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# Information On Demand

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## Congress tries to diminish religious line

Over 50 members of Congress have backed legislation to reverse a recent FCC decision concerning the content of religious broadcasters on the non-commercial band.

Reps. **Cliff Sterns** (R-FL), **Mike Oxley** (R-OH), **Chip Pickering** (R-MS) and **Steve Largent** (R-OK) sent a letter to Chairman **Bill Kennard** (D) earlier this month, telling him that his agency "has no business—no business whatsoever—singling out religious programming for special scrutiny...this decision sets a dangerous precedent for regulating the content of non-commercial programming" (*RBR* 1/17, p. 4).

The Republican foursome reinforced that warning last week (1/24) with the introduction of Religious Broadcasting Freedom Act, which would void a 12/29/99 FCC decision to require non-comm broadcasters

operating with educational licenses to devote 50% of their time to educational topics.

Specifically, the legislation comes in response to a Pittsburgh license transfer in which WQEX (Ch. 16), a non-commercial TV station, was approved for purchase by Cornerstone Television, a religious broadcaster, which in turn was going to sell WPCB (Ch. 40), operating on a commercial channel, to Paxson Communications (A:PAX). But, because of the FCC's decision that could force broadcasters to drop some religious programming that would not qualify as educational, Cornerstone called off the deal.

Kennard has denied singling out religious broadcasters, saying that his agency merely "clarified standards applicable to all [non-comm] broadcasters." Further, he says, most reli-

gious broadcasters operate on commercial channels and are not subject to the non-commercial requirements.

Many Congressmen have labeled the agency's ruling "unfair" because the Commission did not follow normal procedure of asking for public comment before imposing the regulation. Rep. **Larry Combest** (R-TX) called the action an infringement "upon our American right to freedom of speech" while Rep. **Ronnie Shows** (D-MS) said he supports the legislation because it's not the FCC's job to decide what's good for Americans. "The FCC seems to want less religion on television and more of what it considers to be educational," he said.

Rep. Oxley's office reported that it has received hundreds of telephone calls and emails from Americans who support the legislation. Oxley was the member who initially introduced the bill.—TS

## Record year for California radio stations

The numbers compiled by Miller, Kaplan, Arase & Co. paint a more than robust picture for California radio stations.

For the LA market, the Southern California Broadcasters Association reported a 17.5% increase in 1999 over 1998, with revenues totaling \$711.8M. That number surpasses New York's and LA continues to be the number one billing radio market in the country. According to **Mary Beth Garber**, President, SCBA, 25 stations reported earnings to Miller, Kaplan. But if the other stations' revenues were projected, the total revenue for the market is expected to surpass \$775M.

The San Francisco market also had great news to report. **Tom Martz**, President, Northern California Broadcasters Association, tells *RBR* that for 1999, revenues were up 31.6% to \$403.8M. For December, revenue stood at \$35.3M, up 50.4% over the previous December. Martz says, "This makes the San Francisco market the only top 100 market area ever to be up over 50% in one month." Martz adds that San Francisco, being a hi-tech area, benefited greatly from the dot-com businesses. He also attributes the record year to buyers' recognition of the efficiency of radio.

On the other coast, New York reported a 19.5% increase to \$693M in 1999 (*RBR* 1/24, p. 4).—KM

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## AMFM allies with Traffic.com; may strike new deal with Westwood on news

Potentially a 440-station loss for Westwood One's (N:WON) Metro and Shadow traffic services, as AMFM Inc. (N:AFM) announced a non-exclusive alliance (1/24) with Traffic.com to make traffic information available to all of its Philadelphia stations (WIOQ-FM, WLCE-FM, WJJZ-FM, WDAS-A/FM and WUSL-FM) and associated Websites through AMFMi beginning in April. Of course, existing Metro/Shadow contracts will continue to be honored. Clear Channel (N:CCU) has granted pre-approval of the deal, a source said, in consideration of the upcoming merger with AMFM. We speculate if the Traffic.com deal could spread to Clear Channel stations down the road.

While many would think the relationship of Metro/Shadow Traffic with AMFM—and possibly Clear Channel down the road—is looking doomed, an industry source tells *RBR* negotiations for an AMFM groupwide deal are going on with Westwood regarding Metro Source [Westwood's digital news and show prep source that competes with AP].

Westwood One CEO **Joel Hollander** has been dealing directly with AMFM Inc. Radio President and Vice Chairman **Jimmy de Castro** on the deal, along with extending and realigning the Metro/Shadow Traffic relationship that includes "continuing to provide their stations with over-the-air broadcast traffic because [Traffic.com] can't do it [see below]," a source close to the situation explained. "Getting Metro Source into the AMFM group is a great deal—it's a lot more inventory for [Westwood]." The deal could go so far as to use Metro/Shadow reporters for future Traffic.com actualities, but the logistics of that are somewhat tough.

Traffic.com's technology uses an advanced network of radar sensors that provide real time personalized commute estimates (map, text, camera images) through the stations' Web sites and a variety of incident and "flow data" for stations to report on-air. So far, the company doesn't have immediate plans for offering an audio feed with the reports. Traffic.com will also act as AMFM's national rep for a portion of the stations' active 10-second sponsorship inventory via a Web-based application. As part of the

deal, Traffic.com will get spot and promotional time on the stations and AMFM gets a minority stake in the Wayne, PA company. Pittsburgh is the next market Traffic.com will launch, but "there is a series of large markets after that that are planned to be rolled out in the next 24-30 months," said **Jim Smith**, Director of Marketing, Traffic.com.

"As you look at the nature of the deal, if it works in Philadelphia, it should work in other markets as well. And because we're really changing the whole model of traffic delivery to radio, it really is changing the way the business is going to be done in the future," added **Al McGowan**, Traffic.com SVP. "The traffic companies would go out and sell the barter inventory and keep the money. Our model shares that revenue with the stations."

"We will work with Metro and Shadow on a market-by-market basis, but over time, Traffic.com will be the dominant player in our markets," **Gary Lee**, AMFM's VP of Media Partnerships and Initiatives tells *RBR*. "We're looking at this from both a short and long term revenue perspective—compelling technical and business reasons have brought us together. This deal is not so much based on cost savings as it is on gaining revenues."—CM

### Clear Channel marketing ".cc" domain name

Orlando-based Clear Channel Communications Internet Group signed an agreement early January with SamsDirect Internet to market and sell domain name registrations with the ".cc" suffix. Assigned by the global Internet Assigned Numbers Authority, .cc is actually assigned to the Cocos Islands in the Indian Ocean. However, through its radio Websites and "Spot.cc" Website, Clear Channel is opening up a variety of desired URLs that have long been taken on the .com and .net domains. The charge is \$100 for a two-year registration. Clear Channel Communications (N:CCU) is test marketing the site in Orlando, Houston, Tampa, Jacksonville, Grand Rapids and Little Rock. "We will roll it out nationwide the first couple of days in February," **Jenny Sue Rhoades**, SVP Clear Channel Internet Group, tells *RBR*. "Clear Channel Internet Group's main pur-

## RBR News Briefs

### eTour strikes deal with radio consortium

eTour, a Web site rated #1 by Media Metrix for return visits each month, has signed a radio-promotion-for-investment deal (the model to beat these days) with a consortium of broadcasters: Susquehanna, Jefferson-Pilot, Barnstable Broadcasting and Beasley Broadcasting Group that will cover promotion in 30 markets and 12.5M listeners. The investment totaled \$25M, including funding from private investors and NeoCarta Ventures. eTour asks visitors to register and to name their interests. It then delivers a tailor-made Web site list to the user each time he or she logs on logs on—and guarantees not to offer up the same site twice in three weeks. **Mike Bergner**, President, Bergner & Co. brokered the deal.—CM

