

RADIO NEWS

CNN Max continues to maximize its RADAR© 61 opportunities 2
 Despite a slight drop in its audience, WW1's CNN Max finished atop the rankings.
 Overall network audience rose 1.8%, making for a book with more winners than losers.

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Radio nets on the RADAR screen

RADAR® 61 is on the street, and due to an expanding overall audience, there are truly more winners than losers. Only seven of 20 networks experienced a decline in audience. The biggest winner and loser was Premiere, which had a remarkable 15.6 % gain for Axis somewhat offset by a rather-not-remark-on-it 17.2% loss for Core. First place still belongs to WW1's CNN Max, which held onto a lead of nearly 2M listeners despite a slight decline in listenership. See an in-depth RADAR 61 review on page 6.—DS

Network	12+% change persons	12+ from 60	12+ rating	18-34 rating	25-54 rating
WW1 CNN Max	7,124,000	-0.5	3.2	1.9	2.9
Premiere AM Drive	5,442,000	4.5	2.4	0.6	2.0
ABC Prime	3,305,000	0.0	1.5	0.8	1.4
WW1 Source Max	2,714,000	9.8	1.2	1.9	1.4
Premiere Axis	2,602,000	15.6	1.2	1.1	1.4
AMFM Diamond	2,225,000	3.5	1.0	1.0	1.3
ABC Advantage	2,048,000	8.5	0.9	1.1	1.1
WW1 CBS Radio	2,045,000	0.4	0.9	0.4	0.8
AMFM Emerald	1,791,000	5.4	0.8	1.3	0.8
ABC Platinum	1,786,000	-7.1	0.8	0.4	0.7
WW1 NBC	1,749,000	-6.3	0.8	0.8	1.0
ABC Genesis	1,683,000	-4.2	0.8	1.0	0.9
Premiere Focus	1,599,000	7.7	0.7	1.2	0.8
WW1 NeXt	1,531,000	8.6	0.7	1.1	0.8
Premiere Dr. Laura	1,506,000	-3.6	0.7	0.3	0.7
WW1 Westwood One	1,222,000	0.7	0.5	0.3	0.4
American Urban	978,000	3.2	0.4	0.4	0.5
WW1 Edge	816,000	2.8	0.4	0.5	0.4
Premiere Core	774,000	-17.2	0.3	0.5	0.4
ABC Galaxy	715,000	-12.1	0.3	0.3	0.3
Total radio networks	43,655,000	1.8	19.8	17.0	20.0

Source: AMFM Radio Networks, Statistical Research Inc.

Summer '99 pacing hits the spot

The demand for spot time on radio in July and August of 1999 is well ahead of last year's pace. Since last year's Summer totals contributed to radio's most successful revenue year ever, it is just more evidence that 1999 will easily supplant 1998 as radio's greatest year.—DS

RBR/Miller Kaplan Market sell-out percentage report

	1999	1998
June 15	90.7%	89.3%
July	72.5%	66.8%
Aug.	57.6%	52.3%

NAB says FCC's belief on LPFM is false

Should the FCC decide to shoehorn in hundreds, if not thousands of LPFM stations, there will be significant interference to existing stations. That's the conclusion the NAB came to when the Radio Board of Directors met 6/22. The FCC has said that modern radio receivers are more immune to adjacent channel interference and thus can handle the relaxation.

RBR observation: If the FCC truly wants to make a go of LPFM, we suggest that they supply "modern radio receivers" to all of those who currently do not have them. See related story, page 3.—TS

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NAB reelects Fritts

Call him the Energizer Bunny: **Eddie Fritts** keeps going and going as NAB's Pres./CEO. He's held the post since 1982 and will once again ink a one-year contract. The NAB Joint Board of Directors unanimously reelected Fritts last week. The group also elected **K. James Yager**, Pres./COO of Benedek Broadcasting Corp., as NAB's Chairman of the Joint Radio and Television Board of Directors.—TS



Entercom implements anti-violence policy

The group-wide policy will reject any music or advertisements that "advocate or condone criminal violence or which contain ultra-violent content in the context of a socially irresponsible message." Executive VP **John Donlevie** said that on-air personalities would be held accountable for what they say because "they shouldn't cross these lines either."

"The decision of what to play or not will be left up to each individual station," Donlevie told *RBR*. "We are not attempting to create an Entercom-standard abort."

Entercom also announced that it was allocating \$1M worth of promotional air-time to support community organizations which provide outreach counseling for alienated children and

teenagers. "This policy has been evolving over the last few weeks, ever since Columbine, Colorado happened," said Donlevie. "We sat and asked what we could do as a company."—TS

Revised broadcasting manual released

The FCC has finally released a revised edition of The Public and Broadcasting manual. Commission rules require that licensees keep a copy of this document in the public inspection file. Radio stations should note that they are still required to provide a free copy of the manual when one is requested by the public.

The last manual was published by the FCC in 1974. Copies of the 1974 edition should be replaced by the June 1999 edition.—TS

MP3.com keeps getting bigger

Earlier this month *RBR* reported that Cox Interactive Media was investing \$45M into MP3.com, a web site that features thousands of songs that visitors can download onto their PCs (*RBR* 6/14, p. 4). Now MP3.com has formed another alliance, this time with ASCAP.

Under the agreement, more than 4M copyrighted works from ASCAP's bank of members will appear at MP3.com's web site. An interactive ASCAP radio channel will also be created on the MP3.com web site, which will feature music from ASCAP writers and artists. Both companies plan to co-host music showcases and workshops on- and off-line.—TS

LPFM studies update

The FCC is doing some LPFM radio studies of its own. At the recent (6/2) NAB DAB Task Force meeting, **Bruce Franca**, deputy chief from the FCC's Office of Engineering Technology announced he had 10 radios tested recently that were bought off the shelves, including a boom box, car radio and home stereo. He told the attendees 9 out of 10 radios would effectively handle dropping second-adjacent interference criteria to fit LPFM stations.

Meanwhile, Bonneville CEO **Bruce Reese** told *RBR* the NAB's Spectrum Integrity Task Force engineering studies (*RBR* 3/29, p. 6) are moving along, testing from the universe of radios out there today—old and new: "The studies are ongoing. We've seen some preliminary stuff which suggests that receiver technology is not nearly as good as the Commission claims it is. They're not finalized, and we've got until 8/2 [new comment deadline] to get them done." LPFM NPRM reply dates are 9/1.

