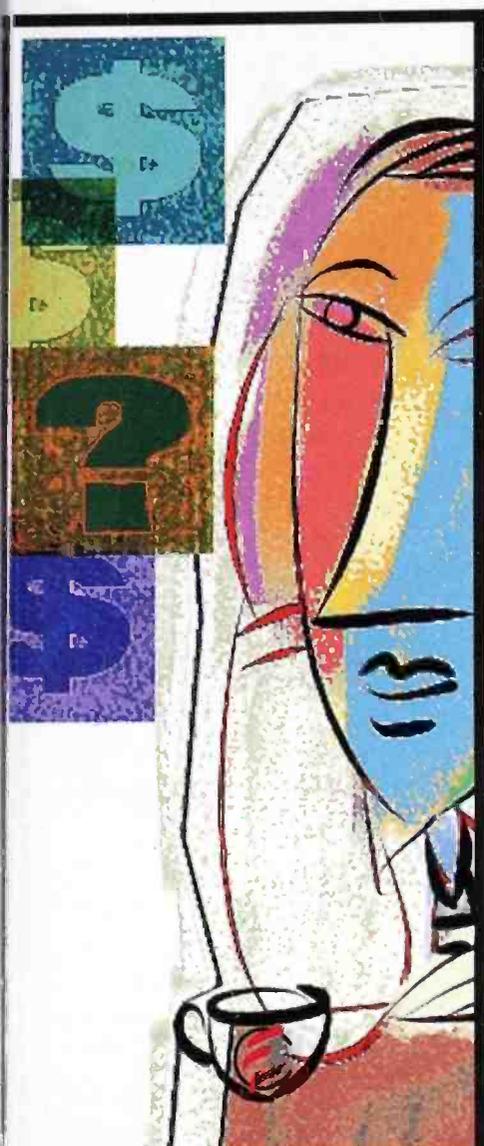


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## CEMA, 50 states request LPFM comment extension

Citing the established comment period is too short for the completion of ongoing and planned LPFM engineering studies, CEMA and all 50 state broadcasting associations (also Puerto Rico and D.C.) have filed a motion of extension on the LPFM NPRM (see "Engineered For Profit, pp. 6-10) comment and reply comment deadlines. The Motion asks for the comment period to be moved 90 days from April 12 to July 12, and the reply date from May 12 to October 11. Some of the studies include relaxing and lifting 2nd adjacent and 3rd adjacent interference requirements, narrowing bandwidth for LPFM transmissions and effects on current receivers.—CM

## Torcasso heading The Research Group

It's no longer a secret that Jacor Communications (O:JCOR) bought The Research Group (TRG) in January (*RBR* 1/18, p. 6) and the company's reorganization is under way with former CBS Radio VP/Programming **Rick Torcasso** as President. Torcasso is moving TRG's executive offices to Dallas, although the background and support staff will remain in Seattle.

Former CEO **Larry Campbell** will consult on some TRG projects, but is no longer an executive. Other top management changes are expected in coming weeks.

Torcasso said TRG will be refocused as more of a "boutique" firm, with some "interesting new products" to be introduced around June.

"Many research companies have really missed the point of what radio stations need today," Torcasso said. Having been a purchaser of research at Alliance, Infinity and CBS, the veteran broadcaster said he is able to use that perspective from the other side of the desk to develop some "out-of-the-box" innovations to serve the newly-consolidated radio industry. Although Jacor also controls Critical Mass Media, Torcasso said the two will operate completely independent of each other.—JM

### RBR adds Stevens to staff

**Tiffany Stevens** has joined *RBR* as an Associate Editor to cover Capitol Hill and the FCC. Stevens had previously held news and copy writing positions at Citadel's WGLU-FM & WQKK-FM Johnstown, PA and Tallyrand's WZWW-FM State College, PA.

### USADR announces board

Disney's (N:DIS) ABC is the latest major group to sign on as an investor in USADR and the board of directors has been named: **Mel Karmazin**, **Jimmy de Castro**, Radio One CEO **Alfred Liggins**, Jacor VP Engineering **Al Kenyon**, USADR CEO **Bob Struble**, Infinity EVP/CFO **Farid Suleman** and Gannett VP **Daniel Ehrman**.—CM

## Dille and Hicks will keep their licenses

Broadcasting veterans **John Dille** and **David Hicks** will get license renewals, but have to pay fines, under a settlement awaiting approval by an FCC administrative law judge. The deal will clear the two of misrepresentation to the FCC concerning WRBR-FM South Bend, IN, but Dille will pay a fine of \$30K and Hicks \$20K.

