

RADIO BUSINESS REPORT™

VOICE OF THE RADIO BROADCASTING INDUSTRY®

RADIO NEWS

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Ness could see second term

FCC Commissioner **Susan Ness** (D) wants to serve a second term at the agency, but the committee which must hold a hearing on her renomination is headed by Sen. **John McCain** (R-AZ), who is examining a run for US President and would surely like to make his own nomination if elected.

According to **Pia Pialorsi**, spokesperson for Sen. McCain's office, "We have received President **Clinton's** intent to nominate her, but we have not received a formal announcement from the White House yet. When we do, we'll look at the next step."

Ness' term ends this month but she may retain her position until Congress approves a nominee. As the ranking member of the FCC (serving since 1994), Ness says she is "deeply honored to have been selected by President Clinton to serve another term...I look forward to working with the leadership and members of the Senate in the confirmation process."—TS

RBR observation: Sitting on FCC (and other agency) nominations has become almost routine as a president nears the end of his term. So long as McCain believes the White House is likely to go to the Republican party in next year's election (whether to himself, **George W. Bush** or any other member of the GOP), it's unlikely that the Senator will be in any rush to confirm a nomination which would maintain the Democrats' 3-2 majority on the Commission.—JM

Come what May: Revenues back into double digits

Radio enjoyed a 12% increase in revenues for the month of May when compared to the same period a year ago. The gains, which were comprised of a 12% gain in local business combined with a 9% surge in national, picked up the double digit flag which was dropped briefly during April, when combined local and national sales were up "only" 6%. Locally, all regions enjoyed double digit gains except the Midwest. The East picked up 19% more national business, but the Southeast (up 1%) and West (up 3%) only barely participated in national gains. The 12% May gain matched the year-to-date percentage exactly. Meanwhile, network business is excellent. Revenue was up 11.2% in April, which was actually a drag on the year-to-date total which now stands at plus 21.1% —DS

Diversity in the workplace: how the figures stack up

Has the elimination of the FCC's EEO rules affected the number of minorities and women working in radio newsrooms? It may be too soon to tell, but a recent study does say that the numbers are down slightly from last year.

According to a survey conducted by the RTNDA and Ball State University, there was "significant slippage in local radio news," where minorities fell to 11%, down from last year's 16%. The percentage of women in radio news also dropped to 29% from last year's 31%. The figures for both minorities and women also dropped in the news directors category.

Summer sizzle continues

There seems to be no end to radio's record-breaking sales pace. Pacing numbers for the next three months are all running well ahead of last year, according to tallies by Miller, Kaplan, Arase & Co.—JM

RBR/Miller Kaplan Market sell-out percentage report

	1999	1998
July 1	82.4%	78.3%
Aug.	68.8%	61.8%
Sept.	56.0%	47.8%

The US Court of Appeals in DC ruled the EEO rules were unconstitutional in April 1998, and the FCC officially stopped enforcing the rules last September.—TS

USADR to begin field testing in five cities

USADR is just about to launch its commercial AM and FM field testing program. Five cities have been selected, including New York, San Francisco, Cincinnati and Washington, DC. The formal announcement is forthcoming. "There are going to be some pretty famous flagship-type stations. We will probably go out with one announcement in the next couple

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Pirates seek amnesty, new spectrum

Comparing pirate radio operators to civil rights pioneer **Rosa Parks**, the Microradio Empowerment Coalition has called on the FCC to grant a "complete amnesty for microradio pioneers." The coalition's comments filed on the FCC's low-power FM proposal (Docket 99-25) calls for all LPFM stations to be commercial-free, including a complete ban on underwriting announcements, seeks the allocation of new spectrum exclusively for LPFM and urges implementation of LPFM even if it means blocking FM radio's conversion to digital.

The coalition's comments, which followed face-to-face meetings 6/22-23 with staffers from all five commissioners' offices, depict pirate broadcasters as heroic freedom fighters, battling the evil forces of both commercial broadcasters and the FCC. According to this account of history, the "modern microbroadcasting era" began in 1989 when **Mbanna Kantako** began broadcasting without a license to his public housing project in Springfield, IL.

*"He was not a scampy, overenthusiastic teenager who wanted to play DJ, but a concerned citizen and community activist who desperately wanted to do something for his community and was intensely frustrated by the complete neglect of the establishment media. He was not going to back down—he had been told that broadcasting was supposed to operate in the public's interest, not solely to feed the greed of **Mel Karmazin, Michael Eisner, Rupert Murdoch** and a hoard of other corporate vultures who had clamped their mouths onto this 'public' resource."*

Declaring that the "FCC does not have clean hands in this matter," the coalition asserts that it would be unjust to deny LPFM opportunities to those who blazed the trail by civil disobedience.

"We respectfully ask that the FCC act boldly, wipe the slate clean, grant an unconditional amnesty to all unlicensed microbroadcasters and start afresh. The pioneers of microradio must be given the opportunity to be 'LPFM' broadcasters. Any other result would be immoral."

The coalition's attacks are not limited to commercial broadcasters and the FCC. It takes on current public broadcasters as well—charging that commercial underwriting has produced a "drift toward blander, toned down, and less local programming." Thus, the coalition argues for a total ban on LPFM commercialism—no commercial stations and no underwriting announcements. How, then, would LPFM stations be funded? The coalition suggests listener donations and the sale of such promotional items as T-shirts and mugs.

A thousand local FCCs?

Rather than have the FCC hold hearings to choose between competing LPFM applications, the coalition has proposed "local self-regulation"—in effect, local self-appointed mini-FCCs, which it calls LSROs (local self-regulating organization). Each LSRO, initially composed of all applicants for LPFM licenses in a community, would be free to establish its own rules and seek to resolve all conflicts voluntarily among competing applicants. Should the FCC have to intervene, the coalition suggests that applicants who participate in their LSRO should be given a "heavy preference" over those who don't.

The proposed LSROs would also handle renewals of station licenses, which the coalition suggests should run four years, with efforts made at each renewal time to accommodate new applicants, possibly through time sharing.

Digital be damned

While insisting that LPFM shouldn't pose any interference threat to IBOC DAB, the coalition asserts that any possibility of significant interference "must be resolved in favor of LPFM."

Transitioning existing FM stations to digital does not address any urgent need, the coalition said, and "IBOC does little, if anything to increase the diversity of voices and viewpoints on the public airwaves. LPFM does, on the other hand, meet a pressing need for which there is great, and increasing, public demand."

Even with the elimination of second- and third-adjacent channel protection, which the coalition whole-heartedly supports, the group fears that not nearly enough frequencies will be opened for 100-watt and less LPFMs (the coalition opposes 1kw LPFM, except possibly in rural areas), particularly in major urban areas. Therefore, it argues that new spectrum should be allocated exclusively for LPFM. The main option cited is the reallocation of VHF TV channel six, immediately below the current FM band.

RBR observation: We'd love to be a fly on the wall at an LSRO meeting that attempts to choose between competing LPFM applications from a local civil rights activist, the Ku Klux Klan, an evangelical church, a witches coven, Greenpeace and the local NRA chapter.—JM

INNOVATIONS

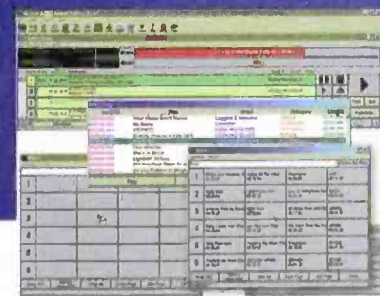
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weeks," USADR CEO **Bob Struble** tells RBR.

Right now, engineers are installing equipment and getting ready. Numerous manufacturers (Struble declined to name which) are providing transmitters and associated gear at the stations. "It will be a rolling test

effort which moves from city to city. Some cities we won't light up until much later," said Struble. "I'm now a manufacturing company—we've got all the exciters built, we're buying cabinets, we're getting ready to ship to stations, so it's coming."

