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RADIO NEWS

Microradio makes it to the NPRM stage 3
 Preliminary study on creating a new 100-to-1,000 watt FM service has been approved by four out of five commissioners. 1-to-10 watt service is also on the docket.

Its backers on the drawing board for WorldSpace 3

Chancellor draws heat over merger fees 3

Shopper's guide to possible Clear Channel/Chancellor divestitures 6-8

MANAGEMENT SALES & MARKETING™

In Laredo, Rock en Espanol is the Villarreal thing 10-13

MEDIA MARKETS & MONEY™

Four-FM Waitt-ing room built in Panama City 14
 Norm Waitt Jr. adds to his P.C. TV by Root-ing out a ready-made superduop on the Florida panhandle (and the Gateway mogul won't have to panhandle to pay for it).

Hettel is 'HOT for Phoenix FM 14

Margate doubles down in Atlantic City 14

Nebraska City combo goes to Radio 2000 14

American Tower puts 18 Million more shares on the market 14

S&P is going for brokers: Adds four more offices 15

Infinity's TDI gets railroaded in the Netherlands 15

Disney profits thrown for a loss by NFL rights fees 15

Stocks: Hearst fancies Argyle—Hearst-Argyle, that is 15

Entercom ups IPO asking price 15

Pinnacle hopes to raise a tower of cash on Wall Street 15

BROADCAST INVESTMENTS™

Marriott buys a room in the New Northwest backer's suite 16

Analysis: Can Outdoor Systems sit at the Chancellor poker table? 19

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Salomon Smith Barney	16	7,296.4
Merrill Lynch & Co.	17	6,502.1
Lehman Brothers	3	3,075.1
Bear, Stearns	10	2,874.9
NationsBank	2	2,775.0
Morgan Stanley Dean Witter	10	1,799.5
Lazard Houses	6	1,535.0
Allen & Co.	1	477.2
Wasserstein, Perella	3	247.3
Prudential Securities	1	92.8

*Includes U.S. M&A, private and public debt advisory. Industry sectors include Radio & TV (includes Cable) Broadcasting, Outdoor Advertising.

List compiled using data reported to Securities Data Company and may not include all transactions.

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Jack Messmer Executive Editor
Dave Seyler Senior Editor
Carl Marcucci Associate Editor
Jim Allen Associate Editor
Mona Wargo FCC Research Consultant

Jim Carnegie Publisher
Cathy Carnegie VP Administration
Ronald Greene Executive Director of Production
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FCC seeks glasnost through microradio

"We want to open the airwaves to more voices," said FCC Chair **Bill Kennard** (D) to *RBR* just after the Commission voted 4-to-1, with Commissioner **Harold Furchtgott-Roth** (R) dissenting in absentia, to adopt a Notice of Proposed Rulemaking (NPRM) to license new low-power FM (LPFM) radio stations.

The NPRM proposes licensing new 1,000 watt and 100 watt LPFMs and seeks comment on creating a third microradio class from 1 to 10 watts for use by community groups, schools, churches, and/or ordinary citizens.

"We believe very few, if any, [LPFMs] will be authorized in the major urban areas," said the FCC staffer presenting the NPRM for consideration.

The FCC turned aside objections from broadcasters that LPFMs will clutter the FM band and may hinder implementation of IBOC digital radio. Commissioners **Gloria Tristani** (D), **Susan Ness** (D), and **Michael Powell** (R) all pointed out that the NPRM includes interference protection criteria and specifically seeks comments on possible negative impacts on digital radio evolution and implementation.

Existing owners would be ineligible to buy an LPFM; national ownership limits are being considered; and input is being sought on restricting other media from ownership.

Comments are also being sought on whether LPFMs should be strictly non-commercial. "This agency is not particularly well equipped to determine the commercial viability of the service. It's our job to create opportunities and let the entrepreneurs... determine whether they can make a viable business opportunity out of the spectrum...we're not the gatekeepers," Kennard told *RBR*.

WorldSpace comes forth with investors

WorldSpace, the US-based satellite broadcaster aiming its upcoming service to underdeveloped nations, has publicly named its private investors to dispel rumors from its detractors of "mystery and Arab money" surrounding its ownership.

Indeed, major investors **Mohammed Al Amoudi** and **Khalid Bin Mahfouz** are of Saudi origin and are of sterling reputation according to background info supplied by WorldSpace. In fact, Al Amoudi has been honored by the World Bank and US State Department for his contributions to development in Africa. Of all the investors, only one could have been a problem for WorldSpace. **Salah Idris**, an original investor, was rumored to have owned the pharmaceutical (or chemical weapons) plant the US bombed last Summer when going after terrorist

Osama Bin Laden. Because of the controversy, WorldSpace CEO **Noah Samara** told *RBR* Idris' investment was converted into a convertible debenture. "We weren't sure exactly where this was going, so we decided to make sure that we sequestered his holdings into this debt instrument."

Almost all of WorldSpace Inc.'s investors are of US origin. However, to pass muster with FCC foreign ownership laws, Al Amoudi's and other foreign monies go into WorldSpace International Network (WSIN), a British Virgin Islands company. "It is a fund-

ing mechanism for the entire global effort," Samara explained. "WSIN bought a satellite which it leases to AfriStar, the U.S. company that has the license [with WorldSpace Inc.]"

WorldSpace will make the bulk of its revenues from foreign governments and their commercial broadcasters buying channel space. So far, governments and/or commercial broadcasters from the following countries have signed: Ghana, Liberia, Burkina Faso, Mali, Senegal, Egypt, Lebanon, Kenya and South Africa.—CM

Waiting with baited breath

Chancellor Media (O:AMFM) got some bad press last week (1/27) in a *Wall Street Journal* story on the fees Hicks, Muse is collecting to merge two companies it controls, Capstar (N:CRB) and LIN TV, into Chancellor, which it also controls. Nevertheless, shareholders are still waiting for the big news—who will buy Chancellor? As we reported (*RBR* 1/25, p. 3), the odds-on favorite is Clear Channel (N:CCU). Even though the companies are a good fit, we've done a superduopoly data crunch and determined that 101 stations (give or take a couple) would have to be spun off to make such a merger work. *RBR's* exclusive shoppers guide appears on pages 6-8.