Although Dille's Pathfinder Communications will get a license renewal for WBYT-FM South Bend-Elkhart, the dispute over his financing of his children's investment in Hicks' WRBR killed a deal which had been pending for Dille to acquire WNDU-AM & FM.—TS

### January revenues: Gains roar in on the double

Double-digit, that is. In recording a total gain of 15% over January 1998, all regions enjoyed double-digit gains in both local and national business. Local was up 14%, led by a 18% gain in the Southeast, while national was up 18%, with the East setting the pace with a whopping 28% gain. This marks the 77th consecutive month of gains.—DS

Region	Local	National
East	15%	28%
Southeast	18%	19%
Midwest	11%	14%
Southwest	10%	20%
West	13%	12%
All regions	14%	18%
All regions, local + nat'l		15%

Source: RAB

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## Lucent announces first test station

Lucent Digital Radio (LDR) announced it is field testing on Brookdale Community College's WBJB-FM Lincroft, NJ, a Class A NPR affiliate 15 miles from its lab. Lucent engineers have combined the IBOC modulator/exciter with the station's existing transmitter and are transmitting both signals from the same antenna. "BJB and two or three other adjacents are

right on top of each other at our lab, so [it] makes a very good measuring point and test site," said **Nick Karter**, VP, Business Development, LDR.

The choice of WBJB was also due to the fact it is in a challenging interference zone—halfway between New York and Philadelphia in an area where stations from both markets can be received.

Currently in Phase I of testing, Lucent is transmitting a digital signal which is not fully enhanced yet—digital modulation only. "It's a simple upper and lower sideband transmission scheme," said Karter. "The true test of coverage will come in Phase II when we put in some enhancements into the channel and source coding."

Lucent is planning AM field tests in June and plans all field testing to be done by year's end.—CM

## FCC meets with WCS Radio dissenters

Some WCS band licensees are not happy with WCS Radio's Satellite DARS application, citing interference concerns with its intended nationwide service (which would compete with CD Radio (O:CDRD) and XM Satellite Radio). Among the dissenters: BellSouth, Shell Oil (which uses the band in connection with its oil drilling) and Metrocomm (for paging/data services). Ex parte meetings (which are on file) were held at the FCC 3/5 and 3/8 with a number of licensees.

"They are alleging that WCS Radio doesn't have enough spectrum to implement their service and they have a few interference questions. We are going to look at whether it would be in connection with looking at the WCS Radio application," said an FCC spokesperson.

Says WCS VP Business Development **John Mason**: "Our approach all along has been to get as many people on board as possible. And with those licensees that want to do something else with it, we'll coordinate with them, following the established rules for WCS licenses."

Mason added that Mexico also wants to do a satellite DARS system in the WCS band.—CM

## New web site for radio links stations with NTR

Radiontr.com launched 3/9 with 125 stations. However, this site doesn't aggregate radio web sites, it's a "dating service" for advertisers and stations. Advertisers willing to offer promotions are pre-cleared and entered into a database with the items they are willing to give away. Stations that want to use promotions are pre-cleared and matched appropriately over a private e-mail system with what they are looking for. If both agree, then the promotion is cleared. Stations provide mentions for the advertiser and can sell it locally.

"Our focus is on bringing new revenue to the industry. We wanted to make it a very easy broker deal. As we have stuff become available, we send private e-mail messages to the stations and they can say yea or nay. We do the fulfillment and verification—it's all automated," said CEO **Roger "Wilko" Wilkerson**.

So far, tickets, trips, books, hotels and software have been leveraged. Markets cleared include Philly, S.F., Miami, Atlanta and Seattle.—CM

## News Briefs

### Fries contract extended

**Gary Fries** will remain at the helm of the RAB through 2006. The RAB board has extended Fries' contract as President and CEO for an additional five years. Fries' tenure began in 1991.—JM

### Mercury deadline extended

Radio stations now have until April 9 to submit entries for the Radio Mercury Awards—either for station-produced spots or client-produced spots being entered on behalf of advertisers. All spots entered must have aired in 1998. RAB says the deadline was extended after several stations requested more time to prepare entries.

Cash prizes total \$210K, including the \$100K Grand Prize. Entry information is available at [www.rab.com](http://www.rab.com) or (212) 681-7207.

### 52nd time the charm

**Martin Beck** will be attending his 52nd consecutive NAB Convention next month, according to the Broadcasters Foundation, which plans to honor the radio group owner at its 1999 American Broadcast Pioneer Awards. Others to be honored as pioneers are broker **Dick Beesemyer**, radio drama writer **Himan Brown**, former group owner **Ragan Henry** and BMI CEO **Frances Preston**.—JM

### Gardner gets another Journal promotion

The board of directors of Journal Communications has elected **Carl Gardner** a vice president of the company, following his recent promotion to President-Radio, Journal Broadcast Group (RBR 12/7/98, p. 3).

