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## RADIO NEWS

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## Carter appeals for freecampaign time

Former President **Jimmy Carter** warned that mandatory free airtime for candidates will become more likely if broadcasters don't do more voluntarily.

As the former President and his wife, **Rosalynn**, were honored by the NAB Education Foundation with the second annual Service to America Leadership Award, Carter used the occasion to appeal for more radio and TV stations to set aside five minutes of prime airtime daily for the 30 days leading up to each election for candidates to address public policy issues. Carter, former President **Gerald Ford** and retired CBS news anchor **Walter Cronkite** issued the five minutes/30 day proposal several months ago, but Carter complained that to date only 2% of all TV stations have embraced the idea. Although most of Carter's comments were directed at TV stations in his luncheon address, he pointedly added radio to the mix in his remarks at the evening awards ceremony (6/12).

Asked whether he supports the McCain-Feingold Campaign Finance Reform Bill, Carter told *RBR* "I'm for whichever one is for controlling soft money and has the best chance of getting passed."

Also at the NABEF symposium, NAACP President **Kweisi Mfume** said the civil rights group would "keep the pressure on" to get more minorities

into the executive, production and talent ranks of the media. Although he said all broadcasting still has a long way to go in promoting diversity and equal opportunity, Mfume noted that "radio understood and got the message long before TV."

**James Lee**

**Witt**, director of the Federal Emergency Management Agency, urged broadcasters to join Project Impact—a program that educates communities on how to be prepared for natural disasters, such as making school buildings stronger and hurricane-proofing homes. Witt stressed the

importance of media in providing disaster warnings and evacuation directions. Not only do the stations sound the alarm sirens, but they "ring the bell of opportunity," Witt said, by working before disasters occur to help reduce damage and injuries.—ED, JM



**Three Presidents and a First Lady**

Former President Jimmy Carter and wife, Rosalynn, accept the Service to America Leadership Award from (l) NAB President Eddie Fritts and (r) Benedek Broadcasting President James Yager, who is also Chairman of the NAB Joint Board.

## Radio's 92nd consecutive month of revenue gains

More impressive revenue numbers were released by the RAB for the month of April. Combined local and national advertising revenues were up 22% for the month. Compared to April 1999, local sales were up 19% and national sales up 32%. **Gary Fries**, President/CEO, RAB, says April's performance points to the development of a very strong 2000. He adds, "We have to keep in perspective that these gains are on top of outstanding growth from 1999. While we see a slight slowdown toward the end of the 2nd quarter, 3rd and 4th quarter pacing indicates a healthy, sustained growth rate throughout the year."—KM

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## Will radio be double-charged for web rebroadcasts?

The Recording Industry Association of America (RIAA) and Digital Media Association (DiMA) want to make sure that the copywriters and performers get compensation for commercial use of their work, including material rebroadcast by radio stations over the Internet, and the House Subcommittee on Courts and Intellectual Property gave them an ear 6/15.

The Digital Performance Rights in Sound Recordings Act of 1995 "exempts non-subscription, non-interactive transmissions and retransmissions of over-the-air programming broadcast on the Internet by FCC-licensed broadcasting stations," testified **Edward Fritts**, President and CEO of NAB. Fritts believes that "RIAA and DiMA's proposed construction [of licensing] is contrary to the plain language and legislative history of the Act and would seriously undermine Congress's repeatedly expressed intent not to disturb the traditional, mutually beneficial relationship between record companies and radio broadcasters."

**Dean Kay**, President and chief of officer of ASCAP, summed it up. "Our experience reflects the ability of reasonable people to work out negotiated solutions to difficult problems. Compulsory license legislation is neither necessary nor desirable. The marketplace works."—ED

## AURN splits in two for next RADAR

American Urban Radio Networks has reconfigured its network and created two new ones to debut in the upcoming RADAR 65. Named American Urban Pinnacle Network and American Urban Renaissance Network, **Jay Williams**, President, AURN, believes that the two new networks will help AURN continue to grow and also to improve operations. Pinnacle and Renaissance are direct results of analyses of the network's audience-building and affiliate expansion efforts.

**Jerry Lopes**, President, Program Operations & Affiliations, adds that Pinnacle and Renaissance put AURN in the dominant position to serve the African American consumer, which bodes well for those advertisers trying to reach that group. Of the two, Pinnacle is the lesser unit network.—KM

## Tristani condemns Worcester approval

FCC Commissioner **Gloria Tristani** is complaining about market concentration again, this time that two entities in Worcester, MA now own "a staggering 94.4% of the market radio revenue...", along with every FM station in the Arbitron market. Tristani strongly disagreed with the Mass Media Bureau's decision to grant a license transfer of Wilks Broadcast Acquisition's WWFX-FM to Citadel Communications (O:CITC), precluding any possibility of a third player to compete with Citadel and Clear Channel (N:CCU)/AMFM (N:AFM). "After today, Worcester will be relegated to a duopoly, making it significantly more likely that the two remaining competitors can engage in price discrimination and collusive behavior," she stated in a 6/14 press release.

**RBR observation:** What Ms. Tristani is demonstrating here is a complete failure to understand how the radio business works. Perhaps we can enlighten her.

For beginners, in its most recent survey, Fall 1999, there were exactly five stations considered by Arbitron to be home to Worcester which surpassed the 1.0 12+ share threshold, and only nine stations in all. Clear Channel will control two of them, an old-fashioned AM-FM combo, with the lion's share of ratings and revenues. Citadel will have three FMs and a great deal of ground to make up to catch Clear Channel. This sale actually puts the only viable option to Clear Channel on firmer footing. With only five stations drawing any kind of significant ratings, what would Ms. Tristani have "a third player" use to compete, tin cans and string?

Second, although Worcester only shows four FMs as being home to the market, in fact there is a fifth, and it is not owned by Clear Channel or Citadel. The station is Entercom's WAAF-FM, licensed to Worcester. Although it has significant below-the-line ratings in Worcester, it is focused on and listed as home to the nearby and much larger Boston market.

Boston. The fact is, Boston does better in Worcester than Worcester does. Four FMs and five AMs listed by Arbitron as home to Worcester draw an aggregate 12+ share of 38.0. But 15 FMs and three AMs home to Boston total 46.0. Boston stations hold six of the top ten ratings slots. Additionally, seven FMs from Providence and one from Manchester, NH grab another 4.2 shares.

