

RADIO NEWS

NAB wants to nip low power FM in the bud 2
 The NAB wants to interfere with the establishment of a new low power FM service before it gets a chance to interfere with the stations already crowded onto the dial.

Iger sanction: Callahan prez-ent and accounted for at ABC 2
FCC ownership discussion will be a thing of Wonder 2
DARS Wars: XM, CD try to gang tackle WCSR 2
Arbitron looks at simulcasts; digs its own Musgrave; partners with OnRadio ... 2, 4
Tallahassee to-do: Cumulus girds for duel with DOJ, FCC 3
Car-tunes? MobilTrak proves a valuable sales tool 4

RADIO AD BIZ

Agency bias is a problem for minority radio stations AB 1-2
Talking shop with network nabobs AB 3-4
SRI's Optimizer makes its debut AB 4
AMFM decides to Brown Bag it AB 4
WW1 will have Belden buildin' sales AB 4
October Media Index: More of the same AB 5
Winstar in Love; Fisher gets a Flash; NBG sees its Shadoe AB 6

BROADCAST INVESTMENTS

Broadcast.com revved it up in 1998; Intel dumps shares 5
Infinity goes with the cash flow—up 39% 5

MEDIA MARKETS & MONEY

Enter Entercom: Wall Street debut a smash hit 6
 Entercom watched its IPO soar 37% on its first day of trading, going from \$22.50 to \$30.75 a share. The owners Fielded \$410 Million.

Retractable tower? Pinnacle withdraws IPO 6
Wilkes-Barre: Citadel swallows LMA partner 6
Greenville NC: Sale of 'NBR and 'ZBR reported in RBR 6
Asterisk goes super-Ocala-fragelisticexpialidocious 6
Bull gets fed at Tarzian's stake dinner 7
Salem gets into print and the Internet 7
Is Standard & Poor's a poor measure of broadcast stocks? 7

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NAB: Low regard for low power

"This proposal to add as many as 4,000 low-power stations to an already-congested radio band threatens the transition to IBOC digital radio, will likely cause devastating interference to existing broadcasters, and will challenge the FCC as guardian of the spectrum," said NAB President **Edward Fritts**, making it clear that broadcasters will fight the FCC's microradio proposal (*RBR* 2/1, p. 3).

The Commission's lone dissenter, **Harold Furchtgott-Roth** (R), says he is "not opposed to the creation of a low power service" per se. But adds, "I do not believe that we should create new stations at the expense of current

interference protection standards."

The Notice of Proposed Rulemaking (NPRM) includes the possibility of no protection for 2nd and 3rd adjacent channels.

Proponents, including FCC Chairman **Bill Kennard** (D), the Media Access Project and American Women in Radio and Television, say the Commission should OK the relatively low-cost, limited-range, low-power FM stations, thereby opening up the market to diverse voices.

NPRM comments are due April 12, and reply comments are due May 12, 1999. The Commission has a LPFM website at www.fcc.gov/mmb/prd/lpfm.—JA



Bob Callahan, who'd been President of ABC Radio since 1996, has been promoted to President of Broadcasting at Disney's (N:DIS) ABC Inc., reporting directly to **Robert Iger**, President, ABC Inc. In his new role, Callahan will be responsible for the ABC-owned TV stations and National Television Sales (the in-house national rep for the ABC-TV O&Os), along with continuing to oversee the ABC Radio Group.

"In his years in radio, Bob and his team drove record earnings growth, created ESPN Radio Network and Radio Disney, added radio stations and solidified the successes of the ABC Radio Networks," said Iger.

XM, CD Radio file against newcomer WCS

It's DARS Wars! Satellite DARS proponents XM Satellite Radio and CD Radio (O:CDRD) have filed Petitions to Dismiss or Deny WCS Radio's application to provide satellite DARS in the WCS band. 56 pages long, with 10 pages of exhibits, CD Radio blasted the application, citing everything from an incomplete application to harming existing coordination agreements with Canada and Mexico. In addition, "In the 1997 Appropriations Act, Congress ordered the Commission to take [WCSR's] portion of the spectrum initially allocated for satellite DARS and reallocate it to wireless services. Therefore, WCSR's space station application to provide satellite DARS must be denied."

XM claimed in its 11 page document: "WCS Radio appears at this point to be little more than a business plan dressed up as an FCC application."—CM

Arbitron seeks input

Arbitron has proposed changes to its policy on simulcasts, but wants client input before implementing the changes. There are four key parts to the proposal: 1) No limit on the number of stations in a simulcast; 2) Stations may request a combined total line only for 100% simulcasts, rather than individual station breakouts; 3) Less than 100% simulcasts will be totaled only in the Electronic Summary Data Set; and 4) Prior survey

continued on page 4

From talking Superbowls to superduops, Stevie's coming

Pulled from the December FCC agenda amid a flurry of negative political and industry reaction (*RBR* 1/11, p.3), broadcast ownership rules are back on the table and will be discussed in a day-long FCC (en banc) hearing this Friday, February 12.

Chairman **Bill Kennard's** (D) guest list includes entertainer and L.A. broadcaster **Stevie Wonder**, who is expected to address broadcasting diversity issues, as well as other broadcasters, industry analysts, lawyers, and lobbyists.—JA

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Cumulus fights back against DOJ & FCC

Cumulus Media (O:CMLS) is girding to do battle with both the DOJ and FCC over its pending purchase of **Bruce Timm's** WGLF-FM Tallahassee for \$4.5M (*RBR* 11/16/98, p. 15). The station, which Cumulus has already LMA'd, will give the company a one AM/four FM superduopoly in Arbitron market #163.

The proposed sale brought a howl of protest from WFLV-FM owners **Robert and Erica Thaler**, who charged that Cumulus would control 49% of the market's 1998 radio revenues and that two group-owned superduopolies—Cumulus' and Clear Channel's (N:CCU)—would claim over 85%. The Thalers also accused Cumulus of "predatory" ad pricing, cutting rates on some of its stations to undercut standalone operators, and of freezing the independent operators out of buys: "We have encountered situations where Cumulus has made group exclusivity a condition of their participating with an advertiser. In effect, add a non-Cumulus station to a marketing plan and lose Cumulus."

Although the proposed purchase was well under the \$15M threshold which requires a Hart-Scott-Rodino Antitrust filing, the US Department of Justice filed comments with the FCC asserting that "the Tallahassee radio market is already concentrated" and that the proposed buy of WGLF "raises substantial and material issues of fact as to whether the proposed transaction is anticompetitive..." and would likely lead to higher ad prices.

Cumulus, in its response, noted the irony of the Thalers accusing the company of cutting rates while DOJ insisted that consolidation was raising rates.

