b>	<b>38</b>	<b>2,921,894</b>	<b>100.0</b>	<b>225,000</b>	<b>100.0</b>	

Sources: RBR Source Guide database, Arbitron Summer 1998 survey, Broadcast Investment Analysts's Investing in Radio

## Waite wants Wicks station

Billionaire **Norman Waite** is buying his fourth TV station, paying \$15.5M for WFXL-TV (Ch. 31, Fox) Albany, GA. The deal leaves Wicks Broadcast Group with four TV stations, once pending sales close for another TV and its 16 radio stations (RBR 11/30/98, p. 12).

Waite, who made his fortune building Gateway Computers, along with his brother Ted, is now building a new empire in the record, radio and TV industries. Waite's Gold Circle Entertainment, based in Omaha, is headed by **Michael Delich** and **Steve Seline**. *Broker:* Kalil & Co.

## NAB endorses terrestrial/satellite TV hybrid

At last week's meeting in Naples, FL, the NAB Television Board of Directors unanimously endorsed filing comments in support of a proposal by Northpoint Technology to create a new terrestrial digital TV service which would share spectrum with direct broadcast satellite providers. The hybrid, which is being touted as a viable competitor to cable, would offer all local signals (with station consents) along with satellite TV channels.

## AP producer killed

**Myles Tierney**, a producer for Associated Press Television News, was shot and killed while covering the civil war in Sierra Leone. Another AP staffer, Ivory Coast Bureau Chief **Ian Stewart**, was wounded in the same attack by a gunman who opened fire on their car in Freetown, Sierra Leone.

"We are in awe of the sacrifices they and others make so that we can carry out our mission," said **Louis Boccardi**, President of the AP.

Tierney, age 34, was the 24th journalist to die in the line of duty at the 150-year-old AP.

## DTV sets showing strong early sales

The Consumer Electronics Manufacturers Association (CEMA) reported DTV momentum is building since the November 1, 1998 broadcast launch. So far, 13,176 digital sets have been sold. Speaking at CEMA's recent Consumer Electronics Show in Vegas, CEMA president **Gary Shapiro** asked manufacturing reps what percentage of digital sets sold in 1999 would be standard definition (SDTV) vs. high definition (HDTV). The response: at least two-thirds would be HDTV.

## Cure for insomnia?

WETA-TV (Ch. 26, PBS) Washington and The Freedom Forum announced plans to launch a public affairs cable network, Forum Network, for the Washington market—sort of a local version of C-SPAN.

"Forum Network will go beyond sound-bite journalism and provide programming for an educated and engaged news audience," said

**Charles Overby**, CEO, Freedom Forum.

Former CNN executive **Ed Turner** has been tapped to head the project.

## Peacock's feathers ruffled by Olympics scandal

*Wall Street Journal*—NBC's decision to ballyhoo itself as the Olympics network is looking less like a gold-medal-winning proposition.

The Salt Lake City Olympics bribery scandal is already prompting advertising executives to clamor for ad-price concessions from the General Electric (N:GE) unit. One big insurer is asking the International Olympic Committee for a "morals clause" in its new sponsorship contract. NBC says it is still solidly behind the 2002 Games, but has just decided to pull the Olympic rings off its network news shows.

NBC began spotlighting its Olympics tie-in after it agreed to pay \$3.55B for the U.S. rights to broadcast the Olympics through 2008. ©1999 Dow Jones & Co.

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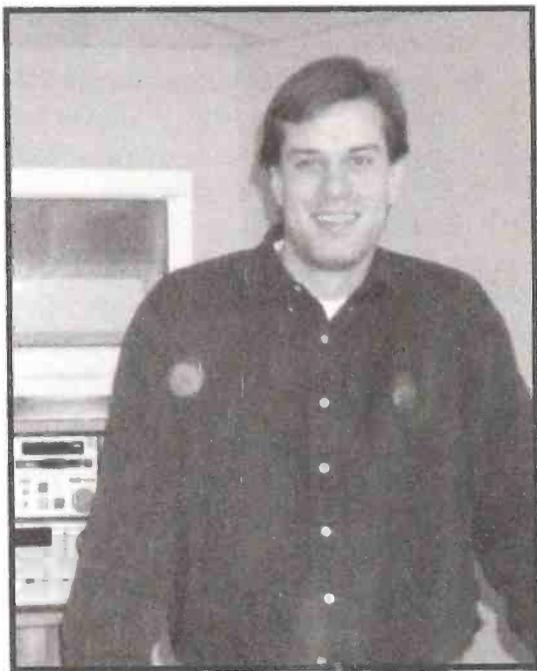


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by Carl Marcucci

## The king of move-ins



Consolidation has made most major and medium market stations inaccessible to all but the biggest groups—they've claimed most of the good sticks. Even the second wave of large market penetration options—move-ins—has been well picked through. It now takes almost a chessboard strategy to ultimately get a move-in accomplished. Radio One happens to be one good chess player.

This largest African-American owned group is getting to be known not only as the king of move-ins, but also the king of upgrades. Director of Engineering **Charles Kinney**, the guy that helps make it all happen, has the rare distinction of being one of the youngest directors of engineering in radio today (and yesterday). He's 28 years old and already has some serious accomplishments under his belt. Kinney, whose voice mail is always too full to leave a message, gave *RBR* an interview just after solving a transmitter problem in Atlanta.

**Tell us about your education, history in radio and fast-track movement within Radio One.**

My father is a broadcast engineer in Panama City, FL. He is handling four or

five FMs down there right now. And it's kind of odd I work for the king of the move-ins, because in Florida there were these big 100kw stations that covered everything. So it's really funny for me to work for lower-powered stations.

I went to Gulf Coast Community College and studied electronics and computers in Panama City and then went on to Florida State. Basically, I got into radio because I ran out of money, quite honestly. As far as my ending up at Radio One, I had been the CE for several stations in north Florida and had gotten kind of tired of radio. So I left there and went to work for Computer Concepts in Kansas City, which builds digital automation systems. That was actually one of the best career moves I ever made because I learned so much about digital, that it's just been a godsend for my job.