USADR has been testing its AM system in Cincinnati with an experimental license (1660 kHz) since May,

and has been testing its FM system with an experimental license at the lab in Columbia, MD since May '98. (RBR 6/15/98, p. 6).

The station selections for the full field test program were based on replicating all of the various situations that can occur across the country, not just from the pool of 12 group investors (RBR 1/11, p.2). "There's a strategic and very technical element in the testing, and that really drove it a whole lot more than who were our investors," Struble explained. "We picked them because they have unique characteristics—the type of antenna, the environment they're broadcasting in, their interferers—co-, first- and second-adjacent. We've got some urban that are broadcasting out and some suburban that are trying to have downtown coverage."—CM

LPFM lands on the Diane Rehm Show

It's been three years since Congress passed the 1996 Telecom Act, and the industry is still reeling from the side-effect: an explosion of acquisitions that forever changed ownership dynamics. Earlier this year the FCC formulated a new plan to go against the grain of the Act and bring ownership back to the individual and local levels.

Low-power FM (LPFM), notably Chairman **Bill Kennard's** pet project of the year and his solution to diversity, was the hot topic last week during a debate on NPR's "The Diane Rehm Show." According to **Jim Paluzzi**, GM of non-commercial KBSU-FM in Boise, ID, translators would pose one of the biggest problems to an LPFM world. Many stations in mountainous areas, he explained, use translators to change their frequency (example: from 88.5 MHz to 91.9 MHz) so that listeners in rural and isolated areas may pick up the signal. "But if you put a (LPFM) station at 88.7 or 88.9, that would block the input to that translator, prohibiting it from relaying that station," he said. "So, there is the potential that (LPFM) would cut out a current service."

RBR Executive Editor **Jack Messmer**, who also took part in the debate, agreed with Paluzzi that relaxing second- and third-channel adjacent channel protections would be detrimental to the FM band: "It (LPFM) would tend to make it more difficult to receive the station the further you got from the transmitter, plus the lower the quality of the receiver—which is a concern because how many receivers out there now would not be able to differentiate between the channels?"

The FCC has said that modern radio receivers are more immune to adjacent channel interference and thus can handle the relaxation (RBR 6/28, p.2). Preliminary tests performed by the FCC so far have only been conducted on radios worth \$150 or more. But **Susan Fox**, Deputy Chief of Policy for the FCC's Mass Media Bureau, announced during the talk show that the agency has now started tests on additional, less expensive radios.—TS

RBR News Briefs

Super heads for Super Session

The best and brightest in radio will participate in this year's NAB Radio Show's "Group Executive Super Session." The group—**Ken O'Keefe**, COO, AMFM Radio Group; **Randy Michaels**, President, Radio Division, Clear Channel Communications; **Richard Ferguson**, VP/COO, Cox Radio, Inc.; **David Field**, President/COO, Entercom Communications Corporation and **Edward Christian**, President/CEO, Saga Communications will discuss the challenges and issues they face in radio.—KM

Congressional family members star in localized PSAs

The NAB has produced a series of PSAs in which spouses and children of Members of Congress talk about a variety of social and health issues in their communities, including drug abuse and underage drinking. The PSAs will be distributed to thousands of radio and television stations across the US in mid-July. Nearly 90 Congressional family members from 40 states participated.—TS

Dr. Laura meets Pope John Paul II

While on vacation in Israel and Italy, Dr. **Laura Schlessinger** met Pope **John Paul II** 7/6 with a private audience that included her husband **Lou Bishop**. She also hand-delivered a copy of her book *The Ten Commandments: The Significance of God's Laws and Everyday Life*, first published by Harper Collins 9/9/98.—CM

Recruiting enjoys late Spring bump

Recruiting rebounded in May as a growth area for non-traditional revenues coming to radio stations. Could it have been advertising aimed at the Class of '99 as universities handed out diplomas? Otherwise, the major NTR categories held steady with April.—JM

Non-Traditional Revenue Track % of Vendor/New Business by Category (May 1999)

	Dec 1998	Jan	Feb	Mar	Apr	May	YTD	
Automotive	18.77	15.63	10.36	17.84	12.16	9.42	16.01	12.33
Food/Grocery	31.55	33.80	22.48	42.19	21.06	18.83	23.20	23.75
Leisure/Electronic	32.85	22.35	33.56	35.61	34.46	40.67	30.43	33.44
H&BC	7.64	9.00	7.62	4.24	9.37	6.94	9.26	7.15
Home Improvement	3.16	8.07	7.26	5.39	8.02	9.08	3.57	6.41
Office	4.37	8.63	2.42	2.22	4.49	0.07	2.02	2.00
Clothing	1.66	2.51	3.28	0.15	1.41	12.35	2.75	4.26
Recruiting	—	—	23.39	10.21	9.03	2.65	12.78	10.66

Source: Revenue Development Systems; based on revenues from 76 stations in 32 markets.

Radio advertising news, trends, strategies & stats for stations, syndicators, advertisers and agencies.

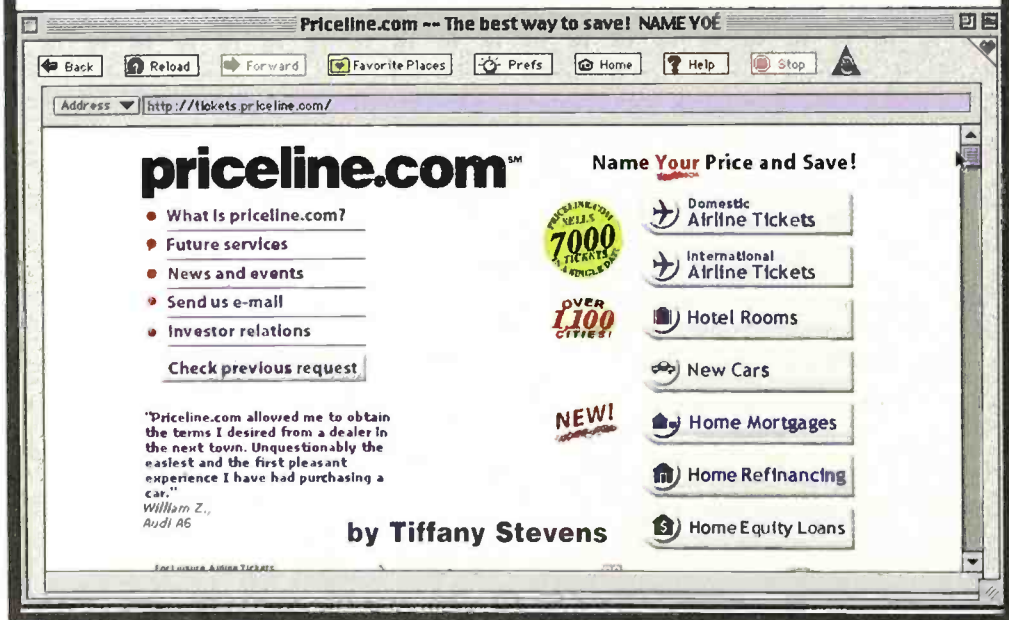
Radio

AdBiz

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Volume 3, Issue 7 July 1999

Radio and the Internet-joining forces and loving it



Though the Internet has been around since 1975 (did you know it was actually conceived by the Pentagon as a way to enhance national security in case of a nuclear attack?), it really did not start to take off until the 1980s. The 80s also saw the rise of the personal computer. Even after these achievements, there was still little, if any, commercial activity. Then a few years later, some experts at the European Particle Physics Laboratory were looking for a way to share information. The result: the World Wide Web and an eventual explosion of "dot-com" companies.