Taking the offensive against Chair **Bill Kennard's** claims that the FCC has authority under general "public interest" criteria to examine local radio market concentrations, Cumulus insisted that its deal complies fully with the 1996 Telecommunications Act and "the Commission is without authority to deny the application based upon extra-statutory local market concentration concerns." Cumulus said that the legislative history of the Act "confirms that Congress specifically rejected a role for the Commission to engage in a case-by-case evaluation of local market concentration in favor of specific numerical station limits."

As for DOJ's objections, Cumulus said the department's "competitive concerns are based principally on inaccurate revenue data that has since been corrected by BIA Research, Inc." and predictions of higher ad prices and anticompetitive effects "that have been disproven over the past year of operations" under the LMA.

Taking issue with DOJ's contention that radio advertising is the proper market for antitrust analysis, Cumulus commissioned an independent analysis by **Stephen Stockum**, an economic consultant with a Ph.D. in economics from the University of Pennsylvania and former Economic Advisor to the Bureau of Competition at the Federal Trade Commission, which shares antitrust enforcement responsibility with DOJ.

Stockum, who said his analysis was guided by DOJ's own merger guidelines, found that radio should not be viewed independently of other local media because radio ads did not appear to be critical to any of the business sectors he studied. For example, some fast food chains spent heavily on radio while others spent nothing; one bank spent nearly half of its ad budget on radio, while others spent 90% on newspaper and none on radio. "In addition, this data reveals that many Tallahassee advertisers alter their mix of advertising media, sometimes dramatically reducing or increasing the percentage of their advertising budgets that they spend on radio from one quarter to the next," Stockum said in his report.

"Given this evidence of routine substantial cross-media substitution, a hypothetical radio monopolist likely would lose considerable revenue to alternative advertising media in response to across-the-board increases in advertising rates," Stockum wrote. "Accordingly, following the DOJ-prescribed Merger Guidelines methodology, other media should be included in the relevant market."

Stockum noted that most antitrust analysis is theoretical, conducted in advance of a proposed business combination, but that the LMA made it possible to observe the real-world impact. "Seldom do antitrust analysts have this luxury of observing the actual post-merger competitive results," he said.

"Advertising rates have not risen since Cumulus began operating WGLF. In fact, the average rate charged for advertising spots on WGLF has fallen under Cumulus management." That, Stockum said, is "inconsistent with the predictions made by the Justice Department's economist, Dr. **Sean Ennis**."

RBR observation: The ball is now in Kennard's court. Will this become the court case to decide once and for all whether Congress or the FCC writes the law? Will Assistant Attorney General **Joel Klein** dare to risk a court test of his dubious claim that radio is a separate and distinct advertising market? Will Vice President **Al Gore** rein-in both of them rather than risk having a federal judge expose the "puppet master" who is manipulating the FCC and DOJ in their political attacks on broadcasters and Congress?—JM

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and multi-book averages will not be available for stations requesting a simulcast combined total line until that history is developed over time.

A full text of the proposal is available at www.arbitron.com.

Musgrave, Supovitz upped

Separately, Arbitron announced that **Scott Musgrave** has been promoted to Sr. VP and GM of Arbitron Domestic Radio, with direct responsibility for all US operations and reporting to Exec. VP **Pierre Bouvard**. **Bruce Supovitz** was appointed VP to head a new unit which will seek to measure listening to radio networks and proposed satellite DARS channels.—JM

Arbitron, OnRadio partner

Announced at RAB in Atlanta: Arbitron New Media and OnRadio have entered into a partnership where Arbitron will provide audience measurement services for its network of streaming stations. OnRadio partner Katz will use these Internet "ratings" to facilitate ad buys and packages for the 550-station network, not all of which are streaming yet.

"It begins to legitimize this as a real entertainment distribution system to the advertising community. Arbitron is the one everyone looks to for legitimate measurement," said OnRadio CEO **Rick Ramirez**.—CM

MobilTrak helping buyers, advertisers measure ethnic listenership

One way to overcome advertiser bias against minority audiences (see AdBiz cover story) is to demonstrate that a station's listeners are indeed customers. One way to do that is with MobilTrak, whose monitoring units compile listenership levels for stations that passing cars are tuned to. It may come as a surprise to some that MobilTrak can be used to discern ethnic listening trends by geographic zone.

Here's how it helped Hispanic KLAX-FM (SBS) and Universal City Nissan in L.A.: "Universal City Nissan—they only advertise on Hispanic radio stations, believe it or not. And that's why they bought our service—to really understand the Hispanic radio stations as it related to their dealership. We're in the process of wiring that dealership's parking lot, in addition to their initially subscribing to the market-level data. They looked at their neighborhood and said 'Oh!!! KLAX-FM is huge.' So they bought KLAX for the first time and had in December their biggest sales month ever...in December! They bought MobilTrak and then changed their buying," said **Lucius Stone**, Dir. Sales and Marketing, MobilTrak. "The key thing here is there's no language barrier with what MobilTrak is doing. It doesn't require you to speak a particular language to respond."

"We kind of live and die by it. We use it two-fold—for our own personal advertising and I'm also on the Nissan ad committee out here, so we use it to direct the local Nissan dealer association buys through Chiat-Day," said **Bob Baily**, GM, Universal City Nissan. Stone says both Nissan Corporate Southwest region and Chiat-Day are clients.

MobilTrak's zone breakouts allow buyers to "zoom-in" on specific areas of the market, targeting the area around a particular retailer with the most listened to station. Said Stone: "The first client station we had in L.A.—**Stevie Wonder's** station—KJLH-FM—we measured them with about a .8 in the metro. There's one particular zone where they excel and they consistently have between a 13.4 and 13.6—that's South Central. To a retailer in that area of town, why would they care about any other station or what's going on in any other part of town?"

Apparently, it works both ways—listenership can be surprising. One Spanish-language retailer with a monitor unit in its parking lot found the number one station its customers tuned to was an English-language Country station. The #2 station was Spanish-language.

MobilTrak will be throwing out current clients' software this year and will do all business over the Internet to save clients' downloading data and to offer minute by minute data (it is now hour by hour).—CM

Burns new CEA prez

David Burns has been promoted to President of Communications Equity Associates. Burns, who joined CEA in 1990, had most recently been COO of the merchant and investment banking firm, which specializes in media, communications and entertainment.

"David has done an excellent job in assisting us in the expansion and diversification of CEA," said **Rick Michaels**, company founder and Chairman. "Most importantly, he has been the lynchpin in developing a solid operating administrative base, which has allowed us to diversify and expand globally while remaining profitable."



Two join VS&A executive suite

Veronis, Suhler & Associates, an investment banking firm specializing in communications industries, hired two seasoned executives for senior positions.

Jim Rutherford joined VS&A as Executive Vice President in charge of investment banking, a new position. He had been co-head of media mergers and acquisitions at J.P. Morgan. Over the past 12 years, at J.P. Morgan and First Boston Corp, Rutherford has been involved in more than \$25B in media and communications transactions.



