

Radio Business Report™

Voice Of The Radio Broadcasting Industry®

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Volume 18, Issue 46



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President/
COO Kraig
Kitchin
talks about
Upfront
2002
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Revenues: Fall continues in September

The latest Radio Advertising Bureau revenue figures are in. Radio revenues were off 14% for September 2001, compared to the same month a year ago. Local business dropped 12%, coupled with a 23% slump in national. The events of 9/11 had a great deal to do with the disappointing results.

Q3 totals weren't quite so bad. A 4% drop in local business and a 17% drop in national produced a total revenue loss of 8%. Q3 totals almost mirror YTD figures, which are a loss of 4% local and a 19% drop in national, also producing a drop in total revenue of 8%.



Said RAB President/CEO **Gary Fries**, "While the radio industry suffered in September from a very unclear total advertising environment, it should be noted with pride that during this period it stood tall in adding to the information needs of the entire nation and served its communities and listeners well. As we meet with the advertising community...we have heard nothing but praise for our medium and a renewed awareness of its value in reaching the American consumer."

RBR observation: The radio industry appeared to be coming out of the woods, and was about to embark on a period where the tough comps engendered by the dot-com phenomenon were about to come to an end. 9/11 changed all that, producing skittish advertisers and cancelled schedules. Looking to October, last year it was up 3%. The ridiculously easy comps we'll see eventually are still a few months down the road.—D

Radio One becomes Urban Advantage Network partner with ABCRN



It's a done deal: Creating the largest radio network that reaches the African-American marketplace, Radio One has struck a deal with ABC Radio Networks (ABCRN) where Radio One will allocate a portion of its commercial inventory to ABCRN's Urban Advantage Network (UAN). UAN, by making Radio One stations its affiliates, will now reach 93% of African-American consumers. ABCRN's Urban talent includes **Tom Joyner**, **Doug Banks**, "Rejoice! Musical Soul Food," "Classic R&B" and "The Touch."

Radio One CEO **Alfred Liggins** has been looking for some time to ally with an existing net to launch an Urban Radio network, or launch one on his own. Radio One now has a vehicle to reach African-American consumers on a national level, in addition to its local market efforts.

ABCRN has 163 Urban affiliates. Most of Radio One's 65 stations will be united under the banner of UAN.

Said ABCRN President **Traug Keller**: "We said that we were going to own the Urban radio network marketplace, and this kind of seals the deal. It takes our Urban Advantage Radio Network to the #1 RADAR network in Urban radio. It more than doubles our Black Adult 18-49. It will have almost 40% more Black Adults 18-49 average audience through

its commercials than the #2 network in Urban radio. It alone increases our Adults 18-49 average by 2 + times and results in a rating increase rank from 25th to 6th."

"This agreement with ABC represents the most cost-efficient and rational way to leverage our extensive radio station platform and should optimize shareholder value creation vis-a-vis various options for our network radio strategy," said Liggins. "We look forward to executing against this very exciting, history-making partnership with ABC Radio Networks."—CM

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Executive Editor Jack Messmer
Managing Editor Dave Saylor
Senior Editor Carl Marcucci
Production Michael Whalen
VP Administration Cathy Carnegie
FCC Research Consultant Mona Wargo
Administrative Assistant April Olson
Publisher **Jim Carnegie**
VP/GM, Associate Publisher Ken Lee
Senior Account Executive John Neff
Account Executive June Barnes

Editorial/Advertising Offices
6208-B Old Franconia Road
Alexandria, VA 22310
PO Box 782 Springfield, VA 22150

Main Phone: 703/719-9500
Editorial Fax: 703/719-7910
Sales Fax: 703/719-9509
Subscription Phone: 703/719-7721
Subscription Fax: 703/719-7725

Email Addresses

Publisher: JCarnegie@rbr.com
Editorial: RadioNews@rbr.com
Sales: KLee@rbr.com
JNeff@rbr.com

Bradenton, FL Office
Jack Messmer

Phone: 941/792-1631
Fax: 253/541-0070
Email: JMessmer@rbr.com

Nashville, TN Sales Office
June Barnes

Phone: 615/360-7875
Fax: 615/361-6075
Email: JBarnes@rbr.com

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FCC set to clarify the rules of the M/A road

By unanimous commissioner vote, the FCC decided to put together a notice of proposed rulemaking (NPRM) which will take a close look at radio ownership. The title of the undertaking says it all: "Rules and Policies Concerning Multiple Ownership of Radio Broadcast Stations in Local Markets; and Definition of Radio Markets."

The ultimate intent of the rulemaking is to clearly define the standards that are used when deciding which way the thumbs will point for a given merger or acquisition.

In supporting the NPRM, Commissioner **Michael Copps** (the lone Democrat on the Commission at the moment) said, "Criteria used to evaluate transfers and mergers cry out for sunshine." Added Chairman **Michael Powell** (R), "This is an item very long overdue. This has been a quagmire for years."



Michael Copps

In addition, the Commissioners agreed to make a concerted effort to clear the docket of all pending deals. Powell made a good deal of headway earlier in the year on this front, but there are still long-pending deals awaiting action, some for several years. Commission **Kevin Martin** said that he would go even farther than did the action approved today, and conditionally grant all long-pending deals. That will not happen, but he applauded the decision to deal with them expeditiously.

NAB EVP **Jeff Baumann** commented on the FCC's activity, saying, "Chairman Powell and the FCC have done the right thing today in trying to bring an end to the Commission's confusing and uncertain standards in dealing with radio mergers. It is disappointing, however, that the FCC plans to keep in the interim the 'flagging' process that has resulted in long delays for hundreds of transfer applications that meet all applicable standards. We hope the Commission acts quickly to eliminate this unjustified procedure."

RBR observation: Wow! A unanimous vote from the FCC Commissioners! That's been a rare thing in recent years, at least on a topic as controversial as this. However, from what we've seen of this Commission, we expect that, while Mr. Copps may agree with his colleagues on undertaking this rulemaking procedure, we seriously doubt that he will agree on just what those rules should be.—DS

Orban restructures debt

Orban/CRL (O:CRLI) CEO **Jay Brentlinger** tells *RBR* he has re-

structured his debt load to Harman International Industries, in an effort to play it safe with the current economic uncertainties (CRL bought Orban from Harman). "We renewed our loan agreements with Harman. That was done 10/1. They just signed new renewals on all our loans. Harman has been very cooperative—they basically put Orban/CRL together and they're fully supportive of what's been going on."

