Ride receiver: CD Radio cuts consumer hardware deals
Delphi Delco Electronics and Recolon Corp. will be making a variety of receivers capable of tuning into CD's satellite-to-car programming by 2001.

Pacing: May 1999 will be radio's biggest month ever
FCC Y2K survey yields mixed results
S&P says to add ad agencies to your portfolio
AAIRS airs its discontent with Tampa ownership shuffle
Researchus interruptus: FCC files in transit
Bird of pray: Christian Radio Consortium moves to MPEG-2
CNN in space: XM will turn on Turner

A Scholar-ly look at the media landscape
RADAR: 7M+ people agree that CNN Max is #1
Media index: Ad spending steady despite TV's breather
AAAA, ANA honored by IRTSF
Philadelphia freeway: Big building's billboards sell on the highway
Big ad agencies join forces for media planning/buying
Tidewater tales: Are the trade winds still blowing?

Hicks: no Yahoo! about premature Broadcast.com stock dump

Yahoo! buys a Cuban for $5.7M
And we're not talking cigars. The purchase of Mark Cuban's and Todd Wagner's Broadcast.com will merge two big Internet companies which may buy still more.

Karmazin, King of the World? CBS buys TV syndicator
Sinclair blows off its Norfolk 'FOG to a new buyer
Cumulus accumulates stations in Lexington, Eau Claire
Regent helps Guyann run superduopoly up the Flagstaff
'BZY work? Jacor gets a New Castle in Youngstown outskirts
Wall Street pays tribute to Tribune's AOL stake
Co-opportunities into the Emmis coop
Prudential Securities & Union Bank of California are delighted to welcome all to a Cocktail Party Tuesday Evening, April 20, from 6:00 until 7:30pm

In conjunction with NAB'99

BELLAGIO
L A S V E G A S
Degas I Suite

For further information, please contact Gia Nesw ald-Pro vince at 212.778.6358
CD Radio makes receiver deals

In a major step toward making its direct-to-car satellite service a reality, CD Radio (O:CDRD) has announced manufacturing deals with Delphi Delco Electronics and aftermarket manufacturer Recoton Corporation.

Delphi Automotive Systems (N:DPH) is in the process of separating from General Motors (N:GM) ownership. Delphi-Delco Electronics, a unit of Delphi, represents approximately one-third of all OEM domestic factory car stereos, selling to GM (representing 83% of sales). Daimler-Chrysler, Toyota, Ford and VW. CD recently opened a metro Detroit office to work more closely with automakers.

The stereos will first be available in 2002 models, which hit showrooms in August 2001. Andrew Greenebaum, CD's CFO, says the goal is to make these AM/FM/CD band radios as much of a standard accessory as possible. "We're working with them to get a deal with the carmakers where these are already factory-installed when they roll off the line. So people don't have to make a decision as to whether they want it—they've got it already." Factory-installed antennas will most likely be placed in the rear windows.

The nuts and bolts of the deal—how many model lines the new stereos will be in and actual production volumes—have not been finalized yet. With Delco churning out 5M radios per year, the volume could be significant.

While competitor XM is planning to offer home receivers and boomboxes through deals with Alpine, Pioneer and Sharp (RBR 11/23/98, p. 6), CD Radio is sticking with car receivers only. However, "If that proves to be a viable market, we'll definitely do it," says Greenebaum.

Recoton Corp. (second in U.S. market share) will be producing three types of CD Radio receiving systems, most likely marketed with the Jensen brand name.

1) The "Plug & Play" system ($199 retail) plugs into the cassette decks of existing car stereos and uses a wireless disc antenna.
2) The full-featured "Satellite Audio System" ($299 installed) is a separate unit, smaller than a CD changer, hard-wired into the back of existing stereos. It comes with digital display/controller face and antenna.
3) AM/FM/CD Radio car stereos that would completely replace an existing unit. "Our target date, if everything goes smoothly, is to supply them by next Summer, Q3-Q4 of next year," said Peter Ildau, VP Communications, Recoton.

