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## RADIO NEWS

<b>ABC lets the Katz out of the bag; rep-less for now</b> .....	3
Apparently the die was cast for ABC's exit from Amcast when Chancellor bought Katz. Chancellor and ABC compete in both the network and station businesses.	
<b>Revenues March forth; 9% YTD is up to speed</b> .....	3
<b>Boston redefine sparks revolts in Manchester, Worcester</b> .....	3
<b>Easy as ABC: Radio Today becomes a Mouse-ke-meal</b> .....	4
<b>Local-motion: Radio's share at 15.5%</b> .....	4

## NEWS ANALYSIS

<b>Syndie-ception? Can non-net ratings quotes be trusted?</b> .....	6
<b>Networks to look at ratings standardization, assn. formation</b> .....	6
<b>Newspaper media comparison: Don't believe everything you read</b> .....	6

## RADIO AD BIZ™

<b>Name directors being recruited for radio spots</b> .....	8
<b>Radio-Mercury names Reinhard a Lifetime Achiever</b> .....	8
<b>Seagram notes that liquor ads have not toppled civilization</b> .....	9
<b>Big name restaurants, Cadillac turn to radio</b> .....	11

## MEDIA MARKETS & MONEY™

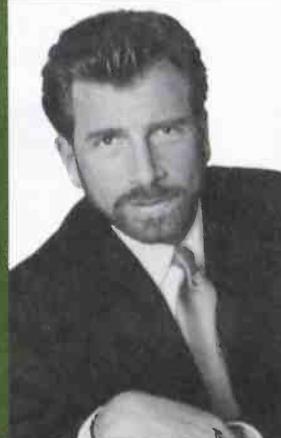
<b>Citadel on Wall Street with IPO</b> .....	12
Following on the heels of Capstar and Cumulus, Citadel Communications will be available on Nasdaq under the symbol CITC. They've done bonds before.	
<b>Do what you do best? Dahl getting paid to not compete</b> .....	12
<b>Salem has its eyes on Aahs stations in Houston, Twin Cities</b> .....	12
<b>New York's radio Beltway Rt. 107.1? Big City adds another signal</b> .....	13
<b>Split decision: Disney, Saga divide stocks</b> .....	13
<b>Q1: NY paper/radio combo having the Times of its life</b> .....	13
<b>...while Tribune rides TV to 13% revenue gain</b> .....	13
<b>Hicks hire will make his Marcus on Chancellor</b> .....	13
<b>Bismarck: Will Cumulus turn out to be the Meyer buyer?</b> .....	13

*Here we grow again...*

RBR welcomes John Neff as account executive and special projects coordinator. Neff comes to RBR from Dataworld, where he was an account executive for 12 years.

*Booze news...*

Seagram's Edgar Bronfman makes his case for radio & TV ads



AdBiz, p. 10

# WAN CASTING™

WIDE AREA NETWORK

## WANcasting™ is a must for groups

WANcasting allows stations to send copies of system data and audio such as spots, songs, music and traffic logs, and VoiceTRACs between linked sites via Frame Relay networks of any speed.

## WANcasting in Use

One example of WANcasting is the Star System™ created by CapStar. They have created a central hub located in Austin, TX. From this central hub they create and distribute the audio needed to run their sites across the country.

Basically, they broadcast across the WAN. The D-Js at Austin bring up a copy of the log for the remote site. They create the VoiceTRACs for the songs in the logs and simply click the mouse to send them down the line. At the remote site the system sees the arrival of the new VoiceTRACs and automatically inserts them into the correct log.

All this is done in the background without the intervention of a single person. By investing in top talent that is all gathered in one location CapStar has simplified their personnel management and insured a quality product.

Other WANcasting sites share talent across several stations. Morning talent at site A will do the morning show for site B, C & D. The afternoon talent at site C will do the afternoon show at site A & B and the evening show for D.

## The Bottom Line

There is no limit to how you can use WANcasting to cost-effectively make the most of talent across your entire group. And since the monthly charge for WANs typically runs a few hundred dollars per site the amount of dollars put to the bottom line can be dramatic!

For example - say you have a 5 site group. You decide to use WANcasting by having the afternoon talent at site A do the overnights for site B, C, D & E. Even this very limited use will save the company close to \$100,000 per year! The calculations are simple.

Figure an average of \$2300.00 per person (salary and benefits)  
X 4  
which equals \$9200.00 per month  
or \$110,400 per year.

Depending on locations of the sites the WAN charges will run about \$12,000 per year. **This leaves \$98,400 added to the bottom line.**

Once the WAN is amortized additional shifts that are added to WANcasting will save the entire cost of the salary!

## Use Your Best Talent In More Locations

One can see how super groups such as CapStar can save incredible amounts of money using WANcasting. But the best thing is that the overall quality of the product skyrockets! All groups have stations that typically have not been able to get top talent. Maybe the site is small, has less than ideal management or ratings. With WANcasting you can put your best talent on stations that could never afford to hire full time talent of the same quality. Better talent equals better ratings which increases sales.

*What a combination! You actually save huge amounts of money while increasing ratings and increasing sales.* This is the exact scenario being enjoyed by CapStar right now. Their "WANcasted" stations have risen dramatically in the ratings which has increased sales.

Talk to any top executive of CapStar if you want their opinion of Prophet Systems and WANcasting.

## Save money - Increase sales

All you have to do is to install Audio Wizard CFS across your group. You will be installing the best, most feature-rich system you can buy and getting all the benefits of WANcasting!

## Eliminate the Need for FedEx

Even if your group has no intention of ever doing VoiceTRACs across the WAN you can still benefit greatly from WANcasting. The WAN can send commercials, promos and news cuts from location to location. This can save significant dollars by reducing or eliminating the need for FedEx or DGS to send audio around the group.

## Speed

First, all audio sent by WANcasting automatically inserts itself into the system playlist eliminating the need for tedious dubbing of audio from one medium to another.

And, the speed of WANcasting can be a significant plus to news- and sports-based operations. At 256k, WAN can transmit a minute long news cut across the county **in under 15 seconds!** Fast paced news operations can beat the competition by minutes or even hours. Top talent can easily produce and send promos across the group. Agency ads can be easily sent to other locations saving time and frustration. These are just a few examples of non VoiceTRAC applications of WANcasting.

## Successfully Market Tested

CapStar took a calculated risk installing new technology across their group. You don't have to. You can buy Audio Wizard CFS from Prophet Systems, Inc. and *know* that you are getting technology that has been proven out across some of the largest groups in radio.

You have the peace of mind that comes with buying the proven standard instead of system vendors that simply say that they are "working on it". Don't be misled by empty promises or misguided loyalty to aged traffic or music system vendors.

Buy the leader, buy the safe bet, buy Audio Wizard CFS from Prophet Systems, Inc. Your investors will be glad you did.

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## ABC ends rep contract with Katz ABC nat'l biz remains in limbo

by Katy Bachman

ABC Radio will no longer be repped by Katz Radio Group, which set up a dedicated rep firm, Amcast, for ABC's 28 owned stations a little over a year ago (*RBR* 3/10/97, p. 4). Katz will lose billings estimated at about \$75M and a six to seven year contract.

