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RADIO NEWS®

EEO rules suspended, Kennard promises new regs for '99

by Frank Saxe

With the deadline just hours away, the FCC last week suspended collection of radio and TV stations' annual EEO reports and program statements. It came in the wake of the US Court of Appeals' refusal to review a lower court decision striking down the 30 year old regulations (*RBR* 9/21, p.4).

"The Commission's most important undertaking now is promptly to revise the broadcast EEO rules," said Chair **Bill Kennard** (D). "I anticipate the Commission will want to continue to collect industry trend data to monitor the participation of women and minorities in broadcasting, something we unquestionably have the authority to do." The FCC will likely issue an NPRM by year's end, and Kennard predicts new EEO rules will be on the books by early 1999.

But Cmsr. **Harold Furchtgott-Roth** (R) chastised Kennard for suggesting stations live by the defunct EEO rules. "I am troubled by even the 'encouragement' of such filings, or of 'voluntary' compliance with these unconstitutional regulations by this agency, which of course wields the Damoclean sword of broadcast licensing authority." He warned broadcasters who continue to voluntarily comply with the rules may run afoul of Federal Title VII regulations.

Beyond his questioning of whether the Commission has the authority to regulate employment practices, Furchtgott-Roth also predicted the FCC may be setting itself up for another court battle if it attempts to use gender and race data to achieve some larger diversity goal.

FCC attorneys are still discussing a possible appeal to the US Supreme Court with Justice Department officials. A final decision must be made by Dec. 14.

EEO founder pleased

Meanwhile, the man who brought the original 1968 EEO challenge has applauded broadcasters for voluntarily continuing to honor the rules. Rev. **Everett Parker**, of the United Church of Christ, called it a "splendid example of civic responsibility." A number of groups owners told Kennard during an NAB sponsored meeting in July, that they will continue to follow the EEO regulations (*RBR* 7/20, p.3).


Rev. Everett Parker

CBS (N:CBS) will continue to require its radio and TV stations to complete the FCC documents and submit them to CBS headquarters, so the company can track its recruitment practices. "It's very good for business," President **Mel Karmazin** told *RBR*, adding that CBS ties GM compensation packages to increased levels of women and minorities hired.

Six years of radio revenue gains

It may not have gotten as much attention as **Mark McGuire**'s 70th homerun, but the radio industry has quite a winning streak going. Based on figures tallied by the RAB, August was the 72nd straight month that radio revenues were up—that's a six year streak of monthly gains.

Local revenues gained 7% in August, with national again posting a double-digit increase, 16%. Overall, August revenues rose 9% for the month.

Year-to-date through eight months of 1998, local was up 10%, national 15% and overall revenues 11%. All regions are ahead double-digits for national, with the West and Southwest leading in local gains.

August 1998	Local	National
All markets	7%	16%
East	5%	17%
Southeast	6%	19%
Midwest	4%	12%
Southwest	5%	11%
West	15%	19%
Local & Nat'l revenue August 1998		
All markets		**9%**

Jan.-Aug. 1998	Local	National
All markets	10%	15%
East	9%	13%
Southeast	8%	18%
Midwest	9%	15%
Southwest	11%	12%
West	12%	16%
Local & Nat'l revenue Jan.-Aug. 1998		
All markets		**11%**

Source: RAB

EDITORIAL/ADVERTISING OFFICES: 6208-B Old Franconia Road, Alexandria, VA 22310 (or) P.O. Box 782, Springfield, VA 22150
Main Phone: 703/719-9500 • Editorial/Sales Fax: 703-719-7910 • Subscription Phone: 703-719-7721 • Subscription Fax: 703-719-7725
Advertising sales information: Ken Lee 703-719-9500• Fax 703-719-9509
Email the Publisher: JCRBR@aol.com • Email Editorial: radiobiz@aol.com •
Email Sales: KenLeeRBR@aol.com • BethRBR@aol.com • MaggieRBR@aol.com • JohnNRBR@aol.com

Children's wins suit against ABC

by Frank Saxe

Almost exactly two years to the day after it brought suit against ABC Radio and its parent company, Disney (N:DIS), Children's Broadcasting Corp. (O:AAHS) won $20M in damages from a Minneapolis jury last week.

While the nine-person panel found ABC had not violated its contract with CBC, it also awarded damages because jurors believed ABC used one CBC trade secret to help launch its own kids network, Radio Disney. That prompted ABC attorneys to ask Judge **Donald Alsop** to declare a mistrial based on the jury's inconsistent verdict.

"The jury's verdict is a clear rejection of CBC's argument that ABC Radio or Disney was responsible for the collapse of CBC's business, for which CBC had asked $177M in damages," said ABC in a statement.

But Children's CEO **Christopher Dahl** called the verdict vindication. "We told the truth and the jury saw that. We hope the jury's verdict sends a message to ABC and Disney, not that $20M is much money to a company that size."

Children's said ABC deliberately failed to sell advertising time and recruit affiliates, as called for under the companies' 1995 agreement. Children's also charged ABC with using its trade secrets to accelerate the launch of Radio Disney. During the four week trial, Children's presented evidence which showed ABC planned to launch its own kids network one month into its contract with Children's. Dahl said ABC never told him of its plans during the next seven months the two companies worked together.

There had been settlement discussions, but they went nowhere, said Dahl, because ABC believed they would win. ABC had also balked at Dahl's monetary demands.

Children's pulled the plug on Radio AAHS on Jan. 30, and it expects to complete the sale of its 13 owned and operated stations by the end of this month. Dahl has since acquired a TV commercial production company.

ABC's Radio Disney has grown to 30 affiliates since its national rollout in Aug. 1997.

Karmazin blasts FCC, as agency flags more deals

As the FCC put three more deals on hold last week to collect comments on whether they'll impact how a market's ad dollars are divvied up, CBS (N:CBS) President **Mel Karmazin** took the agency to task for holding up deals.

"They have too much time on their hands," said Karmazin during a Federal Communications Bar Association panel last week. "You have two government agencies basically working on the same thing," said Karmazin, referring to antitrust review already conducted by DOJ. "That's a roadblock and it serves no purpose—one government agency is enough." Karmazin also questioned the very existence of a radio marketplace, since no advertiser is forced to buy radio ad time.

Nassau Broadcasting's purchase of two Great Scott Broadcasting stations in Trenton, NJ has been flagged, since the FCC is worried if Nassau adds WNJO-FM and WCHR-AM to its four station Trenton cluster, it will control too much of the market's radio ad revenue.

Separately, Jacor's habit of adding stations in Ohio may be reined in. The FCC is looking at its purchase of WZLE-FM Lorain—just west of Cleveland, where Jacor has a sizable presence.

The three deals under review are the latest in a string of inquiries launched by the FCC (*RBR* 9/28, p.4).—FS