Secure credit card transactions and other innovations are turning the Internet into a virtual shopping mall. But how are Americans finding out about the Internet and all those dot-com web sites? It's called radio. Who knew such a union could

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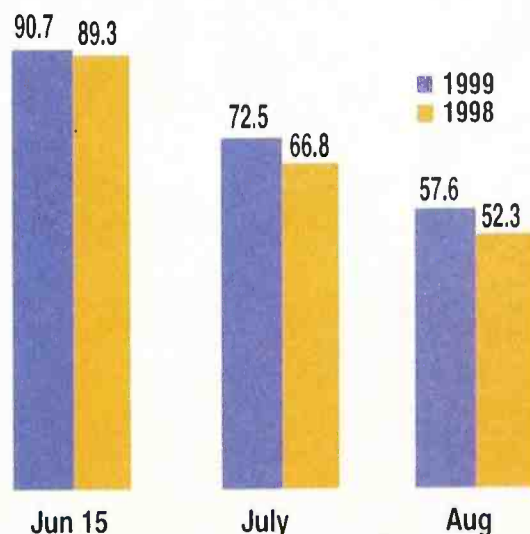
Radio's share dropped in March
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SyndicationNews

One-On-One on hiring spree; "Drudge" on ABC
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RBR/Miller Kaplan Market Sell Out percentage report

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



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continued from cover

be so sweet? First radio stations started their own web sites. You know—log on, find out about the artist that's playing now, view pictures of the DJs, etc. Then they started broadcasting live on the Net (for example: Broadcast.com). But the newest marriage between radio and the Internet is not happening online. It's occurring over the airwaves in the form of radio advertisements.

What was once thought as the possible death of mainstream media has actually turned into a win-win situation. Today an estimated 30M people are using the Internet and dot-com companies are thriving from all the radio ads that lead to web site "hits". Likewise, radio stations are gaining extra revenue from the e-commerce advertising.

Radio vs. television advertising

According to **Stewart Yaguda**, President of Interep's Radio 2000 (a new business development division of Interep), "The disproportionate spending increase for radio as compared to other media is proof that radio is delivering excellent results for Internet advertisers. We're seeing the on-line advertisers who are already in radio increasing their budgets, as well as new advertisers coming on board every day. The Internet is quickly becoming one of radio's most important ad categories," he said.

But why radio? Why not television where agencies usually focus? While the majority of dot-com advertisements are spending their dollars on TV, radio is the category that is seeing the highest increase of spending by on-line and Internet service companies. There are many reasons for this increase, says **Michele Skettino**, Director of Marketing Communications for Interep. "For one thing," she said, "there is a strong demographic compatibility between heavy radio users and heavy Internet users. Another factor is that radio usage tends to be highest when Internet usage is lowest."

According to a study released by Interep earlier this year, radio reaches more Internet users during the day than does television. The report's explanation: If you're trying to reach on-line users with traditional media, the best time to do it is when they're not on-line. In other words, before the Internet's "primetime" evening period. During the day, consumers spend more of their time with radio than any other medium. It also helps that millions of Americans work behind a computer equipped with Internet access during the day with a radio turned on simultaneously. In those instances, radio may be the only commercial medium in the workplace.

"Primetime television might not be the best time to run a television campaign since on-line usage is highest during this period," Skettino said. "If consumers are playing on their computers, they are generally not paying attention to

television. I have also heard that radio ads run during lunch periods produce a higher number of hits. So, there is a correlation between a certain time slot and the number of hits a radio ad can produce for the dot-com company."



Steve Biggerstaff, Director of Marketing for Crosswalk.com, also agrees that radio advertising is the way to go for dot-com companies. "Television leaves you with the question of when and how frequently you want to advertise. With radio, we can be out there all year long, reaching the frequencies we want." Crosswalk.com formed an exclusive on-line sponsorship agreement with some of this year's major Christian concert tours. Included in these sponsorships are promotional radio spots.

"Radio allows us (Crosswalk.com) to reach the Christian community in general," he said. "But it also allows us to reach subcommunities within that larger group such as personal finance, sports, movies and career management. TV does not enable us to form such an expansive outreach into those subcommunities."

Flexibility is another reason that dot-coms frequent radio. "Television and newspapers are too broad in that these mediums cannot custom-tailor spots or allow them to change daily or weekly," said **Brian Glicklich**, Dir. of Marketing for Premiere Radio Networks. "Radio can market everywhere that there is a computer and those places where there is no computer. You don't have to be at the computer the moment you hear a spot for it to be effective. For instance, the car."

And then there is the cost factor. Radio is simply cheaper than television when it comes to producing spots. "This is often key to smaller dot-com advertisers who prefer to spend their limited dollars in media time, rather than in production expenses," said Skettino. "Other advertisers have opted to use radio and put the production savings into well-known talent voiceovers. For instance, MotherNature.com places radio ads featuring **Blythe Danner**."

"We've enjoyed the association with different radio personalities, such as **Paul Harvey**," added **Mike Darcy**, Dir. of Corporate Communications for Priceline.com. "That direct link with a personality is something that other

continued on AB13

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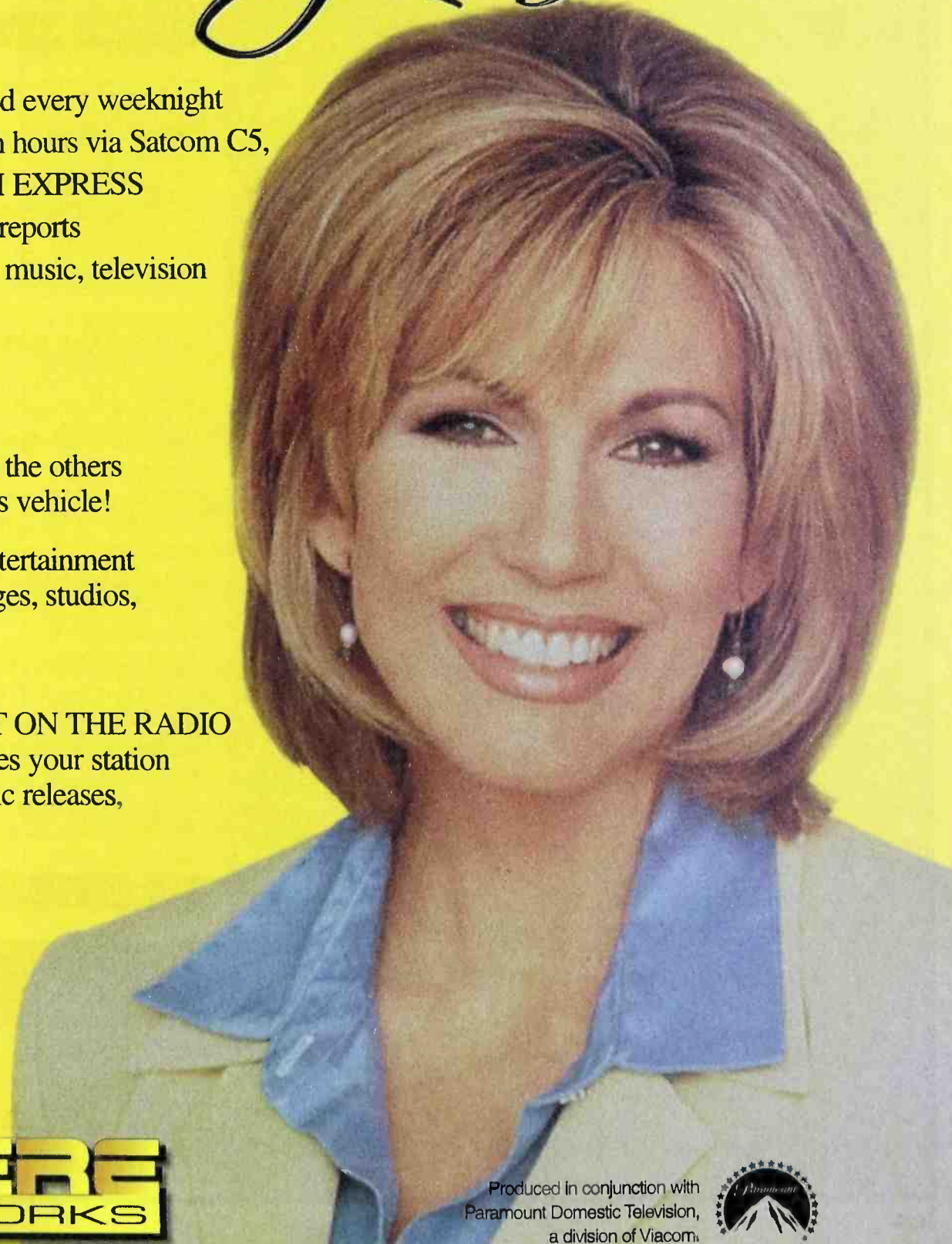
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AdNews

RADAR's new software promises to be a plus

Anticipating the changing landscape of media, Statistical Research, Inc. has come out with a new supplement to its RADAR PC 2001 software system called RADAR Plus. Non-RADAR information can be entered from other sources and it can tabulate overall reach-and-frequency estimates.