Using just Worcester and Boston stations and numbers from the Worcester Arbitron, the true ownership picture for the Worcester market is as follows:

Owner	AMs	FMs	12+
Clear Channel	1	3	29.1
Infinity	1	4	14.8
Citadel	0	3	13.2
Entercom	3	2	11.8
Greater Media	0	5	9.1
Charles River	0	1	3.6
4 others	4	1	2.4

Clear Channel has a substantial but not outrageous lead, and Citadel, even with the addition of WWFX, is still only in third place. After Clear Channel, there are four owners lumped close enough together that the rankings can easily change book-to-book. Worcester advertisers have their choice of six relatively strong owners and four more niche operators. We just wish that Ms. Tristani would get her facts straight before mounting her high horse —ED, DS

## Mercury Awards serve up beer and dogs

DDB Chicago, this Bud's for you. The ad agency copped this year's \$100,000 grand prize for Best Radio Commercial at the Radio-Mercury Awards. **John Immesoete** wrote the winning spot, "Heroes/Footlong Hot Dog Inventor," for Anheuser-Busch. Other winners in the general category were Arnold Communications' spot for Volkswagen of America, Inc. called "Roboto" and Blazing Paradigm's spot "Foul Mouth" for Food.com. KIEV-AM Los Angeles took home the Radio-Station Produced \$5K Award for their spot "Say Ahhh."—ED

## KKSF and KRBE become first Xenote stations

Bookmark your radio? Yes, it's true—KKSF-FM San Francisco and KRBE-FM Houston became the first stations (6/12) to offer listeners the Xenote "iTag," a keychain-sized device that allows listeners to bookmark songs, ads and other information heard. Aimed at beating the problem of missed song backells, listeners click the device and later plug it into their PCs' serial port via a supplied wire jack. A list of previously clicked items are then available for access over the Internet. Rather than using a subcarrier, Xenote bookmarks the time clicked. That exact time is reconciled through the Xenote site with the station's automation system. An exclusive deal with Premiere's Mediabase also provides song and artist data.

iTag is free for an introductory time and fits easily on a key chain or in the

pocket. Listeners can obtain and use their own iTag by signing-up at [www.xenote.com](http://www.xenote.com). Other stations set to debut the service include KMJM-FM St. Louis, WERQ-FM Baltimore, KMPX-FM Phoenix, WRQX-FM Washington, WXRT-FM Chicago and WKLS-FM Atlanta.—CM

## Why no LPFM hearings?

Why won't Sen. **John McCain** (R-AZ) schedule hearings by the Senate Commerce Committee, which he chairs, on his pro-LPFM bill (S.2518) and a competing anti-LPFM bill (S.2068)? The numbers tell the story. Eight of the 20 members of the committee (five Republicans and three Democrats) are among the 35 co-sponsors of the anti-LPFM bill, whose chief sponsor is Sen. **Judd Gregg** (R-NH). Just three more votes and McCain would be assured of having his bill defeated and the other passed by his

own committee. Meanwhile, McCain is still waiting for co-sponsor number one to sign on to his bill.

Although three Democratic Senators—**Bob Kerrey** (D-NE), **Paul Wellstone** (D-MN) and **Dick Durbin** (D-IL)—appeared with McCain at a pro-LPFM rally organized by the Low Power Radio Coalition (RBR 6/12, p. 2), none has yet signed onto the McCain bill.—JM

## KROQ draws indecency fine

Infinity Broadcasting's (N:INF) KROQ-FM Los Angeles has been hit with a \$2K fine for indecency. The FCC said it was fining the station even though the person who complained didn't tape the broadcast, as is usually required for the Commission to act. KROQ told the FCC that it had both edited and unedited versions of the song "You Suck" by Consolidated,

*continued on page 6*

## RBR News Briefs

### Kennedy new Chairman

Susquehanna Radio President **David Kennedy** is the new Chairman of the NAB Radio Board. Kennedy was elected without opposition at the 6/13 board meeting in Washington, DC. Also elected without opposition was new Vice Chairman **John Dille**, President of Federated Media.—JM

### Dr. Laura not interested in being Buchanan running mate

As reported in *Newsweek* 6/19 and *USA Today*, Reform Party Presidential hopeful **Pat Buchanan's** "short list" for VPs include Premiere's Dr. **Laura Schlessinger**, according to an insider in his camp. Apparently not interested, she countered with, "Dr. Laura mused that as conservative as she is perceived to be, she has no desire to be the 'woman behind the man'."

With her radio show, upcoming TV show with Paramount and book deals, we doubt she would have time to campaign anyway.—CM

### Duncan's 1999 revenue numbers in

Again, WFAN-AM New York has the number one slot and Infinity gets the lion's share; Hispanic WSKQ-FM (SBS) New York shows the demand for the format by jumping into the top ten from #37.

Here are the numbers, including 1998 revs: (1) WFAN-AM NY (Infinity) \$67.5M, up from \$54M; (2) WXRK-FM NY (Infinity) \$54.4M, up from \$45.6M; (3) WLTW-FM NY (AMFM) \$51M, up from \$45.4M; (4) WINS-AM NY (Infinity) \$44.9, up from \$39.1M; KIIS-FM LA (Clear Channel) \$44.5M, up from \$39.1M; WCBS-FM NY (Infinity) \$42.9M, up from \$36.3M; KTWV-FM LA (Infinity) \$41.9M, up from \$34.5M; KGO-AMSF (ABC) \$41.8M, up from \$36M; KLSX-FM LA (Infinity) \$39.8M, up from \$32.4M; and WSKQ-FM NY (SBS) \$39.5M, up from \$26.5M.—CM

### CMR sold to Taylor Nelson Sofres

Competitive Media Reporting (CMR), a division of VNU, Inc., has been sold to Taylor Nelson Sofres plc. The sale was part of an agreement reached in October between VNU and the FTC that VNU sell CMR after its acquisition of Nielsen Media Research (RBR 9/30/99, p. 6). VNU will remain in the business of monitoring advertising expenditures through Monitor-Plus, which is a company of Nielsen Media Research.—KM

### SonicBox and iBeam partner for Internet radio ad insertion

Sonicbox and iBEAM Broadcasting Corporation, a provider of Internet broadcast network services, announced an agreement (6/12) to make their ad insertion technologies compatible. As part of the deal, they agreed to work together to adopt a

common flagging specification for marking ad spots in streaming digital audio content. Flagging allows ad spots on radio broadcast streams to be marked so that they can be replaced, or stripped with different, targeted ads for streaming listeners. Companies like WebPresence, HiWire, RadioWave, Lightningcast and The AdAcoustics Network are all offering this capability to stations to increase ad revenue potential. Stations then become part of an ad network with their existing stopsets.