### AMFM realigns OPS

AMFM Inc. announced some changes to its almost 10-month old Office of Product and Strategy (1/25): Chief Programming Officer **Steve Rivers** leaves 1/31 to spend more time with family and pursue other, non-radio business interests. He remains a consultant to AMFM. COO **David Lebow** stays. WTJM-FM NY PD **Joel Salkowitz** becomes Format Director for Jammin' Oldies, previously handled by Rivers. SVP Marketing **Bev Tilden** joins OPS to handle communications on its projects, as well as AMFM Inc.—CM

### BE signs OEM deal for "eStream"

Broadcast Electronics has signed an OEM agreement (1/20) for bundling Waves Ltd. streaming technologies with future Webcasting audio processing solutions, such as "eSTREAM" (*RBR* 1/24, p.6). Waves' "MaxxStream" is one example, with its "L1 Ultramaximizer," "MaxxBass" and DSP-enabled PCI sound processing cards.

HQ'd in Israel, Waves has already licensed its technology to Motorola and Microsoft.—CM

### Crocker promoted to Jones VP, Affiliate Sales

**Pat Crocker** was promoted (1/17) from Director of Affiliate Sales to VP, Affiliate Sales at Jones Radio Network. He joined JRN in '96 as a regional manager and was first promoted last year. His radio career includes network sales for Unistar (now Westwood One) and sales management jobs at KSHE-FM and KEZK-FM St. Louis and KIMN-FM and KALC-FM Denver.—CM



## RBR News Briefs

### USADR and Digital Radio Mondiale collaborate on AM system

USA Digital Radio and global broadcasting consortium Digital Radio Mondiale (DRM) have announced plans (1/24) to work together in developing and promoting a worldwide digital AM broadcasting standard. "We don't want anybody to think that the sole focus is on the states, nor that we are not going to be working to have IBOC be a worldwide standard. [DRM] is the absolute leader in standard-setting in that part [AM, SW] of the band. The issue is that the states are so particular—you can really only use an IBOC AM system given the economic and business structure here," USADR CEO **Bob Struble** tells *RBR*. "So we're working together to try and figure out what the right system is—maybe it's something that they've got for the SW and maybe it our IBOC all digital in AM. We've got to work through that."—CM

### Feuer joins First Internet Media

Former Triathlon Broadcasting owner and Viacom Radio president **Norm Feuer** has been named COO of First Internet Media Corp., effective 2/1. "Triathlon as a company got itself very much involved in the Internet several years ago," Feuer says. "Because of my relationships in the radio industry and our early involvement in the Internet, I talked to a lot of Internet-based companies when Triathlon was sold. I felt that of all the companies that I talked to, FIMC really 'got it'."

Feuer will continue to consult MP3Radio.com, a joint venture between MP3 and Cox Interactive Media, and serve as a Director of the Executive Committee of the Radio Advertising Bureau (RAB). He has been consulting FIMC since November of last year. FIMC designs websites for over 200 radio stations.—CM

### OneOnOne to syndicate "Inside the NHL"

OneOnOne Sports announced 1/26 it has gained rights from Five Star Productions to syndicate its five-year running "Inside the NHL." The two hour (11P-1A ET) Sunday night show hosted by **Jeff Rimer** and **John Davidson** features the week in review of the NHL. The deal with OneOnOne begins 2/6 and runs through the last Stanley Cup game, ending the season.—CM

pose was to send cash back out into the field for all the Internet group sold nationally. And we understand that as the radio markets are our partners, they have to be compensated for what they do to make their Web sites fresh and compelling. We hope to help pay for that as we send money back into the markets. We never ask them to do anything for free—we don't give away our marketing or promotions for free. We're paid for everything that's on our sites, just as we're paid for what's on our radio stations."

Once the stations start promoting Spot.cc on air, they get a link on their Web sites. The stations will be paid based on the success in their markets of domain name registrations. Many of Clear Channel's market station sites are already transitioning to the .cc domain, but it is left up to the GM.

Rhodes also told *RBR* as far as a streaming strategy for Clear Channel stations goes, CC Internet is going to wait for the AMFM merger. "We have to determine what we think the return on that investment is going to be. We're waiting for the AMFM stations to join ours because they had a streaming model that they were working on and we don't want to duplicate the work that they've already done."—CM

### Super Bowl: super for flagship stations of the Rams and Titans

There were probably no people more excited about Super Bowl XXXIV than the people in the cities of St. Louis and Nashville—home of the St. Louis Rams and Tennessee Titans respectively. Yesterday's game was the culmination of a great season for the two teams' flagship radio stations, who got to follow the home town heroes to Atlanta for what was the first Super Bowl appearance for either city.

**Rick Weinkauff**, VP/GM, Clear Channel Communications (KSD-FM, KLOU-FM and Voice of the Rams Network), says his flagship station, KSD-FM has had the exclusive rights to broadcast the Rams' games the last four years. Weinkauff says that getting into the playoffs had certainly boosted their bottomline but he thinks the real rewards of the Rams' success will be reaped next year. He explains, "Selling a Super Bowl team as opposed to a team that was 4-12 makes quite a difference."

**Steve Dickert**, VP/GM, Dick Broadcasting Co. Inc. of Nashville (WGFX-FM), agrees with Weinkauff. He says the momentum from this Super Bowl is already impacting the selling of Fall 2000 inventory. "Our team really hasn't had a good identity nationwide since it left Houston. This Super Bowl platform is really a showcase to the world Sunday as to who the Titans are," he adds.

Dickert's station, like Weinkauff's, also has the exclusive rights to broadcast all of Titans' games. The station has a 10-year agreement with the team; post season rights are bought separately from the NFL.—KM

### LPFM dream dead, cries Skinner

He's the guy who filed one of the two Petitions for Rulemaking (RM-9242) which led to the low-power FM proposal. Even though the FCC has adopted a new LPFM service (*RBR* 1/24, p. 2), **J. Rodger Skinner** says his dream of a new radio service accessible to all has died because the adopted version is "watered down" and "stripped of all the essential ingredients" that he had originally proposed.

Skinner had proposed relaxing both 2nd- and 3rd-adjacent channel protections, but the Commission opted to eliminate only the latter for LPFM stations. He also asked for low-power stations to operate on levels up to 1,000 watts (FCC adopted up to 100 watts only) and to be commercial (the new service will be exclusively non-commercial).

"It is a sad day for many Americans who had hoped LPFM could right many of the wrongs in the radio industry brought on by consolidation," Skinner writes on his web site. "Here is proof that the special interests, such as the major broadcast chains and their mouthpiece, the NAB, control America and the FCC."

### What we couldn't fit in

Whether Skinner approves or not, the Commission is going full steam ahead with low-power FM, trying to sketch out the final details of the plan. While we did report on the newly adopted service last Monday (1/24), space limitations forced us to omit a few LPFM facts. Here's what we thought you should know this week.—TS

• The first filing window for LPFM licenses will be open for 100-watt stations only. After those applications have been processed, then the



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Commission will open a window for 10-watt stations.

