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AMFM reconfigures management

The outcome of AMFM Inc.'s (N:AFM) regional meetings last week: As part of its regional management restructuring after joining Chancellor and Capstar, three regional EVPs were named (under COO **Ken O'Keefe**): **David Lebow** (overseeing LA, Riverside, Chicago, Denver, SF, Sacramento and Phoenix); **Tom Garry** (Minneapolis, Orlando, Cleveland, Pittsburgh and Cincinnati) and **John Fullam** (NY/L.I., DC, Philadelphia, Detroit, Boston, Dallas and Houston).

John King (Sea Star), **Jim Shea** (Atlantic Star, Central Star) and **Jim Donohoe** (Gulf Pac) all stay in their current positions overseeing the former Capstar divisions. **Matt**

Hanlon was also named VP National Sales and Garry Regional Sales VP.

"When we had six GMs in NY, or five in Chicago or eight in LA all calling, you had so many people and so much infrastructure. The new structure is leaner, in terms of getting to our customers and our listeners and more aligned to a total market strategy as opposed to individual stations," AMFM Inc. Vice Chairman and Radio CEO **Jimmy de Castro** tells *RBR*.

The next tier of management encompasses AMFM's "Cluster VP" strategy for the market level. Most recently, the following Market EVPs were appointed: **John Fullam**-NY; **Cathy Stinehour**-Chicago; **Bennett**

Zier-DC; **Mick Anselmo**-Minneapolis; **Brian Bieler**-Sacramento; **Jake Karger**-Boston; **Chris McMurray**-Houston; **Doug Sterne**-SF and **Clancy Woods**-Phoenix.

In addition, four SVPs Regional Ops opted for parachutes of the gold kind officially on 1/2: **John Madison**, **George Toulas**, **Dick Kelley** and **Charles Warfield**. Sorry to see them go, de Castro lamented, "These guys were like the Apollo 13 astronauts. It was like, 'however we've got to get it done, we're going to get it done.' And we built the greatest radio company that's ever been built and they were the founding fathers. So I wish them the absolute greatest luck. I love them, I'll miss them, they get to call in rich instead of call in sick."—CM

RADAR 63: continued audience growth

The RADAR 63 book for Fall 1999 saw a modest 2.6% overall audience gain (see chart, p. 3). Despite a dip in audience of 6% in Adults 25-54, Westwood One's CNN Max continues to be the number one network in that category and Persons 12+. But in Adults 18-49, CNN Max was edged out by AMFM Sapphire which stole the number one spot with a 7% audience increase in that demo. WW1 is still the number one network in terms of audience share.

RADAR 62 newcomers AMFM Ruby and Sapphire fared better in RADAR 63. Sapphire also ranked number one in

Adults 18-34, number two in Adults 25-54 and number three in Persons 12+. Ruby was ranked 13 in Adults 25-54 but showed a big jump in audience—32%.

Premiere AM Drive is still number two and three in Persons 12+ and Adults 25-54 respectively, despite a slight decline in audience. But Core and Focus up significantly with both networks registering double-digit percentage gains.

ABC Prime held on as the highest rated full-inventory network in Adults 25-54 and Persons 12+. That network gained 7.8% in the former demo.

American Urban Radio Networks slipped from 19 to 20 in Adults 25-54 but held steady at number 20 for Persons 12+.—KM

Soft landing for Turner

Clear Channel's (N:CCU) decision to consolidate its national representation at Katz (*RBR* 12/13, p. 5) will mean merely new desks across town, for most employees of what had been Interep's (O:IREP) Clear Channel Radio Sales have relocated to Katz's new Clear Channel Radio Sales (gee, the name should be easy to remember). **Bob Turner** continues as president of Clear Channel Radio Sales, only now he reports to **Stu Olds**. For his part, Olds called the 225 stations and \$120M in billings "a meaningful addition to Katz Radio Group's number one national sales position."—JM

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Networks Rankings

All Broadcasts Monday-Sunday 6AM-12-Mid
Includes Limited Inventory Networks
Average Quarter Hour Adults 25-54

Radio Network	RADAR 62 (Summer 1999)			RADAR 63 (Fall, 1999)			% Change in Audience
	(000)	Rtg	Rank	(000)	Rtg	Rank	
WW CNN Max (L)	3,547	3.0	1	3,334	2.8	1	-6.0%
AMFM Sapphire (L)	2,655	2.2	2	2,865	2.4	2	7.9%
Premiere AM Drive (L)	2,184	1.8	3	2,102	1.8	3	-3.8%
ABC Prime	1,664	1.4	5	1,794	1.5	4	7.8%
WW Source Max (L)	1,809	1.5	4	1,725	1.4	5	-4.6%
AMFM Diamond	1,638	1.4	6	1,680	1.4	6	2.6%
Premiere Axis (L)	1,633	1.4	7	1,635	1.4	7	0.1%
ABC Advantage (L)	1,466	1.2	8	1,575	1.3	8	7.4%
Premiere Focus (L)	1,217	1.0	9	1,506	1.3	9	23.7%
AMFM Emerald	1,016	0.9	12	1,083	0.9	10	6.6%
WW NBC	1,116	0.9	10	1,071	0.9	11	-4.0%
ABC Genesis	1,082	0.9	11	1,040	0.9	12	-3.9%
AMFM Ruby (L)	744	0.6	17	980	0.8	13	31.7%
WW NeXt	908	0.8	14	882	0.7	14	-2.9%
WW CBS Radio	918	0.8	13	869	0.7	15	-5.3%
ABC Platinum	873	0.7	15	835	0.7	16	-4.4%
Dr. Laura Show (L)	802	0.7	16	816	0.7	17	1.7%
WW Edge (L)	528	0.4	18	657	0.6	18	24.4%
Premiere Core (L)	324	0.3	22	482	0.4	19	48.8%
American Urban	487	0.4	19	467	0.4	20	-4.1%
WW WONE	460	0.4	20	413	0.3	21	-10.2%
ABC Galaxy	425	0.4	21	388	0.3	22	-8.7%
Total Radio Networks	27,496	23.1		28,199	23.6		2.6%

(L) = Limited Inventory Network "T" denotes tie.

SOURCE: RADAR 62, Summer 1999; RADAR 63, Fall 1999; Volume 2, Network Audiences to All Commercials; Daypart Averages, All Broadcasts, Monday-Sunday 6AM-12Midnight, AMFM Radio Networks Research Analysis.



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VS&A documents post de-reg radio growth

The trends were obvious, but Veronis, Suhler & Associates has put numbers to the dramatic growth of publicly traded radio companies since deregulation by the 1996 Telecommunications Act. VS&A's annual Communications Industry Report, due out late this month, documents double-digit growth for pretty much every barometer anyone might prefer.

Revenues for the public companies rose 31.8% last year. As impressive as that number is, it is actually down from 1997's rise of 52.5%. The first year of de-reg, 1996, had growth of 42.8%. Of course, the entire industry has enjoyed double-digit growth under de-reg, but the public companies, with access to Wall Street cash for a mind-boggling string of acquisitions and mergers, have far outpaced the

overall industry's growth rate.