Sonicbox, with its "iM Band," is an Internet radio network that with software, hardware, a remote tuner and proprietary technologies, allows listeners to tune to a wide range of streaming stations on their home stereos.—CM

### Lightningcast announces network launch; first affiliates

Lightningcast has unveiled its streaming media ad network (6/14) that links advertisers to webcasters via a proprietary audio ad targeting system. Using profiling techniques based on demos, location and user-specific surfing behavior (using "cookies" left after visiting sites), web streaming listeners hear ads most likely to interest them.

Lightningcast's first clients include Cyberradio.com, DiscJockey.com, eRadioLive and 2000radio.com. CEO/CTO **Tom Des Jardins** tells RBR the company is also looking to secure radio group clients.—CM

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continued from page 4

but it was unclear which was actually broadcast. Since the station was unable to deny that the unedited version was played on the air, the Commission accepted the complainant's claim that they heard the indecent words on the air.

**RBR observation:** We're willing to bet that any number of DAs would love to work under the languid standards of justice which the FCC is applying here. "Infinity, based on the hearsay testimony of one out of hundreds of thousands of listeners, along with some additional circumstantial evidence, it is just possible that you may have committed an infraction. Guilty as charged!"—ED

### WW1 acquiring SmartRoute Systems; the move counters Traffic.com

In a \$25M cash and debt assumption deal, Westwood One (N:WON) announced 6/13 it is acquiring SmartRoute Systems, a travel and traffic information services supplier that uses the name SmarTraveler. The company supplies its multimedia services over numerous wireless devices—pagers, PDAs, cell phones, wireless-capable laptops; the Internet and in-vehicle navigation systems. The deal is said to allow Westwood to expand its delivery of Metro Networks/Shadow Broadcast Services Networks' local traffic and other related content to new media outlets. SmartRoute's technology will be available under the Metro/Shadow name.

"We think that we're the premier deliverer of content over the air to radio and television stations and we think this is the next step for us in providing content to wireless devices, handhelds and the Internet. And SmartRoute has great technology," Westwood CEO **Joel Hollander** tells *RBR*.

**RBR observation:** Strategically speaking, this deal bolsters Metro/Shadow's offering to compete with new players like Traffic.com (*RBR* 1/31, p.3). With Traffic.com's new technologies like road radar sensors that provide free, real-time personalized commute estimates for listeners and a variety of incident and "flow data" for stations to report on-air, it would

have been only a matter of time before significant numbers of Metro/Shadow affiliates would have moved over. In addition, Traffic.com is also offering traffic actualities, directly competing with Metro/Shadow's bread and butter (*RBR* 4/24, p.6). Metro/Shadow's deal with SmartRoute puts everyone back on a fairly level technological playing field. The rest is up to who offers the better revenue model and service.—CM

### 4everradio partners forms; launches "Forever Young" format

Add another radio company to the Dallas area. 4everradio Partners was formed 6/7 with four radio pros at the helm—**Charles Whitaker**, President/COO; **George Kravis**; **Dick Gary**, President of the Gary Group; and Consultant **Lynn Christian**, who gets the Chairman title. Other associates include 21st Century Broadcasting President **Bob Dunn**; TranStar Founder, former VP Western International Media and former RKO Radio President **Dwight Case** and others.

4everradio's first offering is a new turnkey format (launching early August) complete with liners, jingles and voice-tracked DJs. "Forever Young," is "a blend of non-rock hits from the 60s and 70s. "We really believe it's a major-market FM sound. Our strategy is to first target good FM facilities in the Top-100 markets," Whitaker tells *RBR*. "Let's say for example, in Dallas we've got three Oldies stations. All three of them are not going to survive. So, we'll go after Oldies stations, we'll go after Adult Standards stations that are not happy with what they've got. But in the end, we're really targeting stations that aren't doing well. If Clear Channel or Infinity have a weak sister that's just not hacking it, that's who we're going to go after."

The for-cash format allows for local talent, just as long as the playlist isn't altered and the format's integrity is retained. The station will receive the library of songs on harddrive and voice tracks are furnished via the net. The company's website (4everradio.com) and a special tuner designed by Hiwire (*RBR* 3/13, p. 3) will hit the net 7/15.—CM

## RBR News Analysis

### Hispanic panic: Does anyone at the DOJ have a clue?

The DOJ has surpassed itself. We think it has done some dumb things when it comes to radio in the past few years, but in nixing Hispanic Broadcasting Corp.'s acquisition of three stations from Clear Channel, (see page 12) it has not only continued to be a pointless thorn in the side of broadcasters, it has also begun to work at cross purposes with itself. Let's take a look at the likely results of this action.

The government wants to make sure the needs of minorities are being served. Each of these stations was sure to adopt an Hispanic format. More importantly, all three of them are full-bore, large market 100kw blasters, giving a niche format often relegated to Class As, rim-shotters and second tier AM stations a voice on par with other mainstream formats. Now, thanks to the DOJ, these stations will almost certainly remain in the mainstream.

While HBC is not a minority-owned company, it is more than likely that a high percentage of the people hired to run these stations would be of Hispanic origin. By definition, it would be a minorities-preferred situation. Now, thanks to the DOJ, minorities will simply be a part of the general hiring pool like always.

By waiting so long to hand down this decision, the DOJ has needlessly disrupted the smooth flow of business. Plans for the stations and the money spent to put them into effect go straight into the trash. Station personnel who anticipated needing and who perhaps have already found new jobs now find they may not have to go after all. Or maybe they will have to leave—there will still be a new owner which may have new plans for the station. Should you uproot your family or not? From the new owners' standpoint, are valuable employees exiting needlessly? These are some of the hidden but very real monetary and human costs of this action.

Clear Channel's minority, non-voting stake in HBC was not "illegal" until the DOJ apparently made up a new rule. In so doing, it is depriving a growing minority of media outlets and jobs. The fact that it took the DOJ three months to figure out this brilliant plan makes it all the more amazing. The DOJ has made the world safer for middle-of-the-road WASPs. We can only shake our heads in amazement.—DS

## **Paxson's WCPX-DT multicasting six net feeds**

The first of its string of UHF stations that cover 81% of US households, Paxson Communications' (A:PAX) Chicago affiliate, WCPX-DT, began multicasting six separate 24/7 digital programming feeds 6/8. The Pax Network Central time zone feed is the primary digital channel; Pax's Eastern time zone feed resides on "Channel 2"; its Pacific time zone feed is on Channel 3; The Worship Network is on Channel 4; Praise TV Network is on Channel 5; and The Total Living Network is on Channel 6.