"RADAR Plus is exactly the software I've been looking for," said **Mitchell Scholar**, Director of National Radio at Horizon Media. "Cross-media buys represent the majority of our work, and now I have a tool for doing the math and helping me estimate what they're worth," he added.

SRI President **Gale Metzger** expects the product to be a "wonderful aid." He explains, "It is more a worksheet than a reporting program, and in many ways its value is determined by how it is used." A word of caution though—since RADAR Plus accepts non-RADAR information, users have to be responsible for accuracy and the conclusions they draw from different sources they input.—KM

Using Sight and Sound™ to capture audiences

DistributedMedia.com (DMC) has found a new way to draw in more advertising revenue for radio stations. The to-be-patented system promises to be low-cost, low-maintenance and most importantly, effective at bringing in the money.

Called Sight and Sound™, this marketing device delivers both audio and visual in a flat audio speaker that has replaceable grilles on it. Music is delivered via the Internet and the grilles themselves carry printed advertisements.



CEO of DMC **Jim McManus** calls this an "opportunity for radio stations to expand their income resources." These radio stations become network affiliates when they purchase the license from DMC. They in turn have to go find a "DMC site." A site is an establishment in which a specific group of people can be reached. For example, a doctor's office or a health club.

Apart from the visual advertisement which audiences will see on the replaceable grilles, 12 minutes of audio commercials can be mixed into the music every hour.

The radio stations clinch the local spots while DMC is responsible for selling national and regional spots and processing those local spots. Not a bad deal at all for the radio station looking to expand its range and revenue without the high cost, both in terms of money and manpower, of acquiring more radio stations.

So what's in it for the site owners? Many of these places are already buying a service that delivers piped-in background music to their businesses. But it's an expense with no revenue potential. In this case, the sites receive 25% of all advertising revenue. DMC and the radio stations split the rest at a predetermined rate.

Barnes & Noble has already jumped on the bandwagon. McManus says they are currently in negotiations with a major department store chain and a music retailer (900 stores nationwide) to launch this system in stores nationwide. DMC declined to name the two retailers because they are in the final stages of negotiations.—KM

AdStats

Internet use does not erode TV viewership

Fears that Internet use will lead to the need for a "superbox" (and the death of TV) appear to be unfounded, based on conclusions in a study conducted by Showtime Networks Inc. and Paul Kagan Associates, Inc.

Instead of abandoning the TV for their new-found Web-surfing passions, the viewer has morphed into a "multitasking" user of both media. One quarter (nearly 23M) of households have PCs and TVs situated in the same room. Of that, 80% watch TV and use the Internet at the same time.

Larry Gerbrandt, Senior VP for Kagan, says, "As the battle for consumers' leisure time heats up, those who can exploit this fast-evolving home environment will find vast opportunities to develop interactive applications which marry the best features of both platforms."

While the number of PC households may have leveled off in recent years, the number of households jumping online are still growing rapidly.—KM

Growth of Connected Households

	Dec. 1997	Jan. 1999	% Change
PC Households	42M	45M	6%
Online Households	23M	33M	46%
Convergent Households	10M	18M	83%

Source: Paul Kagan Associates, Inc. and Showtime Networks Inc.

Behold the power of outdoor

No longer the exclusive medium for cigarette and alcohol ads, outdoor advertisements can be an effective vehicle to build brand recognition and influence the purchasing behavior of consumers. That explains why radio stations use billboard advertising and several radio groups have recently purchased outdoor companies.

Conducted by Perception Research Services Inc. for the Outdoor Association of America, Inc., the study "Outdoor's Power to Entice" found that women paid more attention to outdoor ads but the men were more likely to convert interest into purchase. Either way, the message is received.

200 men and women wearing PRS ShopperVision eye glasses (which records the "seeing" experience) took a one half hour ride down a highway in New Jersey with 28 boards placed along the route. Their recordings were then studied and they were also interviewed for recall of the ads.

Some key findings: 74% of boards in driver's field of view are noted and 48% of boards with that view were read.—KM

Visibility of Billboards by Age Group

AGE	% Boards Noted	% Boards Noted
18-34	71	42
35-49	75	50
50-70	69	50

Source: Perception Research Services, Inc.

continued from AB2

types of advertising do not provide. The reputations and following of these personalities has played a part in helping to move Priceline.com forward."

Glicklich adds that eBay.com can create new spots everyday without driving up the production costs. "Television just cannot offer that," he said. "If they did, the prices would be too high."



The dot-com package

Not only are the dot-com companies saving money by advertising on radio, but the radio stations, in turn, are racking up the e-commerce revenues. Strauss Media Group's Eric Straus says his stations offer the www.package. "An Internet advertiser gets to sponsor weather forecasts across our whole group of nine stations," he explained. "They get just a five-second mention-'brought to you by company dot-com', and we get nice additional revenues without giving up even a minute of inventory. The Internet advertisers participating have all seen major improvements in their 'hits' on their advertised sites," he said.

But will this trend last?

"The recent surge of dot-com advertising on radio is likely to continue," said Glicklich. "As with any other industry, it may rise and fall with the public markets as they rise and fall as well. But you see this trend everywhere and not just radio."

Figures released by Interep last month back up Glicklich's sentiment that "radio will be in the picture for a long time." According to the results, Q1 radio spending by dot-com advertisers topped \$37M and surpassed 1998 Q4 spending of \$29.6M by 27%. That makes on-line and Internet services number two in the Top 10 radio advertising sub-classes for Q1. "This is of significance," added Skettino, "because Q1 only represents 20% of all radio dollars. And we usually calculate the rest of the year's spending from these first few months which would equate to \$190M on a straight percentage basis for 1999." Factor in a 10% monthly growth rate to Q1 figures, and on-line radio spending this year could actually top \$250M.

Media Index

Ad spending up; radio share down

by Dave Seyler

In March, newspaper, television and radio combined picked up almost \$250M in ad revenue over the previous month. Radio's gain, however, according to just-released figures from the RBR/Miller Kaplan Total Media Index, was only a modest \$12M give or take, and as a result its share of the media pie dropped from 16% to 14%.

One need look no further than one category to explain this: Television. Back during the February sweeps, TV stations spent nearly \$26M on radio advertising, single-handedly accounting for almost 15% of radio's total. But this kind of spending was greatly diminished in March, when television's \$7.9M wasn't even a third of February's total and accounted for only about 4% of radio's total.

Otherwise, there were no outstanding gains for radio, but no outstanding losses, either. It will be interesting to see how radio fared during the sweeps season just passed.