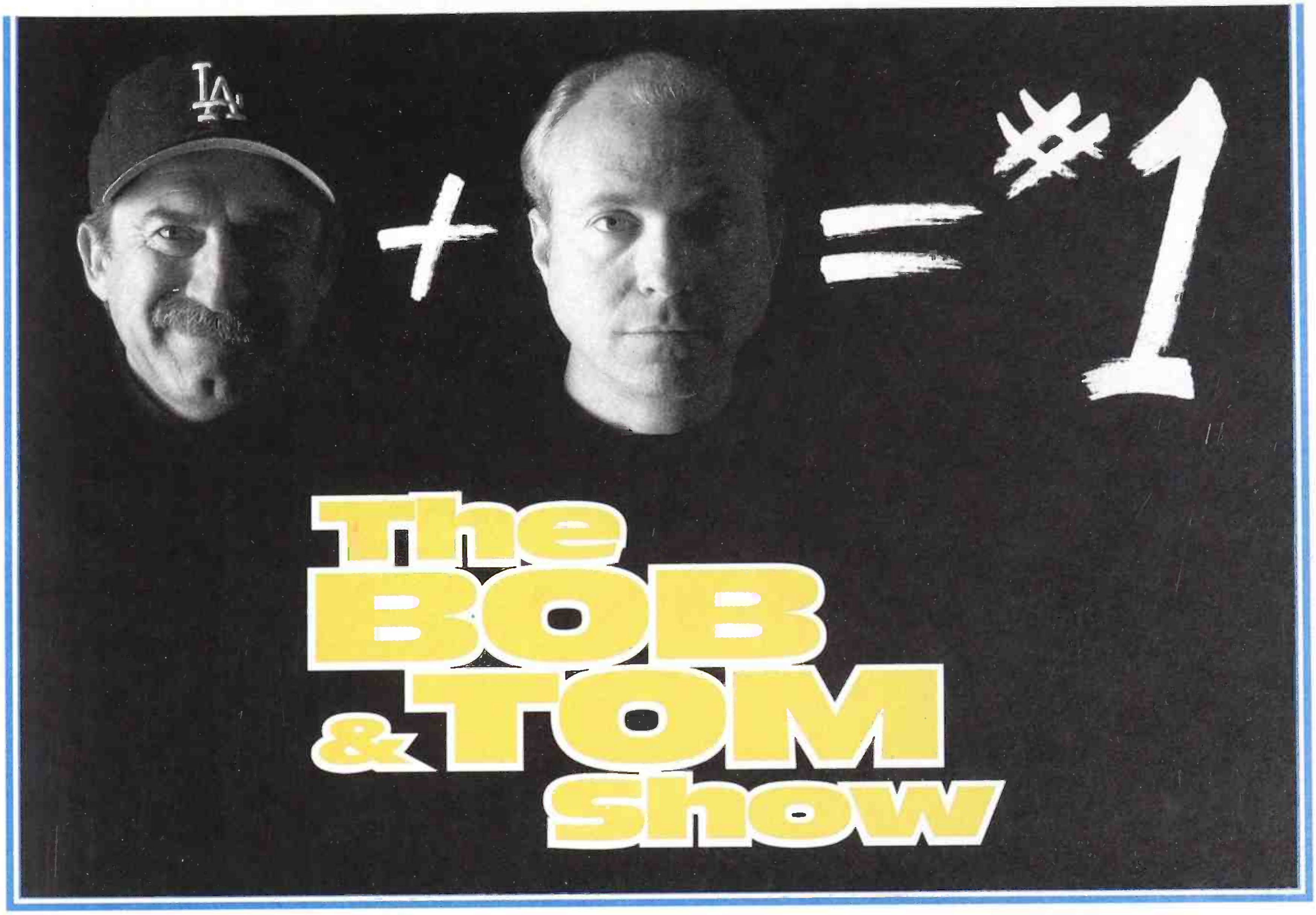
David Field upped to prez at Entercom

Entercom Communications Corp., which has an IPO pending to trade on the New York Stock Exchange as "ETM" (*RBR* 8/17, p. 13), has promoted **David Field** to President. While relinquishing the title of president to his son, company founder **Joe Field** will continue as Chairman and CEO.

David Field

The elder Field said David Field's new title better reflects his role at the soon-to-be-public company. "He has done an outstanding job overseeing our operations and financial activities and has played a key role in our corporate acquisitions and strategic development," Joe Field said.—JM

More news on page 8



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WSFR-FM/Louisville	#1/12.9 share	#1/12.8 share
WING-FM/Dayton	#1/13.9 share	#1/15.7 share

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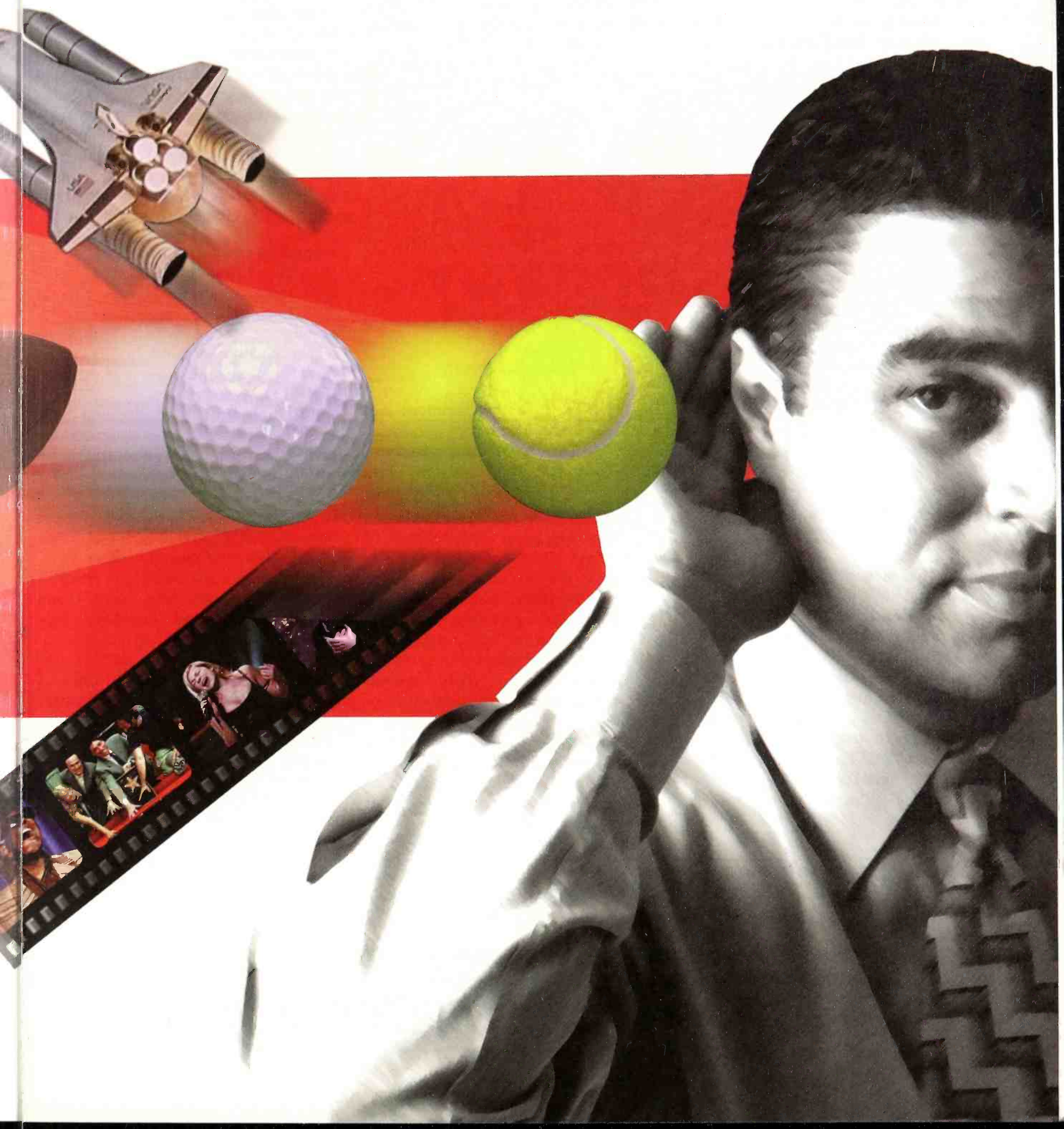

Westwood reworks network lineup

by Frank Saxe

Plagued by sagging ratings, two new RADAR®-rated competitors and a bad buzz on the street, Westwood One (O:WONE) took steps last week to stop the hemorrhaging of advertising dollars. It announced a reshuffling of its networks and a 25 to 30% reduction in inventory.

"We had to make ourselves stronger," admitted **Dick Silipigni**, EVP/ Sales, Westwood One. Silipigni said they have merged some products together, to leverage the stronger networks and stations. For example, all of WW1's news products are under one banner, the CBS Network.

Westwood also created two new networks, including the largest net in radio. CNN Max includes 2,400 affiliates nationwide and will deliver ratings larger than all cable, and even some broadcast television programs. Silipigni said that will help Westwood go after new advertisers, specifically those placing spots on cable. "We need to go beyond the current level of activity in network radio," he said.

Premiere CEO **Kraig Kitchin** said at the very least it will grab headlines and open new doors for his competitor. "It will give us as an industry a chance to be in front of both existing and non-existing advertisers in our medium."

But others aren't so sure the plan will work. One rival network executive said many advertisers still use radio for frequency, which would become much more expensive with the huge ratings. "There's a danger in getting too big," he said.

But Silipigni is not concerned. "They [advertisers] don't have to limit their frequency, because they can buy a combination of networks."

As the books closed on the Q3 last week, Westwood's stock price had dropped 52% YTD, a downward spiral CEO **Mel Karmazin** is struggling to correct. "Its been a more competitive year and Westwood One is by far the dominant player in the field and we'll make some more announcements in the very near future," Karmazin told *RBR* last week.

Agencies react positively

Major advertising agencies gave positive reviews of the realignment last week. "It looks like a very good idea because in the past their weakness has been in the major markets," said **Amy Nizich**, media director, Western International Media. Nizich said she has shifted some of her ad budgets to Chancellor's (O:AMFM) AMFM Networks and to national spot to address Westwood's decline. "I would like to see their ratings go up, and I think this will help them," she added.