What's been going on is just a cautionary move. Orban's sales have been exceptional the last few quarters. Brentlinger is still playing it safe nevertheless, post 9/11. Sources say there was a large balloon payment to Harman looming.

"We experienced a little slowdown in September after the 11th, but it picked back up. October was almost back to normal," he explains. "After September 11th, I don't think anyone knew what was going on and we just weren't taking any chances. We are playing it very safe. I mean we laid off a few people just to be sure, we've done what we can to make ourselves more efficient and more healthy."

Did the restructuring have anything to do with the recent station sales in Arizona (RBR.com 11/1)? "No. It's not tied to that at all. That's my family's stations. I'm not actually involved in those after I bought CRL/Orban."—CM

Is TV holding radio down?

Thomas Weisel Partners analyst **Gordon Hodge** questions whether radio can do anything to improve pricing, so long as the TV business remains so poor. In a report following Clear Channel's (N:CCU) Q3 report, Hodge repeated his "buy" rating, downgraded from "strong buy" just a week earlier, saying that CCU shares are attractively priced, but lack a catalyst for growth. "We also harbor some concern that spot television rates have come down precipitously this year 9-15% to -20%), making radio a less compelling relative value."—JM

Sirius gets hit with two more class action suits

Three birds in the sky and still no subscribers. Maybe never? Sirius Satellite Radio (O:SIRI), after being hit by its first class action suit (RBR.com 10/8) by investor **Paul Sterbenk**, has now been hit with two more—basically for the same reasons.

The law firm of Cauley Geller Bowman & Coates announced 11/7 that a class action has been filed in US District Court in Vermont on behalf of purchasers of Sirius stock. The complaint charges, "Sirius and

Bloomberg wins NYC mayor's race

Media mogul and political novice **Michael Bloomberg** pulled off a narrow come-from-behind victory last Tuesday (11/6) to win election as Mayor of New York City. The Republican candidate's campaign received a late surge after an endorsement and round of joint appearances by outgoing Mayor **Rudolph Giuliani** (at right in photo, shaking hands with Bloomberg), whose own popularity had soared on his handling of the recovery effort following the 9/11 terrorist attack that collapsed the World Trade Center towers. Bloomberg, whose media empire includes WBBR-AM New York and the Bloomberg business reports for radio stations nationwide, reportedly spent \$50M from his own pocket on the successful effort to defeat Democrat **Mark Green**.—JM



certain of its officers and directors with violating the federal securities laws by failing to disclose facts known to them, or recklessly disregarded by them, which demonstrated that the announced commercial launch dates for the Company's satellites required for the Company's service, published throughout the Class Period, were impossibly ambitious. Defendants knew, or recklessly disregarded, that it would be possible for the Company to offer its service commercially by the end of 2000, as initially disclosed, or early in 2001, as subsequently disclosed."

The firm of Schiffrin & Barroway also filed 11/7 in Vermont, claiming, "Sirius issued materially false and misleading statements and press releases concerning when the Company's service would be commercially available, which caused the market price of Sirius common stock to be purchasing shares of Sirius common stock at artificially inflated prices, Plaintiff and the Class have suffered damages."

Both firms invite Sirius shareholders who bought stock between February 17, 2000 through April 2, 2001 to join the suits.

"These claims are frivolous and without merit, although the complaint was an entertaining piece of fiction. We have fully complied with all SEC disclosure requirements and will vigorously defend ourselves," said **Patrick Donnelly**, Sirius SVP/General Counsel regarding the first suit.—CM

Merrill Lynch sees continuing ad revenue decline

According to a Reuters report, Merrill Lynch analyst **Jessica Reif Cohen** is expecting ad revenues to decline 3% in 2001, and to follow that up with a 1% decline in 2002. That would constitute the first double-negative back-to-back annual performance since the Great Depression. She sees decreasing ad prices, resulting from a glut of cable channels and Internet sites. "The impact of rising supply is felt most severely when demand softens," she said.



She had two somewhat encouraging remarks. First, the Winter Olympics and political season could help turn things around by the second half of 2002. Second, radio will come back before television does.—DS

Liggins notes competitor's rate slashing

During a conference call to discuss Q3 results for Radio One (O:ROIA), CEO **Alfred Liggins** noted the problem of maintaining rates when big crosstown clusters are cutting theirs.

"Clear Channel and Infinity don't share their pricing strategies with us," he said, "...I can only tell you what I read and what I hear on the street from our salespeople. But everybody is capitulating in terms of pricing to get more share. The cluster guys are doing it more. They have this theory that they have these big clusters now, so they want to try and snatch 100% of the buy in certain markets, and they are willing to give away the store in order to make that happen."

Liggins went on to note the futility of this strategy. Radio One's dominant position in the Urban programming niche in virtually all of its markets makes his group difficult, if not impossible, to buy around if the aim of the campaign is to reach the entire market.—DS

TM Century looks to tap barter market

"Times are tough for broadcasters from New York to New Braunfels," said TM Century Inc. (O:TMCI) President/CEO **David Graupner**, referring to his company's plan to provide jingles for barter rather than cash. "It is no secret that most stations find themselves in a position of having abundant inventory, but increasingly tight cash budgets. This is a way for stations to preserve their cash while deriving maximum value from their inventory."

"For the first time in our history, and I believe the history of the industry," he continued, "we will barter jingles. Jingles have historically been a 'cash in advance' business. Additionally, all TM Century products including music services, production and imaging libraries, and commercial jingle production, will now be available on barter."

RBR observation: With all due respect, we hear that bartering jingles was not all that unusual back in the good old days.—DS

Arbitron moves to tighten small market reliability

Arbitron (N:ARB) is offering a four-step program for small markets—

NAB Radio Show 2002 rescheduled

The National Association of Broadcasters announced that the start of next year's NAB Radio Show in Seattle has been moved from September 11 to September 12, 2002.

"September 11 next year will be a day of reflection and remembrance for all Americans and we believe it is important to respect that," said NAB Executive Vice President for Radio **John David**. "Also, we expect many radio stations may plan something special to mark this sad anniversary and we want to give station managers and employees the opportunity to be on the job that day," David said.

The previous schedule had been set prior to the 9/11 terrorist attacks that shook the nation.—JM

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those which receive condensed reports—which will allow them to gradually increase sample size and thus increase reliability. Those markets opting to participate will begin seeing sample increases in the Fall 2002 survey.

