

RADIO BUSINESS REPORT™

VOICE OF THE RADIO BROADCASTING INDUSTRY®

RADIO NEWS

CBS, Westwood are "One" 3
 The merger that had to happen: Westwood One will handle sales and marketing for CBS Radio Networks. The deal will vault WW1 ahead of ABC Radio Networks.

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 Las Vegas Hilton during NAB.



RBR's exclusive interview with retiring FCC Commissioner, Jim Quello, p.10.

"If the Lord took the FCC Chairman's job, he'd be crucified by either Congress or the Courts."

Wednesday at 12 19/32 with 2,158,800 shares traded.

Radio broadcasters have nothing to fear, said CD Radio Chairman **David Margolese**, who told *RBR*: "This is pay radio. It's different. Even if we take a piece of their pie, so what? Competition is not a dirty word."

Both companies plan to offer subscription music services aimed at people in their cars or other vehicles for \$5 to \$10 a month.

CD Radio plans to be up by the second half of 1999, offering 50 channels of mostly commercial-free music. "We're going to do for radio what cable did for TV," said Margolese.

Lon Levin, VP, American Mobile Satellite said in at least three years, his company is set to offer at least 25 channels of news, sports and music.

The companies outbid Digital Satellite Broadcasting and Primosphere for the licenses.

RBR observation: The FCC is allowing licensees flexibility to use the DARS spectrum to offer other services, such as data transmission and that has big buck potential.

In case you were wondering about

Pacing steady; May holds promise

Radio pacing is holding steady with last year's pace, according to the latest *RBR*/Miller Kaplan Forward Pacing Report. The good news is that May, a significant month in radio's overall performance report card, is 65.1% sold as of April 1, compared to last year's 61.2%. According to Miller, Kaplan's **George Nadel-Rivin**, the month of May has contributed in excess of 10% of total radio revenues throughout the '90s.

the size of that dish that goes on the car: It's smaller than your hand. Ain't technology grand?!

B'cast liquor ads: all talk, no action

President **Bill Clinton** renewed his call for FCC action on broadcast liquor ads. Clinton wants the FCC to study the ramifications of the liquor industry's decision late last year to end its voluntary ban on radio and TV advertising. FCC Chairman **Reed**

RBR/Miller Kaplan Market sell-out percentage report

	1997	1996
Apr. 1	74.2%	75.5%
May	65.1%	61.2%
June	41.8%	41.7%

Hundt applauded the action, while NAB President/CEO **Eddie Fritts** says all the rhetoric is much ado about nothing, since most radio and TV groups don't air the ads. Distilled Spirits Council of the U.S. President/CEO **Fred Meister** repeated that hard liquor should not be singled out. They want beer and wine in on talks too.

The FCC has been deadlocked two-two on the issue of broadcast liquor ads with **Hundt** and **Susan Ness** favoring an inquiry and Commissioners **Jim Quello** and **Rachelle Chong** dissenting. The new push hasn't changed that. Last week Quello said liquor advertising "is a legal and factual no-man's land—one that only Congress can effectively cross."

FCC grants CBS, Cox waivers

The FCC has approved a temporary waiver of its one-to-a-market rule to allow CBS to buy WHFS-FM Annapolis (Washington-Baltimore). The waiver is for six months, starting from when the FCC issues an order in its pending TV ownership rulemaking. CBS also owns eight radio stations in both Washington and Baltimore and WJZ-TV Baltimore.

The FCC also approved temporary waivers for the Cox-NewCity deal to go through (*RBR* 3/31, p.2). The company gets a temporary waiver of the one-to-a-market rule to allow common ownership of Orlando's WFTV-TV, WHOO-AM, WMMO-FM, WHTQ-FM, WDBO-AM, WWKA-FM and WZKD-FM and WCFB-FM Daytona Beach. The waiver is subject to the outcome of the pending attribution rulemaking. The company also received another temporary waiver of the one-to-a-market rule to allow common ownership of WSB-TV Atlanta

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Radio and outdoor: a perfect media mix

"Scarborough helped us find the right media mix for a regional Ohio HMO client. We found out that radio listenership was strong in our client's region for the younger target demos the HMO was trying to reach. We even found out what highways they traveled. Based on this, we did a radio and outdoor schedule. People lit up the switchboards responding to the radio/billboard combo. Scarborough allowed us to really refine our schedule."

*Tom Martin, Ira Thomas Associates,
Youngstown, OH*

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KIIS



FM 102.7

January 28, 1997

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Wayne, PA 19087

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With over a half million dollars in new business directly related to the jingles, we're extremely pleased with our results so far and excited to offer the jingles as one of 102.7 KIIS-FM's tools for delivering the most value to Los Angeles advertisers.

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Steve Sullivan
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Congratulations to the following Nationwide Communications Inc. Gold Eagle Award recipients for outstanding sales performance:

Stephen Dinjar, KHMx-FM, Houston
Maggie Chudik, WNCI-FM, Columbus
Ann Hatfield, WCOL-FM, Columbus



and WJZF-FM La Grange, GA. The newspaper-radio cross-ownership rule also was temporarily waived to allow common ownership of WJZF-FM La Grange and the *Atlanta Journal* and the *Atlanta Constitution*.

Media Audit checks out ✓✓

It's official. As first reported in *RBR* (3/17, p. 4) Media Audit has received the coveted EMRC double check marks for its qualitative service in 82 markets. It's the first local market qualitative service to receive EMRC accreditation, beating Arbitron's Scarborough and Qualitative Diary services to the punch. Media Audit subscribers number 910 agencies and advertisers and 747 radio stations.

Web tunes becoming licensed

As more radio stations develop Internet sites to market themselves, music licensing organizations ASCAP and BMI are taking notice.

"Music copyright law extends to the web. It's a performance no matter where it takes place," said **Neal Friedman**, broadcast and Internet attorney at Pepper & Corazzini. "A lot of people think their ASCAP or BMI license extends to the Internet. It doesn't."

About 195 radio stations are "streaming" or playing live music on the web, and more than 2,000 stations have websites, according to BRS Radio/Intervox Communications.

ASCAP and BMI have experimental year-long blanket agreements that cover music played on web sites. ASCAP has licensed about 100 websites so far. The minimum fee is \$500/year.

BMI doesn't yet know what it's going to charge for its radio music web licenses. For now, it's asking stations to write a letter saying they use BMI music on their website and that's enough to cover them. BMI and the Radio Music License Committee plan to talk about negotiating a price for stations at the NAB.

Sat wars! Digital delivery takes flight

More and more syndicators are making deals to deliver their long-form programming on the bird.

- Keystone Communications Corp. has signed a long-term agreement to deliver SW Networks' Classical 24-hour format.
- MUSICAM EXPRESS and StarGuide Digital Networks will deliver "Delilah," Broadcast Programming's first syndicated radio program; Bloomberg Radio News; Westwood One's (part owner in MUSICAM with CBS and StarGuide Digital) MTV Radio Network, the SPIN Radio Network, and "Last Night On Tonight With **Jay Leno**."

News Analysis

Streaming technologies: Game over?