Mitchell Haber has been named a principal in VS&A Communications Partners, the firm's private equity media buyout affiliate. He had been head of corporate development at Simon & Schuster, completing 39 acquisitions with a total value exceeding \$1B.



VS&A Communications Partners is set to launch its third investment fund, which will close in Q1 with \$1B in capital. Like Fund I (\$57M) and Fund II (\$330M), Fund III will invest in established platform companies in the media and communications industries, then seek acquisitions to build on those platforms.

New Guy for Patrick

Former NAB research analyst **Greg Guy** has joined Patrick Communications as Director of Research and Marketing. Patrick Communications, headed by **Larry Patrick**, President, is an investment banking and media brokerage company based in Ellicott City, MD.

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Ad agency bias, the final battle?



by Jim Allen

"We are looking at the last battles to preserve the ancient concepts of mass marketing. That is to ignore niches and continue to go for the mass market," said **Ken Smikle**, president of Target Market News Inc., a Chicago-based company that gathers and interprets economic data on African-American consumers to *AdBiz*. "This whole thing revolves around some very holistic kinds of questions. If you don't have diversity within your corporate structure then you're not going to be willing to go after the diversity in the marketplace."

A study recently released by the FCC points to possible ad agency bias against minority-owned and formatted stations and shows they earn less per listener than general market-programmed and white-owned stations, even in

continued on p. AB2

AdNews

Network Radio's
Mt. Rushmore gives
insight to AdBiz

Page AB3

SyndicationNews

NBG finds its shade;
Lin may be looking

Page AB6

AdStats

Who's spending
what and where?

Page AB5

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Ad bias continued from cover

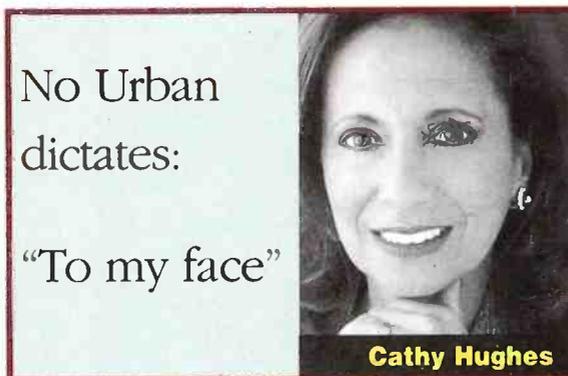
cases where they have higher ratings.

The 18-month, \$20K study was commissioned by the FCC Office of Small Business Opportunities, headed by **Cathy Sandoval**, and conducted by the DC-based Civil Rights Forum.

The report's conclusions, based on 1996 revenues, were drawn from three surveys. 64 of the nation's 284 minority-owned radio stations (as of 1997) responded in one survey. 91% 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 poll 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.

"We are looking at the research agenda and what we and the industry should do to build upon this information in order to develop solutions," Sandoval told *AdBiz*.



The study also contains anecdotal evidence gathered from interviews with 21 radio executives which indicates that ad buying decisions are frequently based on stereotypes. "The most discouraging aspect of my broadcasting career... has been having someone tell me, to my face, that 'black people don't fly or rent cars'" said **Cathy Hughes**, chair of Radio One Inc., America's largest and fastest growing African-American-owned broadcasting company. "I could have both qualitative and quantitative superlatives and find people who will not pay me the same dollars for black listeners as they will for white ones."

"I think the situation will change when competition forces these advertisers to reexamine their policies. Black and Latino markets are where the new growth opportunities lie in next decade," said Smikle. "The top companies in almost every consumer product category have been aggressively marketing to African-Americans for at least 10 and in some cases 20 years. Ford has had a black marketing program for

"...face the future or go broke"



Ken Smikle

over two decades. The number one soft drink company, Coca-Cola, for over 20 years. The number one fast food chain, McDonald's, for over two decades.

If anyone wants to draw examples from those who are at the top in corporate America, it stands to reason that they will follow the same strategy. I must add, ever since Coke dropped its ethnic marketing department, about a year and a half ago, they have continued to lose revenues as a company," offered Smikle.

Face the future or go broke

Statistics show black income and Hispanic population numbers growing faster than any other group. "It's face the future or go broke," according to Smikle. The upcoming American Advertising Federation forum on ad agency bias, slated for February 22 at New York's Waldorf-Astoria, is "going to create some progress, because there has been a reluctance to even talk about this publicly, but don't expect a great deal of noise. What marketing executive is going to admit he wasn't smart enough to do it right in the first place?" added Smikle.

The American Association of Advertising Agencies will host a panel called "How to reach diverse audiences," at its media conference and trade show at the Hilton New Orleans Riverside February 24-26.

The first Urban/Hispanic joint panel convened last week at the RAB convention in Atlanta to discuss no Urban/Spanish dictates. It featured longtime advertising equity advocate Rev. **Al Sharpton**, NY State Sen. **Efrain Gonzales (D)**, SBS NY GM **Carey Davis**, and veteran broadcaster **Skip Finley**. The group introduced an initiative called the "Madison Avenue Project" which will monitor client and ad agency investment in ethnic radio.

"It is still going on," Davis told *AdBiz*. "Pet supplier Petco recently issued a no Urban/no Spanish dictate. I got the no Spanish in December and **Pierre [Sutton**, President Inner City Broadcasting] called me and said he just got the no Urban dictate."

AdBiz observation: Doggone!

Network Radio's Mount Rushmore comments...



On the heels of last week's RAB in Atlanta, AdBiz asked network radio's Mt. Rushmore—Premiere's **Kraig Kitchin**, Westwood One's **Joel Hollander**, AMFM's **David Kantor** and ABC's **Lyn Andrews**—a few quick questions about the very encouraging state of network radio and more.—CM

How did upfronts finish?

Kantor: The upfronts for network radio were approximately \$200M, which is a significant increase over 1998. Almost every upfront client from 1998 was back, plus there were several new ones, like PriceLine.com and The Dish Network to name a couple. We sold approximately 50% of our inventory in the upfront. The highest I think we ever did at ABC was like 25-30%! We had a very good upfront.

Kitchin: Roaring! The upfronts finished spectacularly, due in large part to every upfront advertiser from '98 with the exception of one, and that's AT&T...returned with equal or larger spending levels. For us, we sold slightly more than 44%.

Hollander: Strong. The upfront I think was strong for everyone—there seems to be a number of new advertisers.

Andrews: Extremely well. I would say somewhere between 35% and 40% was sold. Basically all of '98's upfront clients were back, and a new Internet client signed, PriceLine.com.

Why do you think network radio is doing so well?