Jensen/Recoton products are distributed in over 30,000 retail outlets, including Best Buy, Circuit City, WalMart, Sears, Pep Boys and AutoZone, and sold through numerous catalog retailers. Greenebaum says, again, production volumes are still being hammered out. "We are going to negotiate the second part of the agreement to build certain numbers by certain dates. We talk about having 250,000 on the shelf day one, and then about that every quarter thereafter."

RBR observation: An XM spokesperson indicated that the CD Radio deal with Delco is not exclusive and that Delphi-Delco and XM are also in discussions for an XM car stereo receiver. Without interoperability (RBR 1/4, p. 3), it seems silly that XM and CD may actually have to compete for customers on the showroom level.—CM

©1999 Radio Business Report, Inc. All content may not be reproduced, photocopied and/or transmitted without written prior consent. All material is protected by copyright law. Any violations will be dealt with legally.
**Have no fear! Radio is here to stay**

Though the FCC is not predicting what chaos, if any, we'll go through once the new year hits, the Commission is saying larger broadcasters are prepared for the coming Y2K problem, while smaller stations remain a concern of the industry.

The FCC surveyed 230 broadcasters, owning among them over 2,600 stations, to determine their readiness to provide continued service to the public 1/1/00. Of the 203 that responded, 93% estimated that they will have completed their evaluation of the probability of failure by September. The others are expected to conclude testing in October and November.

Though the percentages look good on paper, the FCC remains concerned. “Many of the small- and medium-sized companies that have adopted a systematic approach to addressing Year 2000 have completion deadlines dangerously close to millennium rollover, leaving little time for delays from vendors or remediation as a result of problems discovered in the testing process,” said the report. The Commission has further plans to contact licensees who did not respond to the Y2K survey.

While even the larger stations cannot guarantee that they will not experience Y2K-related problems, the FCC believes listeners will always have access to news, entertainment and emergency information by simply changing the dial. “The average household receives...over eight radio channels. This high level of redundancy means that in the event of individual station failures, the public would still be able to obtain information from alternative stations,” said the report.

Groups such as the NAB and the Association of Local Television Stations (ALTS) have been active in spreading the word about Y2K problems. The NAB has put together several informational and educational initiatives to raise broadcasters’ efforts in Y2K compliance, as well as talking about the issues during several state broadcasting association conference programs and NAB State Leadership Conferences. ALTS has included in its newsletters advice about the extent of potential problems and the need not to rely exclusively on vendors’ assessments.—TS

**Analyst likes ad agency stocks**

Standard & Poor's analyst Will Donald sees demand for advertising on a growth curve for several years and has given a thumbs up to a couple of big advertising agency stocks.

In his latest report, Donald says per-share earnings for Interpublic Group (N:IPG) should grow 15-22% annually over the next five years. Despite a 60% stock price rise over the past year, he still expects Interpublic to outperform advertising agency stocks.

Analyst likes Omnicom Group (N:OMC), which he says should have revenue growth of 15-20% annually over the next several years.—JM

---

**Discontent in Tampa**

American Association of Independent Radio Stations founder Carl Marcocci is battling mega-group consolidation in his own backyard—petitioning the FCC to deny Clear Channel's (N:CCU) and Jacor's (O:JCOR) divestiture of three Tampa stations to Cox Radio (N:CXR), two to Infinity (N:INF) and one to Disney's (N:DIS) ABC. Marcocci wants the FCC to nix the reshuffling among the mega-groups and "require something akin to real spin offs." Marcocci, who owns two AMs and an FM in the market, bases his petition on the need to encourage diversity of ownership, but even his filing concedes that the proposed deals appear to comply with FCC and DOJ requirements.

