

## ABC Radio Networks

444 Madison Ave.  
New York NY 10022  
212-735-1700  
13725 Montfort Dr.  
Dallas TX 75240  
972-991-9200

### ABC News

### ESPN Sports

### Syndicated Personalities

Doug Banks Show

The Tom Joyner Morning Show

The Tony Kornheiser Show

American Country Countdown with Bob Kingsley

American Gold with Dick Bartley - Countdown

MONEYTALK with Bob Brinker

The Stephanie Miller Show

### ABC Radio 24-Hour Formats

Classic Rock

Programming type: Classic Rock

Country Coast-to-Coast

Programming type: Country

Hot AC

Programming type: Hot AC

Lite 2000

Programming type:

Pure Gold

Programming type: Oldies

Radio Disney

Programming type: Children's

Real Country

Programming type: Classic Country

Rejoice! Musical Soul Food

Programming type: Black Gospel

StarStation

Programming type: Adult Contemporary

Stardust

Programming type: Adult Standards

The Touch

Programming type: Urban AC

Classic R & B

Programming type: R&B Oldies

## The ABN Group

5108 South Orange Ave.  
Orlando, FL 32809  
407-856-0245 Fax: 407-858-0007

American Acoustic Country

Programming type: Bluegrass

## AccuWeather, Inc.

385 Science Park Rd.  
State College, PA 16803  
814-234-9601 Fax: 814-235-8609  
Programming type: Weather

## Adam's Ear Media

177 Telegraph Rd., Ste. 413  
Bellingham, WA 98226  
360-384-5464  
Southern Styles With Rob Patz  
Programming type: Southern Gospel

## Afterglow

2345 Howard  
Germantown, TN 38138  
901-754-7221 Fax: 901-751-8617

### Afterglow

Programming type: Sacred, EZ, Talk

### Afterglow Classics

Programming type: Sacred/Classical

### Eventide

Programming type: Sacred, EZ

## Agrinet Farm Radio Network

Box 3810  
Kill Devil Hills, NC 27948  
252-480-1576 Fax: 252-480-4655  
Programming type: Farm

## Alternative Programming

4215 Brendenwood Road  
Rockford, IL 61107  
800-231-2818 Fax: 815-229-5043  
Lite AC, Standard AC, CHR, Rock, Urban,  
Country, Nostalgia, EZ, Christian, Oldies,  
NAC  
Programming type: Music formats, CD/Tape

## American Entertainment Net.

1900 19th St. #A  
Bakersfield CA 93301  
619-966-0433 Fax: 619-966-0633  
Programming type: Talk

## American Family Radio

107 Parkgate  
Tupelo, MS 38803  
601-844-8888 Fax: 601-842-6791  
web: www.afa.net  
Programming type: Christian Music and Talk

## America On The Road

Box 66736  
Falmouth, ME 04105  
888-781-9025 Fax: 207-775-5548  
web: www.americaontheroad.com  
Programming type: Auto Talk Show and Short  
Feature

## American Urban Radio Networks

960 Penn Ave, Suite 200  
Pittsburgh, PA 15222  
412-456-4000 800-456-4211  
Fax: 412-456-4040  
Programming type: Urban News,  
Information, Talk & Entertainment  
The Light  
Programming type: Black Gospel

## Amerimusic Broadcasting

RR 1, Box 172C  
Telephone, TX 75488  
903-664-3741  
Programming type: Country, Sports

## AMFM Radio Networks

12655 North Central Expressway, Suite 800  
Dallas, TX 75243  
972-239-6220 Fax: 972-239-0220  
web: www.amfmradio.net

American Top 40 with Casey Kasem

American Top 20 with Casey Kasem

Programming type: CHR/AC/Hot AC

Backtrax USA

Programming type: 80's

The Bob and Tom Show

Country Live, Tonight

The Dave Koz Radio Show

Programming type: Smooth Jazz

Hollywood Hamilton's Rhythm Countdown

Programming type: CHR/Dance

# McVAY MEDIA

## *Programming Strategists*

### **Mc VAY MEDIA INC.**

2001 Crocker Road, Suite 260

Cleveland, OH 44145

(440) 892-1910

Fax: (440) 892-8817

[www.mcvaymedia.com](http://www.mcvaymedia.com)

**Michael A. McVay**

President

**Doris McVay**

VP/GM

**Jerry King**

VP/Contemporary

**Sue Wilson**

Consultant/AC

**Jaye Albright**

President/Country

7699 Fletcher Bay Rd. NE

Bainbridge, WA 98110

206-498-6261

**Bob Moody**

VP/Country

1345 Sydney Terrace

Mt. Juliet, TN 37122

615-758-3250

**Greg Gillispie**

VP/Rock-Alternative

628 Braidwood Dr.

Acworth, GA 30101

770-795-1022

**Marty Thompson**

Consultant/Oldies

1130 E. Desert Inn Rd.

Las Vegas, NV 89101

702-732-7753

**Holland Cooke**

VP/News-Talk

P. O. Box 1323

Corn Neck Road

Block Island, RI 02807

401-466-5113

**Jim Glass**

Sports/News-Talk

13477 Prospect, Suite 208B

Strongsville, OH 44136-3868

440-238-7801

**Marty Schwartz**

Music/Artist

137 S. Peck Dr. #D

Beverly Hills, CA 90210

323-465-2700

**McVay New Media**

Bob Craig

Production Manager

440-338-1572

# NETWORKS/PROGRAMMING

## Modern Rock Live

Programming type: Modern Rock

## Reelin' In the Years

Programming type: Classic Rock

## Rockline Monday

Programming type: Rock

## Rockline Wednesday

Programming type: Rock

## The Weather Channel Radio Network

Programming type: Weather

## AMI News

50 Vashell Way, Suite 300  
Orinda, CA 94563

510-254-4456 Fax: 510-254-6135

Programming type: Outdoor Recreation  
Reports & News

## Anderson Communications

2245 Godby Road  
Atlanta, GA 30349

404-766-8000 Fax: 404-767-5264  
web: [www.inspirationalradio.com](http://www.inspirationalradio.com)

### Focus on Women

Programming type: Short-Form Talk

### Inspirations Across America

Programming type: Christian R&B

### Holy Hip Hop

Programming type: Christian R&B

### Power Minutes

Programming type: Short-Form Talk

## Associated Press Broadcast Services

1825 K Street Northwest, Suite 710  
Washington DC 20006-1253

202-736-1100 Fax: 202-736-1124

Programming type: News, Information

## Bailey Broadcasting Services

3151 Cahuenga Blvd. W., Suite 200  
Los Angeles CA 90068-1768

213-969-0011 Fax: 213-969-8474

web: [www.eurweb.com](http://www.eurweb.com)

Programming type: Features, Urban

## Bible Broadcasting Network

8030 Arrowridge Blvd.  
Charlotte, NC 28273-5604  
704-523-5555 800-888-7077

Programming type: English, Portugese and  
Spanish Christian

## Bloomberg Business News

499 Park Avenue  
New York NY 10022  
212-318-2000 Fax: 212-318-2080  
web: [www.bloomberg.com](http://www.bloomberg.com)

### Bloomberg Information Radio

Programming type: Business News, Talk

## Bluegrass Radio Network

Box 160486  
Nashville, TN 37216  
800-991-2008 Fax: 615-226-1062

Programming type: Bluegrass

## BlueSky Radio

16552 Sunset Boulevard  
Pacific Palisades, CA 90272  
310-230-1693 Fax: 310-454-1342

Programming type: Short-form Entertainment  
News, News & Classical

## Broadcast Architecture

17 Hulfish St.  
Princeton, NJ 08542  
609-921-1188 Fax: 609-921-7330  
Programming type: Smooth Jazz

## Broadcast Programming

2211 Fifth Ave.  
Seattle WA 98121  
800-426-9082 206-728-2741  
Fax: 206-441-6582  
web: [www.bpradio.com](http://www.bpradio.com)

### Neon Nights

Delilah

The Natural Sound

## Total Radio

Programming type: AC45+, AC Variety Gold,  
hot AC, AC, modern AC, Smooth Jazz,  
soft AC, Alternative,CHR, Active Rock,  
EZ Listening, Adult Standards, Mainstream  
Country, New Country, Pure Country,  
Christian AC, Southern Gospel, Oldies,  
Oldies That Jam, Triple-A, Awesome 80's,  
Urban AC, Classic Hits, Classic Rock, Heart  
of Rock.

## BusinessTalkRadio.Net

5025 Centennial Boulevard  
Colorado Springs, CO 80919  
719-528-7040 Fax:719-548-8145

web: [www.businessstalkradio.net](http://www.businessstalkradio.net)

Programming type: Business News, Talk

## Byrd & Block Comms., Inc.

Box 2203  
Austin, TX 78768  
512-477-4441 Fax: 512-477-4474  
web: [www.earthsky.com](http://www.earthsky.com)

### Earth & Sky Radio Series

Programming type: Science Information

## Capitol Radio Networks, Inc.

Box 12900  
Raleigh, NC 27605  
919-890-6030 fax 919-890-6024

### Capitol Agribusiness

Programming type: Farm News

### North Carolina News Network

## CCM Communications

104 Woodmont Blvd., 3rd floor  
Nashville, TN 37205  
615-386-3011 Fax: 615-386-3380  
web: [www.ccmcom.com](http://www.ccmcom.com)

CCM Countdown with Gary Chapman

The CCM Radio Magazine

Programming type: Christian

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## CHUM Radio Network

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1331 Yonge Street  
 Toronto, ON M4T 1Y1  
 416-925-6666 Fax: 416-926-4042  
 Programming type: Talk, Sports, News, Music  
 Specials, and Daily Features.

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## Christmas Music Networks

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11702 West 127th Place  
 Overland Park, KS 66213  
 800-423-XMAS Fax: 913-897-8025

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## Cigar Connoisseur Radio Network

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4002 Gandy Boulevard  
 Tampa, FL 33611  
 813-839-9393 Fax: 813-837-0300  
 web: [www.smokethis.com](http://www.smokethis.com)  
**Smoke This**

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## Coast to Coast Concepts

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200 Eagle Road, Suite 10  
 Wayne, PA 19087  
 800-644-9900 Fax: 610-687-3144  
 Programming type: Features and information

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## Concert Music Network (CMN)

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100 Park Avenue, 6th Floor  
 New York, NY 10017  
 212-309-9370 Fax: 212-309-9380  
 Programming type: Classical Music

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## Consultation Radio Net., Inc.