When audio streaming technologies were unleashed on the Web in Fall 1995, it gave rise to a whole new breed of broadcasters called "webcasters." So far, the vast majority of webcasters use a technology from Progressive Networks called RealAudio to simulcast broadcast content on the Internet, even though Xing Technology's Streamworks came on the market at just about the same time (RBR 9/11/95, p. 2)

While Progressive Networks seems to have market dominance, even they regard the game as far from over. "We may be the share leader, but this is still very early in the evolution of media on the Internet. There are still thousands of radio and TV stations—there's a lot of room to grow," said **Brett Goodwin**, Group Product Manager/Applications, Progressive Networks.

One reason for Goodwin's caution could be that Microsoft (the 800 pound gorilla of the software biz) has aligned

itself with a third platform. Telos Systems, a broadcast equipment manufacturer, introduced its AudioActive hardware and software in October 1996. The AudioActive compression technology is part of Microsoft's NetShow 2.0, a streaming media service for delivering on-demand and live multimedia content over the Internet. It also works with Macromedia Shockwave. "As with any technology, the first thing is, 'hey, it works,' and there is usually one that predominates and then tastes develop," said **Steve Church**, President, Telos Systems.

Now there are two camps. Those around Microsoft and those around Progressive Networks' RealAudio. Microsoft's NetShow Product Manager, **Shannon Perdue**, while admitting that RealAudio is the market leader, adds that "through bundling, our client is out there; we have the distribution and we're only going to grow it." If, for instance, AudioActive is bundled with Windows 97, the new Telos technology could equal RealAudio's player penetration of 15 million users at a single stroke.

Another big question mark is how audio (and its video counterpart) tech-

nologies evolve. All it takes is one better mousetrap to obliterate any of the existing technologies. "The early joke was that it was 'real awful,'" said Church. "The newer generation is much better. On a 28.8 modem now, there's no fading in and out; it sounds like an AM station. On faster connections, such as ISDN, it's boom box FM quality."

The final arbiter is the consumer, who wants what any radio listener wants: push button, no cost, high quality audio. "It won't matter to the consumer what you use to get the audio; it'll be just like a television or radio set," said **Peggy Miles**, President Intervox Communications.

—Katy Bachman

Streaming Technologies

Technology	# Stations	% Stations
RealAudio	341	90.70%
StreamWorks	31	8.20%
AudioActive	3	0.80%
Netscape Media	1	0.30%
TOTAL	376	

Source: BRS Radio/Intervox Communications

Out to launch: Four new programs into syndication

- Sports Byline is going Hispanic with *Deportes Byline Americas*, the first Spanish-language Sports Talk network program. The show, which kicks off today, will feature prominent Hispanic athletes and listener phone calls. It airs M-F, 10P-1A EST.
- Douglas Broadcasting, owner of several large-market AM stations, and Burns Media Strategies are launching the *Psychic Radio Network*, a daily six-hour block of live call-in programming which kicks off tomorrow.
- Westwood One will launch "The **Adriane Berg** Show," a financial, legal and real estate advice show, on April 26. The three hour, weekend national talk show will be different from Berg's regular show on WABC-AM New York.
- Broadcast Programming is marketing its first live show, after quietly acquiring "Delilah After Dark" several weeks ago from Astro Communications. Host **Delilah Rene** has relocated from Rochester to BP's Seattle studios and the show's name has been shortened to "Delilah." MediaAmerica is repping the bartered offering.

4/7/97 RBR

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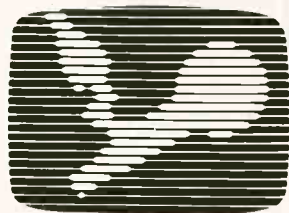
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Market Profile

by Dave Seyler

Las Vegas: Battle of the big dogs; many stations unmated

Forget about the latest big-time Vegas boxing match. Watching ARS and Jacor go toe-to-toe for market leadership will be much more interesting. ARS has the inside track at the moment, but Jacor isn't far behind, and nobody else is even close.

Las Vegas has been one of the classic over-radioed markets, although this may be a rare case where the population catches up to the number of signals. Back in Spring 1992 the market was rated 60th with a 12+ population of 661,700. Today it holds down the 45th slot with 905,500 teens and up. This is not to mention the thousands upon thousands of transients in town at any given moment (there is even an AM station, KXNO, which beams the virtues of various Las Vegas tourist establishments to those tooling into town on the highway from Los Angeles—it may not generate ratings but it certainly generates revenue). Revenue growth (up 14.5%) is going hand-in-hand

with population growth—per BIA, only two top-100 markets enjoyed more robust gains in billings last year.

RBR observation: Las Vegas is certainly ripe for further consolidation. Elementary school math is all one needs to extrapolate two owners moving into the ARS/Jacor tier. But who will they be? Lotus was one of the most active groups in the first year of dereg, doubling up quickly in some of its markets and spinning off other, smaller markets. Since then the group seemed content to perch on the sidelines, but showed signs of renewed trading activity last year. Maybe Las Vegas will be a good place for Lotus's first superduop. Also of interest is the October '96 deal for KKLZ-FM, which signaled the re-entry of Apogee into the ranks of radio ownership. Also, **Allen Shaw's** new Centennial group just announced buys of KQOL & KJUL.

Owner Scorecard

Owner	Calls	Sp92	Owner	Calls	Fa96
Bcst Assocs	KFMS AF/EYV	9.1	ARS	KLUC/MXB/VEG /XNO/XTE/MZQ	25.8 49.3
Commonwlth	KMZQ-FM	8.5	Jacor	KSNE/KWNR/KFMS/KBGO	21.2 38.9
Nationwide	KLUC AF	8.2	Lotus	KOMP/KXPT/KORK/KENO	8.9 22.0
Lotus	KENO/KOMP	7.0	*AZ Radio	KJUL-FM	7.0 13.9
Parker	KXTZ-FM	6.5	Tobin	KEDG-FM	5.0 14.3
Wescom	KRLV-FM	6.2	*AmerGen	KQOL-FM	4.7 12.7
Anchormedia	KORK/KYRK	6.1	Apogee	KKLZ-FM	4.2 11.2
Wind Point	KMTW/KKLZ	5.5	Radio NV	KDWN	3.6 6.9
Radio NV	KDWN	4.8	New Heffel	KLSQ	1.9 4.2
SW Radio	KWNR-FM	4.7	Compass	KVBC-FM	1.8 6.3
Americom	KFBI-FM	4.0	KNEWS	KNUU	1.3 4.0
Carrigan	KJUL-FM	3.4	S&R	KDOL	1.1 3.0
Tobin	KEDG-FM	3.0			
CAT	KNUU	2.6			
Rock/Roll	KRRI-FM	1.4			
S&R	KDOL	1.3			

*note pending sales to Centennial

Market Stats

Arb rank:	45
12+ pop	905,500
% Black	8.5
% Hispanic	12.6

Local Duopoly Dimensions

Radio stations	25
% Superduopoly	40.0
% Consolidated	64.0

1997 Revenues estimates:

Radio:	\$44.2M
TV:	94.6M
Newspaper*:	55.0M
(*Las Vegas Review-Journal)	

Sources: Arbitron, BIA, RBR Source Guide database

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Prophet Systems has expanded to better serve our customers. Here are just some of the things you will notice—

AGGRESSIVE - Aggressive pricing and delivery schedules for 1997
New changes in hardware prices and configurations enable us to be very aggressive in pricing both the CFS and XPS systems.