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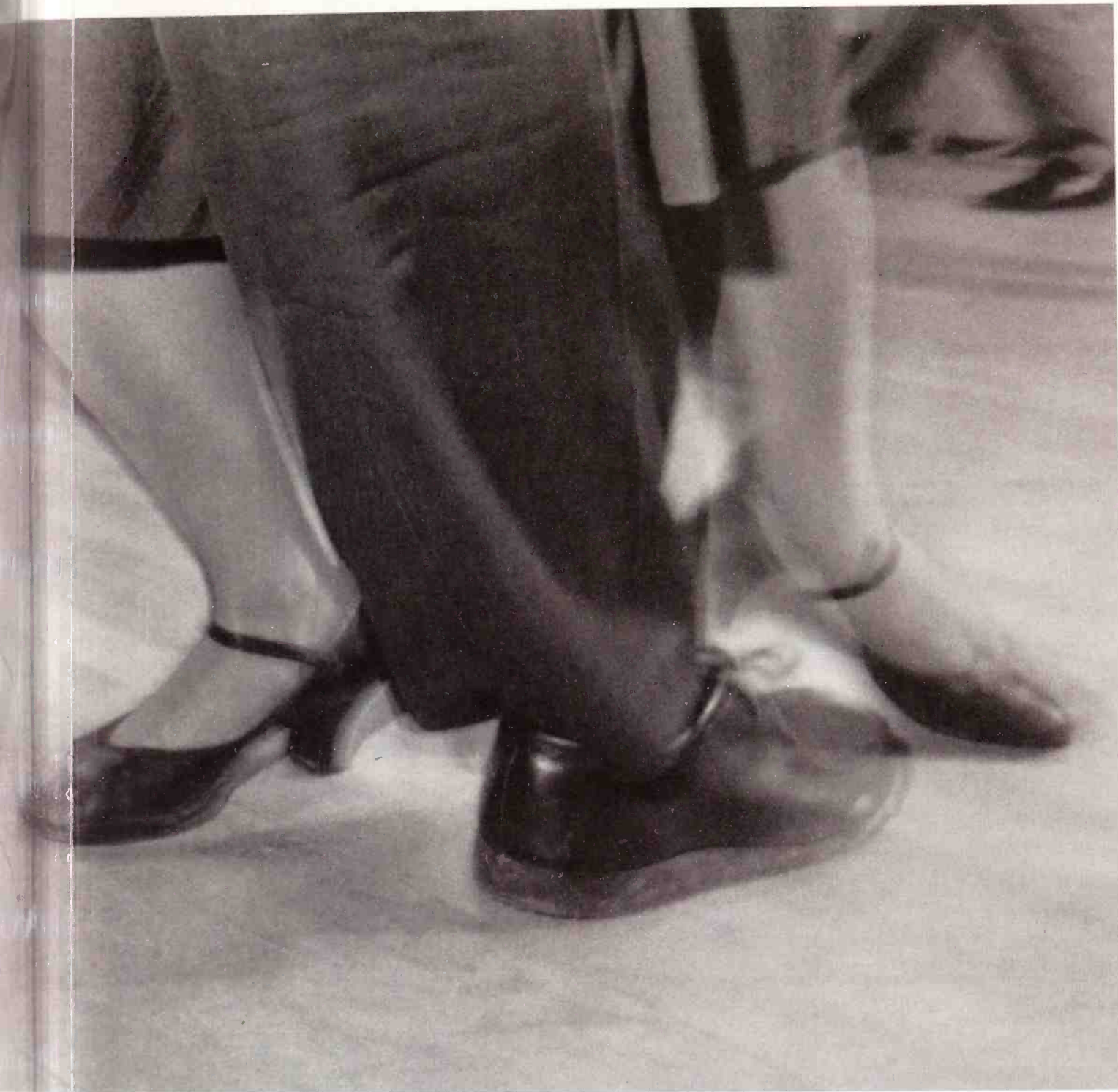
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The big what-if sale: Clear Channel/Chancellor divestitures

by Dave Seyler

Do you have a couple of billion dollars sitting around, along with the ambition to instantly become one of America's top ten radio group owners? Then this is the sale for you, if it ever comes about. If Clear Channel, which is already buying Jacor, buys Chancellor, which is buying Capstar, it will have overlap in 35 markets ranging in size from #2 to #201. It would involve 316 stations (97 AMs, 219 FMs). Of these, we figure that a minimum of 101 stations (25 AM, 76 FM) will have to be divested. Buy these stations in one piece, and you'll become an instant member of the top ten club. Or maybe you're interested only in particular markets. This catalog will help guide either purchasing strategy.

We have checked our own credit limit, and will keep our humble sights on a new clothes dryer (there will be no driving up prices from this corner). However, if you have piles of cash, or access to it, here is a market-by-market look at what would likely shake loose in the event of a Clear Channel/Chancellor merger.

Los Angeles (2)

Clear Chan (Jac)	2 AM, 4 FM
Chancellor	1 AM, 4 FM

Of the six stations coming from Jacor, only two are full-market signals, KXTA-AM/KIIS-FM. The others most likely will go back to the block from whence they recently came.

San Francisco (4)

Clear Chan (Jac)	0 AM, 2 FM
Chancellor	2 AM, 5 FM

Jacor's two little suburban FM sticks, recently acquired from Z Spanish, are almost certain to be spin-off candidates.

Dallas (7)

Clear Chan (Jac)	0 AM, 2 FM
Chancellor	1 AM, 5 FM

Two solid FMs will go on the block. In-market, ABC, Susquehanna, Heftel and Z Spanish (not to mention a few local operators) all have room for them.

Houston (10)

Clear Chan/Jacor	3 AM, 7 FM
Chancellor	3 AM, 5 FM

Clear Channel/Jacor have already more than buried the needle on the superduopometer (due to non-overlapping FMs). CBS (2 AM, 2 FM), El Dorado (1 AM, 2 FM) and Susquehanna (1 FM) will have an excellent opportunity to bolster their position in the market.

Miami (11)

Clear Channel	2 AM, 5 FM
Chancellor	1 AM, 1 FM

Possible in-market buyers for an FM abound: Heftel, Beasley, Cox, Jefferson-Pilot, Marlin and numerous local operators have plenty of room under the ownership cap.

Atlanta (12)

Clear Chan (Jac)#	1 AM, 3 FM
Chancellor	0 AM, 1 FM

Chancellor's lone FM easily assimilated into Jacor's cluster

Phoenix (15)

Clear Chan (Jac)	0 AM, 2 FM
Chancellor	3 AM, 5 FM

Chancellor's cluster is market dominant. Possible in-market buyers for Jacor FM duo include Buck Owens, Sandusky, Hearst, New Century, Z Spanish and Midwest TV.

San Diego (16)

Clear Chan (Jac)#	4 AM, 7 FM
Chancellor	0 AM, 2 FM

Jacor, by virtue of being on the Mexican (WO-ohhh) radio, has been able to build beyond the ownership caps. Jefferson-Pilot, Heftel, Astor and Lotus are in-market operators which may be interested in a pair of viable FMs.

Pittsburgh (21)

Clear Chan (Jac)	1 AM, 0 FM
Chancellor	1 AM, 5 FM

Jacor's lone AM could easily be assimilated into Chancellor's cluster, except that the DOJ forced Capstar to sell it due to its proximity of the Chancellor stations. Hard to believe that this little AM, which has fallen on hard times, could suddenly free Chancellor (which currently plays second fiddle to CBS and its dominant AM, KDKA) to indulge in monopolistic practices! Anyway, anyone in the entire Pittsburgh ownership lineup could add Jacor's AM.