Gardner has been heading the radio group since **Douglas Kiel** was promoted to President of the entire multi-media company in December.



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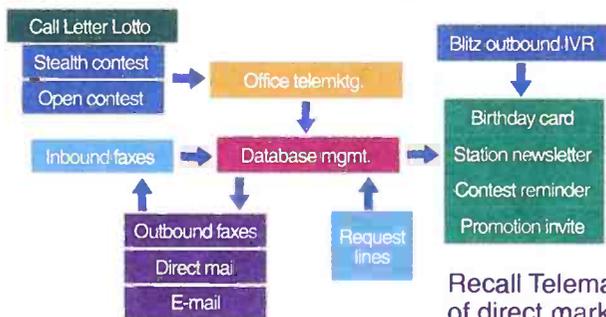
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## Diller deal in dire straits?

**Barry Diller's** plan to merge Home Shopping Network, Internet Shopping Network/First Auction and Ticketmaster with the Internet search engine/portal Lycos Inc. (RBR 2/15, p. 6) may be in trouble. The head of the venture capital firm that is Lycos' (O:LCOS) largest shareholder, **David Wetherell**, resigned from the Lycos board of directors and said he would not support the merger with the three units from Diller's USA Networks (O:USIA). "After further consideration, it is my opinion that the terms of the USA-Lycos transaction are inadequate for Lycos shareholders," Wetherell said in a statement.

Lycos' stock price had slumped by more than a third since the deal was announced, but regained more than half that loss after Wetherell's announcement.—JM

## NBC goes shopping

General Electric's (N:GE) NBC is paying \$56M for a 19.9% stake in ValueVision (O:VVTV), with an option to raise the stake to 39.9%. ValueVision is the #3 cable TV shopping channel, behind QVC and Home Shopping Network.

ValueVision also sells its wares over the Internet and NBC plans to turn the ValueVision Web site into an Internet portal, offering a search engine, e-mail, chat rooms and other Internet services to attract consumers to the site.—JM

## Mega-merger in cable

Adelphia Communications (O:ADLAC) is set to become the nation's fifth-largest cable TV MSO with a \$5.2B deal to acquire Century Communications (O:CTYA) in a cash and stock deal. Under the merger agreement, Century's Class A common stock holders will receive \$9.16 cash per share plus 0.6122 shares of Adelphia's Class A common stock. Adelphia will also assume Century's \$1.6B in outstanding debt. **Broker:** Daniels & Associates—JM

## NBC tripling Olympic outlets

*Wall Street Journal*—In its most ambitious effort to meld its cable and broadcast holdings, NBC plans to offer coverage of the Olympics on CNBC and MSNBC, as well as on its flagship broadcast network.

The move, outlined by NBC executives, is part of a push by the General Electric Co. (N:GE) unit to boost its ad revenue from the Olympics and offset the \$3.6B it paid for the rights to televise the Games over the next decade. Although NBC has insisted that ad sales for the Olympics are on schedule, some ad buyers have questioned whether the value of the Games has diminished in light of a continuing bribery and corruption scandal.

NBC's cable plan for the Olympics is also part of a broader push by the company to renegotiate the deals between NBC and the cable operators that show its programming. The Olympics coverage is being offered by NBC as a sweetener to convince cable operators to pay more for CNBC and MSNBC, which have both enjoyed healthy ratings gains in recent years as demand for their shows have increased.

©1999, Dow Jones & Co.

## Hicks sells NY station

Sunrise Television, the small-market TV group backed by Hicks, Muse, Tate & Furst, is selling WROC-TV (Ch. 8, CBS) Rochester, NY for \$46M. The buyer is another venture capital firm well known in both radio and TV—ABRY Partners, via its Nexstar Broadcasting Group. It'll be the eighth TV station for Nexstar and leave Sunrise with 13 stations.—JM

## Sinclair divests Tyler

In its first move to deliver the de-leveraging promised to Wall Street, Sinclair Broadcast Group (O:SBGI) announced plans to sell KETK-TV (Ch. 56, NBC) Jacksonville, TX and its LMA of KLSB-TV (Ch. 19, NBC) Nacogdoches, TX—both in the Tyler-Longview market—for \$38M. Communications Corporation of America will acquire the non-license assets for \$36M once it gets DOJ approval and the KETK license for \$2M once the FCC gives its OK.—JM

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by Carl Marcucci

## Examining LPFM: the technical pros and cons

As the LPFM comment date draws near (April 12), most existing broadcasters are lining up the troops (lawyers and engineers) to battle this thing. Probably a good example of what we'll be reading is supplied by Cumulus Executive Chairman **Richard Weening**: "Our engineering people have looked into it and have some pretty strong feelings about it. The bottom line is they feel a thorough engineering evaluation of the concept will result in the concept being abandoned. The whole industry and the FCC and the Congress have worked for years to ensure the integrity of the broadcast spectrum, and as far as I can tell, there's an overwhelming consensus in the engineering community that this concept is not viable. Period. Technologically, it's a tempest in a teapot. It's one of those ideas that just hasn't been thought through carefully enough."