Kantor: I think now the reach of network radio is there. We brought in a lot of listeners

who were unreachable prior, and I think that's attracted a lot of attention, plus there's been a lot of press on network radio this year. I think a lot of the traditional advertisers are disenchanted with network TV and broadcast cable in terms of reaching their full base and certainly, network radio is a good complement. Plus, the new category, the .coms is just huge—tens of millions of dollars. I think for a national advertiser, network radio is as good a vehicle for reach now as network TV. And obviously, it's more efficient economically.

Also, we just got the November Miller Kaplans and the Network Radio market was up 35%, another record-breaking month—the fourth in a row.

Kitchin: Two years ago, we all felt the effects of a very soft network radio economy, and became proactive two years ago to building business—each company taking their own initiative. And this year, 1999's upfront season, is probably the first time where we've all beared the fruit of that classic new business development mentality. And it's true—I can take a look at each company and point to specific companies that we have all done wonders to bring into the medium.

Hollander: It's been underutilized by a lot of big advertisers in the past and I think they're

starting to get more comfortable with it, and I think it's going to continue to be very strong due to the improved qualitative efforts.

Andrews: A combination of reasons: 1. The influx of money from the .com business, basically ads driving people to the internet; 2. The fractionalization in television that is now making radio look much more like a reach buy than it ever has before; 3. The price of television; and 4. We're always in the business of bringing the value of network radio to advertisers. We have a constant new business effort.

What about spot radio?

Kantor: Some of it already is trickling down. Spot is way up. The national clients would either flow into network or spot, and both of those categories had a tremendous 1998. So what that would suggest is national clients are moving toward radio, both network and spot.

Kitchin: I hear from my own brethren company, at Jacor, that the spot marketplace is exactly on target with where they've projected it to be.

Hollander: Also very strong. I think you're going to see radio do incredibly well as a whole. As we get towards the second half of the year, even better because there's going to be a lot of millennium advertisers. .com is also

a huge new category—it's great.

Andrews: It's doing pretty well. The demand against radio in general is high and the economy is cookin' so advertisers and manufacturers have money to spend.

What has consolidation done for listener choice?

Kantor: Consolidation is good. It's given more format choices. For example, Jammin' Oldies which was a nonexistent format a year ago is now an emerging format in lots of markets. And that's been able to come about because people who now own multiple stations in a market are looking to differentiate their programming instead of just programming head to head, which gives the consumer more choice.

Kitchin: On the AM dial, it has allowed stations to define themselves more distinctly—as the Talk station in Portland, the News station in Portland, the Sports station in Portland. There is a specialization that has gone on as a result of the process. If a broadcaster has two or three or four stations on one spectrum,

they make sure they are formatically pure and focus on different aspects of listener appeal. The Chancellor configuration in L.A. is a classic example of being able to cover the spectrum. Jacor in L.A. is a great example of, through consolidation, being able to take a cash cow and a come leader like KIIS-FM and being able to harness the strengths of that management and sales staff to be able to bring radio stations like 103.1 FM back to life—and bringing AAA back to Southern California. An individual broadcaster might have been able to finance that these days, but using the efficiencies of good management, they were able to do that—and that's good for a listener.

Hollander: I don't think much has changed. There's just so much product out there and the listener has many choices—whether News, Talk, Entertainment, Sports. We just launched Fox, it's another new news service...it just keeps on expanding.

Andrews: I think nothing. I can't point to any dramatic programming changes that have taken place as a consequence of consolidation. It

may be better on the market level—in some isolated cases there have been new formats introduced like Jammin' Oldies.

Any predictions for RADAR 60?

Kantor: I don't want to make predictions because we don't know yet what the sample looks like for the last quarter, and that effect can be dramatic.

Kitchin: Dr. Laura's program will continue to move up slightly as the listener patterns are reflected...we usually have a six-months trail on listeners to numbers. I think that SRI will make a concerted effort to eliminate any wobbles that occurred in RADAR 59, particularly with 18-34 and 18-24 cells, which caused the greatest disruption of the existing numbers. Limited inventory networks will continue to be the stars of RADAR 60.

Hollander: No. I don't make predictions.

Andrews: Steady as we go. All predictions are as good as RADAR 59 or better. It wouldn't be prudent to try and be very specific about it because it's so difficult to predict.

SRI releases RADAR® Optimizer

"SOS," or Statistical Research's new "System to Optimize Radio Network Schedules," is the company's first optimizer designed specifically for radio, allowing client buyers to optimize target reach by directly accessing respondent-level data for its 20 RADAR markets.

"I haven't gotten onto the system yet, but I can tell you I'm excited about it," said Young & Rubicam's VP/Manager, Network Radio **Natalie Swed Stone**. "I think it's going to help in the planning process, which is what I'm most concerned about, so we can communicate to the media planning folks just what it is they can look forward to in network radio. Network radio is getting more sophisticated in its research, and that's a big plus."

The Windows-based software allows users to maximize reach in a target audience or minimize the cost for a desired reach, specifying sex, age and socioeconomics (including PRIZM lifestyle clusters); number of weeks in schedule; cost or GRP constraints; weights for different impressions and sex/age groups, and a pool of network dayparts to draw from when not using specific shows.—CM

AMFM acquires Brown Bag Productions

AMFM Radio Networks (1/15) acquired **Michael** and **Robert Lee's** Brown Bag Productions for a figure in the millions. Brown Bag has grown over the years—22 to be exact—from promotional beds and liners for a handful of radio stations to music for FOX, CBS, ABC, HBO and USA TV nets' shows. Its library now breaks into 11 groups of beds, sounds and logos. Mike and Bob join AMFM as VPs, and will still run the operation from Denver.—CM



AAAA Media Conference this month

The sixth annual American Association of Advertising Agencies Media Conference and Trade Show meets later this month, 2/24-2/26, at the Hilton New Orleans Riverside. Experts, and a veritable who's who from agencies and the media will speak on panels and browse the 70 booths exhibitors have set up. 96 panelists and speakers will talk on everything from "How to Reach Diverse Audiences" to "Database Marketing: The New Critical Application in Media?" and include CBS/Infinity CEO **Mel Karmazin**, **Jean Pool** from J. Walter Thompson, **Allen Banks** from Saatchi & Saatchi, **Karl Eller** from Eller Media, CEMA president **Gary Shapiro** and RAB President **Gary Fries**. 850 attendees are expected, and for the first time, advertisers have been invited.—CM



Belden heading WW1 sales

Peggy Belden has joined Westwood One (N:WON) as Executive Vice President/Director of Sales. In her new capacity, she will oversee the entire WW1 sales force. Belden will be based in New York and report directly to **Joel Hollander**, President/CEO.