RBR observation: In most cases, the newer the radio, the better able to handle second adjacent channel interference, as Franca maintains. However, that still doesn't apply to the millions of new, less expensive clock radios, walkmans and shirt pocket radios, plus earlier versions of boom boxes, car stereos and home stereos.—CM

RBR News Briefs

I-Man=good man

Since 1990 morning guy **Don Imus** has raised nearly \$10M to benefit the CJ Foundation for AIDS, the Tomorrow's Children's Fund and the Imus Ranch. Because of these efforts, the popular WW1 syndicated radio personality was presented with the Samaritan Award 6/21 during the first annual Service to America Summit in DC.

The event was sponsored by the National Association of Broadcasters Educational Foundation (NABEF) and Bonneville International Communications.—TS



CD Radio signs with Kennedy Center

CD Radio (O:CDRD) has signed an agreement with The Kennedy Center in Washington and the National Symphony Orchestra for regularly scheduled spots on several CD Radio channels. "The Kennedy Center will help us to deliver unique jazz, classical, operatic and other content for the most discerning tastes in performing arts," said **Joe Capobianco**, CD Radio EVP.—TS

No permanent guest host for Bell

Clearing up the speculation, Premiere President **Kraig Kitchin** tells *RBR* **Art Bell** will not be getting a permanent guest host while he continues a part-time shift sorting through his personal and legal troubles (*RBR* 6/7, p.6): "We are not looking for a permanent part-time replacement. We obviously are very hellbent to get people as interesting and motivating."—CM

American Tower to buy Dallas/Fort Worth Teleport

American Tower Corporation (N:AMT) announced 6/23 it will acquire the Dallas/Fort Worth Teleport, the latest addition to ATC Teleports Inc., an ATC subsidiary with facilities in NY, TX and DC—CM

Lifted casino ad brings liquor advertising ban into question

"The unanimous ruling reflects the unwavering commitment of the highest court in the land to protect the rights of industries to provide consumers with truthful and non-misleading information about their legal products and services and for broadcasters to air that information," declared **Fred Meister**, President and CEO of the Distilled Spirits Council of the United States (DISCUS).

On the other hand, **George Hacker**, Director of Alcohol Policies Project at the Center for Science in the Public Interest in Washington argues that "inconsistencies killed the ban." There just wasn't a coherent policy on gambling when the Supreme Court 6/14 (RBR 6/21/99, p.2) ruled unanimously that the ban on casino ads in mass media violates the First Amendment. Hacker added that the casino ruling does not deal with protecting our youth from potentially harmful messages or products. In other words, it doesn't spell "Advertise away" for the distilled spirits industry.

But the distilled spirits industry is frustrated with years of inequality—the beer brewers have been having a gala time advertising using kid-friendly lizard and frog imagery at the expense of their self-imposed "Code

of Good Practice for Distilled Spirits and Advertising Marketing."

Hilary Abramson, Media Specialist at the Marin Institute says alcohol consumption and abuse is a public health problem that cannot be compared with gambling. In a study by Johns Hopkins School of Public Health, alcohol consumed to the point of intoxication accounted for 32% of homicides, 31% of accidental injuries, 23% of suicides and 33% of all fatal automobile accidents.

To its credit, the distilled spirits people are recognizing that gambling and drinking are an apples and oranges comparison. **Bevin Gove**, spokesperson for Seagram, who are at the forefront of breaking into radio and TV ads, says the company's ad campaigns are on track and the casino ruling hasn't changed any of that.

Echoing that view is **Phillip Lynch**, VP Corporate Communications at Brown-Forman Corporation. The company, whose brands include Southern Comfort and Jack Daniel, spends less than 1% of their advertising budget on broadcast ads. He says that they would love to advertise more, but broadcasters themselves are afraid to accept them. They fear that carrying hard liquor ads would draw the atten-

tion and ire of legislators and they may yank alcohol ads altogether. So they would rather hang on to what they have now with beer ads.

The distilled spirits industry has had a voluntary code governing broadcast ads since 1934 and they largely adhered to it until 1996. The beer industry also has a voluntary code and one of the guidelines are that beer advertising "should not employ any symbol, language, music, gesture, or cartoon character that is intended to appeal primarily to persons below the legal purchase age."—KM

RAB salutes...

The industry's best during the Radio-Mercury Awards 6/10 in New York City.



The Lifetime Achievement Award went to Charles Osgood (1st on left), CBS Radio News correspondent and anchor. Congratulating Osgood are (l to r) Nancy Widmann, former CBS Radio Pres. and Gary Fries.

FCC ups regulatory fees for '99

This story first circulated in March when the FCC issued a NPRM on the assessment and collection of regulatory fees for the 1999 fiscal year (RBR 4/5, p. 3). Now it's official that the increased broadcasting fees, 6%-10% depending on population-size served and classification of the radio station, will help the FCC cover costs of enforcement policy and rulemaking as well as international and user informational activities.

Congress has ordered the FCC to collect \$172.5M, which is \$10M more than was designated for the 1998 fiscal year. The new fee schedule (see chart) goes into effect 9/10.

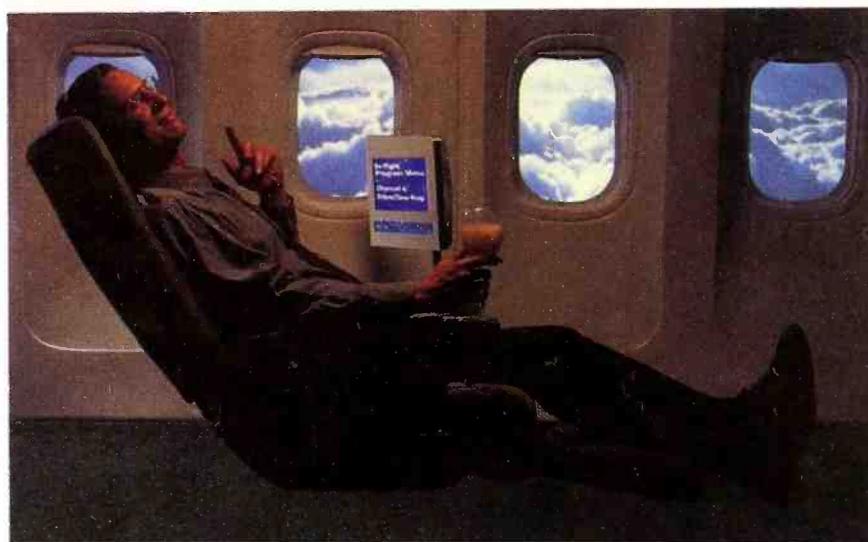
Dennis Wharton, NAB's VP of Communications, told RBR that his organization opposes all forms of regulatory fees because they "represent nothing more than a tax on the ability of broadcasters to provide free programs."—TS