RBR/Miller Kaplan Total Media Index

March 1999 (Expenditures in 000)

Category	Newspaper	TV	Radio	Total Media	Radio % of Total
Automotive	186,541	144,574	31,551	362,666	8.70%
Restaurants	4,193	52,169	12,352	68,714	17.98%
Department Stores	71,651	22,995	8,352	102,998	8.11%
Foods	2,860	38,423	7,023	48,306	14.54%
Communications/Cellular	38,380	28,473	14,907	81,760	18.23%
Furniture	26,144	14,652	5,979	46,775	12.78%
Financial Services	42,833	21,080	12,892	76,805	16.79%
Movies/Theater/Concerts	24,022	22,986	6,603	53,611	12.32%
Grocery Stores	14,682	9,679	6,051	30,412	19.90%
Appliances & Electronics	28,346	9,219	2,938	40,503	7.25%
Hotel/Resorts/Tours	32,650	9,723	2,748	45,121	6.09%
Drug Stores/Products	8,473	16,145	3,881	28,499	13.62%
Computers/Office Equipment	22,385	7,582	5,153	35,120	14.67%
Specialty Retail	32,405	26,174	10,712	69,291	15.46%
Health Care	11,345	14,461	7,193	32,999	21.80%
Auto Parts/Service	5,938	6,641	4,187	16,766	24.97%
Music Stores/CDs/Videos	4,431	7,813	3,493	15,737	22.20%
Transportation	14,042	5,902	4,145	24,089	17.21%
Entertainment-Other/Lottery	3,563	6,256	5,260	12,888	40.81%
Home Improvement	10,221	9,067	4,307	23,595	18.25%
Professional Services	9,036	9,676	6,775	25,487	26.58%
Beverages	2,441	12,937	8,123	23,501	34.56%
Television	8,495	4,029	7,909	20,433	38.71%
Personal Fitness&Weight Ctrs.	1,172	5,240	898	7,310	12.28%
Publications	30,272	2,144	2,924	35,340	8.27%
TOTAL	636,521	508,040	186,356	1,328,726	14.03%

*Based on Media Market X-Ray composite data for 15 markets (Atlanta, Charlotte, Cleveland, Dallas, Houston, Minneapolis-St. Paul, New York, Philadelphia, Pittsburgh, Portland, OR, Providence, Sacramento, San Diego, San Francisco, Seattle). Newspaper and television data compiled by Competitive Media Reporting and radio data compiled by Miller, Kaplan, Arase & Co., CPAs. For further information contact George Nadel Rivin at (818) 769-2010.

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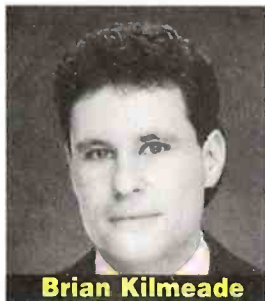
by Carl Marcucci

One-On-One Sports announces new hosts

Brian Kilmeade has joined One-On-One Sports (6/24) as a weekend host, airing from Mickey Mantle's Restaurant Saturdays and Sundays 7-11P. Kilmeade also works as an anchor/reporter for The Fox News Channel's "Fox On Sports," and also co-hosts the network's "Fox and Friends" morning show.

Most recently a Sports reporter for three Phoenix Sports stations, **Trey Bender** joined One-On-One Sports as a "SportsFlash!!" anchor 6/22. He provides updates for the vignette that airs three times per hour on the network.

Already an anchor on numerous Fox-TV Sports features, former Red Sox all-purpose player **Steve Lyons** got his own segment 6/1 on the "Peter Brown Show" Mondays at 2:45P ET. "Steve Lyons' Major League Report" delivers an insider perspective of MLB on and off the field.



Brian Kilmeade



Trey Bender

"Drudge" launches on ABC

Matt Drudge, author of the Internet's famed *Drudge Report*, launched 7/11 with a two-hour Sunday (10P-Midnight ET) call-in show with ABC Radio Networks. His Sunday show on WABC-AM NY was already offered live on ABC/Disney's Go Internetwork.

Former Boston mayor on CFR

Catholic Family Radio launched (7/5) former Mayor of Boston ('84-'93) and US Ambassador to the Vatican ('93-'97) **Ray Flynn** for a 9A-12P ET Talk program. His show will highlight political and religious issues on a national scale. Flynn launched with eight affiliates.

Westwood launching "The Onion Radio News"

Beginning 9/1, Westwood One is launching "The Onion Radio News" through two different :30 vignettes to air 6A-7P. The hilarious takes on current events are based on *The Onion*, a popular humor publication, and the website (www.theonion.com), which recently received the "Webby Award" for the best Humor website.

"Players Inc. Radio" to debut in September

Westwood One's answer to real "helmets off" coverage of the NFL's 99-2000 season, "Players Inc. Radio" will run for 21 weeks beginning 9/10. Hosts **Matt Millen** and **Dan Miller** will highlight top NFL players live on and off the field through weekly features like the "Who Am I?" contests where listeners guess the identity of the player based on clues given by the player, "Players Inc. Mailbag," where listener questions are answered and "Players Inc. Rewind," an interview with a retired player. Of course, the show also previews and reviews the week's games.

Harvard, MSS put "Ideas@Work" to work

Harvard Business School Publishing and Media Syndication Services launched "Ideas@Work" 7/5. The daily vignette focuses on business and managerial issues based on research and papers from Harvard Business School authors and strategists. Concert Music Network (a division of Interep) is handling ad sales, MSS is handling clearances. Eight markets were initially cleared, including NY, Dallas and Seattle.

David Gold Show launches with Salem

Debuted 7/5, "The **David Gold Show**" airs live 10P-1A ET weekdays with a re-feed 1A-4A ET on the Salem Radio Network. Gold spent 12 years at KLIF-AM Dallas and is well-known for his no-holds-barred, thought-provoking interaction with callers on hot issues of the day. "The Best of the David Gold Show" is available throughout the day Saturday and Sunday. 30 affiliates are expected at launch. KWRD-FM Dallas is the new flagship.

"Dick Clark's Countdown to 2000" debuts next month

United Stations Radio Networks is introducing "Dick Clark's Countdown to 2000" 8/2, as a daily music-intensive vignette featuring some of the most memorable moments of the 20th Century. NY-based Thirsty Ear Communications is the producer. Clark, USRN co-founder also hosts "Rock, Roll & Remember" and "The US Music Survey."

Dick Clark's COUNTDOWN TO 2000

"Fast Track" gets new host

NBG Radio Network's (O: NSBD) "Fast Track" (first launched 5/12/98) has a new host, replacing **Kyle Petty**, who is rededicating himself to his racing career and philanthropy endeavors. **Steve Parker** is now delivering team profiles, race previews and inside information on this daily stock car racing vignette. Parker was tapped from LA's KXTA-AM, where he hosted "The Car Nut." Fast Track is aired on 92 affiliates.

Attention syndicators:

If you have any upcoming launches or announcements, fax us at 703-719-7910 or e-mail radiobiz@aol.com, both attention to Carl Marcucci.

Jones features "Rhona at Night," News product on the way

Jones Radio Networks' latest Talk offering, "Rhona At Night" launched 7/4 to 10 affiliates. Host **Rhona Raskin**, a registered counselor and family therapist, delivers advice and information on relationships, love and sex with a humorous twist. Her show, airing 11P-2A ET, originates from CKKS-FM Vancouver and is produced by Rogers Broadcasting. Raskin's internationally syndicated column "Ask Rhona" appears twice weekly in the *Chicago Sun-Times*.

JRN is about to launch (and may have by this issue) a News product, most likely through an acquisition. "We are working very diligently on securing a news product for our affiliates. The formal announcement is imminent. We're in final stages of negotiation," said **Phil Barry**, VP/GM, JRN.



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Market Profile

Cleveland Consolidation catch-up in progress

by Dave Seyler

Cleveland was among the last large markets to enter the superduopoly era. As recently as Fall 1997, there was only one superduopoly in operation (Nationwide's), and with three unescorted FMs, it was, from a stick standpoint, as small as a superduopoly could be. In November 1997, Jacor bought Nationwide, building a six-station superduopoly here and kicking off a year of incredible change in the market.