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Box 336  
 Woodstock, MD 21163-0336  
 410-461-0747 Fax: 410-461-1280  
 web: [www.sundayrounds.com](http://www.sundayrounds.com)  
**Sunday Rounds**

**Just for the Health of It**  
 Programming type: Medical Information

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## Country Heartlines

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Box 660  
 Greenville, SC 29602  
 864-242-4660 Fax: 864-271-5029  
**Country Heartlines**

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## Costa Communications

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462 Merrimack Street  
 Methuen, MA 01844  
 978-686-9966 Fax: 978-682-0010  
**Hispanic Satellite Network**  
 Programming type: 24-hour Spanish  
 Contemporary

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## Cox Radio Syndication

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1601 West Peachtree St., NE  
 Atlanta, GA 30309-2663  
 404-962-2078 Fax: 404-897-6232  
 Clark Howard  
**Handel On The Law**  
**Neal Boortz**  
**The Motley Fool Radio Show**  
 Programming type: Talk

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## Creative Radio Network

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Box 7749  
 Thousand Oaks, CA 91359  
 818-991-3892 fax: 818-991-3894  
 Programming type: Specials

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## Don Buchwald Associates

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10 East 44th Street  
 New York NY 10017  
 212-867-1070 Fax: 212-867-2434  
**The Howard Stern Show**

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## E.A.B. Radio Network

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Box 11255  
 Winston-Salem, NC 27116  
 336-774-1029 Fax: 336-465-5843  
**Country Bunker Radio Show**  
 Programming type: classic country

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## Eagle Syndication

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192 East Lewis Street  
 Greensboro, NC 27406  
 336-274-8042 Fax: 336-274-5745  
 web: [www.murphyinthemorning.com](http://www.murphyinthemorning.com)  
**The Murphy In The Morning Show**

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## Entertainment Radio Networks

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23720 Malibu Road  
 Malibu, CA 90265  
 310-456-7879 Fax: 310-456-0611  
**The Buzz**  
**Countdown to Academy Awards**  
**Countryline USA**  
**Country News**  
**Country Radio Music Awards**

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## Fisher Entertainment

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406C Mission Street  
 Santa Cruz, CA 95060  
 831-420-1400 Fax: 831-420-1414  
 web: [www.fisherentertainment.com](http://www.fisherentertainment.com)

### Talk

**The Ed Tyll Show**  
**Rick Emerson**  
**The John and Jeff Show**  
**Beyond the Beltway**

### Programs

**The Bo Reynolds Show**  
**Back to the Country**  
**Al Bandiero's Jammin' Party**  
**The Wakeup Show**

### Victory

*Fisher Entertainment also provides show prep service.*

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## Focus on the Family

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8605 Explorer Drive  
 Colorado Springs, CO 80920  
 719-531-3400 Fax: 719-531-3302  
 web: [www.family.org](http://www.family.org)  
**Adventures in Odyssey**

### Family News in Focus

**Focus on the Family**  
**Focus on the Family Commentary**  
**James Dobson Family Commentary**  
 Programming type: Christian Drama

# NETWORKS/PROGRAMMING

## Heartland Radio

16 Sherri Lane  
St. Peters, MO 63376  
636-397-8499 Fax: 636-397-8599

### Country Spotlight

The Bunkhouse Gang

Heartland Radio News

Programming type: Country Features, Show  
Prep, Daily Fax

## Heil Enterprises

Box 1372  
Lancaster, PA 17608-1372  
717-898-9100 Fax: 717-898-6600  
web: www.gospelgreats.com

### The Gospel Greats

Programming type: Southern Gospel/  
Christian Country

## Hispanic Radio Network

1450 G Street Northwest, Suite 260  
Washington, DC 20005  
202-637-8800 Fax: 202-637-8801  
Mundo 2000

Programming type: weekly Spanish talk

## Home & Garden Radio Network

Box 50970  
Knoxville, TN 37950  
865-560-4029 Fax: 865-670-8678  
Home & Garden Radio Network

## Horizon Radio Networks

342 Madison Avenue  
New York, NY 10173  
212-949-1842 Fax: 212-949-0632

### Bob Villa's House Sense

Programming type: Information weekends  
and short-form features

## Huntsman Entertainment

1100 16th Ave. South  
Nashville, TN 37212  
615-255-1100 Fax: 615-255-1107  
web: www.HuntsmanEnt.com

ACM Week...Live from Hollywood

Christmas on Music Row

Country HitMakers

Country Lifestyles Specials

Honky Tonk Sundays

Live From Nashville!

Name That Song

Positive Country

## i.e. america

Three River Street  
White Springs, FL 32096  
800-397-TALK Fax: 904-397-4000

Programming type: News, Information,  
Features, Talk

## In-Fisherman Radio

Two In-Fisherman Drive, Ste. 425  
Brainerd, MN 56401  
218-825-2546 Fax: 218-829-3091  
Programming type: Fishing features

## Interstate Radio Network

55 Music Square E.  
Nashville, TN 37203  
615-256-0555 Fax: 615-242-4826  
web: www.irn.com

web: www.theroadgang.com

### Interstate Radio Network

Road Gang

Programming type: trucking

## Jefferson Pilot Radio Networks

The Bob and Sheri Show

One Julian Price Place  
Charlotte, NC 28208  
704-374-3500 Fax: 704-374-3889  
web: www.bobandsheri.com

## John Boy & Billy Radio Network

The John Boy & Billy Morning Show

801 Wood Ridge Center Drive  
Charlotte, NC 28217  
888-552-4321 Fax 704-342-3813  
web: www.thebigshow.com

## Jones Radio Network

8250 South Akron Street #205  
Englewood, CO 80112  
303-784-8700 Fax: 303-784-8612

### Programs

Dave's Diner

Country's Most Wanted

Crook & Chase Country Countdown  
Hardrive

Nashville Nights

Personal Notes with Boney James

Up Close

Your Weekend with Jim Brickman

### Talk

The Clark Howard Show

The Dennis Prager Show

Handel on the Law

McLaughlin Radio Hour

The Motley Fool Radio Show

The Neal Boortz Show

Rhona at Night

### Jones 24-Hour Formats

Adult Hit Radio

Programming type: Hot AC

CD Country

Programming type: Country

Classic Hit Country

Programming type: Classic Country

Good Time Oldies

Programming type: Oldies

Hot Country Nights

Programming type: Hot Country

Smooth Jazz

Programming type: Smooth Jazz

Rock Alternative

Programming type: Adult Alternative

Rock Classics

Programming type: Mainstream Rock

Soft Hits

Programming type: Soft AC

The Classical Collection

Programming type: Classical

The Music of Your Life

Programming type: Adult Standards

U. S. Country

Programming type: Country

Tired of the same old routine, morning after morning? Go for something different that really gets women going! Macho male talent and silly giggle-chicks just don't do it for female listeners. So try a new position - put the woman on top with BOB & SHERI.

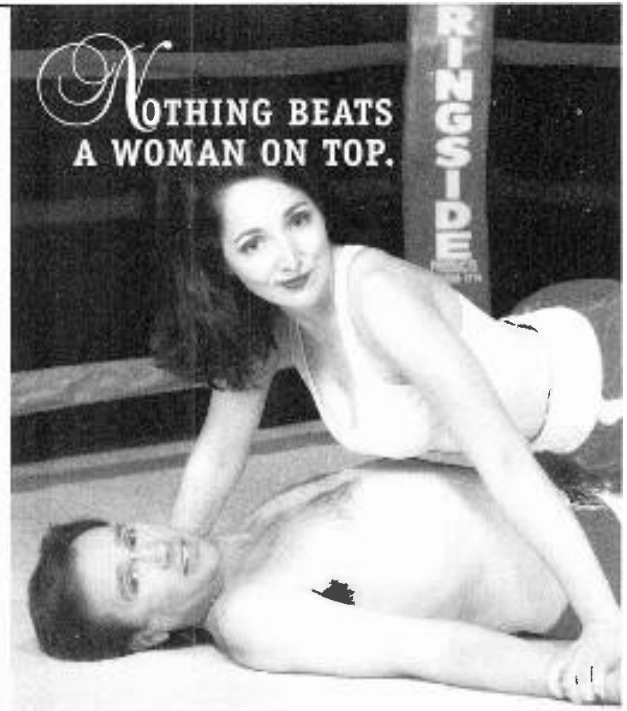
BOB & SHERI is the only morning show in America that co-stars a smart, independent woman who speaks to female listeners in their own language and keeps them ringside morning after morning. After seven years in the ring together, BOB & SHERI combine unbeatable chemistry with natural talent to put their listeners at ease. It could take you years to put this kind of team together, or you can have it right now with the proven success of BOB & SHERI.

So if you're not satisfied with your position, start your mornings on top with BOB & SHERI. Call Tony Garcia at (704) 374-3689.

**BOB & SHERI**

Real People. Real Laughs.

[www.bobandsheri.com](http://www.bobandsheri.com)



**Z-Spanish Network**

Programming type: Regional Mexican, Spanish AC

Jones Radio Programming provides radio stations multi-format customized consulting services, localized voice tracking, research, talent coaching and on-site assistance.

**Kaleidophonics**

4015 Walnut Dr., Ste. D  
Eureka, CA 95503  
707-443-9836 Fax: 707-443-9853

**Country-Phonics**

Programming type: Country

**Kaleidophonics**

Programming type: Jazz, Smooth Jazz, AC

**Kaleidophonic Jazz**

Programming type: Jazz

**KTB RadioMedia**

Box 650  
High Rolls, NM 88325  
505-682-8208 Fax: 505-682-8209  
**Nashville Newslite**

Programming type: Country Features

**LAUNCH Radio**

1370 Avenue of the Americas  
New York, NY 10019  
212-833-5400 Fax: 212-833-4994  
Programming type: Show Prep Services

**Liberty Works Radio Network**

12 Carroll Street  
Westminster, MA 21157  
410-876-0002 Fax: 410-857-2854  
web: [www.libertyworksradio.com](http://www.libertyworksradio.com)

**Liberty Works Radio Network**

Programming type: Talk

**LifeTalk Broadcasting Foundation, Inc.**

Box 209  
Vonore, TN 37885  
423-884-2800 Fax: 423-884-2802

**LifeTalk Radio Network**

Programming type: Religious

**MediaAmerica, Inc.**

11 W. 42nd Street, 28th Floor  
New York, NY 10036  
212-302-1100 Fax: 212-302-6024  
web: [www.mediaamerica.com](http://www.mediaamerica.com)

Programming type: News, Music, Talk, Sports

# NETWORKS/PROGRAMMING

## Media Syndication Services

638 Massachusetts Ave., NE, Suite 200  
Washington, DC 20002  
202-544-4457 Fax: 202-544-3470

From the Desktop

Joanna Langfield Entertainment Reports

Power Choices

Harvard Business School's Ideas That Work  
The Women's Personal Finance Minute

## Media Technology Grp., SBC

6350 West Freeway  
Fort Worth, TX 76116  
800-433-5757 817-737-4011  
Fax: 817-737-9436

Country Crossroads

Programming type: Country

On Track

Programming type: Contemporary Christian

Powerline

Programming type: Adult Contemporary

The Baptist Hour

Programming type: Religion

## MJI Broadcasting, Inc.

135 West 50th Street  
New York, NY 10020  
212-896-5200 Fax: 212-265-4206  
web: www.mji.com

Classic Cuts

The CMA Awards Radio Special

Country Image Kit

Country Quiz

Tha Fat Man Scoop's All Star Mix Party

The Foxworthy Countdown

The Grammy Awards Radio Specials

MTV Video Music Awards Radio Special

The Oldies Countdown

The Rock Image Kit

Songmakers

Starline

*MJI Broadcasting also provides show prep services and features for Rock, Country, Oldies, CHR, AC, Urban, Rhythmic and Smooth Jazz.*

## MOR Media

726 N Street  
West Palm Beach, FL 33401  
800-827-1722 fax: 561-833-7812  
www.countryoldies.com

The Country Oldies Show

Programming type: Classic Country

## Moody Bible Institute

820 North LaSalle Blvd.  
Chicago, IL 60610  
312-329-4433 Fax: 312-329-4339

Moody Broadcasting Network

Programming type: Religious

## Morris International

One North Harbor Dr.  
Davidson, NC 23036  
704-896-3350 Fax: 704-896-3441  
web:www.morrisinternational.com

