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RADIO NEWS™

Radio rides national business to 10% October revenue gain 3

October local registered a not-too-shabby gain of 9%, while national business gained enough (15%) to push the total into double digits. YTD is plus 11%.

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River City, then Sinclair, have had most of the former Keymarket group for a while. Purchase of this group of three owned and two LMA'd stations spell the end.

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Baton Rouge, LA

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WLSS-FM
WYNKAM
WYNK-FM
KRVE-FM
WBIU-AM

Beaumont, TX

KKMY-FM
KLVI-AM
KYKR-FM
KTOC-FM

Corpus Christi, TX

KMXX-FM
KRYS-AM
KRYS-FM

Fayetteville, AR

KKIX-FM
KKZQ-FM
KEZA-FM

Fort Smith, AR

KMAG-FM
KWHN-AM
KZBB

Killeen, TX

KIIZ-FM
KLFX-FM

Lawton, OK

KLAW
KZCD

Longview, TX

KKTX
KNUE
KISX
KTYL

Lubbock, TX

KFMX-FM
KKAM-AM
KRLB-FM
KZII-FM
KFYO-AM
KKCL

Lufkin, TX

KYKS-FM
KAFX-FM
Shreveport
KRMD-AM
KRMD-FM

Texarkana, AR

KKYR-AM
KKYR-FM
KLLI-FM
KYGL-FM

Tyler, TX

KNUE-FM
KISX-FM
KTYL-FM
KKTX-AM
KKTX-FM

Victoria, TX

KIXS-FM
KLUB-FM

Waco, TX

KBRQ-FM
KCKR-FM
KKTk-AM
WACO-FM
KWTX-AM
KWTX-FM

**CapStar/
PacificStar**

Modesto, CA

KVFX
Yuma, AZ
KTTI-FM
KBLU-AM

**CapStar/
AtlanticStar**

Dover, DE

WSRV
WDOV

Wilmington, DE

WJBR-AM
WJBR-FM
WDSO

Winchester, VA

WFOX
WUSQ
WNTW

**CapStar/
SouthernStar**

Cocoa, FL

WLRQ-FM
WMYM-AM

Decatur, AL

WTAK
WWXQ-FM
WDRM
WBHP
WHOS

Tuscaloosa, AL

WACT-AM
WTXT-FM
WRTR-FM
WZBQ-FM



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*Kevin Lockhart
President, Prophet Systems*

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KVUU-FM
KVOR-AM
KTWK-AM

Kennewick, WA

KTCR-AM
KLOK-FM
KNLT-FM
KEGX-FM
KKNX

Lincoln, NE

KZKX
KTGL

Omaha, NE

KTNP-FM
KXKT-FM

Spokane, WA

KEYF-AM
KEYF-FM
KKZX-FM
KUDY

Wichita, KS

KQAM
KEYN-FM
KFH-AM
KRBB
KWSJ

**Drake
Communications**

Rogers, AR

KLTK-AM
KWMQ-FM

Tahlequah, OK

KTLO
KEOK

Lazer

**Broadcasting
Big Bear City, CA**

KXSB

Hemet, CA

KSDT-AM
KXRS-FM

Oxnard, CA

KXSP
KXLM

Noalmark

**Broadcasting
El Dorado, AR**

KIXB-FM
KAGL-FM
KELD-AM

Hobbs, NM

KYKK
KZOR
KIXN

NPR Affiliate

Boise, ID

KBSW-FM
KBSX-FM
KBSU-AM

Hutchinson, KS

KHCC-FM
KHCD-FM
KHCT-FM

Jacor

Iowa City, IA

KXIC-AM
KKRQ-FM

Salem

Boston, MA

WPZE

Denver, CO

KRKS-AM
KNUS-AM
KRKS-FM

Los Angeles, CA

KKLA
KLTx

Houston, TX

KKHT

Minneapolis, MN

KKMS
KEGE

New York, NJ

WMCA
WWDJ

Phoenix, AZ

KPXQ

Sacramento, CA

KFIA
KMJI

Faith

Communications

Las Vegas, NV

KILA-FM

Ogden, UT

KANN-AM
Twin Falls, ID
KCIR

Warner

Enterprises

Canon City, CO

KRLN-AM
KSTY-FM

Lincoln, NE

KLIN-FM
KEZG-FM
KFEG-FM
KKUL-FM

Bloomberg L.P.

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WADN-AM

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WVNS
Phoenix, AZ
KFNN-AM

Portland, OR

KBNP-AM

Providence, RI

WPNW
WKIX

Seattle, WA

KEZX-AM
KWJZ-FM

St. Louis, IL

WINU-AM

Cromwell

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Radio revenues rise again for 11% gain YTD

Radio revenues are off to a good start in Q4, with combined local and national revenues up 10% in October. YTD revenues are up 11% and likely to end the year that way, according to most forecasts.

The latest figures from the Radio Advertising Bureau (RAB) show that national is still driving radio's growth, up 15% in October and up 16% YTD. Of the five regions, the West posted the largest increase, up 20%.

Local gained 9% for the month and is up 9% YTD. The East had the best local performance for the month, up 10%.

New York radio had a strong October, up 13.7%. Local was up 20.0%, but national slipped 2.6%. YTD New York revenues are up 11.9% to \$429.1M, according to Miller, Kaplan, Arase & Co.

Radio-VillageNet inks Atlantic Star: Let the networking begin

Radio-VillageNet (krgspec.com) is one step closer to networking radio web sites. Thanks to consolidation, with one stroke of the pen, it now counts the 60 station group of Capstar's Atlantic Star in its web network (RBR Mid-Week News Brief 10/16). "Lots of people want to build a new net, but we have [the critical mass] in place to make it profitable," said **Gerry Boehme**, SVP, Director of Information Services, Katz.

Licenses frozen as FCC backs auctions

As four of the five Commissioners sat for the first time last week, the FCC unanimously backed a plan to award radio and TV licenses by auction, as required by the 1997 Balanced Budget Act. Until the auction rules have been laid out, no new licenses will be awarded.

Saying comparative hearings have had a "torturous history," Chair **Bill Kennard** (D) backed the shift to auctions. Most of the frequencies that would be affected are Class A FMs in medium and small markets, but expanded AM stations could eventually be auctioned as well. "This will allow us to go closer to awarding analog licenses, many of which have been caught in this legal and technical morass," said Kennard.

