

RADIO BUSINESS REPORT™

VOICE OF THE RADIO BROADCASTING INDUSTRY®

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FCC considers forcing station spin-cycle

by Frank Saxe

Dozens of prime radio properties may be spun by some of the top radio groups, if the FCC makes expected changes in broadcast ownership rules next month. At the Commission's Dec. 17 meeting, it could propose a vast

overhaul in FCC ownership rules. Yet faced with growing Capitol Hill furor and a huge amount of work, FCC sources said last week several proposals may be delayed until next year. A letter from the Mass Media Bureau to Chair **Bill Kennard** (D) recommended the delay, said RBR sources.

Preliminary proposals call for a change in the radio/TV one-to-a-market rule, which has allowed owners, via waiver, to own a TV station in addition to its full complement of radio stations in a given market. Sources say the FCC is considering capping owners at four radio stations and requiring the balance be divested. For one scenario under consideration, CBS (N:CBS) could be forced to spin nearly 60 radio stations—while another incarnation would cost it as few as 12. Whether the plan will include a grandfathering clause is still not known.

Group owners are expected to fight the forced spins, with court action expected. Broadcasters would likely get plenty of support from Congress, where many believe the FCC may once again be setting itself up to do battle.

"They're pissing off the barracudas on the Hill," said one lobbyist.

Several key senators will return to Washington this week, and the anti-FCC rhetoric is expected to pick up steam. Kennard will likely be presented with a bipartisan letter that will express congressional displeasure with what has been leaked.

"I would anticipate the heat would be turned up considerably," noted Sinclair (O:SBGI) lobbyist **Mark Hyman**, who believes the battle won't be between broadcasters and the FCC, but rather between Congress and the Commission.

CBS VP **John Orlando** agreed, and said he has begun hearing "rumblings about the Commission on following the intent of Congress, which never wanted it to clamp down on these things."

Both Sen. **John McCain** (R-AZ) and Rep. **Billy Tauzin** (R-LA) are threatening to hold hearings if the FCC moves forward.

The Commission is also expected to take up the newspaper cross-ownership rule. Insiders expect it to allow radio-newspaper combinations, but bar TV-print combos. There are several radio companies that already own newspapers, including Cox, Belo, Hearst, Tribune, Journal and Pulitzer.

TV LMA's under fire

The FCC is also expected to eliminate TV LMAs. Sources say the proposal would give LMA participants between one and three years to end the arrangement. Cmsrs. **Susan Ness** and **Gloria Tristani** have said LMAs reduce diversity, by allowing large companies to further concentrate media voices.

"This is the one area that cries out and has the most impact on the public interest," said civil rights attorney **David Honig**—who predicted the FCC may sacrifice its clamp-down on other liberalizations, including the one-to-a-market, to end the proliferation in television LMAs. He added, "Politically, the Commission can't do everything."

Radio-TV Overlaps	
Group	Overlap Markets
CBS	New York, Los Angeles, Chicago, San Francisco, Philadelphia, Detroit, Boston, Minneapolis-St. Paul, Baltimore and Pittsburgh
Chancellor*	Dallas-Ft. Worth, San Diego, Indianapolis, Hartford, Austin, Grand Rapids and Springfield-Decatur, IL
Jacor	Cincinnati
Clear Channel	Providence, Memphis, Jacksonville, Albany/Schenectady/Troy, Tulsa, Little Rock, Harrisburg/Lancaster and Mobile/Pensacola.
ABC	New York, Los Angeles, Chicago and San Francisco
Cox	Atlanta, Orlando and Dayton
Emmis	Terre Haute, IN
Sinclair	St. Louis, Kansas City, Milwaukee, Norfolk, Buffalo, Greensboro/Winston-Salem and Asheville/Greenville-Spartanburg
Jefferson-Pilot	Charlotte
Bonneville	Salt Lake City
Tribune	Chicago
Journal Broad	Milwaukee
Fisher	Seattle
Hearst	Baltimore
Gaylord	Nashville

*Either Chancellor Media or Capstar Broadcasting holdings
 Source: Radio Business Report database

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A third satellite DARS proponent in the wings

by Carl Marcucci

A consortium of companies holding wireless spectrum licenses in the WCS band (next to DARS) has filed with the FCC to use the spectrum for DARS and launch a satellite. An FCC spokesperson says the WCS band was left as an option for DARS and a number of other services including wireless and PCS. The application should be placed on public notice by December.

What about XM Satellite Radio and CD Radio? Weren't they under the impression that they would be the only two players in the field, paying \$89M and \$83M respectively per license?

"This spectrum was originally for DARS, but had interference problems with Canada and Mexico, so it got moved out to wireless communications with the expectation that it would be used for terrestrial services," said **Andrew Greenebaum**, EVP/CFO, CD Radio (O:CDRD). "We've said publicly that after we go operational and this market proves to be as big as it may be, a third entrant becomes possible, although we find it difficult to see that happening within the first four years of our becoming operational. This filing does not change our view."

Apparently, the third proponent, Wireless Communications Services, has a lot of red tape to go through before it could launch—beginning with international frequency coordination with Canada and Mexico.

"Frankly, these guys have a very long row to hoe. They need to roll up pieces of this spectrum and then rezone them, essentially. It's entirely regional, with various services planned for it. They would have to buy up spectrum from other licensees in states where they have holes to create a nationwide quilt," said Greenebaum. "If they're successful in that and they get the FCC approval (assuming an 18-month process—June 2000), then they will need to see us prove the market and then they will need to finance. After that, they will need to build their system."

In other words, this could mean another competitor for terrestrial broadcasters—but not anytime soon, and not necessarily ever.

► RBR News Briefs

► Minnesota's **Jesse Ventura** went from wrestling, to radio, to the state house. Boston's **Ray Flynn** has now gone from the state senate, to the mayor's office, to Vatican ambassador, to his own radio talk show. WRKO-AM PD **Kevin Straley** told *RBR* while there is "no contract between us, we are both committed to working on the program in the coming months." In his first Saturday midday show, Flynn put down published reports which characterized him as a heavy drinker and a rotten ambassador.—JA

► At press time, *RBR* learned Seattle-based The Reseach Group laid off 12 people as it worked avoid filing for bankruptcy protection. The company could not be reached for comment. The firings come after a series of defections, which began with the departure of co-founder **Bill Moyes**.

► McAllen-Brownsville will no longer be a continuous measurement market. Instead, market #62 will get only Fall and Spring books.

► The Dr. Laura "Coping" vignettes saga (*RBR* 11/23, p. 4) continues. American View filed suit last week against Premiere in L.A. Superior Court to obtain a judicial declaration for the right to air the 520 vignettes. Premiere has 30 days to respond to the suit and no matter which side wins, an appeal is almost certain.—CM

► Westwood One (O:WONE) has unilaterally dropped its lawsuit against countdown king **Casey Kasem**, his agent **Eric Weiss** and Chancellor's (O:AMFM) AMFM Radio Networks, over Kasem's departure from WW1 to AMFM in March (*RBR* 3/9, p.4). WW1 had sought \$10M in damages.—FS

► Journal Broadcast Corp. and Omaha Great Empire Broadcasting have asked the FCC to reject Mitchell Broadcasting of Iowa's petition to block the sale of Great Empire stations to Journal. They argue the deal is allowed under FCC and DOJ ownership rules.—FS

► KOGO-AM San Diego host **Rick Roberts** has enlisted California state Assemblyman **Steve Baldwin** (R) to carry a bill that would make the death penalty mandatory for anyone who kills a child. Roberts' on-air campaign was prompted by the death last month of a nine-year-old Oceanside boy.—FS