Pursuant to the '92 Cable Act and its must-carry law, local Chicago cable systems have been asked to carry the primary digital channel (the Pax Central time zone feed) on the same Pax analog cable channel as before. The cable operators will substitute the primary digital channel for the current carriage of the analog signal, WCPX-TV. As for WCPX-DT's other channels, Paxson has requested carriage on the digital portion of the cable system through digital set-top boxes. These channels would be programmed into the digital set-top boxes to appear in sequence next to the WCPX-DT primary digital channel.—CM

## **Viacom restarts talks with Chris-Craft; Severino to head integrated CBS TV stations division**

Previous failed discussions are not stopping Viacom Inc. (N: VIA) from resuming talks with Chris-Craft Industries Inc. (N: CCN) to acquire its television station group. The *Wall Street Journal* reports that sources close to the companies confirm that the two are talking again, although both declined comment. Acquisition of Chris-Craft's stations will put Viacom above the FCC limit that prohibits stations from one company reaching more than 35% of the country. Viacom currently reaches almost 42% of the US with its 35 TV stations and Chris-Craft's stations reach almost 19% of the country. *RBR* had suggested that Viacom swap with Chris-Craft for UPN affiliates in markets where CBS already has an O&O TV station (*RBR* 9/13/99, p. 6). Now, though, Viacom may need to buy Chris-Craft and then do a large-scale divestiture, much like Clear Channel/AMFM just did in radio.

In other developments at Viacom—President/COO **Mel Karmazin** announced that Paramount and CBS TV stations have been integrated into a single unit, the CBS Television Stations Divisions. **John Severino** will stay on as President of the new division while **Tony Cassara**, President, Paramount Stations Group, will leave the company. The integration brings together the 16 CBS O&Os and the 19 UPN-affiliated stations that were formerly part of the Paramount Stations Group.—KM

## **Senators speak out against TV violence**

Frustrated by TV executives' denial that TV violence is a threat to children and society, four senators are hoping that the pen is mightier than the sword by sending a detailed letter of concern to FCC Chairman **Bill Kennard**. The four senators—Commerce Committee Chairman **John McCain** (R-AZ), Governmental Affairs Committee Ranking Member **Joe Lieberman** (D-CT), Appropriations Committee Ranking Member **Robert Byrd** (D-WV), and Commerce Member **Sam Brownback** (R-KS)—complain that the broadcast industry has taken only modest steps to address the "rising tide of glorified violence and increasingly explicit sexual content" flooding into American homes through TV sets. This trend, they say, is clearly evident to casual viewers and is also confirmed by a number of studies and analyses. For example, in comparing four weeks of primetime network programming from the fall of 1989 to four weeks in 1999, the Parents Television Council (PTC) found that sexual material increased by more than 300%, while the use of crude language increased by more than 500%, to almost five instances each hour.

The senators ask that the FCC engage in reexamination of the public interest standard and the license renewal process to determine if broadcasters are serving the public interest. They suggest the FCC use the current formal inquiry into digital TV licenses to look at implications of declining programming standards and to consider resurrecting the voluntary code of conduct that the industry used for self-regulation for three decades.—KM

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by Carl Marcucci

## Antennas that saved the day, Part I

Having signal problems? Ratings suffering? Does your downtown signal sound 70 miles away? While many can't just move to a better site or increase power, smart broadcasters know there's a lot that can be done with antenna placement to solve a multitude of problems. Going with a different design is sometimes the answer. However, there are a lot of other options; changing the wavelength spacing, number of bays, angle of mounting, etc. Optimizing the antenna to the environment surrounding it is the general idea.

No one should assume throwing an antenna up on a tower and flicking on the transmitter is as complicated as it gets. There's a real science to it. In this two-part "Engineered for Profit" series, we look at problem-solving with some of the companies that have perfected that science, along with some of their specialized antennas.

### Jampro: testing, testing, testing...

Jampro prides itself on delivering antennas that have been painstakingly tweaked, using exact replicas of the towers they are destined for. How the antenna is mounted, what side of the tower it is mounted on, the wavelength spacing (full wave, half wave, etc.) between bays, etc., all play a role in hitting the CE's objectives.

"Probably 20-40% just put up the antenna without doing any studies. I think what we try to push is if someone's got an upgrade, from a translator or from a Class A into a Class C, why not look at some patterns and see how to best orientate or mount the antenna to get the best results," says **Greg Montano**, Sales Associate, Jampro. "We have a full-scale test range. We'll model the antenna and perform full-scale power measurement. Other manufacturers will do it in scale in an anechoic chamber [a room with tuned absorbers for the operating frequency on each of the walls], which doesn't see ground reflection, weather conditions—things that ultimately will have

some effect."

Jampro engineers match the tower and antenna in different directions to try and improve coverage for the intended market. Montano says if someone wants to improve coverage in a certain direction, for instance, he can focus 2-3 db towards a given area, which results in "a direct impact on coverage." They put an antenna element up on a 20-ft. tower section and add transmission lines, ladders, wave



Jampro's test site tower

guides, etc. It's placed on a rotated turnwheel and spun around to give a plotted result. Even changing the antenna mounts will provide various results. The signal is transmitted with a signal generator. "All that stuff makes a big difference," emphasizes Montano. "We'll do that to improve coverage, because we think orientating your tower or giving tangible information on how best to mount their antenna is more critical to just hanging an FM antenna on a tower and not knowing which direction things are going to go."

**Kevin Fitzgerald**, CE, Shamrock Communications Scranton-Wilkes

Barre, tells *RBR* he chose Jampro because of that test range and skill at pattern work. "I had them custom-model the antenna so I could mount it in such a way as to provide the most radiation towards the populated area, which is actually Scranton. I try to maximize the signal in other directions, too—like towards our city of license and Wilkes-Barre, but that is easy to hit because it's so close."

And none of this breaks any FCC rules against pattern optimization with an omnidirectional antenna? "No," says Fitzgerald. "As long as you're not putting directional elements up, it's your discretion as to how you mount the antenna—which side of the tower you put it on; Do you mount it straight out? Do you mount it on the face, on the leg, do you mount it at an angle?"