The plan affects any application filed after June 30, and would give special attention to about two dozen cases, which have been mired for years. Among them is the case of **Zeb Lee**, a North Carolina broadcaster who has won the aid of US Sen. **Jesse Helms** (R-NC). Helms held up Kennard's nomination to the FCC until he was given assurances by Kennard that he would be open to using comparative

hearings in cases such as Lee's (RBR 10/20, p. 3).

Commissioner **Susan Ness** (D) said she believes auctions may help speed up a resolution to the 319 frequencies, for which 1,328 applications have been filed. "There's nothing like a pending auction to encourage parties to settle," she said.

The Commission supported bidding credits for minority and women-owned businesses, to help increase their representation in broadcasting. Commissioner **Gloria Tristani** (D) said diversity of ownership is one of the best ways to ensure all voices are heard, but went on to say she is not entirely convinced auctions are always for the best. "I am open to proposals using comparative criteria for some or all these pending cases," said Tristani. She added it wouldn't be fair to force those that had expected a competitive hearing to suddenly face an auction.

In a separate matter, the FCC voted to enable foreign-owned companies to enter and invest in the US telecommunications market, but not broadcasting.

For \$150-\$250 per month (depending on market size), Atlantic Star stations are licensing "Radio-VillageNet," Katz's alliance with ElectricVillage to build and rep revenue-generating Web sites (RBR 9/22 p. 8). Electric Village creates custom station Web sites and furnishes these sites with content providers tailored to each site.

Katz is repping the sites and content providers nationally to Internet

advertisers through its Millennium unit. In addition, Katz's Dimensions group will sell the new Web site network against broadcast budgets as value added.

"Revenue sharing from online sales alone can bring in \$500-\$1,000 a month for top-market stations within a couple of years," said **Jeff Hodge**, VP sales, Internet Marketing Services, Katz. Stations also share in ad revenues on a percentage of hits or im-

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pressions basis. If Katz sells 1,000 impressions and Station A supplied 100 of those impressions, then Station A gets 10% of the stations' share of that advertising. Each station can also sell its own banner ad space locally.

The Radio-VillageNet agreement is non-exclusive and other content providers and advertisers can strike deals with the stations.

RBR observation: Radio-VillageNet isn't the only Internet service looking to network radio web sites. There are several other ventures, such as RadioWeb, JAMtv and Radio-Active. So far, group clients have been elusive. When Interep tried a similar networking effort two years ago, it never took hold. With consolidation now in the picture, Radio-VillageNet has a better chance of catching on.

Arbitron to bid for UK ratings contract

In its first global move, Arbitron announced that parent Ceridian Corp. (N:CEN) has purchased London-based Continental Research for an undisclosed amount. (RBR estimates the price at about \$8M). The acquisition will give Arbitron a local base from which to bid for the UK radio industry audience research contract tendered by RAJAR (Radio Joint Audience Research).

Continental, with revenues estimated at about \$5M, provides custom research services for a diverse group of media, advertising, financial and telecommunications clients including Capital Radio, Classic FM, CNN International, Cable & Wireless, and Abbott Mead Vickers (AMV), one of UK's top ad agencies. Arbitron expects to keep Continental's management team in place.

While local ownership isn't a requirement to measure UK radio, Arbitron is betting that owning a local research company will give it the edge it didn't have five years ago when it lost its first bid for the RAJAR contract, estimated to be worth about \$3.5M/year. "Winning the UK contract would signal Arbitron's viability as an international research company," said **Jay Guyther**, VP, international business development, Arbitron. "We would be taken much more seriously."

continued on page 6

News Analysis

by Katy Bachman

Consolidation Follies

Pro consolidation arguments aside, radio groups could ruin it all with questionable, albeit legal, business practices. While the examples tend to be isolated, if they become widespread, it could ultimately affect radio's value with advertisers. At the very least, it gives new ammunition to those who have said all along that too much consolidation is not a good thing.

Promotion commotion in Memphis

Imagine turning down business from a client because a competing station was running a promotion with that same client. That's what happened to Crumpy's Comedy Club in Memphis. Soon after Crumpy's began running a promotion with Flinn Broadcasting's Urban KXHT-FM ("Hot 107") in August, rival Clear Channel stations contacted Crumpy's advertising agency, Barking Dog, and stopped Crumpy's advertising mid-campaign.

"They called me and said we couldn't work together with this client," said **John Doyle**, owner/president, Barking Dog. "According to the management of the Clear Channel stations, if a client was running a promotion on a competing station, then they would refuse their advertising."

Doyle was pleased with the Clear Channel stations, but KXHT, which had just repositioned its format in May to a younger-skewing Urban format, came up with a better deal for his client: \$250/week plus a promotion at no charge.

The station is certainly giving Clear Channel's Urban stations a run for their money. KXHT-FM jumped from a 4.2 to 6.9 in the Summer Arbitrons, while Clear Channel's WHRK-FM slid from 11.8 to 9.7. "What we have proven, is that what really counts is how your station performs, not who owns it," said **Chuck Woodson**, GM, KXHT-FM.

Before the Crumpy's promotion ran on Hot 107, it had been spending about \$1,000-\$2,000 weekly on several of Clear Channel's six stations in the market. Since Crumpy's opened in April, Doyle said about \$34,000 had been spent with Clear Channel stations. "By no means was it the largest account, but in winter, clubs tend to spend more. This could have been a \$100,000 client for Clear Channel," he said.

According to Doyle, the reason he was ultimately given for the Clear Channel "policy" was that listeners could get confused and that would affect diarykeepers. "I can't set or control their policy, but since I'm a client in good standing, I think it would have been appropriate to inform me of the policy. My advertising was dropped immediately with no explanation of policy."

Doyle was perplexed, but he's not without options. "Fortunately, no one is indispensable. Any media or station can be bought around if forced to do so. TV is no more expensive than radio in this market, so we turned to TV. And we got great results from Hot 107. That's where [Clear Channel's] tactics backfired for them. By using me as a pawn to go after their competition, all they did was force my hand to use the competition."

RBR observation: RBR sources report other clients have experienced the Memphis Clear Channel "policy." WHRK-FM's GM did not return calls. Does this mean Clear Channel would turn down Budweiser if it ran a promo with a competing station?

This example dispels several myths about consolidation. First: One station can still shake up a market, even if it isn't owned by one of the biggest radio groups. Second: Consolidation does not necessarily mean stations won't fight tooth and nail for business. Third: Agencies and advertisers have lots of media choices and will not hesitate to buy around radio if forced to do so.