"If Jacor/Clear Channel, CBS and Cox are each permitted 35% of the Tampa Bay market, my math tells me there's nothing left for the independent broadcaster," Marcocci told RBR.—JM

**FCC files hitting the road**

The FCC says there will be interruptions of public file availability 4/9 through 5/7 while the Public Reference Room completes the relocation process from M Street to Twelfth Street in DC. Starting 5/10, all public files will be available at the new Reference Information Center (RIC) in Portals II.

The RIC will make duplicate copies of daily filings available to the public during the relocation, but will not accept any requests for files while they are in transition. The FCC says the relocation project will consolidate public reference files that have been scattered among five buildings.—TS

**Christian radio transitioning**

Members of the Christian Radio Consortium (Salem, Moody, Skylight, USA, Morningstar and others) have renewed their agreements with satellite provider Spacecom Systems to transition over to the company's new MPEG-2 "FM Quad" service. The new digital satellite transmission system replaces the current "FM Squared" technology (primarily analog) and will use the GE-3 satellite to transmit programming to 1,300 (90%) Religious stations.—CM

**XM signs channel deals with CNN**

The latest XM Satellite Radio programming deal: CNN will fill three channels in XM's upcoming 100 channel service, including CNN/Fn for financial news, CNN/ Sports Illustrated for sports news and CNN en Espanol. All will be direct audio feeds from the TV nets. This brings XM's programming/channel deals to 23.—CM

---

**THE EXLINE COMPANY**

MEDIA BROKERS
CONSULTANTS

Visit us at NAB
East Tower, Suite 869
Las Vegas Hilton

ANDY McClURE DEAN LeGRAS
4340 Redwood Highway • Suite F-230 • San Rafael, CA 94903
Telephone • 415-479-3484 Fax • 415-479-1574

---

**News Briefs**

**Discontent in Tampa**

American Association of Independent Radio Stations founder Carl Marcocci is battling mega-group consolidation in his own backyard—petitioning the FCC to deny Clear Channel's (N:CCU) and Jacor's (O:JCOR) divestiture of three Tampa stations to Cox Radio (N:CXR), two to Infinity (N:INF) and one to Disney's (N:DIS) ABC. Marcocci wants the FCC to nix the reshuffling among the mega-groups and "require something akin to real spin offs." Marcocci, who owns two AMs and an FM in the market, bases his petition on the need to encourage diversity of ownership, but even his filing concedes that the proposed deals appear to comply with FCC and DOJ requirements.

"If Jacor/Clear Channel, CBS and Cox are each permitted 35% of the Tampa Bay market, my math tells me there's nothing left for the independent broadcaster," Marcocci told RBR.—JM

**FCC files hitting the road**

The FCC says there will be interruptions of public file availability 4/9 through 5/7 while the Public Reference Room completes the relocation process from M Street to Twelfth Street in DC. Starting 5/10, all public files will be available at the new Reference Information Center (RIC) in Portals II.

The RIC will make duplicate copies of daily filings available to the public during the relocation, but will not accept any requests for files while they are in transition. The FCC says the relocation project will consolidate public reference files that have been scattered among five buildings.—TS

**Christian radio transitioning**

Members of the Christian Radio Consortium (Salem, Moody, Skylight, USA, Morningstar and others) have renewed their agreements with satellite provider Spacecom Systems to transition over to the company's new MPEG-2 "FM Quad" service. The new digital satellite transmission system replaces the current "FM Squared" technology (primarily analog) and will use the GE-3 satellite to transmit programming to 1,300 (90%) Religious stations.—CM

**XM signs channel deals with CNN**

The latest XM Satellite Radio programming deal: CNN will fill three channels in XM's upcoming 100 channel service, including CNN/Fn for financial news, CNN/ Sports Illustrated for sports news and CNN en Espanol. All will be direct audio feeds from the TV nets. This brings XM's programming/channel deals to 23.—CM
As director of national radio for Horizon Media Incorporated, Mitchell Scholar works in a team environment, in concert with the media planning and account services teams. He takes buys from conception, into proposed buy schedules and through negotiations with media vendors, always striving for the best possible buy for clients such as Geico Direct, A&E and The History Channel.