FY 1999 Radio Station Regulatory Fees

Population Served	AM Class A	AM Class B	AM Class C	AM Class D	FM Classes A,B1&C3	FM Classes B,C,C1&C2
1 - 20,000	\$430	\$325	\$225	\$275	\$325	\$430
20,001 - 50,000	\$825	\$650	\$325	\$450	\$650	\$825
50,001 - 125,000	\$1,350	\$875	\$450	\$675	\$875	\$1,350
125,001 - 400,000	\$2,000	\$1,400	\$675	\$825	\$1,400	\$2,000
400,001 - 1,000,000	\$2,750	\$2,250	\$1,250	\$1,500	\$2,250	\$2,750
>1,000,000	\$4,400	\$3,600	\$1,750	\$2,250	\$3,600	\$4,400
Source: FCC						



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RADAR 61: Limited Inventory reigns supreme

Once again, limited inventory nets were king in RADAR® 61. At the top of the P12+ heap were Westwood One's CNN Max with 3.2, down .5%; Premiere's AM Drive took #2 with a 2.4 share, up 4.5%; ABC's Prime (full inventory) showed no change in audience at #3; Westwood's Source Max took #4, up 9.8% and Premiere's Axis went up a healthy 15.6% for fifth place. "Limited inventory is the shape of the future in the network radio industry. Because in this era of consolidation, demand on those stations is so tough. It is a very tall chore to ask the radio station to give you 168 minutes of inventory a week," Premiere President **Kraig Kitchin** told *RBR*.

Statistical Research Inc.'s (SRI) President **Gale Metzger** tells *RBR* 61 was a healthy and stable book overall: "There were not a lot of affiliation changes this time, so I've almost got to stretch looking at this book to talk about change."

While ABC Radio Networks showed a 5.9% gain with Advantage in A18-49, it took the biggest hit in the 25-54 category. Galaxy went down 19.6%, Platinum was down 11.8%. ABC's nets also dropped in RADAR 60 P12+, except for Genesis which had gone up four points. However, ABC still has 18 of the top 20 programs in network radio, and its Prime Network is RADAR's #1 full-inventory net for 25-54.

Industry observers see ABC's down trend as the result of two possible issues: not enough low inventory nets (which will change for RADAR 62 with **Jeff Rich's** "Radio Today"—*RBR* 5/3, p.2) and the possibility that affiliates, because many are not ABC O&Os, are not getting affidavits and information back to ABC on time. RADAR's transition from two books a year to four also presents more of a challenge for stations and nets to process the data.

Darryl Brown EVP, ABC Radio Nets explains: "Our clearance requirements are historically among the most stringent in network radio, and we were the first network to come out with a low-inventory net, Advantage. ABC continues in the high 90% delivery of actual audience to potential audience," he said. "[However], stations that aren't going to clear our inventory will not be associated with the network, so we have canceled a lot of affiliates that are shaky clearances. The available number of good radio stations out there to become network affiliates—that prospect base—has shrunk. If CBS owns 150 stations and Chancellor owns 450 and Clear Channel owns another 450, that's a third of the radio stations that are out there. But what we think at ABC is that quality product will win out in the end."

The clearance issue is easier for AMFM, where many affiliates are Chancellor or Capstar stations. "Our stations run the spots. They run them where they're supposed to be. There is no problem ever—whether it's a July week or a December week," said AMFM President **David Kantor**. AMFM's Diamond and Emerald nets were up in every category. Kantor explains: "It's continued great clearance by our stations—they are doing well in the marketplaces."

Premiere's service networks—AM Drive, Axis and Focus—all had "very consistent gains, affidavit retrieval and daypart compliance from our affiliate base," said Kitchin. Axis was phenomenal in every age group—12+ was up 15.6%; 25-54 was up 14.2%; 17.2% for 18-49 and a 24.2% gain for 18-34.

Premiere's Core, which derives its audience from morning drive prep services for CHR stations, didn't do as well, dropping between 12.1% and 18.1%. Kitchin explains: "We started a process at the beginning of this year of re-engineering the prep services we offer to that format. It's a year-long plan that involves a new comedy service called "Prime Time Prep." While we have secured a great number of new affiliations, they won't show up until RADAR 62."

RADAR's only current single-show net—Premiere's Dr. Laura Show—is still being tweaked. Said Kitchin: "Our big \$64,000 question is how does a ratings service like RADAR effectively monitor long-form radio programs like Dr. Laura? That's an issue we are literally working in partnership with SRI on."

"The technique is fine. There are certainly some questions about the handling of each and every property that we approach on a new basis. It's true that we are in dialogue with Premiere, not only about Dr. Laura, but about all of their properties and how to get them fully and properly reflected in RADAR," said Metzger.

Westwood One, again on top with CNN Max, is priding itself on consistency and success using limited inventory. You'll remember, one of the first things WW1 CEO **Joel Hollander** did was reconfigure the nets (*RBR* 10/5/98, p.8). "I'm very pleased with our consistency over the last few RADARs [he took over in 59—*RBR* 11/2/98, p.7], and I think consistency sells in the long run," Hollander told *RBR*. "One of the reasons we're doing better here is because the CBS clearances are better since I'm here, we can shepherd [them], so that certainly makes a difference."

Hollander was clear in saying no new nets or changes are anticipated for RADAR 62: "Status Quo for now, which I think is very important for us. I think people want to see stability at Westwood One, which there has been now for a while."—CM

by Karen Maxcy

Meeting the needs of 21st century radio: The latest traffic and billing systems

Chances are the traffic and billing system that consists of laborious hand-written entries into a log book is all but extinct. Even mom and pop standalone stations use some kind of software to manage their traffic and billing. And in the age of consolidation, the big boys need big systems to manage their inventory. Also with big groups, access to integrated reports and analysis becomes all the more crucial. But how to incorporate the challenges of today's radio stations while making the product user-friendly? *RBR* spoke with five traffic and billing vendors, and posed these questions:

- ① What is your current top-of-the-line traffic and billing system? Highlight your best features including what makes your product stand out from the competition.
- ② What do you have in mind when designing your system?
- ③ What phenomenon or existing problem drives R&D?