Denver (23)

Clear Chan (Jac)	3 AM, 5 FM
Chancellor	1 AM, 5 FM

Jacor cluster is market-dominant and full-sized. Chancellor's 5 FMs could theoretically be split between the market's other two major players: Jefferson-Pilot (2 AM, 3 FM) and Tribune (1 AM, 2 FM). Also, ABC is in town playing its Radio Disney on a low-impact AM/expanded band duop.

Cleveland (24)

Clear Chan (Jac)	1 AM, 5 FM
Clear Chan sale pending	1 AM, 2 FM

Chancellor 3 AM, 4 FM Clear Channel has already announced that it's selling its 1 AM, 2 FM duop. Once all deals close, Chancellor would have a superior superduop to the one Jacor is turning over to Clear Channel. Other than ABC, with an unrated Disney station, there are no other major groups currently in the market.

Cincinnati (26)

Clear Chan (Jac)	4 AM, 4 FM
Chancellor	2 AM, 2 FM

Want to take on Randy Michaels on his home turf? Does Randy want to strengthen a competitor already in the market (such as CBS, Susquehanna or Blue Chip)? At least four stations would have to go. This spin-off would be verrry interesting.

Riverside (29)

Clear Chan (Jac)	2 AM, 0 FM
Chancellor	1 AM, 1 FM

These stations would fit together with no problem unless they run into overlap problems with stations in the adjacent Los Angeles market.

Milwaukee (31)

Clear Channel	1 AM, 3 FM
Chancellor (Cap)	1 AM, 1 FM

Should be no problem to combine these operations.

Providence (32)

Clear Channel	0 AM, 2 FM
Chancellor (Cap)	1 AM, 2 FM

Should be no problem to combine operations. Would have almost equal fire power to market-leading Citadel cluster.

Orlando (39)

Clear Channel	2 AM, 4 FM
Chancellor	0 AM, 4 FM

The three big players in town are all bumping the ownership ceiling. Either a local owner will have to step up or an out-of-market buyer will have to be found.

Greensboro (42)

Clear Channel	2 AM, 2 FM
Chancellor (Cap)	3 AM, 3 FM

Part of Chancellor's cluster is an AM-FM combo in Statesville NC which just barely gets into the market. However, at least two AMs and more than likely one FM will have to go. Sinclair, Dick, Bahakel, Curtis or GHB may be interested.

Hartford (45)

Chancellor (Cap)	1 AM, 4 FM
-------------------------	-------------------

The only question here is whether or not these stations would pose a conflict with Clear Channel's 2 AM, 1 FM duopoly in neighboring New Haven (market 100, see below). In the highest population category, the resulting 3 AM, 5 FM cluster would be right at the cap.

Raleigh (48)

Clear Channel	1 AM, 4 FM
Chancellor (Cap)	0 AM, 4 FM

Four FMs will have to go. NC group owner Curtis is already all over this market. Either a local owner will have to step forward or they'll be looking elsewhere for a buyer.

continued on page 8

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Clear Channel/Chancellor
continued from page 6

Austin (49)

Clear Channel	1 AM, 3 FM
Chancellor (Cap)	1 AM, 3 FM

Clear Channel will be able to assimilate part of Chancellor's cluster, but two FMs will likely have to be sold. LBJ/Sinclair is at four FMs via a JSA, leaving CBS (1 AM, 3 FM) and Shamrock (1 FM) as in-market candidates.

Jacksonville (52)

Clear Channel	3 AM, 6 FM
Clear Chan, sale pends	1 AM, 1 FM
Chancellor (Cap)	2 AM, 4 FM

Clear Channel will already go over the five FM limit after the Jacor closing due to non-overlapping FMs. Renda, with two FMs, could only take part of the Chancellor cluster. Another possibility is California-based group owner Cliff Burnstein, who has established a beachhead in the area.

Richmond (57)

Clear Channel	3 AM, 3 FM
Chancellor (Cap)#	1 AM, 4 FM

Clear Channel has room for no more than one FM. The only other group in town is Sinclair Telecable. Local operator Bell/Cummings has already siphoned off one Capstar station. Perhaps they can afford a couple more. Otherwise, buyer will probably be a new entrant to the market.

Greenville SC (58)

Clear Channel	1 AM, 3 FM
Chancellor (Cap)	1 AM, 3 FM

One of several markets where, ironically, Clear Channel bought stations from Capstar to enable closing of Capstar's purchase of SFX. More than likely, two FMs will need to be sold, and the only other national group in the market, Sinclair, is already maxed out.

Albany NY (59)

Clear Channel	2 AM, 5 FM
Chancellor (Cap)	2 AM, 4 FM

These are both strong superduops. Tele-Media recently sprang back to life with some deals here, and could probably add at least two FMs to its pending cluster. But even if Tele-Media strikes a deal, either one of several small local operators will have to step up or an out-of-market buyer will need to be found.

Grand Rapids (66)

Clear Channel	2 AM, 4 FM
Chancellor (Cap)	1 AM, 3 FM

Clear Channel has the dominant market cluster. Bloomington, already with a strong duop (1 AM, 2 FM) could achieve parity with the Chancellor stations (it may only be able to buy two of the FMs). Goodrich has a 2 AM, 4 FM cluster, but some of its stations are in Muskegon, so there may be room for an extra station of two. And Connoisseur has a Muskegon AM-FM combo which draws ratings in Grand Rapids.

Allentown (67)

Clear Channel	1 AM, 1 FM
Chancellor (Cap)	2 AM, 2 FM

On the face of it, this would appear to be a legal combination, but Capstar was the seller of Clear Channel's combo in an effort to placate the DOJ. Citadel could take that combo to build a 2 AM, 3 FM superduop with roughly equal 12+ ratings to the Capstar full-bore duop.

Harrisburg (76)

Clear Channel	3 AM, 3 FM
Chancellor (Cap)	1 AM, 1 FM

Clear Channel already has the dominant cluster, and it's unlikely it'll be able to add to it since its WLAN-FM Lancaster also draws respectable ratings in the state capital. Citadel would probably love to pick up the Chancellor combo, and should be able to despite its own below-the-line FM, WQXA-FM York. Even counting WQXA, it would only have four FMs.

Springfield MA (80)

Clear Channel	2 AM, 1 FM
Chancellor (Cap)	1 AM, 2 FM

Shouldn't be a problem to combine operations.

Columbia SC (88)

Clear Channel	1 AM, 3 FM
Chancellor (Cap)	2 AM, 4 FM

Groups have nearly equal ratings and are by themselves atop the market. At least an AM and three FMs must be sold. Bloomington (1 AM, 2 FM) and GHB (1 FM) are the only other national players in town.