One of my former employers in Florida worked for Radio One in Atlanta. When he came to work here, he started calling me saying "You really ought to come and talk to these folks." So Radio One started calling me and we entered a "mutual understanding," as it were. I moved to Atlanta to be the CE for their two properties here, and they were just very happy with my work. We made a lot of improvements in a short period of time when I got here.

**Under your direction, Radio One is becoming the king of FM move-ins and upgrades. What is your philosophy there?**

I guess to oversimplify it, [Radio One president/CEO] **Alfred Liggins** is very good about finding properties with potential. And as soon as he finds them, then it's up to us to make it work, one way or the other. Generally, that's through any means available.

Obviously, in all cases, you want to get the antenna site as close to the market you're trying to cover as possible. But if that's not possible, then

an increase in height and a reduction of power to get a better angle on the population that you're trying to cover always helps. Using the minimum amount of the antenna possible, while it causes an increase in the power bill and initial transmitter cost, it certainly increases your signal density over the desired area.

Another key is using half-wave spaced antennas. You certainly want the radiation to go out as far as possible and to eliminate the downward radiation. Half-wave spacing certainly gives you a lot better angle on the radiation pattern.

When you're doing move-ins, the quality of the equipment and the right exciter is everything. You have to maximize what you've got.

**In a lot of these cases, haven't you had to get other stations to move?**

We have had to do that in some cases, or at the very least, sign a mutual interference agreement.

**Can you give us a brief history and the logistics of these planned/completed upgrades?**

• **102.5 WAVE-FM (Atlanta) Mapleton, GA**

It's a drop-in. I'd rather not talk about that station until later this month.

• **107.5 WAMJ-FM Roswell, GA (Atlanta) 6kw to 25 kw upgrade**

The 25 kw upgrade has been done. That allotment has actually been floating around for many years. At one point we thought that we were going to be able to bring that station on the air in Atlanta quite easily. Then another channel got dropped in on top of us. In the history of 107.5, not only were we fighting to get our CP built, or to actually get the CP at all, but we had to get another channel not only moved but deleted—totally—in Lafayette, GA.

That allowed us to go on the air with 6kw. We immediately applied for the upgrade to 25kw, but unfortunately for us at the time we were doing that, 107.9 out of Macon, GA had applied to move their city of license, and effectively attempt to move into

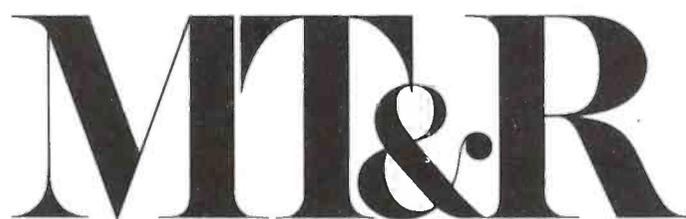
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# We're Looking for a Few (More) Good Languages

The Museum of Television & Radio is building the definitive radio collection of foreign language and ethnic radio programs that have been broadcast on American radio stations.

Anyone wishing to donate programs may contact the Museum's radio curator, Ken Mueller, at 212-621-6681 or [kmueller@mtr.org](mailto:kmueller@mtr.org).

The initiation, acquisition, and cataloging of **The Kosofsky Ethnic Radio Collection** at The Museum of Television & Radio is made possible by Marvin & Jacqueline Kosofsky.

The logo for The Museum of Television & Radio, featuring the letters 'MTR' in a large, bold, serif font, with an ampersand '&' integrated between the 'R' and the 'M'.

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Atlanta. And since they're a second-adjacent, we had to protect each other. The transmitter site that they had picked was half a kilometer short-spaced to 107.5 if we went up to 25kw. So then we had to play that game for a while, but we were able to convince them to move south half a kilometer, which took away engineering objections for both of us. We took it up to 25kw a few weeks ago.

We put in a new Harris HT 30 transmitter with a digital exciter, a new 4-bay ERI half-wave spaced antenna, new feed lines, the whole works.

- **97.5 WHTA-FM Fayetteville, GA (Atlanta)**

When I got here they had a CCA transmitter which was less than reliable. We changed that out with a BE transmitter. The first thing I did was throw on a Harris Digit exciter, which really made a big difference. On move-in stations, any time you can keep the system more linear, that gives you an increase in signal clarity, and just eliminates a lot of the noise which can be perceived as multipath. The digital exciter really made a big difference not only for the stations in Atlanta, but for stations in D.C. as well, WMMJ-FM.

We replaced the antenna and optimized. We were able to get an improvement over the City of Atlanta of almost 2 dB in our actual signal. We chose an ERI 2-bay half-wave spaced SHPX series antenna. The thing I'm most happy with with ERI is while most antenna companies will do range studies for you, the ERI studies that we've had done, we've actually had the patterns flown [with an airplane] and they matched almost perfectly. So what they say you're going to get is what you're going to get.

- **102.3 WMMJ-FM Bethesda, MD (Washington) upgrade—directional to non-directional. Aren't you going to have interference problems to the north (WHYL-FM Carlisle, PA)?**

We actually have a mutual interference agreement. Anytime you can get rid of a directional antenna you're going to make a dramatic improvement. Even though you're allowed a certain amount of power in the main lobe that's non-directional, the directivity of the antenna always reduces that, so you never get what you're totally allowed, even in the main lobe.

So now, we're going to be able to get a full spread over Washington,

whereas before we were limited in the area we were able to cover. We are going to be able to get more people into the fold of that signal.

Initially, we're just going to remove the parasitic elements [signal reflectors for directionism], but we probably will be changing the antenna out sometime this year. We ordered a new Harris HT-10 transmitter.

- **103.9 WPHI-FM Jenkintown, PA (Philadelphia). Jarad already did an upgrade there.**

That station is what it is and will never be anything more because I believe it's Chancellor [WYXR-FM] that we would have to get an interference agreement with, and I kind of doubt they're ever going to give that to us.

But that's an opportunity for us where we were able to maximize a lower-powered signal by finding the right kind of programming to put on it. Our main lobe on that signal covers the African-American market very well in Philadelphia.