Revenues for the public groups more than tripled from \$2.1B in 1994 to \$6.8B in 1998. At the same time, however, operating cash flow more than quadrupled to \$2.5B—highlighting the financial benefits of combining stations in market and building ever larger national platforms.—JM

Revenue growth rates Public vs. total radio

Year	Public radio companies	Total radio industry
1995	13.6%	7.7%
1996	42.8%	8.2%
1997	52.5%	10.0%
1998	31.8%	11.7%

Compound growth rates

1995-1998	34.4%	9.4%
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Source: Veronis, Suhler & Associates, Wilkofsky Gruen Associates, McCann-Erickson

DRE allies with USADR; announces investors

IBOC proponent Digital Radio Express has formed an alliance with USA Digital Radio to supply data applications development, and has garnered two new investors for its IBOC data services channel technology: Italy-based chip maker ST Microelectronics and LA-based data services provider CUE Corporation (CUE Page). CUE Corp.'s "Sky Speed," a high speed data network throughout North America, already provides real-time traffic and e-mail messaging generated by Microsoft's AutoPC platform.

"We're supporting USADR in IBOC. Our field testing program is now in conjunction with USADR—we no longer will have our independent test program. Clearly, our system brings some value into current system that they're demonstrating," DRE President **Norman Miller** tells *RBR*.

"We think it's very important," said USADR CEO **Bob Struble**. "It's a strategic alliance—they're still a separate company. They are essentially going to move forward and try to do data applications development for IBOC. We've said all along that a broad coalition is going to be necessary to make this happen."

DRE brings a wealth of IBOC expertise in VP Engineering **Derek Kumar**. Kumar originally worked with USADR four years ago as a subcontract engineer. "You have to remember—if it weren't for Derek, we probably wouldn't have IBOC today. He was the first person to ever successfully build a system that actually was able to deliver digital reception in a car," USADR VP Broadcast Engineering **Glynn Walden** tells *RBR*.

ST Microelectronics will manufacture AM and FM digital data services chip sets for DRE and Cue Corp., in an ongoing joint development agreement (*RBR* 8/30, p.8). "That chip is already the foundation for an IBOC chip," Miller said. "Just remember, our digital data system using the subcarrier uses the same basic platform as one would use in IBOC."

December 15 NRSC deadline

With DRE working with USADR, thereby not submitting test data, and Lucent delaying its Phase I data submission (*RBR* 12/13, p. 4), USADR was the only proponent which submitted data to the NRSC on the 12/15 deadline as promised. However, not all of the original stations (*RBR* 8/9, p.4) slated for testing will have data submitted. WPOC-FM Baltimore, WETA-FM Washington and USADR's experimental AM station in Cincinnati will have data submissions—WETA for coverage testing and WPOC for compatibility testing (with WMMR-FM Philadelphia and WFLS-FM Fredericksburg, VA). WNEW-FM NY, WMMO-FM Orlando and WJFK-FM Washington are currently being tested, but a full set of field tests won't be finished until next year. "We intend to follow through. We're going to be testing all through 2000—we need the information," explains Walden.

Struble adds: "We have not yet gotten to San Francisco—logistically it was [impossible in the time frame]. The other issue is we're being careful about what we submit because with Lucent submitting nothing, we don't want to reveal anything that we don't have to."—CM

JRN to air "Sex, Lies and Audiotape"

Maybe they should have aired it years ago: Jones Radio Network is offering "Sex, Lies and Audiotape" late this month, a new three-hour feature analyzing the recorded voices of such famous/infamous characters as **Lee Harvey Oswald, Michael Jackson, O.J. Simpson, John** and **Patsy Ramsey**, President **Bill Clinton** and **Monica Lewinsky** as they made historic statements. 20 voice tapes will be analyzed with a new lie detector technology called "Truster," used by the FBI and immigration offices around the world. WABC-AM New York City, KABC-AM and WLS-AM Chicago are among the signed affils so far.

Sex, Lies and Audiotape is hosted by WLS personalities **Garry Meier** and **Roe Conn**, with Truster analyst **Dean Mauro**.—CM

RealNewsNet.com launches

RealNewsNet.com recently launched (10/1) as the "world's first" on-demand digital news audio and video clip service, allowing broadcast-quality video and audio to be downloaded from the net for immediate airing. It leverages independent news and stringer services around the country, with many of the clips offered free. RealNewsNet.com is an affiliate of e-Realbiz, a turnkey e-commerce solutions company.

The service is positioned to eliminate time delays dictated by scheduled satellite feeds and tape shipments. "The concept provides broadcasters with access to an incredibly large library of current and archival footage, both video and audio in a fully-searchable database," said **Scott Barbour**, President. "We are also a distribution system for syndicators and/or producers that want to bypass the syndicators—any station can come and download shows a la carte, as needed."

RealNewsNet.com's clipping service offers several categories, including: "Caught On Camera," events captured on videotape; "Clip of the Day," "Celebrity Sightings" and pre-produced video segments including "Entertainment Minute with **Doug Bruckner**," "Gossip Minute with **Janet Charlton**" and "Urban Beat with **JJ Johnson**." Some pre-produced radio segments include: "Hollywood Hard-Edge with **Doug Bruckner**" and Urban Beat.—CM

News Briefs

NBC on verge of leaving NAB

GE's (N:GE) NBC is threatening once again to pull its membership from the NAB over differing opinions of lifting the national TV audience reach cap, NAB spokesperson **Dennis Wharton** tells *RBR*. NBC supports raising the 35% cap.

"We're disappointed that NBC is considering this," says Wharton. "It's obviously a spill over of the tension between the networks and the affiliates...we like to have all networks as members because it's a unifying perception that we present to Capitol Hill."

Fox (N:FOX) withdrew from the NAB earlier this year over the same issue.

Meanwhile, **Ted Turner**, Vice Chairman of Time Warner (N:TWX) announced during a trade show that he would like to buy NBC, "assuming we could get it."—TS

Mel merger boosts bond rating

Moody's Investors Service upgraded its bond rating for Outdoor Systems Inc. from B1 to Ba3 after the giant billboard company completed its merger with Infinity Broadcasting (N:INF), which is controlled by CBS (N:CBS).

Moody's said its rating on the Outdoor System bonds remains under review for another possible upgrade when **Mel Karmazin's** CBS completes its pending merger into **Sumner Redstone's** Viacom (N:VIAa, VIAb).—JM

LPTV: A class "A" act

Low-power television stations have just been given congressional permission to upgrade from current secondary status to new Class A status.

The Community Broadcasters Protection Act of 1999, which was signed into law 11/29, allows LPTV station owners to apply for the new status as long as the station: 1.) broadcasts at least 18 hours a day; 2.) broadcasts a minimum of three hours per week of locally produced programming; and 3.) has been in compliance with the FCC's LPTV regulations. All requirements must have been met during the 90-day period that ended 11/28.