Des Moines (90)

Clear Chan (Jac)	1 AM, 2 FM
Chancellor (Cap)	1 AM, 2 FM

Should be a go. This would equal Saga's 2 AM, 4 FM superduop and be nearly even in terms of

ratings. If for some reason there is a problem, Barnstable (1 AM, 2 FM) is a potential buyer.

New Haven (100)

Clear Channel	2 AM, 1 FM
----------------------	-------------------

See Hartford comment above.

Fort Pierce (118)

Clear Channel	2 AM, 0 FM
Chancellor (Cap)	1 AM, 4 FM

Clear Channel's ability to keep any Chancellor stations is thrown in doubt by its extensive holdings in neighboring West Palm Beach. Small groups Centennial and Sandab are already in the market.

Jackson MS (119)

Clear Channel	3 AM, 2 FM
Chancellor (Cap)	2 AM, 4 FM

Another market where Clear Channel bought from Capstar to enable Capstar's purchase of SFX. New South (1 AM, 3 FM) has room for an AM and an FM. Will need to find a local buyer or attract new blood to the market.

Pensacola (121)

Clear Channel	0 AM, 1 FM
Chancellor (Cap)	0 AM, 4 FM

Clear Channel is already maxed out here with its one FM, due to its stable of stations across the border in Mobile AL. No obvious group buyers in the market, but Cumulus and Root have been active in the area.

Shreveport (129)

Clear Chan (Jac)	2 AM, 3 FM
Chancellor (Cap)	1 AM, 2 FM

Jacor and Capstar are the only two national groups in the market. At best, Clear Channel will be able to keep one FM. Local Cary Camp (1 AM, 2 FM) is by far the strongest contender out of several local owners.

Cedar Rapids (201)

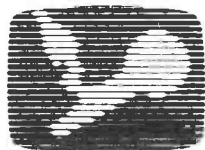
Clear Chan (Jac)	2 AM, 2 FM
Chancellor (Cap)	1 AM, 3 FM

It must take a lot of spinach for this town's three little Popeye operations to keep up with this brace of battling Blutos. In fact, Capstar has already had to unbuy one FM to keep the DOJ happy. If one of the three locals can't buy, someone will have to enter the market.

= one or more stations LMA'd; (Jac) = currently owned by Jacor; (Cap) = currently owned by Capstar

Source: RBR Source Guide database

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UNIVERSE

by Carl Marcucci

Many missing the boat in Hispanic radio:

an interview with Rio Grande Media



Miguel and Luis Villarreal

Miguel Villarreal and his brother **Luis** came into radio ownership in 1990 with KDOS-AM (now KLNT) Laredo, TX, and KTZQ-FM Laredo in 1992. The Villarreal Brothers' Rio Grande Media is becoming more and more known by the phenomenon they created flipping KTZQ (Tejano) to KNEX "Rock en Español" (Spanish-language Rock) August, '97. With P12+ (AQH Mon-Sun 6A-Mid.) jumping from 4.3 Sp'97 to 21.3 Fa'97 and 18-34 moving 1.2 to a whopping 29.3, it's obvious these guys are filling a huge hole in the market (P12+ Sp'98 was 20.1). *RBR* talked with Miguel at the Washington law offices of Fisher, Wayland, Cooper, Leader & Zaragoza on the success of KNEX and how Hispanic radio is often misunderstood.

To what do you attribute such huge ratings successes?

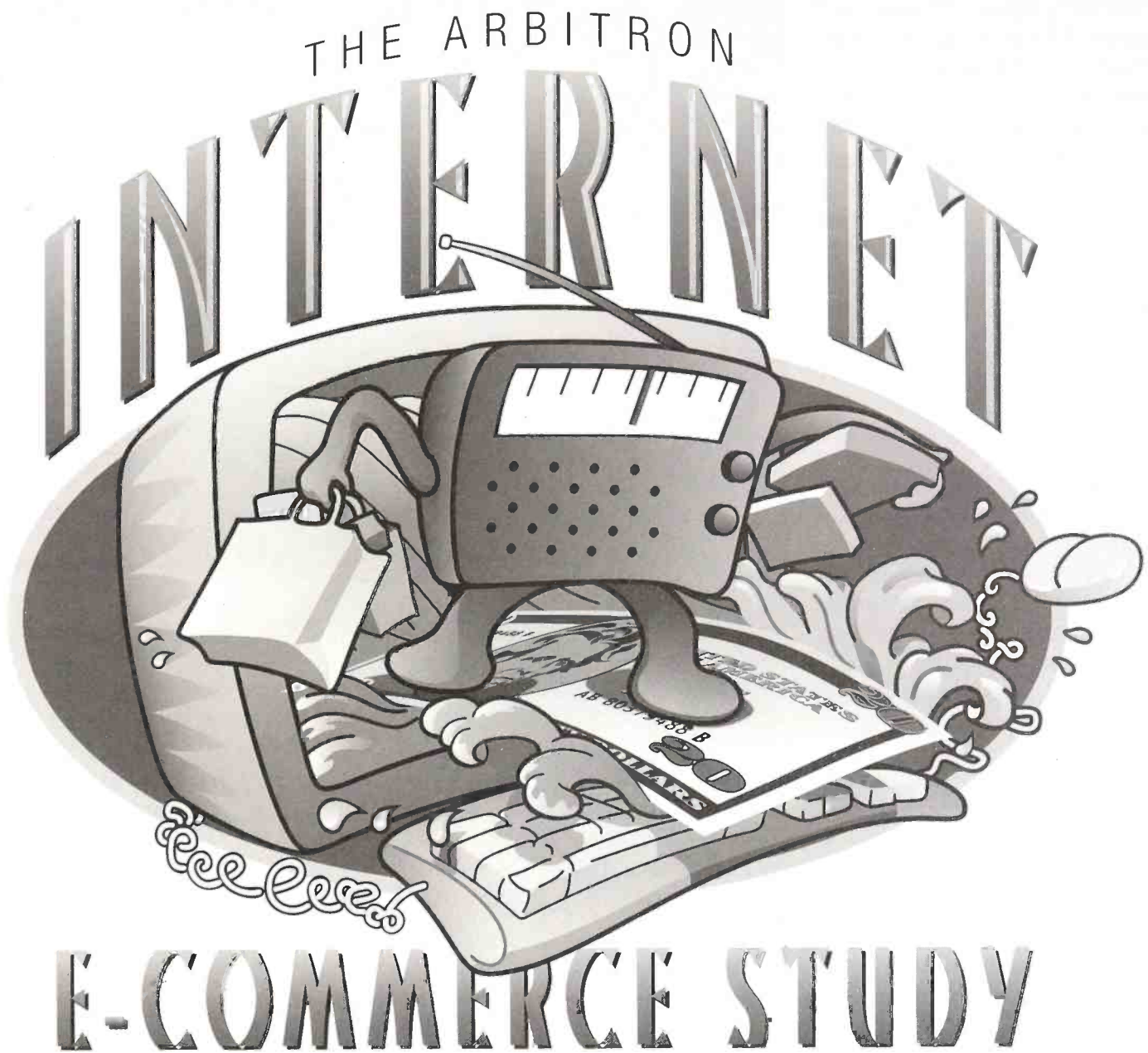
An incredible hunger amongst the Hispanic listeners for something new, something a lot more relevant to their lifestyles as a whole as opposed to just a particular segment. In Laredo—I say this and it probably doesn't make a whole heck of a lot of sense—but its crossover potential into the Anglo population is huge. Music is universal. You like music, you don't have to understand what the words are. I think in markets like San Antonio, Houston and Dallas, the potential is not only the Hispanic listeners, but the crossover to the general market.