- To foster local ownership and diversity, licensees during the first two years will have to prove their community tie. The licensee will have to be physically headquartered, have a campus or have 75% of the board members residing within 10 miles of the LPFM station.
- LPFM licenses will be awarded by a point system in which one point each will be given for 1.) certifying an established community presence of at least two years prior to the application; 2.) pledging to operate at least 12 hours daily; and 3.) pledging to air at least eight hours of locally originated programming daily.
- Time sharing proposals will be used

as a tiebreaker should more than one applicant have the same amount of points for a license. When ties cannot be resolved, a group of up to eight applicants for the same license will be awarded successive license terms of at least one year for a total of eight years. Licenses will not be renewable.

- LPFM stations will have to broadcast a minimum of 36 hours per week (same as full-power stations), but will not be subject to the main studio rule, ownership report and public file requirements. LPFM stations will, however, have to abide by all statutory rules, including sponsorship identification, political programming, prohibitions of obscene or indecent programming and participating in the Emergency Alert System.—TS

## SpotTaxi.com to compete with DG Systems

Over a year in development using input from radio stations, agencies and production studios, radio spot delivery company SpotTaxi.com (*RBR* 11/1/99, p.6) is getting close to launch. The beta test begins within the next couple of weeks in Seattle and includes all of that market's radio stations and three agencies. "Then we have a roll-out scheduled for the next two months. In April we will be launching nationally at the NAB," says **George Lange**, VP Marketing.

SpotTaxi's service is similar to DG Systems (O:DGIT) and will be the company's closest competitor. "We're going to do what we do and DG happens to be the system that is currently closest to what we do. We both traffic spots from point A to point C. What we do is more comprehensive in the sense that we use the Web to integrate workflow between the agency, stations and production studio."

SpotTaxi does all routing and trafficking over the Internet via a downloadable software application. Stations are notified that their spots are waiting, they go to the site and integrate them into their on-air audio files—easily through on-air systems like AudioVault or Prophet. "You can do it automatically," explains Lange, "All of DG's spots end up in a cue from its central hub and spots are able to be downloaded by the stations on a scheduled basis. Instead of having to wait around until 10 o'clock to download a file, you can set the automatic function and it will be done while you are at home. The email has the traffic instructions and the spots arrive with the traffic instructions embedded in the file—so no more fax instructions."

DGS, which also delivers spots to TV stations via satellite, has approximately 7,000 radio clients. Its radio service requires a dedicated computer and phone line. If SpotTaxi's model is a hit, that could change. "Right now we're a private network. We think that keeps traffic off of stations' Internet pipe," says **Bob Howard**, VP Sales and Marketing, DGS. "If the stations find value in signing onto a Web site and finding all the spots that are theirs and decoupling the traffic from the media itself, then I would say we're one web site from having the same product that SpotTaxi has today. There's no magic in the technology itself—it's in the service that you wrap around it and how well you satisfy the requirements."

**RBR observation:** Starguide Digital/Musicam Express' new "MXPRESS.COM" is similar to SpotTaxi's Internet-based technology and functionality, but goes beyond with the added use of satellites. The company wants to move into delivering spots as well as programming. ABC and Clear Channel/Premiere (*RBR* 6/7/99, p.2) are among Starguide's clients. Starguide/Musicam are both run and backed by the same people—Chairman **Scott Ginsburg** and CEO **Matt Devine**. As pondered before (*RBR* 12/21/98, p.3), maybe a merger of the two would be a good idea, even if "differing shareholder interests exist," as Ginsburg tells *RBR*. If SpotTaxi's model proves a success, the fastest way DGS could compete on that level is to merge with Starguide—before MXPRESS.COM competes directly with DGS itself.—CM

by Jack Messmer

## Radio and the Internet become one in a Dallas studio

When Susquehanna Radio relaunched KKZN-FM Dallas-Ft. Worth 8/31/99, shifting from Adult Album Alternative to Adult Alternative Rock, a lot more changed than the music playlist. With the ever-growing role of the Internet in American life, station management decided that the repositioning should include an integration of KKZN's on-air and online operations. The result: Merge933.net, at 93.3 MHz in Arbitron market #7 and at [www.merge933.net](http://www.merge933.net) worldwide.

In addition to the on-air talent, Merge933.net has online talent—Internet mavens called Webjammers™. The Webjammers work in the same studio with the air talent, but are off mic about 15 feet away—interacting with both the audience and the DJ. The jock, for example, can ask the Jammer to grab the latest information off the web about the artist whose song is going to play next and the Jammer can relay e-mailed questions from listeners to the DJ. While the air talent is focused on music, spots and the clock, the on-line talent has responsibility for interacting with the audience, surfing the Internet for interesting, informative or just plain weird stuff to post on the web site and making sure that the site is up-to-date and accurate.

Most of KKZN's Webjammers had no radio experience before landing their current gigs. The skill set, after all, is not the same as that of a DJ. So where does one go to find Internet-savvy talent?

"We found the Art Institute of Dallas to be a tremendous asset," said **Andy Lockridge**, Marketing Director, whose duties now include supervision of the Webjammer staff. The key attributes he sought in applicants for the Jammer jobs were 1) being a good writer and 2) having an awareness of the world and pop culture.

Most of the Webjammers come from the low end of KKZN's Adults 25-39 target demo, or even a bit younger—people who are completely comfortable with the Internet as a communications medium. Lockridge figures the average age of his Jammer crew is around 25.

"Just the fact that someone responds to your e-mail immediately surprises most people," Lockridge said of audience reaction to the station's 24/7 Webjammer staff.

### I-Spots mean more money without adding inventory

Although adding a full staff of on-line talent has increased KKZN's payroll, station officials say the financial impact was negligible because of the new sales opportunities created by fully integrating the web site with the on-air operation.

By using RadioWave.com's proprietary player for its audio streaming, Merge933.net is able to synchronize the music playing with a picture of the CD cover. The picture is also a web link which, when clicked, gives the Internet-listener the option of

immediately buying the CD. That transaction is handled by Amazon.com.

What's really new though is what happens in the same space between music cuts. Advertisers can buy visual images that KKZN calls I-spots. "These are spots that have a visual presentation that runs at the same time their spot runs on the radio," said **Dan Bennett**, VP/GM of KKZN and three other Susquehanna stations in the Dallas-Ft. Worth market. "This obviously creates more revenue and costs 20% additional. Merge933.net is now getting over 2M hits per week and has an average TSL of 56 minutes, which is huge."

In addition to the current deal with Amazon.com, Merge933.net is planning to add more e-commerce to its site, plus a place to sell station merchandise to loyal listeners.

### Keeping it fresh

Just as dead air is death for radio, stale content is death for the Internet. The role of the Webjammer is to keep the Merge933.net site fresh for online listeners who, after all, are viewers as well. That means constantly surfing the Internet and traditional media sources for interesting material to post under the "Cool," "Smart," "Rock" and "Pop" headings (see screen shot, page 9). Cool is self-explanatory. Smart is useful information. Rock, of course, deals with music and Pop is pop culture.



For example, here's a recent posting under Smart:

### Watches that do more than just tell time

01.12.00 – Bored with your watch? Wish it could play MP3s or take digital pictures? Those wacky folks over at Casio are doing just that. A digital camera called WRIST CAMERA WQV-1 and an MP3 player WRIST AUDIO PLAYER WMP-1V will be released in a series of hi-tech watches. Although these two watches are a few months from landing in the States, Casio already has the Satellite Navi, with built-in GPS capabilities out on the market.

— Chip (1pm)

Of course, there was a photo of the "Dick Tracy"-type super-watch along with the posting. And there was this filed under Pop:

### Want to be in the Movies?

01.20.00 — The Producers of the Independent Feature Film Brooklyn, TX are holding Auditions at The Actors Place on Jan 28th & 29th. Call backs will also be at The Actors Place (TBA).