The move isn't all that surprising. **Bob Callahan**, president, ABC Radio, had said that ABC would "study the situation," when Chancellor Media (O:AMFM) purchased Katz Media for \$373M last July (*RBR* 7/21/97, p. 2). *RBR* sources say what tipped Callahan's final decision was the entry of Chancellor's AMFM Radio Networks

into the network radio business, even though Katz doesn't rep AMFM.

ABC has yet to announce what it is doing with its national representation. Waiting in the wings is Interep, which had pitched heavily for ABC's business early last year (*RBR* 2/17/97, p. 3). At that time, ABC was said to have wanted a dedicated rep, similar to what Interep provides for CBS. When ABC's long-time rep Katz complied, Interep was out of the picture.

Now, Interep is hopeful. "We have not been told anything by ABC. We expect to be talking to them in the next day or so," said **Ralph Guild**, chairman, Interep.

Katz Radio Group President **Stu Olds** said the company wasn't worried about recouping the billings and would use the structure of Amcast for prospective and current clients. He called the relationship with ABC, which dated back many years before Amcast was formed, as "long and successful."

At press time, there was no word on how the ABC contract was settled or if Interep picked up the business. ABC's Callahan didn't return phone calls.

**RBR observation:** It's hard to believe that ABC, a well-known media name with vast resources, would leave its national representation up in the air in such a competitive national marketplace.

## March revenues constitute a soar spot for radio

by Dave Seyler

Radio's revenue trend returned to the double-barreled performance that has characterized many of the months of the past two years, led for once by local revenues, which beat out March 1997 by a resounding 13%. National's total take in March was up 11% for a 12% total gain.

The last time local improved at a double-digit pace was September 1997, when it was up 10%. We had to go back to October 1996 to find a better local gain (14%) and the last time local outperformed national (14% to 12%).

Local gains could hardly have been distributed more evenly. The Southwest and West were up 14%; the East, Southeast and Midwest were up 12%. Radio's surge continues to be a coast-to-coast and everywhere-in-between carnival.

National experienced two extremes: a moderate 6% gain in the East and an adrenaline-pumping 21% gain in the Southeast, while the other three regions hovered near or on the 11% average (10%-11%-12%). YTD, total revenue is up 9% (9% local, 11% national).

**RBR observation:** The crystal ball gazers have been talking about a 9% increase in revenues for 1998. Radio's sales force put the industry right on track to realize that goal, picking up what had so far been a relatively lackluster first quarter.

## Boston metro redef draws more fire

by Katy Bachman

WXLO-FM has joined Saga (A:SGA) in blasting Arbitron for its new metro redefinition policy and the subsequent redefinition of the Boston metro (*RBR* 4/27, p. 4). But unlike Saga, which is concerned about the Hillsborough REM, WXLO is upset over the Worcester REM. Both geographies will be a part of the Boston metro and included, as they were previously, in the TSAs of Manchester (#194) and Worcester (#112).

In a letter sent to Arbitron GM **Pierre Bouvard** on Monday (4/24) WXLO-FM COO **Jay Williams** called

*continued on page 4*

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# The RBR/Miller Kaplan Total Media Index

## Radio captures 15.5% share of local ad dollars

by Katy Bachman

Our second Total Media Index report detailing advertising expenditures for the top 25 local ad categories (representing 90% of local ad dollars) shows radio pulled in 15.5% of the local ad dollars in February. Newspapers are still king with 46.5%. TV isn't far behind with 38%.

Once again, radio's share of advertising for the top media categories is puny compared to TV and newspapers. Radio nets 7.7% of the Automotive dollars, compared to 48% for newspapers and 44% for TV. Restaurants is a similar story with newspapers pulling in 47% and TV, 43%.

Radio does best among the smaller spenders, such as Television and Publications. (Why is it the other media know what works?)

Another strong category for radio is Medical/Dental/Health Insurance, which spreads the dollars almost evenly across all three media—radio at 29.5%, TV at 34% and newspapers at 36%.

Among advertisers of Music Stores/CDs/Videos, radio's 29.8% share is second only to TV's 50%.

In the growing Communications/Cellular category, radio is holding its own at 22.3% of the dollars, with newspapers netting 36% and TV, 34%.

**RBR observation:** Last month's report had radio's share at 13.3% (*RBR* 3/30, p. 4). We hesitate to trend, however, because February's data includes expenditures for an additional three markets (Hartford, Sacramento, and San Diego) for a total of 10 markets.

Boston metro continued from p.3

the redefinition of Boston "unilateral and surreptitious" and suggested that the move was simply to gain favor from Boston clients who pay a higher price for the ratings. "It appears the old Arbitron is back," he said.

Opponents of the Boston redefinition contend media buyers won't consider Worcester or Manchester in the buy because they'll figure they can get it by buying Boston. "Spare me," said **Barbara Cipolla**, SVP, media services, Ingalls Advertising. "A metro redefinition does not change how you buy."

For local business, "any retail-driven agency knows it's counties and zip codes, not the metro, that matters," said **Karen Agresti**, SVP, associate media director, Hill, Holliday, Connors, Cosmopolus.

Saga has threatened legal action. Arbitron had no comment.

## Syndie survival: Radio Today folds into ABC

by Katy Bachman

ABC Radio Networks' intent to purchase syndicator Radio Today is one more indication of just how tough it is getting for independent syndicators to thrive without the safety net of a big radio group's resources and distribution (*RBR* 4/13, p. 4). Radio Today took a big hit when it lost Dr. **Laura Schlessinger** to Jacor (O:JCOR) last year (*RBR* 9/15/97, p. 3).

Financial terms weren't disclosed, but *RBR* estimates the value of the deal between \$8-10M, not the \$25M as reported elsewhere.

Radio Today's 17 shows and five production libraries give ABC a stronger hold in music programming, an elusive goal for the Mouse Net, which has seen most of its success in Urban, Sports and News programming.

"The music side of the business has been mostly our association with Radio Today," said **Lyn Andrews**, president, ABC Radio Networks. The deal also cements an already 10-year relationship between ABC and Radio Today. ABC had been repping "**Rick Dees** Weekly Top 40" and "American Gold with **Dick Bartley**."

Radio Today's President **Geoff Rich** will become an EVP Programming in charge of programming for ABC's Talk, Country, and Music/Entertainment.