What is the history of KNEX?

We put [then] KZTQ on the air December 28, 1992. It was an Oldies format for about a year and a half, marginally successful. We also had KDOS-AM, which was a Spanish Traditional station.

We had realized that the future of the big advertising dollars regionally and nationally was from the Spanish side and not from the Anglo side. In our market, being 94% Hispanic, we knew that we need to make a change from Oldies to something else and decided to go into the Tejano realm. However, there was already a Tejano station in town, which still exists. We found out that not only were we going up against the leader, but we were dealing with the Mexican-American segment of the population which is incredibly loyal to what they do. They saw us not as an alternative to the other one, but more so like somebody trying to rain on their parade.

Now, something very interesting—We, meaning the Villarreal family, are Mexican-Americans, but we are not



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Come see our presentation of the study at the RAB convention in Atlanta on Friday, February 5 at 11AM in the Cairo/Hong Kong Room. Or check out the study at www.arbitron.com. The Arbitron E-Commerce Study is presented in conjunction with Edison Media Research.

Tejano. It is really difficult to understand—we are culturally a lot more Mexican than the Tejano-Mexican-American segment of the population. They feel they are more acculturated into the general market, so to speak. We don't. And so, when we were putting our faces on the Tejano format, the Tejano listener had us identified previously as Mexican, not Tejano. And so it's like we didn't belong in that genre. We were not welcomed into that genre. A lot of dynamics in the Hispanic culture are that way. It is very segmented.

What made you decide to go with *Rock en Español*?

As I was telling you, different types of Hispanics, different types of Mexican-Americans prefer different music and have different cultural values. The differences are very subtle. They are not huge, but they are there nonetheless. I do not like Tejano music. And like me, there are a lot of other Mexican-Americans who don't like it. Why? We did not grow up with it. We do not identify with it. And it is not tied to our culture.

I and my brother, Luis, had grown incredibly frustrated with owning radio stations that programmed music that we didn't like. So, one morning, we got together and figured out what was going on before the rest of the staff got in. I said, 'there are a lot of people like you and I that are Mexican-American, proud of our Hispanic heritage, proud to be Americans, who have got to be targeted by something other than Tejano, Ranchero, Regional and all that stuff.' He and one of the production directors, **Dave Gonzales**, went into the control room and put together a demo tape for me. They came back the next day and I listened to it. We decided right there and then that we were going to do some form of this. We called it "Next." It is like an alternative Rock-type. The genre varies from Soft Rock to House in Spanish, including some Swing. We started crafting the format, and within two weeks, switched it. It has been fantastic!

Where did they find the music?

In the clubs. This is what the kids are dancing to. We went to the clubs, found out what was there and that was our first source of music. There are also groups like Mana. It is a



Felix Frees Weekends

terribly talented Rock group that has been around for probably fifteen years in Mexico. Their music, their Rock elements are so present there.

MBR (Oct. '98) did a story on KSSE-FM in Riverside, another *Rock en Español* station. How do the stations differ?

You will never hear a romantic ballad on our station. And you will never hear house music on his station. That's the major difference. We've actually produced a couple of CDs. I tell you what makes our format incredibly different from what is being done elsewhere—the music is in Spanish, the jock delivery is in English.

Why in English?

Because there is a certain level of credibility in the mind of the listener when you talk to him in English. Hispanic-Americans, and I would tend to think any kind of immigrant, wants to be perceived as belonging to the general population and being integrated into the general population of the U.S. What is the single largest thing that allows you to belong? Being able to speak the language.

Is Nuevo Laredo (just over the US-Mexico border) important to you for sales?

Very important, although we cannot get meaningful measurement. It's got a population in excess of 500,000, three times bigger than Laredo. Our problem with marketing to advertisers on the Mexico side is that market is over-saturated with radio stations.

They have 18 and we have 6.

In Mexico, because they have over-saturated markets, broadcasters can't even consider doing one of these 9-12 units of commercials per hour deals. They start at 30 and go higher than that. They are all very low cost.

Our on-the-street rate is seven to 10 times higher than what the Nuevo Laredo stations get, so it's really hard to go and compete for the advertisers. But it happens from time to time, we will get a buy from them.

We have a station (XHGT 107.3 FM) in Mexico that we manage, program and sell [Rio Grande also owns KSAH-AM San Antonio and LMA's KOYE-FM Laredo]. Through that station, we have started to make some significant penetration into the Nuevo Laredo advertisers—because they feel it's there, that it is a Mexican side station. Now we're getting the ability to sit down in front of people and tell our story. Tell about the dynamics of nine units per hour. Why it's so much more expensive. Why it is so much more effective. Why you need less frequency.

Are you thinking about consulting this format out?

I would love to consult the format out. Actually we contacted SW, and then we backed off, because the format was still being developed. Beyond the possibility of making money with the format outside of our market is the possibility of giving Spanish language radio a new look, a new feel in the industry as a whole. We would like to do that. Hefel and SBS have ex-

pressed an interest in the format for the San Antonio market. I'm kind of making a pitch to see who comes to the table first. I've spoken with both **Jeff Hinson** and **Mac Tichenor** at Heftel, and with **Raul Alarcon** and **Louis Albertini** at SBS about the possibility. I really hope that we are given that opportunity.