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Arbitron is likely to be one of 10 bidders, including incumbent London-based Research Services, Ltd. (RSL), which has had the contract the past six years, and Taylor-Nelson AGB, which had the UK contract since 1973. RAJAR will make a decision in May 1998 to take effect Jan. 1, 1999. Of Arbitron's chances to get the contract, Guyther said: "I'd like to think we've put ourselves on equal ground with the incumbent."

Even if Arbitron doesn't get the RAJAR contract, it says the acquisition of Continental is

UK Radio at-a-glance

- 190 commercial stations
- 38 local BBC stns
- 5 BBC nets
- Radio ad revenue: \$580M for 5% of total ad revenues

"the foundation of Arbitron's strategy to serve the UK and European media marketplace."

Next stop for Arbitron is down under. Guyther said Arbitron has been invited to pitch for the Australian contract which comes up Jan. 2000. Tenders are due Aug. 1998 and will be decided in November.

RBR observation: Look for Arbitron's international research interest to go beyond just ratings. Continental does custom research, including panel research through its "Million plus" pre-qualified panel. Then there's Arbitron's passive people meter. Arbitron has always said launching the technology in the US is not feasible financially and that an international effort first would be a better bet.

Radio names among Clinton appointees

Two people with ties to the radio industry are included among the business leaders and economists appointed by President **Bill Clinton** to a new Commission to Study Capital Budgeting. The broadcast-related members are Nogales Partners President **Luis Nogales**, who recently sold Embarcadero Media to EXCL Communications and once headed UPI, and **Steve Rattner**, who's been deeply involved in funding and taking public several radio groups in his current position as Deputy CEO of Lazard Freres & Co. and in previous Wall

Street jobs at Morgan Stanley & Co. and Lehman Bros.

According to the White House announcement, the purpose of the presidential commission is to "review the appropriate role of capital investment in both current and future federal budgeting." The committee is to report to the President within one year on such topics as capital budgeting by foreign governments and at the local and state government level, and "budgetary choices between capital and non-capital means of achieving public objectives."

RBR observation: We applaud Nogales and Rattner on their appointments to this august panel, which includes such Clinton Administration heavyweights as **Robert Rubin** and **Laura Tyson**. However, we could save the committee 12 months of work by resolving the central issue of its study here and now.

The "appropriate role of capital investment in both current and future federal budgeting" is as follows: **NONE!**

Didn't we learn anything from the failure of the Soviet Union and the continuing problems of Western Europe's government-owned corporations?

Arbitron adds Hispanic format classifications

Not all Hispanic radio formats are alike and now stations will have six format classifications to choose from when they fill out Arbitron's Winter Station Information Form. Arbitron is dropping the Spanish Language format, keeping Spanish Contemporary and adding five others: Spanish News/Talk, Spanish Regional, Spanish Tropical, Tejano, and Spanish Variety. The Station Information Form mailed Nov. 21.

Hollings objects to spin-off

Wall Street may be cheering CBS Corporation's (N:CBS, formerly Westinghouse) \$1.5B deal to sell its Power Generation unit to Siemens (RBR 11/24, p. 12), but Sen. **Ernest Hollings** (D-SC) doesn't like it one bit. Hollings complained in a letter to Treasury Secretary **Robert Rubin** that the deal will transfer to a German company valuable technology that was developed with \$232M in US government funding.

Your money at work

Mirror, mirror on the wall—who is the most effective lobbyist of all? The answer comes in last weeks *Fortune* magazine. It ranks the top 120 lobbies in Washington. The National Association of Broadcasters ranks 20th. The National Cable Television Association comes in 51st. AARP came in first. An NAB spokesman declined to comment.

Fortune surveyed 2,165 people—including Congressional staffers, lobbyists, political professors and pundits. 15% responded.

Watch your Council

A faxed document bearing the words "press release" and "Electronic Research Council" which takes pot shots at "long-form at-home interactive music testing" is causing a lot of confusion in the radio biz and generating more attention than it deserves. The bottom line is this. There is no "Electronic Research Council." It has nothing to do with the Media Research Council, formerly known as the Electronic Media Research Council, whose charter focuses on syndicated services. No matter who the press release is aimed at or who sent it, it's phony. Ignore it.

Radio Disney to 13 markets

With the LMA/purchase of KDIA-AM San Francisco (see page 13), ABC Radio Networks' kiddie net, Radio Disney, will have O&Os or affiliates in 13 markets. Here's a look at the lineup.

Rank	Market	Station	O&O?
2	Los Angeles	KTZN-AM	yes
4	San Francisco	KDIA-AM	yes*
10	Boston	WPZE-AM	no
12	Atlanta	WDWD-AM	yes
13	Seattle	KKDZ-AM	yes*
14	Minneapolis	KDIZ-AM	yes
16	Nassau-Suffolk	WGSM-AM	no
35	Salt Lake City	KCNR-AM	no
55	Birmingham	WYDE-AM	no
70	Albuquerque	KZKL-AM	no
98	Lafayette, LA	KDYS-AM	no
127	Corpus Christi	KRYS-AM	no
229	Monroe, LA	KMBS-AM	no

*Purchase pending
Source: ABC Radio

Upped & Tapped

Highway Raabery? **David Kantor** has lured yet another radio veteran away from ABC Radio Networks. This time it's **Marty Raab**, who will join the fledgling AMFM Radio Networks as VP/Marketing & Promotion.

Neumann is the new man at Capstar: **Eric W. Neumann** has joined Capstar as SVP. He will work primarily on budgeting and special projects.

Territorial expansion: **Jeff Howard**, VP/Sales, New York for Eastman Radio, will add the entire Northeast under his VPship.

WAXQ New York has a new marketing director. New GM **Kathy Stinehour** has appointed **Paul Miraldi** to the position.

Twin Cities station goes on the Wagoner: ABC's KQRS-FM Minneapolis has promoted **Amy Wagoner** from GSM to Station Manager.

SBR makes a Strong case: Consulting firm SBR Radio Company has added **Scott Strong** to its consultant roster.

Jacor's Sly move puts Dove in new cote: Portland's Z-100 GSM **Robert Dove** is moving to the same position at sisters K-NEWS and KEX, as announced by GM **Clint Sly**.