Chancellor followed Jacor, cobbling together a six-station cluster of its own via deals with three separate owners. Jacor later swapped one of its AMs to Capstar, a company which soon thereafter announced it was merging into Chancellor. This would up Chancellor's cluster to seven stations, assuming all deals are completed. Meanwhile, Clear Channel announced a deal to absorb Jacor. There was no way to combine the existing in-market stations of the two groups, and the Clear Channel three-station duop was put on the block. Surprisingly, the stations were split up, with two going to Radio One and one to Infinity. **RBR observations:** Well, not all that surprisingly when we consider what has happened since. Chancellor has gone on the block with Clear Channel as the only serious suitor. But not much can happen here. Both groups are at or near the ownership ceiling already. In "The big what-if sale: Clear Channel/Chancellor divestitures (RBR 2-1, pp 6-8) we noted that there were no large groups already in the market which might be interested in spin-offs. That statement didn't remain true for long. We now find two of the most station-hungry groups in America lurking in the shadows, waiting for a tasty morsel to drift their way. Radio One must be particularly interested in the Urban-flavored trio which recently belonged to Xen Zaps, leaving plenty more for Infinity to go after. And Clear Channel was pretty crafty to stock the pond with some fish which not only will bite hard, but which will also be able to pay top dollar for the bait it may well have to offer.

Fall 1997				Fall 1998					
Rank	Owner	AM	FM	12+	Rank	Owner	AM	FM	12+
1	**Nationwide	0	3	19.6	1	**Chancellor	3	4	36.0
2	**Jacor	1	2	11.6	2	**Clear Channel	1	3	12.9
3	Embercia	1	1	12.4	3	Elyria-Lorain	1	1	5.8
4	**Acop	2	1	11.1	4	Infinity	1	1	7.1
5	**Clear Channel	1	2	9.5	5	Radio One	1	1	2.8
6	**All	1	1	5.9	6	Bardonia-Saras	0	1	1.0
7	Elyria-Lorain	1	1	4.7	7	Line	1	0	1.0
8	Radio One	0	1	0.0	8	Spina	2	0	0.2
9	Line	1	0	1.0					
10	Takkyin	0	1	3.5					
11	Divine Mercy	1	0	0.4					
12	Taylor	1	0	0.2					

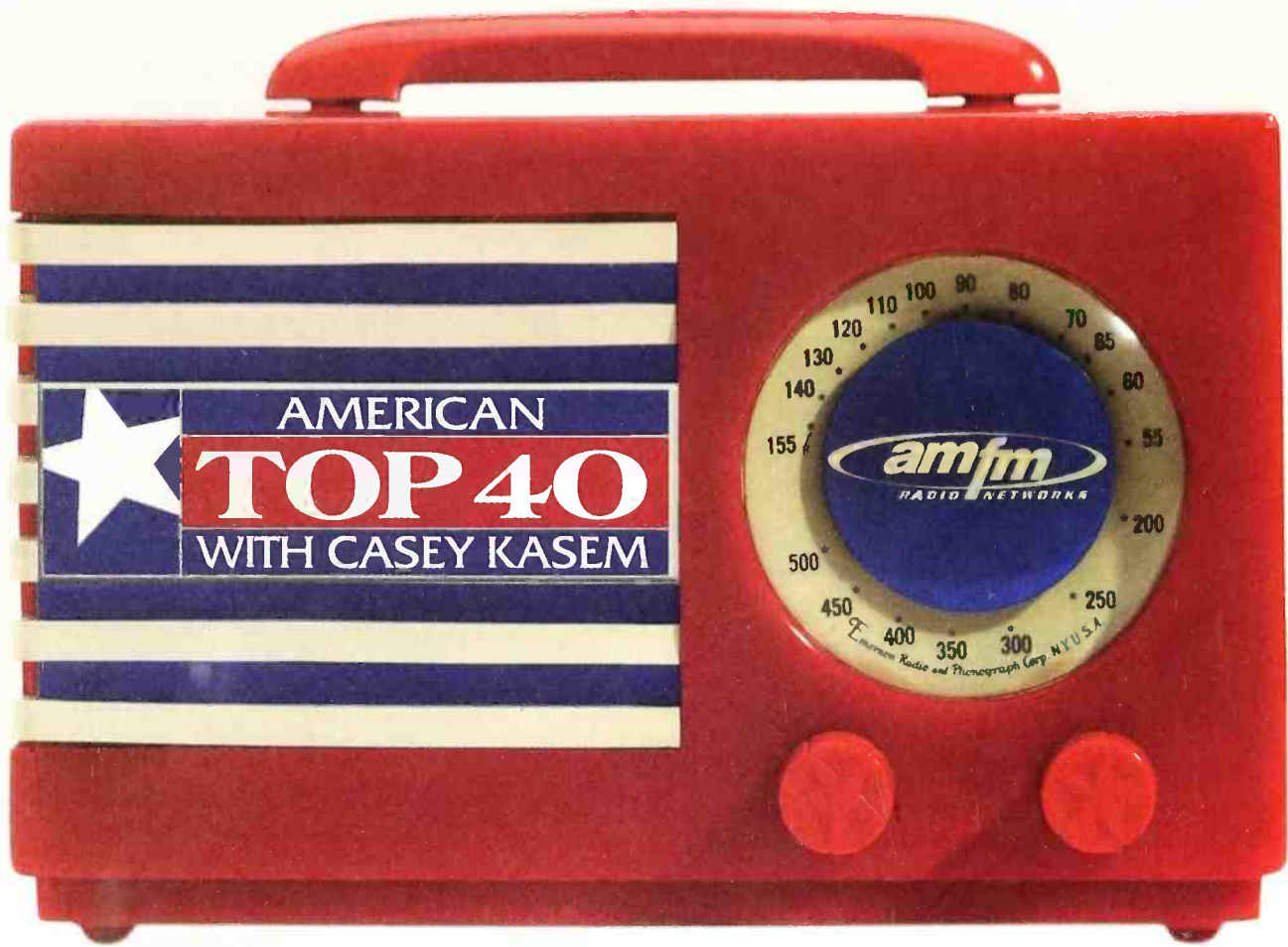
* = duopoly, ** = superduopoly

Duopoly Dimensions			Market Statistics	
	Owners	Stns	Rank	
Total Own/Stns	8	22	24	12+ population
Superduop	2	11	59.1	Black population
Duop	1	2	9.1	% Black
Orbits	2	6	18.2	Hispanic population
Standalone	3	3	13.6	% Hispanic
Total Ownership	8	15	68.2	