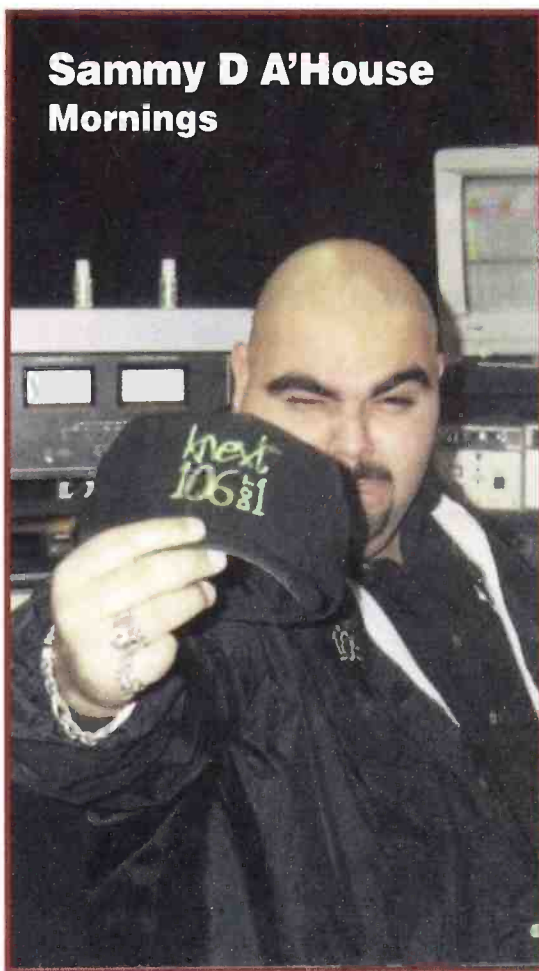
What I would really like to do is form an alliance with a large group that is in large markets to create a minority-interest division which I would like to head, and to expand into small markets not with Spanish-language radio, with Hispanic-targeted radio. I think we are missing the boat, as an industry, as Hispanics out there are not being targeted by Hispanic radio.

Arbitron has no format listings for Rock en Español, or many other Spanish subformats.

How do you feel about that?

It serves as an incredible frustration. To them there is Spanish Contemporary, Spanish Traditional and that's it. That doesn't say anything about the different formats. It is incredibly irresponsible, I believe, on their part to just bunch everybody together in those two categories. Let's face it, the agency buyers community is incredibly stupid for the most part because they don't look at things outside of ratings. They very rarely consider things that are qualitative. And a lot of this is driven by the advertiser. The buyer should be familiar with the markets. The buyers should be making market trips so they can understand what is happening. They don't do that because it is budget-driven—they can't afford to do so. But that doesn't give them the right to judge based on just the ratings. And then, when Arbitron is providing that tool, and that tool basically lumps everybody into two areas, they don't do anything to further educate the buyer. That's not right.

I talk to Arbitron often, through **David Lykes**, who used to be one of the VPs for Heftel, and directly through **Tony Belzer**, who is our rep, a very aggressive man at Arbitron. Prior to that, I had spoken with some other folks about our displeasure. I think they are going to try to do something, but they obviously want to make sure they do it right.



Sammy D A'House
Mornings

How were your demos other than the target 18-34?

In our book, we were No. 1 in every demo at every hour in any age cell break. Arbitron calls me and says, What are you doing? Are you giving away [something good] on the air, or what? There was an age cell of Sunday night listeners, where our share was 50.

What did you do promotionally at launch?

What we came out with was some spots on TV. We don't know really how successful those were. We did some billboards—very simple. They didn't say anything, just 106.1-Next. We did a lot of the typical stuff: giveaways, a lot of remote exposure, and that kind of stuff. We bought some 1973 VW bugs and turned them into Next and we called them 'the dots.'

What are some national buys that you've gotten because of this format? How did local change?

I have not gotten a new advertiser because of the format. Investment into our station has been a lot larger, but we haven't brought anybody new in because of it. Coca-Cola, Dillard's,

Pepsi, McDonald's are big, not as much as we'd like. About 30% of our business is national.

When you change a format, you lose a lot of revenue, especially if you make a drastic change. When we went from Oldies to Tejano, we lost at that time a third of our total revenue for the year. Just because there was a change in format, the advertisers were like, 'See you later!' When we went from Tejano to this format, we increased our revenue by 7% within the first two weeks, and did not lose a single advertiser.

Do you have any message for agencies that buy Hispanic?

I think they need to have a lot more people that look at alternative formats. In addition to that, we need to have a lot more that look again at Hispanic-targeted radio as opposed to Spanish-language radio. It's a little tricky there, because advertising agencies that specialize in Spanish-language radio don't want to give the slightest hint to the general market counterparts that we are targeting Hispanics with Anglo formats.

Pardon my French, but who the hell cares? If you are going to deliver for the client, then you need to use whatever medium is available and whatever format is available. I offered a client who has a national profile the opportunity to get some merchandising on our Country station [KOYE] because it had a good fit. The response was, "Don't you even talk to me about that. This is the Hispanic effort, we're not going to place those dollars on another station." Why? "94%+ Hispanic population in Laredo." Who cares? I'm targeting it with a Country station that is successful. That means that there are Hispanics in Laredo that prefer to listen to Country. If you are going to sell them trucks or jeans or beer or whatever, why not use that station?

I really believe that there will be a mind shift at the way we look at things. We consider immigration the greatest source of the growth for the Hispanic market. I think when we start looking at all those people that are already here, those more assimilated, when we start targeting them specifically, we will really cross the bridge. That is my opinion.