American Urban Radio Networks has named the much-decorated programmer **Jerry Boulding** to the position of VP/Entertainment Programming.

No harm in upping Harmon? Apparently not, as the RAB promotes **Yvonne Marie Harmon** to EVP/Merchandising & Special Events

One lame duck deserves another: **Mike Marino** is exiting American Radio Systems to program KKPX-FM Houston for SFX. Both ARS and SFX are in the process of being sold.

Here's the newly-elected executive lineup for the New York State Broadcasters Association: **Maire Mason**, Chairman; **Gary Nielsen**, Vice-Chairman, Television; **William M. Cloutier**, Vice-Chairman, Radio; **Eric P. Straus**, Secretary; **Fran Sharp**, Treasurer.

Market Profile

Nassau-Suffolk (16)

The DOJ's choice of Long Island for its consolidation battleground is much like Custer's choice of Little Big Horn—undefensible (RBR 11/10, p. 6; 11/17, p. 4). We don't have space for many details, but consider this: A normal geographically-distinct market will total 80-90 shares once noncoms and below-the-line stations are discounted. The five owners here control a miniscule 26.7. Forget the DOJ's tendency to consider radio as a market unto itself, discounting other forms of competing media—this very market isn't a market unto itself.

Owner Scorecard

Owner	Stns	Sp92	Owner	AMs	FMs	Sp97
American Media	WALK AM-FM	5.5	**Chancellor/SFX	2	4	12.8
Beck-Ross	WBLI-FM	5.2	**Barnstable	2	2	10.9
Barnstable	WHLI/WKJY	4.6	*Jarad	0	2	1.7
Noble	WBAB AM-FM	4.5	LI Multimedia	1	0	1.0
Greater Media	WGSM/WMJC	4.2	Mainstreet	0	1	0.3
Jarad	WDRE-FM	2.1				
Starr	WRCN-FM	1.4				

(* = duopoly, ** = superduopoly; chart based on assumption that all announced deals will close)

Market Stats

12+ population	2,262,800
% Black	7.2
% Hispanic	7.3
HH income	\$80,109
Total retail (000)	\$28,243,777

Ratings by Format

Format	Stns	12+
AC	2	8.9
Rock	3	4.0
Standards	2	3.8
CHR	1	3.7
Oldies	2	2.6
Country	2	2.0
Alternative	2	1.7

(%AvSh adjusts each format's 12+ total for below-the-line and lost listening; index shows how each format's share compares to the national average for that format).

Revenue Estimates

Medium	\$(millions)
Radio	\$42.7
TV*	\$1,329
Newspaper**	\$416
Cable	\$36.4

*New York TV revenues; Long Island is part of New York DMA.

**Newsday revenues

RBR/ Scarborough snapshot

	Mkt comp	59 mkt comp
Daily newspaper	72.6%	58.8%
Sunday newspaper	81.6%	68.4%
Radio morning drive	82.8%	N/A
Radio evening drive	81.2%	N/A
Any radio	95.9%	96.0%
Any TV (NY metro)	97.9%	96.0%
Connected to cable	84.3%	75.7%
Online service	34.1%	16.0%
Home improvement (1yr)	61.3%	52.6%
Bought/leased car (5 yr)	74.5%	43.3%

Duopoly Dimensions

	Owners	Stns.	Pct.
Superduopolies	2	12	75.0
Duopolies	1	2	12.5
Combos	0	0	0.0
Standalones	2	2	12.5
Total Consolidation	3	14	87.5

Sources: Arbitron, BIA, Competitive Media Reporting, Scarborough, RBR Source Guide database

by Frank Saxe

Advertisers say phones "cell"

Marketers are using radio to cash in on the cell phone bandwagon. Pound #800 and Star *800 calls on cell phones are being used to lure listeners to respond to ads or station promotions. Each is free to listeners, while advertisers are betting the added expense is a strategy which will help them capitalize on impulse buying.

The numbers speak for themselves: 52 million people in the US have a cell phone. That is 37% of households. "We've gone from a place-based society to a society on the move," says Cellular Linking President **Barry Zoob**.

"During a commute you have a captive audience in their cars. They probably have the radio on and a cell phone. Using the pound 800 number on their radio spots, we capture that impulse to get the callers to order pizza or flowers or other services," said **Robin Reiners**, Director of Marketing Communications, Toll Free Cellular.

"We see equity and ubiquity in our numbers," says Reiners, since advertisers can have a pound 800 number that is exactly the same as their traditional 800 number. "That's invaluable when it comes to nationwide services. Once you establish a number, it's yours." For example, the Hilton hotel chain is using #800-HILTONS nationwide. The Seattle-based company provides clients with times and dates of the cell phone calls so they can compare those to when their radio ads run.

Cellular Linking offers three digit numbers which connect callers to a concierge, who connects them to the advertiser or gets the information for the client. "Fifty percent of listeners are in their car, they're uncomfortable dialing 800 numbers while driving," says Zoob. Citibank, Cadillac and Boston Market were among the first to give it a try.

Cellular Linking is in 14 markets

including Los Angeles, Chicago, Miami, Columbus and Gary, IN. Toll Free Cellular is in 21 markets, and is expected to sign a deal with AT&T by the end of the month, that will take them nationwide.

To show-off their new technology, Toll Free Cellular offered its service for free during its Seattle rollout. KBKS-FM Account Executive **Christina Wheeler** says it helped her close a number of accounts, "This was a tool that I could do a sharp angle close by saying we're the only radio group in the market able to offer this right now."

"This could raise response 15%, perhaps as high as 20%"

In a city where the average commuter spends 2.5 hours a day behind the wheel, it seems like a no brainer. Using the same budget and switching from TV to radio and a pound 800 number, Stoneway Roofing Supplies CEO **Dean Heathcote** says they placed their spots during AM and PM drives. "We target them when they're thinking about roofing and make it very easy to contact us," says Heathcote. He is not sure if has translated into more sales, however, the number of informational brochures mailed out over the summer went from 132 to almost 800.

John Hancock Insurance is also using the pound 800 ads to generate leads. It is testing its ads in eight markets and targeting homeowners or people getting married, ages 25-50. "People are calling us at their convenience, whether they're in their car or later, after they've put the

kids to bed," says **Catherine Sheehan**, Director of Marketing, John Hancock Insurance. "Radio has given us a jump start in sales."