RBR also talked to user clients for a low-down on these systems.

CBSI

Founded in 1978, CBSI currently serves over three thousand radio stations worldwide. And it has been Y2K compatible since the 1980s, well before Y2K became the buzz word around technology circles.

A very basic system from CBSI starts at \$5K. Additional costs are incurred depending on system options, complexity and number of users. The scalability and interoperability of different levels provides opportunities for stations to expand and grow. Stations never pay for features they don't use and they don't have to struggle with a sub-standard system with little prospect of upgrading cost-effectively.

CBSI's VP Marketing & Sales **Steve Kenagy** answered our questions.

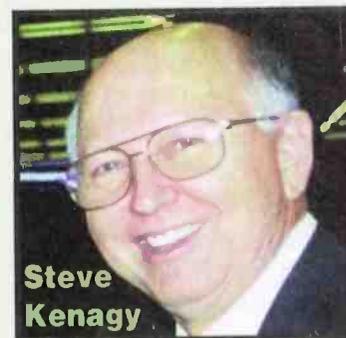
① Since CBSI software is scalable, both the top end (Premier/Classic) and entry-level (Elite) systems have the same underpinnings: DeltaFlex III traffic engine. This brand-new

release incorporates capabilities like full A/R data retention, expanded point-and-click reporting, and group-friendly invoicing.

② Revenue Maximization, in the DeltaFlex III release, is something you will find in no other system—during log assembly, this feature analyzes all your scheduled spots and pinpoints the schedule which will make you the most revenue. Our test group of stations averaged an extra \$528 per day in increased income. Imagine if all your stations could achieve the same! And Revenue Maximization does this without rate hikes or added spots—it's all from commercials already sold.

③ A good traffic and billing system almost has to be all things to all people—you need to give GMs and financial departments reporting power and a very straightforward interface, and at the same time not detract from the speed and precision traffic departments require or the flexibility sales managers need.

There's a wealth of strategic information in CBSI's traffic system, and our emphasis is on making that data as easy to manage, access and interpret as possible. Chancellor Media's WVAZ-FM (Chicago) uses the DeltaFlex III (Premier). Traffic and Continuity Director **Lynn Clymer** says the customer service from CBSI is exceptional. But there is a problem with the DeltaFlex III that Clymer has been dealing with since they started using it 8/98. On the weekends, the system only allows three dayparts—6a-12p, 12p-6p and 6p-12a. The profit maximization feature can only kick in if that is all the station sells. He will be meeting with the CBSI team soon to work out a solution.



Steve Kenagy

Dalet

Dalet Digital Media Systems USA, Inc.'s current top-of-the-line system is TeamRadio. This system is specifically designed for multi-station operations. The price for this starts at around \$10K but there are additional costs depending on the number of stations involved. Product Manager **Robin Wang** estimates that a typical 5-10 station installation can cost anywhere between \$20K to \$50K. Users pay one upfront fee and can have optional maintenance. If they don't want the maintenance, then there are no monthly service fees associated with using TeamRadio.

1 TeamRadio

2 TeamRadio was designed from the ground up to handle the needs of multi-station operations. Not only can TeamRadio be used to consolidate sales, traffic and billing but it can simplify operations, consolidate customer databases and provide multi-station reports. Furthermore,

TeamRadio is designed with an open architecture using modern day technology. What this means is that we can, for example, offer innovative capabilities that allow the stations' personnel and their advertisers to exchange information and conduct transactions more effectively using the Internet.

3 The radio industry is in the midst of sweeping changes. Not only due to consolidation but also to technology and business needs. For stations to remain competitive, they must change and that means their business systems must change as well—the systems that were installed five to 10 years ago may not support what is required going forward. For example, obtaining accurate and timely reports from clusters or regions was not required in the past. Today, it is and we've incorporated that capability into TeamRadio. At Dalet, we listen to our customers and stay abreast of new technologies and trends to develop a wide range of software products—including traffic—that allow radio stations to improve operations and optimize revenue.

One of Dalet's clients is WorldSpace Corporation based in Washington, DC but with ongoing plans to reach listeners worldwide (*RBR* 4/5/99, p.9). VP of Sales **Allan Ginsburg** says that the ability to access TeamRadio via the Internet was crucial because of WorldSpace's global operation spanning three continents. Sales representatives need to be able to access information and place orders from the different channels they represent. A feature Ginsburg likes particularly is the automated order-entry approval mechanism that automatically processes the proposals to orders. A proposal has to meet a certain set of criteria before it becomes an order. If it doesn't meet all the criteria, it gets forwarded to the sales manager for review.



Robin Wang

Datacount

Datacount's **Debbie Hamby**, VP Sales/Marketing featured their D32 traffic and billing system and says price is based on market size. The categories are 1-50, 51-100 and 101+. There is a monthly system fee.

1 Datacount 32 (D32) is our new WIN/NT based system designed exclusively for modern technologies and the changing needs of radio. While incorporating all the latest traffic needs, D32 also targets all levels of information, both corporate, group and station. Information is easily gathered using ODBC (Open Database Connectivity) as the standard, while using a client/server static scheduler to provide immediate scheduling feedback.

2 Foremost, D32's open architecture provides outstanding capabilities for extensive data analysis thus creating an information cornerstone for a station or group of stations. Real time avails, up-to-the-second average price-per-spot reports, auto importing of AE

(Account Executive) activity into spreadsheets, etc. New technologies also enable Internet reporting, improved network security, E-mail and superior integration to other products. We have also addressed our input screens to speed the workflow process and improve the reporting process to allow managers to get precise and accurate information to make decisions.

3 The broadcasting group drives our design in three areas: 1) reporting, 2) easy consolidation of data on multiple levels and 3) utilizing the latest technology for performance and connectivity. The groups are virtually re-creating the radio business and the traffic and billing systems of yesterday don't have the capacity to cope with the demands, such as those listed above.