Racing Country USA

Programming type: Nascar/Country

## Motor Racing Network

1801 West International Speedway Blvd.  
Daytona Beach, FL 32114  
904-947-6400 Fax: 904-947-6716  
web: www.mrnradio.com

NASCAR Busch Poll Qualifying Update

NASCAR Live

NASCAR Today

NASCAR USA

Ned Jarrett's World of Racing

World of Racing

Programming type: Racing Coverage, Talk

## Murray-Walsh Radio Programming, Inc.

37 Thayer Road  
Monson, MA 01087  
413-596-0077 Fax: 413-599-4970  
web: www.murraywalshradio.com

Lyons Den with Jeffrey Lyons

Modern Mixx

Science Update

Supermixx

Rock News

Programming type: Features

## Musical Starstreams

Box 12685  
La Jolla, CA 92039  
619-276-0911 Fax: 619-276-0918  
web: www.starstreams.com

CIB Format

Programming type: Instrumental

Exotic Electronica

Programming type: Adult Alternative

Musical Starstreams

Programming type: Adult Alternative

## Music Unlimited

2207 Canyonwood Drive  
Arlington, TX 76012  
817-261-3520 Fax: 817-277-4567

Blues Deluxe

## National Public Radio

635 Massachusetts Ave., N.W.  
Washington DC 20001  
202-414-2000 Fax: 202-414-3329  
Programming type: Info., Talk, Music, Variety

## NBG Radio Network

The Cascade Building  
520 SWt Sixth Avenue ,Suite, 750  
Portland, OR 97204  
800-572-4624 Fax: 503-802-4625  
web: www.nbgradio.com

Big Band Classics

Programming type: 60-min. weekly Adult Standards

Dance Mix American

Programming type: 3-hr. weekly 70's dance music

Golden Age of Radio

Programming type: daily 1-hr old time radio shows

Men Are From Mars, Women Are From Venus

Programming type: 3-hr daily talk

Nina Blackwood's Absolutely 80's

Programming type: 3-hr weekly program for CHR/AC/Modern AC formats.

Rock Around the World

Programming type: 1-hr weekly classic rock show.

Trivia Coast-to-Coast

Programming type: live 3-hr. Sunday call in show

## The Country Oldies Show

Programming type: 2-hr. weekly Classic Country

*NBG Radio also has various short-form programming*

## One-On-One Sports Radio

1935 Techny Road, Suite 18  
Northbrook, IL 60062  
847-509-1661 Fax: 847-509-1677  
web: www.1on1sports.com

Programming type: Sports Talk & Coverage

## Overdrive Radio Network

3200 Rice Mine Road, NE  
Tuscaloosa, AL 35406  
800-633-5953 Fax: 205-349-3765

Overdrive Country Specials

Overdrive Top Ten Countdown

Overdrive Trucking News

## Pacifica Community Radio Network

2390 Champlain Street NW  
Washington, DC 20009  
202-588-0988 Fax: 202-588-0896

Alternative Radio

Between the Lines

The Bruderhoff Report

Counterspin

Cover to Cover

Democracy Now

Disability Radio

Eco Talk

Explorations

Future Watch

Hot Talk

Inner Journey

Loafer's Glory

Mind's Eye Radio

Mom-bo

Native Sounds

Neo Radio Hour

New Dimensions

Our Americas

Powerpoint

Radio Nation

This Way Out

Wings

## Performance Racing Network

Lowe's Motor Speedway  
5555 Concord Pkwy. S  
Harrisburg, NC 28075  
704-455-3228

Fast Talk with Benny Parsons

Performance Racing Network

The Pit Reporters

Programming type: Nascar Features

## PGA Tour Radio Network

3100 Medlock Bridge Road, Suite 150  
Norcross, GA 30071  
770-797-9795 Fax: 770-797-9101  
web: www.pgatourradio.com

Programming type: Golf

## Power Station Networks

70 N. East Street, Suite 100  
Fayetteville, AR 72701  
501-521-5128 Fax: 501-521-4968

Music Channel One

Programming type: CHR

## Positive Life Radio

204 S. College Ave.  
College Place, WA 99324  
509-527-2991 Fax: 509-527-2611

Programming type: Contemporary Christian

## Premiere Radio Network

15260 Ventura Blvd., Ste. 500  
Sherman Oaks CA 91403-5339  
800-533-8686 818-377-5300  
Fax: 818-377-5333  
web: www.premrad.com

### Talk

Coast to Coast AM with Art Bell

Dean Edell

The Dr. Laura Schlessinger Program

The Group Room

The Rush Limbaugh Show

The Phil Hendrie Show

The Michael Reagan Radio Talk Show

### Programs

After MidNite with Blair Garner

Club Country Live

Country Bytes

Country Mix

Entertainment Tonight On The Radio with Leeza Gibbons

Top 25 Countdown With Leeza Gibbons

Rick Dees In the Morning

Plain-Wrap Country Countdown

### Music

Hot Mix

Programming type: Mod. AC, Rhythmic AC

Hot Mix-Mainstream

Programming type: CHR

Hot Mix Crossover

Programming type: R&B, Hip-Hop

Incredible Country

Modern Mix

Programming type: Modern

Reality Prep

Retromix

Programming type: 70's-80's

Resurrection Mix

Programming type: 80's New Age

## Pro Rodeo Radio News Net.

Box 1272

Pendleton, OR 97801

541-276-8233 fax: 541-278-2891

Wrangler Pro Rodeo Report & Update

## Pro Star Entertainment

1921 Gallows Rd., Suite 850  
Vienna, VA 22182

703-683-9800 fax: 703-790-1290

web: www.movieshow.com

The Movie Show On Radio

## Public Radio International

100 North 6th Street, Suite 900A  
Minneapolis, MN 55403

612-338-5000 Fax: 612-330-9222

Programming type: News features/long form



# NETWORKS/PROGRAMMING

## Radio America Network

1030 15th Street, Suite 700  
Washington, DC 20005  
202-408-0944 Fax 202-408-1087  
web: [www.radioamerica.org](http://www.radioamerica.org)

### BQ View

Dateline Washington

Doug Stephan's Good Day

Oliver North's Common Sense Radio

The Stan Major Show

Straight Shot

What's the Story with Fred Barnes

## Radio One Networks, L.L.C.

Box 5559  
Avon CO 81620  
800-746-2141 Fax: 970-949-0266  
web: [www.radioonenetworks.com](http://www.radioonenetworks.com)

### Boomer Oldies

Programming type: Oldies

### Go Country!

Programming type: Mainstream Country

### HOT AC

Programming type: Hot AC

### New Rock: Alternative

Programming type: New Rock

## Radio Unica Network

8400 N. W. 52nd St., Suite 101  
Miami, FL 33166  
305-463-5000 Fax: 305-463-5001  
Programming type: 24-hour SpanishTalk & Sports

## Reach Satellite Network

220 Great Circle Road, Suite 132  
Nashville, TN 37228  
615-742-3969 800-742-3969  
Fax: 615-251-4094

### Solid Gospel

Programming type: Southern Gospel

## The Robert Thomas Group

1423 W. Norwich Ave., Suite 101  
Fresno, CA 93705  
559-221-7510 Fax: 559-225-8423

### Night Breeze - The Greatest Love Songs

Programming type: Adult Contemporary

## Rogers Media Broadcasting

2440 Ash Street  
Vancouver, BC V5Z4J6  
604-877-6313 Fax: 604-877-4417

### Lovers and Other Strangers

Programming type: AC

### Rhona at Night

Programming type: Relationships open-line show

## SFX Radio Network

116 East 27th St., 11th Floor  
New York, NY 10016  
212-679-3200 Fax: 212-679-3310

### Country In Concert

### Country Eight Holiday Specials

### Smooth Jazz

### Sounds of Sinatra

### World Premier Broadcasts

Programming type: Urban, Rock, Country, NAC

## Salem Radio Networks

### Salem Communications

545 E. John Carpenter Freeway  
Irving, TX 75062  
972-831-1920 Fax: 972-831-8626  
web: [www.srnonline.com](http://www.srnonline.com)

### The Cal Thomas Commentary

### The CCM Countdown

### The CCM Radio Magazine

### Christian Pirate Radio

### The David Gold Show

### The Dick Staub Show

### Janet Parshall's America

### The Michael Medved Show

### Spin 180

### SRN News

### Tim Kimmel Live!

### What Washington Doesn't Want You To Know with Jane Chastain

Programming type: Religion, Talk

### Salem 24-Hour Formats

### Morningstar

Programming type: Contemporary Christian

### The Word in Praise

Programming type: Inspirational

## Sixty Second LP, Inc.

329 Riverside Ave., Suite. 200  
Westport, CT 06880  
203-222-5858 Fax: 203-222-5864

Programming type: Features for newly released Country CD's, movies and movies available in video stores

## Skylight Radio Network

3003 Snelling Ave. N.  
St. Paul, MN 55113-1599  
612-631-5000 Fax: 612-631-5082

### Northwestern College Radio

Programming type: 24-Hour Inspirational

## Sports Byline USA

300 Broadway, Suite 8  
San Francisco, CA 94133  
415-434-8300 Fax: 415-391-2569  
web: [www.sportsbyline.com](http://www.sportsbyline.com)

Programming type: Sports Talk & Coverage

## SportsFan Radio Network

230 Park Ave., Suite 3301  
New York, NY 10169  
212-681-1947 Fax: 212-681-1951  
web: [www.sportsfanradio.com](http://www.sportsfanradio.com)

Programming type: Sports Talk & Coverage

## Superadio Networks

56 Central St.,  
Southborough, MA 01745  
508-480-9000 Fax: 508-480-9288  
web: [www.Superadio.com](http://www.Superadio.com)

### All Night Cafe

Programming type: CHR, Hot AC weekends

### Cafe Hollywood

Programming type: Hot AC

### Classic Jam

Programming type: 80's and 90's R & B

### Kool Jam

Programming type: Urban, Urban-AC, Gospel, Christian

### New School Mini-Mixx

Programming type: Urban, Urban-AC, Gospel, Christian

### Nightlight

Programming type: AC  
**Old Skool Mini-Mixx**  
 Programming type: Urban, Urban Adult  
**Oldies Jam**  
 Programming type: Oldies  
**Open House Party**  
 Programming type: CHR, Hot AC  
**Pillow Talk with Alan Almond**  
 Programming type: AC  
**The Russ Parr Show**  
 Programming type: Urban  
**Slam Jam**  
 Programming type: Hip Hop  
**Smooth Jam**  
 Programming type: Urban AC  
**Street Jam**  
 Programming type: Urban weekends  
**Supermixx Dance**  
 Programming type: CHR, Rhythmic, Crossover, Dance  
**Supermixx Street**  
 Programming type: Urban  
**World Classical**  
 Programming type: Classical

## TFC Radio Network

Box 780  
 Toccoa Falls, GA 30598-0780  
 800-251-8326 Fax: 706-886-0690  
**Toccoa Falls College**  
 Programming type: Religious

## Talk America Radio Networks

354 Turnpike Street  
 Canton, MA 02021  
 617-828-4546 Fax: 617-828-3822  
 web: www.talkamerica.com  
**Talk America Network**  
 Programming type: Talk & Information