HARDWARE - We continue to expand our approved hardware list as hardware becomes more stable industry-wide. Ask us about using your own hardware.

SALES - More sales people and a Sales Manager!
Our Sales Manager will make sure your account gets the attention you deserve. And with a larger sales staff we will respond quickly to your needs.

SALES SUPPORT - Pre-Sales Engineering Support
More support! We have added a broadcast engineer with 15 years of experience to our staff to help your engineer configure the system.

EXPANDED - Manufacturing capabilities fourfold
Our expanded facility and inventory allow us to ship more systems faster.

ADDED - Hundreds of software additions and improvements
We are well known for offering the most innovative software. Last year was no exception. With the additions over the last four years, Audio Wizard for Windows is the most complete, full-featured system on the market.

OFFICE MANAGER - Fast and accurate business system
Colleen, our new Office Manager, will make sure your accounting and sales orders will be processed quickly.

DEVELOPED - An internal support/business database system
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(HARDWARE SUPPORT) IS STARING AT A SILENT PHONE BECAUSE:

OUR SYSTEM IS JUST THAT GOOD


HE REALLY WANTED TO BE A MAYTAG REPAIRMAN

KEVIN TURNED HIS PHONE OFF AGAIN



GEORG* (L) AND SCOTT (R) ARE THE ONLY ONES WEARING TIES BECAUSE:

A) THEY ARE VERY PROFESSIONAL PROGRAMMERS
B) THEY WEAR A SUIT AT LEAST ONCE A YEAR TO SEE IF IT STILL FITS
C) PROGRAMMERS WEARING TIES ARE COOL (PROGRAMMERS CREEDO # 3)



* YES, THAT IS HOW GEORG SPELLS HIS NAME.

EVEN IF YOU'VE CALLED BEFORE—CALL US IN '97

(ENGINEERING SUPPORT) IS POINTING TO A MAP BECAUSE:

HE IS POINTING TO WALLALA, NEBRASKA THE HEADQUARTERS OF PROPHET SYSTEMS

HE CAUGHT HIM PRETENDING TO BE A WEATHERMAN

WHERE THE HECK IS SLDOTNA, ALASKA ANYWAY?



KEVIN'S OFFICE IS FULL OF WOLF PICTURES BECAUSE:

A) PROPHET SYSTEMS IS LIKE A WOLF—INNOVATIVE AND AGGRESSIVE
B) PLEASE— DON'T GET HIM STARTED ON WOLVES!
C) ALL OF US THINK HE WAS RAISED BY WOLVES



TODD (SALES) IS GETTING READY TO LEAVE BECAUSE:

A) HE IS LEAVING TO GIVE A DEMONSTRATION
B) OUT OF SIGHT, OUT OF MIND (SALES RULE #1)
C) IT IS 5 O'CLOCK—WATCH OUT!



See us at the NAB Booth #4106

COLLEEN IS A GREAT OFFICE MANAGER BECAUSE:

A) SHE USES 20-YEARS EXPERIENCE TO KEEP PROPHET SYSTEMS ORGANIZED
B) SHE STARTED WORK WHEN SHE WAS 3 (SEE ABOVE)
C) 5 KIDS— 'NUFF SAID!



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Quello looks back, ahead for radio days

by Leslie Stimson



Quello and fellow Commissioners posed for this picture during an FCC meeting in 1977. (l-r: Margita White, Abbot Washburn, Robert Lee, Chairman Charles Ferris, Jim Quello, Joseph Fogarty and Tyrone Brown.)

Jim Quello is leaving the FCC (by this summer) after serving more than 23 years as a Commissioner. Nominated by then-President **Richard Nixon** in 1974, Quello has served with seven chairmen and was interim chairman between **Al Sikes** and current Chairman **Reed Hundt**. He began his career in radio, "by accident" because he really wanted to be a newspaperman. He was a newscaster on WKR-AM East Lansing. The modest Quello believes he was a better writer than speaker.

After serving overseas in World War II, he returned in 1945 and worked in the promotions department of WXYZ-AM Detroit. He also publicized "The Lone Ranger," "The Green Hornet" and "Challenge of the Yukon." He then moved on to WJR-AM in 1947 for a \$65 raise, gaining experience in programming, as operations manager and finally, VP/GM.

As an FCC Commissioner, the 83-year-old helped craft rules for several of today's new media, including cable and Personal Communications Services (PCS). He's also been a tremendous force in laying the groundwork for broadcasting changes as the FCC implements the Telcom Act and deliberates the transition from analog to digital for both radio and TV.

He sat down with RBR's **Leslie Stimson** recently as he prepares to move on to Michigan State University as a lecturer in broadcast management and the practicalities of government regulation.

Relaxed ownership limits

This is a mixed bag because those that are left with one or two stations are going to have a hard time competing. However, those that were able to sell to them are going to say "great." That's exactly the reaction I got over-all to the loosening of the rules [by the Telcom Act]. Some said, 'I'm glad, I have someone to sell to.' Others said, 'look what I have to compete with now.'

There's one thing people can't overlook. It gives radio the critical mass to go after TV and newspaper advertising.

If I were one of the little stations, I'd try to get an ownership waiver to be able to present a five-station package

in a market to compete with the other five station owners.

If there isn't an antitrust problem, if there isn't a market dominance problem, why not?

DOJ antitrust review

Should it [the relevant market] be radio only or advertising as a whole? That will have to be resolved. If they look at radio revenues only, compared to newspaper or TV, there won't be too many antitrust objections because newspapers don't make as much money as TV, but they [newspapers] take an awful lot of ad revenue, and so does TV. In radio, you might have an argument that if you're



Quello eyes the ball like he's eyed broadcasting regulations at the FCC for 23 years.

an owner with five or six stations, you're going to have diversity because you don't want to repeat the same thing in your own family. However, you have consolidation and economy of scale. Consolidation is a polite word for reduced personnel. It may be more efficient, but tough.

Radio's future against competing media

The advantage of radio is it's wherever you go. It's inexpensive and available to anyone. It's the medium you want to be using in cars. The omnipresence of radio and the fact that it's going to be the number one car medium and in a car you're practically a

point-of-purchase medium, I think it's going to survive real well.

Radio v. TV

TV was coming on strong and in 1952, we had a meeting of all the Detroit radio stations to develop an ad campaign to promote radio. Some of our slogans were: "Wherever you go, there's radio....in the car, in the house, at picnic grounds."; or "Radio, you don't have to stop and look, just listen." and my favorite, "Radio—building mental pictures that can't be captured by mere film."

Satellite DAB

It's an efficient way of getting a lot of signals in but it does not have the localism that you need as radio has. It should be a subscription service to protect that localism.

As a chairman...

It's a tough job, having been one myself for 11 months. You have to arrive at a consensus. Probably one of the best consensus builders was when we had seven Commissioners and **Dick Wiley** was Chairman. When you're Chairman, you wish we were more organized like an industry where the CEO is the boss and doesn't share responsibility with others who have equal voting power. The Chairman's not our boss. We render independent judgments. You sacrifice time to get everyone to agree.