Step #1 is a 40% sample increase. This option has been available for some time, but still has not been accepted by 20% of the small markets which were eligible. Steps #2-4 are all additional 40% increases in sample. The third is particularly important—if accepted by the market, it will jump from being considered a condensed market to standard market status.—DS

Communications attorney Michael H. Bader dies

Michael H. Bader, a founding member of communications law firm Haley, Bader & Poits, succumbed to cancer at his home in Bethesda, MD 11/2. He was 72. The law firm, which first hung its shingle in 1966, has since merged into Seattle-based firm Garvey, Schubert & Barer.

Bader also served on the Board of Directors of MCI Communications Corp. from 1968 to 1998. Besides handling long-distance telephone issues for that company, he worked extensively on merger and acquisition issues for the CATV industry.—DS

Cumulus gets "The Breeze" slogan

Cumulus has won a preliminary injunction against Clear Channel in US District Court, preventing it from using the slogan "The Breeze" on its WTLN-FM Tallahassee. Cumulus' WBZE-FM in that market had been called "The Breeze" since '94 and is now "Star 98." The court agreed that the slogan is still used to identify its station and Clear Channel was misleading when it said The Breeze had "returned to the dial."

The station now goes by "Continuous Soft Rock 107.1 FM."—CM

Clear Channel Traffic launching from merger

Clear Channel will merge its Premiere Traffic Network and Total Traffic Network into a single operation under the name "Clear Channel Traffic" 1/1/02. The combined company will run by **Craig Wilbraham**, Total Traffic's **Lance Locher** becomes VP/Operations. The operation will remain under the Premiere Radio Networks umbrella.

Day-to-day traffic operations and sales will be transferred from the network to local regions and market clusters. Clear Channel Traffic will handle national sales and consulting of the regional and market efforts. Clear Channel Traffic will represent national sales for all markets where Clear Channel Radio has clusters and traffic sponsorship opportunities available.

Currently, there are 48 markets where Clear Channel Radio provides traffic reporting broadcasts through Premiere, Total Traffic or local operations. The company plans to expand the presence of market specific traffic reporting entities on a regular basis.—CM

XM Satellite Radio expands rollout

XM Satellite Radio (O:XMNR) launched its digital satellite radio service in Florida, Tennessee, Georgia and Alabama, stocking area retail shelves with XM radios. Retailers include Best Buy, Circuit City, Tweeter, participating RadioShack stores, Sears, Crutchfield, Good Guys, CarToys, Audio Express and Sound Advice. XM's national rollout will be completed in November.—CM

Non-profit takes over WCLV-FM Cleveland

WCLV-FM owners **Robert Conrad** and **Richard Marschner** (Seaway) have donated WCLV-FM Cleveland to ensure the station will never be sold and lose its heritage classical format. The new WCLV Foundation will operate WCLV-FM as a for-profit company. Revenues will come from five Cleveland art institutions. Conrad and Marschner are added to the board of directors of the WCLV Foundation and continue as President and EVP respectively for WCLV-AM. WCLV-AM is currently under an LMA on behalf of the WCLV Foundation.

The value of the donation is \$14.5M.—CM

CMR acquires Theatrical Entertainment Services

CMR, a provider of strategic advertising and marketing communication information, announced 11/8 that its parent company, Taylor Nelson Sofres (TNS), has agreed to acquire Theatrical Entertainment Services (TES) and its sister company, RapidChek Reporting. TES is the largest US supplier of box office verification and cinema tracking services to the film industry and movie theater operators.

The company will now operate as a division of CMR/TNS. This acquisition allows CMR to further expand its multi-media monitoring services and client base worldwide. The deal also brings prospects for of cross-platform services development and expansion of TES offerings in the UK, Europe, South America and pan-Asia.—CM

GlobalMedia files suit against Real

GlobalMedia.com, bankrupt for months now (RBR.com 5/24), has filed suit against RealNetworks (O:RNWK), claiming it breached a \$7M software development and consultation contract.

From a recent report: "The unwillingness and arrogance of RealNetworks to correct these problems that seriously impaired our business and our relationships with clients damaged our company's image and business," GlobalMedia founder **Michael Metcalfe** says. He alleges that RealNetworks' actions "essentially permanently dismantled a small Canadian company that put total trust in this much larger company."—CM

Sales



Time for managers to lead, set goals and train the troops

"Most of what every company calls training isn't training," says noted sales expert and author **Chris Lytle**, founder of Apex Performance Systems. Rather than training, he says, what most managers deliver to their sales teams are lectures about product knowledge. "The default mode today in training is lecturing," he noted—and this from a man whose livelihood is speaking in seminars!

"Managers tend to spend most of the sales meeting talking about how to sell, instead of letting people discover what they're doing right and being able to apply that learning to another kind of client," Lytle noted. Rather, he says, the focus of a sales meeting should be letting salespeople rehearse

"the purpose, process and payoff of the meeting that they're going to have with a real client—and practice that."

If you, as a GM or SM, are going to get serious about training salespeople, it may be good to understand what training is (or is supposed to be), so Lytle provided us with a definition: "Training is a planned program designed to impart specific knowledge, skills and attitudes in order to increase desired behavior in measurable ways." The payoff is changing behavior, so Lytle says a manager has to begin by assessing what behavior is in place and what change is needed. "Most people train without having a goal for training," Lytle said.

"When times are good, what you measure is 'How much did you sell?' Lytle observed. "When times get tough, what you have to measure is, 'How many people are in the funnel?' 'How many times did you dial the phone?' 'How many people actually took your phone call?' 'How many people who took your phone call were willing to meet with you?' 'How many people did you meet with and did you do a needs analysis with?' 'How many of those converted into proposals?' 'How many proposals have you written?' How many dollars have you asked for this week?' 'OK, here's what you sold. How many dollars do you have to ask for next week in order to sell more?'"

For many radio stations today, this is not only the first recession for many of the salespeople—it's also in many cases the first recession for their boss, so there are a lot of SMs and GMs who need to quickly pick up training and management skills that they've never even been introduced to.

"One of the real problems with the publicly traded companies is that the analysts are screaming at the CEO, who's screaming down at the vice president of sales, who's screaming at the regional manager, who's yelling at the market manager, who's yelling at the local sales manager to get the sales up," Lytle said. "Nobody's breaking it down into how we're going to do that."

The industry's rapid consolidation and the ballooning size of several giant groups have created problems in the management ranks which are now becoming evident. "We've promoted a lot of top sales people into sales management positions and sales managers into directors of sales and directors of sales into regional sales executives—and people are still learning each of those jobs," Lytle observed. "What has to happen—and it's unfortunately not going to happen at the top, it has to happen at the individual market level—is that people have to start getting in control of their own business again."