New biz \$ coming from usual suspects

The business may be new to radio, but the best categories to target as prospects aren't changing much. The latest figures from Revenue Development Systems (RDS) show that Food/Grocery, Leisure/Electronic and Automotive are consistently the strongest sources for new business coming to radio in the 32 markets tracked by RDS. Health & Beauty Care did strengthen in October as the Office sector lagged a bit.—JM

Non-Traditional Revenue Track

% of Vendor/New Business by Category
(October 1998)

	April	May	June	July	Aug	Sept	Oct	YTD
Automotive	14.25	14.79	19.34	12.18	8.05	13.45	9.84	15.68
Food/Grocery	26.84	35.10	33.11	37.16	33.85	39.09	45.23	33.31
Leisure/Electronic	22.25	18.16	25.27	29.87	22.94	25.73	17.80	21.91
H&BC	13.59	7.90	7.65	11.82	13.50	7.06	13.39	9.33
Home Improvement	13.31	11.25	5.24	3.19	8.03	3.27	3.89	8.40
Office	6.35	8.78	4.83	5.21	12.74	11.40	8.66	8.91
Clothing	3.41	4.03	4.56	0.57	0.89	0.00	1.19	2.46

Source: Revenue Development Systems; based on revenues from 76 stations in 32 markets.

Newspaper

NY Times eyes national dollars

The *New York Times* will be classified as a "national newspaper" rather than a "major metro newspaper" in 1999 by Competitive Media Reporting. The new classification will put the Times in the same class as *USA Today* and *The Wall Street Journal*. The Times said 55% of its clients buy ads for its national audience. The paper is available in 156 markets nationwide, with a circulation of 1.2M weekdays and 1.6M on Sunday.—FS

WSJ ups ad rates

Despite a 2% decline in paid circulation, *The Wall Street Journal* is hiking ad rates for its Eastern, Western and Central editions by 4.2%, effective Jan. 4. Rates for the 18 US ad regions and six regional *Journal* publications will also increase 4.2%. Rates for four-color advertising in the national edition will also go up 3.3%, announced Dow Jones & Co. A new edition began Oct. 7, covering the Pacific Northwest. Despite recent declines, *WSJ* is the highest-circulation newspaper in the nation.—FS

Internet

Studies track Net growth

The Internet Advertising Bureau announced Q2 ad spending reached \$423M, an increase of 97% over 1997. The largest spending category remains computers, which accounted for 26% of online advertising. But IAB Chair **Rich LeFurgy** said that percentage is sure to decline as more consumer goods shift dollars to the net. "We are seeing increasing numbers of large advertisers integrate online spending into their overall media plans, which is a significant boost for the medium," he said.

Another new study found the computer and software industry lead the pack with 50% of all ad dollars spent on the Internet in 1997, totalling \$275M. InterMedia Advertising Solutions, a unit of VNU, found financial industry ads ranked second, with 8%. Ad categories which saw large increases in 1997 included travel, retail, college,

Newspaper decline continues

by Frank Saxe

Despite a hint of growth last spring, daily and Sunday newspaper circulation fell 0.3% in the six month period that ended Sept. 30. Sunday circulation dropped more than twice as fast, down 0.8%, according to the Audit Bureau of Circulations. Paid circulation is now down almost 11% from its 1984 peak of 63.3M readers. Three of the five largest newspapers in the country saw declines, including *The Wall Street Journal*, *The New York Times* and *The Washington Post*. Top five winners included *The Los Angeles Times*, up 1.7% and *USA Today* with a 1.5% increase over last year.

A separate study, prepared by the Newspaper Association of America, showed Q3 ad spending grew 3.4% to \$10.5B, compared to a year earlier. That is a slow down in the 5.6% growth pace leading up to the quarter. Even so, analysts predict the industry will meet its 6% annual growth forecast. Salomon Smith Barney analyst **William Bird** blamed the slowdown on financial market turmoil, and on radio consolidation. "Selling a group of stations generally offers more income potential than selling a newspaper," said Bird in comparing radio's 15% surge in September.

and prescription drugs—which grew from \$19K in 1996 to \$647K last year. Even so, the study found the Internet garnered a mere 0.74% of the total ad universe in 1997.—FS

MacroRadio.net offers local market Web radio

Electric Radio Company, LLC is offering MacroRadio.net as the Internet's answer to localism in radio. The first sites to launch are gogaga.com Boulder and aminoradio.com Denver. **Joe Pezzillo**, founder and GM, is targeting local businesses by sponsor ties to local concerts and venues, links to their Web sites, banner ads and spots. "The only thing different between us and the traditional radio station is the transmitting antenna," Pezzillo said. A dozen more cities are being targeted for 1999.—CM

RBR observation: Perhaps an answer to the low-power FM dilemma?

Cable

Allen invests in techie channel

Microsoft (O:MSFT) co-founder **Paul Allen**, who recently entered radio with a \$58M buy of KXL-AM & FM Portland, OR (*RBR* 10/26, p. 12), is also getting into cable TV. Allen's Vulcan Ventures is investing \$54M for a one-third stake in ZDTV, a 24-hour network focused on the Internet. The rest of the cable channel is owned by Ziff-Davis (N:ZD).—JM

Wireless cable woes continue

American Telecasting (O:ATEL), one of the nation's largest operators of wireless cable TV systems, reported Q3 revenues down 19.7% to \$11.5M. Cash flow (EBITDA) fell to a negative \$1.3M from the previous year's \$254K. Subscriber levels also fell.

Meanwhile, CS Wireless Systems, which has \$400K in outstanding public bonds, retained CIBC Oppenheimer as its financial advisor. CS Wireless said it is evaluating "options with respect to the capitalization of the company, including financial restructuring alternatives."—JM

Internet audio to go

Two Internet firms that specialize in letting computer-users download audio content for later playback announced a "strategic alliance" whereby audiohighway.com will offer its content for use on Diamond Multimedia Systems' (O:DIMD) Rio PMP300—a portable device that will store up to 60 minutes of digital audio.

"This agreement allows our users an added level of convenience by providing an additional device for taking audio content away from a personal computer and listening to it in a mobile environment," said **Nathan Schulhof**, CEO, audiohighway.com.—JM

RBR observation: Mobile, yes. Convenient, no. It's hard to imagine large numbers of commuters planning their drive-time listening each day and taking the time to download their selections before hitting the road.

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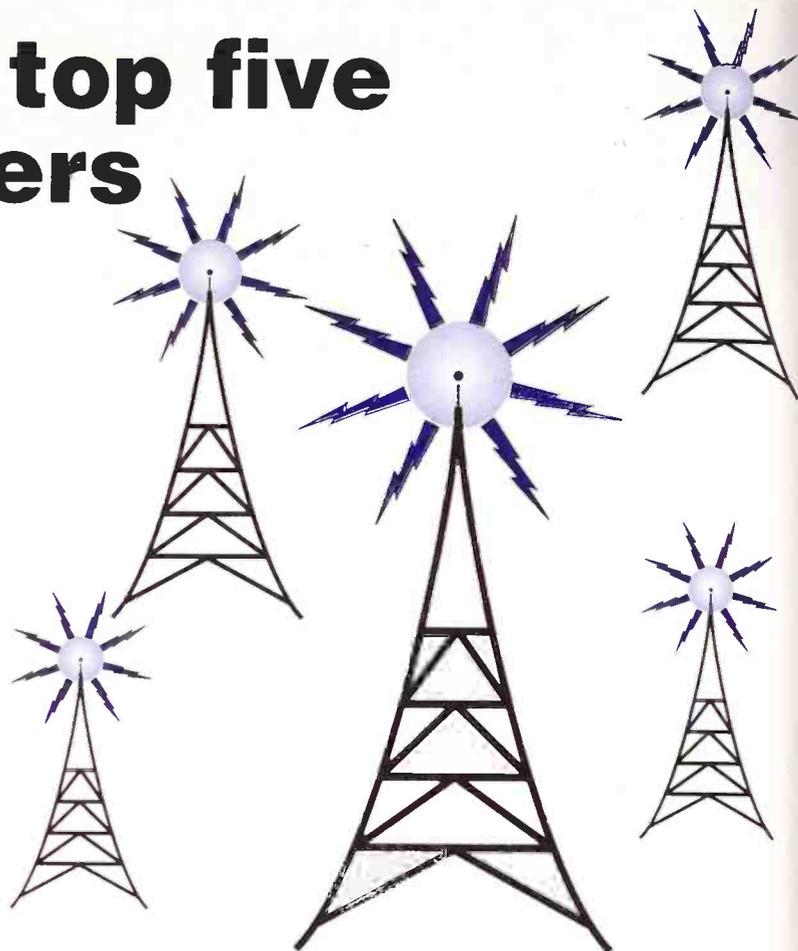
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Top groups in the top five markets by listeners