Broadcasters as Commissioners

It's important to have someone that's had business profit-making responsibilities on the Commission. That's the only way you can evaluate the impact of regulation on a business. One out of five with this background would be great. Now, it's a legal ball game. Three out of five should be lawyers. The other two should be from something else besides law. Whether you're going to get it or not [with the nominations], I don't know.

Fewer commissioners

As a former Chairman, I'd say three or fewer could work pretty well. But it's tough. Any entity has one CEO, not five different people. They mean well, but they might have different issues or egos that slow things up. If the Lord

came down and took the FCC Chairman's job, he'd be setting himself up for crucifixion either by Congress or the Courts.

Speaking of those nominations...

Sen. **John McCain** (R-AZ) slipped by saying it's time for **Rachelle Chong** to go. Chong is a good lawyer and very capable and smart as hell and deserves re-appointment. But Chong herself wasn't sure whether she wanted reappointment. Then, when she decided it, all of a sudden, if they're going to make Sen. **Trent Lott's** (R-MS) choice **Harold Furchtgott-Roth** one of the Republicans, then it's between her and Retired General **Colin Powell's** son, **Michael**. That's a tough choice.

Looking beyond the FCC

I hope to lecture on the practicalities of government regulation and broadcast management at Michigan State. They also want me to help them develop a Communications Department in their law school.

My initial decision was to stay here through April 30—my 23rd anniversary at the FCC. In the meantime I've had calls and pressures from both the Hill and industry, asking me to stay until someone is confirmed.

Returning to radio?

Not at this stage of the game. After my experience at the Commission, running one station would almost seem a little small. I would want to be an owner or run a group. Ownership is where the money is. The big money is made by those who have enough guts to get a banker and go out and buy. I tried to buy a competing station against WJR when Capital Cities came in. He wouldn't sell to me. I had a big



A dapper Jim Quello early in his career (1949) as promotions manager, WJR-AM Detroit. The snazzy tie shows "Free Speech Mike" selling war bonds. Quello also handled publicity for radio shows "The Lone Ranger," "The Green Hornet" and "Challenge of the Yukon" during his early WJR years. He became VP/GM of WJR in 1960 and retired from station work as VP, Cap Cities in 1972.

backer. At the time, I was thinking of moving all the WJR people to the new 50-thousand watt station. When it didn't happen, I behaved myself and stayed at Capital Cities. They did make me a VP.

Favorite radio stations

At my age, [83] I listen mostly to news...WTOP-AM and WMAL-AM Washington. I listen to **Stern** every once in a while to see how raunchy he is. He's entertaining enough. He doesn't have to go that far. He just breaks the rules. Stern is a talented man, but he has a First Amendment right to be wrong, a First Amendment right to ridicule and criticize government officials. He has the First Amendment right to be an insufferable smart-ass. But he does not have a First Amendment right to violate existing laws on indecency and obscenity. That's where he got in trouble. The guy went too far.

Radio's ultimate audience tracking system!

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For almost 20 years, Strategic Media Research has been the leader in introducing innovative and high-quality research to the radio industry. And now Strategic introduces its most valuable innovation yet: AccuTrack!

AccuTrack is a new tool for programmers and managers that consists of the following three components:

(1) Audience tracking:

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(2) Marketing tracking: Finally, you can learn which of your advertising and marketing expenditures are working for you (and, perhaps more importantly, which aren't)...with weekly updates when your marketing is in the field.

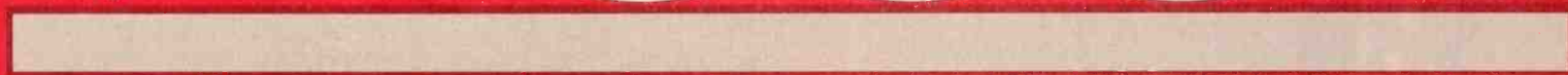
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ENGINEERED FOR PROFIT

by Katy Bachman

Is radio ready for digital consoles?

With few exceptions, audio equipment manufacturers have picked the NAB this week to aggressively market digital audio consoles to radio stations. All of them are banking that the timing is right.

"We've been waiting for the consolidation dust to settle and the pocket books to open," said **Rick Strage**, Console Division Manager, RCS, who estimates that there are maybe two dozen digital on-air consoles in use in the U.S. "Within a year or more, stations will go with a digital console," he predicts.

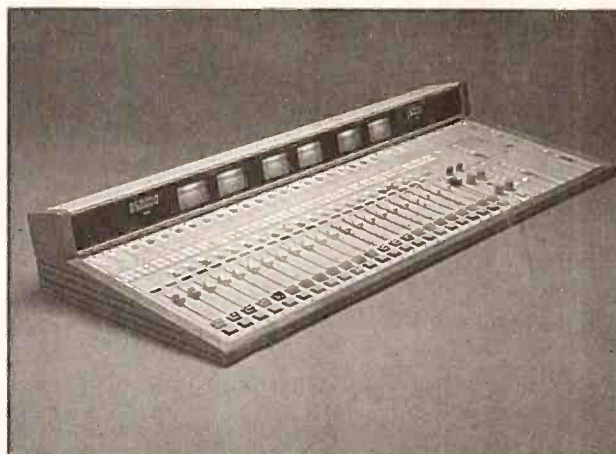
For a lot of reasons, broadcast engineers who have been readily building digital air chains, have been reluctant to purchase digital consoles. "Radio people are conservative. They need proof," said **Ray Esparolini**, Director of Sales, Wheat-



RCS is marketing VADIS D.C., a German digital console from Klotz that's been in facilities outside the U.S. since 1992. It's been in beta test at WQCD-FM New York.

stone. "Once it's proven, they'll move with it."

The technology for digital audio consoles isn't all that new. Radio stations in Europe and elsewhere, boosted by funds from their governments, have used digital audio consoles since the early '90s. Many companies tried marketing digital consoles in the US a few years ago,



One equipment manufacturer called Wheatstone's D-500 "the Cadillac of digital audio consoles." The D-500 can go both ways, accepting both digital and analog signals.

but with little success. "The majority have been flying saucers and plasma meters," said Esparolini. "They look real cool, but installation is difficult and you have to take a course to know how to use it."

One key to acceptance of digital consoles will be how well manufacturers have adapted non-US digital technology and digital production technology to on-air use. "Some you have to program; others are production consoles with on-off buttons," said **Dave Strode**, Manager, Sales & Marketing, Fidelipac.

Another factor is cost. Offerings range from the high end consoles that can cost as much as \$85,000 to low-end consoles for under \$10,000. The more features desired, the higher the cost. Wheatstone's D-500 and Germany-based Klotz Digital Audio's VADIS console, marketed by RCS, are considered higher-end consoles, while Fidelipac's Dynamax MX/D and

Audiotronics are marketed as simpler, less expensive options.

RBR observation: Equipment manufacturers may be able to provide the kind of digital hardware broadcasters want, but that may not be enough if the FCC continues to drag its feet on setting a broadcast digital standard. The longer that takes, the longer it will take for the consumer to notice a difference in the investment stations have made in improving audio quality.