## RBR/Miller Kaplan Total Media Index

February 1998 (Expenditures in 000)

Category	Newspaper	TV	Radio	Total Media	Radio % of Total
Automotive	46,401	42,217	7,394	96,012	7.7
Restaurants	17,383	15,837	3,850	37,070	10.4
Department Stores	25,846	2,805	3,030	31,681	9.6
Foods	11,907	11,814	2,919	26,640	11.0
Communications/Cellular	10,489	10,122	5,933	26,544	22.3
Furniture	8,140	6,461	1,976	16,577	11.9
Financial Services	5,408	9,449	3,584	18,441	19.4
Movies/Theater/Concerts	5,021	5,910	1,822	13,053	14.0
Grocery Stores	6,977	4,223	3,219	14,419	22.3
Appliances & Electronics	7,801	3,577	985	12,363	8.0
Hotels/Resorts/Tours	10,569	2,114	1,490	14,173	10.5
Drug Stores/Products	3,203	7,348	1,762	12,313	14.3
Computers/Office Equipment	3,953	1,603	1,254	6,810	18.4
Other Retail	3,477	2,647	2,708	8,832	30.7
Medical/Dental/Health Insurance	2,919	2,734	2,368	8,021	29.5
Auto Parts/Service	1,564	3,108	1,365	6,037	22.6
Music Stores/CDs/Videos	874	2,267	1,331	4,472	29.8
Transportation	3,705	1,675	852	6,232	13.7
Entertainment-Other/Lottery	993	1,523	2,193	4,709	46.6
Home Improvement	3,669	3,167	1,307	8,143	16.0
Professional Services	539	3,812	1,566	5,917	26.4
Beverages	202	2,362	1,800	4,364	41.2
Television	2,801	1,050	6,006	9,857	60.9
Personal Fitness & Weight Centers	379	1,982	398	2,759	14.4
Publications	445	856	665	1,966	33.8
<b>TOTAL</b>	<b>184,965</b>	<b>150,663</b>	<b>61,777</b>	<b>397,405</b>	<b>15.5</b>

\*Based on Media Market X-Ray composite data for 10 markets (Atlanta, Dallas, Hartford, Minneapolis-St. Paul, Pittsburgh, Portland, OR, Providence, Sacramento, San Diego, Seattle). Newspaper and television data compiled by Competitive Media Reporting and radio data compiled by Miller, Kaplan, Arase & Co., CPAs. For further information contact George Nadel Rivin at (818) 769-2010.

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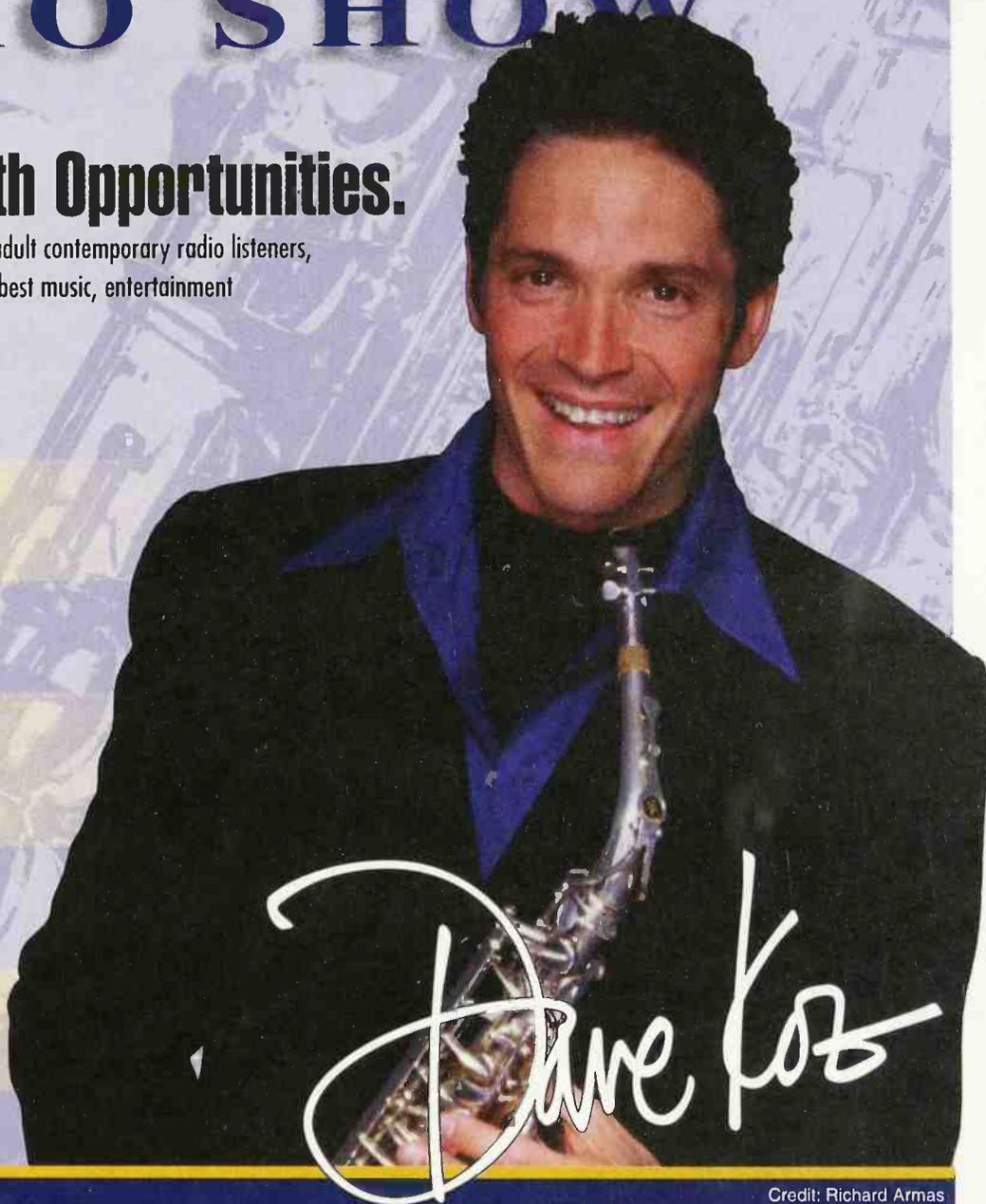
Upscale 25-54 Year-old Consumers  
Indexing above average on discretionary purchases

### GUESTS

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Chris Botti	James Ingram

### WEEKENDS

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Credit: Richard Armas

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RADIO NETWORKS

## Can you trust ratings for syndicated shows?

by Carl Marcucci and Katy Bachman

Ask who's the number one Talker in radio, and depending on who you ask, you'll get a different answer. That's what happened when **Michael Harrison**, editor-in-chief, *Talkers* magazine, released the results of its "Talk Radio Research Project," which ranked Dr. **Laura Schlessinger** number one ahead of **Howard Stern** and **Rush Limbaugh** (*RBR* 3/23, p. 6).

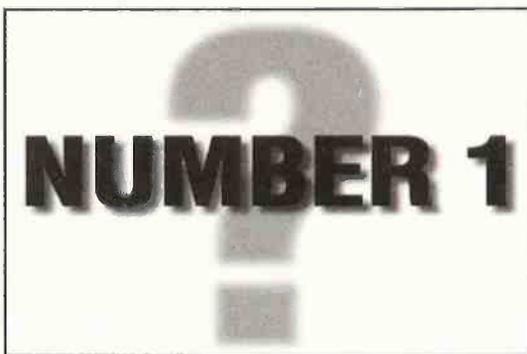
Along with others in the business, *Premiere*, which syndicates both Limbaugh and Schlessinger, was surprised by the results. *Premiere* President **Steve Lehman** questioned how Stern, with 48 affiliates, could garner a larger audience than Rush with 598.

But even Arbitron's crunch, at *Premiere*'s request, proved "inconclusive," said **Kraig Kitchin**, EVP, *Premiere*, claiming that the crunch left out some counties which represent 20-25% of Rush's audience. While *Premiere* would not release its results, Kitchin said cume-wise Rush and Laura were neck and neck and that Rush by far had the largest AQH audience.