To schedule an Audition you must FIRST send in or drop off a headshot to The Actors Place, 11166 Ables Ln, Ste A, Dallas, TX 75229. The Casting crew will call you if you fit the character description and set up an audition time and day. (Actors Place members times will be on SAT. and Non members will be on FRI.) But all actors will be considered for an audition and call back. The Auditions will be Improvs set up from scenes from the movie, so no sides will be available. This is a SAG contract that allows Union & Non Union actors to work. The crews are paid and the Actors pay is deferred. NO PHONE CALLS! You will be given directions to The Actors Place when they call you for an audition. Email us here for a list of spots they have to fill.

— Brian (6 pm)

Not only are the Webjammers posting under the four hot-buttons, they're also making sure the material is fresh on the more traditional web links—Concerts, Tickets, Forum, News, Links and (the latest Internet fad for music fans) MP3s. Of course, there's an e-mail link so Internet listeners can communicate with the

Webjammer or DJ.

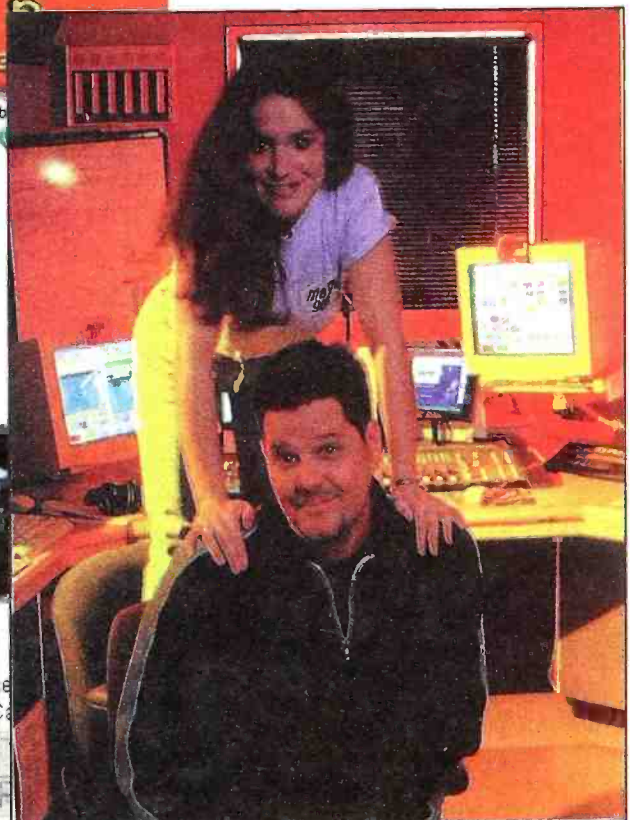
Constant updating of the site is made possible by software designed by BlazeNet, an in-house operation of Susquehanna Media at its York, PA headquarters. The site itself was designed locally in Dallas by Radcliffe Web Design, which also designed the sites for sister stations KLIF-AM, KTCK-AM & KPLX-FM.

Merge933.net's Internet Service Provider is Coolink, which bills itself as "a national 'Tier 1' Internet Service Provider whose backbone is designed for high speed connectivity."

While it's not likely that every radio station is going to have full-time Internet communicators working shoulder-to-shoulder with DJs anytime soon, we doubt that Merge933.net will stand for long as the only one. Whether they're called Webjammers (a name trademarked by Susquehanna) or something else, having staffers working around the clock to communicate with listeners and keep the station's web site up-to-the-minute current is a logical extension for any major market radio station that's made the Internet a target for growth.



Webjammer™ Kacy Harrison clowns with mid-day host Jeff K.





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by Jack Messmer

# Burn baby, burn!

Even if it's your favorite song, just how many times do you want to hear it on the radio? Worse yet, how many plays does it take to make the average listener sick of hearing a current hit—sick enough of hearing it to punch the button on his radio to another station?

Those are the questions **Tom Kelly** and other researchers like him try to answer every day for their radio station clients. Kelly is President of Kelly Music Research, based in Brookline, PA, just outside Philadelphia. His company does both traditional call-out music surveys and "The Living Room Music Test," which Kelly developed as an alternative to auditorium testing. In the Living Room test, participants are sent tapes with music hooks. They listen to the tapes at home, record their opinions and send back the completed survey.

If that sounds a bit like filling out an Arbitron diary, that's not just a coincidence. Kelly designed the Living Room survey to draw an audience sample more likely to resemble those people who will agree to fill out an Arbitron diary—both demographically and geographically. After all, people who live in the outer reaches of a metro would be less likely to agree to drive a substantial distance to participate in an auditorium test.

"We get a much higher cooperation rate with this method," Kelly told *RBR*.



### ***Is there a difference in burn rates between formats, we wondered?***

"Typically in Country, the burn scores tend to be much lower," he noted.

What about Classic Rock and Oldies? Is there even such a thing as burn out when the song is already an established favorite that's been around for years? We figured "golden oldies" don't ever get stale.

"You might think so, but that's not the case," said Kelly, trying not to make us seem too uninformed. As an example, he noted that "Stairway to Heaven" always shows up as having high appeal to listeners. But, if the

station puts the song into heavy rotation, the next survey may show that listeners are getting a little tired of hearing the song, even though they still think it's a great tune. "That's a signal to the station that it's time to slow the rotation."

Although Kelly is very protective of the market-by-market data provided to his clients, he's compiled the Living Room results into a nationwide chart showing the appeal and burn scores by song. The chart published on page 11 is for the Rock Alternative format. Some of the results may surprise you. (Heck, we were surprised to learn that anyone under 40 had even heard of Bachman-Turner Overdrive.)

### **How to read the chart**

Participants were asked to rate each song hook on a scale of 1-5. The results, however, were scaled up to an index of 10/110—making the differences more easy to comprehend than with small numbers and lots of decimal places. The result is the MRI—Music Response Index—which states the relative appeal of each song.

The percentage of participants who were tired of hearing a particular song is the "Burn" column. Of course, some didn't even recognize each song, and that is stated as the percentage of "Unfamiliar."



# Rock Alternative

## Kelly Music Research, Inc.

Song	Artist	MRI (Appeal)	Burn	Unfamiliar
<b>POWER TESTERS</b>				
When I Come Around	Green Day	88	6%	5%
Slide	Goo Goo Dolls	86	13%	4%
Smells Like Teen Spirit	Nirvana	86	10%	1%
Sweet Emotion	Aerosmith	86	1%	4%
Good Riddance				
(Time Of Your Life)	Green Day	86	5%	1%
Black Dog	Led Zeppelin	85	3%	5%
Brown Eyed Girl	Morrison, Van	84	5%	4%
Enter Sandman	Metallica	84	3%	10%
Come Out And Play	Offspring	84	10%	13%
The Ocean	Led Zeppelin	84	3%	12%
If You Could				
Only See (Album Version)	Tonic	83	13%	6%
Basket Case	Green Day	83	1%	9%
Father Of Mine	Everclear	83	8%	13%
Another Brick In The Wall	Pink Floyd	82	4%	1%
Comedown	Bush	82	8%	4%
Under The Bridge	Red Hot Chili Peppers	82	9%	1%
Crash Into Me	Dave Matthews Band	82	5%	23%
Self Esteem	Offspring	81	9%	10%
All Apologies	Nirvana	81	5%	6%
Alive	Pearl Jam	81	4%	12%
The Joker	Steve Miller Band	81	9%	3%
Rag Doll	Aerosmith	80	4%	6%
Hotel California	Eagles	80	8%	3%
The Unforgiven	Metallica	80	5%	15%
Every Breath You Take	Police	80	4%	0%