Now leveraging a well-rounded career buying radio, TV, out-of-home and all types of print, Mitch started in the field in the late 70s at Ad Marketing, a barter company. He then went to Gaynor Media (a buying service), working his way up from junior to senior buyer for clients such as Bantam and Ballantine books and Ponderosa Steakhouse. He was then hired in-house by one of Gaynor’s clients—Doyle, Graf and Raj—buying all media for high profile accounts like SwissAir and numerous banks. Next was FCB/Leber Katz (now True North/TN Media), working with Taco Bell and Pacific Bell for both local and national spot radio and some TV buying. He was recruited by Schering-Plough, buying radio for the pharmaceutical company for seven years, through June ’97, when it decided to outsource all buying functions. Before being hired by HMI in December ’97, Mitch was doing freelance work for SFM Media and Grey Advertising.—CM

continued on p. AB 2
Is the media mix for your clients going forward more or less for radio and why? I joined HMI in December of 1997. In that short time radio, specifically network radio, has grown to be an integral part of our overall media mix for our client base. Radio has grown and continues to grow because of the kinds of results it produces and the success it yields. It sells itself. However, it cannot go unmentioned that its success is largely due to the expertise of all involved in making the buys.

What do you see as improvements in radio buying—spot and network?

Sales people. Without question, in my tenure in radio (20+ years) it has to be the improvement in the sales reps themselves. The enhancement in their skills can only be attributed to the amount of training they receive. No longer the forgotten stepchild of media, network radio sales reps are now well-trained, highly skilled industry experts. New technology, such as the RADAR® software, especially its new optimizer program (SOS), has also enabled the network radio buyer to be more well-informed in all schedule purchase analyses and negotiations.

What would you like to see in radio providing more of?

A uniform source for network radio research, be it RADAR or Arbitron, with the availability of research on computer software as well as the match of all station audience estimates to actual commercial clearances. I would also like to see better accuracy in audience estimate numbers. In defense of our media suppliers, we are offered comparable bonus weight to make good on all deficits. However, being more strategically planned will only result in higher success and less paperwork for everyone. The time spent correcting mistakes could be spent perfecting excellence.

How do you like radio vs. other media?

Your question reminds me that I suppose I am now among the “old timers” in our industry. The list of what I haven’t bought is much shorter than what I have bought: radio, television, out-of-home and all types of print. I consider myself very fortunate and very well rounded. Personally, my niche, my real happiness has been in radio, all radio: local, national spot and network. Sometimes doing all three at the same time. Radio presents unique challenges in successfully reaching a designated target audience by combining the best formats, programming and/or dayparts while never straying from the client’s financial parameters. It continues to remain one of the more challenging aspects of my job: to make the very best possible buys, while providing the client savings in purchasing dollars, even if only slight. Network radio offers the added challenge of developing the best mix of both line network and syndicated programming, maximizing our client’s impact in the top 20-50 markets so that campaign objectives are fully realized.

Has radio become a better reach vehicle like many are saying? Why?

Yes, especially network radio, which has become a key player in any aggressive media plan. Its continued growth as a viable reach vehicle is due in large part to networks like AMFM and Premiere which have enhanced their sales edge by moving into the RADAR-rated universe. Now, the buyer can expand their client’s buying options by using RADAR ranker data for stations which never had network affiliation before but now do, bringing the potential of an expanded total reach into their media schedules.

What buying trends are you seeing in network radio and spot radio buying going into the millennium?

This has been a banner year for radio in general. The market is attracting many new advertisers into the media mix. Competition is increasing all the time. A trend worthy of noting is the growth seen in the upfront marketplace creating even greater demand for inventory in the scatter marketplace, which is

continued on page AB4
Adults 25-54
Abducted!