With no established, verifiable system to track the audiences of syndicated shows, the industry must take the word of the syndicators that produce the shows. The other option is to try and assemble the ratings affiliate by affiliate. That is, if the syndicator will give up its affiliate list, which in most cases, it won't.

Unless every syndicator provides a verifiable list of clearances, the numbers may never add up. "Since we've entered an era of consolidation where more than 50% of the on-air Talk product is in the hands of so few

players, it is dangerous for them for have the awesome power of perpetrating ratings myths. We've tracked a number of stations that have dropped Rush over the last two years and a number of stations that have reported his numbers sliding," said Harrison.



He found similar discrepancies with syndicated shows across the board. "Some of these shows are running on paper—the spots are running and they claim to be affiliates but they're not actually on the air. It's time for the industry to wake up. The system that's being used is based on absolute trust in the people who are being rated."

**RBR observation:** TV breaks out syndication ratings. Why not radio? In TV, syndication by far posts bigger revenue gains than other sectors of the TV business. But in radio, syndication revenues and audiences remain speculative at best. No wonder advertisers express a lack of confidence when buying syndicated shows (*RBR* 5/12/97, p. 10-12). No wonder advertisers would like to see radio syndication measured similarly the way networks are measured by RADAR. Why do advertisers love RADAR? One word: clearances.

## Newspapers superiority claim raises questions

by Frank Saxe

Desperate to reverse stories about their declining circulation, The Newspaper Association of America (NAA) is touting a study showing that in the top 50 markets, newspapers held onto their readers better than TV and cable held onto their audiences, while radio audiences held steady. The study uses Scarborough data to create a Competitive Media Index (CMI).

But the numbers were manipulated, say others. "They went to prime time only, because if they looked at 24-hour viewing they'd lose," says **Harold Simpson**, VP/Research, Television Advertising Bureau.

One of the NAA charts is particularly deceptive. It compares the reach of daily newspapers (58.7%) with TV prime time (45.3%), radio morning drive (25.5%) and cable prime time (11.0%). The newspaper number is an average day cume, the TV is an average daypart cume/week, and the radio figure is an AQH/week, giving newspaper all day to build its cume and relegating the other media to daypart averages.

### Radio Morning Drive Audience

	AQH PUR	Weekly Cume PUR
Chicago	28.4%	80.8%
Phila.	28.1%	82.8%
NYC	27.9%	79.1%
LA	26.6%	80.7%

Source: NAA, Scarborough

*RBR* wanted an apples to apples comparison, so instead of using a daily daypart cume, we used a weekly daypart (see above table). The data is from Scarborough supplied by Interep. For example, the NAA study says only 27.9% of New Yorkers tune in during AM Drive, but we found that number was actually 79.1%.

### Nets to set standards

by Katy Bachman

If radio networks and syndicators come to a meeting of the minds, advertisers and agencies will get their wish for syndicated programs to be reported and bought according to common standards. About a dozen radio networks including ABC, AMFM, MediaAmerica and Wall Street Journal Radio, have been meeting to discuss just that as well as the possibility of forming a

radio network association to represent their segment of the business.

Standards would include such things as syndicators updating affiliate lists monthly and reporting ratings based on precise dayparts.

Agencies that have been consulted, applaud the effort because it would enable them to more easily evaluate one show versus another. "[Affiliate lists and ratings for syndicated shows] should be public knowledge and standardized,"

said **Leslie Sturm**, VP, associate director network radio, Media Edge.

Networks are meeting again in two weeks.

**RBR observation:** There was a radio network association that folded a few years ago, but membership was limited to RADAR-rated networks, a small universe. As one syndication exec said, the standards will "give the industry more credibility" and that's good for agencies and syndicators.

enough said!



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## AdNews

Edited by Frank Saxe

### Lights, camera—Radio!

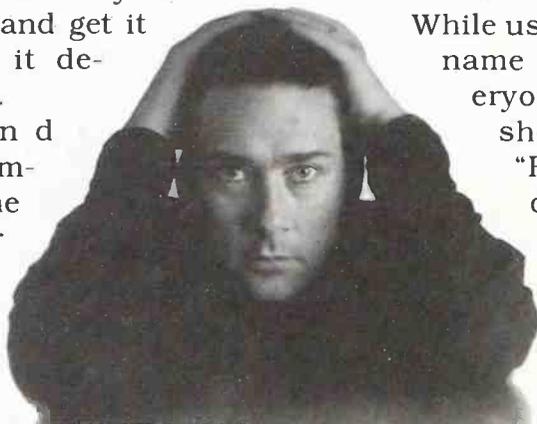
Every movie, sitcom, even TV spot is made with a director—so why are so many radio commercials made without one? RadioLand VP **Michael Niles** wondered the same thing.

"Radio is always the bastard child of advertising," says Niles. "It is often underrated because TV is the glamour medium, and there's a ton of money that is spent."

The "Directors for Radio" program came out of the account planning process and a survey of top ad houses. Across the board, the idea sparked interest because agency creative staffs realized they would never shoot a television spot without a director, so the same rule should apply to radio.

That thinking led Radioland to enter into an agreement with the top two Hollywood talent agencies to bring such directors as **Francis Ford Coppola** and **Oliver Stone** to radio. "We're looking to raise the bar, to get the advertising community excited about radio and get it the respect that it deserves," says Niles.

RadioLand crunched the numbers, and found the average director makes about \$19K a day—an affordable price for many advertisers. Niles compares it to a



Radioland's Austin Howe

"creative insurance policy." Jiffy Lube was the first to use a top-name director, enlisting the talent of **Daniel Stern** of "Home Alone," "City Slickers," and "Wonder Years" fame.

"The biggest difference was with the actors themselves," says **Austin Howe**, owner and creative director, RadioLand. "They tried harder knowing that this is an accomplished director. It also brings a whole new importance to the radio creative. Now we have the client very interested in coming in to see the radio production. It's taking on a whole new importance."

Howe says many directors are intrigued by the idea, and **Rob Reiner** has expressed interest in directing a spot for Gallo Wine. But beyond the marquee names, it also brings more money to radio advertising. "Higher dollars bring more attention to the radio campaign because it's more of an investment," says Howe—who also hopes it will spur more creative use of radio.

While using a top Hollywood name may not be for everyone, Niles believes it should be considered.

"Radio is the most dialogue-dependent medium in the world. All we have is the words, we don't have the visual crutch to fall back on."

### Reinhard wins Radio-Mercury

**Keith Reinhard**, CEO, DDB Needham Worldwide, Inc., has been chosen to receive the Radio-Mercury Lifetime Achievement Award. "Keith is a great believer in radio and is both a creative and strategic visionary," said former Chancellor CEO **Scott Ginsburg**, chair of the 1998 Awards.



Keith Reinhard, CEO DDB Needham

Reinhard made history in the 1970's with his classic work for McDonalds, including the "You deserve a break today" and "Two all beef patties..." campaigns. DDB Needham is one of the nation's biggest users of radio advertising. "I've always been a proponent of the creative element in radio," says Reinhard.

The Seventh Annual Radio-Mercury Awards will honor the best radio commercials of 1997 when they are handed out June 4 in New York.

*More AdBizNews continued on p.11*

# New format ... Old music ... **BIG Ratings!**

Put Superadio's Hit Classical Radio on in your market and own an entire format instead of fighting it out as one of many.