After years of being able to report ever-growing sales numbers to headquarters—and perhaps thinking that being a manager really wasn't such a tough job—those new managers are going to have to refresh their own understanding of the basics of selling and, at the same time, learn how to convey what they know to their street sellers.

"You start by having a meeting and talking about sales as a process that you want—which is a sale for the station," Lytle explained. He also said that management needs to define what a recession is, so that the staff can start to deal with it. "It's two consecutive quarters of no growth. It doesn't mean that no one is going to spend any money. It means that the sales person who has got the best idea, who is more customer-focused is going to win the money that is being spent. It doesn't mean there's no money being spent."

After a few years of easy money, Lytle says the focus now has to be on doing sales right and not skipping any steps. "Do the needs analysis, do the client-focused presentations and bring the clients the ideas—kind of like the way we used to do radio," Lytle chuckled.

"For the last five years, nobody at the top has asked anybody, Did anybody get results from that advertising that we sold them? All we've asked them is, Did you make the quarter?—because that's all Wall Street cares about," Lytle said. Instead, a salesperson must ask, "Did I help an advertiser get the outcome that they were looking for?" One salesperson can't impact the company's stock price and shouldn't be focused on it, but a large group of customer-focused salespeople will push the stock price upward.

"If you want to de-motivate a sales team, talk about the stock price and worry about that," Lytle said. "If you want to motivate the team, worry about the customer."

While various radio groups talk about their new sales training efforts, it's ultimately going to be up to local management to provide the coaching that's needed.

"It has to happen locally, and it's probably [going to be] the local manager working with the sales manager, creating a structure for the sales people to be successful," Lytle said. That structure comes down to monitoring the level of activity by each salesperson. "Monitoring the number of meetings that are actually being held. Coaching one-on-one to say, 'Where are you with this client? What's your next step? How can I help you? What do you need?'—so that everybody has a bias to act, rather than to worry. So, yeah, it has to happen at the local level because nationally everybody's worried about the stock price. Nobody's worried about the customer."

That doesn't free the local managers from enduring long phone conversations with their bosses about dismal pascings, lousy national sales prospects, worthless stock options and the latest cost-cutting moves. It just means that once off the phone with corporate, the local manager has to bury that negativity, focus on the job at hand and present his/her staff with a positive approach to making sales, one customer at a time.

These are the times that really demonstrate whether a manager got the title on his/her business card by being in the right place at the right time, or by having the right stuff to lead in hard times.—JM

Chris Lytle can be reached at 608-274-0400 or chris.lytle@apexperformancesystems.com.



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The Upfront 2002: What the networks say

In this and next week's upfront 2002 series installments, we look at the marketplace more from the networks' and syndicators' perspective. What's hot right now? How are CPP and rates faring? What are they doing to bring the buys in? "The good news is all the returning advertisers are back. They may not be in the upfront right now, but have indicated that they will be back," ABC Radio Networks President **Traug Keller** tells *RBR*. "Suffice it to say, the people that were with us in that banner year 2001 will be back in 2002, which is important. The issue is its happening later than we'd like, but we're dealing with that."

"There's a ton out there pitched. It isn't all closed. It's an active market," adds American Urban Radio Networks CEO **Jay Williams**. "There's still no clarity to the finality at all. But there's a whole lot of positive activity. We feel very strong about this upfront. There's strong demand in place and we see that continuing. Most of the cast of characters are still back in the marketplace."

"The RADAR Networks and Arbitron syndication are now just in the upfront season. I think the first time we see solid breakthroughs in commitments is the week of Thanksgiving. That has traditionally been the week that a great deal of that activity has been lined out, indications of the costing," observes Premiere Radio Networks President/COO **Kraig Kitchin**. "There's



Traug Keller

a long list of folks who've declared Intentions for the RADAR and Arbitron syndication. There's more than a fair amount of optimism about that activity."

The United Stations Radio Networks (USRN) has its own story that it has been out presenting to clients and agencies. "In the last 12 months, we have added over 2,000 new affiliations to our networks through new programming, programming services and acquisitions. We have also continued our focus on key stations in the Top 25 markets and multiple affiliations in top markets, an area of key importance to network clients," says **Jim Higgins**, USRN EVP/GM.

Dean Gavoni, EVP, NBG Radio Networks, says the upfront is down, but scatter looks good. "We're still kind of playing things out. We're seeing nice bounceback towards the end of Q4. In our early upfront, business is going to be off in terms of what they're placing, maybe 10-15%. We really anticipate a really strong scatter season throughout the year."

So what's hot?

Let's face it, the 2002 upfront isn't likely to be a banner year across the board. Advertisers are understandably still a bit spooked. Taking into account the already lagging economy and lessons learned about last year's upfront (yes, you can hold out to get the rate and inventory you want), so far, we're not doing too badly. Additionally, there are some hot commodities out there right now that weren't on the scene last year. Says Keller: "Believe it or not, we have seen an uptick in the last two or three weeks that have been among the strongest in I would say four-five months. Three major advertisers are in, pushing our November ahead of last year. I think December is going to be equally as strong. In areas where we are doing our Urban and Sports renewals, we're getting increases—it's sponsorships and value-added and association with the talent. I would say overall, we ought to look at it as an upfront that's going to be flat, except Sports and Urban. They are peaking out. The World Series has been tremendous."

The Urban phenomenon is definitely growing. ABC Radio Networks just signed a deal with Radio One to add station inventory to ABC's Ur-



Peter Kosann

ban Advantage Network (see cover).

Keller also says the addition of **Sean Hannity** to the roster was... "This sounds so self-serving, but it is a grand slam. Our deal with Hannity is a classic example of what had been missing from ABC for a while. **Mitch Dolan**, who runs the station group and myself just kind of got together and said if we ever get jobs where it matters, we are going to make sure that we work together. Hannity is a great example of that. Here's something that's going to be great for our stations."

What's hot at Premiere? Kitchin is also saying it's new talent right now: "**Carson Daly's** Most Requested pro-

gram, **Jim Cramer's** Real Money—above and beyond our expectations. The automatic interest in renewing :10 second creative for a second year in a row is slightly above our expectations. Those are the first three areas where I've seen a positive response in the upfront activity."

"What we're happy about is some of our music formats, like **Delilah** and **Lia**, especially given all of the events that are going on. When you have a personality like Delilah, who is able to communicate to her audience with a positive message, I think we are certainly proud and happy to go to advertisers with that," says **Ron Hartenbaum**, Jones Radio Networks CEO.