It's strange how the numbers just seem to change at midnight...

<table>
<thead>
<tr>
<th>Market</th>
<th>Station</th>
<th>M-S 6A-12MID Adults 25-54</th>
<th>Market Rank</th>
<th>Art Bell Adults 25-54 Market Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>New York</td>
<td>WABC-A</td>
<td>#19</td>
<td>#3</td>
<td></td>
</tr>
<tr>
<td>Los Angeles</td>
<td>KABC-A</td>
<td>#24</td>
<td>#2</td>
<td></td>
</tr>
<tr>
<td>Chicago</td>
<td>WLS-A</td>
<td>#13</td>
<td>#1</td>
<td></td>
</tr>
<tr>
<td>Boston</td>
<td>WRKO-A</td>
<td>#13</td>
<td>#1</td>
<td></td>
</tr>
<tr>
<td>Houston</td>
<td>KTRH-A</td>
<td>#11</td>
<td>#2</td>
<td></td>
</tr>
<tr>
<td>Miami</td>
<td>WINZ-A</td>
<td>#21</td>
<td>#3</td>
<td></td>
</tr>
<tr>
<td>Cleveland</td>
<td>WTAM-A</td>
<td>#7</td>
<td>#1</td>
<td></td>
</tr>
<tr>
<td>Seattle</td>
<td>KOMO-A</td>
<td>#19</td>
<td>#1</td>
<td></td>
</tr>
<tr>
<td>Sacramento</td>
<td>KSTE-A</td>
<td>#12</td>
<td>#1</td>
<td></td>
</tr>
<tr>
<td>Phoenix</td>
<td>KFYI-A</td>
<td>#10</td>
<td>#2</td>
<td></td>
</tr>
</tbody>
</table>

Source: Fall 1998 Arbitron Metro Survey Area

COAST TO COAST WITH
ART BELL

PREMIERE RADIO NETWORKS
541-664-8829
Norfolk: Ownership lineup altered by Max factor

by Dave Seyler

Clear Channel has maintained its hold on first place in the Norfolk ratings wars. But the big mover in the market was Sinclair. It snagged Max Media's four FM superduop, packaged one of those stations with a previously-owned combo as spin-offs and took Max's spot right on Clear Channel's heels. And the Max factor may still be in play. Sinclair has plans to sell off stations in markets where it doesn't have television interests. This is one of those markets.

Sinclair Telecable (not related to Sinclair) moved from fifth to third place the old-fashioned way, by building ratings. Its four stations picked up a combined 2.6 points, vaulting the company over Barnstable, which just picked up the Sinclair spin-offs (see related story, page 14) and Saga. All three companies are an FM short of superduopoly status.

There is a third superduop in town, however. Chesapeake-Portsmouth Broadcasting has cobbled together a Religion-formatted four-AM cluster which picked up enough listener support to get into the Arbitron book last Fall.

**RBR observation:** Is Sinclair still selling in Norfolk? If so, who are the potential buyers? Here are a few things we know. The FCC overlapping signal rules put Norfolk solidly into the second tier superduopoly category, meaning the maximum number of owned stations is seven, with no more than four in either band.

In many markets, there are one or two super-charged AM stations which propel their owners into the eight-station, five in either band category, but there is no such AM in Norfolk. The most any station overlaps is 41, according to a 1996 Dataworld study commissioned by RBR. The number of stations needed to get into the top echelon is 45.

Therefore, Clear Channel is at the FM limit. Even its small FM licensed south of the NC border in Moyock (WSVV) pretty much covers the territory. It appears that the most Lowry Mays can accomplish is an upgrade of WSVV and its simulcast partner WSVY, but he'd have to sell the pair to add anything else. (Hmmm...they would be a natural fit for a new market entrant such as Radio One, which has had recent dealings with Clear Channel and just moved in next door in Richmond).