Requests must be submitted by 11/28/2000.—TS

FCC seeks comments on DTV obligations

The FCC last week (12/15) began asking for comments on what public interest standards it should adopt for digital television. While similar rules for digital radio are a long way off, the inquiry should give us

some clues as to what radio can expect.

Suggestions already proposed by public interest groups: expanding weekly children programming from three hours to seven; giving political candidates free airtime 30 days prior to an election; and upgrading emergency warnings to target specific neighborhoods where a storm is likely to hit. Digital TV is expected to be in place around 2006.—TS

Wilson primes Wall Street pump

Citadel Communications (O:CITC) filed with the SEC to sell up to \$1B in new securities, without specifying whether they'll be stock, bonds or whatever. The shelf filing will allow CEO **Larry Wilson** to go back to Wall Street as needed (and as market conditions warrant) to pick up cash to close his ongoing string of acquisitions.—JM

Clarion joins XM's list of manufacturers

Car audio manufacturer Clarion Corp. is the latest to join the list of companies that will develop, manufacture and market AM/FM/XM radios. Clarion will offer the receivers to OEM clients including Nissan, Honda, GM Saab, Subaru and Ford. Other XM Satellite receiver deals include Alpine, Delphi-Delco (for GM OEM), Mitsubishi, Motorola, Pioneer and Sharp.—CM

Citadel promoting \$2M Y2K giveaway

Citadel Communications (O:CITC) has teamed up with Avaterra.com Inc. (O:AVAR) for an end-of-millennium contest with \$2M as the top prize. Citadel is airing 42K spots on 112 stations to promote the contest on Avaterra.com's www.vzones.com site, where web surfers interact in "virtual world communities." Contestants compete to win the prize by trying to correctly answer 10 questions.—JM

Geode to launch SurferNetwork.com

Beginning next Spring, Geode Electronics is launching "SurferNetwork.com," a globally aggregated site with a "large array of radio content organized by format, language and country." A new technology will be leveraged (12 patent applications have been filed) that "virtually eliminates" dropouts from net congestion. Advertising and revenue opportunities will also be available to subscribing stations.—CM

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Television Business Report™

Redstone seems serious about Chris Craft

Seemingly oblivious to the firestorm he would ignite at the FCC and on Capitol Hill, Viacom (N:VIA) CEO **Sumner Redstone** appears willing, even anxious, to push the envelope by trying to acquire Chris-Craft (N:CCN).

"The new Viacom is entering the strongest period of growth in its entire history," Redstone declared at this month's (12/6-10) PaineWebber Media Conference in New York (*RBR* 12/13, p. 2). Redstone expressed optimism that his stock-swap acquisition of CBS (N:CBS) will win regulatory approval and hinted broadly that another big acquisition is likely—comments that clearly referred to Chris-Craft. Although such a deal would put Viacom even further over the FCC's 35% TV audience cap than the CBS merger, Redstone insisted under questioning by reporters afterward that "there is no public policy reason" to reject such a combination.—JM

Lilly launches in Elmira

Look for second-generation broadcaster **Kevin Lilly** to build his own small market TV group as his dad, **George Lilly**, continues to run SJL Communications. The son's Lilly Broadcasting LLC has signed a \$4.8M deal to buy WENY-TV (Ch. 36, ABC) Elmira, NY from **Howard Green's** The Green Group. Negotiations are underway to complete a contract (now just a letter of intent) to have Lilly buy co-located WENY-AM & FM as well. **Broker: Dick Kozacko**, Kozacko Media Services—JM

"Politically Incorrect" a real news source?

No matter what you may call ABC's "Politically Incorrect with **Bill Maher**," the FCC has ruled that it is a bona fide news interview program and is thus exempt from the equal opportunities requirement.

Under FCC rules, if a broadcaster allows a qualified candidate for pub-

lic office to use its airwaves, that broadcaster must give equal usage to all qualified opponents running for the same position unless that show is a bona fide newscast, news interview, news documentary or on-the-spot coverage of a bona fide news event. Since 1984, when it ruled that "Donahue" was a bona fide news program, the FCC has recognized that broadcasts other than hard news qualify for the exemption because of Congress' intent to increase coverage of political campaigns.—TS

Short, shorter, shortest

Even if you were around back then, you may not even remember that some TV shows in the 1950s ran only 15 minutes, not the 30 or 60 minutes which are the standard today. According to an Associated Press report, the struggling UPN network is thinking of going back to the old ways in an attempt to capture younger demos, particularly young males, who tend to "channel surf."

RBR observation: Why not? If spots can deliver a complete message in 30 to 60 seconds and songs can tell a story in 2:30 to 3:00, surely there are video stories which can be told in 12 minutes (assuming three minutes of spots). It won't be "War and Peace," it could at least be an interesting piece of a war.—JM

Broadcasters threaten web streamer

Canadian broadcasters are threatening legal action against a Toronto-based company which is streaming their video signals (and those of several Buffalo, NY stations as well) on the Internet. A "cease and desist" letter demanding that TVRadioNow Corp.'s www.iCraveTV.com site stop streaming the signals by 12/6 was ignored. *RBR* editors were able to watch several Canadian and US networks on the site last week. Although the web site claims that it is legally rebroadcasting the signals for reception by Internet users within Canada, the only way it identifies where the user is located is by having them enter their telephone area code. (Alexandria, VA is in the 416 area code, isn't it?)—JM

by Carl Marcucci

Radio IT: Installing the digital backbone

Thinking outside the analog box

Is your plant digital yet? Many would quickly say yes, while in reality, they may be running digital equipment connected with analog pipelines. We're talking tons and tons of wires and cables. With some stations undergoing consolidation projects almost as fast as new ownership, cutting time and labor costs are becoming more and more important. So too is the ability to make changes on the fly to the entire plant. A digital backbone for the whole local market plant can provide the answers. Here we look at two companies pioneering that revolution: the Klotz Vadis 3d platform and Radio Systems' StudioHub wiring solution.

One of the largest consolidation projects ever undertaken was Clear Channel Denver (*RBR* 6/21, p.8). **Al Kenyon**, Clear Channel's VP Technology, first flew to Buffalo to see Mercury's Klotz backbone before deciding on doing it in the mile-high city. As you'll read later, the time savings going with digital are significant. "Obviously, this is one of the reasons why they used the equipment in Denver. It has a lot to do with 'people looking outside the box.' People have been sort of stuck in these four walls, using what I refer to as the 'analog' model," **Ray Esparolini**, VP, Sales and Marketing, Klotz Digital, tells *RBR*. "I know people who have put in Brand X digital audio consoles and ran tons of 110 ohm AES cabling all over the plant. Distribution amplifiers, AES routers and all these sample rate conversions from one format to the other. If that isn't the identical



Jeff Depolo, a contract engineer, puts the finishing touches on studio interconnect wiring at the Radio Systems/Capstar Roanoke project.

way of doing an analog system in digital, I can't think of another. Even if all the equipment that they are talking about is digital, the fact of the matter is the way that it works is analog. When they actually step outside the box, and look at a platform and the implementation of IT (information technology) hardware like Ethernet and fiber-optic cable, they realize that they can have this huge, completely integrated system without pulling one single cable."