Source: Arbitron, RBR Information Services Group

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Company	Mkt:Symbol	6/30 Close	7/7 Close	Net Chg	Pct Chg	7/7 Vol (00)	Company	Mkt:Symbol	6/30 Close	7/7 Close	Net Chg	Pct Chg	7/7 Vol (00)
Ackerley	N:AK	18.187	18.937	0.750	4.12%	503	Hearst-Argyle	N:HTV	24.000	26.000	2.000	8.33%	499
Alliance Bcg.	O:RADO	0.312	0.312	0.000	0.00%	250	Hispanic Bcg.	O:HBCCA	75.875	77.812	1.937	2.55%	2179
Am. Tower	N:AMT	24.000	23.562	-0.438	-1.83%	3055	Infinity	N:INF	29.562	29.062	-0.500	-1.69%	11696
AMSC	O:SKYC	16.375	20.500	4.125	25.19%	1299	Jeff-Pilot	N:JP	66.187	69.125	2.938	4.44%	4926
Belo Corp.	N:BLC	19.687	19.750	0.063	0.32%	1254	Jones Intercable	O:JOINA	49.000	50.750	1.750	3.57%	1894
Big City Radio	A:YFM	3.625	3.625	0.000	0.00%	132	Metro Networks	O:MTNT	53.750	55.125	1.375	2.56%	255
Broadcast.com	O:BCST	133.562	128.875	-4.687	-3.51%	6026	NBG Radio Nets	O:NSBD	2.125	2.062	-0.063	-2.96%	85
Capstar	N:CRB	27.375	26.000	-1.375	-5.02%	255	New York Times	N:NYT	36.812	38.750	1.938	5.26%	1434
CBS Corp.	N:CBS	43.437	44.875	1.438	3.31%	18256	Otter Tail Power	O:OTTR	38.562	39.125	0.563	1.46%	26
CD Radio	O:CDRD	30.468	36.062	5.594	18.36%	1231	Pacific R&E	A:PXE	1.062	1.250	0.188	17.70%	15
Ceridian	N:CEN	32.687	31.750	-0.937	-2.87%	6169	Pinnacle Hldgs.	O:BIGT	24.500	23.062	-1.438	-5.87%	2080
Chancellor	O:AMFM	55.125	52.437	-2.688	-4.88%	14753	Radio One	O:ROIA	46.500	43.875	-2.625	-5.65%	533
Citadel	O:CITC	36.187	33.375	-2.812	-7.77%	2032	RealNetworks	O:RNWK	68.875	85.937	17.062	24.77%	27688
Clear Channel	N:CCU	68.937	69.000	0.063	0.09%	7075	Redwood Bcg.	O:RWBD	9.000	9.250	0.250	2.78%	22
Cox Radio	N:CXR	54.250	54.312	0.062	0.11%	226	Regent Pfd.	O:RGCI	6.000	5.875	-0.125	-2.08%	17
Crown Castle	O:TWRS	20.812	19.437	-1.375	-6.61%	3177	Saga Commun.	A:SGA	18.625	19.750	1.125	6.04%	268
Cumulus	O:CMLS	21.875	20.187	-1.688	-7.72%	339	Salem Comm.	O:SALM	22.500	25.937	3.437	15.28%	4854
DG Systems	O:DGIT	4.875	5.375	0.500	10.26%	1558	Sinclair	O:SBGI	16.375	17.500	1.125	6.87%	2558
Disney	N:DIS	30.812	28.062	-2.750	-8.93%	117909	SportsLine USA	O:SPLN	35.875	33.812	-2.063	-5.75%	6414
Emmis	O:EMMS	49.375	48.875	-0.500	-1.01%	1932	TM Century	O:TMCI	0.687	0.625	-0.062	-9.02%	0
Entercom	N:ETM	42.750	38.187	-4.563	-10.67%	234	Triangle	O:GAAY	0.245	0.230	-0.015	-6.12%	37438
Fisher	O:FSCI	63.000	62.125	-0.875	-1.39%	396	Tribune	N:TRB	87.125	89.687	2.562	2.94%	1492
Gaylord	N:GET	30.000	29.750	-0.250	-0.83%	221	WesTower	A:WTW	24.500	23.562	-0.938	-3.83%	53
Granite	O:GBTVK	7.812	7.500	-0.312	-3.99%	1166	Westwood One	N:WON	35.687	36.937	1.250	3.50%	202
Harris Corp.	N:HRS	39.187	38.500	-0.687	-1.75%	1619	WinStar Comm.	O:WCII	48.750	52.062	3.312	6.79%	12664

Salem flush with cash

Salem Communications (O:SALM) netted \$141.5M from its IPO (RBR 7/5, p. 12), which it will use to pay off all of its debt and close pending acquisitions. In addition, the company announced a new \$150M bank credit line, so it can continue making acquisitions.

Another no-cash Internet buy by CBS/Infinity

Dow Jones—CBS Corp. (N:CBS) signed a definitive agreement to acquire a 35% stake in Medscape Inc. for licensing rights valued at about \$150M.

CBS said Medscape will receive a seven-year license to use the CBS trademark and logo, plus promotion and branding over CBS media properties, including its Infinity Broadcasting Corp. (N:INF) unit.

Medscape, which filed its registration for an initial public offering May 14, operates a Web site for medical professionals. Medscape and CBS plan to launch a co-branded medical site targeted at consumers later this year.

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by Jack Messmer

Big signal in Big D for Big Mac

Mac Tichenor's Hispanic Broadcasting Corp. (O:HBCCA) is finally getting a full coverage signal in its home market, Dallas-Ft. Worth. The \$65M price tag for KLTU-FM's 94.1 MHz signal will give **John Borders'** Sunburst Media a quick \$1.2M profit on the flip (RBR 3/8, p. 8).

Tichenor said HBC would launch a Spanish format on the station in late Q3 or Q4 of this year, although the exact format is a closely guarded secret. "Buying strong technical facilities and converting them to Spanish-language formats is an essential part of our strategy," he noted. HBC said launching the new format will likely result in operating losses through next year.

Fans of Sunburst's Contemporary Christian format won't lose out, however. KLTU's music and call letters will be moving to 100.7 MHz, a recent

Dallas-Ft. Worth move-in licensed to Highland Village, TX.

Dual deals will double Clear Channel in Des Moines

Two deals will give Clear Channel Communications (N:CCU) twice as many stations as it currently owns in Des Moines, IA in both the AM and FM bands.

In one deal, Clear Channel will pay \$4M for KASI-AM and KCCQ-FM. The seller is long-time broadcaster **Betty Baudler's** Ames Broadcasting. Both stations are licensed to Ames, north of Des Moines, where Iowa State University is located.

One of the most sought-after Docket 80-90 stations is ending up in the Clear Channel stable. KKDM-FM Des Moines (actual city of li-

cense—not a move-in), a Class C1 on 107.5 MHz, went on the air in 1995 after Midwest Radio Inc. won the licensing battle. Clear Channel will pay \$7.35M for the station.

Clear Channel's current Des Moines stations came via Jacor — 50kw powerhouse WHO-AM (once the home of a young sportscaster named **Ronald Reagan** who went on to Hollywood and the White House), Hot AC KMXD-FM and Soft AC KYSY-FM. Broker: (both deals) Jorgenson Broadcast Brokerage, (KASI/KCCQ) The Connelly Company

More Oregon outlets

Clear Channel is also buying KEJO-AM & KFLY-FM Corvallis, OR from Madgekal Broadcasting, headed by **Mario Pastega**. The \$2.3M deal will add to Clear Channel's collection of superduopolies along I-5.

Catholic net enters New England

Arbitron doesn't issue population figures by religious affiliation, but we have it on good authority that there are a few Catholics in Boston. They'll soon have a Catholic radio station to listen to, with Catholic Family Radio's (CFR) \$20M purchase of the Carter Radio Network.

"This purchase is the single most important step to reaching Catholics in America," said CFR President **John Lynch**. "Boston, Providence and Springfield are strong Catholic markets and will be cornerstones of the nationwide Catholic Family Radio Network."

In addition to WROL-AM Boston, the group buy includes WRIB-AM Providence, WACE-AM Springfield, MA, WLOB-AM Portland, ME and WLLB-AM & WLOB-FM Augusta (Rumford), ME.

Lotus blooms in Bakersfield

Howard Kalmenson's Lotus Communications Corp. is adding a new California market (its fourth) with a \$7,033,337 buy of KWAC-AM, KCHJ-AM & KIWI-FM Bakersfield. The seller is **Ed Hopple's** KMAP Inc. All three stations have Spanish formats, which is Lotus' specialty as well. Broker: **Gary Stevens**, Gary Stevens & Co.

Chris Devine, President of
Marathon Media

has agreed to transfer the assets of

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Berkshires trio to Tele-Media

The re-born Tele-Media radio group is growing quickly, with VP/COO **Ira Rosenblatt** making his latest purchase in the Berkshire Mountains. Tele-Media will acquire WBEC-AM & FM Pittsfield, MA and WZWC-FM Hoosick Falls, NY from **Joe Gallagher's** Aritaur Communications. Word on the street puts the price at \$4.65M.

This deal will give Tele-Media a second market in the Northeast, where it currently owns stations in Albany, NY. Tele-Media's other stations are in Southern California. **Broker: Robert Maccini**, Media Services Group

Cumulus adds in Albany

WQVE-FM Camilla, GA just misses having city-grade contour overlaps with most of Cumulus Media's (O:CMLS) Albany, GA stations, so it only counts as a duopoly with WKAK-FM (formerly WGPC-FM). In addition to the usual contour maps, Cumulus attached what appears to be the FCC staff's own market share analysis of Cumulus' previous acquisition of six Albany market stations, showing Cumulus with 30.3% of local radio revenues, compared to 60.1% for Peterson, which is now part of Capstar (N:CRB). Adding WQVE from Williams Communications System for \$675K would boost Cumulus' share by 7.2% to 37.5%—still a distant second place.