Amy Nizich

Natalie Swed Stone, VP/Network Radio, The Media Edge, said it will also help Westwood reverse its bad buzz "in terms of positioning and being considered competitive." She also applauded the spinning of **Howard Stern** and **G. Gordon Liddy** into their own network, making it easier for sensitive advertisers to avoid the controversial hosts.

Premiere consolidates reps

Westwood One was not the only network remaking itself last week. Jacor's (O:JCOR) Premiere announced it was combining its sales staff with Multiverse Network's management, nearly a year after Premiere's purchase of Multiverse (*RBR* 11/24/97, p.3).

Kitchin said the change will "significantly benefit our customers" by giving them one-stop-shopping for its programming.

Interference plan causes static

by Frank Saxe

While FCC streamlining may sound like a good idea, not all broadcasters believe the end product will be desirable. Among the chief concerns is the cluttering of the FM band and legally-sanctioned signal interference.

"The FCC is opening a can of worms but there's no way of telling how many worms are in that can," said **Bill McElveen**, NAB Radio Board Chair.

The proposed rule making (MM98-93) would allow stations to negotiate, and perhaps pay, an adjacent station owner for stepping on its signal. It could even allow one owner to pay another to take its station off the air. The total interference could affect no more than 5% of a station's coverage area or population, and no interference would be allowed in a station's community of license. The Commission would also set minimum standards for the powered-up station.

An NAB ad hoc technical committee has met several times over the past few months, studying the implications of negotiated interference. What worries the engineers the most, is that station owners could be giving-up critical flexibility for years to come.

"Stations could box themselves in where they can't even move three miles down the road," said **Dave Wilson**, manager/technical regulatory affairs, NAB. That could particularly become a problem if a station loses its tower lease, or the metro's population shifts to a more distant suburb. Under current conditions, an owner could simply apply to the FCC for a new tower location or change in the city of

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Mobiltrak progressing with new markets, clients

by Carl Marcucci

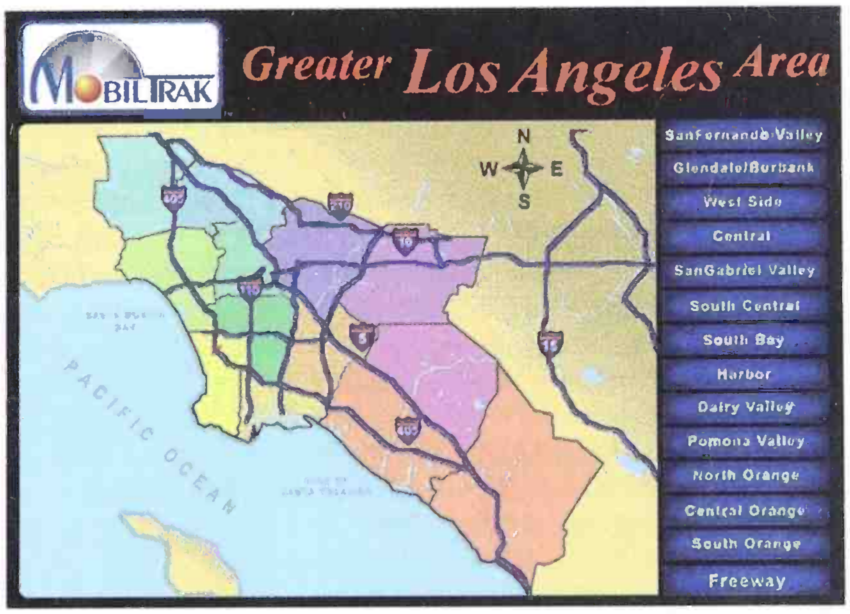
Mobiltrak, a radio measurement service (*RBR* 3/23, p. 6) that leverages utility pole-mounted electronic measurement units (EMUs) to monitor and tabulate stations passing cars are tuned to. has finished wiring Phoenix, Toronto and LA, and garnered two major retail and 23 ad agency clients. It is also targeting five more markets to go on line this year including Atlanta, Cleveland and Miami.

While six Toronto and five Phoenix radio clients have access to data in those markets, Mobiltrak held off the release of L.A.'s data until 9/14 for some tweaking before inking any deals with letter-of-intent clients. "L.A. is the most complex because of its size and degree of ethnic diversity. We had to be 100% positive that there were no biases based on EMU placement when we released this thing. It had to be resolute down to the neighborhood," said **Lucius Stone**, director of sales and marketing. "That meant moving a couple of zone borders and adding EMUs in specific zones until we saw no change. Unless there's a reason for a change, we need to see absolute consistency from, say, one Tuesday to the next."

Right now, Mobiltrak data goes down to a specific hour, but plans for minute-by-minute are on the table. Says Stone: "We'd like to offer minute-by-minute in 6-12 months. There's a huge infrastructure cost to offer it and the support for that won't be in all markets.

Stone says Mobiltrak has secured two retail clients which use EMUs to determine which stations customers listen to most in the parking lots. In Arizona, Basha's grocery chain may wire all 101 stores. It is currently testing with two and six more should be testing soon. Basha's is working with Mobiltrak custom writing the retail software that may be used with future clients. Molson beer stores in Toronto are also wired. More clients may come from current meetings with Procter & Gamble brand managers, large car dealer groups, car brands and tire dealers.

Mobiltrak, up to now, has been unable to develop an EMU that will measure AM stations. "The AM is now working in-lab. Because it uses a different antenna, it requires us to go back and retrofit all the EMUs we've already installed," says Stone. Mobiltrak is still 8-11 months away from production of the new units.



FCC continued from page 8

license. But if it has signed a negotiated interference contract with another owner, and perhaps been paid a large sum to do so, Wilson said they may simply be locked into a site.

At a time when radio is preparing for a switch to digital, many engineers also caution now is not the time to tinker with the FM band.

"Until such time a standard IBOC system is adopted and it's implemented, station's don't have any way of knowing what sort of coverage they're negotiating away," said Wilson. The general consensus is IBOC will not debut until 2001. There is also a larger issue at stake, added Wilson. "Increasing interference in any case is bad for the service as a whole, because people would be less likely to listen."

The NAB Radio Board will likely hold a conference call meeting within the next two weeks, to decide what position the NAB should take when it files its comments to the FCC by the Oct. 20 deadline.

Owners reach deal on AM 1500

After ten years of haggling, the owners of three stations at 1500 kHz have come to an agreement which will give two better nighttime signals. Bonneville-owned WTOP-AM, Hubbard-owned KSTP-AM and Midwest Broadcasting's WLQV-AM filed a settlement with the FCC last month. If the Commission approves, WTOP will get better coverage west of Washington, while KSTP picks up some after-dark listening to the southeast of Minneapolis-St. Paul. WLQV Detroit won't gain any coverage, however, it will be able to take down three towers in its complicated 12-tower array. It will also apply to double its nighttime power.

Bonneville and Hubbard are splitting Midwest's engineering and legal costs up to $175K. Attorneys representing the trio declined to say whether any other money is changing hands.—FS

Broadcaster turned politician under fire

Republican party leaders in Alaska are trying to dump former radio group owner **John Lindauer** as their party's candidate for governor, fearing that a controversy over campaign finances could not only torpedo Lindauer's chances of winning, but drag down other Republicans as well.

"John Lindauer has failed to conduct his campaign in a manner consistent with Republican Party ideals and goals and is in fact causing substantial detriment to the Republican Party," the state GOP's executive committee said in a formal statement last week (9/29). So far, Lindauer—who beat two other candidates in the August Republican primary—has refused to step down so the party can name a write-in candidate to challenge incumbent Gov. **Tony Knowles** (D).

The Alaska Public Offices Commission is investigating whether Lindauer, who denies that his campaign has been funded by his wife's wealthy family, has violated state campaign laws by failing to disclose the sources of his income. If found guilty of violating campaign laws, he could be removed from the ballot and face a fine and/or jail time.—JM

➤ RBR News Briefs

➤ The FCC has pulled the plug on another pirate radio station. "Free Radio Memphis" was shut down Sept. 23, with some help from the US Marshal's Service. The Memphis, TN station occupied 94.7 mHz. Pirate radio backers are holding a convention in Washington today (10/5) and plan on protesting outside the FCC.

➤ Bonneville International Corp. has settled a lawsuit filed by a woman a KMBZ-AM Kansas City talk show host claimed was **Bob Dole**'s lover, and that the Kansas senator helped her get an abortion. The broadcast occured in 1996 and Bonneville has since traded KMBZ to Entercom. **Phyllis Wells Smith** said she will now file a suit against host **Steve Glorioso**, who no longer works for the station.