Sinclair Telecable, Barnstable and Saga may be interested in expanding, but each could only take a part of the Sinclair lineup. Another possibility is Bishop Willis, who is no stranger to buying and selling stations, and in fact used to own the Moyock FM back when it was WMYK. Maybe he'd like to return to the FM band in his home market.

Then again, maybe Sinclair will buy a Tidewater TV and put an end to all this speculation.
Buy just the market you want (markets 1-265)
Ownership information
Faxed back to you quickly
Market information
The most current data available (derived from RBR's database—updated weekly)

Fax or call in your orders today and get the results on demand.
Fax: (703) 719-7725 Phone: (703) 719-9500

Only $100.00 per market *Buy 5 markets and get the 1999 RBR's Source Guide & Directory at no charge, a $129.00 value.

Pre Payment Required

Order 5 markets and get the '99 Source Guide free!

Name ____________________________
Company/Station _______________________
Address ____________________________
City, State, Zip _________________________
Phone _______________________________
FaxBack #: ___________________________
E-Mail _______________________________
Act#/Exp. Date _________________________
Signature ____________________________

[ ] Visa    [ ] AmEx
[ ] Master Card

(Free Source Guide)
Few Things Are As Pure As AMFM's Commercial Clearance

In 1998, AMFM Radio Networks advertising clearance percentage for over 21,000 commercials aired on the Diamond and Emerald Networks was a near perfect 99.44%.*

*Percentage based on station clearance data submitted on Weekly Affiliate Certificate of Performance Affidavits. Commercials not aired due to advertiser requests, affiliate product unacceptable categories and technical problems are not included in the clearance percentage calculation.
Timing is everything

Tom Hicks apparently decided to take profits from the run-up in the stock price of Broadcast.com (O:BCST) and filed in mid-March to sell nearly 229,000 shares in two transactions—one at $90.523 per share and the other at $91.036 per share. In all, the sales through Goldman, Sachs & Co. grossed over $20.7M. He no doubt got a hefty profit from the stock, which had been shooting upward since its IPO last July (RBR 7/20/98, p. 11) at $18 per share.

Hicks, of course, had no way of knowing that just a couple of weeks later, on April 1, Yahoo! (O:YHOO) would announce a deal to buy Broadcast.com for $130 per share (see full story, p. 6). That added about $9M more in value to the stock that Hicks had disposed of.

RBR observation: If only we had such problems!
Yahoo!, what a deal: Broadcast.com sold for $5.7B

"At Yahoo! (O:YHOO) we love leverage, and that's what this deal is all about," said Yahoo! Chairman Tim Koogle as he hailed an agreement to buy Broadcast.com (O:BCST) in a stock-swap originally valued at $5.7B, but now worth well over $6B as each company's stock has continued to climb. Broadcast.com shareholders—including founders Mark Cuban and Todd Wagner, Jacor (O:JCOR) and a number of other broadcasters—will receive 0.7722 share of Yahoo! for each share of Broadcast.com.

The widely anticipated deal had sent both stocks higher before the 4/1 merger announcement, but both continued climbing afterward as well. Yahoo!, one of the few Internet companies that's ever posted net profits, has been using its leverage to buy other Internet companies. It recently acquired GeoCities Inc., the host of 3.5M personal Web pages, for nearly $4B. Broadcast.com was attractive for its aggregation of content from a multitude of audio and video producers, including radio stations and networks. Streaming of audio and video is expected to become increasingly important on the Internet as more users have access to faster modems and high-bandwidth connections to the Net.

Mel buys the King World throne for $2.5B

The TV network business may be difficult to make a buck in, but Mel Karmazin has been at CBS (N:CBS) long enough to figure out that syndication is a very nice business indeed. As anticipated (RBR 4/5, p. 11), CBS cut a deal to acquire King World Productions (N:KWP) in a stock swap that will give King World shareholders 0.81 of a CBS share for each King World share. The $2.5B price tag includes not only King World's hit roster of shows ("Jeopardy" and "The Oprah Winfrey Show" to name but two), but also $1B in cash that Roger and Michael King have on hand earning unimpressive interest rates. Wall Street expects Karmazin to leverage that cash into more acquisitions.