Belden, a 20-year radio veteran, had previously been Director of Broadcast Services at The Wall Street Journal Radio Network.—JM



Peggy Belden

Top advertisers, Q3 1998

Ad spending across all media was up 8.8% through the first three quarters of 1998, according to Competitive Media Reporting. CMR listed the following as the biggest advertisers, nationwide, for the nine-month period:

Top advertisers by company

Company	\$M	YTD change
General Motors	1,438	-8.7%
Procter & Gamble	1,276	+7.3%
Philip Morris Companies	1,029	-1.9%
Chrysler Corp.	862	+1.5%
Ford Motor Co.	796	+21.0%

Top advertisers by brand

Brand	\$M	YTD change
McDonald's	421	-1.0%
Burger King	288	-8.7%
Circuit City	269	2.5%
Facobell	158	15.5%
Home Depot	152	14.9%

CMR also reported ad revenue gains by all major national media in the third quarter of 1998. National spot radio was second only to outdoor in percentage gain, but network radio was one of the smaller gainers.

Q3 1998 media spending

Media	\$M	Gain from '97
Newspaper	12,150	7.7%
Network TV	11,570	8.7%
Spot TV	11,009	6.4%
Magazine	9,616	9.0%
Cable TV nets	4,740	15.3%
National TV syndication	1,959	9.0%
National spot radio	1,451	20.5%
Outdoor	1,280	20.9%
National newspaper	1,232	6.1%
Sunday magazine	735	0.1%
Network radio	631	2.7%

Source: Competitive Media Reporting

Media Index

Keep on keeping on

by Jack Messmer

October was pretty much a carbon copy of September for the RBR/Miller Kaplan Total Media Index. Radio's share of Beverage sector advertising slipped to 38.24% from 48.72%, but otherwise there was no strong movement—up or down.

Auto advertising, which had risen strongly in September, jumped again in October as new model promotion continued in full swing. TV and newspaper get a lot more of this spending than radio, but the dollars are huge. Radio's take was just shy of \$20M, but its share of the Auto ad pie slipped to 6.76% from September's 9.41%.

Entertainment-Other/Lottery was radio's strongest sector, with 46.81% of total spending, surpassing ad revenues from the Television sector, 43.12%.

RBR/Miller Kaplan Total Media Index

October 1998 (Expenditures in 000)

Category	Newspaper	TV	Radio	Total Media	Radio % of Total
Automotive	153,163	120,889	19,871	293,923	6.76%
Restaurants	3,842	44,786	9,649	58,277	16.56%
Department Stores	69,938	18,092	7,282	95,312	7.64%
Foods	3,101	29,357	6,958	39,416	17.65%
Communications/Cellular	33,938	26,918	14,603	75,459	19.35%
Furniture	27,250	14,417	5,435	47,102	11.54%
Financial Services	35,108	22,152	12,646	69,906	18.09%
Movies/Theater/Concerts	17,383	15,211	5,299	37,893	13.98%
Grocery Stores	13,279	7,623	5,377	26,279	20.46%
Appliances & Electronics	28,106	10,851	3,206	42,163	7.60%
Hotel/Resorts/Tours	25,594	6,103	3,148	34,845	9.03%
Drug Stores/Products	6,353	11,462	3,412	21,227	16.07%
Computers/Office Equipment	17,124	8,141	5,526	30,791	17.95%
Specialty Retail	29,061	27,389	9,224	65,674	14.05%
Health Care	12,660	19,349	9,847	41,856	23.53%
Auto Parts/Service	6,557	9,899	3,993	20,449	19.53%
Music Stores/CDs/Videos	2,414	6,608	2,716	11,738	23.14%
Transportation	11,382	6,039	4,339	21,760	19.94%
Entertainment-Other/Lottery	3,163	4,675	6,898	14,736	46.81%
Home Improvement	11,609	9,579	2,838	24,026	11.81%
Professional Services	9,023	6,467	4,503	19,993	22.52%
Beverages	2,719	8,477	6,931	18,127	38.24%
Television	9,957	7,574	13,290	30,821	43.12%
Personal Fitness&Weight Ctrs.	901	5,102	775	6,778	11.43%
Publications	26,284	3,584	2,826	32,694	8.64%
TOTAL	559,909	450,744	170,592	1,181,245	14.44%

*Based on Media Market X-Ray composite data for 10 markets (Atlanta, Dallas, Hartford, Minneapolis-St. Paul, Pittsburgh, Portland, OR, Providence, Sacramento, San Diego, Seattle). Newspaper and television data compiled by Competitive Media Reporting and radio data compiled by Miller, Kaplan, Arase & Co., CPAs. For further information contact George Nadel Rivin at (818) 769-2010.

WinStar buys Walt "Baby" Love Productions; SportsFan puts w/PGA

Expanding its reach into Urban radio, WinStar Radio Networks acquired Walt "Baby" Love Productions last month. The Baby Love deal gives WinStar three programs: "Gospel Traxx," "African Americans Making History Today" and "The Countdown," the industry's longest running syndicated R&B show, heard on 120 affiliates. WinStar Global Media is repping the shows nationally. WinStar is also in negotiations to buy SW Networks, which will bring it into the format arena.

The PGA Tour Radio Network has formed a strategic relationship with SportsFan in that it will offer PGA programming to affiliates. WinStar Affiliate Sales will handle those clearances. PGA has 240 gametime affiliates.

Fisher signs Wireless Flash

The Wireless Flash news service chose Fisher Entertainment to syndicate and clear the morning prep e-mail/fax in a long-term deal last month. Fisher brought in KFWB-AM L.A. and WNND-FM Chicago as the latest of 400 affiliates. Premiere Radio Networks reps Wireless Flash's 1 min/day barter time.

Wireless Flash is positioned as "The daily advance of pop culture news," gathered daily by a staff of four full-time reporters. Some recent headline examples: "TV Watching Improves Psychic Abilities," "Belushi Forgotten by Fans on 50th Birthday" and "Computers Blamed for Messy Desks."



United Stations signs AccuWeather, JazzTrax

Last month (1/14), United Stations Radio Networks and AccuWeather signed a long-term distribution, affiliate relations and rep agreement. Previously with Premiere for almost three years, United Stations offered a more focused and dedicated staff arrangement, according to AccuWeather president Dr. **Joel Myers**.



"United Stations feels AccuWeather has the best radio weather service available and has great expectations of adding to the affiliate base," said **Jim Higgins**, SVP Sales/Partner. AccuWeather is currently heard on 177 affiliates.

Late last month, USRN also signed with host/producer **Art Good** to handle clearances, affiliate relations and sales for the 2-5 hour weekly NAC/AC/Urban AC feature, *JazzTrax*. Good marketed the show independently before this agreement to approximately 50 affiliates.

Bob Harris goes national

Political comedian, KNX-AM L.A. talk host, longtime writer (including National Lampoon) and author **Bob Harris** signed a three-year deal with Dick Brescia Associates to syndicate his daily commentaries nationwide. He will be recording his :60 sec. vignettes to air daily from the Museum of Television and Radio in Beverly Hills. Launch date was 1/25 to 53 affiliates.