### SECONDARY SONGS

Rock 'N' Roll Fantasy	Bad Company	72	13%	6%
Far Behind	Candlebox	72	8%	17%
Takin' Care Of Business	Bachman-Turner OD	72	13%	3%
Shooting Star	Bad Company	72	15%	14%
Love Hurts	Nazareth	72	8%	1%
Heart-Shaped Box	Nirvana	72	8%	4%
Desire	U2	72	10%	6%
Call Me The Breeze (SV)	Lynyrd Skynyrd	72	5%	13%
Hold On Loosely	38 Special	72	12%	12%
Cocaine	Clapton, Eric	72	6%	9%
Loser	Beck	72	8%	14%
Caught Up In You	38 Special	72	8%	21%
Summer Of '69	Adams, Bryan	72	9%	8%
Dreams	Fleetwood Mac	72	8%	5%
And The Cradle Will Rock	Van Halen	72	3%	12%
Lonely Is The Night	Squier, Billy	72	5%	12%
Welcome To The Jungle	Guns N' Roses	71	6%	6%
Walk On The Wild Side	Reed, Lou	71	6%	6%
Little Things	Bush	71	12%	21%
You've Got Another...	Judas Priest	71	5%	17%
Speak To Me/Breathe	Pink Floyd	71	3%	9%
Jet Airliner	Steve Miller Band	71	8%	4%
Young Lust	Pink Floyd	71	3%	15%
Hit Me With Your...	Benatar, Pat	71	12%	3%
Saturday Night's Alright...	John, Elton	71	1%	10%
Learning To Fly	Petty, Tom & The HB	71	3%	9%

Song	Artist	MRI (Appeal)	Burn	Unfamiliar
<b>SPICE SONGS</b>				
Silent Lucidity	Queensryche	66	5%	26%
Freewill	Rush	66	5%	10%
Young Americans	Bowie, David	66	6%	13%
Never Tear Us Apart	Inxs	66	3%	10%
Live And Let Die	McCartney, Paul	66	1%	9%
Toys In The Attic	Aerosmith	66	5%	38%
Throwing It All Away	Genesis	66	5%	6%
Ruby Tuesday	Rolling Stones	66	8%	4%
It's All Been Done	Barenaked Ladies	66	9%	23%
The Living Years	Mike + The Mechanics	66	13%	6%
And She Was	Talking Heads	66	6%	6%
Come To My Window	Etheridge, Melissa	66	15%	1%
Mysterious Ways	U2	66	3%	4%
Roll With It	Winwood, Steve	66	9%	1%
Round And Round	Ratt	66	4%	13%
Naked	Goo Goo Dolls	66	9%	26%
Cuts Like A Knife	Adams, Bryan	66	3%	9%
Ramblin' Man	Allman Brothers Band	66	12%	6%
Living Dead Girl	Zombie, Rob	66	8%	26%
Lucky Man	Emerson, Lake & Palmer	66	6%	6%
You're All I've Got Tonight	Cars	66	5%	9%
Up On Cripple Creek	Band	65	4%	18%
Only Wanna Be With You	Hootie & The Blowfish	65	12%	0%
Let It Ride	Bachman-Turner OD	65	3%	15%
Down In A Hole	Alice In Chains	65	3%	31%
Hold My Hand	Hootie & The Blowfish	65	13%	4%

### PROBLEM SONGS

Big Time	Gabriel, Peter	58	12%	8%
No Alibis	Clapton, Eric	58	3%	27%
The Load-Out	Browne, Jackson	58	6%	23%
People Are People	Depeche Mode	58	5%	21%
Good Thing	Fine Young Cannibals	58	3%	10%
There's Only One ...	Hagar, Sammy	58	6%	9%
Sold Me Down The River	Alarm	57	3%	27%
In My Dreams	Dokken	56	6%	21%
Tuesday Afternoon	Moody Blues	56	5%	9%
I Lie In The Bed I Make	Brother Cane	56	1%	45%
Lie To Me	Lang, Jonny	56	4%	32%
Every Time I Think Of You	Babys	55	4%	26%
The One Thing	Inxs	54	5%	24%
Black Gold	Soul Asylum	54	3%	28%
Steppin' Out	Jackson, Joe	54	8%	8%
Victim Of Love	Eagles	54	6%	9%
I Don't Like Mondays	Boomtown Rats	53	4%	28%
The Dope Show	Manson, Marilyn	52	3%	6%
If I Wanted To	Etheridge, Melissa	52	6%	24%
Children Of The Sun	Thorpe, Billy	52	3%	38%
Promises	Clapton, Eric	51	1%	24%
Marrakesh Express	Crosby, Stills & Nash	50	6%	15%
Heard It In A Love Song	Marshall Tucker Band	49	10%	18%
Going Up The Country	Canned Heat	48	6%	9%
Blue Sky	Allman Brothers Band	48	3%	35%
Breakdown	Alan Parsons Project	45	0%	41%

Source: ©2000, Kelly Music Research, Inc.



by Jack Messmer

## Citadel pays \$176M for Bloomington

Citadel Communications (O:CITC) has a deal to buy Bloomington Broadcasting for \$176M cash. The deal gives Citadel 20 stations in five new mid-size markets. President/CEO **Ken Maness**, Exec. VP **Bill McElveen** and four other Bloomington manag-

ers bought out founder **Timothy Ives** in 1998 for \$66.8M, backed by M/C Partners and First Union's Communications Group (*RBR* 3/2/98, p. 3). Since then, they have also added three stations to the group.

Maness will be joining Citadel in an as-yet-to-be-specified executive position. "We haven't gotten much beyond that to determine what he (Wilson) would like me to do," Maness told *RBR*.

Shortly after announcing the purchase, Citadel filed to sell 7.5M shares of stock.

Having prepared for an IPO—an idea which was dropped late last year—Bloomington had all of its financial figures in order and ready for Citadel to file at the SEC. For all of 1998, Bloomington had net revenues of \$26.5M. For the first nine months of 1999, Bloomington

had net revenues of \$23.3M, up from \$21.8M a year earlier.

"We tried the IPO route and we didn't make it to the finish line with all of the participants," Maness noted of his company's efforts last year to merge with Centennial and Sunburst for the trip to Wall Street. "This may actually be a better alternative for us in the long run," he added. Broker: First Union Securities

### The stations joining Citadel:

Grand Rapids, MI: WBBL-AM, WKLQ-FM, WLAV-FM & WODJ-FM

Columbia, SC: WISW-AM, WOMG-FM, WTCB-FM & WLXC-FM

Johnson City-Kingsport, TN-Bristol, VA: WGOA-AM, WJWC-AM, WKIN-AM, WKOS-FM & WQUT-FM

Chattanooga, TN: WGOW-AM & FM, WOGT-FM & WSKZ-FM

Bloomington, IL: WJBC-AM, WBNQ-FM & WBWN-FM

## Beasley bags one in Beantown

Beasley Broadcast Group is entering the Boston market in an unusual way. It's buying a standalone time-brokered Spanish station, WRCA-AM for \$6M. The seller is **Peter Arpin's** Add Radio Group. The acquisition isn't completely from out of left field—Beasley has a Spanish AM in its Philadelphia cluster and a pending acquisition for its Miami superduopoly is a time-brokered Haitian AM. Broker: **Mike Bergner**, Bergner & Co.