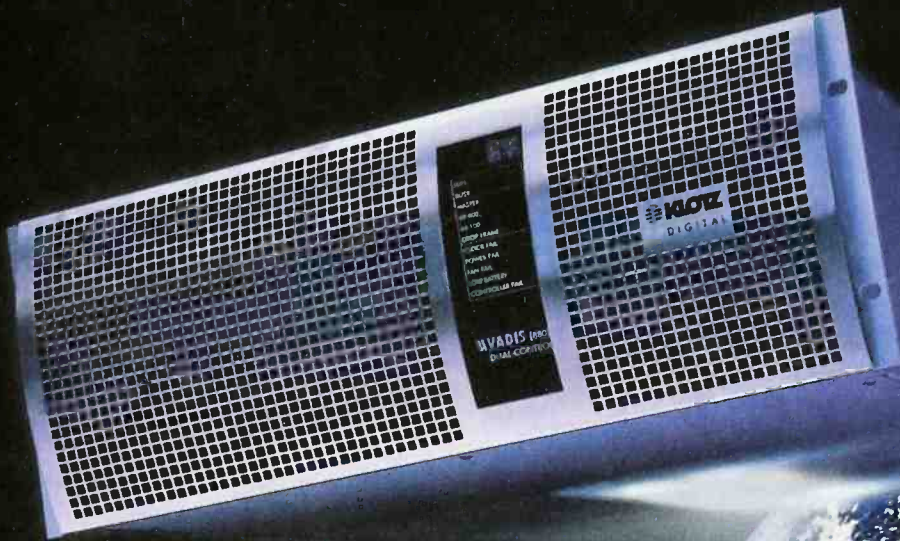
Jampro determined that it needed to be mounted on the leg, towards Scranton, but it had to be twisted about 15 degrees over. "They tried it at quite a few different angles to see what would provide the best radiation in the right directions," recalls Fitzgerald.

"For an antenna that's mounted on the side of a tower, we just skew the antenna one way or the other to kind of best-result it. Or extend the antenna out a little bit off the leg—sometimes pulling the element in will have a good effect, as well as pushing it out. We will do all of this at our test facility in Northern CA," Montano adds.

The Scranton project was part of an upgrade—WQFM-FM went from 3kW to 6kW. Fitzgerald provides more detail: "We went from a three bay to a one bay because part of our target area was right below the tower. The antenna is located on Penobscot Mountain, which is one of the highest mountains in the Poconos. Wilkes-Barre is only two miles away, but directly underneath it. One-bay antennas typically give you better downward radiation. In some cases, you don't want that, but in our case, we did, especially since we're so high—our actual ERP is only 660 watts, equivalent to 6kW."

The design was Jampro's new Rototiller. "I am a big fan of the





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Rototiller-type antenna. More even coverage, less nulls, generally. Also, they have excellent vertical pickup in many areas. Vertical radiation in this area is very important because it's so mountainous," added Fitzgerald.

His next project involves buying a two-panel Jampro to move WZBA-FM Baltimore (licensed to Westminster, MD) to the Maryland Public Broadcasting site.

### The UltraTracker: Over the hill, but not so far away

Antenna Concepts' UltraTracker and UltraTracker II antennas specialize in cleaning up multipath, reducing downward radiation and improving distance coverage. The idea is to lessen the power going to the upper and lower bays with a polynomial feed. UltraTrackers distribute the power so the two center bays are fed with maximum power, a bay up and a bay down from that are fed with a little less power, and the two very end bays are fed with a lot less power.

In standard radiating system antennas, the top bay will radiate much of its beam up to the sky and the

bottom bay's will hit the ground below, bouncing all over the place. Says **Jeryl Schooler**, Antenna Concepts COO: "The top and bottom lobes' output is reduced. What we did was take the ones that go up to the sky and bring them back in. We take the ones below the main lobe, suppress them, so that essentially most of the power that's going into the antenna is going out in one lobe."

The antenna's technology was first designed when **Lee Grandlund**, Z-Spanish Media Director of Engineering (now merging with Entravision), had an antenna that was in the middle of a residential area that was complaining about the downward radiation. "So, by eliminating the lobes that go downward, we got rid of that downward radiation," says Schooler. "That achieved the goal. However, we then discovered that since it wasn't going down or up, but going out to cover the market, all of sudden it sounded like they turned up their power. They didn't, but their competitors thought they did, so they called the FCC. They came out and did a spot check and said, 'No, you're doing exactly what you're supposed to, and we wish all the FM sites

we visited were this clean'."

For reducing multipath, The UltraTracker's design means less reflections, and therefore less phase cancellation. "If you think about it in the context of a city, every building is a reflective surface for a beam. So even if you've only got two or three beams, those beams are going to hit multiple objects. Now when one beam that's not the main beam hits three objects, then that's three reflected paths with the potential for phase cancellation. You have it hit a dozen buildings and look what's happened—that critical mass really starts to cancel each other and people start to notice it."

Why not just use a single-bay antenna instead? Aside from the lowest gain factor, Schooler explains that "a lot of broadcasters just like to use a single bay with a lot of power. But that has some disadvantages because it puts half of the signal above the horizon. Why would you want to do that?"

The UltraTracker series has also proven effective for challenging terrain scenarios. An odd problem for KRRD-FM Russellville, AR was recently solved. The hurdle (literally) for this 6kW Class A was a large hill. Mars Hill Bluff rises up steeply between the transmit site and the target market, Russellville. The antenna is located 15 miles east of downtown in a small town called Atkins. "It did a great job. It got us over a hill a lot better than our old antenna was—pretty much like they told us it would do," **Bill Cate**, part-owner, KRRD, tells *RBR*. "The station just went on the air last November. The signal wasn't as good as we wanted it in certain parts of our target market. The tower is 500 ft., the hill is 400 ft. and the town is below on the other side. We have a strong signal now in parts of town where we had some places with no signal."

In addition, KRRD had multipath problems, with the signal bouncing off another hill on the other side of Russellville. "It almost completely reduced our multipath. We had terrible multipath problems off of another mountain ridge that's north of the town and we knew we were getting a lot of reflection off of that," Cate attests. "This Antenna Concepts antenna [omnidirectional], which emphasizes the vertical polarization much more than the horizontal, has really cured that problem."