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Personable, accessible air talent adds life to the music without too much talk; award-winning features like The Kid's Classical Hour and special weekend programming is built in to spike ratings and revenues.

## **Go forth and multiply!**

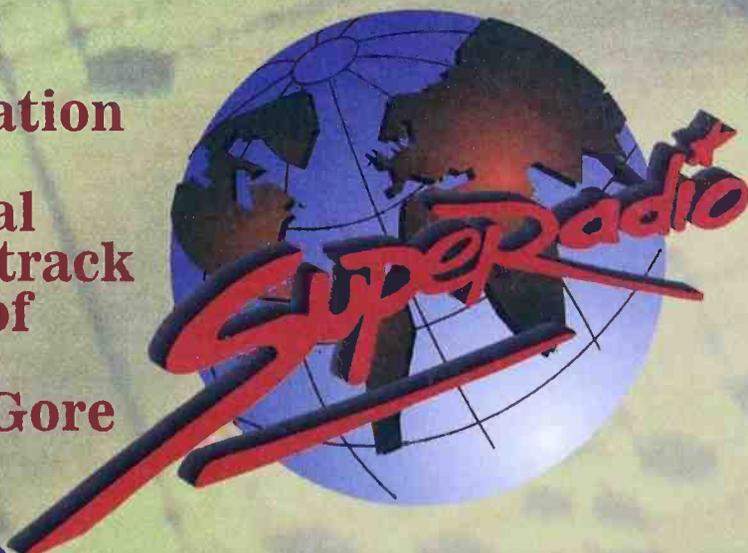
Hit Classical is already on stations in Milwaukee, Kansas City, Tulsa, San Diego, Monterey, Albany, Grand Rapids, Portland, Cape Cod, Burlington, and Ft Myers.

## **Call first, laugh last.**

Call now while you can still be the station with Hit Classical Radio in your market!

And be something it's almost impossible to be anymore - **one of a kind!**

**For  
information  
on Hit  
Classical  
Radio's track  
record of  
success,  
call E.J.Gore  
now!**



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# Seagram defends ads

During a speech to the Advertising Club of Los Angeles April 15, Seagram President and CEO **Edgar Bronfman, Jr.** defended his company's use of radio and TV.

Seagram is a company with annual revenues of nearly \$14B and three principle businesses, the largest segment being alcohol, including, Chivas Regal, Crown Royal, Martell, Mumm, Perrier Jouet, Captain Morgan, and distribution of Absolut Vodka. Last year, the spirits and wine group had total revenues of \$5.1B. In addition, Seagram owns Tropicana, which last year had annual revenues of \$2.1B. The third line of business is entertainment, including Universal Studios and amusement parks. It had revenues of \$6.5B last year. Here are some excerpts from his provocative and informative speech. —FS

## Breaking the ban

After the end of Prohibition, the distilled spirits industry created a voluntary code of good practice for advertising. And as part of that code, the spirits industry chose to refrain from advertising on radio. When television came along, we extended this voluntary restraint to that medium as well.

In 1996, however, Seagram announced that we would no longer abide by this self restraint, and we went ahead and bought time. Subsequently, we have been supported in our efforts by the members of our industry's leading trade association, the Distilled Spirits Council of the US.

From the beginning of this effort, we have been rebuffed in our efforts to buy time on the major broadcast networks, but we have been buying spot time on television and radio stations around the country at an accelerating pace. To date, our commercials have been seen on 107 television stations in 51 markets and heard on 300 radio stations in 119 markets.

For years, we at Seagram have felt disadvantaged in battling to gain our share of consumer spending. In our view, our competition was not just

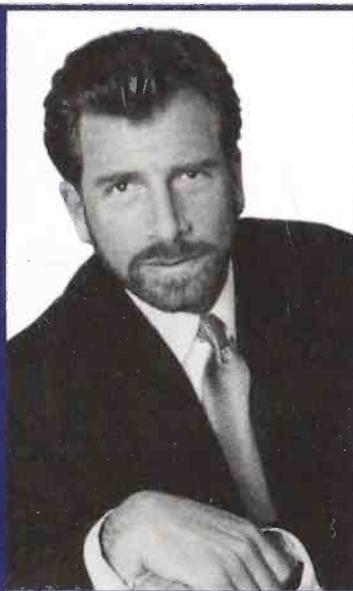
other spirits companies facing the same voluntary restrictions—we were competing with other beverages that can and do advertise, including other beverage alcohol products. Without access to electronic media, our ability to educate potential consumers about our products is severely impaired.

## Booze is booze

Being absent from television and radio does more than hamper our ability to compete. There is a subtle message conveyed when beer advertises on television [and radio] and spirits do not. Are spirits somehow more dangerous or sinful? It is an indisputable scientific fact that there is precisely the same amount of alcohol in the standard servings of spirits, beer and wine. And another indisputable scientific fact, alcohol is alcohol.

"Our commercials have been seen on 107 television stations in 51 markets and heard on 300 radio stations in 119 markets."

—Edgar Bronfman



Certain alcoholic beverages, particularly beer, are all over television and radio. And neither the public nor the nation's policy-makers seem to take much note. But we believe this broad acceptance for certain beverages puts distilled spirits at a decided disadvantage. What did our voluntary restraint accomplish? If anything, it perpetuated the perception of a distinction among alcoholic beverages. We would like a level playing field on which to compete with other beverages.

## Niches are nice

An increasingly educated and cosmopolitan American public has shown growing interest in single malts and new blends of aged Scotch whiskies, American craft beers and imports from everywhere. As part of this trend, we want adults to know more about our

spirits brands and we want to use the electronic media to reach them. And the electronic media have become a much more efficient environment for us to do this. For years, television advertising delivered large, indiscriminate audiences. Now, we live in a very different environment. The fragmentation of television into hundreds of channels and target audiences now allows us to tailor our messages and our markets efficiently.

The fragmentation also helps us target our message to adults. After all, we strongly adhere to the principle that the only message we want to send to those under 21 years of age in the US is that drinking is not for you.

For decades, we stayed off the playing field, while beer and wine competed for the attention of the American public. Now we're getting onto the field, and we don't intend to relegate ourselves to a minor role.

## Expect more

As you will see when our Chivas Regal advertising campaign unfolds, it will be part of a total market effort that will include changes in packaging, as well as major promotional efforts and public relations efforts. We're calling this effort a 360 degree program because it will touch on every aspect of the environment that surrounds Chivas Regal. We'll be training our sales force, running tastings, and undertaking relationship marketing to further enhance the Chivas franchise. We'll also use every advertising vehicle we can find, including local and national print media as well as airport dioramas, bus stops, radio and television.

What we expect to see unfolding in the months ahead is the gradual process in which more and more television and radio stations and networks will agree to carry our ads. Some will agree that the way we are handling the issue is eminently responsible. Still others, quite frankly, will simply see that we have money to spend, and they will be eager to get some of it. In any case, slowly but surely change will take place. I am confident that we will soon see Seagram products widely advertised on television and radio.



## Famed restaurants try radio

It is the ultimate tale of bringing a new client to radio. Famed four star New York restaurants Le Cirque and The 21 Club have begun airing on two Westchester, NY radio stations.