➤ The FCC added two new bureaus to its structure last week. The Enforcement Bureau will bring together the various Bureaus' enforcement functions. The FCC is also combining its PR functions in a new Public Information Bureau. No new staff will be added.

➤ Former group head **David Benjamin** is back with a new company, Triad Broadcasting Company, which is out to assemble a group of radio properties in markets 50 through 150. Benjamin previously headed Community Pacific Broadcasting for over two decades, before selling the company to Capstar (N:CRB) in 1997. Benjamin's new financial backers are all former Community Pacific investors: Norwest Equity Partners VI, National Bank of Paris' Private Equity Group, and **George Couch**, an Anheuser-Busch beer distributor. Triad is based in Monterey, CA.

Radio advertising news, trends, strategies & stats for stations, syndicators, advertisers and agencies.

Radio AdBiz™

Kitchin heating up sales at Premiere

by Jack Messmer

Premiere Radio Networks co-founder **Kraig Kitchin** recently took over as President & CEO of the company (*RBR* 8/24, p. 13) as his long-time partner, **Steve Lehman** left to head National Media Corp. (N:NM). Lehman and Kitchin built Premiere literally from the ground up, then merged it with Jacor Communications (O:JCOR) and greatly expanded Premiere by acquiring some of the biggest names in radio, including **Rush Limbaugh** and **Dr. Laura Schlessinger**. Kitchin spoke with *Radio Ad Biz* about his new job and the latest big change for Premiere—becoming a RADAR®-rated radio network.

How has your job changed by moving up to president?

My life has changed in that our company was largely acquisition-based. We are not going to maintain a focus on being an acquisition-focused company in the future, but instead an operating company—to operate what we have acquired, particularly over the last three years, to maximize the full potential of it.

I certainly enjoyed a great deal of autonomy from Steve Lehman. Steve and I had very complimentary traits. Steve was very good at bringing "it" through the door—whatever "it" might have been, in the way of an acquisition—and he entrusted me to make sure that it was welcomed warmly and operated productively after that.

Kraig Kitchin, Premiere president, awaits first RADAR tomorrow

What goals has Randy Michaels set for you?

A large part of it is maximizing all of the opportunities that we have with the existing properties. We have several mantras that we have incorporated, or certainly interpreted from Jacor Communications. One of them is operate your business smart. Make the best decisions for the radio network, which means that you can operate this company and this division with respect for the Jacor radio stations that are in the country, but not necessarily to the sole benefit of those radio stations.

A big change has been the move to RADAR ratings. What was the rationale behind that decision?

There are two types of advertisers that our company does business with. One group of advertisers is sponsorship-driven. A second group of advertisers is what I call audience-driven.

Let's look at the audience-driven side, which might include the people at Sears, AT&T, Kraft General Foods—that's just three examples. Those advertisers, and the people who buy and plan their media, tell us that they are looking to have a very consistent, unified approach to network radio in the future—if our medium is to be involved in their future. You only have to hear that message once or twice before you realize that our industry operates with two different operating systems—RADAR and Arbitron Nationwide.

We've talked with RADAR for many years about their methodology and about their research. I have a remarkable amount of respect for the way that Statistical Research Inc. (SRI) has made their data reliable, consistent, easy to operate and user friendly within that buying and planning community. With the advent of four books a year, versus two books a year, which I think better reflects the changing state of the radio dial, and with the broadening of their software parameters to allow for what I call broad-daypart rotations, which is how many of our networks which have gone to RADAR are registered, it was apparent for the first time that we could actually do business with RADAR.

Has going to RADAR already impacted your sales?

There is a quantifiable difference in the number of dollars, or the cost-per-point, that an advertiser will pay, based on commercial clearance estimates from RADAR and audience estimates from Arbitron Nationwide. The same sponsors will pay us 15%

to 30% more, on average, for commercial clearances on the same radio stations with the same networks.

How are you expecting to perform in RADAR, vs. Arbitron Nationwide?

I use the phrase that we are trying to manage our expectations. If we debut with 50-66% of our Arbitron audience estimates, I will be satisfied with our debut performance. There is more audience potential there than the 50-66% numbers indicate. Our company has built a software program from scratch to communicate with SRI, based on all of our commercial clearances. We now have to incorporate our affiliate base into that system.

We've told each of our sponsors and advertisers, do not rely exclusively on RADAR's Oct. 6 results, but instead keep your eye on both Arbitron and RADAR.

SRI requests voluminous information from you. For the Dr. Laura program, for example, where there are 60 minutes of commercials [daily], or 120 30-second commercial announcements, we have to provide 120 pieces of information for each of the 450 affiliates. That process is being automated, but right now we have to manually input much of that information. We could not physically generate all of the information in the short amount of time that we gave ourselves.

We weighed that in in making the decision—do we debut in January, as opposed to October? We decided that there was a benefit to being in the October book—being able to participate in the up-front season and giving the advertising industry confidence that the radio network industry is responding to what they're asking us to do.

We expect to have all of the bugs worked out for next April.

Two losers create great radio

by Frank Saxe

Every day creative teams try to come up with the next Taco Bell Chihuahua, Energizer Bunny and Pillsbury Doughboy. Each are icons that have become part of American culture. But with no cute face, can radio create the same icon? A recent campaign in southern California answered the question with a definitive yes.

Since October 1997, Sprint PCS has run dozens of radio commercials featuring Conner and Griffin, two quintessential slackers. The spots discussed their lasting love affair with burritos, their indifferent relationships with their girlfriends and such off-the-wall topics as "Naughty Mermaids" and "Virgin Cabin Boys." All featured their signature tagline, "Hey..."

The characters struck a chord with Sprint's target demo, and their stars quickly rose. "These guys just hit a point with a segment of 18-to-34 year olds," says **Eric Teilborg**, account executive, **Publis & Hal Riney**, San Francisco. "It's almost absurd the way it grabbed a lot of folks."

Besides becoming general fodder for workplace watercooler conversation, the pair got fan mail and local radio stations spoofed the slacker duo. Two USC students even used the "heroes" as examples in a term paper discussing how men communicate with each other.

"This is how guys talk—they want information and there's not really a conversation," says **Mark Sweeney**, copywriter for Publis & Hal Riney. He penned all of the spots, and he and a college buddy were used as the primary voice talents in the nearly 90 spots created for the year-old campaign.

Teilborg says it is tough enough to keep consumers' attention for a minute, let alone figure out what takes a spot from being a commercial to culture. "For one thing, it's different from other things on radio these days—it's not 60 seconds of sell, sell, sell."

From a creative perspective, Sweeney says radio is completely a writer's medium. "TV costs too much money, so it's less experimental."

Sprint PCS' popular losers, Mark Sweeney ("Griffin") and Mike Milaney ("Conner")

All good things..

"All campaigns essentially must come to an end," says Teilborg. "We try not to overdo something." So the decision was made to actually kill off the Hey Dudes in one final spot. What did them in? A lethal burrito, of course.

"We wanted to end with the same spirit that was carried throughout the campaign," says **Rod Egdorf**, a regional VP for Sprint PCS. Although unconventional, the decision was part of a larger business decision. The company decided to roll its southern California marketing into its national campaign.

Sprint PCS organized a wake of sorts, so listeners could meet the characters who were essentially trying to sell them something. Hundreds showed up for the early morning bash. "I just thought the enthusiasm was incredible," says Teilborg.

But does it sell?

A campaign featuring a couple of losers playing rock, paper, scissors and debating the best way to say "hello" could be tough to get by a client. But once Sprint marketers heard the spots, they too were hooked.

"They've been very accepting," says Teilborg. "They've loved the executions and given the agency a lot of creative leeway."

"Our awareness for our brand rose phenomenally, something like three or four times. It definitely did drive sales," adds a Sprint spokeswoman.

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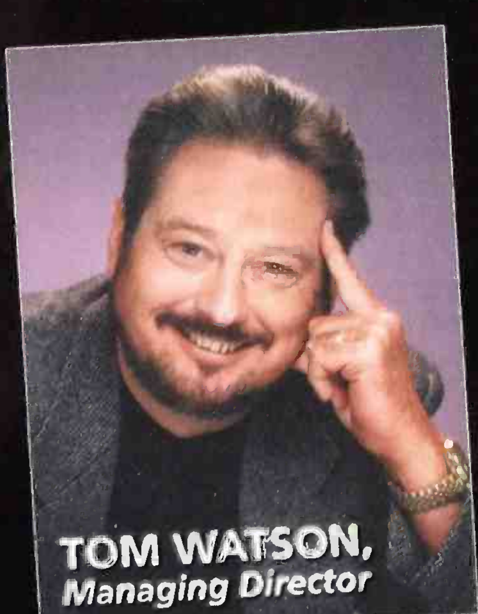

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SyndicationNews

by Carl Marcucci

WCLV/Seaway Productions launches five

Since 1965, Cleveland-based Classical WCLV-FM/Seaway Productions has been syndicating programming to commercial and non-comm. stations. Currently syndicating 26 programs, WCLV launched five beginning this month. All are distributed weekly, free over satellite and CD because of sponsorships. Stations may air them anytime.