Thirteen groups command a half-million or more listeners in the top five Arbitron markets (New York, Los Angeles, Chicago, San Francisco and Philadelphia). The combined shares of these groups account for 72.6% of total listenership aged 12 and above in the five markets. By far the biggest groups are CBS and Chancellor. CBS boasts over 8M listeners, or 19.7%, and Chancellor is not far behind with 7.7M/19.0%. ABC, Emmis and Heftel round out the top five groups, coming in with between 2.2M-2.5M listeners each. The chart below shows the groups, the number of markets they are in, their number of AMs, FMs and total stations, the number of listeners their 12+ shares translate into and their share of the combined population of the top five markets.



Rank	Owner	Mkts	AMs	FMs	Stns	Listeners	Share
1	CBS	5	15	19	34	8,038,361	19.7
2	Chancellor	5	5	24	29	7,720,164	19.0
3	ABC	4	10	3	13	2,476,388	6.1
4	Emmis	3	0	5	5	2,384,483	5.9
5	Heftel	4	5	5	10	2,217,846	5.4
6	SBS	3	0	4	4	1,760,142	4.3
7	Bonneville	3	1	7	8	1,274,476	3.1
8	Cox	1	1	3	4	843,277	2.1
9	Inner City	2	2	2	4	701,702	1.7
10	NY Times	1	1	1	2	626,406	1.5
11	Greater Media	1	1	3	4	541,722	1.3
12	Clear Chan	1	2	4	6	525,808	1.3
13	Susquehanna	1	2	3	5	501,419	1.2
Total			45	83	128	29,612,194	72.6

Source: Arbitron, Source Guide database

Duopoly Dimensions

Industry consolidation as of November 30, 1998

Superduopoly: 48.3%

Markets	#/stns
1-50	767
50-100	537
101-150	378
151-200	362
200-267	364
All markets	2,408

Total Consolidation: 71.8%

Markets	#/stns	pct.
1-50	1,118	76.7
50-100	779	72.6
101-150	553	67.9
151-200	579	70.0
200-267	563	69.1
All markets	3,592	72.0

by Frank Saxe

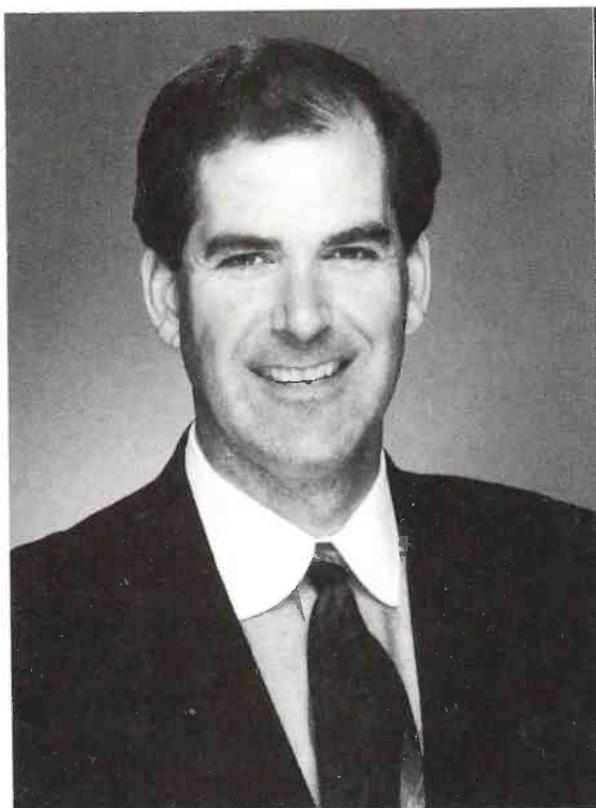
Sports format scores touchdown

When the Sports format first signed onto WFAN-AM New York nearly 12 years ago, few people imagined it would survive more than a few months. It was about as likely as a pro wrestler becoming governor. Of course WFAN is now the top-billing station in the nation—and roughly 260 stations across the country identify themselves as All Sports.

"We do a lot of schtick, it's almost a lifestyle station for men with sports as an umbrella," says **Dan Bennett**, GM, KTCK-AM Dallas. His station, known as "The Ticket" has a wide enough appeal, it occasionally ranks #1 in the Men 25-54 demo—thanks in part to sports-crazed Big D listeners. "I think it's becoming more mass appeal because of the way it's done. If you do stats, you'll remain niche. If you do personality, it can become mass appeal as evidenced by our numbers."

At WFAN, former GM and now Westwood One (O:WONE) CEO **Joel Hollander** says the format can take a page from CHR's playbook. "People want to hear the hits, in other words, they want to talk about whatever the big story is—and that is not always a local story." Still, Hollander thinks Sports is a niche format with occasional forays into mass consumption when an event warrants.

In Cleveland, WKNR-AM GM **Marvin Durant** says everyone is awaiting the return of professional football, as the Cleveland Browns are reborn via expansion next fall. That will set up a battle between Capstar's (N:CRB) WKNR and Jacor's (O:JCOR) WTAM-AM for the radio rights, an auction which could hit the \$6M mark. Ironically, Jacor recently



Dan Bennett, GM, KTCK-AM Dallas

swapped WKNR to Capstar for a similar AM in Pittsburgh (*RBR* 6/15, p.12).

"This is a Browns town and that certainly would be a big feather in our cap," said Durant. WKNR suffered a ratings free-fall after Jacor put Indians baseball and Cavaliers basketball on sister WTAM before spinning WKNR. Durant thinks nabbing Browns rights will help bring ears back to his station. But will it make money? "Play-by-play is a daypart. There's so much to consider outside the games; there's what is going on in the locker room and the feature stories."

But **Deborah Kane**, VP/Sales, Entercom (N:ETM, IPO pending).

believes owning the game rights can be critical. "They are very important because the sports marketing arena has become such a growth segment of the business. "In the past its just been about running spots during the game. With consolidation, we have sister stations that can help drive results—there are many more opportunities to leverage the relationship against the cluster." Entercom operates Sports stations in Boston, Kansas City and Portland and recently dedicated a person to sports marketing.

While no one likes to reveal just how much they bill, according to BIA, Sports stations are among the top billers in several markets. It is more than just having sports fans creating schedules, but rather the huge numbers in the male demos that the stations can reach.

"I think it's the nature of the beast—ratings and revenue go together. We certainly like to bring in as much money as possible," says Durant, whose station counts car dealers and local restaurants as clients. He has also seen a growth in the number of Internet sports wagering services. "I'm sure there are some that buy by the numbers, but I think a lot of people base us on our credibility," he adds.