Why would a dining establishment where one could see **Joan Rivers** dining along side a **Rockefeller** need to advertise? "There is a perception that we are a private club, and we wanted to soften that image," says **Bryan McGuire**, GM, 21. He says they have purchased ad space in the *New York Times* and *Departures* magazine in

the past. WRTN-FM and WVOX-AM takes them into the so-called "Golden Apple," comprised of high income demos of Westchester County, NY and Fairfield County, CT. "This geographic setting has pockets of affluence that is easily accessible to 21."



"This gets their messages right into the heart of the eastern establishment," says **William O'Shaughnessy**, GM, Whitney Radio.

"Our goal was to make a splash without making a splash," says McGuire. To that end, they hired editor **George Plimpton**. "Today's 21 remains accessible to a fault," he says in the ad—adding they have "prix fixe" (fixed price, thank you very much) meals and of course, great people watching. The budget? \$21K, naturally.

McGuire calls this buy a good test of radio. "Should it continue to show well for us, we might continue to do it on a broader level—if the market and message were right."

Across town eatery Le Cirque is using their spots to announce their reopening in the New York Palace Hotel, coincidentally, where Cap Cities was once located.

## Changing Cadillac's image

General Motors Cadillac division is back on radio, with the launch of its new 1998 Cadillac STS model—which competes with imports BMW and Lexus. The creative was handled by World Wide Wadio's **Paul Fey**. "They were looking for something edgier and younger. They specifically asked us to do something that didn't feel like traditional Cadillac advertising, because this brand is appealing to a much younger, and more sophisticated car buyer."

WWW used a real Caddy STS for sound effects to fill their spec spot, a car Fey ironically bought two years ago at the age of 40—the exact demo Cadillac is targeting.

One spot, "Deep Denial," involves a guy who thinks he'll never buy a Cadillac, addressing younger consumer's resistance to buying a Caddy. The other, "Catch Up," is built around the tagline of "Its what's next," focusing on the car's high-tech advances.

"They wanted a lighter, more amusing approach," says Fey. "They wanted humor, but sophisticated humor for a sophisticated car. They didn't want wacky or silly."

**D'Arcy Masius Benton & Bowles** is making regional buys in Seville's top ten markets, with radio getting roughly 4% of the overall budget. "I would say we would use radio as a good support medium. It adds impact and frequency," says **Keith Ulrich**, SVP, DMB&B. The flight runs through early June, and Ulrich says they're also running spots for Cadillac's Catera model.



## AdBizBriefs

•Taco Bell is back on radio with its Spanish-speaking Chihuahua for launch of its new wrap sandwiches. Agency: **TBWA Chiat/Day**, Venice, CA

•Blimpies Subs & Salads has bought national spot and network time for a tie-in with a new baseball movie. Their goal is to boost brand awareness and drive up frequency.

•Hardee's has launched a new radio campaign pushing its signature burger and biscuit lines. Agency: **Angotti, Thomas, Hedge**, NYC

•**Gary Dell'Abate**, producer for **Howard Stern's** radio show, turns spokesman for Brother International's GeoBook notebook computer. Buys target NYC. Dell'Abate will also do a handful of remotes. Agency: **Milton Samuels Advertising**, NYC

•The National Thoroughbred Racing Assoc. is launching a \$10M effort on radio, network and cable TV, and magazines like Sports Illustrated. Tagline: "Go Baby, Go." Agency: **Merkley Newman Harty**, NYC

Fax your agency news to AdBIZ at 703.719.7910 or e-mail to RadioBiz@aol.com

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Andy Bowyer, 100.7 FM/The FOX

Call Michael Henderson Director of Affiliate Sales 303-784-8700

by Jack Messmer

## Citadel joins the IPO parade with \$115M offering

With Capstar and Cumulus poised to jump out of the IPO starting gate by the end of this month (*RBR* 4/6, p. 18-19), **Larry Wilson's** Citadel Communications has lined up to be the next radio group to sell stock on Wall Street. It will trade on the Nasdaq National Market with the symbol "CITC."

Unlike the other two companies, Citadel has public bonds, so it is already a known entity on The Street. It's also an old-timer by comparison—Citadel has existed since 1991, when it was formed to acquire stations from partnerships in which Wilson was a general partner, while Capstar has been around for only two years and Cumulus for one.

Once all pending deals close, Citadel will own 26 AMs and 62 FMs in 18 medium and small markets. Its markets range from #31 Providence, RI

to #242 Billings, MT and unrated Quincy, IL. On a pro forma basis, including all pending acquisitions, Citadel's SEC filing said it would have had net revenues of \$118.6M for 1997 and cash flow of \$36.1M. The company's actual financial results for the most recent quarter and year appear in the chart, below.

Like most fast-growing groups, Citadel has become familiar with the US Department of Justice's Antitrust Division. Citadel says it has received DOJ civil investigative demands relating to its acquisition of KRST-FM Albuquerque and JSAs of stations in Spokane and Colorado Springs.

The initial IPO filing doesn't spell out how many shares will be offered to the public, or what portion of the company's equity will be sold. The largest stockholders currently are Wilson, two ABRY investment partnerships, Baker, Fentress & Co., The Endeavour Capital Fund, **Ted Snider Sr.** and Citadel senior managers. **Underwriters:** Prudential Securities; Donaldson, Lufkin & Jenrette; Goldman, Sachs & Co.; Nationsbank Montgomery Securities

### Citadel Communications

Financial results (\$000,000)

Category	Q1 1998	Gain	Full yr. '97	Gain
Net revenues	\$28.1	+94%	\$89.8	+98%
Broadcast cash flow	\$6.2	+93%	\$24.6	+102%
Net loss	\$5.1	+135%	\$5.3	+40%

Source: Citadel S-1, 4/24/98

Christopher T. Dahl, Chairman of

## Children's Broadcasting Company

has agreed to transfer the assets of

**KAHZ-AM**  
Dallas, TX

**KKYD-AM**  
Denver, CO

**WJDM-AM**  
New York, NY

**KCNW-AM**  
Kansas City, KS

**WPWA-AM**  
Philadelphia, PA

**KIDR-AM**  
Phoenix, AZ

**KPLS-AM**  
Los Angeles, CA

**WWTC-AM**  
Minneapolis, MN

**WAUR-AM**  
Chicago, IL

**WZER-AM**  
Milwaukee, WI

for

**\$57,000,000**

to

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## Dahl deal details

It turns out that **John Lynch's** Catholic Radio Network (CRN) is paying a bit more than the announced \$57M for 10 Children's Broadcasting (O:AAHS) stations (*RBR* 4/27, p. 12). There's also a \$1.2M payment to Children's CEO **Chris Dahl** for a non-competition agreement.

Lynch's \$3M downpayment will be released to Children's well before closing on this deal. According to the contract, dated April 17, Children's lender, Foothill Capital, is acting as escrow agent and transferred \$1M to Children's the day the contract was signed. Another \$1M is due to be released May 17 and the final \$1M June 16.