- **102.7 WWBR-FM Mt. Clemens, MI (Detroit). Radio One's purchase deal recently closed.**

There's so much that needs to be done there in the RF plant. It's running on an ancient Collins transmitter with the original exciter. We've come to find out there's less signal problems from a lack of signal vs. just noisy signal. By our replacing the transmitter and exciter, we're definitely going to make a significant improvement immediately. That transmitter changeout is going to be happening within the next six weeks. But more importantly, the antenna, we actually had that pattern checked—that's a directional—and it's a prime example of even though we should be able to have a significant amount of power in one direction, the antenna is actually not providing that. The directional null is going around too far. So we're definitely looking forward to getting that antenna replaced, and once again, that's going to be an ERI. The transmitter and exciter will be Harris. Of course, we're doing the Urban digital Optimods all the way around as well. We are doing a similar project to WCHB-FM 105.9 in Detroit as well.

- **1200 WCHB-AM Detroit**

We're upgrading that. It has a 10-tower directional array. It's going to be 50kw day, 15kw at night. We've been working on the project since

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August. It's due to go on the air at the end of this month. This probably has been the most exciting project I've ever been involved in. This is a facility that there's only a handful of in the country. Radio One has really given us the opportunity to really do it right. All the phaser cabinets, dog-houses, have been done by Kintronics, it's all brand new. We've got a Harris DX-50, and if IBOC ever happens, we're looking forward to using that transmitter also for the IBOC signal.

Just to be able to put that station on the air, it's going to put such a tremendous signal over Detroit, even though it's directional. It's going to be a monster. We were very lucky the weather cooperated. In the last few weeks, they've gotten a ton of snow, but it held out for so long that we were able to get all the ground radials in and everything that involved the ground, before it froze.

**• 95.5 WFUN-FM Bethalto, IL (St. Louis) upgrade plans 6kw to 25kw, move city of license (purchase contingent upon CP)**

The previous owners kind of came into a great situation. They were able to turn the station real fast. They saw the potential. They bought it from the other owner and basically turned it to us. If all goes as planned, it's going to have a phenomenal signal. Even though it's only 25kw, it will be one of the best signals in the St. Louis market. The upgrade will be done by the current owner, however, it will be done to our specifications. (RBR 1/11, p. 13)

**What are the challenges typically faced in getting CPs approved?**

Finding a channel that's available to move in. Which, these days is getting more and more difficult. Generally by the time we can find the channel and show that it actually has the potential

to move in, it's not that hard. We're very fortunate that we have an in-house attorney that's able to handle a lot of these projects right on through the FCC.

One of the biggest keys that we've found is to upgrade with what you have and not try and move it around too much. Generally, trying to change the city of license is a bad thing to do. It certainly holds you up. Any time you can avoid a change in the city of license, it certainly expedites getting your project pushed through the FCC.

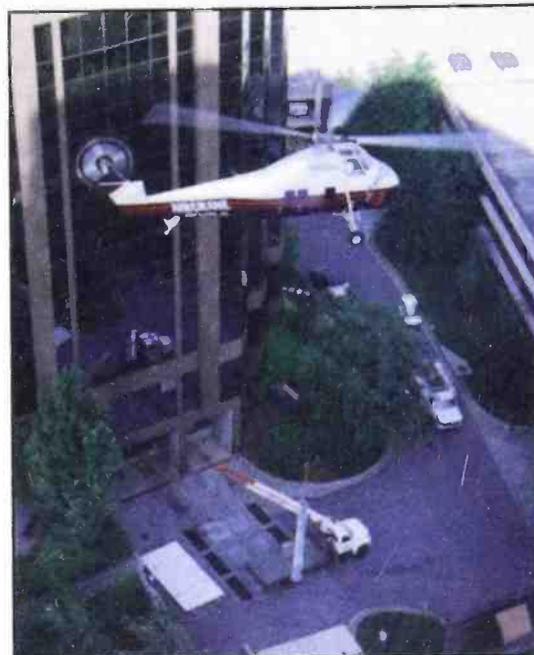
We've actually had very good luck with that. We've had a lot of projects that have really come together recently without too many FCC headaches.

**Are there any other move-ins that are on the table right now?**

Absolutely, but I would be in much trouble if I told you now.

**We did a story (RBR 8/4/97, p.6-8) on Big City Radio's simulcasting and trimulcasting projects. While we didn't get much detail on the how's, how is effective co-channel simulcasting done?**

In theory, it's easy. With the advent of digital exciters and computer models for signal, I wouldn't say that it's gotten down to a science, but it's certainly getting very close. The nice thing about digital exciters and using uncompressed T1 links is that you can synch the internal clocks of all the exciters so that each transmitter is broadcasting exactly the same thing at the same time, so you don't have any phase shift involved. With the computer models for the signal, you know exactly how much power you want to put out of each facility, so that your signal overlap can be minimal (which obviously would cause multipath).



A helicopter raises the new monopole antenna mount for WAMJ-FM

As far as I know, Continental 802-D digital exciters are what's being used right now. One of the neat features of it is it's a computer. It's an exciter built into an industrial computer chassis. You open it up and it has a computer motherboard. They actually do direct digital synthesis out of the computer. There's a chip on that motherboard that has a minimal RF output that just gets amplified with a standard amplifier.

**Jacor is planning an Atlanta move-in with its 96.7 [WMKJ-FM Peachtree City] frequency. What options do you see there?**

Nobody really knows what they're going to do with it. My guess is they're going to try and move it in, or at least upgrade the power from Newnan. And since one of the people they're having to protect right now is 96.1 [WKLS-FM], and they own that, that certainly eliminates any objections. It's nice when your only objection is yourself.

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# Davis heading BE, at least temporarily

by Jack Messmer



**Douglas Davis** has been serving as Interim President of Broadcast Electronics since mid-September, when **Jack Nevin** retired. Davis had been with Amtech Systems (O:ASYS), whose products included RF-based toll-road passes, before joining BEI Holding Corp., the holding company established by Hoak Capital to acquire BE.

**You are only serving as the Interim President. What are you looking for in a successor?**

I'm looking for somebody with a strong operations background, but with a special flair or set of experiences in sales and marketing. Industry experience would be nice, but I don't see it as absolutely essential.