## Tim Riley & Associates

1102 17th Ave. South #303  
 Nashville, TN 37212  
 615-329-4200 Fax: 615-321-5058  
 Programming type: Country specials

## Tribune Broadcasting Company

435 North Michigan Avenue  
 Chicago, IL 60611  
 312-222-3342 Fax: 312-222-4876  
**Tribune Radio Networks**  
 Programming type: Farm

## USA Radio Network

2290 Springlake Road, Suite 107  
 Dallas, TX 75234  
 800-829-8111 972-484-3900  
 Fax: 972-241-6826  
**Daybreak USA**  
**Praise Until Dawn**  
**USA Radio News**  
**USA @ NITE**

## United Stations Radio Networks

25 W. 45th St., 11th Floor  
 New York, NY 10036-4902  
 212-869-1111 Fax: 212-869-1115  
 web: www.unitedstations.com  
**Academy of Country Music Awards**  
**American Christian Music Review**  
**Audio Helper**  
**Awakenings with Maya Angelou**  
**Country Giants Series**  
**Dick Clark's Rock & Roll & Remember**  
**Dick Clark's US Music Survey**  
**Face to Face**  
**House of Blues**  
**Jazz Trax**  
**Legends of Jazz with Ramsey Lewis**  
**The Road**  
**Rock On**  
**Sonrise**  
**Super Country with Ben & Brian**  
**Thunder Road**  
**Today's Woman**  
 Programming type: Talk, Country, Jazz, Comedy, Contemporary Christian, Features and Specials

## WFMT Radio Networks

5400 North St. Louis Avenue  
 Chicago, IL 60625-4698  
 800-872-9368 Fax: 773-279-2199  
 web: www.wfmt.com  
**Beethoven Satellite Network**  
 Programming type: Classical  
**Jazz Satellite Network**  
 Programming type: Jazz overnights  
**WFMT Fine Arts Network**  
 Programming type: symphony, opera and specialty music programs

## WOR Radio Network

**Buckley Broadcasting**  
 1440 Broadway  
 New York, NY 10018  
 212-642-4533 Fax: 212-642-4486  
 web: www.wor710.com  
**The Bob Grant Program**  
**Christopher Lofting Travel Show**  
**Dr. Joy Browne Show**  
**The Dolans**  
**Fodor's Travel Show**  
**Foottalk With Arthur Schwartz**  
**The Garden Hotline With Ralph Snodsmith**  
**Healthtalk With Dr. Ronald Hoffman**  
**Joey Reynolds**  
**Money News You Can Use**  
**Pet Show With Warren Eckstein**  
**Shopping Smart**

## Wall Street Journal Radio Network

200 Liberty Street, 14th Floor  
 New York, NY 10281  
 212-416-2380 Fax: 212-416-4195  
 web: www.wsjradio.com  
**Barron's on Investment**  
**The Dow Jones Money Report**  
**The Enterprising Manager**  
**The Wall Street Journal Report**  
**The Wall Street Journal Overnight News**

# NETWORKS/PROGRAMMING

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## The Weather Channel Radio Network

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300 Interstate North Parkway  
Atlanta, GA 30339  
770-226-0000 Fax: 770-226-2965  
Programming type: Weather Information

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## Westwood One

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1675 Broadway, 17th Floor  
New York NY 10019  
212-641-2000 Fax: 212-247-0393

### Networks

#### Shadow Broadcast Services

610-667-4000 Fax: 610-660-0744

Programming type: Traffic, News, Weather, Sports, and Entertainment

#### Metro Networks

713-407-6000 Fax: 713-407-6849

Programming type: Traffic, News, Sports, Weather.

#### CBS Radio Networks

#### CBS Spectrum Radio Network

#### CBS Sports

#### CNBC Business Radio

#### CNNRadio

#### Fox News

#### NBC Radio Network

#### The Source

#### Westwood One Programs

#### Westwood One Talk

### Syndicated Personalities

#### The Bruce Williams Show

#### Don & Mike

#### The G. Gordon Liddy Show

#### Imus in the Morning

#### The Jim Bohannon Show

#### The Tom Leykis Show

### Westwood 24-Hour Formats

#### Adult Rock 'n' Roll

Programming type: Classic Rock

#### Adult Standards

Programming type: Adult Standards

#### Bright AC

Programming type: Adult Contemporary

#### CNN Headline News

Programming type: News

#### Groovin' Oldies

Programming type: Oldies

#### Hot Country

Programming type: Country

#### Mainstream Country

Programming type: Country

#### Oldies Channel

Programming type: Oldies

#### Soft AC

Programming type: Soft AC

---

## Winstar Radio Networks

---

116 East 27th St., 10th Floor  
New York, NY 10016  
212-679-3200 Fax: 212-679-3310

#### African Americans Making History

#### Gospel Trax with Walt "Baby" Love

#### In The Studio

Programming type: classic rock

#### Urban Countdown with Walt "Baby" Love

*Winstar also provides show prep service.*

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## World Radio

---

700 Lemons Mill Road  
Georgetown, KY 40324  
502-868-6565 Fax: 502-865-7031  
web: [www.worldradio.org](http://www.worldradio.org)

#### Acoustic Banquet

#### Acoustic Cafe

#### Bluegrass Homeplace

#### Blues Party

#### Culture Shock

#### Early World

#### The Grateful Dead Hour

#### Hazel's Blues, Jazz & Beyond

#### Into the Blue

#### Little Feat Radio Hour

#### The Meetinghouse

#### Nothin' But the Blues

#### State of Mind

#### Society of Underground Poets

#### Taper's Section

#### Woodsongs Old Time Radio Hour

Programming type: Music, News and Interviews, Variety.

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KRMG TULSA  
W 35-54 Up 113%

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M 25-54 UP 19%

WREC MEMPHIS  
A 25-54 UP 138%

WHIO DAYTON  
W 25-54 Up 110%

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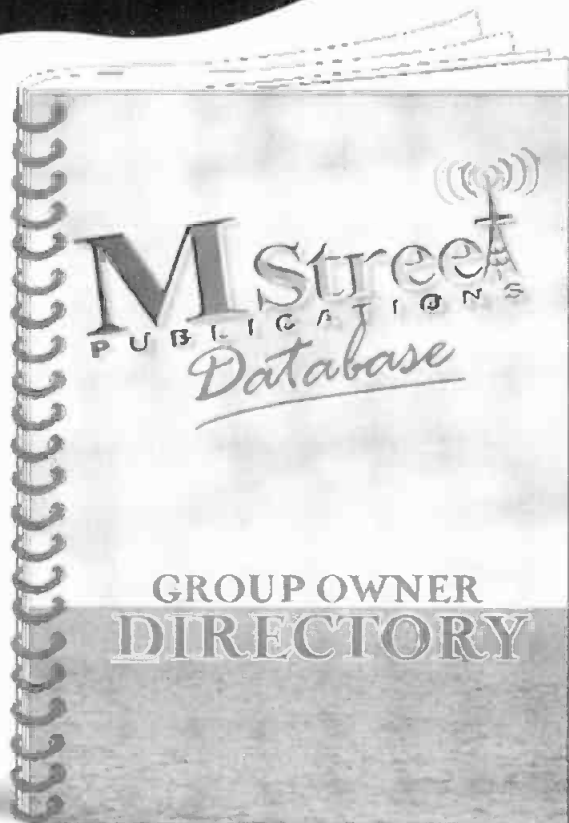
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Dr. Gene Scott, World University Network  
Box 1, Los Angeles, CA 90053  
Phone: 800-338-3030  
www.drgenescott.com

KFBS, Saipan, MP [RL/ET]  
Far East Broadcasting Company  
Box 209, Saipan, MP 96950  
Phone: 670-322-9088  
www.febc.org

KHBI, Saipan, MP [RL]  
Herald Broadcasting  
Box 1524, Boston, MA 02117  
Phone: 617-450-2929  
www.tfccs.com/GV/shortwave

KHBN, Medorm Aimeliik, Palau [RL/ET]  
High Adventure Ministries  
Box 1, La Mirada, CA 90637  
Phone: 562-947-4651  
Fax: 562-943-0160  
www.highadventure.org

KJES, Vado, NM [RL/SS]  
The Lord's Ranch, Mesquite, NM 88048  
Phone: 505-233-2090

KNLS, Anchor Point, AK [RL/AS/JZ/ET]  
World Christian Broadcasting Corp.  
Box 681706, Franklin, TN 37068  
Phone: 615-371-8707  
Fax: 615-371-8791  
www.knls.org

KSDA, Agat, GU [RL/ET]  
Adventist World Radio - Asia  
Box 7468, Agat, GU 96928  
Phone: 671-565-2000  
Fax: 671-565-2983  
www.guam.net/pub/awr

KTBN, Salt Lake City, UT [RL]  
Trinity Broadcasting Network  
Box C-11949, Santa Ana, CA 92780  
Phone: 714-731-1000  
www.tbn.org/ktbn

KTWR, Merizo, GU [RL/ET]  
Trans World Radio Pacific  
1868 Halsey Drive, Asan, GU 96922  
Phone: 671-828-8637  
www.gospelcom.net/twr

KVOH, Rancho Simi, CA [RL/SS/TK]  
High Adventure Ministries  
Box 100, Simi Valley, CA 93062  
Phone: 805-520-9460  
www.highadventure.org

KWHR, Naalehu, HI [RL/ET/TK/RG]  
LeSea Broadcasting Corp.  
61300 South Ironwood Road  
South Bend, IN 46614  
Phone: 219-291-8200  
Fax: 219-291-9043  
www.kwhr.org

Radio Free Asia, Washington, DC  
[NX/ET]  
2025 M St NW  
Washington, DC 20036  
Phone: 202-530-4900  
www.voa.gov

Voice of America, Washington, DC  
[NX/VA/ET\*]  
United States Information Agency (USIA)  
International Broadcasting Bureau  
Washington, DC 20237  
Phone: 202-619-2538  
Fax: 202-619-1241  
www.voa.gov

WBCQ, Monticello, ME [RL/VA]  
Allan H. Weiner  
97 High St.  
Kennebunk, ME 04043  
www.wbcq.net

WEWN, Birmingham, AL [RL/ET]  
Eternal Word Television Network  
5817 Old Leeds Road, Irondale, AL 35210  
Phone: 205-271-2900  
www.ewtn.com/wewn

WGTG, McCaysville, GA [RL/TK]  
Bluc Ridge Broadcasting  
Box 1131, Copperhill, TN 37317  
Phone: 706-492-5944  
www.wgtg.org

WHRA, Greenbush, ME [RL/ET/TK/RG]  
LeSea Broadcasting Corp.  
61300 South Ironwood Road  
South Bend, IN 46614  
Phone: 219-291-8200  
Fax: 219-291-9043  
www.whra.org

WHRI, Noblesville, IN [RL/ET/TK/RG]  
LeSea Broadcasting Corp.  
61300 South Ironwood Road  
South Bend, IN 46614  
Phone: 219-291-8200  
Fax: 219-291-9043  
www.whri.org

WINB, Red Lion, PA [RL/ET]  
Box 88, Red Lion, PA 17366  
Phone: 717-244-5360  
Fax: 717-246-0363  
www.winb.com

WJCR, Upton, KY [RL/SG]  
Worldwide Gospel Radio  
Box 91, Upton, KY 42784  
Phone: 270-369-8614  
Fax: 270-369-7402  
www.wjcr.com