BROADCAST INVESTMENTS™

January 27—RBR Stock Index 1999

Company	Mkt:Symbol	1/20 Close	1/27 Close	Net Chg	Pct Chg	1/27 Vol (00)	Company	Mkt:Symbol	1/20 Close	1/27 Close	Net Chg	Pct Chg	1/27 Vol (00)
Ackerley	N:AK	17.875	17.500	-0.375	-2.10%	63	HefTel Bcg.	O:HBCCA	48.250	43.875	-4.375	-9.07%	783
Alliance Bcg.	O:RADO	1.031	1.125	0.094	9.12%	35	Infinity	N:INF	26.750	27.500	0.750	2.80%	8835
Am. Tower	N:AMT	29.812	26.125	-3.687	-12.37%	1344	Jacor	O:JCOR	71.875	68.750	-3.125	-4.35%	4190
AMSC	O:SKYC	6.000	5.125	-0.875	-14.58%	568	Jeff-Pilot	N:JP	72.562	71.938	-0.624	-0.86%	834
Belo Corp.	N:BLC	19.437	18.562	-0.875	-4.50%	833	Jones Intercable	O:JOINA	39.000	35.875	-3.125	-8.01%	1178
Big City Radio	A:YFM	4.125	3.625	-0.500	-12.12%	264	Metro Networks	O:MTNT	46.968	50.562	3.594	7.65%	335
Broadcast.com	O:BCST	120.000	151.938	31.938	26.62%	20585	NBG Radio Nets	O:NSBD	4.020	3.625	-0.395	-9.83%	323
Capstar	N:CRB	24.625	25.125	0.500	2.03%	4766	New York Times	N:NYT	34.250	33.500	-0.750	-2.19%	4035
CBS Corp.	N:CBS	36.125	34.250	-1.875	-5.19%	22482	OmniAmerica	O:XMIT	31.875	28.375	-3.500	-10.98%	172
CD Radio	O:CDRD	34.500	33.562	-0.938	-2.72%	688	Otter Tail Power	O:OTTR	44.750	39.500	-5.250	-11.73%	119
Ceridian	N:CEN	73.125	79.000	5.875	8.03%	5914	Pacific R&E	A:PXE	1.687	1.875	0.188	11.14%	2
Chancellor	O:AMFM	54.750	56.000	1.250	2.28%	26665	Pulitzer	N:PTZ	84.625	80.688	-3.937	-4.65%	143
Childrens Bcg.	O:AAHS	2.562	2.562	0.000	0.00%	559	RealNetworks	O:RNWK	57.250	68.000	10.750	18.78%	27361
Citadel	O:CITC	26.625	25.250	-1.375	-5.16%	1674	Regent Pfd.	O:RGCP	6.875	6.000	-0.875	-12.73%	0
Clear Channel	N:CCU	64.250	62.188	-2.062	-3.21%	8946	Saga Commun.	A:SGA	19.250	18.750	-0.500	-2.60%	19
Cox Radio	N:CXR	40.000	41.688	1.688	4.22%	418	Sinclair	O:SBGI	18.250	17.375	-0.875	-4.79%	5797
Crown Castle	O:TWRS	22.750	21.562	-1.188	-5.22%	150	SportsLine USA	O:SPLN	31.250	34.000	2.750	8.80%	7479
Cumulus	O:CMLS	16.000	17.875	1.875	11.72%	3581	TM Century	O:TMCI	0.406	0.312	-0.094	-23.15%	0
DG Systems	O:DGIT	6.687	5.062	-1.625	-24.30%	5050	Triangle	O:GAAY	0.017	0.025	0.008	47.06%	2110
Disney	N:DIS	36.000	32.938	-3.062	-8.51%	115275	Triathlon	O:TBCOA	11.875	11.438	-0.437	-3.68%	0
Emmis	O:EMMS	49.000	48.750	-0.250	-0.51%	1327	Tribune	N:TRB	68.750	62.188	-6.562	-9.54%	3380
Fisher	O:FSCI	65.750	64.000	-1.750	-2.66%	15	Westower	A:WTW	31.500	29.500	-2.000	-6.35%	146
Gaylord	N:GET	31.000	30.125	-0.875	-2.82%	125	Westwood One	N:WON	28.687	27.500	-1.187	-4.14%	256
Granite	O:GBTVK	7.875	8.438	0.563	7.15%	2557	WinStar Comm.	O:WCII	44.375	41.375	-3.000	-6.76%	5823
Harris Corp.	N:HRS	38.125	37.188	-0.937	-2.46%	2543							

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Marriott returns to radio

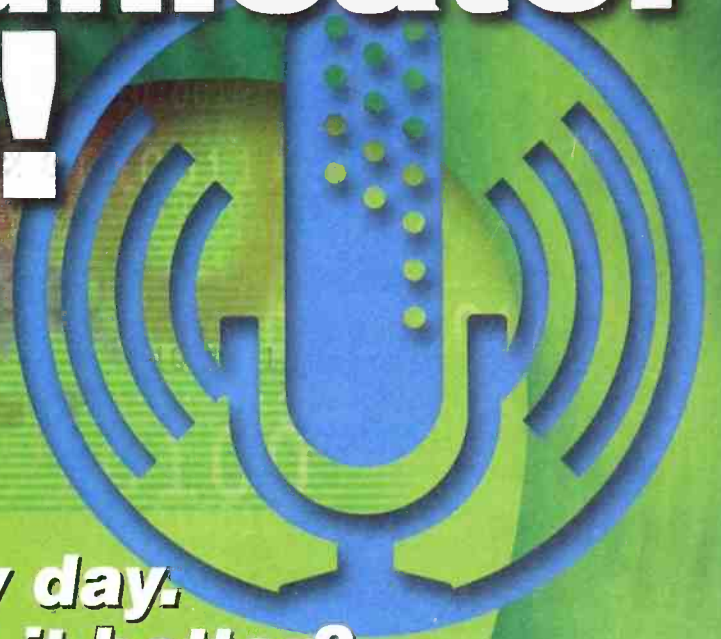
The **Marriott** Family is returning to radio, a dozen years after selling their First Media radio group.

First Media Ventures, an investment vehicle of the hotel magnate family, is taking a stake in New Northwest Broadcasters, joining Key Equity Capital and Northwest Capital Appreciation as financial backers of the Seattle-based group. In all, **Michael O'Shea's** and **Ivan Braiker's** new group now has nearly \$80M committed in growth capital.

The Marriott connection is hardly coincidental, since First Media CEO **Richard Marriott** gave O'Shea his first GM job, at KUBE-FM Seattle, in 1981. "I owe a lot to him and I'm just delighted that he has elected to join our new radio venture," O'Shea said of his old boss.

Although Marriott International (N:MAR) is also controlled by the Marriott Family, First Media Ventures and its parent company, First Media Corp., are separate from the publicly-traded hotel chain.

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TRANSACTION DIGEST™

by Jack Messmer

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.

\$4,400,000—* WCOH-AM & WMKJ-FM Newnan-Peachtree City GA and **WMXY-AM & WZLG-FM** Hogansville GA from City of Holmes Radio LLC, MetroSouth Communications LLC & RadioLaGrange LLC (Michael Easterly, Brian Sadler, Edward Michelson, Roderick Hennek, Legacy Investment Group) to Citicasters Co. (Randy Michaels), a subsidiary of Jacor Communications (O:JCOR). \$220K escrow, balance in cash at closing. Multiple **duopolies** and **superduopolies** among these stations and with WGST-AM, WKLS-FM & WPCH-FM Atlanta. Broker: Media Services Group

\$2,750,000—* WREN-AM Kansas City (Kansas City KS) from Mortenson Broadcasting Company of Canton LLC (Jack Mortenson) to ECI License Company LP (Joe & David Field), a subsidiary of Entercom Communications (N:ETM). \$100K escrow, balance in cash at closing. **Superduopoly** with KMBZ-AM, WDAF-AM, KCMO-AM & FM & KYYS-FM. Note: Includes expanded band CP for 1660 kHz. Broker: Force Communications

\$2,000,000—KKSC-AM & KSIQ-FM Brawley CA from Stodelle Broadcasting Corp. (Steven Stodelle) to Commonwealth License Subsidiary LLC, a subsidiary of Commonwealth Communications LLC (C.L. Turner a/k/a Dex Allen, Alta Communications VII). \$100K escrow, additional \$1.65M in cash at closing, \$250K under non-compete. Broker: Media Services Group

\$1,394,730—* WESP-FM Dothan AL from Signal Enterprises Inc. (Charles H. Chapman III, J. McDavid Flowers) to Gulf South Communications Inc. (Clay E. Holladay). \$70K escrow, balance in cash at closing. **Superduopoly** with WBCD-FM & WDJR-FM. LMA since 12/1/98. Broker: Bergner & Co.