**When Hoak took over, a lot of people were expecting a rapid succession of acquisitions and growth for the company. That hasn't happened to the extent that was expected. What is it that you are planning to do with BE?**

For BE as a company, I'd say that we have two objectives. In the near term, we want to tighten up the operations a little bit. By that I mean, for example, we have recently gone through a fairly extensive operations review. We looked at where the current markets are and quantified, if you will, the softness in the international marketplace right now. I have had to take some actions in order to bring company expenses in line with revenues here.

The longer-term goal will be that, naturally, we want the business to grow. We will and have been looking for complimentary businesses, whether they are service-oriented or

technology-oriented or some combination of both. Those deals don't just fall into your lap everyday. I think that there has been a little slowness in ramping the business up relevant to expectations, but with myself and my colleague, **Bob Carroll**, coming into the holding company, you can expect to see some acceleration in that area.

**Are you most interested in companies that are manufacturers or are you looking more in growth in other areas?**

I would see growth coming from areas outside of traditional manufacturing. I think there is plenty of capacity in the world for manufacturers of transmitters and related equipment. It is really the other aspects of radio infrastructure—whether studio management, content and so forth—where the growth opportunities are.

**Would you see yourself still representing a lot of other vendors?**

We do some representation of third-party products. It has really been to complement our own technology sales and more as a service to our customers, as opposed to a core strategy. So, with very few exceptions, I think that the third-party representation is designated only to benefit our customers, not necessarily to further our corporate strategy. I don't see that changing in the near term.

**The growth areas that you were talking about, are you looking at mostly software-related developments?**

I don't rule out software. Software is certainly one aspect of the bundle of technologies that are required to run an effective radio operation today. My own background is in software development and management, so that's an area that I'm not intimidated by.

**In the short term, do you expect to cut staff or add staff?**

We went through a reduction in force last month, as a matter of fact, which was the result of the operations review started earlier—where we have tried to more closely match our cur-

rent expense rate with revenue. It is a result of the international economic turmoil that we've had to make these reductions, due to a drawback in international revenues this year.

**Do you see the future moving more toward deals with groups where you would provide a product or service on an exclusive basis to all the stations owned by one of the single large groups?**

Let's focus on the term "exclusivity" for just a second. In the ideal world, of course, any supplier wants to have an exclusive sales arrangement with a major purchaser, like these groups represent. On the other hand, as a purchaser, you seldom want to be locked into a single source of supply—so, you have some natural tension between those two objectives.

I do see us trying to put into place programs which make it as easy as possible for all groups to use Broadcast Electronics as a preferred supplier of technologies and solutions. I don't anticipate those kinds of programs to be exclusive of other suppliers.

**We have talked only about radio. Are you looking into getting into TV on a larger scale?**

That is true and I do see television as being a strategic area for us. With the growth right now occurring because of digital TV, I think there are good opportunities for a lot of companies to exploit in terms of new technologies and so forth. Much more so perhaps than in radio, where although consolidation is changing the economic dynamics of industry, it really is not dramatically affecting, at this point, the underlying technologies.

**Do you see a need to match Harris product for product in both radio and TV?**

No.

**What are the long-term objectives? Is it eventually an IPO?**

I think what we want to do is to maximize the return to our stakeholders. First of all, we have to grow in business significantly beyond where it is today—and profitably. Then the exit strategy, both in terms of form and timing, will become apparent when we accomplish that first goal. But sitting here today, I'm not sure that we can speculate on what that might be.

# BROADCAST INVESTMENTS™

January 13—RBR Stock Index 1999

Company	Mkt:Symbol	1/6 Close	1/13 Close	Net Chg	Pct Chg	1/13 Vol (00)	Company	Mkt:Symbol	1/6 Close	1/13 Close	Net Chg	Pct Chg	1/13 Vol (00)
Ackerley	N:AK	19.125	18.187	-0.938	-4.90%	86	Heftel Bcg.	O:HBCCA	46.562	46.437	-0.125	-0.27%	795
Alliance Bcg.	O:RADO	1.000	1.062	0.062	6.20%	105	Infinity	N:INF	26.375	25.250	-1.125	-4.27%	19007
Am. Tower	N:AMT	28.812	27.187	-1.625	-5.64%	2103	Jacor	O:JCOR	69.625	67.000	-2.625	-3.77%	4447
AMSC	O:SKYC	6.000	5.625	-0.375	-6.25%	669	Jeff-Pilot	N:JP	75.000	74.312	-0.688	-0.92%	1662
Belo Corp.	N:BLC	18.937	19.062	0.125	0.66%	853	Jones Intercable	O:JOINA	34.500	33.875	-0.625	-1.81%	916
Big City Radio	A:YFM	5.000	4.750	-0.250	-5.00%	14	Metro Networks	O:MTNT	43.250	43.500	0.250	0.58%	197
Broadcast.com	O:BCST	91.562	170.000	78.438	85.67%	29726	NBG Radio Nets	O:NSBD	2.187	2.000	-0.187	-8.55%	463
Capstar	N:CRB	23.500	21.375	-2.125	-9.04%	1045	New York Times	N:NYT	34.437	32.750	-1.687	-4.90%	4614
CBS Corp.	N:CBS	32.625	35.125	2.500	7.66%	26520	News Comm.	O:NCOMC	0.437	0.437	0.000	0.00%	0
CD Radio	O:CDRD	38.375	34.000	-4.375	-11.40%	2414	OmniAmerica	O:XMIT	30.625	29.750	-0.875	-2.86%	220
Ceridian	N:CEN	72.062	68.000	-4.062	-5.64%	4877	Otter Tail Power	O:OTTR	39.500	41.500	2.000	5.06%	152
Chancellor	O:AMFM	49.750	44.625	-5.125	-10.30%	17816	Pacific R&E	A:PXE	1.375	1.500	0.125	9.09%	140
Childrens Bcg.	O:AAHS	3.000	3.000	0.000	0.00%	257	Pulitzer	N:PTZ	85.937	86.125	0.188	0.22%	510
Citadel	O:CITC	25.125	24.250	-0.875	-3.48%	2848	RealNetworks	O:RNWK	39.750	49.500	9.750	24.53%	23252
Clear Channel	N:CCU	59.812	56.750	-3.062	-5.12%	10915	Regent Pfd.	O:RGCI	7.500	7.000	-0.500	-6.67%	2
Cox Radio	N:CXR	40.812	37.312	-3.500	-8.58%	836	Saga Commun.	A:SGA	20.000	18.750	-1.250	-6.25%	99
Crown Castle	O:TWRS	20.750	20.250	-0.500	-2.41%	1134	Sinclair	O:SBGI	17.500	19.500	2.000	11.43%	7266
Cumulus	O:CMLS	16.875	16.750	-0.125	-0.74%	804	SportsLine USA	O:SPLN	20.875	29.500	8.625	41.32%	19518
DG Systems	O:DGIT	5.687	7.250	1.563	27.48%	2525	TM Century	O:TMCI	0.281	0.406	0.125	44.48%	0
Disney	N:DIS	31.000	36.000	5.000	16.13%	153789	Triangle	O:GAAY	0.023	0.010	-0.013	-56.52%	12805
Emmis	O:EMMS	46.250	47.437	1.187	2.57%	1835	Triathlon	O:TBCOA	11.500	11.125	-0.375	-3.26%	122
Fisher	O:FSCI	66.500	66.500	0.000	0.00%	8	Tribune	N:TRB	66.625	64.000	-2.625	-3.94%	4507
Gaylord	N:GET	30.375	30.125	-0.250	-0.82%	165	Westover	A:WTW	34.625	31.375	-3.250	-9.39%	207
Granite	O:GBTVK	6.625	6.875	0.250	3.77%	850	Westwood One	N:WON	29.812	28.125	-1.687	-5.66%	323
Harris Corp.	N:HRS	39.250	37.750	-1.500	-3.82%	3842	WinStar Comm.	O:WCII	39.500	39.250	-0.250	-0.63%	12851