"Music from Salzburg," launched to 400 affiliates, is a two-hour show covering Austria's Salzburg Music Festival; The "GM Detroit Symphony Orchestra," a two hour feature hosted by **Dick Cavett**, carries 500 stations; "Footlight Parade," a one hour show hosted by **Bill Rudman**, features classic Hollywood and Broadway Musicals. It debuted with 100 affils; "The Romantic Hours" with **Mona Golabek**, dubbed "Classical music's answer to Love Phones," intermixes music with diary readings and love letters written by famous composers. It debuts with 71 affiliates and is one hour long; and last but not least, "The Cincinnati Pops," hosted by conductor **Erich Kunzel**, runs one hour to 300 stations.

AURN launches "The Bev Smith Show"

Airing weeknights 10P-2A from WOL-AM Washington, DC, American Urban Radio Networks' "The Bev Smith Show" launched Sept. 14 to 30 affiliates. Smith will interview prominent political figures and news makers. The show replaces "Night Talk," which had aired over the network since '82.

Smith's career began as a reporter in 1971 at WPXI-TV Pittsburgh, and then across town to KDKA-TV as a Talk show host. She has also guest hosted "The Larry King Show" and made appearances on "Good Morning America," "The Today Show" and CNN's "Crier and Company."

"Today's Women" goes weekly

United Stations Radio Network has transitioned its two-hour weekly summer series, "Today's Women" to a one-hour weekly feature. It was originally scheduled to run July 4th thru Labor Day, however, VP programming **Andy Denemark** responded to demand. "We were hearing from stations this was sold out to four sponsors weekly, and why does it have to end? These artists are releasing more and more product, so the demand is there."

The show, which focuses on the lives and music of today's female superstars, now airs to 50 affiliates.

"The Group Room" signs with Media AdVentures

Premiere's "The Group Room," a cancer support and information show airing Sundays 4-6P ET, has signed Media AdVentures for clearances. The show, produced in conjunction with Vital Options TeleSupport Cancer Network currently airs to 17 affiliates.

the Group Room

"Underground Shopper" expands to two hours

Leveraging the success of its two-minute daily "Underground Shopper" vignettes, Talk Productions will expand the shopping and bargain-hunting show hosted by **Sue Goldstein** to a two-hour weekend show in February. 150 affiliates have signed since the vignettes' (which will still be offered) July launch.

The Undergroundshopper®

AMFM to rep "Backtrax USA"

After DATS RITE productions, producer of 80s music show "Backtrax USA" informed its rep United Stations Radio Networks that Chancellor's (O:AMFM) AMFM had offered a better deal, USRN resigned its role. Soon after, AMFM took the job. Advertisers can buy the show specifically or buy it with AMFMs package targeting young adults that includes the RADAR-rated Emerald Network with daily spots on Chancellor and Capstar (N:CRB) stations and also syndicated buys on AT 40, Hollywood Hamilton and RuPaul Radio.

more syndication news on p. 16

Syndication**News**

Salem to provide news to MBN

Effective Dec. 1, The Salem Radio Network will become the exclusive provider, through its SRN News division, of news to the Moody Broadcasting Network. MBN will also have representation rights for SRN News to non-comm Christian stations in the US.

NPR launches new overnight service

The first overnight news and features offering from National Public Radio, "WRN from NPR" launched 9/15. Produced by London-based WRN, the service includes programming from Radio Africa, Radio Netherlands, Radio Budapest and others. NPR adds top-of-the-hour live newscasts to the program which airs 12A-5A weekdays, 12A-6A Sat and 12A-7A Sun. WRN serves as the distributor for NPR programming in Europe, Asia and Africa.

Union-sponsored "Working Family Matters" launches

"Working Family Matters," a half-hour weekly show hosted by former PA State Representative **Karen Ritter**, launched 9/6 buying time on 14 PA, DE and NJ stations. Sponsored by the United Food and Commercial Workers Union Local 56, the show addresses issues that affect the working men and women of America—health insurance, family and medical leave, workplace safety, job discrimination and features a regular legal segment on workers' rights.

Ritter says the show will be selling national time and may increase to an hour.

North Star Radio Network launches

Fired from a 17-year slot on WCCO-AM Minneapolis, **Ruth Koscielak** has launched the "North Star Radio Network" to seven affiliates (10/1). Her show, the network's first and only program, airs from flagship KSMM-AM Minneapolis (North Star broadcasting) 1-4P CT weekdays. Koscielak interviews top authors, newsmakers, and stars in this live, call-in show with a "Midwestern" slant.**

WW1 launches Chris Rock

Using excerpts from HBO's "The **Chris Rock** Show," one-minute daily barter vignettes were made available (9/18). Rock's in-your-face comedy has earned him four movie roles including "Lethal Weapon 4" and an Emmy-award-winning HBO special.

WorldSpace announces Women's Channel, Kaya FM deal

Beaming 80 channels of news and entertainment to Africa and the Middle East beginning next March, satellite broadcaster WorldSpace is establishing "The Women's Channel" to provide culturally-sensitive storytelling, radio dramas, Talk shows, news and music in English, French and Arabic.

WorldSpace has also signed a five-year deal to broadcast Johannesburg-based Kaya FM, which offers adult music and talk programming to the black middle class of South Africa.

Later in '99, the next round of satellite launches will bring programming to Asia, Latin America and the Caribbean.

Ad**News**

Oil and radio do mix

by Frank Saxe

Valvoline has launched a new $26M ad campaign via **Lowe & Partners**, New York featuring the new tag line "You can always tell the guys who use Valvoline."

"Advertising for our category has been focused on brand comparisons and product performance claims. Our new campaign will build more personality into the brand by linking it directly to the passion and emotion many people have about their cars," says **Steve Kirchner**, VP/marketing, Valvoline.

Even so, Marketing Director **Sam Mitchell** says their brand strategy remains unchanged. "We're going to strengthen the bond between the brand and the people, professional or not, who love cars."

One spot, featuring the typical camaraderie and mentoring of neighborhood guys working under the hood of a car, features the copy, "You're born. You die. In between, you work on cars. We should all be so lucky." The TV spots are already running, with radio set to begin this month in 20 markets.

The new creative position also extends across other marketing initiatives, says Mitchell. "We're going to integrate it into our motor sports programs, sales promotion efforts and public relations."

BROADCAST INVESTMENTS™

Hirsch says OmniAmerica on track

OmniAmerica Inc. (O:XMIT) reported a 4.3% decline in revenues to $62.8M for its fiscal year which ended June 30—the first annual report for the company created by the merger of OmniAmerica and Specialty Teleconstructors. Cash flow (EBITDA) was $6.2M, "adjusted for non-cash compensation expense related to the cashless exercise of stock options," compared to $8.1M a year earlier. Net earnings were $977,000, well below the previous year's $3.5M.

The company said full year and Q4 results were negatively impacted by a decline in third-party tower building and $2.1M in capitalized costs related to using its site acquisition personnel and construction crews to build towers for its own account.

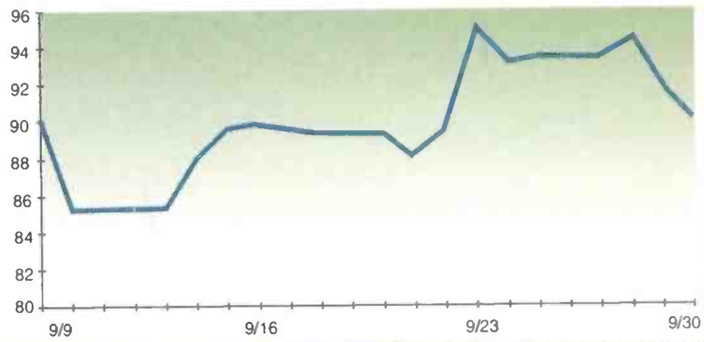
"In the short period of time since the merger of OmniAmerica and Specialty Teleconstructors on April 23, we have made considerable progress toward building a leading full-service tower company, national in scope," said CEO **Carl Hirsch**. "We believe strongly that, in the future, wireless service providers and broadcasters will increasingly seek to outsource their tower requirements. With upwards of 800 towers under ownership, agreement to purchase or in development stages, we have taken considerable steps to meet that increased demand."