"It changes the way you think about things. To change your thinking from consoles, which are islands in a group or cluster of islands called studios, to a network of audio distribution. This is what it really replaces—all your distribution amplifiers," explains **Dave Halik**, CE, Mercury Buffalo. "It replaces your routing switcher. It replaces all that massive amount of wiring coming off your routing switcher to some simple, thin fiber optics."

With a Klotz Digital system there are three cables for each node, or Vadis DC mixing console, in a Vadis 3d network platform. A fiber optic line in to and out from each Vadis frame (the central rack room's engine/brain box) and a CAT-5/Ethernet line for control to both the Vadis frame and Vadis DC consoles. "Each node only requires this: its local sources tied in there, the fiber from that studio to the Vadis frame in the central rack room unit and a fiber from the central Vadis to that studio DC—because the fibers are one-way streets," says Halik. "So, you've got 64 audio cables going into the studio and 64 coming out: 128 pairs total on two fiber lines. And one CAT-5 to tell everybody else what everybody else is doing. At the central Vadis, that goes to a switching hub with as many ports as are required for the number of studios you have. And you're done."

The switching hub at the central

Vadis unit allows instantaneous source switching. "With this digital backbone, you simply push a button and another studio is now doing exactly what the studio you are in is doing. It's all ready to rock. Because, remember, you are not moving the equipment, you are just moving the sources and they are all on the fiber," said Halik. "It all happens on the Ethernet. The control is all there. When a source comes up on another console, it comes complete. That is what is slick about it. Sure it was easy to get a source available on multiple consoles before, but how do you turn on and off that source from different places? That was the tough part."

The Vadis platform is powered by "DiAN," Klotz's trademarked fiber-optic transmit-receive technology for audio. Says Esparolini: "You can do thousands of signals. You can connect to the platform any kind of an audio format. That audio format would be SPDIF, or AES, or Yamaha Y2, or MADI, or ADAT, or microphones, or analog line-ins. Any kind of audio source can be connected anywhere or in any one of the boxes, or anywhere in the DiAN network."

Radio Systems' StudioHub wiring solution leverages integration hardware with widely available CAT-5 wiring, used throughout the IT and telecom industries, linking up computers. The StudioHub is really an intelligent, IT hardware integration tool. "It allows you to use IT hardware to do any integration. StudioHub can intermix analog and digital signals in a broadcast facility. It's all the infrastructure components that allow you to get studios wired into a build-out. I mean, if you take all the stuff that you would buy off the shelf—consoles and CD machines, etc—unpack it all and fill a couple of dumpsters with packing materials, now what? The stuff has got to all talk to each other," said AMFM Regional Engineering Chief **Frank McCoy**. "Then you start putting on connectors. Then you order about 500 XLRs and start to put them on. That then is awful. As time goes on, you just get more and more distracted and mistakes are made—it's better to have somebody just knock these things out at an assembly table all day long. They have all the time in the world with no distractions. They can listen to rock n' roll music on the

Radio Systems' Roanoke installation

WYYD-FM Country
WJLM-FM Hot Country
WROV-FM Rock
WROV-AM Rock
WJJX-FM CHR
WJJS-FM CHR
WJJS-AM R&B Oldies
WLDJ-FM Oldies
WRDJ-FM Oldies

Klotz's Buffalo installation

WGRF-FM Classic Rock
WEDG-FM New Rock
WHTT-FM Oldies
WHTT-AM Gospel



Mike Kane, Halik's Remote Coordinator, wires up the Ethernet and fiber optic lines in Buffalo for the Klotz Vadis platform.

radio, eat bon-bons and put on connectors. Then they go into little plastic bags and you get a box full of them with your installation. You open them up and then plug in all your devices. Then you turn it all on."

Two projects

To help illustrate the reasoning behind building a digital backbone, we look at two digital installations: Capstar/AMFM's Roanoke/Lynchburg, VA Radio Systems project and Mercury/Broadcasting Partners' Buffalo Klotz Digital project.

In Roanoke, the full consolidation project began in early July and ended in mid-October, joining nine stations (see chart) with two buildings; four studios in Lynchburg, six studios in Roanoke. "Lynchburg originally had three stations operating. We moved one of the stations to Roanoke under the new rules. One of the studios was moved to Roanoke and then Roanoke had six stations. Some of them were simulcasts, because the cities have a mountain range between them," said **Ben Brinitzer**, Regional Engineering Chief, AMFM Inc. "We successfully installed nine studios in a period of a week and a half, but that doesn't mean the stations moved in a week and a half. The RF side of it took a lot longer than anticipated—we actually ended up with complete studios and were not able to move into them."

There were substantial time savings gained from installing the StudioHub, especially considering they had one engineer for the nine stations. "My first goal was to hire an engineering firm to come in and

buildout the plant," adds Brinitzer. "**Dan Braverman** [President] at Radio Systems said, 'Yes, we'll do it and I want your input on this.' Admittedly, the installation went well and very quickly. The performance has been excellent."

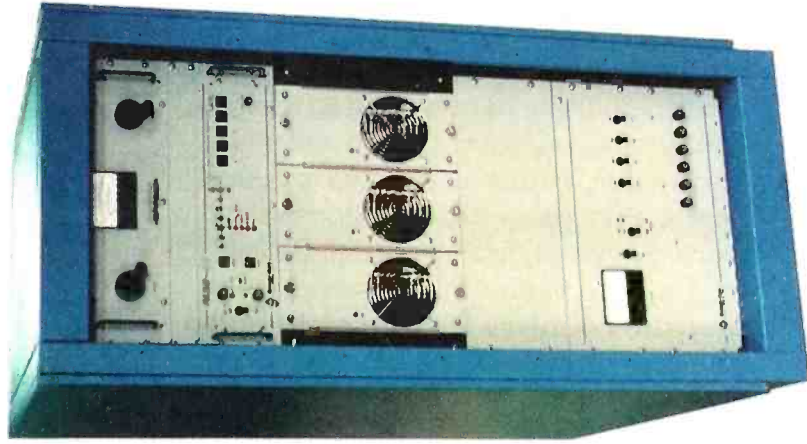
Braverman brought four people with him for the project: "We installed it. It was a full-turnkey radio system, which frankly is not something that we do much anymore, but we did it there because it was the first StudioHub. The entire [then] Capstar brass came down there just to evaluate it. They brought Audio Precision System IIs (digital analysis) to make sure that the stuff works, since we converted midway and saved the day with it. They gave it their blessing."

The Klotz Buffalo project began roughly two years ago in a small way, replacing a production studio. "We saw the virtual capabilities. At that time, we set our focus towards the future, saying that if we start now with one, then we will move slowly into this. The nice thing about it is that you can do that. You don't have to go full tilt right off the bat," Halik recalls.