Bennett agrees. "You have to position it for what it is. We are men, and we try to be smart about which advertisers we approach. It probably doesn't do us a lot of good to target women's dress shops except at Christmas and Valentine's Day." Despite its ratings success, KTCK still gets 85% of its billings from

local clients. Bennett says the car business is big, as are electronics, cell phones and computers.

And while WFAN has such national clients as CompUSA, Delta and Budweiser, Hollander says the station also gets the bulk of its dollars from the market. "It remains a local sell."

Three nets in the ring

Proof of how profitable Sports can be is attested to in the number of syndicated providers offering stations 24-hour programming.

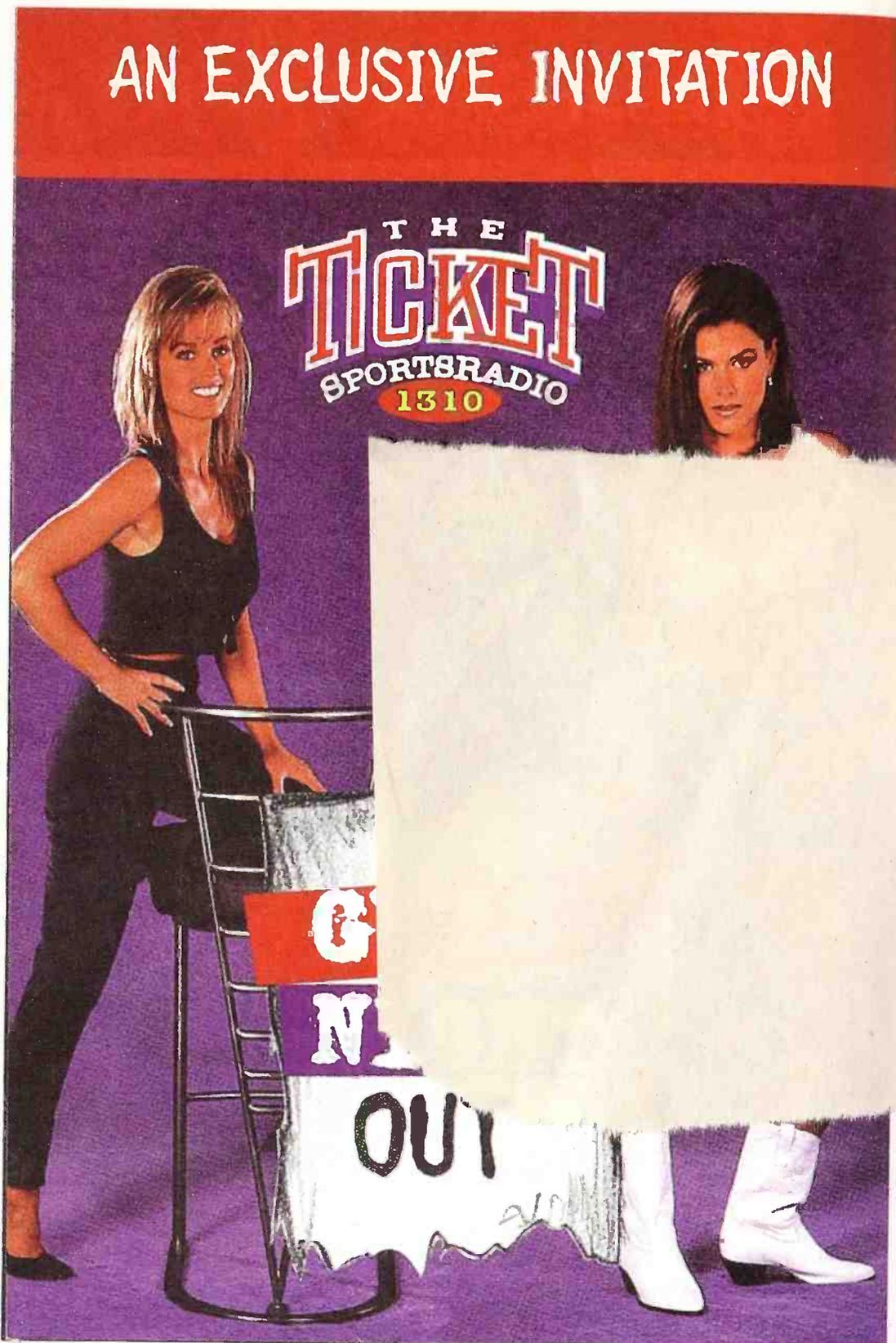
The newest entrant in the field also carries the most widely recognized name. After seven years of weekend-only programming, ESPN Radio went 24-hours last month with ABC's purchase of WMVP-AM Chicago as its flagship.

"We were very careful not to expand the brand until there was a quality product to back it up," said **T.J. Lambert**, VP/Sports, ABC (N:DIS).

While its competitors focus on Talk, ESPN also features Major League Baseball, NBA games and the NCAA Bowl Championship series. And when the games are not on, ESPN Radio focuses on player and coach interviews, as well as tapping into its in-house sports experts. In fact, only its overnight programs are caller-driven.

"We're an alternative to 'Vinnie from the Bronx' type of shows," says **Eric Schoenfeld**, GM, ESPN Radio. "Listeners want to hear from people who have meaningful opinions."

While ABC is purchasing stations to carry its Radio Disney product, Lambert said that's not in the cards for ESPN, partly because it already has 335 fulltime affiliates. "We have clearances in 48 of the top 50 markets," notes Lambert.



KTCK-AM Dallas holds monthly "Guys Night Out" that draws hundreds of listeners. Here, an ad for the remote in the station's "Guys Guide" mailer.

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The addition of a flagship station, WMVP, is important to ESPN staffers. "It gives us real-time feedback and allows us to tweak our programming," says Schoenfeld.

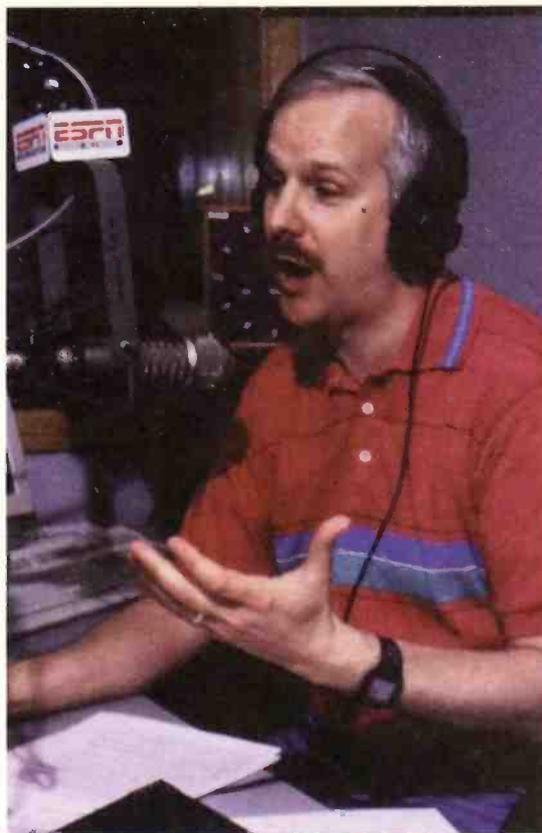
**"It used to be jocks,
Sox and box scores.
It's not that way today."**

**—TJ Lambert, VP/
Sports, ABC Radio**

ESPN Radio executives are also confident that despite being the new kid, they're the leader. Says Lambert: "We have the sports image and franchise. There's a lot of brand loyalty to sports teams and to ESPN. To the sports fan, ESPN is everything."

"I don't think it ties our hands,

continued on page 10



ESPN Radio draws on its talent, like Chuck Wilson, left, and TV sports veteran Bret Musberger, right.