WMLK, Bethel, PA [RL]  
The Assemblies of Yahweh,  
Box C, Bethel, PA 19507  
Phone: 717-933-4518  
www.assembliesofyahweh.com

WRMI, Miami, FL [SS/ET]  
Radio Miami International  
175 Fontainebleau Blvd, Ste. 1N4  
Miami, FL 33172  
Phone: 305-267-9764  
Fax: 305-559-8186  
http://members.xoom.com/\_XMCM/wrmi

WRNO Worldwide, New Orleans, LA  
[CH/TK/SX/ET/RL]  
WRNO Worldwide  
Box 100, New Orleans, LA 70181  
Phone: 504-889-2424  
www.noconnect.com/commerc/wrno

WSHB, Cypress Creek, SC  
[RL/SS/ET]  
Herald Broadcasting  
Box 860, Boston, MA 02123  
Phone: 617-450-2929  
www.tfccs.com/GV/shortwave

WTJC, Newport, NC  
[RL/RG]  
Fundamental Broadcasting Networks  
520 Roberts Road  
Newport, NC 28570  
Phone: 252-223-6088  
www.clis.com/fbn

WWBS, Macon, GA  
[RL]  
Charles Josey  
965 Hickory Ridge Drive  
Macon, GA 31204

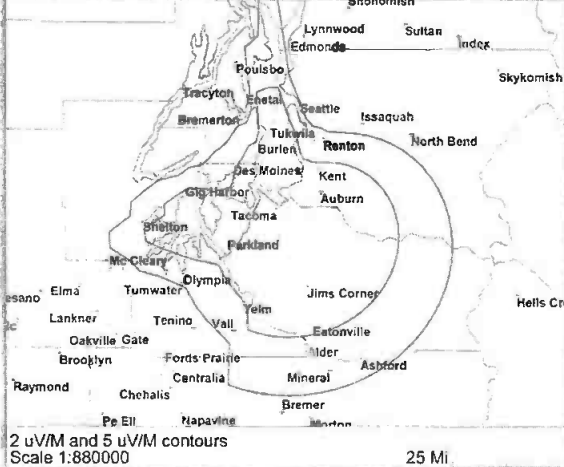
WWCR, Nashville, TN  
[RL/TK/ET/CW/SS/DR/OL]  
Worldwide Christian Radio  
1300 WWCR Ave., Nashville, TN 37218  
Phone: 615-255-1300  
www.wwcr.com

WYFR, Okeechobee, FL [RL/TK/ET]  
Family Radio  
290 Hegenberger Road, Oakland, CA 94621  
Phone: 510-568-6200  
www.familyradio.com/shortwave



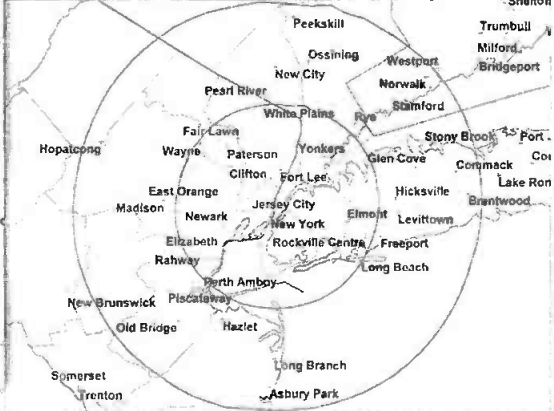
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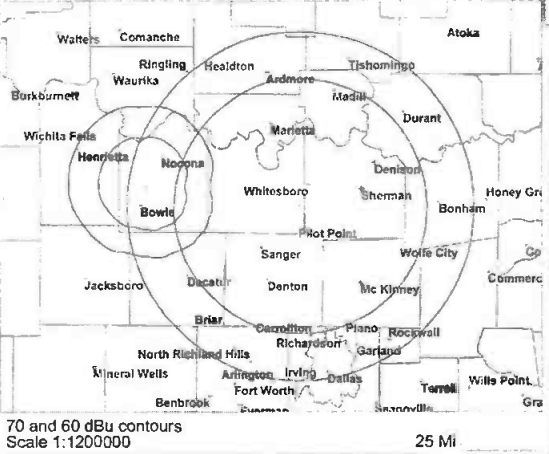


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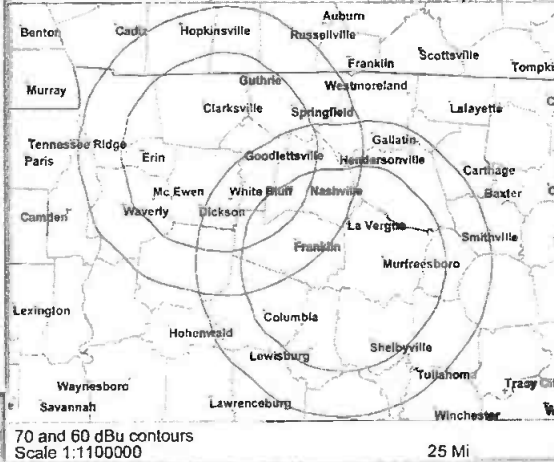
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## FCC Procedures and Overview

by Gregg P. Skall

*Gregg Skall is a communications lawyer with the firm of Pepper & Corazzini, L.L.P., in Washington, DC. He frequently represents parties before the Commission and the Congress to obtain desired policy objectives. In 1984, the National Journal recognized him as one of the leading radio spectrum lobbyists in Washington. He writes and speaks on topics of Federal Communications Commission administrative process, electronic mass media, and telecommunications. He may be reached at (202) 296-0600.*

This paper is intended to provide a rudimentary overview of the most important Federal Communications Commission Procedures and Regulations affecting the Radio Broadcasting Business. To avoid overlap, some items that were adopted by the FCC in the past year have not yet been incorporated in this section and the reader is encouraged to review the paper [1999 Overview](#) in the front section of this book.

### APPLICATIONS AND LICENSING PROCEDURES

The Communications Act of 1934 requires that a radio station be licensed by the FCC before it commences broadcasting. There are two ways to obtain such a license. First, an interested party may participate in a government-run auction to obtain a license for a new station. The Balanced Budget Act of 1997 requires the Commission to hold auctions for new broadcast stations that were once subject to a comparative hearing. The rules and procedures for the auctions require that an applicant file a short-form application prior to the auction. Following the auction and designation as the successful bidder, the winner must file the traditional long-form construction permit application.

The second method of obtaining a license is to purchase an existing station and seek authority from the FCC to assign the license to the purchaser. FCC authorization of the ownership change is required, and approval must be obtained before the purchase is consummated.

The Communications Act requires the FCC to observe certain procedures in these licensing activities. First, an application for authorization to buy a station must be filed. Then, the FCC must issue a public notice announcing the filing. The FCC cannot grant an application until 30 days have passed from the date this notice is published. The Communications Act also requires that the party filing the application give local notice in the community where a station is proposed, or in the case of an existing station, where it is currently operating.

Before an application can be granted, the FCC must find that the grant will serve the public interest, convenience, and necessity. One of the matters it considers is formal petitions to deny, or informal objections challenging the grant of the application. These

petitions and objections must be filed within the 30-day period following the FCC's public notice of the application's acceptance for filing or, in the case of a new station, within the 30-day period following the submission of the full FCC form 301 construction permit application. If such petitions or objections are filed, the FCC must determine whether they raise a substantial and material question of fact or whether granting the application would serve the public interest. If such questions are raised, they must be resolved before an application can be granted.

If questions raised cannot be readily resolved, an evidentiary hearing, similar to a trial in a civil suit, is the procedure used to explore and finally resolve such questions. At such a hearing, evidence is collected and the burden is placed on the applicant to prove that the public interest would be served by grant of its application. If an applicant fails to produce sufficient evidence to meet this burden, its application will either be dismissed or denied.

In contrast, if no petitions or objections are filed, and the Commission finds no other problems, an application can be granted as soon as the 30-day public comment period has passed.

Similar procedures are also used when the FCC is asked to grant various other applications. Since a radio license is only granted for a limited eight-year period, a licensee must apply for renewal of its license. Renewal applications, like initial licensing applications, are subject to public petitions and informal objections — but for a period of several months rather than 30 days. A license terminates automatically if a station is silent for one year.

Another kind of application is one by which a licensee of an existing station seeks a construction permit to make a major change to its station. Among other things, the Commission considers the change in an AM station's community of license or frequency to be a major change. For AM stations, major changes can also include increases in power. For non-commercial FM stations, they include significant (over 50%) changes in the area covered by the station's signal. Whenever such a change is proposed, the same public notice procedures and 30-day public comment period required for initial applications must be observed.



# FCC PROCEDURES

Some applications are considered minor in nature and are therefore not subject to a 30-day public comment period before they can be granted. These include applications for insignificant modifications to existing facilities, primarily those that cannot affect the station's frequency or its community of license. Another example is pro-forma ownership changes, such as partnerships becoming corporations or involuntary transfers of control in bankruptcy or situations involving the appointment of a receiver. Although a FCC public notice of the filing of such applications is still required, and informal objections from the public may still be filed, there is no required waiting period before these applications can be granted. See developments in the Overview Section.

Finally, there are some modifications to radio facilities that do not require a construction permit application to be filed. Instead, these modifications can be made prior to the filing of a license application with the Commission. Such modifications include: non-grandfathered FM stations increasing to maximum ERP (Effective Radiated Power), decreases in ERP, replacement of FM directional antennas, modifications to FM vertically polarized ERP, minor changes in height of antenna, change from commercial to non-commercial status, tower replacement, use of formerly licensed main facilities as auxiliary facilities, and deletion of FM contour protection status. Most of these changes do have specific technical requirements. Therefore, a licensee is advised to contact its engineer to first determine whether it qualifies for the abbreviated application process.

## REGULATORY FEES

Pursuant to statutory authority, the Commission collects from broadcasters annual regulatory fees.

**Amount of Fees:** The Commission's schedule of fees was initially proposed by Congress, but has been modified each year. The amount of radio station fees is based upon the class of the station. In 1997, the Commission reclassified station fees by market size or audience size as well. Fees must be filed with the FCC's Form 159, on the date announced by FCC Public Notice. Each applicant must provide its Tax Payer Identification Number (TIN) and sign the form before filing with the Commission.

**Application Fees:** The Commission also charges fees for the filing and processing of applications. The schedule of fees changes periodically, but is available from the Commission or from the author of this article.

## OWNERSHIP RULES

**National Ownership Rules:** There is no numerical cap on the number of radio stations in which a single entity may have an attributable interest.

**Local Ownership Rules:** The local ownership rule consists of four tiers of market sizes defined strictly by contour overlap in markets of:

- 14 or fewer stations: up to 5 total (but no more than half of the stations in the market) and no more than 3 in the same service (AM or FM);
- 15 to 29 stations: up to 6 total, 4 in the same service;
- 30 to 44 stations: up to 7 total, 4 in the same service;
- over 45 stations: up to 8 total, 5 in the same service.

Under the Telecommunications Act, the Commission may override these limits if it determines that the result would be an increase in the number of stations in operation.

To determine the tier under which an acquisition will be analyzed, the Commission defines a radio market as the area encompassed by the principal community contours of the overlapping stations proposing to have common ownership. The principal community contours are the predicted or measured 5 mV/m daytime contour for AM stations and the predicted 3.16 mV/m contours for FM stations. The number of stations in the market is determined by counting all commercial stations whose principal community contours overlap or intersect the principal community contours of the commonly-owned stations. Included in the count are all operating commercial full-power stations including daytimers and foreign stations and stations subject to time brokering agreements with the transferee involving more than 15% of the brokered station's programming week, but excluding non-commercial stations, translators, construction permits which are not yet on the air, and stations which have been silent for more than six months.