Fidelipac's "plug and play" digital console, Dynamax MX/D sells for under \$10,000. Dave Strode, Manager Sales & Marketing says "you'll wear it out before you'll wear out the technology."



Pacific Research & Engineering (A:PXE) is introducing Integrity, a digital on-air console with an analog sub-system back-up. "There's nothing worse than dead air," said Michael Dosch, CEO, PR&E.

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Getting good web without busting the bank

Having a station web site may be inevitable, but it doesn't have to be expensive. More than 500 radio stations with web sites are now using syndicated web programming from companies such as Electric Village and World Network. These content providers work just like bartered programming: Stations get high quality content for their web site in exchange for advertising space. And, as these new web networks mature, it could also open up a new revenue stream for stations.

Electric Village, the first of the syndicated web programmers, launched last October with two format-specific web sites: Rock Village for Classic Rock stations and Earwig for Modern/Alternative Rock (RBR 10/28/96, p. 6). Since then, it has signed more than 175 stations and has launched two other formats: Country Spotlight for Country and Groove Planet for CHR. Four other formats are in the wings: Oldies in April, AC in May, Active Rock in June and Jazz in July.

Even chat rooms are syndicated these days. The World Network has launched what it is calling a "free internet-based online service" called Go.com. More than 400 stations have already signed. In addition to celebrity chats with well-known artists such as **Sheryl Crow**, **Sarah McLachlan**, and **The Wallflowers**, Go.com also provides text-based news, weather, sports, movie reviews, entertainment news, and a paging feature that works similar to America Online's "instant messaging."

Advertising will be crucial if these syndicated web nets are to survive. "We've got to start selling," said **Dean Sakai**, Station Resource Manager, Electric Village. "We're helping stations get advertisers inside their own area. We're holding off launching national sales while we build our network."





99X Atlanta, which has been ahead of the station web site curve for two years now, has been testing Go.com for the past 90 days.



A simple click on the "Rock Village" icon takes station web site visitors to the syndicated site. "Rock Village" features include CD reviews, interviews, chat rooms, games, and more.

Electric Village gives stations brand identity throughout the syndicated web site. The station logo, in this case 94.5 KUFX San Francisco, appears on all of the "Rock Village" web pages.

HELPING RADIO ENTREPRENEURS BUILD THEIR COMPANIES

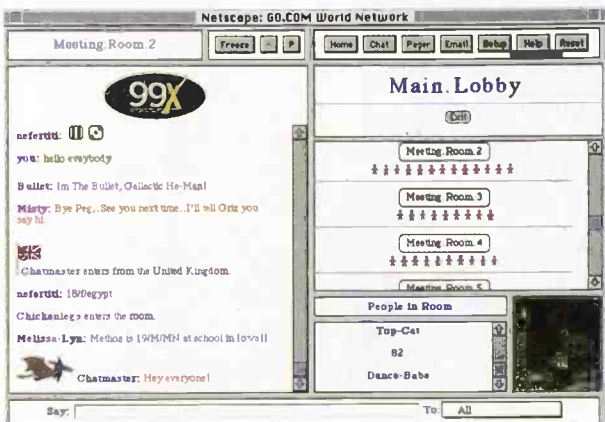
<p>\$15,000,000 EQUITY CAPITAL has been arranged for Excl' Holdings, Inc.</p> <p style="text-align: center;"> COMMUNICATIONS EQUITY ASSOCIATES</p>	<p>\$150,000,000 Senior Credit Facility has been arranged for Paxson Communications Corporation</p> <p style="text-align: center;"> COMMUNICATIONS EQUITY ASSOCIATES</p>
<p>\$24,200,000 Senior Debt Financing has been arranged for Mel Wheeler, Inc.</p> <p style="text-align: center;"> COMMUNICATIONS EQUITY ASSOCIATES</p>	<p>\$30,000,000 Radio Acquisitions Represented buyer and arranged debt and equity financing 62nd Street Broadcasting*</p> <p style="text-align: center;"> COMMUNICATIONS EQUITY ASSOCIATES</p>

*Closing subject to FCC approval

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BROADCAST INVESTMENTS

April 2—RBR Stock Index 1997

Company	Mkt:Symbol	3/26/97 Close	4/2/97 Close	Net Chg	Pct Chg	4/2/97 Vol (00)	Company	Mkt:Symbol	3/26/97 Close	4/2/97 Close	Net Chg	Pct Chg	4/2/97 Vol (00)
Ackerley	A:AK	12.875	12.875	0.000	0.00%	29	Jones Intercable	O:JOINA	9.500	9.250	-0.250	-2.63%	139
Am. Radio Sys.	N:AFM	32.500	31.625	-0.875	-2.69%	978	Katz Media Group	A:KTZ	6.437	6.437	0.000	0.00%	32
Ceridian	N:CEN	35.750	32.500	-3.250	-9.09%	5681	Metro Networks	O:MTNT	23.125	21.875	-1.250	-5.41%	264
Chancellor	O:CBCA	27.250	26.000	-1.250	-4.59%	436	New York Times	A:NYTA	46.500	43.875	-2.625	-5.65%	1529
Childrens Bcg.	O:AAHS	3.750	3.250	-0.500	-13.33%	77	Pacific R&E	A:PXE	2.062	2.375	0.313	15.18%	10
Clear Channel	N:CCU	46.625	43.000	-3.625	-7.77%	1191	Paxson Commun.	A:PXN	8.875	9.875	1.000	11.27%	1693
Cox Radio	N:CXR	20.500	19.750	-0.750	-3.66%	278	Premiere Radio	O:PRNI	15.500	16.000	0.500	3.23%	388
DG Systems	O:DGIT	5.000	4.875	-0.125	-2.50%	170	Premiere Cl. A	O:PRNIA	16.000	15.750	-0.250	-1.56%	405
Disney	N:DIS	75.250	72.375	-2.875	-3.82%	13955	Pulitzer	N:PTZ	44.000	42.875	-1.125	-2.56%	291
Emmis Bcg.	O:EMMS	38.875	38.500	-0.375	-0.96%	1036	Saga Commun.	A:SGA	20.625	16.625	-4.000	-19.39%	25
Evergreen	O:EVGM	29.125	29.125	0.000	0.00%	1623	SFX Bcg.	O:SFXBA	29.375	29.375	0.000	0.00%	393
EZ Commun.	O:EZCIA	41.250	39.375	-1.875	-4.55%	200	Sinclair	O:SBGI	27.250	25.000	-2.250	-8.26%	597
Gannett	N:GCI	89.500	85.625	-3.875	-4.33%	3647	TM Century	O:TMCI	0.750	0.812	0.062	8.27%	20
Gaylord	N:GET	21.875	21.250	-0.625	-2.86%	937	Triathlon	O:TBCOA	7.000	6.750	-0.250	-3.57%	359
Granite	O:GBTVK	10.000	9.500	-0.500	-5.00%	404	Tribune	N:TRB	42.000	41.250	-0.750	-1.79%	1745
Heffel Bcg.	O:HBCCA	44.750	45.250	0.500	1.12%	355	Viacom Cl. A	A:VIA	32.500	32.000	-0.500	-1.54%	1233
Heritage Media	N:HTG	18.500	18.375	-0.125	-0.68%	8674	Viacom Cl. B	A:VIAB	32.750	32.500	-0.250	-0.76%	15177
Jacor	O:JCOR	27.750	27.500	-0.250	-0.90%	1857	Westinghouse	N:WX	18.750	18.500	-0.250	-1.33%	39620
Jeff-Pilot	N:JP	58.250	53.875	-4.375	-7.51%	1383	Westwood One	O:WONE	18.375	19.750	1.375	7.48%	1815