The Radio Index™

Radio Business Report — Voice of the Radio Broadcasting Industry

THE WALL STREET JOURNAL RADIO NETWORK

Confidence turned to pessimism on Wall Street as the Federal Reserve Board announced a smaller-than-hoped-for 1/4 point drop in interest rates. The Dow Industrials fell back below 8,000 and The Radio Index™ dropped to 89.82 on Sept. 30—down 5.16 from a week earlier.



IPO planned for CBS joint venture

Data Broadcasting Corp. (O:DBCC) said it plans an IPO to sell part of its stake in MarketWatch.com LLC to the public. MarketWatch, which operates the cbs.marketwatch.com Internet site, is currently a joint venture with CBS Corp. (N:CBS). Data Broadcasting, which supplies stock market data to various Internet sites and to hand-held receivers via FM sub-carriers, said the MarketWatch IPO will be filed soon with the SEC.

Data Broadcasting said that its share of MarketWatch's losses for the fiscal year which ended June 30 were $600,000. Those losses are expected to expand in the current fiscal year as the Internet venture expands its operations.

Disney to cut single check

Walt Disney Co. (N:DIS) is reducing its costs for cutting dividend checks by sending out 75% fewer checks. Beginning next year, Disney shareholders will receive a single payment of the entire year's dividends, rather than quarterly checks.

September 30—RBR Stock Index 1998

Company	Mkt:Symbol	9/23 Close	9/30 Close	Net Chg	Pct Chg	9/30 Vol (00)
Ackerley	N:AK	19.625	19.750	0.125	0.64%	94
Alliance Bcg.	O:RADO	0.687	1.062	0.375	54.59%	437
Am. Tower	N:AMT	22.687	25.500	2.813	12.40%	6139
AMSC	O:SKYC	5.375	5.250	-0.125	-2.33%	786
Belo Corp.	N:BLC	19.437	20.000	0.563	2.90%	2528
Big City Radio	A:YFM	5.000	4.500	-0.500	-10.00%	104
Broadcast.com	O:BCST	56.500	40.375	-16.125	-28.54%	1664
Capstar	N:CRB	16.562	15.437	-1.125	-6.79%	985
CBS Corp.	N:CBS	27.000	24.250	-2.750	-10.19%	61704
CD Radio	O:CDRD	19.625	19.000	-0.625	-3.18%	1253
Ceridian	N:CEN	60.250	57.375	-2.875	-4.77%	8077
Chancellor	O:AMFM	37.500	33.375	-4.125	-11.00%	16861
Childrens Bcg.	O:AAHS	3.218	3.312	0.094	2.92%	1389
Citadel	O:CITC	23.250	20.437	-2.813	-12.10%	151
Clear Channel	N:CCU	50.000	47.500	-2.500	-5.00%	7287
Cox Radio	N:CXR	36.812	35.125	-1.687	-4.58%	88
Crown Castle	O:TWRS	8.375	9.625	1.250	14.93%	1723
Cumulus	O:CMLS	8.875	8.125	-0.750	-8.45%	1037
DG Systems	O:DGIT	2.750	2.750	0.000	0.00%	49
Disney	N:DIS	26.750	25.312	-1.438	-5.38%	50976
Emmis	O:EMMS	36.687	37.750	1.063	2.90%	3037
Fisher	O:FSCI	66.000	68.250	2.250	3.41%	10
Gaylord	N:GET	29.250	29.812	0.562	1.92%	1452
Granite	O:GBTVK	6.875	6.375	-0.500	-7.27%	795
Harris Corp.	N:HRS	37.062	32.000	-5.062	-13.66%	4931
Heftel Bcg.	O:HBCCA	41.750	37.750	-4.000	-9.58%	1243
Jacor	O:JCOR	52.250	50.625	-1.625	-3.11%	13314
Jeff-Pilot	N:JP	62.812	60.500	-2.312	-3.68%	1497
Jones Intercable	O:JOINA	26.937	24.875	-2.062	-7.65%	791
Metro Networks	O:MTNT	35.250	36.625	1.375	3.90%	72
NBG Radio Nets	O:NSBD	0.937	1.031	0.094	10.03%	227
New York Times	N:NYT	27.625	27.500	-0.125	-0.45%	6512
News Comm.	O:NCOME	0.687	0.687	0.000	0.00%	1
OmniAmerica	O:XMIT	22.250	18.875	-3.375	-15.17%	2268
Otter Tail Power	O:OTTR	40.750	37.250	-3.500	-8.59%	36
Pacific R&E	A:PXE	2.250	2.250	0.000	0.00%	0
Pulitzer	N:PTZ	78.187	79.125	0.938	1.20%	148
RealNetworks	O:RNWK	31.625	34.687	3.062	9.68%	9143
Regent Pfd.	O:RGCIP	4.250	4.000	-0.250	-5.88%	0
Saga Commun.	A:SGA	15.500	15.750	0.250	1.61%	19
Sinclair	O:SBGI	18.625	16.250	-2.375	-12.75%	2625
SportsLine USA	O:SPLN	18.687	17.437	-1.250	-6.69%	4165
TM Century	O:TMCI	0.375	0.500	0.125	33.33%	0
Triangle	O:GAAY	0.065	0.050	-0.015	-23.08%	1949
Triathlon	O:TBCOA	10.500	10.000	-0.500	-4.76%	30
Tribune	N:TRB	51.250	50.312	-0.938	-1.83%	3896
Westower	A:WTW	21.562	21.500	-0.062	-0.29%	330
Westwood One	O:WONE	18.875	17.875	-1.000	-5.30%	1260
WinStar Comm.	O:WCII	25.437	23.750	-1.687	-6.63%	8578

CBS shares slide

Dow Jones—Shares of CBS Corp. (N:CBS) fell nearly 10% (9/29) after a Morgan Stanley Dean Witter analyst reduced his price target for the broadcasting firm.

According to sources, analyst **Frank Bodenchak** cut his price target for the company's shares to $33 from $42, citing, among other factors, a lowered expectation for EBITDA for CBS' 1999 TV business to $580M from $615M.

One Wall Street broadcasting analyst, who would speak only on condition of anonymity, said Morgan Stanley's numbers may have been "a little high to begin with."

Morgan Stanley maintained its "outperform" rating on CBS and noted the company could realize significant upside from the aggressive promotion of its upcoming Infinity Broadcasting IPO. Under terms of that transaction (*RBR* 9/28, p. 12-13), CBS would own 80% of the company, which would include its radio and outdoor media businesses, while 20% of the equity would be publicly held.

MEDIA MARKETS & MONEY™

by Jack Messmer

Alonso on Mega buying spree

Hot on the heals of a $5M deal to buy WNFT-AM Boston *(RBR* 9/28, p. 13), **Alfredo Alonso**'s Mega Communications announced deals to add two more major market stations to the East Coast-based Spanish radio group.

Mega is moving into the FM band for the first time as it expands in the Tampa market. Alonso is paying **Carl Marcocci**'s Gulf Atlantic Media $3.5M for WGUL-FM, 96.1 mHz, licensed to Dade City, FL. The signal on the north side of the Tampa-St. Pete market will complement WBDN-AM, Brandon, FL, on the south side. Marcocci, meanwhile, is moving the calls and "Music of Your Life" programming to 106.3 mHz, currently WXOF, which he is buying from **John Bride**. Broker: **Barry King**, Norman Fischer & Associates

Alonso is also adding a second signal in Philadelphia, where Mega already owns WURD-AM. He's paying **Pat Delsi**'s WSSJ Broadcasting LP $2M for WSSJ-AM, licensed to Camden, NJ. Broker: (seller) **Dick Foreman**, Richard A. Foreman Associates; (buyer) **John Pierce**, Force Communications

What's an Atlanta stick worth?

Overruling objections by Cox Radio (N:CXR), the FCC has approved a city-of-license change for WPEZ-FM which will move the 107.9 mHz signal from Macon, GA to Hampton, GA, in Henry County *(RBR* 3/2, p. 13).

Will the current owner sell now, or build the new transmitter site south of Atlanta? "We're going to consider all options," said **Don McCoy**, President of US Broadcasting LP. Brokers surveyed by *RBR* came up with a wide range of value estimates, from the low-20s to nearly $40M.