Client Premier Marketing just transitioned into the D32 this month and are very happy with the system so far. They run four stations (KFRU-AM, KPLA-FM, KOQL-FM and KBXR-FM) in Columbia, MO and all four are currently using the D32. Traffic Director **Roberta Martin** says the data

analysis in D32 is outstanding. Extremely flexible and user-friendly, she can call up client activity for all four stations instead of looking at information from each station and then having to compile it into one report. D32 also imports easily into other spreadsheet programs like Excel for even more in-depth and specific analysis.

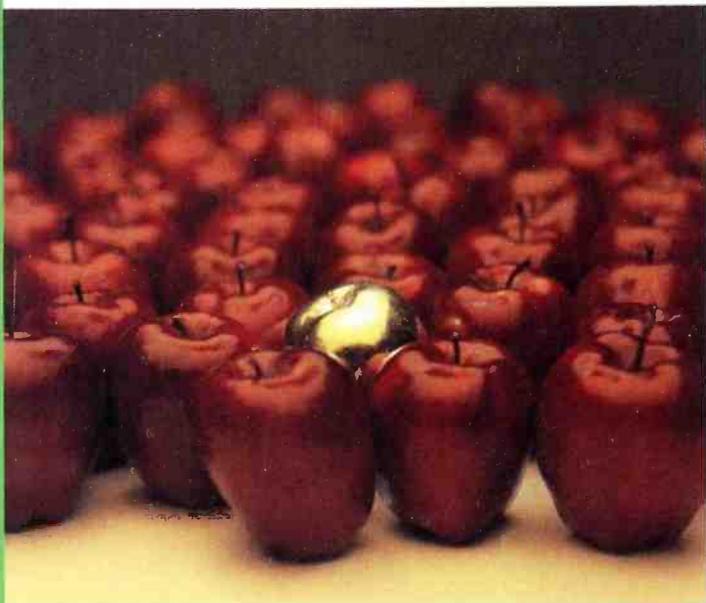
Martin says there was a relatively small initial payment associated with the D32 and then there are monthly or quarterly fees (depending on which you choose) for maintenance and support. Datacount has been able to respond quickly to kinks in the systems and provide solutions and alternatives to their complaints. Martin adds that their long relationship with Datacount (they had previously used DARTS) really helps facilitate understanding and progress with problem-solving.



Debbie Hamby

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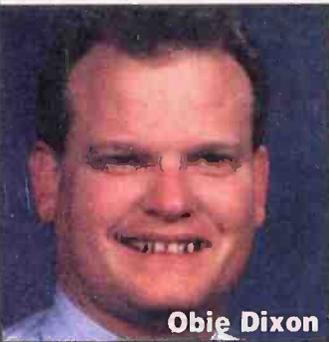
Computer Concepts

The base pricing for a single station starts at \$7K according to Computer Concepts' Southeastern Regional Sales Manager **Obie Dixon**. For three to four station groups, the range is usually between \$13K-\$15K. Fees are an average \$180 per month. This includes 24-hour, 7-day toll free phone and modem support, enhancements and upgrades. There is also an additional yearly licensing fee of \$300 per site and not per station.

① Visual Traffic (V.T.) is our current top of the line traffic and billing system for radio stations, available for more than two years.

② V.T. is a native 32-bit Windows product which is designed from the ground up to take traffic operations well into the next century. It works equally well in complicated, small market setups to sophisticated major market environments. Our product has been in the field for several years, while many other NT-based systems are just beginning to get some experience—and some are still in Beta testing. If there's a single feature

that stands out for many of our larger markets, it's Multiple Station Capability; V.T. is used in managing station c o m b o s , t r o m b o s ,



Obie Dixon

LMA's and Superduopolies. V.T. can effectively handle up to 128 different stations within one database.

③ We strive for a logical, user-friendly interface that permits an enterprise to handle multiple station, accommodating splits in billing, multi-tiered commission rates, and accounts receivable. The consolidation frenzy continues to drive R&D. The ability of a single traffic system to support multiple stations under multiple ownership but keeping the operation of the traffic simple enough to quickly learn and operate is a driving force of V.T.'s R&D. We've also led the way in creating a WAN-based system that can be used to connect stations across

Columbine JDS

Chief Operating Officer **Mike Oldham** tells *RBR* that pricing varies according to the number of modules required and by the size and number of stations using the system. Base starting price is around \$2K. There is a monthly service fee. Stations don't own the system but rather they purchase the license to the software. The fee buys 24-hour support and free updates from Columbine.

① Columbine JDS has provided traffic and billing solutions to radio stations for over 30 years. CJDS currently offers several products including ColumbineNet, a web browser-based version of the Columbine system that is presently installed in 350 radio stations and JDS1000, a sales and traffic system which is installed in a number of large radio groups. We consult with clients to determine the solution that best suits their individual requirements.

② ColumbineNet automates the management of inventory and provides the tools to make more money from available inventory. In addition, ColumbineNet offers a wealth of management reports including a three year trend, base rate, pacing etc. JDS1000 offers a complete credit management system as well as powerful inventory and yield management reports.

③ As the industry continues to consolidate, CJDS has been a leader in



Mike Oldham

the globe for corporate information purposes, and to share resources and ad placement. It is one thing to develop a system to do all the wonderful things needed in today's world of consolidated radio but it is quite another to present the application in a logical, usable manner. V.T. allows the radio station to have the cake, i.e. functionality and eat it, i.e. user ease.

President of McNaughton-Jakel Stations **Rick Jakel** had glowing compliments for Computer Concepts calling

providing alternatives to the traditional, standalone systems. ColumbineNet was specifically developed to provide a lower-cost yet feature-rich, Internet or WAN-based solution for an entire corporate group. Hardware costs are shared across the group and staffing costs can be minimized by consolidating traffic in one (or regionalized) location. CJDS is also at the forefront of delivering E-commerce solutions for radio including electronic contracting and invoicing. CJDS' Spotdata product (www.spotdata.com) allows radio stations to send invoices electronically to virtually any national agency and participating local agencies via the web.

Since ColumbineNet is a new release, there are no stations that are currently using the system. But in terms of software and functionality, the new release is similar to the old Columbine system. Jefferson-Pilot Communications' Continuity Associate **James Smolich** likes the system because it allows percentage rotation of spots. For example, when a client has 10 different commercials to run, Smolich is able to tell JDS1000 which commercial to run and how many times to run it. One thing that is a slight inconvenience is when the four-station group in Denver needs to duplicate instructions across the stations. If a client wants to buy two stations, Smolich has to fill out the instructions individually. But the contracts can be duplicated.

it a "first class" company. One of its first clients in the 1980s, the group has used the Visual Traffic since it was released. The group runs two stations in Elgin, IL (WJKL-FM and WRMN-AM), one in Aurora, IL (WBIG-AM) and one in Las Vegas, NE (KSHP-AM). Jakel says the group is able to run the stations from Elgin using V.T. His favorite feature is scheduling—the system doesn't allow the user to schedule more than there are avails. And graphically, you can see exactly what you did at each step.