"The Talk and News formats are still the ones that, for the most part, prove the greatest success," says Zoob. But he adds Oldies stations have also had a strong showing.

Ad buyers love the technology, considering car phone users frequently fall into a key demo. "They're also the hardest people to get to," says **Stewart Yaguda**, president, Interep 2000. In August, Interep became the national sales agent for Cellular Linking (*RBR* 8/18, p. 6).

Advertisers must pay for the numbers. Toll Free's clients pay between \$19 and \$39 a month plus per minute fees ranging from 28 to 44 cents per minute—depending on volume and market size. That translates into an average of one buck a call. Cellular Linking calls average three minutes, at a cost of about five dollars. Is it worth it? Zoob says yes. "This could raise response 15%, perhaps as high as 20%." A study done on a Chrysler campaign in Chicago and Detroit found of those that called, 17% bought a Chrysler within 60 days, 22% bought a competitor's car, and 47% visited a Chrysler dealership. "These are extraordinary numbers," says Zoob.

Other forms of direct response marketing are becoming less effective than they once were: mailboxes are cluttered, there are more than 100 TV channels, and 42% of cell phone owners don't read a weekday newspaper. \$50B is spent on marketing each year, and radio gets just one percent of that money. Of course the goal of marketing is to sell product, and if technology like this works, radio stands to gain. Says Zoob, "The advertiser will re-invest this profit into additional media, like more radio buys."

Premiere to rep Rush, Dr. Dean Edell

Jacor announced (*RBR* 11/24 p. 3) it will transition national sales responsibilities for "The **Rush Limbaugh Show**" and "The **Dr. Dean Edell Show**" from MediaAmerica, Inc. to Premiere. MediaAmerica will now work in conjunction with Premiere in developing new accounts for the two programs. Radio-Active will continue as the two programs' exclusive syndicator.

BP's "Delilah" hits 100

Broadcast Programming's "Delilah," hosted by **Delilah Rene-Ortega**, is now heard in 110 markets, just 11 months after launch. "Delilah" is a music-intensive program, balanced with advice on love and life for listeners who call in, write, and e-mail. The show is available to AC formats nightly 7P-Midnight ET, barter only.



Delilah

USA launches "USA @ Nite"

USA Radio Network debuted "USA @ Nite" Nov. 3 with KRLD-AM Dallas (CBS) and KPRC-AM Houston (Clear Channel). Delivered 1-5A ET, host **Gary Nolan** will offer late-breaking news, live interviews and call-ins which will serve as an "electronic town hall from coast to coast." Nolan previously hosted the "USA Radio Daily" program since 1994.

"The McLaughlin Radio Hour" debuts with Entertainment Arts

Produced and cleared by L.A.-based Entertainment Arts, "The McLaughlin Radio Hour" has reached 20 affiliates since its Sept. 6 radio debut. The 60-minute weekend show, hosted by **John McLaughlin**, combines clips from his "One on One" and "The McLaughlin

Group" TV programs, which are recorded on Friday. Air time is 6A-Midnight, Saturday or Sunday. Availability is barter-only; ad sales are handled by MediaAmerica.

SportsFan adds two contributors

The SportsFan Radio Network and SportsFan Online (www.sfan.com) gained two new commentators, each debuted Nov. 3. **Rudy Martzke**, *USA Today's* sports media columnist, will be heard Mondays, Wednesdays and Fridays providing insight on current happenings in sports broadcast media. **Joe Micheletti**, a FOX Network NHL analyst and St. Louis Blues announcer, will air weekly reports to be heard Tuesdays, Wednesdays and Thursdays. SportsFan has 420 affiliates.

"The Susan Powter Show" adds 10 Canadian affils

Netstar's "The Susan Powter Show" which debuted July 15, is now heard in 14 US and 10 Canadian markets. Several of the Canadian affiliates are with the CHUM Radio Network. Powter's show, airing Noon-3 P ET, is available barter only.

"askMartha Live" debuts as series

After first debuting her :90 second weekday feature, "askMartha" (*RBR* 7/21 p. AB6), Westwood One has added a second show,

"askMartha Live." The two-hour weekend special debuted Nov. 23. Host **Martha Stewart** gave holiday cooking and decorating tips in a the live interactive forum by phone, e-mail and faxes. This was the first of a series planned for '98.

United Stations acquires "The Road"

United Stations Radio Networks announced 11/14 it has acquired "The Road," hosted by **Tony Russell**, from Tribune Entertainment. The weekly two-hour feature for Country formats was created in 1994 by Stillman & Co., which will continue the show's production. United Stations will be overseeing production, affiliate relations, advertising sales and distribution to the 235 existing affiliates. Airtime is requested M-F, barter only.

NBG launches NBA short form program

NBG Radio Network launched "Fastbreak with **Steve Jones**" Nov. 3 as a daily (M-F) 2 min. 30 sec. program available under barter only. Steve "Snapper" Jones brings experience from on the court as an NBA player and from NBC's NBA coverage as a sportscaster. Fastbreak is heard on 96 affiliates.



Steve Jones

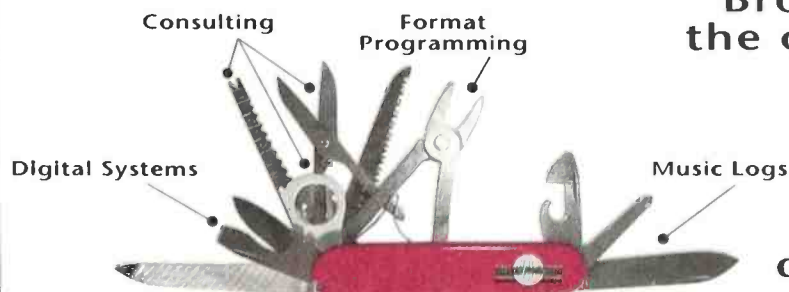
ABC Radio's Urban group upped and tapped again

ABC Radio Networks announced Nov. 19 the renewal of Urban consultant **Barry Mayo's** exclusive agreement with its Urban programming team, and promoted **Darryl Brown**, SVP affiliate marketing to EVP affiliate marketing. ABC's Urban product lineup includes two 24-hour formats, "The Touch" and "Classic R&B," The **Tom Joyner** and **Doug Banks** shows, Urban morning prep and news services.

ABC credits Mayo with creating the Adult Urban format, which led to his consulting with "The Touch" for the past five years.