Sale and lease-back

It's sort of a best-of-both worlds deal. **Louis Mercatanti**'s Nassau Broadcasting Partners LP bought WVPO-AM & WSBG-FM Stroudsburg, PA—right at the Pennsylvania-New Jersey border in the Wilkes-Barre/Scranton market—for $2.2M in 1995. Nassau built up the combo and is now selling the stations to **Arthur Liu**'s Multicultural Radio Broadcasting for $7M.

The twist, though, is that Nassau will continue to program and market the stations under a long-term LMA. That will allow Mercatanti to have cash for expansion, while Liu—who owns a chain of top 10 market time-brokered Ethnic stations—gets yet another place to reinvest some of the cash from his sale of a New York FM to Heftel Broadcasting (O:HBCCA).

"It couldn't have worked out better," noted Mercatanti. Broker: (seller) **Glenn Serafin**, Serafin Bros.; (buyer) **William B. Schutz Jr.**

Another Iowa pair for Jacor

Jacor Communications (O:JCOR) is paying $5.7M for a combo in Des Moines County, Iowa—which, strangely enough, is nowhere near the city of Des Moines, where Jacor already owns stations. KBUR-AM & KGRS-FM are in Burlington, IA, on the Mississippi River a couple of counties south of the Quad Cities. The seller is LWM Inc. Broker: The Connelly Co.

RBR's deal digest

Renda Broadcasting is buying long-time LMA partner WSGL-FM Naples, FL from **Bruce Timm**'s Sterling Communications for $3.65M. Broker: **Scott Knoblauch** & **George Reed**, Media Services Group... **Pattison Christensen**'s & **Ron Miller**'s Miller Broadcasting is buying **M. Keith Allgood**'s KAJK-AM & FM Eureka, CA to team with KXGO-FM. Miller has a deal pending to sell its Eureka TV station to Ackerley (N:AK). Broker: **Randy George**, Sterling Associates... Trumper Communications is swapping two of its Albuquerque AMs, KZSS & KHTZ, plus some cash, for Lifetalk Broadcasting's KSVA-FM. Broker: **John Pierce**, Force Communications

Familiar names on Forbes list

Media and entertainment is the second-ranking avenue to make this year's *Forbes* 400 list of the wealthiest Americans—behind finance and investments—but relatively few of the 64 media moguls are involved in the radio industry.

Microsoft (O:MSFT) CEO **Bill Gates**, as expected, topped the magazine's list for the fifth straight year, with $58.4B.

Number two **Warren Buffett**, at $29.4B, has an indirect link to radio, since his company, Berkshire Hathaway (N:BRKA & BRKB), holds a sizeable stake in Disney (N:DIS).

Unlike *RBR's* ranking of radio moguls (*RBR* 8/24, p. 6-10), which is based strictly on each person's stock holdings of public radio companies, *Forbes* tries to estimate total net worth, including both public stock and private holdings in all industries.

Here are the *Forbes* wealth estimates of radio industry figures who made the annual list:

Name	Radio holding	Net worth
Anne Cox Chambers	Cox Radio (N:CXR)	$7.1B
Barbara Cox Anthony	Cox Radio (N:CXR)	$7.1B
Michael Bloomberg	Bloomberg LP/WBBR-AM N.Y.	$2.0B
Sam Zell	Jacor Comm. (O:JCOR)	$1.6B
Randolph A. Hearst	WBAL/WIYY Baltimore	$1.6B
L. Lowry Mays	Clear Channel (N:CCU)	$1.5B
B.J. "Red" McCombs	Clear Channel (N:CCU)	$1.3B
Edward L. Gaylord	Gaylord Ent. (N:GET)	$1.1B
Norman Waitt	Waitt Radio	$1.1B
Roy E. Disney	Walt Disney Co. (N:DIS)	$900M
William Randolph Hearst III	WBAL/WIYY Baltimore	$900M
Stanley S. Hubbard	KSTP-AM & FM Minneapolis	$825M
Phoebe Hearst Cooke	WBAL/WIYY Baltimore	$800M
David W. Hearst Jr.	WBAL/WIYY Baltimore	$800M
George Randolph Hearst Jr.	WBAL/WIYY Baltimore	$800M
Austin Hearst	WBAL/WIYY Baltimore	$800M
Michael Eisner	Walt Disney Co. (N:DIS)	$710M
Thomas O. Hicks	Chancellor Media (O:AMFM) and Capstar (N:CRB)	$550M
Stuart Subotnick	Big City Radio (A:YFM)	$540M

Strangely absent from the *Forbes* list is **Michael Pulitzer**, whose personal stock holdings in Pulitzer Publishing (N:PTZ) were $575M in *RBR's* list. Add in a few hundred million more for his share of the $1.3B family trust, and he should be on par with the Hearst heirs.

Although not a radio station owner, we found it interesting that **Amar Bose** has made $550M from selling top-of-the-line radio receivers and other audio equipment. We also noted that **Dean White** made the list at $925M, after selling his billboard company to Chancellor Media (O:AMFM).

Some former radio group owners also appeared in *Forbes'* list. **John Kluge**, whose proteges from Metromedia continue to play big roles in numerous radio and TV companies, checks in with $9.8B, despite the recent decline in his Russian media and telecommunications investments. **Sumner Redstone** is still worth $6.4B, so he's not hurting after selling Viacom's (A:VIA & VIAB) radio group. **Craig McCaw**, whose Alaskan radio group was never more than a small sideline to his main business, cellular telephones, is worth $2.9B. Despite some disasterously bad investments in recent years, former CBS Chairman **Larry Tisch** is still worth $2.2B. **Richard Marriott** checks in at $1.1B and **John W. Marriott Jr.** at $810M—apparently they've had some continued success in the hotel business after selling off their radio stations. **Steven Rales**' wealth is put at $890M, while brother **Mitchell** checks in with $880M (wonder what he squandered the other $10M on?). **Carl Lindner**'s net worth is estimated at $830M. And finally, **Michael Milken**, who remains much beloved by many radio entrepreneurs from the 1980s who built their companies with his junk bonds—and at Premiere Radio Networks, which he invested in and advised after serving his prison term—is listed with a net worth of $700M.

TRANSACTION DIGEST

by Jack Messmer & Dave Seyler

The deals listed below were taken from recent FCC filings. *RBR's* Transaction Digest reports on all deals that involve assignment of a station license (FCC Form 314) and substantial transfers of control of a licensee via a stock sale (FCC Form 315), but not internal corporate restructurings (FCC Form 316). All deals are listed in descending order of sales price.

$190,000,000—* 29 stations, 100% stock sale of Triathlon Broadcasting (O:TBCOA) and its subsidiaries from Robert F.X. Sillerman, Norm Feuer and others to Capstar Radio Broadcasting Partners Inc. (Tom & Steve Hicks), a subsidiary of Capstar Broadcasting Corp. (N:CRB). Approx. $60M debt assumption, balance in cash for stock, options and warrants. Transfer of existing **superduopolies** in Spokane, Tri-Cities WA and Omaha. This transaction will put Capstar over the **superduopoly** limit in Wichita. The filing says Capstar will file an amendment with the FCC spelling out how it plans to divest at least two FMs. Also, due to overlaps with some Denver stations owned by Chancellor Media (O:AMFM), which has common ownership interests with Capstar and a merger of the two pending, this transaction would put the combined Hicks entities over the **superduopoly** limit for the Denver/Colorado Springs markets. The filing says Capstar will file an amendment with the FCC spelling out how it plans to divest at least one FM. Broker: Goldman, Sachs & Co.

$95,900,000—* WOW-AM & FM Omaha, **KVOO-AM & FM & KCKI-FM** Tulsa (Tulsa-Henryetta OK), **KFDI-AM & FM, KICT-FM, KLLS-FM & KYQQ-FM** Wichita (Wichita-Augusta-Arkansas City KS) and **KTTS-AM & FM & KLTQ-FM** Springfield (Springfield-Sparta MO), 100% stock sale of Great Empire Broadcasting Inc. and its subsidiaries from Mike Oatman, Mike Lynch, Laurence Steckline and the Great Empire Broadcasting Inc. Employee Stock Ownership Plan to Journal Broadcast Corp. (Douglas Kiel), a subsidiary of Journal Communications Inc. (David G. Meissner, Journal Employees' Stock Trust). $4M escrow, balance in cash at closing. Transfer of existing **duopolies** in Tulsa and Springfield and **superduopoly** in Wichita. Creates **superduopoly** in Omaha with KBBX-AM, KOSR-AM, KEZO-FM, KESY-FM, KSRZ-FM & KKCD-FM. Note: 54 stations in market. Broker: Mike Bergner, Bergner & Co.