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by Dave Seyler

Cumulus knocks three times; Calendar bows out

The important numbers are three, four, nine and 51 Million. That's markets, deals, stations and dollars. Cumulus will enter Mobile in a very big way, will also set up an outpost in nearby Pensacola and will open up new territory in McAllen-Brownsville TX. McAllen, where 12+ population is ranked #62 by Arbitron, will become Cumulus' biggest theater of operations to date.

In Mobile, Cumulus is getting WDLT AM-FM and WBLX-FM from Calendar Broadcasting for \$19M, and WGOK-AM/WYOK-FM from Roberds Broadcasting for \$6M. Cumulus, with two AMs and three FMs will not quite match up with market leader Clear Channel (two AMs, five FMs) stick to stick, but it will be almost Clear Channel's equal in terms of total ratings.

The \$9M Pensacola deal with Coast Radio for WCOA-AM/WWRO-FM was announced earlier in the year (*RBR* 2/15, p. 13). Once again, Cumulus will be locking horns with Clear Channel, but this time for second place behind market leader Capstar.

In McAllen, Cumulus is getting a dominant duopoly from Calendar for \$17M. KBFM-FM and KTEX-FM are currently holding their own against a four FM cluster owned by Sunburst. The Mobile and McAllen deals mark the end of the road for the **Phil Giordano's** Calendar group. Broker: Bergner & Co. (Calendar deals)

Connoisseur set for super debut in Muskegon

Muskegon's five-year-plus vacation from the trials and tribulations of Arbitron measurement are about to come to an end pending release of the Spring 1999 books, and to all appearances **Jeff Warshaw's** Connoisseur Communications is going to debut at the top of the heap. It is following up last year's \$5.25M purchase of WMUS AM-FM (*RBR* 6/22/98, p. 13) with a \$2.7M deal to buy WMHG-AM, WSHZ-FM and WMRR-FM from Goodrich Radio Marketing. Part of the cash will go to a \$400K consulting agreement and a \$10K non-compete.

Of particular importance in this deal is the non-compete. Goodrich will be left with four stations in nearby Grand Rapids (and the strongest of them, WSNX-FM, is actually licensed to Muskegon). While there is no way to completely shut down competition for below-the-line ratings, the two companies have agreed to eschew the pirating of station personnel, and Goodrich has promised to keep its intimate knowledge of the Muskegon stations to itself.

RBR observation: We dusted off a copy of the 1994 *Source Guide & Directory* and found Arbitron Spring 1993 12+ numbers for Muskegon. Back then, the three FMs soon to be owned by Connoisseur were 1-2-3 in 12+ numbers (if WSNX is not counted as a Muskegon station, anyway). It looks as if Mr. Warshaw will be the one to catch in this reborn market. Broker: Media Venture Partners (seller)

It's a Mile High AM grand slam for Crawford

Hymns usually sound better in four-part harmony, and **Donald Crawford** has just struck a deal which will add that fourth part to his existing Denver trio of Christian-formatted AMs. Crawford's KLZ Radio is buying KBNO-

Rich Heibel, President of
GMA Broadcasting Corporation

has agreed to transfer the assets of

KBGZ-FM
Joplin, Missouri

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\$220,000

to

Robert C. Landis, President of
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AM from Colorado Communications Corp., owned by **Zee Ferrufino**. KBNO's quartet partners will be KLZ, KLDC and KLTT.

Bright Tower tearin' it up in Terre Haute

WTHC-FM had been pulling anywhere from a 1.6 to a 2.6 12+ Arbitron rating from the Fall 1996 to Spring 1998 surveys. Then it suddenly found itself sitting fourth chair in the Terre Haute Country fiddle section, and was a robust chin-up below the one-share threshold in the Fall 1998 survey.

It will now have some coattails to hang on to following announcement of its sale to Bright Tower Communications and its popular CHR WMGI-FM. The total consideration will be \$665K, which includes a \$250K consulting agreement with seller **Dan Hester**. **Donald Foster** and **Marvin Frank** are 50-50 owners of Bright Tower.

This pairing of FMs will be the fourth duopoly in the Terre Haute market which as yet has no superduopolies at all, and will enhance Bright Tower's #2 ratings position. The leader, surprisingly enough for those of you who haven't been paying attention, is Emmis. Generally confined to large markets, Emmis picked up Terre Haute's dominant duop along with WTHI-TV from Wabash Valley Broadcasting last year (RBR 4/6/98, p. 20).

RBR observation: We would not be surprised to see Bright Tower abandon Country in favor of something more compatible with WMGI's CHR. It will have a bit of an uphill road if it does, though. Of five obvious format

holes in the market, three (Alternative, Smooth Jazz and Classical) generally fare better in large markets, and two (Urban, Spanish) target populations which do not exist in large enough numbers here to make them feasible.

Ken and Ken contemplate California cluster

The scene of one of the latest station groups to enter the ranks of superduopoly will be Lakeport-Ukiah CA, roughly 80 miles up US 101 north of San Francisco. **Ken Dennis**' Bicoastal Media is buying **Ken Cunningham**'s KNTI-FM for \$1.37M. The deal includes a \$210K consulting agreement with Cunningham.

Bicoastal will wind up with a 1 AM, 3 FM superduopoly. It entered the market last Fall when it bought eight stations from **William Groody**'s North Country Communications for \$6.4M (RBR 9/21/98, p. 17). **Broker:** North Country Communications Inc. (buyer)

It's the lease we could do: Radio Unica into Denver

The Radio Unica Network has added another large market station to its list of O&Os and affiliates. In this case, KCUV-AM will at least be on its way to O&O status. The 24-hour Hispanic Talk service will LMA the station from Den-Mex, LLC with an option to buy. KCUV was already broadcasting an Hispanic format.

Radio Unica chmn/CEO **Joaquin Blaya** noted Denver's rapidly-growing and underserved Hispanic population. He said, "It is expected to enter the top 15 Hispanic markets when the 2000 census is completed." It currently is #17.