**RBR observation:** **George Beasley** has shown a willingness to buy stations where he saw upside, regardless of format or market size. Thus, he has a group that includes not only big market cash flow monsters, such as Country WXTU-FM Philadelphia and Sports WQAM-AM Miami, but also small market dominators, such as Country WKML-FM Fayetteville, NC, and unique niche plays, such as Spanish WTEL-AM Philadelphia. Can Wall Street appreciate such a diverse mix? We should find out soon, with Beasley's IPO due to price as soon as this week.

## Regent IPO price: \$8.50

Regent Communications (O:RGCI) priced its IPO at the upper end of its expected range—\$8.50 per share. The offering was also increased to 16M shares from the previously planned 13.35M, so the company's stock sale totaled \$136M before deducting offering costs. The stock closed at \$12 for its first day of trading (1/25). Underwriters: Prudential Securities, Morgan Stanley Dean Witter, Schroder & Co.

## Spring Broadcasting of Connecticut, LLC

*has closed on its purchase of radio station*

### WVVE-FM

*New London, Connecticut*

*from*

## Shoreline Communications, Inc.

*for*

### \$3.5 Million

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## SoCal simulcast nets \$75M

Yet another Spanish radio group is entering the nation's largest Hispanic market, Los Angeles. Dallas-based Rodriguez Communications, headed by CEO **Marcos Rodriguez** and Pres. **Chuck Brooks**, is paying \$75M for Chagal Communications' 93.5 mHz simulcast on KFOX-FM Redondo Beach-LA and KREA-FM Ontario, CA, in the adjacent Riverside-San Bernardino market. Chagal, headed by **Jack Siegal**, recently sold its only other stations, in Honolulu, to Salem (O:SALM, RBR 9/20/99, p. 12).

## Emmis buys LA Magazine

Emmis Communications (O:EMMS) is increasing its stable of local magazines with a deal to buy *Los Angeles Magazine* from Disney (N:DIS), as the beleaguered Disney continues to spin-off non-core assets. Terms of the deal were not immediately disclosed. *Los Angeles Magazine* has a monthly paid circulation of 183,373. Emmis CEO **Jeff Smulyan** noted that the acquisition will fit well with the company's KPWR-FM LA.

"Our primary focus continues to be radio, but we will capitalize on developing opportunities in other areas to improve our position and acquire strong properties," he said.

## Disney tops estimates

**Michael Eisner** finally had good news to report to shareholders. Disney (N:DIS) saw revenues rise 5% to \$6.8B for its fiscal Q1 which ended 12/31/99. Net income rose 7% to \$515M. (Both figures exclude Disney's Go.com Internet venture, whose financial figures are still being calculated.)

Broadcasting was the big gainer, with ABC-TV's "Who Wants to be a Millionaire" helping to boost Disney's Media Networks division revenues by 19% to \$2.7B and operating income by 73% to \$642M. The company noted that radio revenues were also up.

"Let's not count our chickens before they are hatched," Eisner warned in a conference call with analysts, although he welcomed the opportunity to report an up quarter. CEO

Eisner also announced that ABC President **Bob Iger** had been promoted to President of the parent company, making him officially number two at Disney behind Eisner.

## Radio guys buy Village Voice

**Mike Craven** and **Jim Thompson** are leading an investment group which is acquiring New York's *Village Voice* and six other alternative newspapers. Terms weren't disclosed, but the group said annual revenues of

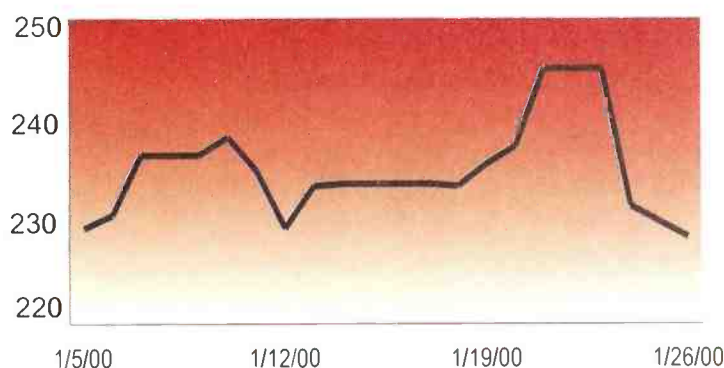
the seven newspapers total \$90M. The other publications are *LA Weekly*, *Orange County Weekly*, *Seattle Weekly*, *Minneapolis-St. Paul City Pages*, *Cleveland Free Times* and *Nashville Times*. Craven and Thompson will be on the board of directors and work on formation of Village Voice New Media's operations, particularly regarding the Internet. Joining the two broadcasters in the investment group are the Private Equity Group of Weiss, Peck & Greer and CIBC's Trimaran Fund II.

## The Radio Index™

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# TRANSACTION DIGEST

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.

**\$120,500,000 WVFN-AM, WJIM-AM & FM, WMMQ-FM, WFMK-FM & WTL-FM** Lansing MI (Lansing-East Lansing MI), **WHNN-FM & WTCF-FM** Saginaw-Bay City MI (Bay City-Carrollton MI) and **WFBE-FM** Flint MI from Liggett Broadcast Inc. and various subsidiaries (Robert Liggett Jr. 100%, except that James Jenson owns 20% of WFBE) to Citadel Broadcasting Co. (Larry Wilson), a subsidiary of Citadel Communications. \$6M letter of credit as escrow, 200K shares of Citadel common stock (valued at approximately \$10.15M at 12/3/99 price), approximately \$110.35M in cash, of which \$12M is allocated to WFBE. Existing **superduopoly** in Lansing. Creates **superduopoly** in Saginaw-Bay City with WSGW-AM, WKQZ-FM, WYLZ-FM, WIOG-FM, WILZ-FM & WGER-FM. Note: WFBE also overlaps many of the Saginaw-Bay City stations, but no more than five FMs overlap at any point. 52 stations in market.

**\$1,450,000 WEUC-AM** Ponce PR from Pontifical Catholic University of P.R. Service Association (Jose Morales, pres.) to El Mundo Broadcasting Corp. (Argentina Hills, sole voting trustee of Fundacion Angel Ramos). \$1.45M cash. Note: No contour overlap with WKAQ-AM & FM San Juan PR or WUKQ-FM Mayaguez PR.

**\$500,000 WVOL-AM** Nashville (Berry Hill TN) from Phoenix of Nashville Inc. (Lew

Dickey Jr.) to Heidelberg Broadcasting LLC (John Heidelberg). Transfer as partial payment for Heidelberg's 12.5% interest in an FM CP for Goodlettsville TN (total payment is \$12.25M). The contract states that the agreed value of WVOL-AM is \$500K.

**\$475,000 KATK-AM & FM** Carlsbad NM from Radio Carlsbad Inc. (Steven Swayze) to Stubbs Broadcasting Company Inc. (Donald & Dianna Stubbs). \$25K escrow, \$325K (less escrow) in cash at closing, \$150K note.

**\$203,018 WPDQ-FM** Monmouth-Ocean NJ (Freehold Township NJ) from Faith Broadcasters Inc. (Andrew Stamat) to Lazarus Elias Foundation Inc. (Bonnie Stamat). \$10 cash, assumption of debts totaling \$203,008.