Cox Radio launches four shows for syndication

In a long-term rep deal with Jones Radio Networks' MediaAmerica, Cox Radio's "The **Neal Boortz Show**," "The **Clark Howard Show**," "The **Motley Fool Radio Show**" and "Handel on the Law" were made available for national syndication (1/8). Boortz and Howard were harvested from Cox's Atlanta flagship WSB-AM; Handel from KFI-AM L.A.

NBG signs Shadoe Stevens

Shadoe Stevens, host of ABC's "American Top 40" from 1988-1995, has signed with NBG Radio Networks to host and produce through his Rhythm Radio LLC firm, "World Atomic Rhythm Party." The show, set to debut 4/2 on an expected 50 affiliates, is a four hour weekly presentation of upbeat rhythmic music. "This music will contain everything from Ska to Reggae to World Beat to Swing to today's hits. Basically anything that makes you tap your toes and makes you feel good," said NBG Radio President **John Holmes**. Affiliates can also take "Fly-Bys," daily five-minute vignettes, to promote World Atomic or add spice to a CHR or Alternative format. NBG will also rep and clear both programs.

LA, NY gets a Reality Check

Launched late last year, American View's "Reality Check" was cleared late last month on WEVD-AM New York and KIEV-AM Los Angeles, bringing affiliate count up to 15, according to AVI President **David Addington**, who added the show is close to clearing four other top-20 market stations. Hosted by **Harrison**, the daily 1.5 and four minute vignettes deliver hard news in a uniquely sarcastic and tongue-in-cheek manner.

"A Word on Health" may sign with syndicator

Danielle Lin has been hosting, syndicating, clearing and repping her own "A Word On Health" (1-3P ET Sat.) barter show for 16 years now. With affiliate count now closing in on 60, she is looking at options. "I launched in 1984 as one of the first broadcasters to go national with healthy talk radio. I'm sold out nationally and looking at going five days a week. After doing everything on my own, I'm now looking at being syndicated by a national firm," said Lin.



While she focuses on homeopathic alternatives, Lin says the trend now is a merging of traditional medical and alternative philosophies. In fact, pharmaceutical manufacturer RP Scherer is sponsoring her at ExpoWest, the largest natural products trade show in the world.



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February 3—RBR Stock Index 1999

Company	Mkt:Symbol	1/27 Close	2/3 Close	Net Chg	Pct Chg	2/3 Vol (00)	Company	Mkt:Symbol	1/27 Close	2/3 Close	Net Chg	Pct Chg	2/3 Vol (00)
Ackerley	N:AK	17.500	16.875	-0.625	-3.57%	17	HefTel Bcg.	O:HBCCA	43.875	48.125	4.250	9.69%	1035
Alliance Bcg.	O:RADO	1.125	1.250	0.125	11.11%	2615	Infinity	N:INF	27.500	28.000	0.500	1.82%	8467
Am. Tower	N:AMT	26.125	25.500	-0.625	-2.39%	5227	Jacor	O:JCOR	68.750	71.750	3.000	4.36%	3444
AMSC	O:SKYC	5.125	4.875	-0.250	-4.88%	956	Jeff-Pilot	N:JP	71.938	69.313	-2.625	-3.65%	2155
Belo Corp.	N:BLC	18.562	19.438	0.876	4.72%	4522	Jones Intercable	O:JOINA	35.875	38.750	2.875	8.01%	2900
Big City Radio	A:YFM	3.625	4.625	1.000	27.59%	92	Metro Networks	O:MTNT	50.562	51.813	1.251	2.47%	905
Broadcast.com	O:BCST	151.938	144.188	-7.750	-5.10%	11552	NBG Radio Nets	O:NSBD	3.625	3.750	0.125	3.45%	580
Capstar	N:CRB	25.125	26.000	0.875	3.48%	778	New York Times	N:NYT	33.500	32.500	-1.000	-2.99%	11391
CBS Corp.	N:CBS	34.250	36.500	2.250	6.57%	40039	OmniAmerica	O:XMIT	28.375	27.063	-1.312	-4.62%	199
CD Radio	O:CDRD	33.562	32.000	-1.562	-4.65%	1502	Otter Tail Power	O:OTTR	39.500	39.625	0.125	0.32%	325
Ceridian	N:CEN	79.000	76.750	-2.250	-2.85%	4444	Pacific R&E	A:PXE	1.875	2.000	0.125	6.67%	4
Chancellor	O:AMFM	56.000	56.813	0.813	1.45%	11761	Pulitzer	N:PTZ	80.688	79.875	-0.813	-1.01%	699
Citadel	O:CITC	25.250	25.625	0.375	1.49%	359	RealNetworks	O:RNWK	68.000	72.000	4.000	5.88%	5053
Clear Channel	N:CCU	62.188	63.813	1.625	2.61%	6747	Regent Pfd.	O:RGCIIP	6.000	5.500	-0.500	-8.33%	14
Cox Radio	N:CXR	41.688	44.750	3.062	7.35%	2045	Saga Commun.	A:SGA	18.750	18.875	0.125	0.67%	75
Crown Castle	O:TWRS	21.562	21.625	0.063	0.29%	98	Sinclair	O:SBGI	17.375	17.875	0.500	2.88%	760
Cumulus	O:CMLS	17.875	16.563	-1.312	-7.34%	214	SportsLine USA	O:SPLN	34.000	50.000	16.000	47.06%	25179
DG Systems	O:DGIT	5.062	5.750	0.688	13.59%	734	TM Century	O:TMCI	0.312	0.500	0.188	60.26%	0
Disney	N:DIS	32.938	33.750	0.812	2.47%	64042	Triangle	O:GAAY	0.025	0.018	-0.007	-28.00%	518
Emmis	O:EMMS	48.750	48.750	0.000	0.00%	178	Triathlon	O:TBCOA	11.438	11.563	0.125	1.09%	76
Entercom	N:ETM	22.500	28.938	6.438	28.61%	4855	Tribune	N:TRB	62.188	62.000	-0.188	-0.30%	6671
Fisher	O:FSCI	64.000	64.000	0.000	0.00%	143	Westower	A:WTW	29.500	29.875	0.375	1.27%	56
Gaylord	N:GET	30.125	29.000	-1.125	-3.73%	272	Westwood One	N:WON	27.500	26.500	-1.000	-3.64%	93
Granite	O:GBTVK	8.438	7.000	-1.438	-17.04%	228	WinStar Comm.	O:WCII	41.375	42.813	1.438	3.48%	5238
Harris Corp.	N:HRS	37.188	38.375	1.187	3.19%	3911							

Broadcast.com revenues up 145%

Broadcast.com (O:BCST) reported that its revenues rose to \$22.4M in 1998, up 145% from 1997's \$9.1M. Advertising revenue grew 121% to \$8.4M. CEO **Todd Wagner** said the company's Internet operation was receiving an average of 800,000 unique users daily as of Dec. 31, 1998.