It's not all bad news

Interest rate fears have sent the Dow Industrials plunging hundreds of points, but most radio stocks have outperformed the overall market so far in 1997. Here's how they finished the first quarter, compared to the Dow:

Heritage Media	+63.33%
Heffel	+47.62%
Paxson	+38.71%
Premiere	+27.72%
Clear Channel	+18.69%
Cox Radio	+18.57%
Emmis	+18.13%
Evergreen	+16.75%
ARS	+11.93%
Chancellor	+11.58%
Westwood One	+11.28%
EZ	+7.85%
Saga	+6.41%
Disney	+4.48%
Dow Industrials	+2.10%
Sinclair	+0.96%
Jacor	+0.91%
SFX	-5.04%
Metro Nets	-8.91%
Westinghouse	-10.06%
Triathlon	-10.77%
Children's	-24.32%
Katz Media	-43.33%

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**Pending FCC Approval*

by Jack Messmer

Citadel heads east: \$117M for Tele-Media stations

Until now, Citadel Communications didn't have much use for the letter W, except to spell CEO **Larry Wilson's** name. But that's changing, big time! Citadel is adding 25 Ws—the call letters of 25 eastern stations being acquired from Tele-Media. Those stations, in eight markets, will expand Citadel to 73 stations (see chart, page 19).

"I've pretty much bought everything in the West that we were interested in," said Wilson, who's now set to embark on an acquisition spree east of the Mississippi. "Probably most of our focus in the future will be on the Midwest and East for expansion."

Tele-Media, headed by **Robert Tudek** and **Everett Mundy**, also has extensive cable TV holdings, which are not included in the sale. They'll also hold onto KVVQ AM-FM Hesperia-Victorville, CA, which they

are acquiring for \$1.3M from receiver **William Rice** (RBR 2/17, p. 17).

Citadel sued Tele-Media last year (RBR 2/5/96, p. 14) over a previous \$80M deal (for fewer stations) which cratered. This deal includes dismissal of that litigation.

Look for Wilson to head to Wall Street to finance this acquisition—not an IPO, but rather a high-yield bond offering. Investment banker: Prudential Securities

K-Frog hops to ARS for \$60M

Steve Dodge's American Radio Systems (A:AFM) is adding a 15th market with a \$60M deal to buy **Joe Amaturio's** KFRG-FM "K-Frog" San Bernardino. The deal also includes five-week-old KXFG-FM Sun City, CA—a Class A on 92.9 MHz which

retransmits K-Frog's (Class B, 95.1 MHz) Country programming in the southern end of the mountainous Riverside-San Bernardino market.

GM **Tom Hoyt**, who'll be joining ARS, says equipment is now in place to begin inserting local spots on the Sun City signal, generating additional revenue from K-Frog's programming. Not that K-Frog is hurting for revenues. According to BIA, the nationally-known station already claims nearly a third of local radio revenues in Arbitron market #26.

This deal does not include Amaturio's other Riverside-San Bernardino signal, KXEZ-FM, which is part of the 92.7 MHz triple-cast ring-ing the Los Angeles market.

Centennial rolls a double in Vegas

Allen Shaw's new company, Centennial Broadcasting, is on a fast-track for acquisitions. Just a few days after announcing his first acquisition, KQOL-FM Las Vegas (RBR 3/31, p. 14), Shaw turned it into a duopoly. Centennial is buying KJUL-FM Las Vegas for \$15M from **Herb Wilkins'** Nevada Radio Inc.

Las Vegas, with its year-round sunshine, golf and slot machines, has become one of the nation's most popular retirement communities. Centennial should have the upper demos well covered with this combination of Oldies KQOL with Standards KJUL. Broker: **Bob Cox**, Satterfield & Perry (for the seller); **Peter Handy**, Star Media Group (for the buyer)

Flinn adds 2nd Memphis FM for \$4.5M

George Flinn is adding to his hometown media holdings with a \$4.5M deal to buy WJOI-FM Germantown, TN from Omni Broadcasting Co., headed by general partners **Sally Willbourn** and **Sam Phillips**. It's the fourth radio station for Flinn in the Memphis market, where he also owns WFBI-TV, a Home Shopping Network affiliate on Channel 50.

The two Class FMs (although WJOI

Herb Wilkins, President of
Nevada Radio, Inc.

has agreed to transfer the assets of

KJUL-FM
Las Vegas, Nevada

for

\$15,500,000

to

Allen B. Shaw, President of
Centennial Broadcasting Corporation

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Citadel: Eastward ho!

With its \$117M buy of the Tele-Media radio group, Citadel Communications will add eight Arbitron markets, all in the East, to complement Citadel's 11 Western markets. The chart below lists all 73 stations in the new Citadel (including pending purchases by both Citadel and Tele-Media) and 11 JSA'd stations—the key to which is easy: "W" call letters are Tele-Media, "K" calls are Citadel.

Providence, RI, Arbitron #31

WLKW-AM, WPRO AM-FM & WWLI-FM

Salt Lake City, UT, #35

KCNR-AM, KFNZ-AM, KBER-FM, KBEE-FM, KUBL-FM & KENZ-FM

Wilkes-Barre/Scranton, PA, #62

WAZL-AM, WARM-AM, WZMT-FM & WMGS-FM

JSA: WKQV AM-FM & WBHT-FM

Allentown, PA, #65

WEST-AM & WLEV-FM

Albuquerque, NM, #71

KHTL-AM, KNML-AM, Kkob AM-FM, KRST-FM, KMGA-FM, KTBL-FM & KHFM-FM

Colorado Springs, CO, #95

KKFM-FM, KKMg-FM & KKLI-FM

JSA: KVOR-AM, KTWK-AM, KSPZ-FM & KVUU-FM

Spokane, WA, #87

KGA-AM, KJRB-AM, KDRK-FM & KAEP-FM

JSA: KUDY-AM, KEYF AM-FM & KKZX-FM

Harrisburg, PA, #73

WQXA AM-FM & WRKZ-FM

Modesto, CA, #122

KBUL-AM, KATM-FM, KHKK-FM & KHOP-FM

has authority to upgrade to C3) don't have city-grade contour overlaps. This will give Flinn an FM on the east side of town, on 107.5 MHz, to go with KANG-FM on 107.1 MHz, which is licensed to Marion, AR to the west of Memphis. Flinn also has two AMs in Memphis, WHBQ and WNWZ.