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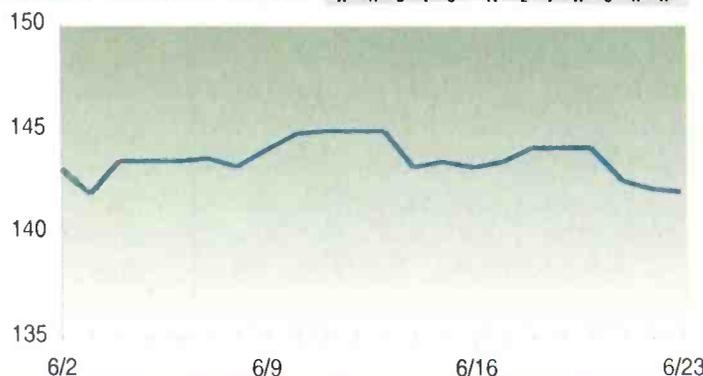
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The Radio Index™ extended its losses this week. It was down 1.3 points to close 6/23 at 141.99.



by Dave Seyler

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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.

\$34,000,000—*WCDX-FM, WPLZ-FM, WGCV-AM, WJRV-FM Richmond (Mechanicsville, Petersburg, Richmond VA) from Sinclair Telecable/Commwealth Broadcasting LLC (O:SBGI) (Robert Sinclair) to Radio One Inc. (O:ROIA) (Catherine L. Hughes, Alfred C. Liggins III et al). \$1.25M escrow, balance in cash at closing. **Superduopoly** with WDYL-FM, WKLJ-FM, WSOJ-FM. No more than four FMs overlap at any point. LMA since 6/1. Broker: Star Media Group (buyer & seller)

\$13,000,000—* KLVA-FM Phoenix (Casa Grande) from Educational Media Foundation (K. Richard Jenkins, pres) to Big City Radio (Michael Kakoyiannis, pres). Trading KDDJ-FM and \$5.5M cash (\$275K escrow, balance in cash at closing) for KLVA-FM. Deal valuation is an RBR estimate. **Superduopoly** with KEDJ-FM, KBZR-FM, KMYL-FM. Broker: Gary Stevens & Co. (buyer)

\$10,500,000—* WYPA-AM Chicago from Chicago WYPA License Co./Personal Achievement Radio of Illinois Inc., a subsidiary of Z-Spanish Media Corp. (Amador S. Bustos, pres) to CRN of Chicago LLC, a subsidiary of Catholic Radio Network LLC (John T. Lynch et al). \$500K escrow returned to buyer at closing, \$3M cash, two notes worth total of \$7.5M. **Duopoly** with WAUR-AM. LMA since 6/10. Broker: Media Services Group (buyer)

\$10,000,000—WCAV-FM Boston (Brockton MA) from KJI Broadcasting LLC (Joseph V. Gallagher) to Radio One Inc.

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(O:ROIA) (Catherine L. Hughes, Alfred C. Liggins III et al). \$500K escrow, balance in cash at closing. If buyer is able to move transmitter location north of current site within three years, additional cash is owed to seller (less than or equal to one mile: \$100K; less than or equal to two miles: \$400K; less than or equal to three miles: \$750K; more than three miles: \$1M. LMA since 5/24. Broker: Media Services Group (seller)

\$7,800,000—* WXBD-AM, WXRG-FM, WLRK-FM, WXYK-FM, WCPR-FM Biloxi-Gulfport MS (Biloxi, Pascagoula, Gulfport, Wiggins) from Gulf Coast Radio Partners Inc. (Michael E. Schwartz et al) to Triad Broadcasting Co. Inc. (David J. Benjamin et al). \$390K escrow, balance in cash at closing. Existing **superduopoly**. Broker: Bergner & Co.

\$7,500,000—* KWMT-AM & KKEZ-FM Fort Dodge IA from KWMT Radio Inc. (Jon P. & Roma Jenkins) to Clear Channel Communications Inc. (N:CCU) (Lowry Mays). \$375K escrow, balance in cash at closing (\$600K for real estate). **Superduopoly** overlap with WHO-AM, KMXD-FM and KYSY-FM in adjoining Des Moines market. Broker: Jorgenson Broadcast Brokerage (buyer)

\$7,500,000—KDDJ-FM Phoenix (Globe) from Big City Radio (Michael Kakoyiannis, pres) to Educational Media Foundation (K. Richard Jenkins, pres). EMF is receiving KDDJ and \$5.5M cash (\$275K escrow, balance in cash at closing) in exchange for KLVA-FM. Deal valuation is an RBR estimate. Broker: Gary Stevens & Co. (seller)

\$3,250,000—* KSNU-FM Salt Lake City (Roy UT) from Sundance Broadcasting LLC (Gary & Pamela Waldron) to Deer Valley Broadcasting LLC (Bruce Buzil). Buzil is a principal of Marathon Media LLC. \$250K escrow, balance in cash at closing. **Superduopoly** with KAIO-FM Randolph and KUUU-FM Tooele, both UT.

\$3,100,000—* WQIS-AM, WNSL-FM Laurel-Hattiesburg MS (Laurel) from Design Media Inc. (Peter Carpey) to Cumulus Media Inc. (O:CMLS) (Richard Weening, Lew Dickey Jr.). Deal structure not available. **Superduopoly** with WEEZ-FM, WHER-FM, WFOR-AM and pending acq of WJKX-FM, WMFM-FM in separate deals. Stations form three distinct markets with no more than four FMs in any one. Broker: Media Services Group