## Latest hot Internet stock?

As RBR went to press, Marketwatch.com was expected to price its IPO. If all went as expected, the Internet site for investment news and information should have debuted as the first hot Internet stock offering of 1999. The stock will trade on Nasdaq as MKTW.

Based on indications of strong demand for the 2.75M shares being offered to the public, lead underwriter BT Alex. Brown raised the expected pricing range (1/13) to \$14-16—up from the previous range of \$10-12. At \$15 per share, the offering would raise \$41.25M before offering expenses.

Marketwatch.com is a joint venture of Data Broadcasting Corp. (O:DBCC), a financial information company, and CBS Corp. (N:CBS). In return for its stake in the Internet operation, CBS agreed to provide \$30M in radio and TV advertising. Data Broadcasting is known in the radio industry because it uses FM subcarriers to transmit stock quotes.

Marketwatch.com's revenues grew last year from \$1.2M in Q1 to \$1.5M Q2 and \$1.8M Q3, according to its latest prospectus.

# CLOSED

## Albany Broadcasting Company

*has transferred the assets of*

### WGPC-AM/FM Albany, GA

*to Cumulus Media, Inc.*

*for \$2,250,000.*

**John E. Lauer** *represented the seller in this transaction.*

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by Jack Messmer

## Citadel spin-offs balloon Marathon

Marathon Media is growing by more than 50% with a \$26M deal to buy 25 small market stations which are being spun off by Citadel Communications (O:CITC). Marathon will pick up Citadel's stations in Billings, MT, Eugene and Medford, OR, State College and Johnstown, PA and the Tri-Cities market, WA.

"Today's [1/14] agreement underscores Citadel's intent to focus its energy on mid-sized markets, which offer the greatest return to our shareholders," said **Larry Wilson**, Citadel CEO.

Marathon Media, headquartered in Spring Grove, MN, is owned by **Bruce Buzil** and **Aaron Shainis**. Its operations are headed by **Chris Devine**, President.

**RBR observation:** Most of these stations, 18 of the 25, were **Ed Hardy's** Deschutes River Broadcasting group which merged with Citadel in 1996 (*RBR* 7/22/96, p. 14). At the time, Wilson had planned to operate a two-tier company, with Deschutes continuing as a semi-autonomous group to grow in small markets. That turned out to be confusing to both employees and Wall Street.

The six other small market stations in this deal, all in Pennsylvania, were from Citadel's \$117M buy of the 25-station Tele-Media group (*RBR* 4/7/97, p. 18). This divestiture will give Citadel very nearly a "pure" mid-size range of markets from #30 to #130—with only a couple of exceptions.

## SBS adds in Puerto Rico

**Raul Alarcon's** Spanish Broadcasting System is challenging Chancellor Media (O:AMFM) in Arbltron's newest big market, Puerto Rico, with a deal to buy Mega Networks' WMEG-FM San Juan and WEGM-FM Mayaguez. The deal also includes LMAs of two other San Juan area stations. SBS recently closed on its first island station, WDOY-FM San Juan, for which it paid \$8.3M. *RBR* sources say Chancellor bid up to \$17M for the Mega deal, with SBS taking the trophy for \$18M.

## Hilger sticking around

**Andy Hilger** is selling WJON-AM, WWJO-FM & KMXK-FM St. Cloud, MN to Regent Communications (O:RGCI) for \$12.7M, but that doesn't mean that Hilger is getting out of radio. "It's not retirement, it's kind of a redirection in my life," he told *RBR*.

Hilger says he'll continue to run KKJM-FM "Spirit 93," renting space and services from Regent. Hilger plans to build up the Contemporary Christian outlet into a viable entity, then donate it to either the Central Minnesota Community Foundation or the St. Cloud Diocese of the Roman Catholic Church.

Hilger's entire broadcast career has been in St. Cloud, where he started in 1958 as a DJ. "Tin Pan Andy," at WJON. He became a part-owner in 1965 and bought out his partners in 1971, a year before he put WWJO on the air. The other two FMs were added this decade under deregulation. **Broker: George Otwell**, Media Venture Partners

## Syncom doubles in KC

**Herb Wilkins'** Syncom is paying \$10.75M to **Frank Copsidas'** Radio 2000 KS Inc. for KCHZ-FM. The suburban Kansas City signal has a new tower under construction which will give better coverage of the metro.