Peter Kosann, EVP Sales, Westwood One, says Q1 is especially hot, along with new launches. "**Opie** and **Anthony** just launched nationwide in afternoon drive with phenomenal ratings, **Blaise** and **Navigator** [read later] really get their first introduction to an upfront, although they were available to be purchased on scatter. The Olympics—the first time they've been in the US since 1980. The British Open joins Westwood One this year. March Madness is going to be phenomenal. **Tom Martino** and **Laura Ingrahm** were not available for purchase in the upfront last year."

For NBG, Gavoni says **Dave Koz**

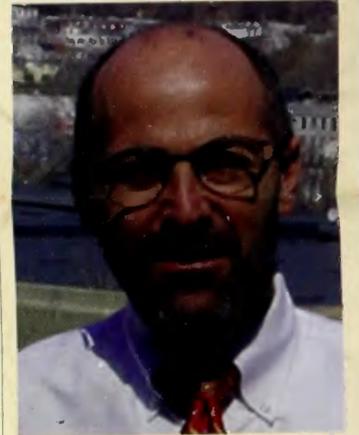
and **Hollywood Hamilton** are both doing well in the upfront. "The thing we're really excited about and what we're really pushing is a thing called "Love Soup" out of KFMB in San Diego. Basically, it's a younger-skewing female 18-34 Talk show about love and relationships. We think it's going to be our strongest seller this year. We're in good markets."

What ad networks are hot for Upfront 2002? Says MediaVest's VP, Director of National Radio **Irene Katsnelson**: "The gems, the :10s and the traditional networks that are always in demand. We'll be seeing lots of younger demos and W25-54 is always a staple."

"As the baby boomer bubble passes through the demographic time line, so will this demo because of its huge size and disposable income—less 18-49 and more 25-54," says **John Camilleri**, VP Technology Group, Harmelin Media. "Hot formats right now include Urban AC, Spanish, Guy Talk (Stern, Opie and Anthony, etc), and after 9/11, News (now falling back to normal usage levels). What's not hot are 80s Rock and Oldies (50s and 60s)."

"The targeting that I'm seeing is actually people interested in radio for sort of the consumer profile-type, rather than the gender and an age cell. So, it's not so much Adults 25-54 is the new

thing, but adventure or travel, or how do we deliver this kind of consumer within the context of a broad adult schedule?" says MediaCom Director, Network Radio Services **Matthew Warnecke**. "What you do is a strong base against the buying target and skew programming and music formats to suit the lifestyle category that would make sense for that adventure target or a nester target. Or select time of day as a means of delivering that target. But the fact of the matter is that radio is about frequency and recency. So it's not like you can buy 'AskMartha' for a food product because it's just not broad enough."



John Camilleri



Regionality and :10 second buys

In our second in this upfront series (*RBR* 11/5, p.4), some buyers said they were disappointed that regionality isn't yet as available as much as it should be. "Right now, with most wired network situations, you have to buy the whole country and that's it...no ifs ands or buts," said **Amy Nizich**, Initiative Media EVP/Director of Local Broadcast Negotiations.

Kitchin says that's changing: "It is one of the most asked questions in any upfront presentation, or any flighted presentation, 'Can I regionalize or even customize my message to every local market?' And the answer from this network anyway is a resounding 'Yes you can because of the full deployment of the StarGuide system that's now been accomplished on our network.' The number of individuals that actually come back and take advantage of it are still far and few between. But when they do,

there are satisfactory results. Probably Boston Market is one of the high profile users of it, Gemini Auto Centers (Goodyear) and NBC-TV also."

The technology is there, and it's catching on. The targetability of network radio—now with the regional copy splitting option—is a shot in the arm against TV and Internet. Demand for market-level solutions is growing. "We're finding that our Urban stuff is hot and our Genesis network, which has the ability to do general regionalization, is helping," says Keller. "We installed StarGuide, and that's what Genesis can do. It can match what television does, and it's helping. We find that going with the particularly targeted sells—the Urban sell, the Sports sell, the regionalization sell helps tighten up your inventory. It's the age-old story. You give people the right reason to advertise."

Nizich agrees. And with regionalization often comes the :10s. "We are starting to see some :10 second networks coming up with traffic that are selling well. That's not a wired network, but I think having seen that tends to sell. Network radio is a :30 second medium, as opposed to :60s. I think they are trying to gain a little inventory that way."

"It's still very early in the upfront to see. But, I will say that the concept of having live :10 second announcements from our personalities available on a network-measured basis with network efficiencies has taken off like gangbusters," says Kitchin. "If January and February of

2001 were slow while people put their heads around how do they get the copy approved by the client because it's different than a network radio :30, we have had 10 good months of activity, and from a great blue chip roster of clients—Sears, GM, Warner Lambert, Pfizer, the cable and broadcast networks."

For :10 second live read nets, Westwood One offers its **Blaise** and **Navigator**; **Premiere** the **Pulse** and **Action**. Says **Kosann**, "**Blaise** and **Navigator** launched as two of the top five RADAR-rated networks in their demos in the most recent rating book. What's nice about those networks is you can copy split on to every market. Within the top 50 markets, both **Blaise** [Men 25-54] and **Navigator** [Women 25-54] have at least five stations in every Top 50 market. It's actually something that Westwood One has been able to do for the past several years, because several of our networks can be regionalized. We're seeing a lot of activity from advertisers. This past year, the big one was Boston Market. As far as categories that are interested, I think Retail and Fast Food are quite interested."

Next week: CPP and rates: which nets are up, which are down. In this economy and climate of uncertainty, networks are working harder than ever to please the buying community. We ask how and if it's working.

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* (Projections by ABC Radio Networks Research Department based on RADAR 70, Summer 2001, Network Audiences to Commercials within Programs, Monday-Sunday 6AM-12Midnight; and, Arbitron, Spring 2001, DMA, AQH, Monday-Sunday 6AM-12Midnight.)

** (Source: Yankelovich Partners Inc. 2000. ABC Radio Networks Brand Equity Study.)

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Entravision claims new rep is taking hold

"We are seeing substantial improvement in our national sales efforts as we implement the Lotus-Entravision rep joint venture across the radio station group," Entravision (N:EVC) CEO **Walter Ulloa** told Wall Street 11/7 as the company reported yet another quarter of increased TV revenues and decreased radio revenues. The company said that local radio revenues were up 9%, but that was more than erased by a shortfall in national spot dollars.