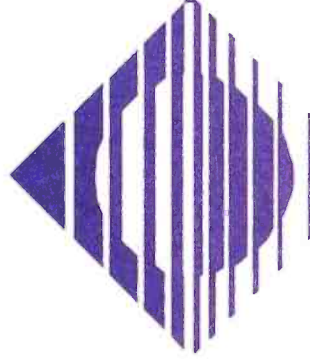
Citadel is purchasing the group of stations (see chart, above) and has announced it will be consolidating all studios into one building. The group is now spread out in four buildings. "We plan to move to a new facility and when we do that, it is my hope that we go with all Klotz throughout. We are not entirely digital yet. We looked forward to installing the studios, as opposed to all the laborious wiring. We just saw it as a great savings. We are so anxious to use these consoles, be-

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cause after our first one, we realized the power," said Halik. "Of course, a standalone unit really doesn't have the kind of power that the network of these consoles has. Networking these consoles is the key to its maximum usage. It is not a console as such, it's a platform—I can't stress that enough."

Halik first ordered an on-air console for WEDG-FM and was waiting for it to be shipped. Then Mercury won a three-year contract last June with the Buffalo Bills to broadcast the team's games. "I had to flip around real quickly and build a network studio. Of course, we had 17 affiliates on the network. We had nothing, virtually—we had a closet to build it in. So the obvious choice was to go with Klotz, because we wanted to build a network further. They pushed it through quickly," said Halik. "We got just what we needed ahead of the order that we had already placed for on-air console for the Edge. Within a two month period, we had placed the order, installed it and went on-air with the Bills."

How much time do you think you saved as opposed to doing it the old fashioned way? "About half," says Halik. "We zipped through the Bills studio in about a week and a half. That was from a full room to a completed room—we had to take everything out of the old room."

The easy outsource

Beside saving time by less wiring and pre-wiring, a major benefit to going with a digital backbone is the easy outsourcing of labor. Standard fiber optic or CAT-5 cables are easily installed by local telephone or computer/IT networking companies. The pin-outs and wire color coding follow standard telephone protocol. "The computer IT networking guys did the entire Jacor Denver plant [now Clear Channel]. Instead of having a team of broadcast engineers with all this knowledge running around pulling wires, they just called National Network Services Incorporated (NNSI), which does computer networking all over the country. They came in and pulled a bunch of CAT-5 and fiber optic and then they were done," said Esparolini, who adds the time and human resource savings of doing a plant this way instead of an analog wiring installation with local engi-

neering staff is "somewhere in the neighborhood of 60 to 1."

Equally as important is the fact that broadcast engineers are scarce and location can add to that problem. "Rather than try to draw from a pool of broadcast engineers who don't exist to wire 15 to 20 studios or even four to five simultaneously, you can call the people that are already going to be there to drop CAT-5 cables," said Braverman, who gives an example of the Pacific Star/AMFM consolidation of seven stations in Hawaii: "Working in Hawaii is impossible. I mean there is no talent out there. Everybody wants to be literally 'surfing.' In addition, they were looking at hundreds of thousands of dollars of trying to bring personnel over there to wire seven stations in a short time frame. Instead of that, they bought StudioHub and they had the phone company, Pacific Bell, drop their broadcast lines between studios. They plugged them together and it worked. It is a perfect example of the kind of real-world applications for this stuff."

The obvious savings in wiring a digital plant are two fibers into each studio vs. the usual 128 pairs of cable. Says Halik: "I'm using fiber optic cable and it is just off the shelf stuff that you can get from your local electrical supplier actually. Two push and turns at each end and you've got 128 pairs connected. When you network all these consoles, which is the essence of what Klotz is over the others, all sources and all destinations are shareable. It is instantaneous, no cross-connecting and hard-wiring. You'd have to punch down a whole lot of blocks before getting to the 128 count."

In addition, the cost of punching cables is not depreciable. The capital for buying equipment is, but not the labor. "The equipment is slightly more expensive than analog technology, but it has its advantages in terms of cost savings on installations," explains Halik. "Operation costs too—if I need to make a change, I don't have to go in and rewire something if I want to put a new source on the system. I simply reprogram what sources are on a particular fiber channel, if it isn't already there. We do this several times during each of our network broadcasts for the Buffalo Bills."

Attempting to plan out a consolida-

tion project made up of two, three or more previous different owners with all of their varied equipment can be a monumental task. "God pity the facilities planner today," complains Braverman. "He has to take out his crystal ball and try to figure out how much of his new facility is digital today, analog today, and how much of it is it going to be analog tomorrow? It is impossible. He has to allocate the number of cables he needs for analog, for SPDIF, AES/EBU, for LANs, for telephones, for digital audio...it is impossible. With properly implemented StudioHub type product, all he has to say is 'Look, I'll run all the same cable. I'll run a uniform platform and whatever happens will happen.'"

And that uniform platform can easily be Vadis. Says Braverman: "Klotz and Radio Systems are already cooperating on large projects that are going to use exactly our architecture. They actually compliment each other."

The changing role of the CE

As more and more software and IT jobs become available, less and less RF-enabled engineers seem to be in the job market. That's why the easily accessible IT installers used by local

phone companies can thankfully substitute for the traditional engineer for everything but RF.

"We are outsourcing quite a bit. Not because we necessarily want to, but because we have to. The number of engineers that we have available, we need to have them concentrated on doing things that only engineers can do," said AMFM VP Engineering **Jeff Littlejohn**. "IT is an easy thing to outsource. It's something we are going to have to be doing more of in the future, unless somebody comes up with some big pot load of broadcast engineers that nobody knows about."

"We got raided five to 10 years ago by other forms of wireless transport. We had a cadre of individuals who understood the basics of transmission systems, such as transmission lines, antennas, transmitters, control systems and the necessary environment to make them work." McCoy preaches. "Well, we haven't done a very good job of replacing those people because there is no easy access to formal training to do so. In contrast, the IT world has many, many portals for advanced training: The Novell, MCSC certification

tracks, Cisco offers certification. Just about every adult education program at every two- and four-year college in America has some MIS training program."

So what do engineering execs look for when recruiting these days? "I do ask during the hiring process for IT certification at the same time I ask for SBE certification. But it is also dependent upon the needs of the individual market and what the resource pool is in that market. My ideal engineer is a five-or 10-year broadcasting engineering veteran that has IT experience and/or MCSE/CNE," says Brinitzer. "As it stands right now, there is a dire need in broadcast for IT departments to develop on a local level. Now what that means is that it is dependent upon what the market influences can support. Many AMFM markets are splitting the departments, which means that they are dedicating IT people and engineering, but they are still under direction of the chief engineer, if you will. In terms of the hiring procedure or process, most definitely if a broadcast engineer is not at least investigating IT, then he is very short-sighted in the big scheme of things."

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by Jack Messmer

Stop 26 Riverbend gets green light for growth

While Wall Street and the radio industry have been focused on Radio One (O:ROIA), Blue Chip and Spanish Broadcasting System (O:SBSA) as acquisition-minded, minority-controlled radio groups, a little-known minority owner has scooped up a \$20M group buy. Stop 26 Riverbend Inc. (S26R) is acquiring all five stations owned by Associated Radio Inc., a subsidiary of Associated Group Inc. (O:AGIPA, AGRPB), which is being acquired by Liberty Media (N:LMGa, LMGb).