June 23—RBR Stock Index 1999

Company	Mkt:Symbol	6/16 Close	6/23 Close	Net Chg	Pct Chg	6/23 Vol (00)	Company	Mkt:Symbol	6/16 Close	6/23 Close	Net Chg	Pct Chg	6/23 Vol (00)
Ackerley	N:AK	19.000	17.750	-1.250	-6.58%	111	Hearst-Argyle	N:HTV	25.000	25.812	0.812	3.25%	692
Alliance Bcg.	O:RADO	0.343	0.328	-0.015	-4.37%	1360	Hispanic Bcg.	O:HBCCA	65.000	69.812	4.812	7.40%	6570
Am. Tower	N:AMT	25.812	24.625	-1.187	-4.60%	0	Infinity	N:INF	25.437	26.265	0.828	3.26%	6749
AMSC	O:SKYC	18.062	17.937	-0.125	-0.69%	838	Jeff-Pilot	N:JP	65.750	65.750	0.000	0.00%	2055
Belo Corp.	N:BLC	20.562	21.000	0.438	2.13%	1653	Jones Intercable	O:JOINA	48.625	50.000	1.375	2.83%	1041
Big City Radio	A:YFM	3.625	3.625	0.000	0.00%	21	Metro Networks	O:MTNT	51.625	54.500	2.875	5.57%	263
Broadcast.com	O:BCST	105.500	118.625	13.125	12.44%	5031	NBG Radio Nets	O:NSBD	2.375	2.125	-0.250	-10.53%	20
Capstar	N:CRB	26.687	24.687	-2.000	-7.49%	899	New York Times	N:NYT	36.250	37.500	1.250	3.45%	3245
CBS Corp.	N:CBS	41.875	42.937	1.062	2.54%	12209	Otter Tail Power	O:OTTR	40.875	39.500	-1.375	-3.36%	88
CD Radio	O:CDRD	27.625	30.375	2.750	9.95%	7640	Pacific R&E	A:PXE	1.250	1.125	-0.125	-10.00%	56
Ceridian	N:CEN	33.625	33.375	-0.250	-0.74%	2025	Pinnacle Hldgs.	O:BIGT	17.875	18.250	0.375	2.10%	92
Chancellor	O:AMFM	54.375	50.500	-3.875	-7.13%	13510	Radio One	O:ROIA	36.125	36.312	0.187	0.52%	2683
Citadel	O:CITC	29.250	29.875	0.625	2.14%	4787	RealNetworks	O:RNWK	59.250	67.875	8.625	14.56%	20948
Clear Channel	N:CCU	68.562	65.562	-3.000	-4.38%	16766	Redwood Bcg.	O:RWBD	9.125	9.000	-0.125	-1.37%	79
Cox Radio	N:CXR	56.250	54.125	-2.125	-3.78%	243	Regent Pfd.	O:RGCP	5.562	5.500	-0.062	-1.11%	77
Crown Castle	O:TWRS	19.125	19.062	-0.063	-0.33%	2472	Saga Commun.	A:SGA	19.750	20.125	0.375	1.90%	100
Cumulus	O:CMLS	18.062	16.562	-1.500	-8.30%	335	Sinclair	O:SBGI	15.500	15.000	-0.500	-3.23%	12896
DG Systems	O:DGIT	4.906	4.812	-0.094	-1.92%	522	SportsLine USA	O:SPLN	34.000	32.875	-1.125	-3.31%	2565
Disney	N:DIS	29.500	29.562	0.062	0.21%	43497	TM Century	O:TMCI	0.437	0.593	0.156	35.70%	0
Emmis	O:EMMS	46.500	46.500	0.000	0.00%	527	Triangle	O:GAAY	0.150	0.170	0.020	13.33%	36800
Entercom	N:ETM	33.625	34.000	0.375	1.12%	416	Tribune	N:TRB	86.125	86.625	0.500	0.58%	2238
Fisher	O:FSCI	61.000	62.000	1.000	1.64%	400	WesTower	A:WTW	23.625	23.625	0.000	0.00%	145
Gaylord	N:GET	30.500	29.562	-0.938	-3.08%	443	Westwood One	N:WON	36.437	37.562	1.125	3.09%	394
Granite	O:GBTVK	7.437	7.562	0.125	1.68%	192	WinStar Comm.	O:WCII	49.000	48.000	-1.000	-2.04%	8362
Harris Corp.	N:HRS	38.312	38.437	0.125	0.33%	493							

Cumulus to sell shares

Cumulus Media (O:CMLS) filed 6/21 with the SEC to offer 8.16M Class A common shares to repay 35% of its series A preferred stock and reduce approx. \$100M in debt. Cumulus will repay the remaining principal under its old credit facility and fund pending acquisitions and pay related fees and expenses with borrowings under its new \$225 credit facility.

"\$50M is being used to redeem 35% of our outstanding PIK preferred stock. The balance will be used to reduce indebtedness, fund acquisitions and for general corporate purposes," Cumulus Executive Chairman **Richard Weening** told RBR. "It's a move intended to strengthen our balance sheet, reduce leverage and give us the opportunity to continue growth through acquisitions."

Morgan Stanley, Bear, Stearns and Lehman Bros. are the underwriters. The offering has an overallotment option of up to 1.22M shares.—CM

Emmis announces another record quarter

Q1 '99 was the fourth consecutive quarter of double digit, same station revenue growth announced by Emmis Communications (O:EMMS) 6/24. Ending 5/31, Q1 boasted net broadcasting/publishing cash flow of \$72.4M, 27.8M higher than Q1 '98. Cash flow grew to \$26.9M, 60% over last year. "We're knocking the cover off the ball. We're real happy. I think what attributed to it is we've got a lot of people focused on operations. We've always been known in the industry as people who can run these things, and we just think we can keep doing it," Emmis CEO **Jeff Smulyan** told RBR.

Domestic radio revs were up 14% and after-tax cash flow (consolidated) increased 16 cents per share, \$.76 from \$.60 Q1 '98.

Emmis' six fairly new TV properties added well to the bottom line growth, posting a 7% increase in net revenue. Emmis is purchasing WKCF-TV Orlando, a WB affiliate, to make it seven (RBR 6/14, p.7).—CM

Citadel offers 10M common shares

Dow Jones—An offering of 10 million common shares of Citadel Communications Corp. (CITC) priced at \$29.25 each through underwriters led by Credit Suisse First Boston Corp.

Gross spread is \$1.17, selling concession is 70 cents and reallowance is 10 cents. Delivery is scheduled for June 25.

Shares of the Tempe, Ariz., radio station company ended trading Monday at 29 1/2, up 1/4, or 0.9%.

Citadel expects to use proceeds from the offering to redeem 35% of its Citadel Broadcasting unit's outstanding exchangeable preferred stock, to fund acquisitions, and for general corporate purposes.

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Tribune expects 15% growth in earnings

Tribune (N:TRB) said it expects cash flow for '99 to rise 10 to 15% over '98, driven by its 17 TV stations, four radio stations and Internet businesses. Tribune had an EBITDA of \$900M in '98. It expects to see revenue growth of 7 to 9% over last year's \$2.98B.—CM

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