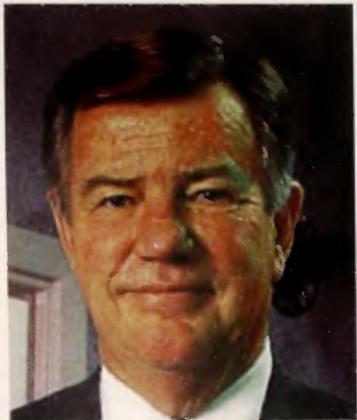
Overall, the Hispanic media specialist saw revenues rise 21% to \$54.5M, but broadcast cash flow declined 2% to \$17.2M.

On a pro forma basis, Entravision's radio division revenues dropped 7% to \$17.8M and BCF plunged 12% to \$6.1M. By contrast, pro forma TV revenues rose 9% and BCF gained 5%. Only Entravision's outdoor division did worse than radio, with revenues off 23% and cash flow down 56%.

For Q4, Entravision is now predicting that radio revenues will be off 7-9%, with total revenues down 5-8%.—JM

Clear Channel clears lowered bar

After lowering expectations (like everyone else) in the face of the 9/11 disruption, Clear Channel Communications (N:CCU) managed to beat the Wall Street consensus by three cents as it delivered after-tax cash-flow of 71 cents per share. Net revenues grew 46% to \$2.3B. EBITDA rose 17% to \$556M.



For Clear Channel Radio, Q3 revenues rose 45% to \$866M and EBITDA gained 32% to \$354M. That, of course, includes acquisitions. On a pro forma basis, CCU said Q3 radio revenues were down 8% and EBITDA was off 19%.

In the company's 11/7 conference call with analysts, CEO **Lowry Mays** said that it had appeared that March was the low point for ad spending, with suc-

cessive months showing improvement right up through early September. "Then September the 11th certainly changed all that. It stopped that momentum, and it stopped that momentum in all sectors of our business. September was clearly very poor. Our October, however, was much stronger and I will say that the activity level that we see at this time suggests that November will be better than October and December will be better than November," Mays said.

Clear Channel is now predicting that when all is said and done, its EBITDA (cash flow minus corporate overhead) for all of 2001 will be around \$2B.—JM

Wilks scores twice in the Big Easy

WRNO-FM & KMEZ-FM New Orleans, which Beasley Broadcast Group (O:BBGI) acquired in a group deal with Centennial Broadcasting at the beginning of the year, are being sold to Wilks Broadcasting LLC for \$23M. The Centennial deal, which also included stations in Las Vegas, was for \$113.5M.

Beasley will retain a presence in New Orleans. It will continue to own WBYU-AM, which runs brokered programming.

Wilks is not done dealing in the Crescent City. Said Wilks CEO **Jeff**

Wilks, "The addition of the New Orleans stations fits well with our company objectives and our other markets, which include Des Moines, Iowa, Saginaw, Michigan and Springfield, Missouri. We expect to acquire additional stations in New Orleans in the near term."

That deal followed almost immediately. Wilks Broadcasting upgraded to superduopoly status by striking a deal with Styles Broadcasting for WYLA-FM and WSJZ-FM.

Smooth Jazz WSJZ is a Class A hailing from Reserve, LA, about a 20 mile drive along I-10 to the west of New Orleans. Its format should dovetail nicely with KMEZ's Urban Oldies sound. WRNO-FM plays Classic Rock. Between the three of them, Wilks should easily top a combined 10-share during most books. Smooth Jazz simulcast WYLA-FM, another Class A licensed to Lacombe, LA, is on the wrong side of Lake Pontchartrain and did not show in the latest Arbitrons. Wilks will be a distant third in the cluster race behind Clear Channel (N:CCU) and Entercom (N:ETM).

Despite the favorable pairing with KMEZ, don't be surprised to see new formats on the two Class As. And be even less surprised if the engineers figure out a way to juice them up, particularly WSJZ. **Broker: Michael J. Bergner**, Bergner & Co., both deals—DS

Q3 2000, mirroring the percentage increase in broadcast cash flow, which rose to \$34.4M. After tax cash flow stands at \$12.2M or \$0.13 per share.

Of course, Radio One acquired more than a few new stations between the two Q3s. Nonetheless, on a same station basis, both net broadcast revenue and broadcast cash flow rose 7% at a time when most radio companies are dipping into the red ink well. This is despite the fact that the events of 9/11 wiped about \$2M worth of business off the books, most of which has not been recovered (much of the canceled advertising was said to be time-sensitive and not reschedulable).

YTD, Radio One has taken in net broadcast revenue of \$176.4M, an increase of 81% over 2000, with \$90.4M in broadcast cash flow, up 87%.

President/CEO **Alfred Liggins** noted that Radio One was not immune to the effects of a bad economy, but so far the group has been able to minimize damage due to the nature of its demographics, and to keeping a control on costs. He also said that the next year will find the company focusing on digesting and growing its acquisitions of the past year, although it will, as always, be on the lookout for station acquisition targets. He noted that the company would be far more likely to buy a station which would fit strategically into an existing Radio One cluster, rather than one which would break new ground for the group.

Meanwhile, Radio One lowered expectations for Q4. It expects to do net revenue in the \$62M-64M range, with BCF at \$31M-32M and ATCF of \$0.08-0.09 per share. This was partly due to the fact that its youth-oriented stations tend to do better over the summer and during back-to-school season (which occur in parts of Q2 and Q3), and the fact that they are not seeing a rebound in the economy as yet.—DS

Cumulus revenues down, but cash flow up

Having restructured its station portfolio and management team so much over the past year, Q3 results for Cumulus Media (O:CMLS) were impacted by a lot more than the events of 9/11. The company reported that Q3 revenues fell 12.6% to \$50.8M, but broadcast cash flow still managed to turn positive by \$15.6M, compared to negative BCF of \$4.5M a year ago. On a same station basis, Cumulus said revenues were down 4.3%, while BCF gained 16.7%.—JM

Regent beats own estimates for Q3

Regent Communications (O:RGCI) reported Q3 results that were a bit better than what it had told The Street to expect after 9/11. Net revenues rose 20% to \$14M and broadcast cash flow gained 11.7% to \$4.2M. On a same station basis, revenues were essentially flat, up only 0.2%, and BCF dropped 10.5%.