Double duop completed in Wilmington

Former group owner **Carl Venters** and partner **Charles Sullivan** are building out their only current market, Wilmington, NC, snaring **Frank Baker's** WLGX-FM for \$480K as the second FM to pair with WRQR. Venters and Sullivan's Ocean Broadcasting already has an AM duopoly in the market, WMFD and WAHH. **Broker: Terry Greenwood**, Patrick Communications

WILT to Nassau

A federal bankruptcy court in Pennsylvania has approved a Chapter 11 reorganization plan which will transfer 100% control of TIAB Communications from **Jeff Woehrle** to **Louis Mercatanti's** Nassau Broadcasting Holdings. TIAB owns WILT-AM Mount Pocono, PA, which overlaps Nassau's WVPO-AM & WSBG-FM Stroudsburg, PA in the Wilkes Barre-Scranton market. Nassau has set aside \$110K to pay TIAB's creditors.

King World grows double digits

King World Productions (N:KWP) saw Q2 revenues rise 15% to \$192.7M. Net income also rose 15%, to \$39.4M. Shareholders of King World, a major TV production company and syndicator, are expected to vote next month on a pending merger with CBS Corp. (N:CBS).

Broadcast.com: Revs up, loss down

Broadcast.com (O:BCST) lost money in Q2, but not nearly so much as a year earlier, and its revenues more than doubled.

For the three-month period, revenues gained 130% to \$13.5M. The company's net operating loss was \$2.5M, compared to \$3.7M a year earlier. Its net loss was \$1.9M, compared to \$3.5M.

According to its Q2 earnings announcement, Broadcast.com now provides streaming via the Internet to 420 radio stations and networks, 56 TV stations and cable networks and 450 college and pro sports teams.

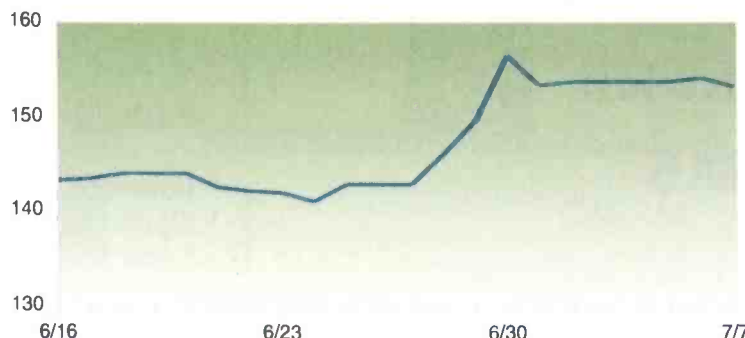
Shareholders of Broadcast.com will vote July 20 on a pending merger with Yahoo! (O:YHOO).

The Radio Index™

RADIO BUSINESS REPORT
Voice of the Radio Broadcasting Industry

THE WALL STREET JOURNAL
RADIO NETWORK

Radio stock prices flattened out after The Radio Index™ hit a record high of 156.49 on 6/30. The index closed 7/7 at 153.27, off 3.22 for the week.



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by Jack Messmer & Dave Seyler

The deals listed below were taken from recent FCC filings. *RBR's Transaction Digest* reports on all deals that involve assignment of a station license (FCC Form 314) and substantial transfers of control of a licensee via a stock sale (FCC Form 315), but not internal corporate restructurings (FCC Form 316). All deals are listed in descending order of sales price.

\$7,400,000—WFBA-AM Miami from W.R.A. Broadcasting Inc. (Jose Ortega) to ABC Inc. (John Hare, pres./radio), a subsidiary of Disney (N:DIS). \$370K escrow, balance in cash at closing. Broker: Media Venture Partners

\$4,700,000—* WLUV-FM Rockford (Loves Park IL) from Angelo Joseph Salvi t/a Loves Park Broadcasting Company to Connoisseur Communications of Rockford LP, a subsidiary of Connoisseur Communications (Jeffrey Warshaw). \$1M escrow, balance in cash at closing. **Superduopoly** with WROK-AM, WZOK-FM & WXXQ-FM.

\$735,000—* WMFM-FM Laurel-Hattiesburg (Petal MS) from Thomas William Hickman III to Cumulus Media Inc. (O:CMLS) (Richard Weening, Lew Dickey Jr.). \$36,750 escrow, balance in cash at closing. **Superduopoly** with WEEZ-FM, WFOR-AM, WHER-FM and pending acq of WJKX-FM, WQIS-AM, WNSL-FM. Stns form three distinct markets with no more than four FMs in any one. Broker: Ron Hickman (seller)

\$720,633.98—* KDIO-AM/KPHR-FM Ortonville MN & **KMSD-AM** Milbank SD from Success Broadcasting Corp. (Dan Sorenson) to Pheasant Country Broadcasting Inc. (Robert E., Robert J. & Todd M. Ingstad). \$25K escrow, \$625K cash at closing, \$70,633.98 note. Existing **duopoly**.

\$700,000—WKHI-FM, WKHW-FM Salisbury-Ocean City (Exmore VA, Pocomoke City MD) from Bay Star Communications Inc./Transmedia Inc. (James Layton, Klein G. Leister, William E. Esham Sr.) to Great Scott Broadcasting (Faye Scott et al). \$35K escrow, \$50K non-compete, balance in cash at closing. Neither station overlaps any of Great Scott's stations in the Salisbury market.

\$665,000—* WHTC-FM Terre Haute (Seelyville IN) from Hester Broadcasting Corp. (Dan Hester) to Bright Tower Communications Inc. (Donald E. Foster, Marvin J. Frank). \$25K escrow, balance in cash at closing (\$250K of which is for consulting agreement with Hester). **Duopoly** with WMGI-FM.

\$650,000—* WFSC-AM, WRFR-FM Franklin NC from Cross Country Communications Inc. (Josephine Zachary, Brenda S. Wooten) to Chase Broadcasting Inc. (Gordon Van Mol). \$480K cash at closing, \$170K note. **Duopoly** with WGHC-AM, WRBN-FM Clayton GA.

\$650,000—* KTJC-FM Monroe (Rayville LA) from Kenneth Wayne Diebel to Sound Broadcasting LLC (Robert B. Dodenhoff, pres), principally owned by Broadcasting Partners Holdings L.P. (Lee Simonson, CEO). \$40K escrow (returned to buyer), \$250K cash at closing, \$400K note. **Superduopoly** with KMYF-FM, KCTO-FM, KYEA-FM. LMA since 4/22. Broker: Norman Fischer & Assocs. Inc. (seller)

\$550,000—KUPN-AM Kansas City (Mission KS) from Sinclair Radio of Kansas City Licenses Inc., a subsidiary of Sinclair Communications Inc. (O:SBGI) (David D. Smith, pres) to H.M.E Communications Inc. (George Hochman, Margaret G. MacKay, Steve M. Evanoff). \$55K escrow, balance in cash at closing.

\$450,000—WPLB AM-FM Greenville MI (Lakeview/Greenville) from Kortess Communications Inc. (Jeffrey T., Mitzi, Theodore & Nancy Kortess) to Stafford Broadcasting LLC (John B. Stafford). \$350K cash, \$100K note. Requires waiver due to Stafford's ownership of newspaper *The Daily News* of Greenville MI.

\$400,000—KMRN-AM, KNOZ-FM Cameron MO from KFO Inc. (Dennis J. Rowley) to KAAAN Inc., a subsidiary of The Shepherd Group (David L., Evelyn M. & Daniel Shepherd). \$20K escrow, \$18K cash at closing, \$362K debt assumption. Broker: R.E. Meador Assocs. (buyer)