Brown's new appointment will oversee ABC's Urban brands, including station affiliation and marketing. He has been an employee at ABC Radio for 19 years.

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by Jack Messmer

Sinclair completes Keymarket buyout with \$13.55M in Carolina deals

More than a year after buying River Cities Broadcasting for \$1.2B (RBR 4/15/96, p. 18-20), Sinclair Broadcast Group (O:SBGI) has finally filed with the FCC to complete its acquisition of River Cities' Keymarket radio group. Sinclair is exercising options to buy WYRD-AM, WORD-AM & WFBC-FM Greenville-Spartanburg for \$1M in cash and \$7.4M in debt forgiveness. The stations are currently licensed to Keymarket of South Carolina, owned by **Kerby Confer**. The deal includes an option to buy Palm Broadcasting's WOLI-FM & WOLT-FM for \$3M in debt forgiveness. Both are currently in a JSA with Keymarket of South Carolina.

Sinclair is also exercising an option to buy WSPA-AM & FM Spartanburg

from Spartan Communications for \$5.15M. The combo has been LMA'd by Keymarket of South Carolina since 1992.

In order to complete these deals, Sinclair has asked the FCC for a waiver of the one-to-a-market rule since WYRD-AM, WFBC-FM & WSPA-FM are considered to be in the same market with Sinclair's WLOS-TV (Ch. 13, ABC) Asheville, NC. Broker: Star Media Group

OKC Caribou herd expands

Kent Nichols' Caribou Communications is picking up a fourth FM in its home market, Oklahoma City. Caribou will pay \$5.25M to Bott Broadcasting for KNTL-FM. Bott, headed by

Richard Bott Sr. and Richard Bott II, will retain KQCV-AM. An LMA of the Class A FM began last week (11/24). Broker: Kalil & Co.

FCC gives go-ahead to Clear Channel-Paxson deal

Clear Channel Communications (N:CCU) has gotten a green light from the FCC to close its \$633M purchase of Paxson Communications' (A:PAX) radio group (RBR 6/30, p. 3 & 9/1, p. 10), which it has operated under LMAs since October 1 (RBR 9/8, p. 13).

The FCC also approved Clear Channel's \$24M buy of Capitol Broadcasting's superduopoly in Mobile, which has been pending since April (RBR 4/14, p. 14).

Clear Channel needed waivers of the Commission's one-to-a-market rule because it owns WPMI-TV (Ch. 15, Fox) Mobile, which has contour overlaps with Capitol's Mobile radio stations and Paxson's Pensacola radio stations, and WAWS-TV (Ch. 30, Fox) Jacksonville, which has overlaps with Paxson's Jacksonville stations. As it has done in numerous recent cases, the FCC granted Clear Channel temporary waivers, pending the outcome of the Commission's review of television ownership limits and in-market crossownership with radio. That proceeding has dragged on for months beyond its expected completion, with no end in sight. However, should the FCC's eventual revisions require Clear Channel to divest any stations, it would have six months to do so after the new rules take effect.

To comply with the eight-station maximum in a single market under the Telcom Act, WYLC-FM Pensacola was dropped from the Paxson sale. Although Clear Channel already LMA's the station, that LMA will be converted to a JSA once the Capitol deal closes.

In its analysis of Clear Channel's waiver requests, the FCC noted that the radio stations the company pro-

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has agreed to transfer the assets of

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poses to own garner 33.3% of radio revenues in Mobile-Pensacola and 15.25% of TV revenues—20.4% of combined radio-TV revenues. In Jacksonville, the FCC calculated 17.6% of radio revenues and 15.9% of TV revenues—16.5% of combined radio-TV revenues. Although the FCC has only recently begun to even consider revenue shares in its analysis of waiver requests, it noted that it had already approved transactions involving considerably higher levels.

RBR observation: While it can be argued that the FCC has no basis in law for even looking at revenue shares, we're at least gratified to see the Commission approaching the issue on a more rational basis than that used by the DOJ. In fact, we would suggest that the FCC (and DOJ, for that matter) would be on even more rational footing if it expanded its analysis to total media revenues in a market. The FCC already counts newspapers in its analysis of "voices" in a market for waiver requests. We would suggest that newspapers are even more significant in terms of revenue analysis.

Kiddie net finds a home by the Bay

ABC Radio's on-again, off-again talks with **Jim Gabbert** have finally resulted in a deal to have the Disney (N:DIS) subsidiary buy KDIA-AM Oakland-San Francisco as the Bay Area outlet for Radio Disney (an LMA begins 12/15). We hear that the price is \$6.3M. The sale will end a 40-year run for Gabbert in San Francisco radio, but he notes that "I'll do some fill-in at KGO." Broker: Kalil & Co.

RealNetworks is a real hit on Wall Street

RealNetworks (O:RNWK) made a grand debut on Wall Street (11/21) after its initial public offering of stock was priced at \$12.50 per share—a healthy boost from the original projection of \$9-11. The company, which is the leading player in Internet streaming of audio and video, traded as much as \$5.75 higher than the offering price in its first day of public trading. Underwriters: Goldman, Sachs & Co., Montgomery Securi-

ties, Robertson, Stevens & Co.

RBR's weekly stock chart appears on page 14.

Gavel to fall on KRHT

Broker **Chester Coleman** has decided to get into the auction business, with himself as the seller. Coleman is putting KRHT-AM Concord-San Francisco on the auction block Dec. 17 with a minimum bid of \$1.3M.

RBR observation: Chester notes with pride that one lobe of the 1480 kHz station's directional pattern CP is "aimed right at Alcatraz." Just how many diaries does Arbitron place on Alcatraz?

What's in a name?

Four little letters can mean a lot to a radio station. And with the spread of the Talk format, WGAB-AM Newburgh, IN GM **Don Davis** says he frequently gets calls from station owners interested in buying his call letters. For the last seven years it has always been "thanks, but no thanks," but now that has changed—along with WGAB's format flip to Sports. The "Gift of Gab 1180" radio has become "Sports Gab 1180." Davis is not sure how much money he could get, but the offers were higher a few years back.

"They were great for a Talk station," says Davis. The daytimer simply became known as "Gab" around Evansville.