## Two more Aahs stations sold

Salem Communications is picking up two of the remaining Children's Broadcasting stations. It'll pay \$2.7M for KYCR-AM Minneapolis and KTEK-AM Houston. Both remained Religious during Children's ownership—providing actual cash flow to offset the kiddie net's losses. **Broker: Peter Handy.** Star Media Group; **Don Bussell,** Questcom

## Broadway stretches to Allentown

Big City Radio (A:YFM) is expanding the Big Apple with a deal to buy a fourth 107.1 MHz signal for its New York multi-cast, "New Country Y-107." The latest station, WRNJ-FM Belvidere, NJ, is actually in the Allentown-Bethlehem, PA market, where the Class A pulls decent Arbitron numbers against Class B competitors. The station was already Country and an LMA is now in place.

Big City CEO **Michael Kakoyiannis** says the new signal and "future FCC rulings that allow for additional signal upgrades" should help Y-107 "expand its penetration in Northwestern New Jersey."

Seller Radio New Jersey is owned by **Lawrence Tighe** and **Norman Worth**. The price has not yet been disclosed. **Broker: Frank Boyle**, Frank Boyle & Co.

**RBR observation:** The latest reports on traffic backups at the Queens-Midtown Tunnel should be a big hit with folks in Pennsylvania!

### Disney & Saga split stocks

Disney (N:DIS) is splitting its stock three-for-one, after announcing a 22% increase in net income, to \$384M, for the fiscal Q2 that ended March 31. Stockholders must first approve an increase in the number of authorized shares, so the split isn't expected to take place until July. Disney said revenues for its broadcast division rose 4% to \$1.59B, but operating income was flat at \$239M.

Also splitting its stock, five-for-four, is Saga Communications (A:SGA), effective May 29 for shareholders of record on May 15. Saga reported Q1 net revenues up 15.6% to \$15.6M and cash flow up 25.9% to \$4.4M. On a same-station basis, Saga said revenues gained 7.9% and cash flow 21.8%.

### Times Q1 sets record

Q1 net income was a record \$64.6M, up 24.7%, for the New York Times Co. (N:NYT). Revenues rose 4.3% to \$722.6M and cash flow (EBITDA) gained 16.5% to \$166.6M.

The broadcast group's revenues rose 6% to \$33.3M and operating profits gained 28% to \$7.3M, largely due to Winter Olympics advertising on the company's four CBS-TV affiliates.

### Tribune TV profits soar

Tribune Co. (N:TRB) reported a 13% revenue gain in Q1, to \$673M, with cash flow (EBITDA) up 16% to \$191M. Net income gained 2% to \$66M.

Operating profits for Tribune's broadcasting and entertainment division shot up 38% to a record \$54M, largely due to a 32% increase in operating profits for its TV group. Excluding recently-acquired stations, TV operating profits rose 13%.

### Marcus takes command

Cable TV entrepreneur **Jeff Marcus** has gotten the nod to become President and CEO of Chancellor Media (O:AMFM). Marcus had been rumored to be the front-runner for the post (*RBR* 4/20, p. 4), since the resignation of **Scott Ginsburg**. Marcus says he shares Chairman **Tom Hicks'** vision of building a "leading international media company engaged in large- and middle-market radio, television and outdoor."

### Bismarck duo on the block

Following last week's (4/28) \$63.75M sale of Meyer Broadcasting's Bismarck and Fargo TV stations to Hicks, Muse, Tate & Furst's Sunrise Television Corp., look for a sale soon of Meyer's only radio properties, KFYZ-AM & KYYY-FM Bismarck. CEO **Judith Johnson** acknowledged that Meyer is in talks with "a large radio group." **Broker: Brian Cobb & Charles Giddens**, Media Venture Partners

**RBR observation:** We will be surprised if the radio buyer is anyone other than Cumulus Media, which recently bought **Jim Ingstad's** four Bismarck stations for \$7M (*RBR* 3/30, p. 12).

### RBR's deal digest

As we predicted (*RBR Mid-Week News Brief* 4/22), Disney's (N:DIS) ABC Radio is buying WMIH-AM Cleveland for \$3.9M to become a Radio Disney outlet. **Broker: Kozacko...** Clear Channel (N:CCU) is expanding its holdings in the Florida Keys with a \$2.6M buy of **Peter Arnow's** WAIL-FM & WEOV-FM Key West, plus assumption of his LMA of WKWF-AM... Simmons Family Inc. is paying \$1.5M for Legacy Communications' KSGI-AM & KZEZ-FM St. George, UT. **Broker: Kalil & Co**

# SOLD!

Capstar Broadcasting Partners, Inc., R. Steven Hicks, Chairman and CEO, has entered into an agreement to purchase WCPV-FM/WXPS-FM and to LMA WEAV-AM, Burlington, VT, from Lake Champlain Radio Corporation, Jeffery Shapiro, President, for \$5,250,000.

Randall E. Jeffery  
and  
George I. Otwell  
represented the buyer.

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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.

**\$3,166,667—\* WCPV-FM** Burlington VT (Essex NY) from Lake Champlain Radio Corp. (Jeffrey D. Shapiro) to Atlantic Star Communications Inc. (James T. Shea Jr., pres.), a subsidiary of Capstar Broadcasting Partners (Tom & Steve Hicks). Letter of credit as escrow, \$3,166,667 in cash at closing. **Superduopoly** with WEZF-FM, WXPS-FM (below) and LMA of WEAV-AM. **Broker:** Media Venture Partners; Richard A. Foreman Associates

**\$2,083,333—\* WXPS-FM** Burlington VT (Vergennes VT) from Watertown Radio Associates LP (Jeffrey D. Shapiro) to Atlantic Star Communications Inc. (James T. Shea Jr., pres.), a subsidiary of Capstar Broadcasting Partners (Tom & Steve Hicks). Letter of credit as escrow, \$2,083,333 in cash at closing. **Superduopoly** with WEZF-FM, WCPV-FM (above) and LMA of WEAV-AM. **Broker:** Media Venture Partners; Richard A. Foreman Associates

**\$1,200,000—\* KMUS-FM** Cheyenne (Burns WY) from KMUS Inc. (Richard M. Reizman, Keith Jones, Matthew & Elise Berger) to Citicasters Inc. (Randy Michaels), a subsidiary of Jacor Communications (O:JCOR). \$60K escrow, balance in cash at closing. **Superduopoly** with KGAB-AM, KIGN-FM, KOLZ-FM & KLEN-FM in the Cheyenne market, KIIX-AM, KCOL-AM, KGLL-FM & KPAW-FM in the Greeley-Ft. Collins market and KTLK-AM in the Denver market. Note: No more than five FM contours overlap at any point.

**\$725,000—WCBF-FM** Clinton KY from River Country Broadcasting Inc. (Charles Whitlow) to Hilltopper Broadcasting Inc. (West Strader, J. Barry Williams, Wayne Gaunce, Gary Force, Henry Dickinson & others). \$1K downpayment, balance in cash at closing. LMA since 3/11.

**\$475,000—\* WKJX-FM** Elizabeth City NC from North Carolina Radio Service Inc. (James R. Bond Jr.) to East Carolina Radio Inc. (Lawrence F. & Margaret A. Loesch). \$35,825 escrow, balance in cash at closing.

ing. **Superduopoly** with WRSF-FM, WERX-FM and pending acquisition of WCNC-AM. LMA since 12/1/97. **Broker:** McCoy Broadcast Brokerage

**\$435,000—WNBZ-AM & WSLK-FM** Saranac Lake NY from WNBZ Inc. (James Rogers III) to Saranac Lake Radio LLC (Edward, Alice & Charles Morgan). \$300K cash, \$60K note, \$74K under non-compete agreements.