Broadcast.com also announced a deal to acquire NetRoadShow for \$50M in Broadcast.com stock. NetRoadShow provides services for companies which want to pitch their stock offerings via the Internet.

Intel sells Broadcast.com shares

Wall Street Journal—Intel Corp. (O:INTC) sold 302,500 shares of Broadcast.com (O:BCST), a Dallas company that offers audio conferences, radio, and television broadcasts over the Internet. A spokesman for Intel, of Santa Clara, CA, described the sale, which took place over two trading sessions, as "part of our continually reviewing the conditions of the marketplace, and shouldn't be viewed as changing our relationship with Broadcast.com," a company that Intel has used to broadcast conferences. He would not comment on the total amount Intel realized from the sale, or whether Intel still holds shares

in Broadcast.com. In Nasdaq Stock Market trading, (2/1) Broadcast.com shares fell 9.3%, or \$15.563, to \$151.438.

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Infinity cash flow up 39%

Infinity Broadcasting (N:INF), reporting on a pro forma basis after its recent IPO, said 1998 operating cash flow rose 39% to \$798M. Net revenues gained 48% to \$1.89B. Net income rose 32% to \$253M and free cash flow gained 26% to \$453M.

"This is just the beginning for our new radio and outdoor company," said CEO **Mel Karmazin**, who also heads Infinity's parent company,

CBS Corp. (N:CBS). "We believe we have one of the great growth engines in the media business in Infinity and 1999 will see that growth continue."

American Tower sells shares

Steve Dodge's American Tower Corp. (N:AMT) sold 25.3M new shares (2/3) for \$25 each, after increasing the size of the offering. The \$632.5M, minus offering expenses, will be used to finance acquisitions and construction of additional towers. Lead underwriter: CS First Boston

Emmis raising cash

Emmis Communications (O:EMMS) filed with the SEC for a private placement of \$200M in Senior Subordinated Notes due in 2009. The cash will be used to pay down other debt. The notes will be sold only to qualified institutions under Rule 144A, but could then be registered for public bond trading.

by Jack Messmer

Entercom soars in Wall Street debut

OK, so it's not an Internet stock—Entercom Communications (N:ETM) actually has a 30-year track record and cash flow. Even so, investors snapped up the radio group's IPO and bid the price up 37% in the first day of trading. That could bode well for other radio groups which are expected to go public this year.

Joe and David Field's eight-market radio group priced its IPO (1/28) at \$22.50 per share. 11.3M new shares were sold by the company and 2,375,500 were sold by its financial backer, Chase Equity Associates LP, which remains as a major shareholder (RBR 1/18, p. 17). The shares began trading on the New York Stock Exchange on Friday (1/29), the last trading day of January, and closed at \$30.75—37% above the IPO price.

At \$30.75, the 13,344,604 shares held by the Fields (directly and via trusts) were worth a bit over \$410M.

As reported last week (RBR 2/1, p. 15), demand for Entercom's IPO was so strong that both the number of shares and the price range were raised. That, in turn, added to the buzz on Wall Street and helped boost first day trading. Underwriters: CS First Boston, BT Alex. Brown, Goldman, Sachs & Co., Morgan Stanley Dean Witter

Pinnacle pulled back

Meanwhile, the proposed IPO of Pinnacle Holdings (RBR 2/1, p. 15) did not get priced and has apparently been put on the back burner. The tower company's 10M share offering, which had been expected to price at \$14-16, is no longer on the IPO calendar.

Citadel acquires LMA/JSA partner

Larry Wilson's Citadel Communications (O:CITC) has been programming WKQV-FM and selling spots for WKQV-AM since mid-1996, but is just now actually buying the combo from **Robert Cordaro**. In all, Citadel will have a dozen stations in the Wilkes-Barre/Scranton market, possible because the far-flung Arbitron market (#64) is so mountainous—no more than four of the six FMs have contour overlaps at any point.

Under a complicated formula, detailed in Transaction Digest (p. 8), Citadel will pay at least \$2,502,500 for the combo, plus a kicker for the past 18 months gain in the government's Consumer Price Index. Broker: MCP Group Ltd.

E. Carolina adds coastal FMs

Eastern Carolina Radio Company is adding a "Beach Music/Oldies" simulcast to turn its Greenville-New Bern duopoly into a superduopoly. The two new signals are WNBR-FM, in the birthplace of Pepsi, New Bern (the official city of license is Oriental, NC), and WZBR-FM Kinston, NC. **Gene Gray** and **Frank Styers** already own a pair of CHR FMs and an Oldies AM in the market. The seller, for \$1.2M, is Conner Media, headed by **Ron Benfield**. Broker: **Zoph Potts**, Snowden Associates

Fourth FM for * in Gator-land

Proving that a superduopoly strategy doesn't have to involve more than one market, **Frederick Ingham's** Asterisk Communications is acquiring its fourth FM in the Gainesville-Ocala, FL market, Arbitron # 98. Asterisk is paying \$825,000 to **Donald Boyd's** Millstone Broadcasting for WRKG-FM (formerly WYOC). A previously announced sale of the station to Williams Broadcasting did not close. Broker: **Doyle Hadden**, Hadden & Assoc.

Rich Heibel, President of
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Estate sells Tarzian stake

In a complicated transaction, Bull Run Corp. (O:BULL) has acquired a 73% stake in Sarkes Tarzian Inc., owner of WGLC-AM & WTTS-FM Bloomington-Indianapolis, IN, WJFI-FM & WLDE-FM Fort Wayne, IN, WRCB-TV (Ch. 3, NBC) Chattanooga, TN and KTVN-TV (Ch. 2, CBS) Reno, NV. The stake was sold by the Estate of **Mary Tarzian**, whose husband, **Sarkes**, founded the company. The buyer doesn't get control, though, since the couple's son, **Tom Tarzian**, the company's chairman, has super-voting shares.

In a second step, Bull Run has given Gray Communications Systems (N:GCS) an option to buy the Sarkes Tarzian stake. Bull Run owns 16.9% of Gray, which owns 10 TV stations and three newspapers. Broker: Kalil & Co.

Salem enters publishing & Internet

Salem Communications, already the largest commercial Religious radio group owner, announced three acquisitions which it says will take it closer to becoming "the nation's first fully integrated media company directed to Christians."

In the first acquisition, Salem added CCM Communications, a Nashville-based publisher of magazines for the Christian music industry and radio program syndicator. CCM President **John Styll** will continue to run the company.