**\$175,000 KIQQ-AM** Barstow CA from Kenneth B. Orchard to Moon Broadcasting Barstow LLC (Abel, Arelia, Abel A., Krystina, Alejandro & Yesenia de Luna). \$10K downpayment, balance in cash at closing.

**\$150,000 KBVC-FM** Buena Vista CO from Rocky Mountain Media Ltd. (Riley Murphy) to Headwaters Media LLC (Kimberly & Andrew Johnson). \$15K escrow, balance in cash at closing. Broker: McCoy Broadcast Brokerage

**\$70,000 KNWJ-FM** Leone, American Samoa from Harnack Engineering Inc. (Kirk Harnack) to Showers of Blessings Radio (Rev. Gary Sword). \$10K downpayment, \$60K note.

**\$40,000 WKVN-AM** Quebradillas PR from Aureo A. Matos to Concilio Mision Cristiana Fuente de Agua Viva Inc. (Rodolfo Font Ruiz, Luis E. Rosado Roman, William Encarnacion). \$40K cash.

**\$32,500 WSQV-AM** Berwick PA from Heritage Broadcasting Inc. (Michael Bart) to FBS Wireless Corp. (Kevin Fennessy, JoAnn Gernershausen, Robert Butts). \$10K escrow, additional \$5K escrow, \$17.5K note. Note: This station is dark. Broker: Ray Rosenblum

**N/A KAHA-FM CP** (105.9 MHz)-Honolulu, 75% voting/63.4% equity interest in Kasa Moku Ka Pawa Broadcasting Inc. from Edward Tilton Jr. (12.5% voting/10.5% equity thereafter) and Jacqueline Rossetti (12.5% voting/10.5% equity thereafter) to CVCG Partners LP (Walter Ulloa, Kenneth Polin, Richard & Barbara DeWitt). New investors added by oral agreement to build this new station.



# BROADCAST INVESTMENTS™

Jan 26—RBR Stock Index 2000

Company	Symbol	01/19 close	01/26 close	Net chg	Pct chg	01/26 vol	Company	Symbol	01/19 close	01/26 close	Net chg	Pct chg	01/26 vol
Ackerley	N:AK	18.938	17.000	-1.938	-10.23%	16500	Hearst-Argyle	N:HTV	26.375	25.438	-0.937	-3.55%	15400
Alliance Bcg.	O:RADO	0.156	0.200	0.044	28.21%	21000	Hispanic Bcg.	O:HBCCA	101.688	106.375	4.687	4.61%	72000
Am. Comm. Ent.	O:ACEN	2.500	2.938	0.438	17.52%	50000	Infinity	N:INF	36.313	35.313	-1.000	-2.75%	1270600
Am. Tower	N:AMT	39.000	39.750	0.750	1.92%	489700	Interep	O:IREP	12.563	14.250	1.687	13.43%	26500
AMFM Inc.	N:AFM	81.313	79.313	-2.000	-2.46%	922100	Jeff-Pilot	N:JP	62.875	60.313	-2.562	-4.07%	431500
Belo Corp.	N:BLC	17.188	15.938	-1.250	-7.27%	285100	Launch Media	O:LAUN	16.125	21.000	4.875	30.23%	191200
Big City Radio	A:YFM	8.375	8.125	-0.250	-2.99%	2900	NBG Radio Nets	O:NSBD	2.813	2.750	-0.063	-2.24%	22300
CBS Corp.	N:CBS	60.625	62.250	1.625	2.68%	1988000	New York Times	N:NYT	44.813	46.625	1.812	4.04%	727300
Ceridian	N:CEN	17.438	16.000	-1.438	-8.25%	1112200	Pinnacle Hldgs.	O:BIGT	42.875	43.750	0.875	2.04%	261800
Cir.Rsch.Labs	O:CRLI	2.375	2.375	0.000	0.00%	0	PopMail.com	O:POPM	4.250	4.125	-0.125	-2.94%	445700
Citadel	O:CITC	54.250	52.438	-1.812	-3.34%	91400	Radio One	O:ROIA	87.000	81.250	-5.750	-6.61%	197100
Clear Channel	N:CCU	91.938	88.625	-3.313	-3.60%	1480600	Radio Unica	O:UNCA	27.000	25.000	-2.000	-7.41%	15800
Cox Radio	N:CXR	90.250	91.750	1.500	1.66%	8400	RealNetworks	O:RNWK	153.813	169.875	16.062	10.44%	4154900
Crown Castle	O:TWR	30.000	34.000	4.000	13.33%	1347700	Regent	O:RGCI	8.500	12.000	3.500	41.18%	800
Cumulus	O:CMLS	47.625	48.250	0.625	1.31%	125500	Saga Commun.	A:SGA	19.063	21.875	2.812	14.75%	6400
DG Systems	O:DGIT	7.938	7.875	-0.063	-0.79%	98700	Salem Comm.	O:SALM	18.500	18.000	-0.500	-2.70%	102600
Disney	N:DIS	34.750	36.500	1.750	5.04%	10106400	Sirius Sat. Radio	O:CDRD	46.750	47.250	0.500	1.07%	363200
Emmis	O:EMMS	106.000	104.984	-1.016	-0.96%	111500	Spanish Bcg.	O:SBSA	34.125	34.000	-0.125	-0.37%	343400
Entercom	N:ETM	63.563	62.000	-1.563	-2.46%	89400	SpectraSite	O:SITE	18.313	19.500	1.187	6.48%	632800
First Entertain.	O:FTET	1.040	1.656	0.616	59.23%	800	SportsLine USA	O:SPLN	40.188	39.313	-0.875	-2.18%	199700
Fisher	O:FSCI	58.000	57.000	-1.000	-1.72%	2400	TM Century	O:TMCI	0.750	0.750	0.000	0.00%	0
FTM Media	O:FTMM	11.500	11.000	-0.500	-4.35%	800	Triangle	O:GAAY	0.034	0.034	0.000	0.00%	124000
Gaylord	N:GET	30.375	28.375	-2.000	-6.58%	22000	Tribune	N:TRB	50.125	43.563	-6.562	-13.09%	1180700
Gentner	O:GTNR	14.438	13.563	-0.875	-6.06%	27100	WarpRadio.com	O:WRPR	3.500	4.500	1.000	28.57%	1800
Global Media	O:GLMC	5.188	7.125	1.937	37.34%	214300	Westwood One	N:WON	71.438	69.125	-2.313	-3.24%	87900
Harman Intl.	N:HAR	56.125	61.813	5.688	10.13%	174500	WinStar Comm.	O:WCII	81.875	74.500	-7.375	-9.01%	696400
Harris Corp.	N:HRS	27.750	32.000	4.250	15.32%	1001700	XM Satellite	O:XMSR	35.500	32.375	-3.125	-8.80%	5681500

## Saperstein shuffles shares

Metro Networks founder **David Saperstein** has been enjoying some of the fruits of his labors after selling the company to Westwood One (N:WON) in a \$900M stock swap (*RBR* 6/7/99, p. 12). According to an SEC filing, Saperstein sold a bit over \$80M worth of WW1 stock in October and transferred 3.8M shares to pay off a loan from Metro. He also converted some preferred shares to common and still holds a 12.3% stake in WW1, of which he is a director.

Saperstein may be wishing he'd waited a bit longer to take some profits. The October sales of WW1 stock were at \$37.50 per share. Since then, the stock price has nearly doubled in a little over three months.

Oh well, Saperstein's remaining stake has gone from \$290M to \$552M in value, so his investment portfolio isn't doing too badly.