**Two Fine Points:** First, where the overlap area of a proposed FM/FM combination will also overlap a commonly-owned AM station (or where a proposed AM/AM combination will overlap a commonly-owned FM station), then the number of stations in the market will include all which overlap the contours of the three which will be commonly owned. Second, where there will be a chain of commonly owned stations, the Commission will consider each overlap separately.

**Joint Ventures and Simulcasting:** A "time brokerage arrangement" for more than 15% of the brokered stations' broadcast hours per week is an attributable ownership interest. Further, stations in the same service whose overlap area constitutes more than 50% of either station's principal community contour may not simulcast for more than 25% of either stations' broadcast time.

The FCC defines time brokerage as the sale of discreet blocks of time to a party who both supplies the programming to fill that time and sells the commercial spot announcements in it. It has suggested that time brokerage agreements may provide for liquidated damages upon termination, but that excessive liquidated damages or an

unreasonably lengthy term could raise questions concerning a licensee's meaningful control over its station. By its "main studio rule", brokered stations are required to maintain the presence of at least one full-time managerial and one staff person at the brokered station's main studio during regular business hours. (See following section on Main Studio Staffing.)

All Time Brokerage Agreements (TBAs), sometimes also called Local Marketing Agreements (LMAs), must be reduced to writing and included in the public inspection files of both the brokering and brokered stations for the term of the contract, although confidential or proprietary information may be redacted. TBAs which qualify as an attributable interest must also be filed with the FCC within 30 days of execution. The FCC filing must include a certification that the arrangement complies with the Commission's ownership rules.

## LICENSING AND RENEWAL

**Term:** The radio standard license term is 8 years, subject to short-term renewal sanctions where appropriate. A license is to terminate automatically if a station is silent for one year.

**Procedures:** The renewal procedure precludes competing applications. A renewal application must be granted if the FCC finds (a) that the station has served the public interest, (b) the licensee has not committed any serious violations of the Communications Act or FCC rules, and (c) other violations of the Communications Act or rules, taken together, would not constitute a pattern of abuse. The vagueness of the first standard affords the Commission considerable flexibility. In this regard, it is still worth bearing in mind the judicially developed standards for renewal expectancy. If the standards are not met, a renewal application may be denied after hearing or granted subject to terms and conditions. Only after denying renewal may the Commission accept applications for the forfeited facilities.

In a case involving KTTV(TV), Los Angeles, California, the FCC Review Board listed five criteria by which an incumbent licensee's performance should be judged.

Criterion 1: The licensee's efforts to ascertain the needs, problems and interests of its community,

Criterion 2 : The licensee's programming responses to those ascertained needs,

Criterion 3 : The licensee's reputation in the community for servicing its needs, problems and interests,

Criterion 4: The licensee's record of compliance with the Communications Act and FCC rules and policies, and

Criterion 5: The presence or absence of any special effort at community outreach or toward providing a form for local self-expression.

## MAIN STUDIO LOCATION AND STAFFING

The FCC requires that a broadcast station's main studio be located either within 25 miles from its community of license reference coordinates; or within the principal community contour of any station, of any service, licensed to its community of license. Its main studio must be staffed by one full-time supervisory (or managerial) employee and one other employee.

The FCC considers positions that will constitute a "meaningful managerial presence" at the main studio to include: president or other corporate officer; general manager; station manager; program director; sales manager; chief engineer with managerial duties; news director; personnel manager; facilities manager; operations manager; production manager; promotion manager; research director; controller and chief accountant. It is job duties rather than titles that are considered.

The FCC does not require management persons to be "chained to their desks" during all business hours. However, they must report to work at the main studio on a daily basis and spend a substantial amount of time there, using the main studio as a "home base."

Non-managerial main studio staff may take on responsibilities for another business outside the studio so long as the main studio is attended by some station employee during all normal business hours. Caution: If the other business is the station's time broker, the parties must maintain EXTENSIVE records regarding the actual time and duties devoted to each employer by the employee.

**UNATTENDED OPERATION:** The Commission permits the unattended operation of broadcast stations. However, licensees remain fully responsible for adequately monitoring their technical operation and adjusting and maintaining their stations in compliance with all technical rules. An unattended operation station must use EAS automation.

**EMERGENCY ALERT SYSTEM:** The Commission has replaced the old Emergency Broadcasting System (EBS) with a new Emergency Alert System (EAS). Embracing digital technology and automation, the new rules comprise Part 11 of the FCC's Rules.

The following is a summary of the EAS:

**Participation:** All broadcast stations must have EAS decoders. All but Class D non-commercial FM stations and low power TV stations are required to have an EAS encoder installed in their broadcast chain. A station

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may opt out of the full EAS program, but must then sign off the air after receiving an alert and broadcasting an appropriate announcement.

**Mandatory Protocol:** An EAS activation message consists of a digital header, an attention signal, an audio or text message and an end of message (EOM) code. The header defines who originated the emergency message and its nature, location and valid time period. The nature of the emergency must be one of 32 “event codes,” which provide local authorities and stations with flexibility in determining how to react. The location parameters can be for events affecting as wide an area as a whole state down to specific neighborhoods, blocks or even individual homes (but only if local authorities devise such codes). EAS decoders have the ability to be programmed so that licensees can select certain state and local originators, and event and/or location codes in order selectively to interrupt programming, and establish priorities. Reaction to an EAS national level emergency is mandatory.

**Monitoring Requirements:** Specific monitoring assignments are delineated in state and local area EAS plans, developed voluntarily by state emergency communications committees (SECCs), subject to FCC review.

**Test Requirements:** Stations must broadcast certain mandatory weekly and monthly EAS tests. Foreign language stations may translate the test script for the benefit of their audiences. The weekly tests to be run in other weeks of each month may be “unobtrusive,” consisting only of the EAS and EOM codes.

**Commercial Sponsorship:** The Commission permits the use of sponsored PSAs or infomercials explaining EAS to the public, but they cannot be a part of the actual test or activation and may not simulate or attempt to copy alert tones.

## **EEO ENFORCEMENT POLICIES**

The Commission recently replaced its old EEO policies, invalidated by the U.S. Court of Appeals, with a new outreach program that is summarized in the 1999 Overview Section. Please refer to that section for information on these rules.

## **FCC COMPLAINT AND ENFORCEMENT PROCEDURES**

There are several types of special procedures and rules which require broadcaster attention with respect to FCC enforcement procedures. They include procedures for FCC field inspections, for public complaints and objections, for station forfeitures or fines, for rule making, for ex-parte contacts by members of the public with the FCC and for required misconduct reports.

**Informal Complaints:** Anyone may file a complaint with the FCC concerning the operation of the station. If such complaints contain significant

allegations, the FCC customarily forwards the complaint to the licensee for comment and explanation. Under this procedure, the licensee is given a specific amount of time to respond. The FCC then evaluates whether any action is necessary and issues a letter informing both the complainant and the licensee of its decision.

**Formal Complaints:** The FCC also considers more formal complaints against the licensee. These complaints often take the form of a legal petition requesting that the FCC take specific action. Among the most common of these are petitions to deny an application pending before the FCC. Petitions may also be filed independently of the application process. Consequently, a licensee should be wary of such filings at all times.

Petitions often allege that the licensee has violated a federal law or policy. The FCC requires petitions to contain specific facts to support their allegations and a verification by the petitioner. Once a petition is filed, a licensee has a limited period of time to submit a response or “opposition” to the petition. This is important to remember since, unlike informal complaint procedures, the FCC does not inform a licensee when its opposition is due. Unless the licensee submits an opposition on its own initiative, it may be completely precluded from responding to the petition at all.

If a licensee submits an opposition to a petition, FCC procedures generally allow the party filing the petition to submit a reply to the opposition. Thereafter, no further pleadings are allowed. The FCC will then make a decision about whether further action is warranted. If it decides no action is necessary, it will either dismiss or deny the petition. If it believes further inquiry is required, it will usually designate the matter for a formal evidentiary hearing or initiate an investigation.

**Field Inspections:** As a result of a complaint, a petition to deny, a licensee’s failure to file some required information, or a random decision by FCC staff, a station can receive an unannounced field inspection by the agency. Such investigations or inspections may include anything from a review of the station’s public inspection file to an evaluation of the performance of a station’s transmitter. Such inspections are frequently held after a station has completed significant new construction, to determine whether it is operating as authorized.

Most inspections are simply a routine investigation by FCC staff to make sure a licensee is operating its station in conformance with FCC rules. The FCC has encouraged and endorsed the efforts of state broadcaster associations to conduct self inspection programs. A station that participates in an approved program will be offered limited forbearance from FCC inspections. Generally, an FCC field inspector has a right to inspect every aspect of a broadcast station’s operation and can review all documents related to the operation. Remember, however, that FCC rules specify only certain documents must be made available to the field inspector.

While a member of the public has a right to see the station's public inspection file, only an FCC field inspector has a right to see anything more. Consequently, before providing documents or information not contained in the public inspection file, the licensee has a right to see positive identification indicating that the person requesting the information is an FCC official.

**Forfeiture Proceedings:** If as a result of a field inspection or a complaint, a violation of FCC rules is found, the licensee involved may be subject to a forfeiture proceeding. A forfeiture is a monetary fine. A "forfeiture proceeding" determines how serious the violation is and how large a fine, if any, should be imposed. In a forfeiture proceeding, an official Notice of Violation (FCC Form 793) is mailed to the station. This notice indicates the particulars of the violation. The licensee has 10 days from the receipt of this notice to respond. Failure to respond may result in the FCC finding that a violation has occurred. After the licensee is given the chance to respond, the FCC considers how serious the violation is or whether one has occurred at all. If it decides further action is warranted, it can issue a Notice of Apparent Liability, which indicates what violations have been found and how much of a forfeiture is due.

The FCC's forfeiture authority is limited by law to \$25,000 for each violation for each day of a continuing violation, up to a maximum of \$250,000. In 1997, the Commission adopted a new schedule for assessing forfeitures. The Commission also has established a range of upward and downward "adjustment criteria," which are to be used in increasing or decreasing the base amount according to the surrounding circumstances. The Commission is also free to respond to violations with other or additional action, for example, admonishment, revocation or non-renewal.

In cases involving more serious violations, the FCC may skip the issuance of a Notice of Violation and issue a Notice of Apparent Liability immediately. In fact, in many cases a field inspection will result in the immediate issuance of both kinds of notices, a Notice of Violation for minor infractions and a Notice of Apparent Liability for more serious violations. Field inspectors have now been granted delegated authority to assess a forfeiture on the spot when conducting an inspection.

If a Notice of Apparent Liability is issued, the licensee has 30 days to challenge either the amount of the fine or the FCC's findings of a violation. It can also pay the forfeiture, which ends the proceeding. If the Notice is appealed, the FCC then makes a final decision as to whether a forfeiture is necessary and, if so, the amount.