To B-Ball or not to B-Ball? That is the question

by Jim Allen

The slings and arrows of outrageous fortune-making launched by NBA team owners and players will eventually pierce radio execs right where it hurts (revenue and ratings) if the NBA season doesn't get going soon, but at least for now, league flagships have found various ways of coping with the NBA lockout.

Some big city sports programmers like new WFAN-AM N.Y. PD **Mark Chernoff**, who calls the lockout "the battle of the billions and the millions," have other sporting options. In WFAN's case, bench substitutions include St. Johns University basketball, Rangers hockey, Jets and Giants football, and Mets Spring baseball.

The dollar watchers at the Sports/Talker didn't want to talk about revenues, but unlike some other team-station deals, its Knicks broadcast rights package includes in-game spots, in addition to pre- and post-game adjacencies. And while its deal affords more opportunities to make or lose money, WFAN does have many

other viable sports environments to offer those advertisers who would otherwise buy basketball.

Betty Kocurek, GM at San Antonio Spurs and Clear Channel (N:CCU) flagship News/Talker WOAI-AM, told RBR, "I'm praying that come January this thing is over. We only have pre- and post-game adjacencies, so right now we'll probably lose 10% of [projected] advertising revenue and we are redirecting many of those Spurs dollars to the Cowboys...thank God they're having a good year. But the Spurs are important to us from an audience point of view. They attract the demographics that we love to have. I am not prepared to say how much we stand to lose beginning in January [but] it is significant."

Kocurek also said her sales staff has "set up a kind of comparable value chart for [would be] Spurs advertisers to shop for other [programming] options or adjacencies."

Portland Trailblazers flagship AC/Talker KEX-AM is similarly positioned with no in-game inventory to sell. GM

Clint Sly told RBR, "In terms of revenue, it's a wash after paying the rights fees. But typically, the Blazers bring us audience and only time will tell what the net impact is."

KEX has given some airtime to disgruntled fan **Marty Anderson** who has been living on a Portland billboard ledge since Nov. 3. He vows to sit out the lockout on the ledge. "We covered Marty's haircut, flu shot and a when a two-steering wheeled, hook and ladder fire truck pulled up and installed a smoke detector on the billboard we were there. We've gotten great media for taking the lockout in stride," Sly said.

KEX may be competing or completely out of the hunt for Blazers' rights after the 1999-Y2K season. Trail Blazers owner and Microsoft (O:MSFT) co-founder **Paul Allen** bought crosstown KXL-AM & FM (RBR 10/26 p. 12) and may flip the team to his own station.

This lockout is no "Bull"

Believe it or not, Jazz fans in Utah listen to a station named Bull. "KBULL93" (Country KUBL-FM Salt Lake City) has one of its producers, code named **Rufus**, living on the roof of the Doubletree Hotel until the stalemate ends. Instead of

continued on page 10

continued on page 10

instead it sets the standard for us. We know we have to be entertaining every night. Our challenge is can we do on radio what ESPN does on TV every night," says Schoenfeld, who adds they will also use ESPN's television and magazine products to drive listeners to the radio.

"We've been competing against ESPN for years," says **Chris Brennan**, president/CEO, OneOnOne Sports—another 24 hour network, which has grown from 68 affiliates in 1993 to more than 400 today covering 96% of the US.

While ESPN focuses on guests and game coverage, OneOnOne wants to be known as the call-in net. Explains Brennan: "As much as the fan likes play-by-play, there is a need for a fan to know what's going on around the country. If the play-by-play is only related to a sport they're not interested in, then there's a need for an alternative."

B-Ball continued from page 9

snagging rebounds, Jazz center **Greg Ostertag** and his wife spent a night visiting him with some cookies and a coat. Rufus has been up there for nearly four weeks now and cries of "avenge me" from Bulls-vanquished Jazz fans are yet unrequited. KBULL93 is a sister station to Jazz flagship KFJZ-AM.

Speaking of the Bulls, execs at Chicago's WMVP-AM "ESPN Radio 1000", are so "jazzed" about their new all-sports product they seem to have hardly noticed the lockout. "With our station, advertisers can buy prime programming, as opposed to night or weekend games and still get the sports environment," GM **Zemira Jones** told RBR. "The response has been fantastic because of the brand dominance of ESPN."

Mitch Rosen, Director of Sports Operations for the Bull's radio home, said they are airing "Bulls Championship Flashbacks" (entire games) once a week with wrap-around commentary from the Bulls' first coach **Johnny "Red" Kerr** and regular play-by-play man **Neil Funk**. Rosen said "The advertisers have been receptive, people are calling during and after the games, and

Going after Women

While every format has its share of out-of-demo listeners, most Sports stations have concluded women will never be P1s, so they focus on winning as many men as possible. Simmons Spring 1998 research found 75% of all Sports listening came from men.

"We keep our eye on the target, and the target is men," says **Dan Bennett**, GM, KTCK-AM Dallas. Every month, KTCK hosts "guys night out" at local restaurants, featuring sports, station personalities and an

Like ESPN's WMVP, OneOnOne owns stations in New York, Los Angeles, Chicago and Boston. "It gives us a unique view of the world. We're not just a supplier to affiliates but we experience their pain and their success and it gives us a much better indication of their needs," says Brennan.

The other 24-hour sports network is SportsFan. Like OneOnOne, it focuses on listener call-ins. EVP **Jonathan**

occasional cheerleader or two. They typically have 1,000 listeners show up.

Durant agrees women are the proverbial frosting on the cake. "We're Men 25-54, we just let that come naturally. But we don't do anything to degrade women; we don't try to call them dumb blondes."

But OneOnOne Sports CEO **Chris Brennan** said his female listener base has grown from 15% to 25% since 1994. "To shake off women as potential listeners is short sighted."—FS

Goldman says they are going after a star-studded approach with **John Madden, Keith Olbermann** and **Pat O'Brien** chatting up its airwaves.

As for giant ESPN, Goldman responds: "We don't believe they will own a monopoly in Sports radio any more than they own a monopoly in Sports TV. They build and create more credibility for the category and we're pleased with that."



the local media have been favorable." WMVP also has a full-time reporter covering the lockout.

The Washington (former Bullets) Wizards certainly don't have the recent highlight reels of the Bulls, but DC Sports/Talker WTEM-AM is knocking the dust off of Bullets' mementos from their 1978 championship season. On Thanksgiving day, they rebroadcast a 20-year anniversary special taped this past June featuring Wizards owner **Abe Pollin**.

"We are seeing some [negative] revenue impact in the short term, but we expect to still do our long-term season packages," GSM **Jim Weiskopf** told RBR. "Right now we'll go out to see someone on a basketball buy and do 50% prime times and 50% [alternative] play-by-play sports."

WTEM Operations Manager **Tod Castleberry** cautions lockout negotiators on both sides to "be careful" and said "it's a major risk to alienate

the fans. They don't seem to be missing it right now."

One avid hoops fan and Sports/Talk listener of some celebrity, who lives in New York City told RBR, "I am listening much less because they are not talking about basketball right now. When I might be listening to a game or a game recap, I am listening to more CDs, less radio."

On October 28, the NBA announced the cancellation of games from Nov. 3 to Nov. 30. Now they are canceling games on a week-to-week basis. "It would be a miracle if games resume before the end of the year," **Evan Silverman**, NBA Manager of Sports Media Relations told RBR. By press time, the lockout was going into its fourth week.

They doth protest too much

The rulers and subjects sat down shortly before the Thanksgiving feast to end the strife in their golden kingdom and restore the royal court. NBA players' rep **Billy Hunter** said there was an atmosphere of "compromise in the air." According to NBA commissioner **David Stern**, "The sound of the guillotine improves your hearing" but added there was "still a pretty good gap between" the sides.

Alas, poor basketball, we knew it well.