RBR observation: As soon as this deal was even rumored, people started saying that the King brothers wouldn't be able to get along with Mel and would have to leave after a short time at CBS. Didn't we hear the same predictions about Dan Mason and Les Moonves when Infinity merged into Westinghouse/CBS? Mel is a sweetheart to work for—so long as you deliver what you're supposed to deliver. The Kings dealt with Mel first hand when they did the joint venture to produce the new "Hollywood Squares," so they know what they're getting into. They must think a lot of The Zen Master to be convinced that he can do more for them with that $2.5B in cash than they could do for themselves.

Sinclair re-spins Norfolk

Sinclair Broadcast Group (O:SBGI) has a new buyer for its Norfolk divestitures, WGH-AM & FM & WFOG-FM, and the price is $23.7M. Barnstable Broadcasting will now buy the trio, instead of Petracom Media (RBR 8/17/98, p. 14). That will leave Sinclair with four FMs in market #36.

Broker: Kalil & Co

Eau Claire and Lexington clusters to Cumulus

Cumulus Media (O:CMLS) is entering the Lexington, KY market with a $44.5M deal to buy the five-station operation assembled by Ralph Hacker's HMH Broadcasting. Cumulus is now operating the stations under LMAs.

Meanwhile, Cumulus is also adding the Eau Claire, WI market with a

We Sell More Stations!

122 in 1998...$309.85 Million

Source: Radio & Records, 1998 Broker Scorecard, 1/22/99

Our Doors Are Open...

10 Offices Nationwide...

1 Firm.

Let's Talk Results!

Stop By Las Vegas Hilton Suite 28-110

at the NAB to confidentially discuss your needs!

MEDIA SERVICES GROUP, INC.

ACQUISITIONS • VALUATIONS • FINANCING • CONSULTATION

San Francisco  • Philadelphia  • Dallas  • Washington  • Kansas City  • Providence  • Salt Lake City  • Jacksonville  • Richmond

(804) 282-5561 Fax: (804) 282-5703 E-mail: myounts@compuserve.com www.mediaservicesgroup.com

4/12/99 RBR
A grand combination for the Grand Canyon

Regent Communications (O:RGCIP) will complete its exit from Arizona (RBR 3/29, p. 12) by selling KVNA-AM & FM and KZGL-FM Cottonwood for $2.45M to Guy Christian’s The Guyann Corp., owner of KAFF-AM & FM & KMGN-FM Flagstaff.

If you take a very narrow view of this transaction, you might conclude that Christian will end up owning every commercial radio station licensed to Flagstaff. But a history lesson would tell you otherwise, since back in the early part of this decade Flagstaff very nearly became a market destroyed by translators selling local spots over programming from Phoenix stations. Even after the FCC tightened up its translator rules, there are still eight FM translators licensed to Flagstaff, including the one that Regent uses to improve KZGL’s coverage.

**RRB Observation:** Local ownership deregulation has made it easier for Christian to make a buck in Flagstaff, but it’s no slam dunk. The engineering documentation filed with this deal identified six other AMs and seven other commercial FM stations with their transmitters within the city-grade contours of this superduopoly—most of which deliver some level of signal to Flagstaff proper.

**Tribune shares soar**

The stock price of Tribune Co. (N:TRB) shot up (see p. 5) after the company filed with the SEC to issue special debt securities tied to the performance of its investment in America Online (N:AOL). Tribune, an early investor in the Internet outlet, owns 11M shares of the high-flying AOL stock.