**\$400,000—KKAS-AM & KWDX-FM** Silsbee TX from Jewel P. White & Associates (Jewel P. White) to Andres Bocanegra. \$4K escrow, \$40K (less escrow) in cash at closing, \$360K note.

**\$150,000—\* WEWO-AM** Fayetteville NC (Laurinburg NC) from WEWO License L.P., a subsidiary of Beasley Broadcast Group (George Beasley et al) to Service Media Inc. (Charles W. Cookman, Robie S. Butler). \$15K escrow, balance in cash at closing. **Duopoly** with WIDU-AM. LMA since 2/27.

**\$125,000—KMQR-FM** Springtown TX from The Sister Sherry Lynn Foundation (Sherry Lynn Austin, pres) to Research Educational Foundation Inc. (Scott Thomas, pres). \$10K escrow, balance in cash at closing. Buyer requests waiver of main studio rule to operate station as a satellite of KVTT-FM Dallas. Noncommercial.

**\$110,000—\* WQRX-AM** Valley Head AL from Smith Communications Inc. (Joyce Smith Hamilton) to Scenic Communications Inc. (Evan E. Stone, Michael S. Powers, Timothy H. Dobson). \$110K note. **Duopoly** with WKWN-AM Trenton GA.

**\$34,358—\* WRGR-FM** Tupper Lake NY from Calvin H. Carr to Nardiello Broadcasting Inc. (Timothy F. & Laura Nardiello). \$3K escrow, balance in cash at closing. **Duopoly** with WIRD-AM, WLPW-FM Lake Placid NY.

**\$10,000—KAWU-FM CP** Newberry Springs CA from Nu Desert Broadcasting Co. (Laurence E. Nightengale) to B & GRS Partnership (William G. Brown, Clifton G. Moor). \$500 earnest money, balance in cash at closing. Station CP is for a Class A at 103.7 MHz.

**\$5,050—WKPG-AM** Port Gibson MS from Eileen Shaffer Bailey, trustee for the bankruptcy estate of Evan Doss Jr., to Claiborne County Community Activity Club Inc. (Roosevelt Yarbrough, pres. & numerous others). \$5,050 cash as top bidder at auction authorized by a US Bankruptcy Court.

# BROADCAST INVESTMENTS™

April 29—RBR Stock Index 1998

Company	Mkt:Symbol	4/22 Close	4/29 Close	Net Chg	Pct Chg	4/29 Vol (00)	Company	Mkt:Symbol	4/22 Close	4/29 Close	Net Chg	Pct Chg	4/29 Vol (00)
Ackerley	N:AK	20.937	19.687	-1.250	-5.97%	97	Jacor	O:JCOR	60.875	57.250	-3.625	-5.95%	3624
Alliance Bcg.	O:RADO	1.000	0.781	-0.219	-21.90%	7	Jeff-Pilot	N:JP	60.812	58.062	-2.750	-4.52%	1114
Am. Radio Sys.	N:AFM	66.500	65.625	-0.875	-1.32%	463	Jones Intercable	O:JOINA	18.562	19.750	1.188	6.40%	847
AMSC	O:SKYC	10.375	10.500	0.125	1.20%	206	Metro Networks	O:MTNT	39.125	38.250	-0.875	-2.24%	2
Belo Corp.	N:BLC	53.250	52.187	-1.063	-2.00%	1118	NBG Radio Nets	O:NSBD	2.187	2.187	0.000	0.00%	0
Big City Radio	A:YFM	12.000	12.375	0.375	3.13%	57	New York Times	N:NYT	73.250	70.000	-3.250	-4.44%	2833
CBS Corp.	N:CBS	34.625	34.937	0.312	0.90%	12246	News Comm.	O:NCOM	1.375	1.375	0.000	0.00%	0
CD Radio	O:CDRD	25.375	28.250	2.875	11.33%	5186	OmniAmerica	O:SCTR	36.875	36.750	-0.125	-0.34%	546
Ceridian	N:CEN	58.125	56.250	-1.875	-3.23%	1849	Otter Tail Power	O:OTTR	35.750	36.500	0.750	2.10%	35
Chancellor	O:AMFM	47.000	46.000	-1.000	-2.13%	57164	Pacific R&E	A:PXE	5.375	5.687	0.312	5.80%	8
Childrens Bcg.	O:AAHS	3.437	3.156	-0.281	-8.18%	492	Pulitzer	N:PTZ	82.062	82.562	0.500	0.61%	435
Clear Channel	N:CCU	95.500	93.875	-1.625	-1.70%	7270	RealNetworks	O:RNWK	33.562	33.250	-0.312	-0.93%	3072
Cox Radio	N:CXR	50.375	48.250	-2.125	-4.22%	39	Saga Commun.	A:SGA	23.250	22.750	-0.500	-2.15%	19
DG Systems	O:DGIT	3.625	3.812	0.187	5.16%	93	SFX Bcg.	O:SFXBA	70.880	73.625	2.745	3.87%	19318
Disney	N:DIS	115.875	123.875	8.000	6.90%	14569	Sinclair	O:SBGI	52.125	52.250	0.125	0.24%	8193
Emmis Bcg.	O:EMMS	52.875	50.500	-2.375	-4.49%	23	SportsLine USA	O:SPLN	35.000	33.000	-2.000	-5.71%	1628
Faircom	O:FXCM	1.218	1.250	0.032	2.63%	80	TM Century	O:TMCI	0.406	0.562	0.156	38.42%	0
Fisher	O:FSCI	67.000	67.000	0.000	0.00%	0	Triangle	O:TBCS	0.100	0.030	-0.070	-70.00%	0
Gaylord	N:GET	34.000	33.562	-0.438	-1.29%	869	Triathlon	O:TBCOA	10.500	10.625	0.125	1.19%	107
Granite	O:GBTVK	11.562	11.375	-0.187	-1.62%	2805	Tribune	N:TRB	67.625	64.875	-2.750	-4.07%	3111
Harris Corp.	N:HRS	52.500	49.125	-3.375	-6.43%	2375	Westower	A:WTW	25.500	24.312	-1.188	-4.66%	156
Heftel Bcg.	O:HBCCA	41.250	42.125	0.875	2.12%	2948	Westwood One	O:WONE	29.750	28.125	-1.625	-5.46%	497
							WinStar Comm.	O:WCII	35.625	37.625	2.000	5.61%	3629

## Financial news from RBR and the Wall Street Journal Radio Network

### Dow plunges, recovers

Only four of the stocks listed above bucked the market trend last Monday (4/27) as the Dow Jones Industrial Average fell 146.98 points to 8,917.64 on fears of rising interest rates. The quartet defying gravity included Alliance Broadcasting, NBG Radio Networks, Pacific Research & Engineering and RealNetworks.

By Wednesday (4/29), the Dow had recovered to 8,951.52.

### TV spot count rises

Wall St. Journal—The amount of network TV commercial minutes during prime time increased 13 seconds per hour on average in November 1997, compared with November 1996. During the daytime, there were seven more seconds of ads per hour. The report by Competitive Media Reporting was commissioned by the American Association of Advertising Agencies and the Association of National Advertisers.

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5/4/98 RBR



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