BROADCAST INVESTMENTS™

November 24—RBR Stock Index 1998

Company	Mkt:Symbol	11/18 Close	11/24 Close	Net Chg	Pct Chg	11/24 Vol (00)	Company	Mkt:Symbol	11/18 Close	11/24 Close	Net Chg	Pct Chg	11/24 Vol (00)
Ackerley	N:AK	18.500	18.187	-0.313	-1.69%	75	Harris Corp.	N:HRS	37.875	38.562	0.687	1.81%	1960
Alliance Bcg.	O:RADO	1.000	1.062	0.062	6.20%	645	Heftel Bcg.	O:HBCCA	45.625	47.625	2.000	4.38%	760
Am. Tower	N:AMT	21.875	24.437	2.562	11.71%	4026	Jacor	O:JCOR	59.250	60.937	1.687	2.85%	2034
AMSC	O:SKYC	4.875	4.750	-0.125	-2.56%	692	Jeff-Pilot	N:JP	65.937	72.625	6.688	10.14%	3314
Belo Corp.	N:BLC	19.250	19.000	-0.250	-1.30%	1695	Jones Intercable	O:JOINA	30.843	30.937	0.094	0.30%	1220
Big City Radio	A:YFM	5.000	4.875	-0.125	-2.50%	30	Metro Networks	O:MTNT	38.375	38.000	-0.375	-0.98%	143
Broadcast.com	O:BCST	53.500	70.000	16.500	30.84%	4957	NBG Radio Nets	O:NSBD	1.218	1.218	0.000	0.00%	56
Capstar	N:CRB	18.375	17.875	-0.500	-2.72%	1579	New York Times	N:NYT	29.750	32.312	2.562	8.61%	3589
CBS Corp.	N:CBS	28.812	29.125	0.313	1.09%	25487	News Comm.	O:NCOME	0.656	0.656	0.000	0.00%	0
CD Radio	O:CDRD	37.875	37.062	-0.813	-2.15%	1028	OmniAmerica	O:XMIT	23.000	25.625	2.625	11.41%	1590
Ceridian	N:CEN	59.812	63.437	3.625	6.06%	3482	Otter Tail Power	O:OTTR	38.250	39.750	1.500	3.92%	105
Chancellor	O:AMFM	40.000	38.562	-1.438	-3.60%	7051	Pacific R&E	A:PXE	1.875	1.875	0.000	0.00%	0
Childrens Bcg.	O:AAHS	3.187	3.125	-0.062	-1.95%	62	Pulitzer	N:PTZ	82.750	82.250	-0.500	-0.60%	50
Citadel	O:CITC	20.500	24.500	4.000	19.51%	317	RealNetworks	O:RNWK	42.875	39.500	-3.375	-7.87%	5655
Clear Channel	N:CCU	47.000	49.625	2.625	5.59%	3204	Regent Pfd.	O:RGCP	6.000	5.750	-0.250	-4.17%	29
Cox Radio	N:CXR	43.062	39.687	-3.375	-7.84%	132	Saga Commun.	A:SGA	18.000	19.625	1.625	9.03%	725
Crown Castle	O:TWRS	11.937	11.312	-0.625	-5.24%	334	Sinclair	O:SBGI	11.500	12.000	0.500	4.35%	6685
Cumulus	O:CMLS	10.875	12.937	2.062	18.96%	1474	SportsLine USA	O:SPLN	17.000	15.375	-1.625	-9.56%	9796
DG Systems	O:DGIT	2.687	2.937	0.250	9.30%	1047	TM Century	O:TMCI	0.437	0.437	0.000	0.00%	0
Disney	N:DIS	28.812	29.812	1.000	3.47%	101602	Triangle	O:GAAY	0.032	0.032	0.000	0.00%	7382
Emmis	O:EMMS	33.125	33.250	0.125	0.38%	1196	Triathlon	O:TBCOA	11.000	11.125	0.125	1.14%	33
Fisher	O:FSCI	67.000	68.000	1.000	1.49%	8	Tribune	N:TRB	63.000	64.375	1.375	2.18%	2190
Gaylord	N:GET	28.625	29.062	0.437	1.53%	326	Westower	A:WTW	24.250	23.125	-1.125	-4.64%	192
Granite	O:GBTVK	6.875	6.687	-0.188	-2.73%	879	Westwood One	O:WONE	21.125	27.250	6.125	28.99%	4208
							WinStar Comm.	O:WCII	28.750	29.062	0.312	1.09%	5786

Westower adds two

Westower Corp. (A:WTW) is beefing up its capacity to acquire tower sites and build towers with two acquisitions. It is paying \$4.9M in cash and stock for Teletronics Management Services, a Seattle-based site acquisition company, and \$8.6M for Summit Communications LLC, a tower building company based in Jackson, MS.

Fisher ads 11 TVs

In its biggest acquisition ever, Fisher Companies (O:FSCI) is paying \$215M for Retlaw Enterprises' TV group. The deal includes eight stations in Fisher's regional stronghold—the Northwest—plus one station in California and two in Georgia. Broker: CS First Boston

Web ties TV to Black History

Granite Broadcasting (O:GBTVK) is featuring content from Interactive Distributors' Black History Internet site on the Web site of each of Granite's 10 TV stations. Each station will sell banner ads on its co-branded site, which will focus on African-American news, history, music and literature.

11/30/98 RBR

OmniAmerica deal OK'd

It took less than a week to get shareholder approval for OmniAmerica's (O:XMIT) \$397M deal (RBR 11/23, p. 12) to merge into American Tower (N:AMT). OmniAmerica announced 11/23 that two shareholders holding in excess of 50% of the company's stock had approved the merger, which is expected to close in Q1 1999.

According to the proxy for next month's (12/11) OmniAmerica annual shareholders meeting, Hicks, Muse, Tate & Furst owns 44% of the company's stock. Under an agreement dated last April, when OmniAmerica merged with Specialty Teleconstructors, any major transaction, such as the pending merger, requires the

approval of a majority of the directors representing a stockholder group that includes COO **Michael Budagher**, whose family company owns 14%, and **Ernie Carpenter**, president of the Microwave Tower Service unit, who along with his wife owns 15%.

American launches new unit

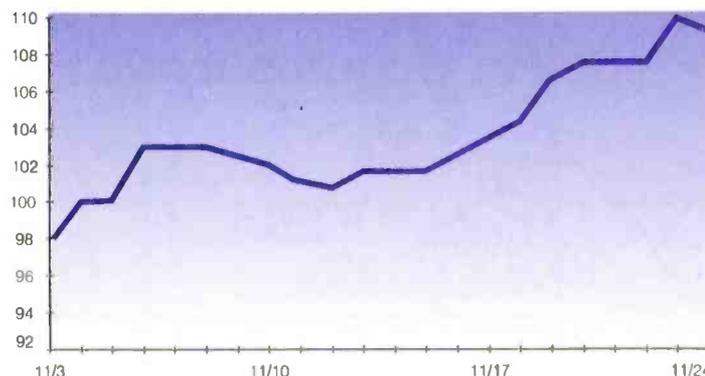
American Tower, meanwhile, announced creation of a new division, ATC Teleports, to manage its 70 sites that provide satellite and terrestrial connections between major cities. ATC Teleports will integrate the operations of the former MicroNet in New York and New Jersey, Southwest MicroNet in Texas and Washington International Teleport in metro Washington, DC.

The Radio Index™

RADIO BUSINESS REPORT

THE WALL STREET JOURNAL
RADIO NETWORK

The Dow Jones Industrial Average surged to record heights on 11/23, but The Radio Index™ remained well below its record of 118.67, set on 7/20. At RBR's pre-holiday deadline of 11/24, The Radio Index was at 109.30, up 4.96 from 11/18.



by Jack Messmer

Wicks group to Citadel for \$77M

Larry Wilson's Citadel Communications (O:CITC) is picking up four markets—two Arbitron-rated and two not—in a deal to buy the 16 radio stations of Wicks Broadcast Group. Wicks, which will still own a group of TV stations, is being paid \$77M.