**FCC Misconduct Reports:** The FCC requires licensees to report "relevant non-FCC misconduct."

Under this requirement, only adverse adjudications of relevant, non-FCC misconduct must be reported. Pending claims such as pending liable suits or employment discrimination complaints, which have not yet been adjudicated, do not have to be reported. Pending litigation is

presumed by the FCC to be irrelevant to a broadcaster's character qualifications. "Relevant non-FCC misconduct" is defined as including: (a) all felonies; (b) fraudulent representations to governmental units; (c) mass media-related violations of antitrust or other laws dealing with unfair competition; and (d) a pattern of adjudicated non-FCC related employment discrimination. Under this policy, an adverse adjudication of a liable claim would not have to be reported, but the same result in a discrimination case would. The liable suit does not fall into one of the above categories, but the employment discrimination case does. Thus, even a single adverse decision of discrimination must be reported, since it might indicate a possible pattern of conduct warranting FCC examination.

The Commission also interprets Section 1.65 of its rules to require report of adjudications of relevant non-FCC misconduct on an annual basis. The report should be filed either with the licensee's renewal application or, like ownership reports, on the anniversary of the date that the renewal application is required to be filed.

The FCC's policy on reportable misconduct also extends to non-licensee entities which share an officer, director or shareholder/partner with the broadcast licensee, if a principal of the licensee was in control of the other entity or was directly involved in its misconduct. The reporting policy also applies to non-FCC misconduct of a parent or subsidiary corporation if there are principals common to the licensee and the related company was involved in the misconduct. The policy extends only to misconduct of all persons with attributable interest in the relevant entity. It does not apply to employees.

## CONTENT REGULATION

The FCC has adopted programming regulations which address policies affecting the selection of material that stations use to air, especially political material. They also address the promotion of contests or events in which the station or its employees hold private commercial interests. Political broadcasting is exceedingly complex and is addressed here with the admonition that further explanation and study, not available in the space allowed here, should be undertaken by anyone dealing with these rules. A detailed political broadcasting manual by this author and firm, Pepper and Corazzini, L.L.P., is available upon request at (202) 296-0600. However, a brief treatment is provided in following sections.

## POLITICAL AND PUBLIC AFFAIRS PROGRAMMING

There are two basic groups of rules and policies in the area of political and public affairs programming. The first is the largest, and includes the FCC's regulations affecting political campaigns. These regulations include political advertising rules, regulations requiring that political candidates receive equal air time opportunities, laws mandating reasonable access for federal candidates, and regulations requiring

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every licensee to maintain a political file. The second group of rules concerns the FCC's regulation of commercial practices, including contests and promotions, disclosure of commercial interests, and obscene and indecent programming.

**Campaign Programming:** A broadcast licensee must provide reasonable access to certain legally qualified political candidates. When a legally qualified candidate makes a use of the broadcast facility during a non-exempt program, then an opposing candidate is entitled to request equal opportunities. The four categories of exempt programs are: *bona fide* newscasts, *bona fide* news interviews, *bona fide* news documentaries, and on-the-spot coverage of *bona fide* news events. Independently produced *bona fide* news interview programs also qualify for the equal opportunities exemption. Thus, syndicated and bartered news interview programs qualify for exemption, provided that their carriage by the licensee is a reflection of its *bona fide* news judgement and not for the political advantage of the candidate for public office. Certain uses may qualify for the station's Lowest Unit Charge. All uses must be free from censorship, and must bear proper sponsorship identification. Each request for use of the station's facilities, and the disposition of that use must be recorded in the station's political file.

The Communications Act imposes two limitations on the rates that may be charged for political advertisements. They are known as Lowest Unit Charge and the Comparable Use Rules. The Lowest Unit Charge applies for 45 days preceding primary elections and 60 days preceding a general election. It requires that a station determine the lowest advertising rate it is charging its advertisers, including all potential discounts. This rate then becomes the maximum rate that may be charged to *bona fide* candidates in an election for the same length spot during the same part of the day, even if they do not otherwise meet the criteria normally required to qualify for a preferred rate.

The following discussion, although not intended to be exhaustive or complete, highlights some of the most important features of the political rules.

**Reasonable Access:** The Communications Act itself mandates access only for federal candidates. The Commission has decided that since the statute mentions only federal access, reasonable access applies only to federal candidates and need not be extended to local elections. Thus, the station may, if it chooses, deny access to non-federal candidates. However, if a station chooses to afford access to non-federal candidates, it must also afford equal opportunities to each of that candidate's legally qualified opponents.

**Sales of Political Time Within News Programming:** A station may adopt policies to exclude candidates from purchasing advertising within news broadcasts.

**Sale of Time On the Weekend Before Election:** A station must have staff available to sell, produce and/or program candidate spots on the weekend before the election, if it has provided such weekend services to any commercial advertiser at any time during the year preceding the election.

**Definition of a "Use":** The Commission defines a "use" as any recognizable appearance by a legally qualified candidate in a non-exempt program (*bona fide* newscasts, *bona fide* news interviews, news documentaries, and on the spot coverage of *bona fide* news events). Thus, if an "oldies" radio station had played an old Sonny and Cher recording while Sonny Bono was running for political office, it could have found itself liable to give away massive amounts of time to Sonny's political opponents.

**Disclosure:** A broadcast licensee must treat a candidate as if he or she does not know the first thing about advertising on its station. This is true even if a candidate works through an advertising agency, political consultant, or another sophisticated and experienced intermediary. Every factor that could reasonably bear upon a candidate's advertising strategy must be disclosed. In other words, a station must treat a political advertiser as it would treat its most favored advertiser, but assume that they know nothing about advertising on radio or television. Although it cannot be required, it is strongly advised that a station obtain written confirmation from candidates that they have received a full disclosure of sales practices before any political spots are aired.

**Classes of Time:** The FCC permits a station to establish as many separate classes of time as it wishes, so long as there is a genuine, demonstrable difference between them, not based upon price or quantity.

**Rebates:** The FCC emphasizes that inadvertent overcharges to a candidate must be discovered and refunded promptly, generally in time to be used in connection with the political campaign.

**Improper Sponsor Identification:** It is the licensee's responsibility to assure that an adequate sponsorship identification is connected with the advertisement. If reasonable assurances cannot be obtained from the candidate, the station may insert the required sponsorship identification into a deficient spot without providing additional broadcast time, even if it means obliterating some of the candidate's message.

**Personal Attack Rules:** The Personal Attack Rules require that if, and only if, in the context of a program concerning a controversial issue of public importance, an attack occurs on the honesty, character, integrity or other personal qualities of an identified or easily identifiable person or group, then the station must take the following steps within one week of the attack: (1) notify the person or group attacked of the date and time, and identify the broadcast; (2) send a tape or transcript or, if none are available, as accurate

a summary as possible to the attacked party; and (3) offer a reasonable opportunity for response.

**Political Editorials:** When a licensee airs an editorial, either for or against a legally qualified candidate, it is required to provide notification, a transcript, and an opportunity to reply. If an editorial endorses a candidate, then the notice and the offer to reply must be given to the other legally qualified candidates in the same race. If the editorial opposes the candidate, then that candidate must receive the notice and the reply offer. A station is not obligated to allow the candidate to appear personally in a reply, however, so long as there is an opportunity for someone to air a response. There are specific rules regarding the timing of the notice and reply offer.

**Obscene and Indecent Programming:** A major regulatory concern is the area of obscenity and indecency. While this area is also regulated by the states, the FCC relies upon a U.S. Statute that states "whoever utters any obscene, indecent, or profane language by means of radio communication shall be fined not more than \$10,000 or imprisoned not more than 2 years or both." In 1988, the Commission adopted the following benchmark to determine indecency: "language or material that depicts or describes, in terms patently offensive as measured by contemporary community standards for the broadcast medium, sexual or excretory activities or organs."

Although it qualifies as protected speech under the First Amendment, indecent programming may be required to be channeled to certain hours of the day.

**Indecent Programming:** After three unsuccessful attempts to establish a "safe harbor" for indecent programming, the Commission won court approval to restrict such programs to the hours of 10:00 p.m. to 6:00 a.m. and to ban all indecency over the air at all other hours. The Court of Appeals for the District of Columbia ruled 7-4 in favor of the Commission. The Court upheld the Commission's definition of "children" as those under 18 years of age.

The decision validates fines exceeding hundreds of thousands of dollars it has levied against broadcasters, principally Howard Stern, for alleged indecent programming.

Obscenity, on the other hand, is not protected speech and may be entirely proscribed. The FCC has no authority to impose criminal sanctions for obscene or indecent broadcasts. Only the Justice Department may bring criminal actions under this statute. However, the FCC may bring administrative sanctions and monetary forfeitures. Any broadcaster venturing into this area of speech is well advised to pay close attention to the Commission's litigation over such programming.

**Disclosures of Commercial Interests:** The Communications Act requires that any announcement or promotion aired by a broadcast station for which money or anything else of value is paid to the

station must include an announcement that the matter being broadcast is a paid promotion or advertisement. Moreover, an employee of the licensee who accepts something of value for broadcasting any information or announcement must disclose that payment, in advance of the broadcast to the station's management. Failure to make such disclosures could result in the violation of the FCC's "payola" and "plugola" rules and federal statutes.

Payola is defined as the undisclosed payment of something of value to a station employee for the on-air promotion of goods, services, or events. Payment to a station employee for broadcast of a particular recording is a classic form of payola. Plugola is the promotion by a station of an item or event in which the licensee or one of its employees has an undisclosed financial interest. An example of this would be an on-air promotion or discussion of a concert in which a station employee has a commercial interest. Such a promotion is permissible if the management of the station is aware of the interest and when appropriate sponsorship information is announced. If disclosure is not made, federal law is violated, which can lead to the loss of a license.

**Contests and Lottery Rules:** The Commission's rules restrict the broadcast of lottery information and impose forfeitures upon stations found to have done so. A determination that a lottery exists requires a finding that the elements of prize, consideration and chance all exist. The Commission will also fine or sanction a station for broadcasting lotteries that were provided to it in the context of syndicated programs that are carried on a barter or cash basis.

The question of whether there is "consideration" is tricky, and what a licensee and the contest promoter may perceive as a free, alternate means of entry could be viewed by the Commission as onerous enough to constitute "consideration," thus making the contest an illegal lottery. It is also important to bear in mind that recent revisions to the federal laws on lottery permit the broadcast of information about contests that have the element of a lottery so long as the lottery is either authorized or otherwise not prohibited by state law and conducted as a promotional activity by a commercial organization that is clearly "occasional and ancillary" to the main business of the sponsoring organization. Special rules apply to advertising pertaining to Indian gaming.

If the contest has the elements of a lottery, you must check with the appropriate official in your state to determine whether it is permissible under state law. If the state law prohibits the lottery, it is a violation of the Commission's Rules to broadcast information about it. To provide protection against liability, a licensee should have in place procedures for systematic review of every program, and indemnification provisions in its syndication contracts.

Casino advertising is now primarily a matter of state law as a result of the United States Supreme Court Decision in *Greater New Orleans Broadcasting Association v. USA* which held that that the underlying federal statute, and the FCC regulations implementing

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the statute, were unconstitutional infringements on the First Amendment. Essentially, the court concluded that the federal anti-lottery advertising statutes were so internally inconsistent as applied to the various activities they covered and specifically excepted from their coverage, that the Act could not be upheld because the government failed to demonstrate that its restrictions will in fact alleviate the asserted harms to a material degree. Individual state statutes prohibiting casino type advertising must be analyzed to determine their ability to withstand this analysis

**Broadcast Hoaxes:** The FCC prohibits the broadcast of hoaxes containing false information concerning a crime or catastrophe. It defines a "crime" as any act or omission subject to criminal punishment and a "catastrophe" as a disaster involving violent or sudden events affecting the public. Thus, the rule does not cover a broadcast that might upset some listeners but does not pose a substantial threat to public health or safety.