RBR's deal digest

Kent Foster's Barbwire Communications is adding **Richard** and **Neal Griffin's** KERV-AM & KRVL-FM Kerrville, TX for \$702,000. Broker: **Bill Whitley**, Whitley Media; **Bill Cate**, Sunbelt Media... **Hoyle Broome Jr.'s** and **Rick Prusator's** Jacksonville-Topsail Radio LLC is paying \$650,000 to buy WZXS-FM Topsail Beach-Wilmington, NC. The seller is **Sidney Williams' Topsail Broadcasting**. Broker: Snowden Associates... **Jim Slone's** Rex Broadcasting is going from duopoly to superduopoly in Tucson with a deal to buy **Christopher Maloney's** and **Tom Hassey's** KTUC-AM & KSJM-FM. Broker: Kalil & Co.

CLOSED!

Capstar Broadcasting Partners, Inc., R. Steven Hicks, Chairman and CEO, has purchased KYAK-AM, KGOT-FM, KYMG-FM, Anchorage, AK and KIAK-AM/FM, KAKQ-FM, Fairbanks, AK from COMCO Broadcasting, Inc.

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and
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November 25—RBR Stock Index 1997

Company	Mkt:Symbol	11/19 Close	11/25 Close	Net Chg	Pct Chg	11/25 Vol (00)	Company	Mkt:Symbol	11/19 Close	11/25 Close	Net Chg	Pct Chg	11/25 Vol (00)
Ackerley	A:AK	16.250	15.562	-0.688	-4.23%	2	HefTel Bcg.	O:HBCCA	72.000	73.500	1.500	2.08%	387
Alliance Bcg.	O:RADO	0.500	0.500	0.000	0.00%	0	Jacor	O:JCOR	44.625	43.000	-1.625	-3.64%	877
Am. Radio Sys.	N:AFM	49.312	49.812	0.500	1.01%	374	Jeff-Pilot	N:JP	75.750	76.125	0.375	0.50%	925
AMSC	O:SKYC	7.625	7.750	0.125	1.64%	255	Jones Intercable	O:JOINA	13.875	13.625	-0.250	-1.80%	85
Belo Corp.	N:BLC	50.062	49.250	-0.812	-1.62%	367	Metro Networks	O:MTNT	34.000	31.500	-2.500	-7.35%	684
CBS Corp.	N:CBS	28.750	29.250	0.500	1.74%	11690	New York Times	N:NYT	1.812	1.750	-0.062	-3.42%	3
CD Radio	O:CDRD	19.312	18.312	-1.000	-5.18%	3987	News Comm.	O:NCOM	4.375	4.000	-0.375	-8.57%	25
Ceridian	N:CEN	43.250	43.187	-0.063	-0.15%	2853	Pacific R&E	A:PXE	59.625	57.937	-1.688	-2.83%	2955
Chancellor	O:AMFM	60.531	59.000	-1.531	-2.53%	2408	Paxson Commun.	A:PAX	9.125	8.562	-0.563	-6.17%	1821
Childrens Bcg.	O:AAHS	3.500	3.750	0.250	7.14%	967	Pulitzer	N:PTZ	54.250	53.625	-0.625	-1.15%	51
Clear Channel	N:CCU	67.375	67.187	-0.188	-0.28%	1692	RealNetworks	O:RNWK	12.500	17.250	4.750	38.00%	3483
Cox Radio	N:CXR	33.187	33.250	0.063	0.19%	8	Saga Commun.	A:SGA	19.750	19.562	-0.188	-0.95%	50
DG Systems	O:DGIT	3.562	3.562	0.000	0.00%	86	SFX Bcg.	O:SFXBA	74.250	74.875	0.625	0.84%	206
Disney	N:DIS	91.375	93.687	2.312	2.53%	13176	Sinclair	O:SBGI	33.875	34.500	0.625	1.85%	788
Emmis Bcg.	O:EMMS	43.312	45.125	1.813	4.19%	109	Sportline USA	O:SPLN	9.187	8.062	-1.125	-12.25%	232
Faircom	O:FXCM	1.000	1.000	0.000	0.00%	0	TM Century	O:TMCI	0.656	0.656	0.000	0.00%	0
Fisher	O:FSCI	124.000	121.000	-3.000	-2.42%	23	Triathlon	O:TBCOA	10.500	11.000	0.500	4.76%	116
Gaylord	N:GET	32.312	31.375	-0.937	-2.90%	531	Tribune	N:TRB	58.875	55.250	-3.625	-6.16%	1931
Granite	O:GBTVK	9.750	9.500	-0.250	-2.56%	456	Westwood One	O:WONE	30.500	30.375	-0.125	-0.41%	983
Harris Corp.	N:HRS	45.000	45.937	0.937	2.08%	2085	WinStar Comm.	O:WCII	27.000	26.562	-0.438	-1.62%	6005

Earnings reports: More good news

•Faircom (O:FXCM) reported Q3 net revenues up 56.2% to \$1.9M. Broadcast cash flow rose 59.8% to \$752,000. Both gains were largely due to the company's acquisition of two additional radio stations. Faircom has a deal pending to merge with Regent Communications, which is not yet publicly traded.

•Fisher Companies (O:FSCI) had a Q3 decrease in sales of 3.9% to \$63.8M. Broadcasting revenues gained 7.5% (to \$29M) and real estate operations revenues rose 2.4%, but sales of flour and other milling products fell 13.1%. Operating income from broadcasting increased 5.9% to \$454,000.

•Jefferson-Pilot Corp. (N:JP) reported that Q3 net income available to common shareholders increased 6.9% to \$79.2M. Operating income increased 17.7% to \$75.1M. For Jefferson-Pilot Communications, the insurance company's broadcast subsidiary, net revenues rose 4.9% to \$42.7M, but operating income slipped 1.7% to

\$5.7M. The company said that was due to a large tax refund in 1996 and the impact of Olympic and political revenues. Net radio revenues increased 20.4%. On a same-station basis, radio revenues rose 9.8% and cash flow gained 9.2%.

•News Communications (O:NCOM) reported Q3 revenues up 2% to \$5.1M. Income from continuing operations rose 23% to \$158,000.

•WinStar Communications (O:WCII) said Q3 revenues increased 76.5% to \$20.2M. Revenues from the information services segment, which includes WinStar's radio syndication and rep businesses, rose 171.6% to \$11M. Overall, WinStar reported a net loss from continuing operations of \$63.8M, approximately triple the loss of \$21.3M a year earlier.

•American Mobile Satellite Corp. (O:SKYC) reported Q3 revenues gained 46% to \$10.8M. The company's net loss declined 12% to \$26.3M. AMSC currently provides voice and data satellite services to moving vehicles. It owns 80% of American Mobile Radio Corp., which holds an FCC license for satellite DAB.