In support of his request to the FCC for a waiver of the one-to-a-market rule, restricting radio-TV cross-ownership, Flinn notes that the combination he's proposing is dwarfed by Clear Channel's (N:CCU) Memphis operation: three AMs, four FM's, one-TV and one TV LMA. The FCC

4/7/97 RBR

Reno, NV, #131

KKOH-AM, KBUL-FM, KZSR-FM & KNEV-FM

Johnstown, PA, #166

WQKK-FM & WGLU-FM

Tri-Cities, WA, #200

KFLD-AM, KORD-FM, KXRX-FM & KEYW-FM

Medford, OR, #201

KTMT AM-FM, KCMX AM-FM, KBOY-FM, KAKT-FM

State College, PA, #232

WRSC-AM, WBLF-AM, WQWK-FM & WIKN-FM

Altoona, PA, #234

WVAM-AM & WPRR-FM

Billings, MT, #238

KDWG-AM, KCTR-FM, KKBR-FM, KBBB-FM & KMHK-FM

Unrated markets:

Quincy, IL

WTAD-AM, WQCY-FM, WMOS-FM & WBRJ-FM

Mariposa, CA

KDJK-FM

Eugene, OR

KUGN AM-FM & KEHK-FM

Source: RBR, Arbitron

granted Clear Channel's waiver request to add three of those radio stations last November.

Court ruling boosts Paxson

While most stocks were in decline last week, Paxson Communications (A:PXN) was shooting skyward. Wall Street had expected the Supreme Court to strike down the cable must-carry law, but Monday's (3/31) ruling went the other way, assuring Paxson's 49 UHF TV stations channel slots on cable systems all across the country. Paxson was the American Stock

CLOSED!

KKSJ/KBAY(FM), San Jose, California from United Broadcasting Company to American Radio Systems, Inc., Steve Dodge, Chairman and CEO for \$30,575,000.

Elliot B. Evers acted as the broker

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Appointments requested at MVP's suite,
Las Vegas Hilton during NAB.

Exchange's most active issue Monday, rising \$1.75 to \$10.75. *RBR's stock chart is on page 17.*

Convinced that the company's stock was severely undervalued, Paxson Communications loaned a total of \$3M to top executives in January to buy stock. "They're all very ecstatic," CEO **Bud Paxson** told *RBR*.

Paxson himself is excited about prospects for launching a new prime-time TV network (with the current infomercial format the rest of the day). He'd already been talking with potential programming partners, and with the favorable court ruling the interest level is rising fast. Paxson said he expects to make an announcement in three to four months.

Even with rapid growth for his TV group, Paxson says radio revenues should still exceed TV this year—and he's not through buying radio stations. "We've got some room left in Florida," he noted.

News briefs at deadline

• Cox Radio (N:CXR) has commenced a tender offer for \$75M in outstanding 11.375% senior sub notes of

RBR's deal digest

The **Brandon** brothers' American General Media is building a superduopoly in San Luis Obispo with a \$1.5M buy of **Larry Woods'** KKJG-FM... **Jeff Hoberg's** and **Pat McLean's** KJ Radio Inc. is buying KQHT-FM Crookston, MN for \$500,000 from the CD Broadcasting group, owned by **Chris Dahl, Russell Cowles II** and **Richard Perkins**. The deal creates a duopoly with KJKJ-FM Grand Forks, ND... **John Linder's** Linder Broadcasting is getting a duopoly in Marshall, MN with a \$450,000 deal to buy KBJJ-FM from **Mel Paradis'** Paradis Broadcasting. **Broker: Jerry Johnson**, Johnson Communications Properties... **Paul Rothfuss'** Sabrecom has a \$250,000 superduopoly deal to add WGMF/WNGZ Watkins Glen-Montour Falls, NY to Sabrecom's three stations in the Elmira-Corning market. The sellers are **Ed Valenta** and **Ed Nichols**. **Broker: Dick Kozacko**, Kozacko Media Services... **George Chambers** is buying KCDL-FM Cordell, OK for \$102,000 from **Donald & Sonja Wrightsman**. **Broker: Ralph Meador**, R.E. Meador & Associates.

NewCity, which Cox acquired April 1. •The price for ABC's purchase of Cargill's Twin Cities FM trio (*RBR* 3/17, p. 21) is \$17.65M—\$11.65M in cash, plus \$6M in notes.

Transaction Digest continued from page 22

ward Esserman, Leon Perlis) to U.S. Broadcasting L.P., controlled by Magic Broadcasting II Inc. (Donald McCoy, Douglas Grimm). \$225,000 escrow, balance in cash at closing. **Superduopoly** with WDDO-AM, WDEN-AM-FM, WPEZ-FM & WMGB-FM. **Broker: George Reed**, Media Services Group

\$3,500,000—WEXL-AM Detroit (Royal Oak) from Sparks Broadcasting Co. Inc. (Garnet Sparks, pres.) to WMUZ Radio Inc., a subsidiary of Crawford Broadcasting Co., (Donald B. Crawford). \$300K deposit, balance in cash at closing. **Combo** with WMUZ-FM. **Broker: John Pierce**, Force Communications & Consultants

\$2,800,000—KUMU AM-FM Honolulu from John Hutton Corp. (John H. Weiser) to Pacific West Broadcasting Inc. (Jeff J. Coelho, Tom Enomoto, Robert McFarlane). \$75K advance, balance in cash at closing.

\$2,000,000—* WXZR-FM New London (East Lyme CT) from Group E Communications Corp. (Margaret O. Pescatello, pres.) to Hall Communications Inc. (Robert M. Hall, chmn/CEO et al). \$100K escrow, balance in cash at closing. **Superduopoly** with WICH, WCTY-FM, WNLC, WTYD-FM.

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Samuel F. Cooper, President of
Southern Entertainment Corporation
has agreed to transfer the assets of

WPXX-FM

Semora, North Carolina—Danville, Virginia

for

\$3,000,000

to

Philip D. Marella, Chairman of
Pinnacle Broadcasting Company, Inc.

Zoph Potts and Tom Snowden
of
Snowden Associates

Initiated the transaction and represented the buyer

SNOWDEN

Associates

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101 West 14th Street — Suite 700 — Greenville, NC 27835

\$1,825,000—KUNA AM-FM Palm Springs (Indio-La Quinta CA) from Pennino Broadcasting Corp. (Jeanette B. Banoczi, John R. Banoczi, Evelyn Boulay O'Neal) to Gulf-California Broadcast Co. (subsidiary of News-Press & Gazette Co., David R. Bradley Jr., pres.). \$100K escrow, balance in cash at closing. Buyer owns KESQ-TV in Palm Springs and will require **waiver** of one-to-a-market rule. If approved, there would still be 21 separate broadcast voices in the market. **Broker:** The Exline Co.

\$1,800,000—KEDO/KLYK Longview WA from Longview Broadcasting Co. (Rodney J. Etherton) to ECI License Co. L.P. (Entercom, Joseph M. Field, pres). Cash. LMA since 3/5/97. Note: There is currently no contour overlap by these stations with those Entercom owns in the Portland market. However, KLYK has applied for a signal modification which will result in a small overlap with KGON-FM.