A violation of the hoax rule requires a finding of the following three elements:

1. **Licensee knowledge of falsity:** the licensee must have known that the broadcast concerning the crime or catastrophe was false. A licensee will be held accountable for the actions of its employees and, therefore, must monitor their actions.

2. **Foreseeability of substantial public harm:** the FCC deems public harm to have been foreseeable if the licensee could expect with a reasonable degree of certainty that substantial harm would occur.

3. **Direct causation of substantial public harm:** the FCC defines public harm as damage to the health or safety of the general public, diversion of law enforcement or other public health or safety authorities from their duties and damage to property. The public harm must begin immediately after the broadcast and result in actual damage, rather than a mere threat of harm.

## PUBLIC INSPECTION FILES

All broadcasting stations are required to maintain a station file open to public inspection. The file must be kept at the station's main studio. Applicants for new stations or applicants for a change of community of license must locate their file either in the proposed community of license or at a proposed main studio. As an option to maintaining a paper file, the Commission allows licensees the flexibility of maintaining all or part of their public file in a computer database so long as a computer terminal is made available at the file location for members of the public. The Commission also encourages (but does not require) licensees who maintain an electronic public file to post their files on the web, so as to further increase public access.

The file must be available upon request at any time during regular business hours, without further inquiry except for name and address, during normal business hours, and the inquiring party must be allowed to

copy any portion of it at their own cost. In addition, the Commission requires that, except for materials in the Political File, some telephone requests for copies be honored. Specifically, licensees must assist members of the public in identifying the documents they may seek, and although the requestor may be required to pay the reasonable cost of photocopying, the station will have to pay the postage to mail the requested documents within a reasonable time which the Commission generally considers to be seven days or less. Telephone requests must be honored only by stations whose public file is located outside the city limits of their community of license, on the assumption that files within the community should already be reasonably accessible to the local public. In addition, documents requested by phone are now only required to be mailed within a station's geographic service area (i.e. the grade B contour for TV, the 0.5 mV/m contour for AM and Class B FM, the 0.7 mV/m contour for Class B1 FM, and the 1 mV/m for all other FMs). The Commission encourages, but will not require, stations to make the mailing accommodation available to persons outside the service area who reasonably claim to receive the station's signal.

The public file must contain a variety of station information. Two of the most important items are the station's annual "Issues/Program List," a list of community issues and the station's most significant programming responding to them, and the Political File.

The "Issues/Programs" List must be prepared every three months and placed in the public file on the tenth day of each calendar quarter. The *Political File* must include a complete record of all requests for broadcast time made by or on behalf of candidates for public office, along with information about disposition and charges. Requests for a specific class or length of time must be recorded even if time is not actually sold. In addition, the file must contain:

• **Authorizations and Contour Maps.** To ensure public access to the technical parameters of station operations, licensees must retain a copy of their current authorization, together with any modifications or conditions. In addition, the public file must contain copies of any service contour maps submitted with any application filed with the FCC, together with all other information in the application showing service contours or main studio and transmitter locations. All of these documents must be retained for as long as they reflect current information about the station.

• **Applications and Related Materials.** All applications filed with the FCC must now be placed in the public file. Applications need be retained in the file only until final action has been taken, except that applications granted subject to waivers must be retained for as long as the waiver remains in effect and short term renewals must be retained until final grant of the next renewal application. Documentation of local public notices (broadcast and newspaper) must be retained for the same period of time as the renewal application.

• Citizen Agreements and Radio Time Brokerage Agreements. Copies of these agreements must be retained in the file for so long as they are in effect.

• Other Contracts. Either a copy of all contracts required to be filed with the FCC or an up-to-date list identifying all such contracts must be in the Public File. Licensees who choose the option of a list must provide copies of the full contracts to requesting parties within seven days.

• Ownership Reports. Only the most recent, complete ownership report need be kept, together with subsequent annual certifications of continued accuracy. These materials must be kept until replaced by a new, complete report.

• Annual Employment Reports, Issues/Programs Lists, Children's Television Programming Reports (TV Only) and Records Regarding Children's Commercial Limits (TV Only). All of these must now be retained until grant of the next renewal application becomes final.

• Letters from the Public. Written comments and suggestions received from the public regarding operation of a station must be retained for three years. The rule extends to e-mail communications, which may be stored either on paper or in a computer file; if the latter, the station must provide public access either through a computer terminal or with a copy on computer diskette.

• FCC Investigations or Complaints. Materials relating to a matter which is the subject of an FCC complaint or investigation must be retained until the licensee is notified by the FCC that the material may be discarded. Licensees are not required to retain materials related solely to private disputes.

• Political File. There has been no change to this rule; materials must still be retained for two years.

• Must Carry or Retransmission Consent Election (TV Only). There has been no change here either; these materials must still be retained for the duration of the three year period to which the election applies.

• Related Material. In addition to each of the above categories, licensees are required to include all exhibits, letters and other documents filed with or received from the FCC pertaining to an application, report or other document, as well as any materials incorporated by reference and not otherwise maintained in the public file.

Records must be complete and self-explanatory. Numerical or shorthand codes are not allowed!

## NRSC-2 STANDARD

All AM radio stations are required to comply with the NRSC-2 standards showing an absence of spurious emissions, and must take measurements annually to demonstrate compliance with the emission limits contained in Section 73.44 of the Commission's Rules. No more than 14 months may elapse between measurements.

The measurement data must be accompanied by a description of the equipment and procedures used in taking the measurements, and must be signed and dated by the qualified person or persons taking the measurements. The measurements must be kept on file at the transmitter or remote control point of the station for a period of two years, and on request must be made available to representatives of the FCC.

Although the FCC suggests using a radio frequency spectrum analyzer calibrated in accordance with Section 73.44(a) of the Rules, a licensee may use "other specialized receivers or monitors with appropriate characteristics." However, any disputes about the accuracy of the measurements will be resolved in favor of measurements obtained by a properly calibrated spectrum analyzer.

## DIGITAL AUDIO BROADCASTING

The Commission has established the satellite DAB service in the "S" band. It has held an auction for two available licenses, the winners of which are CD Radio, Inc. and American Mobile Radio Corp. Between them they have proposed both an all subscription service and a mixed subscription and commercially supported service. Both contemplate making their systems available in some form to other programmers.

To date, the FCC has not established standards for terrestrial digital radio broadcasting and the broadcasting industry is conducting tests of various DAB systems, such as in-band, on-channel systems. The National Radio Systems Committee, a joint effort of the National Association of Broadcasters and the Electronic Industries Association, has convened a committee for exploring various options for in-band, on-channel systems. The committee is continuing to meet regularly in an effort to develop a standard satisfactory to all parties.

## RADIO BROADCAST DATA SYSTEMS

The National Radio Systems Committee (NRSC), the joint venture of the National Association of Broadcasters and the Electronic Industries Association, has adopted a Standard for Radio Broadcast Data Systems known as RBDS. The system incorporates the Radio Data Systems (RDS) Standard employed by the European Broadcasting Union and additional U.S. enhancements, such as the In-Receiver Database System (IRDS) and MBS/MMBS the system used by some companies for broader band FM subcarrier



# **FCC PROCEDURES**

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paging and other users of subcarrier data capability. The IRDS system is an in-receiver rom database that is updated by a subcarrier data stream and may be used to make some RBDS benefits available to AM broadcasters.

RBDS provides radio broadcasters with the opportunity to have a display on the face of the receiver that provides the information identifying the station, its location and the format in which it is broadcasting at the time. The codes are broadcaster controlled and can be displayed on character screens located in the new RBDS radios. They are especially useful to allow the receiver to scan by format. In addition, RBDS can be employed to provide some of the following services: alternate frequencies to have a receiver retune itself to a broadcaster-designated alternate frequency when the one to which it is tuned becomes weak; emergency broadcasts which may replace the existing EBS system; paging services; navigational services for utilization in automobiles and other mobile vehicles and transparent data channels which can be used for any purpose.

The NRSC is currently exploring new methods to provide high-speed data services over FM broadcast subcarriers.

## **RF RADIATION STANDARD**

The Commission recently adopted more restrictive guidelines for the protection of the exposure of workers and the public to radio frequency (RF) radiation. The revised guidelines for RF evaluation are contained in a new Bulletin 65 published by the Commission's Office of Engineering and Technology (OET). Specifically, the Bulletin establishes differing standards for exposure to the general public, and for workers who are present in the vicinity of the tower during the operation of the station. Each licensee must achieve compliance with the Commission's revised requirements. Every existing radio station will be required to comply with the guidelines by September 1, 2000.

# STATION UPDATE FORM

Please help us keep your station's listing in our database and directory current. Fill out the form below and send it along with your business card (for verification purposes) to:

M Street Publications  
P.O. Box 23150  
Nashville, TN 37202-3150  
Fax: (615) 251-8798

Station: \_\_\_\_\_ Frequency: \_\_\_\_\_  
City of License: \_\_\_\_\_ State of License: \_\_\_\_\_

Station owner: \_\_\_\_\_  
Group owner: \_\_\_\_\_  
Other stations owned: \_\_\_\_\_  
LMA or SMA with (Please specify type): \_\_\_\_\_

Station street address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Mailing address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

Format: \_\_\_\_\_  
Source(s) (live, automated, network): \_\_\_\_\_  
Slogan: \_\_\_\_\_  
Networks: \_\_\_\_\_  
Rep Firms: \_\_\_\_\_

General Manager: \_\_\_\_\_  
Program Director: \_\_\_\_\_  
Sales Manager: \_\_\_\_\_  
Chief Engineer: \_\_\_\_\_  
Music Director: \_\_\_\_\_  
Promotion Director: \_\_\_\_\_

Market(s) served: \_\_\_\_\_  
\_\_\_\_\_

Power/ ERP: Day: \_\_\_\_\_ Night: \_\_\_\_\_ PSA: \_\_\_\_\_ PSSA: \_\_\_\_\_ Critical Hours: \_\_\_\_\_  
Antenna height above average terrain, and/ or Directional Antenna: \_\_\_\_\_  
Pending applications & CP's: \_\_\_\_\_  
Satellites receivable: \_\_\_\_\_

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- Please enter my subscription to the weekly M Street Journal at \$139.00 (51 issues).
- I would like to TRY the M Street Journal for 13 weeks at the rate of \$41.00.
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- I would like the communicator's handbook *The Powerful Radio Workbook\** by Valarie Geller at \$39.95 + \$5 S&H.
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*Call for international shipping rates. Credit card orders shipped same business day.*

NAME				
COMPANY				
ADDRESS				
CITY	STATE	ZIP		
PHONE ( )	ALT. PHONE <i>mobile/ cell/ pager, etc.</i> ( )			
FAX	EMAIL			
METHOD OF PAYMENT	<input type="radio"/> CHECK	<input type="radio"/> AMEX	<input type="radio"/> MASTERCARD	<input type="radio"/> VISA
TOTAL AMOUNT \$	_____			
CARD NUMBER	EXPIRATION DATE			
NAME APPEARING ON THE CARD				
SIGNATURE				

\* Will ship when available

RD9

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