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June 14—RBR Stock Index 2000

Company	Mkt:Symbol	6/7/00 Close	6/14/00 Close	Net Chg	Pct Chg	6/14/00 Vol	Company	Mkt:Symbol	6/7/00 Close	6/14/00 Close	Net Chg	Pct Chg	6/14/00 Vol
Ackerley	N:AK	11.188	12.000	0.812	7.26%	24000	Hispanic Bcg.	N:HSP	79.500	73.938	-5.562	-7.00%	344100
Adelphia	O:ADLAC	46.000	45.750	-0.250	-0.54%	296800	Infinity	N:INF	33.438	35.938	2.500	7.48%	824300
Alliance Bcg.	O:RADO	0.050	0.060	0.010	20.00%	0	Interep	O:IREP	6.250	6.000	-0.250	-4.00%	0
Am. Tower	N:AMT	42.438	41.188	-1.250	-2.95%	471400	Jeff-Pilot	N:JP	61.813	61.063	-0.750	-1.21%	268400
Am. Comm. Ent.	O:ACEN	0.480	0.400	-0.080	-16.67%	7700	Launch Media	O:LAUN	8.813	9.375	0.562	6.38%	44500
AMFM Inc.	N:AFM	72.500	73.313	0.813	1.12%	1581600	NBG Radio Nets	O:NSBD	2.000	2.313	0.313	15.65%	33200
Beasley	O:BBGI	13.500	13.000	-0.500	-3.70%	19200	New York Times	N:NYT	39.063	40.500	1.437	3.68%	524100
Belo Corp.	N:BLC	15.750	16.750	1.000	6.35%	362100	Pinnacle Hldgs.	O:BIGT	57.500	54.750	-2.750	-4.78%	289000
Big City Radio	A:YFM	4.688	4.625	-0.063	-1.34%	1500	PopMail.com	O:POPM	1.188	1.000	-0.188	-15.82%	329600
Ceridian	N:CEN	24.875	25.063	0.188	0.76%	379400	Radio One	O:ROIA	26.375	21.750	-4.625	-17.54%	132400
Cir. Rsch. Labs	O:CRLI	11.375	12.125	0.750	6.59%	3200	Radio Unica	O:UNCA	5.625	5.938	0.313	5.56%	134100
Citadel	O:CITC	38.125	34.750	-3.375	-8.85%	136600	RealNetworks	O:RNWK	45.000	46.000	1.000	2.22%	3215400
Clear Channel	N:CCU	79.000	79.563	0.563	0.71%	1880900	Regent	O:RGCI	8.875	8.781	-0.094	-1.06%	81000
Cox Radio	N:CXR	30.688	28.500	-2.188	-7.13%	23500	Saga Commun.	A:SGA	20.750	20.000	-0.750	-3.61%	600
Crown Castle	O:TWRS	36.063	35.000	-1.063	-2.95%	714900	Salem Comm.	O:SALM	10.438	8.500	-1.938	-18.57%	503700
Cumulus	O:CMLS	10.750	9.938	-0.812	-7.55%	190200	Sirius Sat. Radio	O:SIRI	41.500	39.563	-1.937	-4.67%	289700
DG Systems	O:DGIT	6.063	5.750	-0.313	-5.16%	34400	Spanish Bcg.	O:SBSA	17.938	17.375	-0.563	-3.14%	224100
Disney	N:DIS	40.188	40.750	0.562	1.40%	2901400	SpectraSite	O:SITE	22.375	21.625	-0.750	-3.35%	221900
Emmis	O:EMMS	37.875	33.500	-4.375	-11.55%	625700	SportsLine USA	O:SPLN	16.625	15.000	-1.625	-9.77%	227500
Entercom	N:ETM	47.438	44.500	-2.938	-6.19%	41100	TM Century	O:TMCI	0.531	0.500	-0.031	-5.84%	0
First Entertain.	O:FTET	0.340	0.210	-0.130	-38.24%	462000	Triangle	O:GAAY	0.015	0.013	-0.002	-13.33%	1139100
Fisher	O:FSCI	71.875	73.375	1.500	2.09%	1000	Tribune	N:TRB	37.000	36.500	-0.500	-1.35%	851100
FTM Media	O:TFTMM	4.250	3.938	-0.312	-7.34%	29900	Viacom, Cl. A	N:VIA	63.750	66.625	2.875	4.51%	153800
Gaylord	N:GET	22.188	21.438	-0.750	-3.38%	111300	Viacom, Cl. B	N:VIA B	62.813	66.000	3.187	5.07%	3668300
Gentner	O:GTNR	12.500	14.750	2.250	18.00%	88700	WarpRadio.com	O:WRPR	2.750	2.435	-0.315	-11.45%	6100
Global Media	O:GLMC	4.375	4.000	-0.375	-8.57%	123400	Westwood One	N:WON	34.313	34.000	-0.313	-0.91%	311100
Harman Intl.	N:HAR	59.000	56.563	-2.437	-4.13%	53600	WinStar Comm.	O:WCII	33.063	35.875	2.812	8.50%	847600
Harris Corp.	N:HRS	31.688	30.094	-1.594	-5.03%	123400	XM Sat. Radio	O:XMSR	33.500	30.875	-2.625	-7.84%	209400
Hearst-Argyle	N:HTV	20.000	20.125	0.125	0.63%	203000							

## Cox sets double stock sale

Cox Radio (N:CXR) is raising cash for acquisitions with a dual stock offering. The company is going to sell 8K shares of new stock to the public. At the same time, based on the price of the add-on public offering, Cox Radio will sell \$100M in new shares to its parent company, Cox Enterprises, in a private placement.

## Entravision sets IPO

Entravision has filed some details of its proposed IPO (RBR 5/1, p. 12). The Spanish radio and TV group expects to sell 40M shares in a range of \$15-17 per share. The stock will trade on the NYSE as EVC. Lead underwriters: DLJ, CS First Boston, Merrill Lynch

## Q2 turned positive for NBG

NBG Radio Network (O:NSBD) says Q2 was its most profitable quarter ever. The company reported net income of \$1.04M, compared to a loss of \$390K a year ago. Cash flow (EBITDA) was \$1.61M, compared to a negative \$272K. Gross billings were also a record, up 284% to \$3.46M. "These figures prove that the hard work of the company is beginning to pay off," said CEO **John Holmes**.

6/19/00 RBR

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by Jack Messmer

## DOJ blocks HBC; Emmis & Secret grab spin-off resales

Three of the spin-offs from the Clear Channel (N:CCU)/AMFM Inc. (N:AFM) merger ran into a roadblock at the Department of Justice. DOJ's Antitrust Division killed plans by Hispanic Broadcasting Corp. (N:HSP) to buy stations in Phoenix, Denver and Austin for \$127M (*RBR* 3/13, p. 6-7).

It didn't take Clear Channel (N:CCU) long to sign new buyers for the three stations. HBC announced the DOJ action late Monday (6/12). Just one day later applications were filed with the FCC to sell KKFR-FM Phoenix and KXPK-FM Denver to **Jeff Smulyan's** Emmis Communications (O:EMMS) for \$108M. A filing to sell KEYI-FM Austin to **Frank Wood's** Secret Communications followed Wednesday (6/14).