•CD Radio (O:CDRD), which holds an FCC license for satellite DAB but has no current revenue-producing operations, reported Q3 expenses up 227% to \$2.2M. Strangely enough, the company's net loss actually decreased 2% to \$654,000. That's because the proceeds from several securities sales earned nearly \$1.6M in interest. Much of that cash on hand, \$66.6M, was paid to the FCC shortly after the quarter ended (10/10) to complete the company's \$83.3M in payments for the satellite DAB license.

•Harris Corp. (N:HRS) reported Q3 sales up 11% to \$980M. net income rose 14% to \$43.6M. The company said broadcast and microwave radio systems sales growth led the way for the communications sector, where sales grew 15% to \$240M.

CD sells stock

CD Radio (O:CDRD) sold an additional 2.8M shares of stock (11/21) at a price of \$18 per share. The offering was reduced from the originally planned 3.5M shares. Underwriter: Merrill Lynch

\$750,000—WCOJ-AM Philadelphia (Coatesville PA) from Suburban Cable TV Co. Inc. (Jeffrey J. DiFrancesco) to WCOJ Radio Company Inc. (Lloyd B. Roach). \$50K escrow, balance in cash at closing.

\$550,000—* KPSL-AM Palm Springs (Thousand Palms CA) from Franklin Communications (Milton W. Jones) to Morris Communications Corp. (William S. Morris III, William S. Morris IV, Mary E. Morris, John Tyler Morris, Susie Blackmar Morris). \$200K escrow, balance in cash at closing.

Superduopoly with KNWZ-AM, KSES-FM, KCLB-AM & FM & KCMJ-AM & FM. LMA since Nov. 1. **Broker:** Tom McKinley & Austin Walsh, Media Services Group

\$475,000—WRFB-AM Cocoa FL, 100% stock sale of Brevard Broadcasting Inc. from W.F. Stanley III to WGUL-FM Inc. (Carl, Betty Lou, Sharon, David & Russell Marcocci, Stephen Schurdell). \$50K non-refundable downpayment, \$50K escrow, additional \$250K in cash at closing, \$125K note. Note: The buyer plans to upgrade the signal of WGUL-AM Dunedin-Tampa FL, at which time the license for WRFB will be returned to the FCC for cancellation. Both are on 860 kHz.

\$400,000—WWCC-AM & WDNH-FM Honesdale PA from WDNH Broadcasting Corp., debtor-in-possession (George J. Schmitt, Edward K. Histed), to de Wit Broadcasting Corp. (Robert H. Mermell). \$5K escrow, balance in cash at closing.

\$360,000—WPPL-FM Blue Ridge GA, 100% stock sale of Fanin County Broadcasting Co. Inc. from Robert Schwab to James Timothy White, Thomas C. Gilliland, Jimmy C. Tallent, Robert L. Head Jr., W.C. Nelson, William L. Prather. \$15K earnest money, \$32.5K (less earnest money) in cash at closing, additional \$32.5K in cash 1/2/98, \$295K note.

\$80,000—WPLW-AM Pittsburgh (Carnegie PA) from Hickling Broadcasting Inc. (Delores M. Hickling) to Michael L. Horvath. \$500 downpayment, additional \$2K in cash at closing, \$77.5K note.

\$73,768—KRCW-FM Royal City WA from Northwest Chicano Radio Network Inc. (Ricardo Garcia) to Farmworker Educational Radio Network Inc. (Anthony F. Chavez et al). \$30K in cash at closing, \$43,768 note.

\$30,000—KDAC-AM Fort Bragg CA from Paul D. Clark to Ukiah Broadcasting Corp. (Keith Bussman, John K. LaRue, Allied Communications Equipment Supply Co.). \$15K

advanced as loan to be credited against balance due at closing. Note: KDAC-AM has a contour overlap with the buyer's KUKI-FM Ukiah CA, but not with KUKI-AM.

\$15,000—FM CP (107.3 MHz) Silverton CO from Alton Broadcasting Co. (Hewey L. Terrell) to Voice Ministries of Farmington Inc. (Fareed & Annette Ayoub, Maurice & Selma Bliss). \$15K cash.

\$10,000—FM CP (103.5 MHz) Frederiksted, US Virgin Islands from Cristobal Diaz Ayala, Executor of the Estate of Carlos A. Lopez-Lay, to Reef Broadcasting Inc. (Hugh Pemberton). Cash. Creates combo with WRR-AM Frederiksted.

N/A—WFFG-AM & WGMX-FM Marathon FL, 100% stock transfer of The Great Marathon Radio Company from Jason W. Nascone to Joseph P. Nascone. Transfer from son to father for no consideration.

N/A—WEST-AM Allentown-Bethlehem (Easton PA) from Citadel License Inc, a subsidiary of Citadel Communications (Larry Wilson et al), to Maranatha Broadcasting Company Inc. (Richard C. Dean et al). Exchange conditioned upon purchase of WFMZ-FM. The buyer is seeking a **waiver** of the FCC's one-to-a-market rule to operate this AM in the same market with

WFMZ-TV (Ch. 69, Ind), substituting the AM for its current ownership of an FM.

N/A—KMBL-AM Junction TX, transfer of one-third general partnership interests in Murnic-Mead Communications from J.A. "Mike" Murphy and Michael Nichols to Robert L. Meadows (100% afterward). Dissolution of partnership for release from debt obligations. Note: This transfer is retroactive to 1982.

N/A—WBRX-FM Altoona (Patton PA), 100% stock sale of Sherlock Broadcasting Inc. from Edward Horak a/k/a Edward Sherlock to David A. Barger. Barger is loaning the corporation \$20K and is negotiating with Lagoon Communications Inc. on terms for removal of a \$175K lien against the stock.

N/A—WKMC-AM Altoona (Roaring Spring PA) from Langer Broadcasting Corp. (Alexander G. Langer) to Cary H. Simpson d/b/a Allegheny Mountain Network. Tax-free exchange for WVFC-AM McConnellsburg PA (below). LMA since Sept. 11.

N/A—WVFC-AM McConnellsburg PA from Cary H. Simpson d/b/a Allegheny Mountain Network to Langer Broadcasting Corp. (Alexander G. Langer). tax-free exchange for WKMC-AM Altoona (above).

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