Also, Salem bought OnePlace LLC of Greensboro, NC, an Internet company which specializes in e-commerce, consumer profiling and digital imaging. It also owns GuardiaNet, a software program for filtering out unwanted Internet content. "Salem's acquisition of OnePlace not only so-

lidifies its leadership position, but also demonstrates their commitment to leverage the immense reach of the Internet within the Christian market," said OnePlace CEO **Doug Young**, who will continue to run the operation for Salem.

The deal with OnePlace also includes an agreement to acquire NavPress Software of Austin, TX. NavPress is a producer of religious and Bible-oriented software.

According to CEO **Ed Atsinger**, the three acquisitions are part of Salem's "overall strategy to create a multimedia network of products and services for a burgeoning market sector."

The S&P Radio Six?

You hear the Standard & Poor's 500 Stock Index often cited as a way to measure the broad market for large capitalization stocks—but do you know what those 500 stocks are?

Among those 500 stocks are a mere five which are supposed to represent the industry group "Broadcast: TV, Radio and Cable." Of those, three are cable companies—Comcast (O:CMCSK), MediaOne Group (N:UMG) and TCI (O:TCOMA)—and only two are broadcasters—CBS (N:CBS) and Clear Channel (N:CCU).

Four other radio licensees also make the S&P 500 list, but in other categories. Disney (N:DIS) is in the "Entertainment" group, Jefferson-Pilot (N:JP) "Insurance—Life/Health" and "Publishing Newspapers" includes both New York Times (N:NYT) and Tribune Co. (N:TRB).

In addition, two other companies from RBR's weekly stock list are part of the S&P 500—equipment maker Harris Corp. (N:HRS), in the "Communications Equipment" group, and Arbitron parent Ceridian (N:CEN), as "Services—Data Processing."

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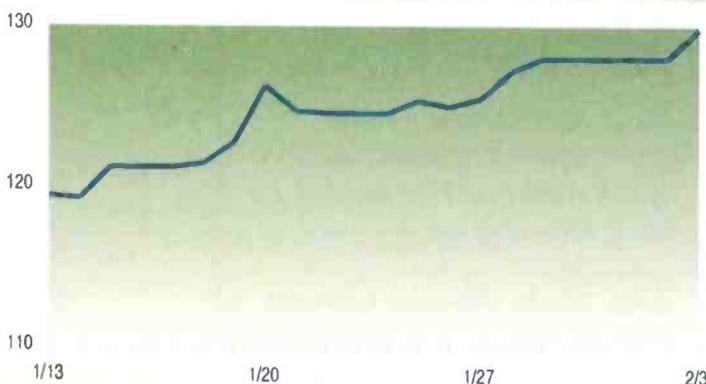
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by Jack Messmer

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.

\$15,000,000—* KIKM-FM Dallas-Ft. Worth (Azle TX) from Hunt Broadcasting Inc. (Janice Hunt) to First Broadcasting Company LP (Ronald A. Unkefer). \$750K escrow, balance in cash at closing. Note: This station was previously KDVE-FM Denison TX.

\$3,500,000—* WMID-AM & WSAX-FM Atlantic City (Atlantic City-Pleasantville NJ) from AMCOM Inc. (John J. Mullen) to Margate Communications LP (Cleo Brooks). \$80K downpayment, additional \$2.92M in cash at closing, \$500K note. **Superduopoly** with WTTH-FM, WBNJ-FM, WDOX-FM or WJSX-FM. LMA since 12/16/98. Note: Although WMID-AM overlaps with all of the FMs, WSAX-FM overlaps only with WTTH-FM.

\$1,852,500—* WKQV-FM Wilkes-Barre/Scranton (Olyphant PA) from Monroe and Delaware Holdings Inc. (Robert C. Cordaro) to Citadel License Inc. (Larry Wilson), a subsidiary of Citadel Communications (O:CITC). Cash at closing as follows: a) \$900K; plus b) \$50K for early termination of LMA; plus c) \$2.5K for a Marti unit; plus d) an amount equal to \$900K multiplied by the percentage increase in the Consumer Price Index - All Urban Consumers (Northeast) between

July 1996 and December 1998. **Superduopoly** with WARM-AM, WCDL-AM, WEMR-AM, WKQV-AM, WMGS-FM, WCTD-FM, WCTP-FM, WBHT-FM, WZMT-FM & WEMR-FM. LMA since 7/1/96. Notes: No more than four FMs and six total stations overlap at any point. No overlap with WAZL-AM. Broker: MCP Group Ltd.

\$1,200,000—* WNBR-FM & WZBR-FM Greenville-New Bern (Oriental-Kinston NC) from Conner Media Corp. (Ronald Benfield) to Eastern Carolina Broadcasting Company Inc. (L. Gene Gray, Frank Styers). \$25K escrow, \$500K (less escrow) in cash at closing, \$700K note. **Duopoly** of WNBR-FM with WBTB-AM & WRTH-FM. WZBR-FM does not have a contour overlap with any of those stations, nor with the buyer's WCBZ-FM. LMA since 1/1. Broker: Snowden Associates

\$1,060,000—* WLYN-AM Boston (Lynn MA) from Paul Feinstein d/b/a Puritan Broadcasting Co. to The ADD Radio Group Inc. (Peter J. Arpin, David P. McNamee). \$1.06M in cash at closing. **Duopoly** with WRCA-AM. LMA since 4/29/97.

\$1,000,000—* WJSX-FM Atlantic City (Cape May NJ) from The Mullen Group Inc. (Jeffrey Mullen) to Margate Communications LP (Cleo Brooks). \$20K downpayment, balance in cash at closing. **Superduopoly** with WMID-AM, WBNJ-FM & WDOX-FM. LMA since 12/16/98. Note: No contour overlap with WTTH-FM or WSAX-FM.

\$650,000—* WKQV-AM Wilkes-Barre/Scranton (Pittston PA) from Robert C. Cordaro Inc. (Robert C. Cordaro) to Citadel License Inc. (Larry Wilson), a subsidiary of Citadel Communications (O:CITC). Cash at closing as follows: a) \$300K; plus b) \$50K for early termination of JSA; plus c) an amount equal to \$300K multiplied by the percentage increase in the Consumer Price Index - All Urban Consumers (Northeast) between July 1996 and December 1998. **Superduopoly** with WARM-AM, WCDL-AM, WEMR-AM, WMGS-FM, WCTD-FM, WCTP-FM, WKQV-FM, WBHT-FM, WZMT-FM & WEMR-FM. JSA since 7/1/96. Notes: No more than four FMs and six total stations overlap at any point. No overlap with WAZL-AM. Broker: MCP Group Ltd.

\$442,000—* KVCQ-FM Cuero TX from Gulfwest Broadcasting Co. (Robert Dean) to Sonoma Media Corp. (Roy E. Henderson). \$15K escrow, additional \$185K in cash at closing, \$200K note, \$42K debt assumption. LMA since 1/1.

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