**Emmis adds Co-op**

Emmis’ (O:EMMS) non-traditional revenue consulting company, Revenue Development Systems (RDS), has acquired Co-op and sales promotion service. The combined company will be headed by RDS President Kathryn Maguire, who notes that the two ventures will be able to help media companies “grow their business through all avenues of non-traditional revenue.”

**KATY 49% All-Pro**

Willie Davis’ All-Pro Broadcasting Group has paid $1M for a 49% stake in LMA-partner KATY-FM Riverside-San Bernardino. Davis also has an option to buy the remaining 51% from Kay and Cliff Gill.

**Jacr adds an AM**

Jacr Communications (O:JCOR) is paying $800,000 for WBZY-AM New Castle, PA. The deal not only gives Jacr another signal just east of its Youngstown, OH superduopoly, but also control of a rare nighttime signal on 1200 kHz, the clear channel frequency of the San Antonio flagship (WOAI-AM) of pending merger partner, Clear Channel Communications (N:CCU).

**Emmis adds Co-op**

Emmis’ (O:EMMS) non-traditional revenue consulting company, Revenue Development Systems (RDS), has acquired Co-op and sales promotion service. The combined company will be headed by RDS President Kathryn Maguire, who notes that the two ventures will be able to help media companies “grow their business through all avenues of non-traditional revenue.”

**KATY 49% All-Pro**

Willie Davis’ All-Pro Broadcasting Group has paid $1M for a 49% stake in LMA-partner KATY-FM Riverside-San Bernardino. Davis also has an option to buy the remaining 51% from Kay and Cliff Gill.
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.

**$2,160,000** — *WQVR-FM* Gainesville-Ocala (La Crosse FL) from Wilkes Florida Broadcasting Inc. (Jeff & Don Wilks) to Asterisk Communications Inc. (Frederick H. Ingham). $2.16M cash Superduopoly with WBXY-FM, WRKG-FM & WYGC-FM. Note: No contour overlap with WTRS-FM or WMFQ-FM.

**$1,550,000** — *WGHQ-AM & WBPM-FM* Poughkeepsie (Kingston NY) from Historic Hudson Valley Radio Inc. (Walter & Jean Maxwell) to WGHQ/WBPM LLC, a subsidiary of Roberts Radio LLC (Robert Pittman, Robert Sherman). $78K escrow, balance in cash at closing. Superduopoly with WRWD-FM & WBWZ-FM. Note: The buyer must also maintain New York Giants season tickets for the Maxwells to purchase. Broker: Tony Rizzo, Blackburn & Co.

**$750,000** — *KREH-AM* (900 kHz) Houston (CP for Pecan Grove TX, currently at Oakdale LA) from Jeffrey N. Eustis to Amador S. Bustos. $5K in cash at closing, $745K note. Superduopoly with KGOL-AM, owned by Z Spanish Media, of which Bustos is president. LMA upon beginning of operation at new transmitter site.

**$500,000** — *KRNN-AM* Little Rock (North Little Rock AR) from Equity Broadcasting Corp. (Larry Morton) to NINE Communications Inc. (Albert Phipps, Gaylord Malcolm, Ailen Horn, Mark Hill, Daniel Cash). $100K deposit, balance in cash at closing. LMA since 2/25.

**$300,000** — *KRAR-FM* Salt Lake City (Brigham City UT) from First National Broadcasting Corp. (Brent Larson) to Trumper Communications II LP (Jeffrey Trumper, Providence Media Partners LP, Media Communications Partners II LP). $15K escrow, balance in cash at closing. Superduopoly with KSIS-FM, KUAM-FM & KOSY-FM. LMA upon termination of existing LMA of KSNU-FM.

**$43,350** — *WNEB-AM* Worcester MA from Heirwaves Inc. (Stephen Binley) to Great Commission Broadcasting Inc. (Timothy Horton, Evrol Officer, Wayne Carter). $12K downpayment, additional $31,350 in cash at closing. Note: The buyer has also agreed to employ Binley as GM for not less than two years at an annual salary of $45K.