$21,000,000—* WMVP-AM Chicago from Chancellor Media Illinois License Corp. (Tom Hicks, Jeff Marcus), a subsidiary of Chancellor Media (O:AMFM), to ABC Inc. (Bob Callahan, Pres./Radio), a subsidiary of Walt Disney Co. (N:DIS). $1.05M escrow, balance in cash at closing. **Superduopoly** with WLS-AM, WTAU-AM, WTAQ-AM & WXCD-FM. ABC is also requesting a **waiver** of the one-to-a-market rule, due to its ownership of WLS-TV (Ch. 7, ABC). LMA upon antitrust approval. Broker: Media Venture Partners

$20,000,000—* WCHR-AM & WNJO-FM Trenton NJ from Great Scott Broadcasting (Faye Scott) to Nassau Broadcasting Partners LP (Louis F. Mercatanti Jr., Spectrum Equity Investors LP). Series of payments since 8/30/96 which leave a balance of $2.6M to be paid in cash at closing. Double **duopoly** with WHWH-AM & WPST-FM. LMA since 6/1/97. Note: This sale was announced over two years ago (*RBR* 9/30/96, p. 18), but the actual transfer was not filed at the FCC until last month (9/10/98). Broker: Americom Radio Brokers

$14,130,000—* KXOK-FM St. Louis (Florissant MO) from WPNT Inc. (Saul Frischling) to Sinclair Radio of St. Louis Licensee Inc. (David Smith), a subsidiary of Sinclair Broadcast Group Inc. (O:SBGI). $675K escrow, $14.13M (less escrow) in cash at closing, subject to a daily adjustment of $3K, up or down, depending on whether the closing occurs before or after 210 days the the date of the contract signing, which was 8/11/98. **Superduopoly** with WRTH-AM, WVRV-FM, KPNT-FM, WIL-FM & KIHT-FM. LMA since 9/1. Note: Sinclair is also seeking a **waiver** of the one-to-a-market rule, due to its ownership of KDNL-TV (Ch. 30, ABC).

$7,550,000—* KMNY-AM Los Angeles (Pomona CA) from Spectrum Enterprises Inc. (Vera Gold) to Multicultural Radio Broadcasting Inc. (Arthur & Yvonne Liu). $500K escrow, balance in cash at closing. **Superduopoly** with KWPA-AM, KAZN-AM, KRRA-AM, & KALI-AM & FM. Note: No contour overlap with KYPA-AM. Broker: William B. Schutz Jr.

$6,273,180—WNDU-AM & FM South Bend IN from Michiana Telecasting Corp. (James Behling), a for-profit company owned by the University of Notre Dame, to Artistic Media Partners Inc. (Arthur & Barbara Angotti, Robert & Sandra Borns, David Frick, Merrill Ritter & others). $500K escrow, $6,123,180 (less escrow) in cash at closing, $150K advertising credit. Broker: Media Venture Partners

$1,625,000—WRKL-AM New York (New City NY) from WRKL Rockland Radio LLC (Stuart Subotnick, Michael Kakoyiannis) controlled by Big City Radio (A:YFM), to Polnet Communications Ltd. (Walter Kotaba). $82.5K escrow, balance in cash at closing. Broker: Frank Boyle & Co.

$1,331,930—* KMHZ-FM Santa Rosa (Windsor CA) from JYH Broadcasting Inc. (Judy Y. Hughes) to Results Radio of Sonoma LP (Ronald Castro, Jack W. Fritz II). $50K option payment, additional $850K in cash at closing, cancellation of debt owed to buyer, balance in a note. **Duopoly** with KRPQ-FM. LMA since 2/20/97.

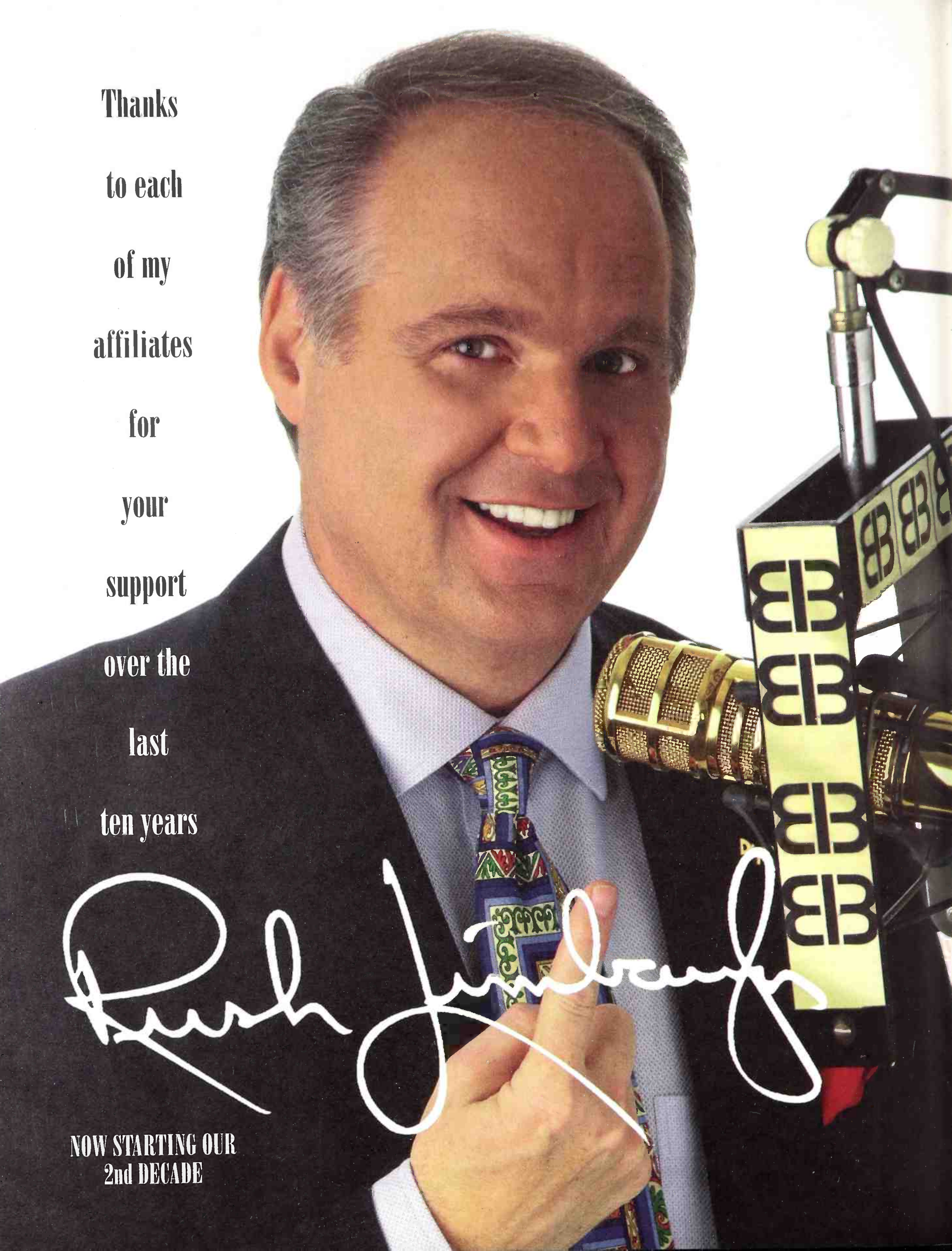
$882,000—WQSS-FM Camden ME from Megunticook Gramophone and Radio Inc. (Kevin Keogh) to Gopher Hill Communications (Charles Hutchins). $45K escrow, additional $837K in cash at closing.

$135,000—KAFR-FM Angel Fire NM from Moreno Valley Broadcasting (Francis O'Connell) to Scott D. Parker. $135K cash. LMA since 9/2.

$50,000—WBDR-FM Cape Vincent NY from Cape Al Broadcasting Inc. (David Mance & others) to Border International Broadcasting Inc. (David Mance, John Clancy, Craig Harris). $50K cash.

$30,000—FM CP (105.5 mHz) Islesboro Island ME from Megunticook Gramophone and Radio Inc. (Kevin Keogh) to Gopher Hill Communications (Charles Hutchins). Cash at closing for actual construction expenses, up to a maximum of $30K.

$29,821—WYNI-FM CP (101.1 mHz) Repton AL from Joe McKissick d/b/a McKissick Enterprises to Joan Reynolds d/b/a Brantley Broadcast Associates. $29,821 cash.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to each
of my
affiliates
for
your
support
over the
last
ten years
Rush Limbaugh
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