Syncom already owns KNRX-FM in the market and recently flipped it from AOR to Urban Oldies. KCHZ is currently Alternative. **Broker: Michael**

*continued on page 19*

## Deer Valley Broadcasting, L.L.C.

*has agreed to purchase the assets of radio station*

### KMGR-FM

*Tooele, Utah*

*from*

### Simmons Media Group

*Craig Hanson, President*

*for*

### \$3.0 Million

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## Entercom prepares for Wall Street debut

With Entercom Communications set to sell its IPO before this month is out (*RBR* 1/11, p. 13), **Joe and David Field** have updated the financial figures from their original SEC filing of last August (*RBR* 8/17/98, p. 13).

If all goes according to plan, Entercom will sell 10.3M new shares and Chase Capital will sell 550,000 of its Class A common shares, the class of shares which will trade on the New York Stock Exchange as ETM. (An additional 1.6M new shares have been registered in case the offering is oversubscribed.) Chase will thereafter own 732,051 Class A shares and 3,119,708 non-voting Class C shares. All 10,531,805 of the super-voting Class B shares, which have 10 times the voting power of Class A shares, will be owned by Chairman/CEO Joe Field and his son, President/COO David Field. They also control 2,812,799 Class A shares through a series of trusts and have options (not yet vested) which would allow them to buy more than 400,000 additional Class A shares.

In its prospectus, Entercom notes that revenues and cash flow "have grown significantly on both a total and same-station basis." Over the past three fiscal years, Entercom says its net revenues grew at a compound annual rate of 68.4% from \$35.9M in 1995 to a pro forma \$171.4M in 1998. Broadcast cash flow grew at a compound annual rate of 62.7% from 11.8M to a pro forma \$50.8M. For the same three-year period, same station revenues grew at an average annual rate of 15% and cash flow 36.4%.

Entercom, the nation's sixth largest radio group in terms of billings, owns 25 FMs and 17 AMs in eight markets. Its only top-ten market is Boston, so the bulk of its revenues come from its four #11-30 markets, Seattle, Portland, Sacramento and Kansas City. Its Seattle superduopoly generates approximately 36.7% of Entercom's net revenues and 44.1% of its cash flow. Underwriters: CS First Boston, BT Alex. Brown, Goldman, Sachs & Co., Morgan Stanley Dean Witter

### Entercom Communications Corp.

Financial results for fiscal years ended Sept. 30

(all \$ in millions)

Category	1996	1997	1998 Pro forma	'98*
Net revenues	\$48.7	\$93.9	\$133.0	\$171.4
Broadcast cash flow	\$17.0	\$32.6	\$44.4	\$50.8
After-tax cash flow	\$7.9	\$16.6	\$21.0	\$32.2
Broadcast cash flow margin	35.0%	34.7%	33.4%	29.6%

\*Includes all recently closed and pending acquisitions

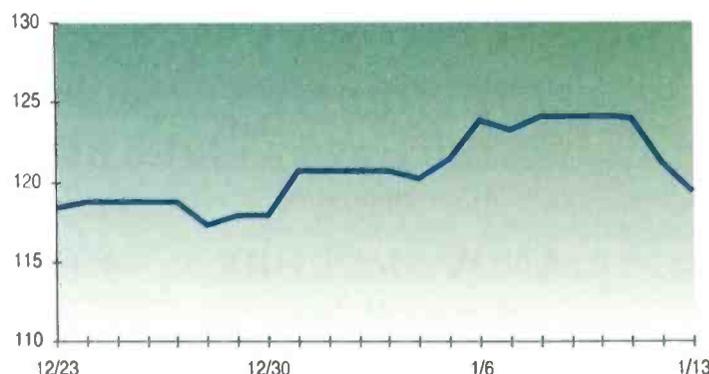
Source: Entercom SEC Form S-1, Amendment No. 3, filed 1/6/99

## The Radio Index™

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The Radio Index™ scored another record high on 1/8, closing at 124.08 as stock prices soared on Wall Street. After a bit of profit-taking, the index stood at 119.34 on 1/13, a decline of 4.47 from a week earlier.



# CLOSED!

## New Northwest Broadcasters

(Michael O'Shea and Ivan Braiker)

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Klamath Falls, Oregon from

**B&B Broadcasting, Inc.**

(Bob Barron and George Broadbin)

for

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Elliot B. Evers

and

Charles E. Giddens represented the Seller.

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# TRANSACTION DIGEST

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.

**\$4,500,000—\* KCSJ-AM, KGHF-AM & KYZX-FM** Pueblo (Pueblo-Pueblo West CO) from Pueblo Broadcasters Inc. (Martin T. Hart) to Colorado Springs Radio Broadcasters Inc., a subsidiary of KXEL Broadcasting Company (Cy Bahakel), part of the Bahakel Broadcasting group. Double **duopoly** with KILO-FM Colorado Springs.

**\$4,500,000—\* KFAY-AM & FM & KKEG-FM** Fayetteville (Farmington-Bentonville-Fayetteville AR) from Demaree Media Inc. (Levoy Patrick Demaree) to Cumulus Licensing Corp. (Richard Weening, Lew Dickey Jr.), a subsidiary of Cumulus Media (O:CMLS). \$290K letter of credit as escrow, \$4.5M in cash at closing. **Superduopoly** with KZRA-AM, KAMO-FM & KMCK-FM. Broker: Media Services Group

### FCC Attorney Miami, Florida

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**\$3,950,000—\* WDFM-FM** Defiance OH from Lankenau Small Media Network Inc. (Steven R. Lankenau, Richard Small, Ronald P. Lankenau, David Kurivial, Timothy Smith, Gregory Steyer) to Citicasters Co. (Randy Michaels), a subsidiary of Jacor Communications (O:JCOR). \$300K escrow, balance in cash at closing. **Superduopoly** with WTTF-AM & FM Tiffin OH and (barely with) WSPD-AM & WVKS-FM Toledo. Note: This deal also includes a low-power TV station. *RBR* has not allocated any portion of the purchase price to the LPTV. Broker: Associated Broadcasters/Irv Schwartz

**\$2,500,000—\* WKST-AM & FM** Youngstown OH (New Castle-Ellwood City PA) from Great Scott Broadcasting (Faye Scott) to Citicasters Co. (Randy Michaels), a subsidiary of Jacor Communications (O:JCOR). \$125K escrow, balance in cash at closing. **Superduopoly** with WNIO-AM, WKBN-AM & FM & WBTJ-FM.