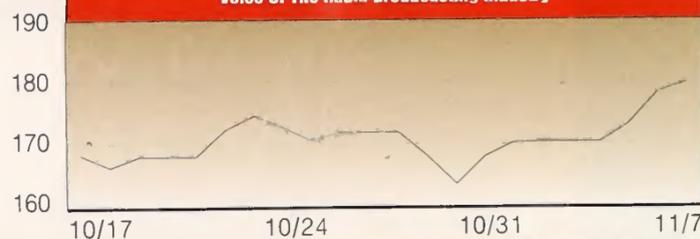
Like many other group heads, CEO **Terry Jacobs** told analysts that Regent had been seeing some

The Radio Index™

Radio stocks showed a little strength. The Radio Index™ rose 11.679 for the week to close 11/7 at 179.633.

Radio Business Report

Voice Of The Radio Broadcasting Industry™



The Free Lance-Star Publishing Company of Fredericksburg, Virginia

has closed on its purchase of the assets of radio station

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from

Rappahannock Communications, Inc.

for

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Mitt Younts of Media Services Group represented the Free Lance-Star in this transaction.

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improvement—until hit by the events of 9/11. "Prior to September 11th, trends were promising. Pacings were up," Jacobs said in his 11/7 conference call. "Quarter-to-date, through August, we were up 4% in revenue on a same station basis. With September coming in down 8%, we finished the quarter up only slightly. September 11th through most of October we experienced a period of unparalleled uncertainty. While previous recessionary periods have posed challenges, this situation occurred suddenly. However, this sudden change underscores the advantages of having experienced managers operating strong market clusters in middle-sized markets."

Despite the current difficult environment, Regent President **Bill Stakelin** assured Wall Street that his stations won't be cutting rates to get business. "We continue to resist bargain-basement pricing, which we feel will be hard to reverse in better times," he said.—JM

Beasley is no exception

An exception would be a radio group which did well during Q3 2001. Beasley (O:BBGI), like just about everyone else, did not. Although consolidated net revenue was up 2.4%, going from \$28M Q3 2000 to \$28.7M this time around. The higher number reflects a greater number of stations.

Broadcast cash flow was down 17.9% to \$7.6M. EBITDA was down \$20.9% to \$6.5M. After-tax cash flow was down 37.5%, to \$3.2M.

On a same station basis (and excluding the reformatted WPTP-FM Philadelphia), consolidated net revenue was down 9.6% and broadcast cash flow was down 24.3%.



"Like most of our peers, Beasley experienced a very tough third quarter," said CEO **George Beasley** at a conference call. Things were not going great to begin with, and then came 9/11. Revenue was lost due to putting News and Info programming on all stations, and many advertisers canceled ads. Beasley reported that much of that lost business is coming back, however.

President/COO **Bruce Beasley**

noted that, with the exception of WPTP, most of its stations were performing even with market conditions. The company's best results were being generated in mid-sized markets such as Augusta, GA. Nonetheless, the company is expecting more tough times in Q4.—DS

Recession-proof Salem coasts through Q3

Despite the advertising slump which is ravaging the radio industry, Salem Communications (O:SALM) is reporting Q3 2001 revenue figures comfortably in the black ink zone, compared to the same period last year. Net broadcasting revenue was up 22.4%, rising from \$27.7M Q3 2000 to \$33.9M Q3 2001.

Broadcast cash flow as a percentage of net revenues was at 36.0%, down from 43.3% for the same period a year prior. This was due to an unusually large number of stick operations which were and are just getting their legs under them. This number is expected to improve steadily as that process takes hold. On a same station basis, net broadcasting revenue was up 6.1% and broadcast cash flow was up 6.3%. EBITDA was up 6.1%, going from \$8.2M to \$8.7M.

Losses, where they occurred, were reduced. Internet venture OnePlace.com and music publishing house CCM Communications combined for a \$300K loss, against a \$1.2M loss in Q3 2000.

Salem's ability to weather the storm which is rocking so many other broadcast boats is its business model, which brings in predictable, non-advertising cash from time rentals to block programmers. This accounts for 40% of the company's business.

Another increasingly important factor is the Religious group's Contemporary Christian "Fish" format. Installed on 13 stations now, it is beginning to bring in advertising revenue from what were essentially non-cash-flowing sticks before. As these stations develop, it is expected that the percentage of business comprised by block programming will be reduced to 30-35% despite a gain in overall revenue from the block stations. In other words, the upside for the company is considerable.

It is even greater considering that just about half of the company's 81 stations were acquired within the last two years, have undergone format changes and are just now beginning to generate revenue. The Salem formula for stick-turnaround calls for six months of losses, three months of break-even and a lifetime of profit after that. More at RBR.com.—DS

TRANSACTION DIGEST

by Dave Seyler & 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. Broker credits are based on contracts filed with the FCC.

\$6,000,000 WAVF-FM Charleston SC (Hanahan) from ECRP Charleston LLC (Gary S. Rozynek et al) to Apex Broadcasting Inc. (Houston L. Pearce, G. Dean Pearce, Voncille R. Pearce). \$300K escrow, balance in cash at closing. Daisy-chain **duopoly** overlap with WJZN-FM Port Royal SC and WHLZ-FM Manning SC. LMA until closing. **Broker:** Kalil & Co. Inc. (seller).

\$5,000,000 WJHU-FM Baltimore from The Johns Hopkins University to Maryland Public Radio Corp. \$250K escrow, balance in cash at closing. Noncommercial station sold from one non-profit entity to another.

\$3,675,000 KVNA AM & FM Flagstaff AZ from Yavapai Broadcasting Corp. (W. Grant Hafley) to Arizona Radio Partners LLC (Andrew J. Guest, Edward F. Seeger, James C. Fort). \$175K escrow, balance in cash at closing. Includes non-compete with station employees David J. Kessel and John C. Bessler. Existing combo exits superduopoly with stations still owned by seller. **Brokers:** Kalil & Co. Inc., American Media Services LLC (both for the buyer).

\$2,375,000 WCRA-AM/WCRC-FM Effingham IL & **WCBH-FM** Casey IL from Discovery Group LLC (Stephen W. Samet, Roger Coleman) to Two Petaz Inc., related to The Cromwell Group (Bayard H. Walters). \$125K escrow, balance in cash at closing. Daisy chain **superduopoly** with WMCJ-FM & WHQQ-FM Neoga IL.

\$1,391,518 WSGC-AM & WEHR-FM Elberton GA and **WNEG-AM** Toccoa GA from Sorenson Southeast Radio LLC (Dean Sorenson) to Georgia-Carolina Radiocasting Company LLC (Douglas M. Sutton Jr.). Cash. **Duopoly** between WSGC/WEHR-FM and WWRK-FM Elberton GA.