S26R is owned by **Frank Halfacre** (41.75%), **Percy Squire** (41.75%) and **Robert Douglas** (9%), all of whom are African-American, along with **Adrian Roe** (7.5%), who is White. Prior to this deal, S26R owned WBTJ-FM Hubbard-Youngstown, OH (which is being sold to Clear Channel, N:CCU for \$2.7M) and WSMZ-FM Johnstown-

Columbus, OH. A separate company owned by Squire, ESQ Communications Inc., owns WRBP-AM & WGFT-AM Warren-Youngstown, OH and WDLR-AM Delaware-Columbus, OH.

The Associated acquisition will give S26R a second FM in the Columbus market, WXST-FM Delaware, OH—an Urban AC which will fit nicely with its current Urban FM. The cash-for-stock deal also includes two other combos, WOMP-AM & FM Bellaire, OH-Wheeling, WV and WSTV-AM & WRKY-FM Steubenville, OH. Squire told *RBR* that those four stations will likely be sold or swapped so he and his partner can stay focused on their markets—Squire in Columbus and Halfacre in Youngstown—and seek to expand their clusters.

RBR observation: In this era of superduopolies, building strong clusters in a limited number of markets is proving to be a way for smaller, private companies to compete with (and sometimes beat) the public mega-groups.

Yes, we did ask Squire about the name. It turns out that Stop 26 and Riverbend are two of Youngstown's historic Black neighborhoods and Youngstown is the hometown of both Squire and Halfacre.

\$12M price hits High Peak

Why would anyone pay \$12M for a Class C3 FM stick in Arbitron market #132, Ft. Collins-Greely, CO, where BIA expects total radio revenues to hit \$9.7M in 2000? No one would, of course, so **Bruce Buzil** obviously had something else in mind when his High Peak Broadcasting agreed to that price tag for **Vic Michael's** KRKI-FM Estes Park, CO. The only station close to KRKI's 102.1 MHz frequency in the nearby (and much larger) Denver-Boulder market (#23) is Class A KAGM-FM, licensed to Strasburg, CO—well to the east of the Mile-High City. **Broker: Doug Ferber**, Star Media Group

Y2K LMA brings Waitt to Sorenson

"I got into this business to play the tunes and read the news." **Dean Sorenson** told *RBR* last week. "I just got sidetracked into ownership."

28 years, 17 stations, two Marconi awards (including one just this year) and three Crystal awards later, Sorenson is exiting with an \$18M sale to **Norman Waitt's** Waitt Radio. LMAs will begin as the New Millennium dawns 1/1/2000. Sorenson says he doesn't yet have any plans for what he'll do once the sale closes.

Sorenson isn't the only one who'll take a big check to the bank. Some 150 employees also own stock in the radio group through an employee stock ownership plan. Sorenson noted that a few employees were disappointed to

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Media Services Group, Inc. initiated this transaction and assisted Southern Broadcast Group, LLC in the negotiations.

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learn, however, that Gateway Computer doesn't have a discount program for Waitt Radio employees. Brothers Norman and **Ted Waitt** co-founded the computer company which made them both billionaires.

Although none of the Sorenson stations are in Arbitron-rated markets, they'll fit well into Waitt's group, which includes a radio/TV cluster in Sioux City, IA—where South Dakota, Iowa and Nebraska meet. **Broker: Dick Chapin**, Chapin Enterprises

Liu lightens LA load

Arthur Liu's Multicultural Broadcasting is shedding one of its seven stations (six of them AMs) in the Los Angeles market. **Howard Kalmenson's** Lotus Communications Corp. will pay \$750K for KWPA-AM Pomona, CA. The 1220 kHz facility is located in the hills well east of downtown LA and doesn't have a city-grade contour overlap with either of Lotus' LA stations, KWKW-AM & KIRN-AM.

Those pennies add up

In conjunction with Regent Communications' pending IPO (*RBR* 12/6, p. 6), *RBR* had reported that current holders of Regent's publicly traded preferred stock (O:RGCIP) would receive accumulated dividends of 19 cents per share when their preferred shares are converted to common stock. As it turns out, that figure represented the accumulated but unpaid dividends as of 12/31/98. As of the end of this month, the accumulated dividends will total 54 cents and approximately 2.9 cents will accrue monthly until the IPO takes place.

Sorenson Broadcasting

Pierre, SD:
KCCR-AM & KLXS-FM

Yankton, SD:
KYNT-AM & KKYA-FM

Watertown-Milbank, SD:
KWAT-AM, KIXX-FM, KDLO-FM & KKSD-FM

Volga-Clear Lake, SD:
KJJQ-AM, KKQQ-FM & KDBX-FM

Mitchell, SD:
KORN-AM & KQRN-FM

Red Wing, MN:
KCUE-AM & KWNG-FM

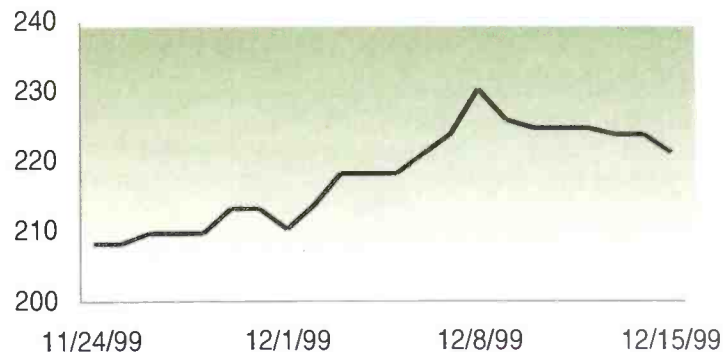
Fort Dodge, IA:
KVFD-AM & KUFL-FM

The Radio Index™

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The Radio Index™ slipped back from its record high of 230.21, set 12/8. The index closed 12/15 at 221.19, down 9.02 from a week earlier.



RBR's deal digest

Grant Chang's JMK Communications, which recently bought WPWC-AM south of Washington, DC, is now paying \$900K to add WTRI-AM Brunswick, MD northwest of DC. The seller is **Alfred Hammond's** Capital Broadcasting Corp. **Broker: Bruce Houston**, Blackburn & Co.... In order to clear the way for its purchase of KFXJ-FM (*RBR* 12/6, p. 14), Journal Broadcast Group is selling off two of its Boise market stations, KSRV-AM & FM Ontario, OR, to Horizon Broadcasting Group, a new company formed by **Bill Ackerley**, **Keith Shipman** and **Dan Walker**. **Broker: Kalil & Co...** **Brad Olson's** G.O. Broadcasting is selling KLRX-FM Ames, IA to **James McBride's** LifeStyle Communications Corp. for \$1.5M. **Broker: Jerry Johnson**, Johnson Communication Properties... **Steve Dinetz's**, **Carl Hirsch's** and **Skip Weller's** NextMedia is adding Salt Broadcasting's KTHX-FM & KRZQ-FM Reno.