\$1,213,000—* WYRU/WLRD Fayetteville NC (Red Springs-St. Pauls) from Lumbee Regional Development Association (Adolph Blue, chmn.) to WDAS License Limited Partnership (Beasley Broadcasting Corp., George G. Beasley). \$100K escrow, balance in cash at closing. **Superduopoly** with WKML-FM, WAZZ-

FM, WEGX-FM, WTSB, WDSC, WEWO, WFLB and WZFX-FM, which Beasley is buying from Joyner (RBR 2/10). Non-overlapping FMs result in four distinct markets formed by this combination of stations. Beasley replaces Sound Communications Inc., the original buyer of this combo. **Brokers:** The Whittle Agency (seller) and Michael Bergner, Bergner & Co. (buyer)

\$900,000—* WKBZ AM-FM Muskegon MI (Muskegon-White Hall) from KBZ Broadcasting Inc. (Grand Valley State University) to WLC Broadcasting Inc. (Nathaniel W. Wells Jr., Frank Landingham, Douglas Cirner). Stock transaction, \$900K promissory note. **Duopoly** with WQWQ-AM. Buyer also has pending application for new FM at 88.1 MHz in Muskegon market. LMA since 11/25/96.

\$580,000—* WDBL AM-FM Nashville (Springfield TN) from DBL Broadcasting Inc. (Key Broadcasting Inc., Terry E. Forcht, pres.) to Tuned In Broadcasting Inc. (Lester Turner Jr., pres.) \$100K escrow, balance in cash at closing. **Superduopoly** with WRLG-FM, WYYB-FM, WRLT-FM. LMA since 3/5/97.

\$500,000—WWCO-AM Waterbury CT from Mattatuck Communications Inc. (Rob Johnson) to Buckley Broadcasting Corp. of Connecticut (Richard D. Buckley). \$50K escrow, additional \$250K cash at closing, \$200K

note. Note: This station has a signal overlap with Buckley's WDRC-FM Hartford. LMA since 2/28/97. **Broker:** New England Media Inc.

\$425,000—* WNTX-FM Kalamazoo (Allegan MI) from Spectrum Communications Inc. (James C. Leighty, chmn.) to Forum Communications Inc. (Robert P. Brink, pres.). \$5K down payment, balance in cash at closing. **Duopoly** with WQXC AM-FM.

\$162,500—WZRS-AM Nashville (Smyrna TN) from Salvation Broadcasting Inc. (Mary Eady) to The Moody Bible Institute of Chicago (Paul Johnson, Joseph Stowell & others). \$162,500 cash.

\$105,000—* KVOC-AM Casper WY from KVOC Inc. (Ray Ebert, Alice Bubeck) to Mount Rushmore Broadcasting Inc. (Jan Charles Gray). Cash. **Duopoly** with KQLT-FM, KASS-FM. LMA since 2/15/97.

\$70,000—WAUB-AM Auburn NY from Morgan Media Inc. (Richard E. Morgan, pres.) to Auburn Broadcasting Inc. (George W. Kimble). \$5K advance to return stations to the air, balance in cash at closing. LMA since 2/7/97.

\$65,000—WGCD-AM Chester SC from Chester Broadcasting Co. to Frank Neely. \$20K deposit, balance in cash at closing. LMA since 1/4/97.

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TRANSACTION DIGEST

by Jack Messmer & Dave Seyler

The deals listed below were taken from FCC files made public during the week from Wednesday, March 26 through Tuesday, April 1. RBR's Transaction Digest reports on all deals that involve assignment of a station license (FCC form 314), rather than transfers of control of the licensee (FCC form 315) or internal corporate restructurings (FCC form 316). All deals are listed in descending order of sales price.

\$60,000,000—* WRFX-FM Charlotte (Kannapolis NC) from Richard E. Oppenheimer, Trustee for the beneficial owner, EZ Philadelphia Inc. (Alan Box), a subsidiary of EZ Communications (O:EZCIA), to SFX Holdings Inc. (Robert F.X. Sillerman), a subsidiary of SFX Broadcasting (O:SFXBA). \$5M escrow, additional \$15M in cash at closing, plus exchange for WDSY-FM Pittsburgh. Value estimated by RBR (3/3, p. 12). **Superduopoly** with WTDR-FM & WLTY-FM in the Charlotte market and WMAG-FM in the Greensboro-Winston Salem market. **Broker:** Ed Dugan, Dugan Associates

\$20,000,000—* WFXC-FM, WDUR-AM, WFXK-FM Raleigh-Durham (Durham, Durham, Tarboro) from WFXC-FM and WDUR-

AM Inc./Pinnacle Myrtle Corp. (Pinnacle Broadcasting Co., Philip D. Marela) to Clear Channel Radio Inc. (Lowry Mays et al), a subsidiary of Clear Channel Communications (N:CCU). \$2M escrow, balance in cash at closing. Includes \$200K for non-compete. **Superduopoly** with WQOK-FM/WZZU-FM. LMA until closing. **Broker:** Star Media Group

\$8,300,000—* KOTK-AM Portland OR from Portland Radio Inc. (EXCL Communications Inc., Christopher & Athena Marks) to Citicasters Co. (Randy Michaels, pres.), a subsidiary of Jacor Communications (O:JCOR). \$415K escrow, balance in cash at closing. **Duopoly** with KEX/KKRZ-FM/KKCW-FM. LMA until closing. EXCL retains KINK-FM. **Broker:** Jorgensen Broadcast Brokerage

\$7,000,000—* WMAX-FM, WMHX-FM, WRCD-FM Rochester NY (Ironquedoit, Canandaigua, Honeoye Falls) from Auburn Cablevision Inc./Canandaigua Broadcasting Inc./Honeoye Falls Radio Tower Inc. (George W. Kimble) to Citicasters Co. (Randy Michaels, pres.), a subsidiary of Jacor Communications (O:JCOR). \$300K escrow, balance in cash at closing. \$4,654,957 allocated to WMAX-FM, \$1,195,843 allocated to WMHX-FM, \$1,149,200 allocated to WRCD-FM. **Superduopoly** with WHAM, WHTK, WNVE-FM, WVOR-FM. Non-overlapping FMs result in two distinct markets formed by this combination of stations. Canandaigua Broadcasting Inc. retains WCGR-AM Canandaigua.

\$6,500,000—* KOCN-FM Monterey-Salinas (Pacific Grove CA) from C.R. Pasquier Properties Inc. (Roger & Cheryl Pasquier) to Lartigue Multimedia Systems Inc. (John Lynch). \$325,000 letter of credit as escrow, \$6.5M in cash at closing. **Superduopoly** with KHTX-AM, KOTMAM-FM & KDON-FM. **Broker:** Austin Walsh & Tom McKinley, Media Services Group

\$4,700,000—* WFMR-FM, WFMI-FM Milwaukee (Menomonee Falls-Brookfield WI) from Harris Classical Broadcasting Co./Harbush Co. (Randall R. Harris, Cynthia H. Bishop) to Lakefront Communications Inc. (Ed Christian, pres.), a subsidiary of Saga Communications (A:SGA). \$500K deposit, balance in cash at closing. \$2.7M allocated to WFMR, \$2M allocated to WFMI. **Superduopoly** with WLZR AM-FM, WKLH-FM. Saga is also buying Sign Pro of Milwaukee from the seller's Harbush Too Inc. for \$300K.

\$4,700,000—* WMWR/WAYS Macon GA from Ocmulgee Broadcasting Co. Inc. (Ed-

continued on page 20

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