**\$1,650,000—\* KORL-FM** Honolulu from Caribou Broadcasting LP (J. Kent Nichols) to New Wave Broadcasting LP (Jon Ferrari, Charles Cohn, William Douglas, Kirk Warshaw, Brad Dubow, Generation Capital Partners LP, Alta Subordinated Debt Partners III LP, Alta Communications VI LP). \$1.65M cash. **Superduopoly** with KQM-Q-AM & FM, KPOI-FM, KKHN-FM & KPXI-FM. LMA since 11/30/98.

**\$1,400,000—WCSV-AM, WAEW-AM & WXVL-FM** Crossville TN from WCSV LLC (Charles & Debra Whiteaker, Samuel Armes, Randel & Deborah Trevena) and Crossville Radio Inc. (Charles & Debra Whiteaker, Randel Trevena) to Crossville CBC Inc., a subsidiary of Commonwealth Broadcasting Corp. ( Brereton C. Jones, Steven W. Newberry & others). \$25K escrow, additional \$1.235M in cash at closing.

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continued from page 16

**Bergner, Bergner & Co.**

**RBR observation:** Syncom is an investment fund which backs minority-owned communications companies, so it is surprising to see the company buying a station on the open market. (KNRX had been a troubled property from **Ragan Henry's** Allur group.) Is Wilkins simply putting together a package of two stations to make for a better sell-off? We would note that Syncom is a major backer of Radio One, so we wouldn't be surprised to see these two end up in **Cathy Hughes'** and **Al Liggins'** station group.

### Tele-Media in desert buy

Tele-Media Company's aptly named High Desert subsidiary is buying KXXZ-FM Barstow, CA to add to its string of five stations in the Southern California desert. The seller is Hub Broadcasting.

Tele-Media, headed by **Robert Tudek** and **Everett Mundy**, very nearly got out of radio in 1997, selling all but two stations to Citadel for

\$117M (*RBR* 4/7/97, p. 18), while continuing to own substantial cable TV interests. In recent months, however, broadcast division COO **Ira Rosenblatt** has been buying. Once all pending deals close, Tele-Media will have 10 radio stations in California and New York.

### Bass hooks a tower deal

Texas billionaire **Robert Bass** is the lead investor in a new tower venture, Lattice Communications LLC, which will seek to build a regional stronghold in Ohio, Indiana and Kentucky. Lattice is being headed by veteran radio broker **R. Dean Meiszer** and will begin with a base of more than 90 towers, most from Cinergy (N:CIN), a Cincinnati-based regional electric utility which built a network of more than 80 towers for the microwave data network controlling its power grid and for two-way communications with its vehicles.

"We'd love to buy some broadcast towers," Meiszer told *RBR*. The initial portfolio though, includes the Cinergy towers and a few that Meiszer's Lattice Partners Ltd. had already ac-

quired which serve cellular/PCS and other short-stick users.

What about The Crisler Company, Meiszer's brokerage business? He said it will stay in business and continue to serve its existing client base. "Our primary focus will be on the tower company, going forward," he noted.

**RBR observation:** Our sources say Lattice Communications will kick off with close to \$3M in annual tower cash flow. That's a pretty good base from which to build. The regional focus and well-heeled private backers should make it possible for Lattice to compete with larger tower companies, such as American Tower (N:AMT) and Crown Castle (O:TWRS).

### Hicks/Hicks wedding update

The nuptials for Chancellor Media (O:AMFM) and Capstar Broadcasting (N:CRB) should be taking place soon. The short-form 316 merger filings surfaced last week at the FCC. Only the short-form transfer, which doesn't require a 30-day public notice period, is required because Hicks, Muse, Tate & Furst already controls both companies.

\$140K note. Existing **duopoly**. LMA since 9/24/98. **Broker:** Media Services Group

**\$787,611—\* KROF-AM & FM Lafayette** (Abbeville LA), 52.5% stock sale of Abbeville Broadcasting Service Inc. from Abbeville Broadcasting Service Inc. Voting Trust (Louise Broussard Picard & others) to Galloway Consulting Services Inc. (Thomas R. Galloway Sr.). Cash for stock. **Superduopoly** with KPEL-AM, KTDY-FM, KMDL-FM, KFTE-FM & KRXZ-FM. Note: 50 stations in market.

**\$575,000—\* WPNH-AM & FM Plymouth NH** from Permigewasset Broadcasters Inc. (E.H. close) to Northeast Communications Corp. (Jeffrey, Philip, Ruth & J. Christopher Fisher, Jeffrey Levitan, Richard Walsh). \$28.75K escrow, balance in cash at closing. **duopoly** with WSCY-FM Moultonborough NH. **Broker:** The Sales Group

**\$300,000—WTRI-AM Brunswick MD** from Tri-State Broadcasting Inc. (Elizabeth Reber) to Capital Broadcasting Corp. (Alfred L. Hammond, Eduardo Armenta). \$10K non-refundable deposit, additional \$28K escrow, balance in cash at closing. LMA since 10/8/98. **Broker:** Ray Rosenblum

**\$260,000—\* KRBZ-FM Reedsport OR** from Pioneer Broadcasting Company of Oregon Inc. (Margaret A. Clapp) to Umpqua River Broadcasters Inc. (William & Connie Williamson,

Linda & Matthew McCormick). \$13K escrow, additional \$100K in cash at closing, \$147K note. **Duopoly** with KWRO-AM & KSHR-FM Coquille OR. LMA since 3/31/98.

**\$250,000—KYRK-FM Eunice NM** from Mark C. Nolte to FiveStar Enterprises LC (Diane N. Landen, William C. Nolan III, Tracey Alderson Fort, Jeffrey W. Nolan, Edwin B. Alderson III). \$250K cash in two-step asset exchange & sale for KIOL-FM Lamesa-Odessa TX (below).

**\$250,000—KIOL-FM Odessa-Midland** (Lamesa TX) from Noalmark Broadcasting Corp. (William C. Nolan Jr.) to GBE of Abilene LLC (William Phillip Graham, Herbert L. Graham). \$100K escrow, balance in cash at closing.