The rated stations are a full-bore superduopoly in #96 Charleston, SC—three AMs and five FMs—and a two AM/three FM superduopoly in #164 Binghamton, NY. Also included in the deal are a trio of stations in Indiana:

WWKI-FM Kokomo (north of the Indianapolis market) and WMDH-AM & FM New Castle-Muncie (northeast of Indy).

Broker: Merrill Lynch & Co.

RBR observation: Citadel hasn't been actively acquiring stations outside the Arbitron universe, but there's no compelling reason to divest these Hoosier holdings. Both FMs are full Class B signals and the dominant Country stations in their area. The Wicks superduopolies are top-billers in both Charleston and Binghamton.

KKSS switches buyers

Rather than ending up as part of **Jeff Trumper's** Albuquerque superduopoly, KKSS-FM is now going to find a home in the crosstown Simmons Media Group cluster. The station is a spin-off from the \$24M purchase of **John Biddinger's** SunGroup by **John Borders'** Sunburst Media (*RBR* 2/16, p. 12). Sunburst kept the five Texas stations, but sold KMJJ-FM Shreveport, LA to Capstar (N:CRB) and had planned to sell KKSS to Trumper for \$6M (*RBR* 4/27, p. 14). Now though, the Trumper deal has been withdrawn and the station's LMA switched last month to Simmons, which will pay \$5.5M for KKSS. The broker on the overall deal was the late **Bill Rice**.

Kiddie cash-out coming

Children's Broadcasting Corp. (O:AAHS) has filed with the FCC for the sale of its last three stations to **Joaquin Blaya's** Radio Unica (*RBR* 11/2, p. 12). In addition to paying \$29.25M for the AMs in New York, Dallas and Phoenix, Radio Unica will also pay \$750,000 to Children's CEO **Chris Dahl**, bringing the total price to an even \$30M. Broker: Star Media Group; Ted Hepburn Co.

Tele-Media building again

When Tele-Media sold its 25 eastern radio stations to Citadel (O:CITC) for \$117M last year (*RBR* 4/7, p. 18), the deal didn't include Tele-Media's only two western stations, KVVQ-AM & KHDR-FM Victorville, CA. Now **Ira Rosenblatt**, VP/COO of Tele-Media's radio operations, is building a regional group. The first additions are First American Communications' KSZL-AM & KDUC-FM Barstow, CA and KDUQ-FM Ludlow, CA.

Christopher T. Dahl, Chairman of
Children's Broadcasting Company

has agreed to transfer the assets of

KYCR-AM Minneapolis - St. Paul, MN
KTEK-AM Houston, TX

for

\$2,700,000

to

Edward Atsinger, President of
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CLOSED

RBR's deal digest

Jesus Torrado's J&V Communications is adding a third AM in the greater Orlando market with a \$450,000 buy of Winfield Broadcasting's WOTS-AM. Broker: **Doyle Hadden**, Hadden & Associates... **Charles Moss'** CBM Napa LLC is exercising its option to turn its two and a half year LMA of KVON-AM & KVYN-FM Napa, CA into ownership. It'll pay Young Radio \$1.69M. Broker: **Andy McClure**, The Exline Co.

Clearance Channel: Jacor spin set to begin

by Dave Seyler

Just in time for the holidays, Clear Channel Communications (N:CCU) has released a catalogue of stations for sale as a result of its pending purchase of Jacor (O:JCOR). In all, 20 stations in five markets will go on the block (*RBR* 11/23, p. 13). For those of you looking for a stocking stuffer for that special someone, *RBR* hereby presents a market-by-market look at the CCC shopper's guide.

Tampa-St. Petersburg

Jacor and Clear Channel were #1 and #2 to start with, and both were basically maxed out on signals. Wanna enter a market as #2? Here's your chance. Cox and CBS are battling it out for 3rd in the market at around a 10.0 share, each with one AM and three FMs. While neither could buy the station group intact, they could split it amongst themselves. Most of the stations being sold are in the CCC group, with Jacor's WDUV-FM being the lone exception.

Before	AM	FM	Su98	After	AM	FM	Su98
Jacor	2	5	35.7	Clear Channel	3	5	33.1
Clear Channel	3	5	18.7	For sale	2	5	21.3

Cleveland

The Jacor superduopoly is competitive with Chancellor's—they will be battling it out for 1st place. Clear Channel's duop is both on the block and a distant 3rd. 4th place Elyria-Lorain could buy it and still be a distant 3rd. However, 3rd place in a market this large is not a bad thing—the trio may be attractive to any number of potential buyers.

Before	AM	FM	Su98	After	AM	FM	Su98
Jacor	1	5	35.2	Clear Channel	1	5	35.2
Clear Channel	1	2	7.9	For sale	1	2	7.9

Jacksonville

Thanks to the presence of some rimshot FMs in each group's station lineup, the merged CCC entity will be able to keep six of seven FMs (and three of four AMs). Welcome to the bargain basement of the CCC-Jacor sell-off. A humble AM-FM combo with its head barely above the one-share line is on the block. This handsome fixer-upper could appeal to a number of niche operators, but we don't expect to see **Mel Karmazin** or **Jeff Smulyan** kicking the tires.

Before	AM	FM	Su98	After	AM	FM	Su98
Jacor	2	3	24.4	Clear Channel	3	6	38.0
Clear Channel	2	4	14.8	For sale	1	1	1.2

Louisville

Clear Channel's WAMZ-FM and WHAS-AM alone combined for a 26.4 share last Summer. The Clear Channel lineup, which includes an unbuilt FM CP, is being kept intact, and the strong Jacor lineup is on the block. Groups in the market already include Blue Chip and Cox, each of whom could take only part of this offering. The market would seem to fit the plans of Citadel or Capstar, among others.

Before	AM	FM	Su98	After	AM	FM	Su98
Clear Channel	3	5	42.0	Clear Channel	3	5	42.0
Jacor	1	4	21.6	For sale	1	4	21.6

Dayton

Jacor owns 1st place with a 2-AM, 6-FM superduop which will remain intact. CCC's duop is no slouch, however, and can hold its own in 3rd place for an owner looking to enter the market. A logical buyer would be Cox—the stations would give it a full-bore superduop competitive with the Jacor stations—but Cox also has a TV station and a newspaper in the area and may well be maxed out on media outlets (at least in the government's opinion).

Before	AM	FM	Su98	After	AM	FM	Su98
Jacor	1	5	35.2	Clear Channel	1	5	35.2
Clear Channel	1	2	7.9	For sale	1	2	7.9

Source: Arbitron, Source Guide database

CLOSED!

ABC, Inc.
Robert Callahan, President
Bart Catalane
Executive Vice President
has acquired
KNKI (FM)
Dallas, Texas
from
**First Broadcasting
Company, LP**
Ron Unkefer, President
for
\$23,500,000.

Elliot B. Evers
and
Charles E. Giddens
represented the Seller.