\$1,150,000 WULF-FM Hardinsburg KY from H.I.C. Broadcasting Inc. (Terry E. Forcht) to Skytower Communications-94.3 LLC (Billy R. & Marilyn L. Evans). \$50K escrow, balance in cash at closing. **Duopoly** with WQXE-FM Elizabethtown KY. **Broker:** Jenson Media Inc. (seller).

\$1,100,000 KHIL-AM & KWGX-FM Willcox AZ from Cathy Ann Enterprises LLC (William Konopnicki) to Lakeshore Media LLC, related to Marathon Media (Christopher F. Devine, Bruce Buzil, Aaron Shainis et al). \$100K escrow, balance in cash at closing.

\$595,000 KBTO-FM Bottineau ND from Ivers Broadcasting Inc. (Alice Ivers et al) to Programmers Broadcasting Inc. (John & Jean Kircher). \$30K escrow, \$165K cash at closing, two notes totalling \$400K. **Broker:** Media Services Group (seller).

\$575,000 KFLW-FM St. Robert MO from Crawford Media (Jack Crawford) to Ozark Media (Dalton Wright). Cash.

\$450,000 WRGC-AM Sylva NC from WMSJ Inc. (James B. Childress) to Georgia-Carolina Radiocasting Company LLC (Douglas M. Sutton Jr.). \$45K escrow, balance in cash at closing. Includes non-compete with Jack & Kathy Appleton and Suzanne, Lisa, Jim, Mickie, Kim & Tony Childress; however, contract provides that Kim Childress can sell for any area station and Tony Childress can announce for any area station except, in both cases, WKSF-FM Asheville. **Duopoly** with WFSC-AM & WNCC-FM Franklin NC.

\$400,000 KROK-FM Lake Charles LA (DeRidder) from West Central Broadcasting Co. Inc. (Douglas M. Stannard) to Apex Broadcasting Inc. (Houston L. Pearce, G. Dean Pearce, Voncille R. Pearce). Cash. Daisy-chain **duopoly** overlap with KHLA-FM/KLCL-AM Lake Charles, KVEE-FM Lake Arthur & KJEF-FM Jennings, with no more than two FMs overlapping at any given point.

\$400,000 KYYT-FM Goldendale WA. 100% of the stock of Haystack Broadcasting Inc. from Colin B. Malcolm (67% to 0%) & Melody K. Malcolm (33% to 0%) to Danny V. Manciu. \$9K cash at closing, \$391K note. Combo with KLCK-AM.

\$200,000 KCGS-AM Marshall AR from Ragland Broadcasting Corp. (Roy C. Ragland) to Southland Broadcasting Corp. (Will Feltman, Chip Doss, Ronald Woolsey). \$5K down payment, balance in cash at closing. Contract leaves open the possibility of an LMA.

\$150,000 WLFE-AM Burlington VT (Plattsburgh NY) from McEwing Services LLC (Alexander D. McEwing) to Champlain Communications Corp., related to Northeast Broadcasting Co. Inc. (Jane N. Cole, Steven A. Silberberg, Edward F. Flanagan). Cash. Combo with WLFE-FM. Buyer owns other stations in the Burlington Arbitron market which do not overlap WLFE-AM. LMA/option since 8/1/00.

\$100,000 KYFV-AM Victoria TX from Bible Broadcasting Network Inc. (Lowell L. Davey) to Victoria Radioworks Ltd. (John Barger). \$5K escrow, balance in cash at closing. **Superduopoly** with KVIC-AM, KRNX-AM, KPEG-FM & KITE-FM. Buyer must apply for new call letters within 15 days of closing. **Broker:** John Pierce & Co. LLC (buyer).

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SOLD! KMDL(FM), KRKA(FM), KFTE(FM), KTDY(FM), KPCL(AM/FM) & KROF(AM), Lafayette, LA . . . \$39,600,000

CLOSED! KTMT(AM/FM), KCMX(AM/FM), KAKT(FM) & KBOY(FM), Medford, OR . . . \$9,000,000

SOLD! KABX(FM), KIBG(FM), KYOS(AM), KLOQ(FM), KJMQ(FM),
KRAN(AM) & KAXW(AM), Merced, CA . . . \$7,100,000

SOLD! KBTU(FM), KPIG(FM), KCDU(FM), KMBY(FM) & KHIP(FM), Monterey, CA . . . \$10,250,000

CLOSED! KBGY(FM), Faribault, MN . . . \$2,200,000

We are pleased to announce that Brian Byrnes has joined MVP as Managing Director in charge of the company's new Chicago office.

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COMPANY, LLC**

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Senior Credit Facilities

Co-Lead Arranger &
Syndication Agent

**MEDIACOM
COMMUNICATIONS
CORPORATION**

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Follow-On Equity Offering

Co-Manager

**MEDIACOM
COMMUNICATIONS
CORPORATION**

\$380,000,000
Initial Public Offering

Co-Manager

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COMMUNICATIONS
CORPORATION**

\$500,000,000
Convertible Preferred

Co-Manager

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IMAGE, INC.**

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COTTER GROUP

has been acquired by
SFX/Clear Channel
Communications

Sellside Advisor

**QUINCY
NEWSPAPERS, INC.**

\$180,000,000
Senior Credit Facilities

Sole Arranger

**THE FLORIDA
OUTDOOR DIVISION
OF THE ACKERLEY
GROUP, INC.**

has been acquired by
Clear Channel
Communications

Sellside Advisor

CSC HOLDINGS, INC.
Parent of Cablevision Systems Corporation

\$1,000,000,000
Senior Notes

Co-Manager

**GOCOM
COMMUNICATIONS**

\$28,653,000

Private Equity Investor

**GOCOM
COMMUNICATIONS**

\$90,000,000
Senior Credit Facilities

Arranger &
Administrative Agent

**NEXSTAR
BROADCASTING GROUP**

\$160,000,000
Senior Subordinated Notes

Co-Manager

**NEXSTAR
BROADCASTING GROUP**

\$275,000,000
Senior Credit Facilities

Documentation Agent

**CHARTER
COMMUNICATIONS**

\$300,000,000
Senior Discount Notes

Co-Manager

**SINCLAIR
BROADCAST GROUP**

\$1,100,000,000
Senior Credit Facilities

Documentation Agent

**MORRIS
MULTIMEDIA**

\$85,000,000
Senior Credit Facilities

Arranger &
Administrative Agent

**PAXTON MEDIA
GROUP, INC.**

\$325,000,000
Senior Credit Facilities

Syndication Agent

**BLOOMINGTON
BROADCASTING
CORPORATION**

has been acquired by
Citadel Communications
Corporation

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