\$1,200,000—KRHT-AM San Francisco (Concord CA) from Concord Area Broadcasters Inc. (Chester Coleman and Joe Buerry) to Immaculate Heart Radio (Douglas & Janet Sherman, Charles & Margaret Day). \$250K in cash at closing, \$950K note. Broker: American Radio Brokers/SFO

\$893,000—* WNPL-FM Nashville (Belle Meade TN), 100% stock sale of Mt. Juliet Broadcasting Inc. from Jamal Broadcasting LP (Michael Grant) to DBBC LLC (Lew Dickey Jr., David, John & Michael Dickey). DBBC currently owns 139 non-voting shares and is exercising its option to acquire all 61 voting shares for \$893K. **Duopoly** with WVOL-AM & WQQK-FM. LMA in place. Broker: Hickman Associates

\$360,000—WASB-FM Brockport NY from David Wolfe to Canandaigua Broadcasting Inc. (George W. Kimble). Exchange of this FM for WRSB-AM Canandaigua NY (p.19) and consulting payments totalling \$360K over 10 years. *RBR* has not attempted to estimate the value of the AM.

\$340,000—KYCM-FM Austin (Bastrop TX) from American Broadcasting Educational Foundation (Barton Prideaux, pres.) to Queen of Peace Radio Inc. (J. Christopher Williams, Peter Cagle, Raymond E. Makowski, Richard

News Analysis

Does Outdoor Systems have what it takes?

You may have seen Outdoor Systems (N:OSI) listed elsewhere as a likely bidder for Chancellor Media. Yes, **Arthur Moreno's** fast-growing company is the largest billboard company in the U.S. and second-largest in the world, behind Clear Channel (N:CCU)—but can it really play in a poker game where the opening bid is in excess of \$20B?

To date, Outdoor Systems' largest acquisition has been its 1996 purchase of Gannett's (N:GCI) billboard division for \$690M (*RBR* 7/15/96, p. 13)—a fraction of what it would cost to buy Chancellor. In fact, Chancellor is larger than Outdoor Systems and while it's not unheard of for a company to acquire a larger competitor, it requires that the buyer raise lots of new equity and debt on Wall Street.

Given that Moreno has no track record in radio (by far Chancellor's largest operation) or TV and would likely have to spin off a good chunk of Chancellor's outdoor division to satisfy the DOJ, this deal sounds like anything but an easy sell on Wall Street. After all, Chancellor management's complaint with Wall Street has been that its stock has been unfairly valued because the company is young and highly leveraged. Combining those assets with Outdoor Systems, another young and highly leveraged company, would not seem to alleviate the valuation problem.

That said, we're not saying that Moreno won't bid, only that he'll have some hurdles to clear that don't exist for Clear Channel, Disney (N:DIS) or other potential bidders who've been mentioned.

Stranger things have happened. Imagine if you'd been asked ten years ago to name the people who would be the heads of the biggest radio group and the biggest concert promotion company in 1999. Would anyone have named **Tom Hicks** and **Bob Sillerman**?—JM

Memo to circulation dept.: Please send a sample copy of RBR and subscription form to Mr. Moreno in Phoenix.

Miller). \$25K escrow, balance in cash at closing.

\$150,000—* KKAL-AM San Luis Obispo (Arroyo Grande CA) from American General Media - Texas Inc. (Anthony & Rogers Brandon) to F&L Broadcast Development Corp. (Jerry & Catherine Collins). \$10K escrow, balance in cash at closing. **Duopoly** with AM CP (890 kHz) Arroyo Grande CA. Broker: Miller & Associates

\$100,000—* KBII-FM CP (104.1 mHz) Hatfield AR and **KBIJ-FM CP** (105.3 mHz) Mena AR from Bobby Caldwell, individually, to Ouachita Broadcasting Inc. (50% Jay W. Bunyard, 50% Bobby Caldwell). \$100K for 50% interest. **Superduopoly** with pending purchase of KENA-AM & FM Mena AR by Ouachita Broadcasting and with KDQN-AM & FM DeQueen AR, owned by Jay Bunyard and his mother, Anne Bunyard.

\$50,000—WODZ-AM Utica-Rome (Rome NY) from Forever of NY LLC (Kerby Confer, Donald Alt, Carol O'Leary, Lynn Deppen) to Bible Broadcasting Network

Inc. (Lowell & Georgeanna Davey, R. Lindsay Poteat, Joseph Mast, Joy Raley, Barbara Redemann, H. Ron White). \$50K cash.

N/A—WRSB-AM Canandaigua NY from Canandaigua Broadcasting Inc. (George W. Kimble) to David Wolfe. Exchange as partial payment for WASB-FM Brockport NY (p. 18).

N/A—WBID-FM CP (89.7 mHz) Wilmington NC from The Moody Bible Institute of Chicago (Joseph Stowell, pres.) to Praise Broadcasting Network Inc. (Dennis W. Anderson, Michael P. Escalante). Transfer from one non-profit organization to another for no consideration. Combo with WMYT-AM.

N/A—FM CP (102.1 mHz) Albion NY from Citicasters Co. (Randy Michaels), a subsidiary of Jacor Communications (O:JCOR) to CSN International (Charles Smith, Jeffrey Smith, John Laudadio, Michael Kestler). Transfer for no consideration as a condition of Jacor's previous \$575K purchase of KRSS-FM Chubbuck ID from CSN.

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Radio Transactions Closed in 1998:

WWBA-AM Pinellas Park, FL	WMRN-FM Marion, OH
WYMR-FM Sebring, FL	KDIF-AM Riverside, CA
KMBY-FM Monterey, CA	KGRS-AM Burlington, IA
WSGA-AM Savannah, GA	WLUV-FM Tampa, FL
WQTL-FM Findlay, OH	WAVQ-FM Ingles, FL
WMRN-AM Marion, OH	KIST-AM Santa Barbara, CA
KBUR-FM Burlington, IA	KXFD-FM Boise, ID
WJCM-AM Sebring, FL	WBAW-AM Barnwell, SC
WLUV-AM St. Petersburg, FL	WHMQ-FM Findlay, OH
KKLQ-FM Portland, OR	WZAT-FM Savannah, GA
WOFX-FM Beverly Hills, FL	KHIP-FM Monterey, CA
WITS-AM Sebring, FL	KMXD-FM Des Moines, IA
WLNI-FM Lynchburg, VA	WDIF-FM Marion, OH

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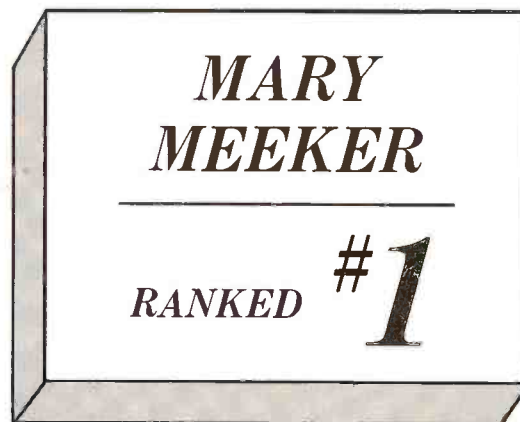
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