**\$250,000—KQZZ-FM Devils Lake ND** from American Wireless Inc. (Robert J. Ingstad) to Two Rivers Broadcasting Inc. (Janice M. & Robert J. Ingstad). Assumption of liabilities, not to exceed \$250K.

**\$225,000—WYHI-AM Jacksonville** (Fernandina Beach FL) from Northeast Florida Radio Inc. (Mark T. Hogan) to RJM Communications Inc. (Rickman J. Morrison, Michael T. Greene). \$5K escrow, additional \$145K in cash at closing, \$75K note.

**\$175,000—FM CP (102.7 MHz) Tyler-Longview** (Winona TX), 50% stock sale of

S.O. 2,000 LLC from SunGroup Inc. (John W. Biddinger) to Sunburst Media LP (Don L. Turner & others). OARA Inc. will retain its 50% interest. \$175K cash for LLC interest. **Superduopoly** with KFRO-AM & FM & KYKX-FM, plus LMA of KALK-FM.

**\$156,000—KIDA-FM Ida Grove IA** from Maple River Broadcasting Inc. (Kevin Lein) to Eisert Enterprises Inc. (John & Sara Eisert). \$15K escrow, balance in cash at closing. **Broker:** buysellradio.com

### Transaction updates

•The \$750,000 sale of KCBR-AM Colorado Springs-Monument CO, reported last issue (*RBR* 1/11, p. 14), also included KCMN-AM Colorado Springs. Chip Lusko & Kent Bagdasar are the principals of both selling companies. The buyer, KLZ Radio Inc., is owned by Donald Crawford. **Broker:** McCoy Broadcast Brokerage

•Jacor Communications (O:JCOR) has submitted numerous transfer forms and "alternate assignee" exhibits to facilitate the transfer to Clear Channel Communications (N:CCU) of those stations which Jacor has acquired since the two announced a \$4.4B merger (*RBR* 10/12/98, p. 2 & 35). To conserve space, these redundant filings have not been listed in Transaction Digest.

# Get Better Jocks for Less Money

Increase profits by running your station more efficiently. Outside the highest billing hours, it doesn't make sense to pay announcers to sit around *waiting* to talk. A Scott uncompressed music on hard drive System can put all the songs, spots and prerecorded Voice Trax together smoothly with *nobody* in the air studio!

For years, Scott Studios' client stations have been successfully pre-recording great 4-hour shows in 15-20 minutes.

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After the station's music has been scheduled, one touch of a button automatically e-mails the log and the latest live copy to the distant announcer. Scott's VTVI works seamlessly with all music schedulers and traffic/billing programs.

Scott's Voice Trax Via Internet software is *very* easy for your announcers to use. Scheduled live tags, trivia and copy display automatically on the right side of the screen. There's no fumbling with a copy book or even a mouse. When you're recording a song ending, simply press the space bar on the VTVI keyboard to start the next song or spot. Release the space bar after you stop talking. VTVI then moves ahead to the next place to talk.

All Voice Trax are recorded with the computer's ordinary sound card with impressive digital fidelity. Depending on your format, a microphone processor may be helpful to punch up the announcer's voice, but no console is needed.

If all the station's spots have been produced when the log is sent, Scott's Voice Trax software automatically computes and displays accurate time checks the announcer can include if desired in any Voice Trax.

After recording, any or all of the show can be reviewed and changed. Scott's VTVI Segue Editor even lets your jock fine-tune timing without any need to re-record any thing.

When done, a click on the VTVI Auto-Send button dials the Internet and moves the entire show to the distant Scott digital audio system automatically. Transfer speeds vary based on your Internet Service Provider, but with a dial-up phone line a shift can upload to the Internet in 40-50



Here's Scott's Voice Trax Via Internet (VTVI) software, shown with the optional Segue Editor. VTVI allows a distant announcer to pre-record a 4 hour show in about 15-20 minutes with nothing more than a Windows computer, an Internet connection and a good microphone.

minutes. With ISDN, transfer time can be 20-25 minutes.

Your announcer can be answering e-mail, writing copy, editing promos or doing a number of other things on the VTVI computer while your show is being transferred.

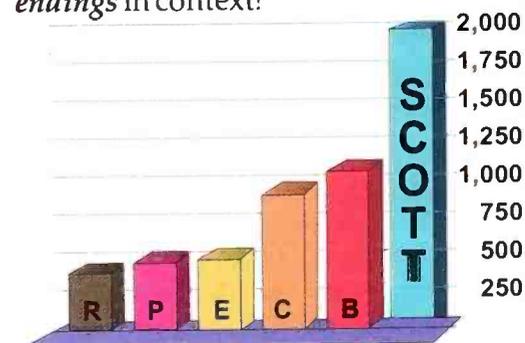
Scott Studios VTVI also includes our exclusive Voice/Music Synchronizer. When any Voice Trax mentions song titles or artists, your jock turns on the link so the Trax plays only with the correct song. No operator attention is needed at the station for Voice Trax to play seamlessly. If the announcer forgets to record something, or songs or spots get changed at the last minute the Scott Voice/Music Synchronizer automatically substitutes generic Voice Trax for each day and hour for each announcer.

Nothing could be easier or less expensive, yet still sound so good as good talent with Scott's VTVI! Of course, the free Voice Trax Via Internet does require Internet connections on both ends, a \$29 per month FTP transfer site, and the Scott NT System plus a \$2,500 Scott Remote Recording Router back at the station.

We also offer a \$500 VTVI Deluxe that lets the announcer download telescoped song intros and endings from the Internet, then fine-tune timing of talk-ups and backsells in the context of the music and spots with little or no need for re-recording. With the VTVI Deluxe, a telescoped aircheck can be previewed with the beginnings and

ends of the songs and spots.

Or, the \$1,000 Super Deluxe VTVI lets your distant announcers record *while listening to song and spot intros and endings* in context!



It's a fact: More U.S. stations use Scott Studios than *any* other major digital audio system. 1,950 radio stations have 4,300 Scott digital work-stations, including *major* groups like CBS, Chancellor, Disney/ABC, Clear Channel, Emmis, Citadel and many more. In the US' top 10 markets, 45 stations and 5 networks use 155 of our digital workstations

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