## Analyst sees strong dot-com spending

In a research report to clients, Robertson Stephens analyst **Bill Meyers** projected that New Media advertising on radio for 1999 will come in at \$500M to \$600M, a five-fold increase from 1998. As recently as October, he had been expecting \$350M to \$400M.

"Radio currently accounts for 14% of off-line New Media advertising," Meyers wrote. "That compares with radio's 7.5-8% share of total advertising expenditures."

## XM sells more stock

An add-on offering of 4M shares of stock by XM Satellite Radio (O:XMSR) was priced at \$32. The company also sold 2M shares of convertible preferred stock at \$40 each. In all, that's \$208M before offering expenses. **Underwriters:** Donaldson, Lufkin & Jenrette, Bear Stearns & Co., Banc of America Securities, Salomon Smith Barney, Unterberg Towbin

## Tribune year up 18%

Tribune Co. (N:TRB) said its net income rose 18% to \$415M for 1999, as CEO **John Madigan** noted that oper-

ating cash flow margins increased again for the company's media businesses.

For the broadcasting and entertainment sector, operating revenues rose 13% to a record \$1.3B, largely because of a 15% gain for Tribune's TV group. The sector's operating profit gained 19% to a record \$379M, with TV up 20%.

## Why not Death.com?

In what may be the strangest dot-com investment yet by a media company, Tribune (N:TRB) announced that its Tribune Ventures investment unit had taken a stake in Legacy.com. The Internet site, which has been in operation since 1998 (formerly ObitDetails LLC) provides services to more than 500 funeral homes, including permanent online memorials, funeral service time and location information, how to make charitable memorials and information on local florists. In addition, the site has links to the obituary sections of more than 1,000 newspapers.

**RBR observation:** Talk about a guaranteed growth market! What's next? Taxes.com?



EMMIS COMMUNICATIONS: WQHT-FM - New York WRKS-FM - New York WQCD-FM - New York KPWR-FM - Los Angeles WKQX-FM - Chicago  
 KSHE-FM - St. Louis WXTM-FM - St. Louis WKKX-FM - St. Louis WNAP-FM - Indianapolis WENS-FM - Indianapolis WTLC-FM - Indianapolis WIBC-  
 AM - Indianapolis WTLC-AM - Indianapolis WTHI-FM - Terre Haute, IN WWWR-FM - Terre Haute, IN WTHI-AM - Terre Haute, IN WCGA - WCGA-  
 AM - St. Simons Island, GA **Businessstalkradio.net** - Palm Beach Gardens, FL CU RADIO GROUP: WGKC-FM - Urbana, IL WQQB-FM - Urbana, IL  
 WEBX-FM - Urbana, IL WZNF-FM - Urbana, IL KCLW - KCLW-AM - Houston, TX FIRST FAMILY BROADCASTING: WERT-AM - Van Wert, OH  
 WKSD-FM - Van Wert, OH KMJI - KMJI-FM - Texarkana, TX PARSONS BROADCASTING GROUP: KTTN-FM - Trenton, MO KTTN-AM - Trenton, MO KGOZ-  
 FM - Trenton, MO - KULH-FM - Trenton, MO JON COPY ENTERPRISES, INC.: WYXE-AM - Gallatin, TN BARABOO BROADCASTING  
 CORPORATION: WRPQ-AM - Baraboo, WI WJZZ-AM - Baraboo, WI KARX - Amarillo, TX - KPUR-AM/FM - Amarillo,  
 TX KZRK-AM/FM - Amarillo, TX WLKE - WLKE-FM - Ellsworth, ME WJRZ-AM/FM - Manahawkin, NJ KSWG - KSWG-FM - Wickenburg,  
 AZ WLGC - WLGC-AM/FM - Greenup, KY WRFP - WRFP-AM - Cantonment, FL KAFC - KAFC-FM - Anchorage, AK KWAB - KWAB-AM -  
 Boulder, CO WXIN - WXIN-FM - Providence, RI KBEL - KBEL-AM/FM - Idabel, OK McMURRAY COMMUNICATIONS: KXKQ-FM - Safford, AZ  
 KWRQ-FM - Safford, AZ KATQ - KATQ-AM - Southfield, MI WYBY - WYBY-FM - Big Rapids, MI KONP/KIKN - KONP-AM - Port Angeles, WA KIKN-AM - Port  
 Angeles, WA GREATER MEDIA: WCSX-FM - Southfield, MI WRZR - WRZR-AM - Wayne, IN WGRV-FM - Detroit, MI SIMPLY STATED, INC. - Bradenton, FL  
 THE CASPER CITRON PROGRAM - New York, NY McCLAIN BROADCASTING: WFAI-FM - Fayetteville, NC WFAI-FM - Fayetteville, NC BLUE CHIP  
 BROADCASTING (partial group): WING-AM - Dayton, OH WGTZ-FM - Dayton, OH GLOBAL SPORTS NETWORK  
 (Syndications/Network): Dallas - Atlanta - Orlando - Sacramento - Victoria, TX KAJI-FM - Victoria, TX KBZS-AM - San Francisco  
 CARLSON COMMUNICATION GROUP: KKDS-AM - Salt Lake City Moab, UT KRJC-FM - Elks, NV KTSN-AM - Elks, NV  
 ALEXANDER BROADCASTING: WLIR - New York LCY - LCY-AM - Salt Lake City WGRA - Cairo, GA WSLE - Cairo, GA TRUMPER  
 COMMUNICATIONS: KOSY-FM - Salt Lake City KISN-FM - Salt Lake City KPAR-FM - Salt Lake City KUSH - KUSH-AM  
 - Cushing, OK GRANDE BROADCASTING: KTDR-FM - Del Rio, TX WECR - WECR AM/FM - Newland, NC KXRQ -  
 KXRQ-FM - Vernal, UT KQQA - KQQA-AM - Austin, TX DICK BROADCASTING: WKRR-FM - Greensboro, NC WZKL-FM - Greensboro, NC WGF-  
 FM - Nashville, TN WKDF-FM - Nashville, TN WADI-AM - Birmingham, AL WJOX-AM - Birmingham, AL WRAX-FM - Birmingham, AL WYSF-FM -  
 Birmingham, AL WZRR-FM - Birmingham, AL WIVK-FM - Knoxville, TN WNOX-AM - Knoxville, TN WNOX-FM - Knoxville, TN WOKI-FM - Knoxville,  
 TN WSMJ-FM - Knoxville, TN LIGGETT BROADCASTING GROUP: WFMK-FM - Lansing, MI WJIM-AM/FM - Lansing, MI WHNN-FM - Bay City/Flint,  
 MI WITL-FM - Lansing, MI WMMQ-FM - Lansing, MI WVFN-AM - Lansing, MI WFBE-FM - Flint, MI WILLOW FARM, INC.: WNSH-AM - Beverly, MA  
 WMVU-AM - Nashua, NH WDFP-AM - Taunton, MA WNEI-AM - Woonsocket, RI WIMSX-AM - Brockton, MA WGAN-AM - Gardner, MA RESORT  
 RADIO SYSTEMS: WSTU-AM - Stuart, FL KPTZ-AM/FM - Appleton/Oshkosh, WI SCONNIX BROADCASTING: KIMX-FM - Quad Cities KUUL-  
 FM - Quad Cities WLLR-FM - Quad Cities KQQQ-FM - Quad Cities WUPA-AM - Quad Cities WCP-AM - Quad Cities WHTS-FM - Quad Cities WKBF-  
 AM - Quad Cities

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