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ELLIOT B. EVERS
415-391-4877

GEORGE I. OTWELL
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TRANSACTION DIGEST

by Jack Messmer

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

\$4,200,000,000—* 234 stations, 100% stock sale of various subsidiaries from Jacor Communications (O:JCOR, Sam Zell, chairman, Randy Michaels, CEO) to Clear Channel Communications Inc. (N:CCU, Lowry Mays, CEO). Tax-free exchange of stock, plus debt assumption, for total value of \$4.4B (*RBR* 10/12, p. 2). Radio value of \$4.2B estimated by *RBR*. Numerous **duopolies** and **superduopolies**. Notes: Includes WKRC-TV (Ch. 12, CBS) Cincinnati and Premiere Radio Networks. Clear Channel has indicated that it will divest 20 stations to comply with local ownership limits (*RBR* 11/23, p. 13). Broker: (for Jacor) Donaldson, Lufkin & Jenrette; (for Clear Channel) Salomon Smith Barney

\$5,500,000—* KKSS-FM Albuquerque (Santa Fe NM) from SunGroup Broadcasting of New Mexico Inc. (John W. Biddinger) to Simmons Media Group Inc. (David E. & Harris H. Simmons et al). \$550K escrow, balance in cash at closing. Note: This station was part of a group sold to Sunburst Media, with numerous spin-offs to other buyers. KKSS was to be sold to Trumper, but that has been withdrawn and the contract amended to sell it to Simmons. **Superduopoly** with KIVA-AM, KDZZ-AM, KZKL-FM, KEZF-FM, KIOT-FM & KRZN-FM. Note: 47 stations in market. LMA since 10/1.

\$4,273,607—KRJT-FM Bowie TX, 100% stock sale of Bowie Nocona Broadcasting Company Inc. from Billy J. Etter to Sunburst Dallas LP (Don L. Turner, John M. Borders, Media/Communications Partners III, M/C Investors LLC). \$1,866,607 in cash at closing, to be applied to pay off various corporate debts, with balance to be paid to Etter. Additional \$2.407M note to etter for non-compete and consulting agreement. Note: This station has applied to upgrade

from Class C3 to full C and change its city of license to Highland Village, TX, which is in the Dallas-Ft. Worth metro. Broker: Whitley Media

\$1,023,750—WBUX-AM Philadelphia (Doylestown PA) from Network Broadcasting Corp. (Marion M. Wesley) to Holy Spirit Radio Foundation Inc. (Dale & Jane Meier). \$102,375 escrow, balance in cash at closing. Broker: Michael Fox International

\$1,017,500—WROD-AM Daytona Beach from La Paz Broadcasting Inc. (Anthony Welch) to Gore-Overgaard Broadcasting Inc. (Cordell J. Overgaard, Harold W. Gore, William G. McMaster, Donald Arnot Jr., Jeremiah Marsh). \$1.01M in cash at closing, \$7.5K under consulting/talent agreement. Broker: Kempff Communications

\$900,000—* WGMZ-FM Glencoe AL from Appalachian Broadcasting Company Inc. (Barbara A. Fincher) to Capstar Royalty II Corp. (Steve Hicks), a subsidiary of Capstar Broadcasting (N:CRB). \$45K letter of credit as escrow, \$900K in cash at closing. **Duopoly** with WAAX-AM & WQEN-FM Gadsden AL. LMA since 11/15.

\$624,869—* WOBG-AM & FM Clarksburg-Salem WV from Hilber Corp., a West Virginia Corp. (Robert G. & Sally Steinhilber) to Burbach Broadcasting Corp. of Delaware (Nicholas A. Galli). \$5K escrow, additional \$25K in cash at closing, \$330K note, assumption of \$264,869 debt. **Duopoly** with WTUS-FM Mannington WV (below).

\$575,000—* WTUS-FM Mannington WV from Summit Media Broadcasting LLC (Nunzio Aldo Sergi) to Burbach Broadcasting Corp. of Delaware (Nicholas A. Galli). \$10K escrow, \$340K (less escrow) in cash at closing, \$225K note, \$10K in cash for non-compete agreement. **Duopoly** with WOBG-AM & FM Clarksburg-Salem WV (above).

\$475,000—WEIR-AM & WCDK-FM Wierton WV-Cadiz OH from McGraw Broadcasting Corp. (Richard McGraw) to Priority Communications Ohio LLC (Jay M. & Martha Philippone). \$25K escrow, addi-

tional \$375K in cash at closing, \$75K under non-compete agreement. Broker: Media Services Group

\$380,000—* WTJZ-AM Norfolk (Newport News VA) from Broadcasting Corp. of Virginia (Eric Reynolds) to Chesapeake-Portsmouth Broadcasting Corp. (Nancy A. Epperson). \$301K escrow, additional \$49K in cash at closing, \$30K note. **Superduopoly** with WPMH-AM & WCPK-AM.

\$350,000—WFAB-AM Ceiba PR from Southwestern Broadcasting Corp. (Pedro Roman Collazo) to Daniel Rosario Diaz. \$35K downpayment, additional \$315K in cash at closing.

\$275,000—WAVI-FM Christiansted, US Virgin Islands from St. Croix Wireless Co. Inc. (John Galanes) to El Morro Broadcasting Inc. (Luis Alan Mejia). \$50K escrow, balance in cash at closing.

\$250,000—WLWJ-FM Masontown PA from He's Alive Inc. (Dewayne Johnson) to Bible Broadcasting Network Inc. (Lowell Davey). \$10K escrow, balance in cash at closing.

\$250,000—WWGN-FM Ottawa IL from Cornerstone Community Radio Inc. (Richard Van Zandt, pres.) to American Family Association Inc. (Donald E. Wildmon, pres.). \$8K downpayment, additional \$242K in cash at closing.

\$195,000—WFIS-AM Fountain Inn SC, 100% stock sale of Golden Strip Broadcasting Inc. from Steven & Thelma Blair to Joseph E., Thomas M. & Joyce E. LaStringer. \$5K escrow, balance in cash at closing.

\$165,000—KCOM-AM Comanche TX from Arrowhead Broadcasting Inc. (Roy Parker) to Texas West Media Inc. (D.B. & M.C. Bacon). \$5K escrow, balance in cash at closing.

\$75,000—* KBBL-AM Little Rock (Cabot AR) from Hall Broadcasting Inc. (Christy & Phillip Hall) to Equity Broadcasting Corp., which is controlled by Arkansas Media LLC (Larry E. Morton, Gregory W. Fess, Max W. Hooper, Neal Ardman). \$55K in cash for station assets, \$20K in cash for transmitter site. **Duopoly** with KRNN-AM, KDRE-FM & KHTE-FM. LMA since 10/15. Broker: MGMT Services

\$29,000—* WBFD-AM Bedford PA from Paul D. Imgrund to John H. Cessna. \$1K downpayment, additional \$6.25K in cash at closing, \$21.75K note. **Duopoly** with WOOX-AM, WWCW-FM & WAYC-FM Bedford PA. Note: 8 stations in market.

\$1,000—KHOY-FM Laredo TX from Diocesan Telecommunications Corp. (Rev. Msgr. Robert E. Freeman) to Laredo Catholic Communications Inc. (Rebecca Sepulveda, pres.). \$1K cash.

N/A—* KHFX-FM Alexandria (Ball LA) from Shelley R. Cavaness to Cajun Communications of Texas Inc. (80% Roger W. Cavaness, 20% Shelley R. Cavaness). This station is being exchanged for a 20% stock interest in the buyer, which owns another

station in the same market. **Duopoly** with KLAAs-FM. Note: Shelley Cavaness is the daughter of Roger Cavaness.

N/A—* WZFL-FM Centreville MS from Port Allen Educational Broadcasting Foundation (Willie F. Kennedy) to Southwest Broadcasting Inc. (C. Wayne Dowdy, Henry J. Sanders). Transfer of station license in exchange for which the buyer has constructed a new 531-foot tower to be shared by WZFL on 104.9 MHz and the Foundation's WPAE-FM on 89.7 MHz, for which the Foundation has a CP to increase power to 100kw. WPAE will operate from the new tower rent-free for 20 years. **Duopoly** with WAZA-FM Liberty MS. LMA since 3/15. Note: No contour overlap with Southwest's McComb MS and Amite LA stations.

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