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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.

\$189,600,000 36 stations in 11 markets (*RBR* 11/1, p. 14) from Broadcasting Partners Holdings and its various subsidiaries and affiliates (VS&A Communications Partners, Jeffrey Stevenson, Lee Simonson) to Citadel License Inc. (Larry Wilson), a subsidiary of Citadel Communications (O:CITC). \$12M letter of credit as escrow, \$185M in cash at closing. Additional \$3.85M if BPH has completed its acquisition of WVVE-FM Stonington-New London CT prior to closing and \$750K if BPH has completed its acquisition of WHLD-AM Niagara Falls-Buffalo NY prior to closing. Numerous **superduopolies**.

\$6,100,000 WRTK-AM, WBBG-FM, WICT-FM & WTNX-FM Youngstown OH (Youngstown OH-Grove City-Sharpville PA) from Youngstown Radio License LLC, a subsidiary of GOCOM Communications (Bain Capital, Richard Gorman) to Citicasters Co. (Randy Michaels), a subsidiary of Clear Channel Communications (N:CCU). \$400K option payment 9/20, additional \$2.65M payment was due after filing with FCC, balance in cash at closing. Multiple daisy chain **superduopolies** with Clear Channel stations in the Youngstown and Cleveland markets. LMA since 9/20.

\$4,700,000 WILN-FM & WYYX-FM Panama City FL (Panama City-Bonifay FL)

from Empire Broadcasting System LLP (Donald Cavaleri, Steven Kushner, Burt Baumgartner) to NextMedia Group LLC (Steven Dinetz, Carl Hirsch, Samuel Weller). \$4.7M cash. **Superduopoly** with WDLP-FM, WPCF-FM & WYOO-FM. LMA since 11/1. Broker: Media Services Group

\$3,500,000 WBEA-FM & WEHM-FM Nassau-Suffolk NY (Montauk-East Hampton NY) from Hamptons Radio Corporation (Jeffrey Furman et al) to AAA Entertainment LLC, a subsidiary of Back Bay Broadcasters Inc. (Peter Ottmar, Estate of James Ottmar, David Ottmar, John Maguire, Brian Daisy, Barbara Ottmar). \$250K escrow, balance in cash at closing. Existing **duopoly**. Broker: Media Services Group

\$1,997,000 WBHB-AM & WRDO-FM Fitzgerald GA, **WKAA-FM** Ocilla GA and **WKZZ-FM** Tifton GA from M&M Broadcasting Inc. (Tony Mooney) to Southern Broadcast Group LLC (Michael Oesterle, G. Woodward Stover II). \$1.997M cash. Broker: Media Services Group

\$162,400 KKSI-FM & KRKN-FM Eddyville-Eldon IA, 26% stock sale of O-Town Communications Inc. from Donald Linder (25% thereafter) to Bruce Linder (35% thereafter). \$162.4K cash. Note: The remaining 40% is owned by Greg List. Existing **duopoly**.

\$51,000 WWZQ-AM Aberdeen MS from J.D. Buffington to Stanford Communications Inc. (Ed & Theresa Stanford). \$51K cash. Note: No contour overlap with the buyer's WAMY-AM Amory MS, although it does overlap WAFM-FM Amory MS.

N/A KKJM-FM St. Cloud MN from De Novo Partners LP (Andrew Hilger & family) to Gabriel Communications Company, St. Cloud (Monsignor David Taufen, CEO), wholly owned by The Diocese of St. Cloud. Donation.

N/A WAML-AM Laurel-Hattiesburg (Laurel MS) from Pine Belt Broadcasting Inc. (Gerald Williams) to Walking by Faith Ministries Inc. (James L. Black, pres.). Donation to non-profit organization.

N/A KBPG-FM CP (89.5 MHz) Montevideo MN from Southpoint Educational Radio Inc. (Rusty Benson, sec.) to American Family Association (Donald Wildmon, pres.). Transfer for no consideration.

BROADCAST INVESTMENTS™

December 15—RBR Stock Index 1999

Company	Mkt:Symbol	12/8/99 Close	12/15/99 Close	Net Chg	Pct12/15/99 Chg	Vol	Company	Mkt:Symbol	12/8/99 Close	12/15/99 Close	Net Chg	Pct12/15/99 Chg	Vol
Ackerley	N:AK	16.375	17.938	1.563	9.55%	27200	Infinity	N:INF	40.250	36.750	-3.500	-8.70%	787600
Alliance Bcg.	O:RADO	0.344	0.250	-0.094	-27.33%	49000	Interep	O:IREP	12.000	12.750	0.750	6.25%	343700
Am. Comm. Ent.	O:ACEN	3.125	3.625	0.500	16.00%	16400	Jeff-Pilot	N:JP	66.063	62.000	-4.063	-6.15%	303600
Am. Tower	N:AMT	27.938	30.750	2.812	10.07%	2648700	Launch Media	O:LAUN	18.000	18.000	0.000	0.00%	87000
AMFM Inc.	N:AFM	74.938	75.813	0.875	1.17%	882600	NBG Radio Nets	O:NSBD	1.469	2.750	1.281	87.20%	93800
Belo Corp.	N:BLC	19.250	19.063	-0.187	-0.97%	179700	New York Times	N:NYT	45.813	48.563	2.750	6.00%	668100
Big City Radio	A:YFM	4.375	4.250	-0.125	-2.86%	105400	Pinnacle Hldgs.	O:BIGT	34.188	36.438	2.250	6.58%	176000
CBS Corp.	N:CBS	57.875	57.375	-0.500	-0.86%	2229300	Radio One	O:ROIA	84.250	65.625	-18.625	-22.11%	162100
Ceridian	N:CEN	20.625	20.375	-0.250	-1.21%	294900	Radio Unica	O:UNCA	23.250	25.500	2.250	9.68%	1600
Citadel	O:CITC	52.250	51.000	-1.250	-2.39%	167900	RealNetworks	O:RNWK	152.688	155.000	2.312	1.51%	1741300
Clear Channel	N:CCU	85.500	85.875	0.375	0.44%	1389200	Regent Pfd.	O:RGCI	11.000	11.000	0.000	0.00%	1300
Cox Radio	N:CXR	80.125	83.375	3.250	4.06%	18800	Saga Commun.	A:SGA	26.125	25.000	-1.125	-4.31%	9100
Crown Castle	O:TWRS	22.063	27.000	4.937	22.38%	977100	Salem Comm.	O:SALM	20.750	18.750	-2.000	-9.64%	1600
Cumulus	O:CMLS	42.500	37.250	-5.250	-12.35%	276300	Sinclair	O:SBGI	10.375	11.875	1.500	14.46%	1046400
DG Systems	O:DGIT	5.906	6.031	0.125	2.12%	183300	Sirius Sat. Radio	O:CDRD	25.375	28.500	3.125	12.32%	168400
Disney	N:DIS	27.250	28.000	0.750	2.75%	10105900	Spanish Bcg.	O:SBSA	33.500	31.875	-1.625	-4.85%	246100
Emmis	O:EMMS	92.625	90.063	-2.562	-2.77%	280100	SpectraSite	O:SITE	8.563	9.000	0.437	5.10%	128600
Entercom	N:ETM	64.438	59.563	-4.875	-7.57%	62300	SportsLine USA	O:SPLN	50.188	53.875	3.687	7.35%	129800
Fisher	O:FSCI	58.250	58.000	-0.250	-0.43%	100	TM Century	O:TMCI	0.719	0.719	0.000	0.00%	0
FTM Media	O:FTMM	10.375	10.500	0.125	1.20%	100	Triangle	O:GAAY	0.035	0.032	-0.003	-8.57%	206200
Gaylord	N:GET	30.000	30.188	0.188	0.63%	15100	Tribune	N:TRB	52.875	54.313	1.438	2.72%	1054300
Harris Corp.	N:HRS	23.063	23.500	0.437	1.89%	616100	WarpRadio.com	O:WRPR	4.625	4.625	0.000	0.00%	0
Hearst-Argyle	N:HTV	25.125	26.250	1.125	4.48%	34300	Westwood One	N:WON	58.313	62.188	3.875	6.65%	148700
Hispanic Bcg.	O:HBCCA	84.438	89.125	4.687	5.55%	431200	WinStar Comm.	O:WCII	59.625	73.000	13.375	22.43%	6492600
							XM Satellite	O:XMSR	25.875	27.000	1.125	4.35%	59200