DOJ's Antitrust Division balked at the original transaction because of

Clear Channel's 26% non-voting stake in HBC. "We had hoped that the DOJ would reach a decision on the merits as opposed to, in our view, creating a new rule and applying it retroactively to HBC," said CEO **Mac Tichenor**. "We understand that this ruling by the DOJ applies only in the narrowest circumstance of there being a sale of a radio station by Clear Channel to HBC in a divestiture situation mandated by the DOJ. We remain free to focus on our core mission, which is to acquire radio stations in the key Hispanic markets in the US."

**RBR observation:** You may be wondering why DOJ didn't object when Clear Channel became an investor in what's now HBC back in 1996. The answer is that the deal was done before Vice President **Al Gore** (D) sent

the DOJ marching orders to roll back the Telecommunication Act's deregulation of radio ownership. It wasn't until late '96 that DOJ shocked the radio industry with the still laughable (and 100% political) stance that radio stations don't compete for ad dollars with TV, newspapers and cable. *More RBR News Analysis on page six.*

## Sunburst sells McAllen-Brownsville

Entravision (N:EVC, IPO pending) is buying four FMs in the McAllen-Brownsville, TX market from **John Borders'** Sunburst Media for \$55M. Look for an LMA by 7/1. Although **Walter Ulloa's** Entravision is primarily a Spanish broadcaster, it does have some English stations in the Yuma-El Centro, CA market, so the 1 Spanish/3 English cluster won't be such an odd fit. *Broker:* Salomon Smith Barney; Media Venture Partners

## And Borders also sells most of Tyler-Longview

In the far-flung Tyler-Longview, TX market, **Dudley Waller's** Waller Broadcasting is expanding with a pair of deals: First to buy KFRO-AM & FM, KYKX-FM & KKUS-FM from Sunburst for \$8.5M; Second, Waller will replace Sunburst as the buyer of Nicol/Excel's KLIS-FM, with the price rising to \$1M from \$793K (*RBR* 5/17/99, p. 12), plus the cost of building the Class C2 upgrade. *Broker:* Salomon Smith Barney

## KATD exiting San Francisco

Here's something you don't see everyday—someone buying a station in market #4 to move it to market #29. There's a good reason, though. By sending KATD-AM Pittsburg, CA on 990 kHz northeastward, out of the San Francisco market and into the Sacramento market, Radio Unica (O:UNCA) will be able to boost the power of KIQI-AM San Francisco on 1010 kHz. Besides, Radio Unica adds another good market in the bargain.

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## Bob and Bob cash out for \$65.9M

America Online (N:AOL) President **Bob Pittman** is cashing out his radio investment along with partner **Bob Sherman**. The two former NBC Radio executives are selling the 29 small market stations of Roberts Radio LLC to Clear Channel Communications (N:CCU) for \$65.9M.

"He's very grateful to me for straightening out his financial situation," Sherman joked in referring to his partner. *Forbes* magazine ranks Pittman 348<sup>th</sup> on its list of the richest Americans, with a net worth estimated at \$725M.

What's next for Sherman, whose resume (*RBR* 2/28, p. 8-11) now includes the top position at a big market radio group (NBC Radio), a medium market group (WPX Radio) and a small market group (Roberts Radio)? "I would expect that there will be a number of possibilities," he told *RBR*, but first Sherman said he'll concentrate on seeing the sale through to closing.

In order to accommodate Roberts' four Poughkeepsie stations, Clear Channel has assigned purchase rights to four of the 10 stations it is buying from Straus Media for \$24.4M (*RBR* 5/29, p. 12). **Mark Jorgenson's** Concord Media Group is getting the spin-offs of WHUC-AM & WTHK-FM Hudson, NY (Newburgh-Middletown Arbitron market) and WCKL-AM & WCTW-FM Catskill, NY (the AM creates a duopoly in the Albany market with Concord's WTRY-AM and the FM is counted by Arbitron in the Poughkeepsie market).

In addition to boosting its upstate New York holdings, the Roberts deal will increase Clear Channel's holdings in the Minot, ND and Four Corners, NM-CO markets. Also, Roberts has two stations in the Santa Fe, NM market, adjacent to Clear Channel's Albuquerque cluster. And finally, Clear Channel gets four new markets: Gallup, NM, Dickinson, ND, Aberdeen, SD and Vail, CO. Broker: Media Venture Partners

### Roberts Radio

Poughkeepsie, NY (#157): WGHQ-AM, WRWD-FM, WBWZ-FM & WBPM-FM

Santa Fe, NM (#235): KBAC-FM & KSFQ-FM

Minot, ND: KRRZ-AM, KIZZ-FM & KZPR-FM

Four Corners, NM-CO: KDGO-AM, KNNT-FM, KENN-AM, KRWN-FM, KISZ-FM & KPTE-FM

Gallup, NM: KGLX-FM, KXTC-FM, KFMQ-FM, KFXR-FM & KAXB-FM CP

Dickinson, ND: KLTC-AM, KCAD-FM & KZRZ-FM

Aberdeen, SD: KKAA-AM, KSDN-AM & FM, KQAA-FM & KBFO-FM

Vail, CO: KSKE-FM

## Regent and Clear Channel rework swap

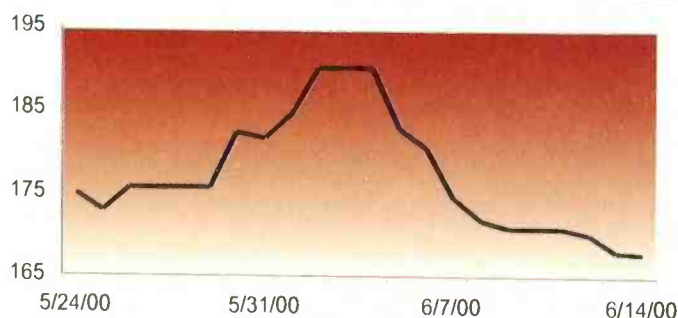
Clear Channel (N:CCU) has backed off from trying to add Regent's (O:RGCI) three stations to its existing holdings in the unrated Lancaster-Palmdale, CA market. Instead Regent will increase the cash portion of its cash/swap deal to acquire several Clear Channel/AMFM spin-offs by \$13.5M. Clear Channel will now get \$80.5M in cash, three stations in Mansfield, OH and five in Victorville, CA. At the same time, WNWZ-AM Grand Rapids, MI has been added to the list of stations (now a total of ten) that Regent will receive. Regent was already getting three Grand Rapids FMs in the \$92M swap and adding the AM keeps the existing AMFM operation intact.