PopMail.com tops 1M mark

PopMail.com Inc. (O:POPM) announced that its e-mail marketing operation had topped 1M members. "We are extremely pleased that this significant milestone has been achieved ahead of schedule," said CEO **Stephen King**.

PopMail operates affinity- and permission-based e-mail marketing efforts for some 650 affiliates—radio and TV stations, professional sports teams and leagues, newspapers, syndicated TV shows and Madison Square Garden. Radio affiliates include stations from the ABC, Emmis, Sunburst and AMFM groups. Also, veteran broadcaster **Frank Wood** recently joined PopMail.com's board of directors.

PopMail announced net sales of \$3.5M for its latest fiscal quarter, the 13 weeks ended 10/3/99, a gain of 41% from net sales of \$2.5M a year earlier. The company reported a loss attributable to common shareholders of \$6.3M, or 51 cents per share, compared to a loss of \$986K, or 12 cents per share, in the same period of the prior year.

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Citadel Selects Scott Studios as "the Best" Digital System



Larry Wilson (at right), CEO of Citadel Communications Corp., shakes hands with Dave Scott as Citadel standardizes on Scott Systems for its 124 stations and future acquisitions.

Citadel Communications Corp., one of America's top 10 radio groups in 1998 revenues, selects Scott Studios Corp. as its sole supplier of on-air digital audio delivery systems for its 124 radio stations and future acquisitions.

"We thoroughly investigated all of the competitive digital air studio systems and decided upon the best one," says Larry Wilson, CEO of Citadel Communications. "Our regional Presidents and Vice Presidents of engineering and programming spent nearly a year analyzing different options. While no system or manufacturer is 100% flawless, it became obvious to us that Scott Studios is the very best. Their long history of excellent service commitment, the quality of their digital studio products and competitive pricing were our primary reasons for selecting Scott Studios."

Dave Scott, CEO of Scott Studios Corp. says, "It's an honor to be Citadel's sole digital audio vendor and take their other brands as trade-ins on our new equipment. Our systems are designed by announcers, for announcers."

"Of Scott's 61 employees, 43 are former jocks and PDs with 700 years collective radio experience. Competitors work more from the engineer's perspective, although we have 20 former chief engineers on staff also. Scott Studios' digital fits DJs like a glove."

After adding five Oklahoma City stations and other pending transactions, Citadel will own or operate 124 radio stations in 23 mid-sized markets such as Providence, Salt Lake City and Albuquerque.

Citadel is well known across the country for attaining topnotch competitive programming success, and the addition of Scott Studios announcer friendly technology will help Citadel announcers deliver superior information, entertainment and service to their 8,000,000+ weekly listeners.

Citadel's stations are not the only ones who choose Scott: *More* U.S. radio stations use Scott Studios' than *any other* digital system, with 5,046 Scott digital workstations in 2,202 U.S. stations. Nine of the ten *top-billing* groups have Scott Systems.

Scott Systems are the *easiest to use!* They're intuitive, straightforward, simple, yet the *most powerful!*

Scott Studios is famous for our *uncompressed* digital systems at a compressed price, (but we work equally well in MPEG and MP3). Scott Studios' audio quality is the *very best* and plays on laptops or PCs with ordinary sound cards. We pre-dub your startup music library free. Your PD can auto-transfer songs digitally in *seconds* with a CD-ROM deck in his or her office.

Scott gives you industrial quality 19" rack computers, but *nothing* is proprietary: functional equivalents are available at computer stores. You also get 24 hour *toll-free* tech support! Scott also lets you choose your operating system: Linux, Novell, NT, Windows, DOS or any combination. You also choose from *three* systems: Good, Better, Best. One's right for *you!*

The Scott System 32 (pictured at the upper right) is radio's most powerful digital system. Your log is on the left side of the LCD touch screen. Instant access Hot Keys or spur-of-the-moment "Cart Walls" are on the right with lightning-quick access to *any* recording. Phone calls record automatically and can be edited to air quickly. You can also record and edit spots or voice tracks in the air studio or go on the air from production.

Options include seamless redundancy, self-healing fail-safes, newsrooms, 16-track editors, time and temperature announce, and auto-transfer of spots and voicers to distant stations over WAN or Internet. Check our web site and call us toll-free.

The screenshot shows a digital interface with a song log on the left and a control panel on the right. The song log includes:

- 8:15:38A** **R-E-S-P-E-C-T** Aretha Franklin :11/3:30/F HIT HM9834 8:15 The Queen of Soul
- Start 3** **Ferry 'Cross the Mercy** Gerry & the Pacemakers :17/4:13/F HIT HM2608 8:18
- Start 3** **Home Depot** Q: Better at Home :00/0:30/F COM DA2214 8:22
- Start 3** **McDonald's** Q: Prices may vary :00/0:06/F COM DA2215 8:22
- Start 3** **Bob's Bargain Barn** Q: Sale Ends Saturday :00/2:45/C COM DA1234 8:23
- Start 3** **Cool 105 Fast Jingle** Q: Cool 105 :00/0:30/F JIN DA4315 8:23

Control buttons include Stack, Artists, Time, Fear, Get, Auto, Back, Forward, Preview, and a large :04 timer. A grid of letters A-Z is at the bottom for spelling search.

The Scott System is radio's most user-friendly. You get instant airplay or audition of any song simply by spelling a few letters of its title or artist. You see when songs played last and when they'll play next. You also get voice tracking while listening to music in context, hot keys, automatic recording of phone calls and graphic waveform editing, all in one computer!

Scott Studios

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