## The Radio Index™

RADIO BUSINESS REPORT  
VOICE OF THE RADIO BROADCASTING INDUSTRY

THE WALL STREET JOURNAL  
RADIO NETWORK

No, it doesn't make any sense, but radio stocks are still sliding. The Radio Index™ dropped 6.63 for the week to close 6/14 at 167.72.



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# TRANSACTION DIGEST™

by Jack Messmer & Dave Seyler

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

**\$66,500,000 KISN-FM, KOSY-FM, KCPX-FM & KRAR-FM** Salt Lake City (Salt Lake City-Centerville-Spanish Fork-Brigham City UT) from various subsidiaries of Trumper Communications (Jeff Trumper) to two buyers. \$6.65M escrow, balance in cash at closing. The FCC filings do not indicate how the two buyers will split the price. Buyer #1: KISN-FM to Clear Channel Broadcasting Licenses Inc. (Lowry Mays), a subsidiary of Clear Channel Communications (N:CCU). **Superduopoly** with KALL-AM, KNRS-AM, KWLW-AM, KODJ-FM, KURR-FM, KZHT-FM & KKAT-FM.

Buyer #2: KOSY-FM, KCPX-FM & KRAR-FM to Mercury Broadcasting Company Inc. (Van H. Archer III). Creates new **superduopoly** and Mercury will enter into a JSA with Clear Channel.

**\$60,000,000 WWMG-FM & WEND-FM** Charlotte (Shelby-Salisbury NC) from WWMG LP and WEND LP (William & Susan Dalton) to two buyers. \$6M escrow, balance in cash at closing. The FCC filings do not indicate how the two buyers will split the price.

Buyer #1: WWMG-FM to Clear Channel Broadcasting Licenses Inc. (Lowry Mays), a subsidiary of Clear Channel Communi-

cations (N:CCU). **Superduopoly** with WRFX-FM, WLYT-FM & WKKT-FM.

Buyer #2: WEND-FM to Mercury Broadcasting Company Inc. (Van H. Archer III).

**\$2,750,000 WDFL-AM & WKZY-FM** Cross City FL from Women in FLA Broadcasting Inc. (Duane McConnell) to Pamal Broadcasting Ltd. (James Morrell). \$137.5K escrow, balance in cash at closing. **Broker:** Hadden & Associates

**\$650,000 WXJC-FM** Crystal River FL from Wings for Christ Inc. (P. Gene Hood) to Seven Rivers Broadcast Ministries Inc. (Paul Pratt et al). \$25K escrow, \$475K cash, \$150K note. Noncommercial station.

**\$425,000 FM CP** Salisbury-Ocean City (Class A at 92.5 mHz Pocomoke City MD) from Sound Enterprises Inc. (Francis J. DiSalvo, sec) to Delmarva Broadcasting Co. (Willis W. Shenk et al). \$63,750 escrow, balance in cash at closing. **Duopoly** with WICO AM-FM. Buyer owns four additional stations in the market. **Broker:** Satterfield & Perry (buyer)

**380,000 KAZL-FM & KAJM-FM** Phoenix (Payson AZ). 33% of the stock of Rainbow Broadcasting Corp. from Charles Jayson Brentlinger (33% to 0%) to Brentlinger Family Trust (Jayson R. Brentlinger, 50% to 65%) and Szalay Family Trust (Stephen J. Szalay, 16.67% to 35%). \$190K cash from each buyer. Existing **duopoly**.

**\$300,000 WQLS-FM** Dothan AL (Ozark) from Woods Communications Group Inc. (Charles Woods) to Jimmy Jarrell. \$10K deposit, \$20K cash, \$270K note. Combo with WQLS-AM, which buyer just acquired from same seller.

**\$40,000 WTNR-AM** Waynesboro TN from Ohio Broadcast Associates (Audrey & Matthew Malkan) to Wayne County Community Radio LLC (Gerald E. Ditts, Robert Edgar Jr., Shayne Riley). \$10K escrow, balance in cash at closing. **Broker:** The Thorburn Co. (buyer)

**\$15,000 WWNT-AM** Dothan AL from Dove Broadcasting Inc. (Lamar Trammell) to WWNT LLC (Larry H. Williams Sr.). Debt assumption.

**\$1 WEBO-AM** Binghamton NY (Oswego NY) from WEBO Radio Inc. (Thomas J. Mollen) to Tioga Media Inc. (Mary Frances Harrington, Mary Lou Stepien). Cash. Seller retains WLTB-FM.

# Business as Usual

FROM CONSOLIDATING INDUSTRIES TO TECHNOLOGICAL ADVANCEMENTS AND LEGISLATIVE CHANGES, THESE ARE CHANGING TIMES FOR THE COMMUNICATIONS INDUSTRY. FOR THE FINANCIAL INNOVATORS AT FINOVA, IT'S BUSINESS AS USUAL. FOR MORE THAN 13 YEARS, FINOVA HAS BEEN THERE FOR ITS CLIENTS, SERVING THE NEEDS OF ADVERTISING AND SUBSCRIBER-SUPPORTED BUSINESSES WITH INNOVATION, SUPERIOR SERVICE, RELIABILITY, AND LONG-TERM INDUSTRY COMMITMENT. FOR CUSTOM-TAILORED CAPITAL SOLUTIONS, YOU CAN DEPEND ON FINOVA.

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- ...Emmis & Secret grab spin-off resales
- ...Tristani condemns Worcester approval
- ...Circuit Research Labs closes on Orban
- ...Mel offers to help Imus get an LPFM
- ...Sunburst sells McAllen-Brownsville
- ...And Borders also sells most of Tyler-Longview
- ...SonicBox and iBeam partner for Internet radio
- ...Littlefield joins FastForward Networks

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It didn't take Clear Cannel (N:CCU) long to sign new buyers. more at <http://www.rbr.com>

Tristani condemns Worcester approval

FCC Commissioner Gloria Tristani is complaining about market concentration again. more at <http://www.rbr.com>

Circuit Research Labs closes on Orban

Circuit Research Labs (O:CRLI) has closed its purchase of Orban Inc. more at <http://www.rbr.com>

Mel offers to help Imus get an LPFM

Westwood One's (N:WON) Don Imus has talked on the air about a small FM transmitter. more at <http://www.rbr.com>

Sunburst sells McAllen-Brownsville

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