Weening is one of 16 newly-appointed members of NAB's Radio Spectrum Integrity Task Force that will help the FCC look at the potential effects of LPFM and IBOC on the dial. The group's first meeting took place on March 9, which included **Jacor's Randy Michaels**, **Hefel's Mac Tichenor**, **Citadel's Larry Wilson** and **Entercom's Joe Field**.

The Commission adopted the controversial LPFM NPRM on January 28, proposing two or three new service classes. "LP1000" provides 1,000 watts ERP, allowing a protected 60 dB contour radius of 9-10 miles. The "LP100" class is 100 watt stations with a service grade radius of 3-4 miles. LP100 is unprotected and vulnerable to new allotments. The Commission also asks for comments on a third possible class,

"micropower" (in every sense of the word): 1-10 watts, bringing 1-2 miles of effective coverage.

To do this, the FCC admits it will have to lift third adjacent interference criteria, and relax second adjacent standards if it hopes to get these proposed stations into the top 25 markets and beyond, in many cases. Any new station would be allotted with mileage separation requirements, like the existing. "We believe that we can eliminate third adjacent channel restrictions. We propose to do that in part based on the Commission's proceeding in the grandfathered short-spaced item [the 1997 removal of 3rd-adjacent channel protection for full power grandfathered short-spaced stations], and we've said possibly on the same basis we could exclude the second adjacent channel requirement, but then we've asked for comment on that," says **Keith Larson**, Assistant Chief, Engineering, Mass Media Bureau.

The NPRM provides several examples. "With full protection require-

ments, no LP100 or LP1000 stations could be authorized in Denver...No LP1000 and only three LP100 stations could be authorized in Minneapolis...If there were no 3rd-adjacent channel protection requirement, one LP1000 or four LP100 stations might locate in Denver and one LP1000 or nine LP100 in Minneapolis...two LP1000 stations could be located in Nashville if there were no 3rd-adjacent channel protection requirement...as many as ten might be possible if a 2nd adjacent standard also were not required...in San Francisco, no LP100 station could be located with a 2nd-adjacent standard, but two would fit if there were no need for 2nd- and 3rd-adjacent channel protection standards...at least one LP1000 could be authorized in L.A. [see map, page 7] and Pittsburgh, but only without 2nd- and 3rd-adjacent channel protection standards."

The NRSC's DAB Subcommittee Chairman **Milford "Smitty" Smith** sees trouble from the start. "Right out of the box, I think it's a bad idea. In terms of jerking around with the second and third adjacent protection to existing stations, that's potentially horrifying. When we were working with NAB on some of this stuff previously, I went out and ran some stud-

### More than LPFM at stake?

Possibly to make it easier to afford, the rulemaking suggests that all filings are done over the Internet. The new programming of the FCC's database would allow the applicants to quickly see if their station would fit, without the use of engineering consultants. This brings some to speculate there are far greater-reaching implications in this rulemaking than LPFM.

"There's a buried sea change that's much bigger than all this, and it's in paragraph 95 in this rulemaking. It said the Commission will consider making frequency selection available online. Currently, there are pretty significant barriers to getting CPs. You need to go out and hire a consultant before you can even get your application filled out, and then you have to pay the FCC a number of thousands of dollars for the privilege of having them accept it. Then there's a window of opportunity for others to file, and the subsequent legal delight is difficult for me to restrain myself in describing," said **RadioSoft President Peter Moncure**. "To have frequency selection online and to eliminate the consulting industry, and to make possible for the first time South Park High School to apply for a frequency when they find it is available is a bigger change in access to the airwaves than has ever existed in this country."—CM

ies on five or six markets just to see (and we used a 10-watt operation) how many of these things you could cram in within the existing protection ratios. It turned out in most every market we looked at you couldn't cram in anything, or one at the most. We looked at Boston, Philly and Detroit, and I pulled a couple of others out of the air. It became very obvious at that point if there was going to be an effort made to institute an LPFM service, the only way to get in any potential allocations was to fool with existing protection ratios. And the minute you do that, you have basically deprived an existing operation of service area and deprived the new operation of service area—replacement of service theory is what literally got us into the mess we are in currently with AM.”

Altering current protection criteria could also greatly impact the rollout of IBOC DAB. Smitty, who helped design the NRSC's field testing criteria, will be helping to review IBOC systems test data presented

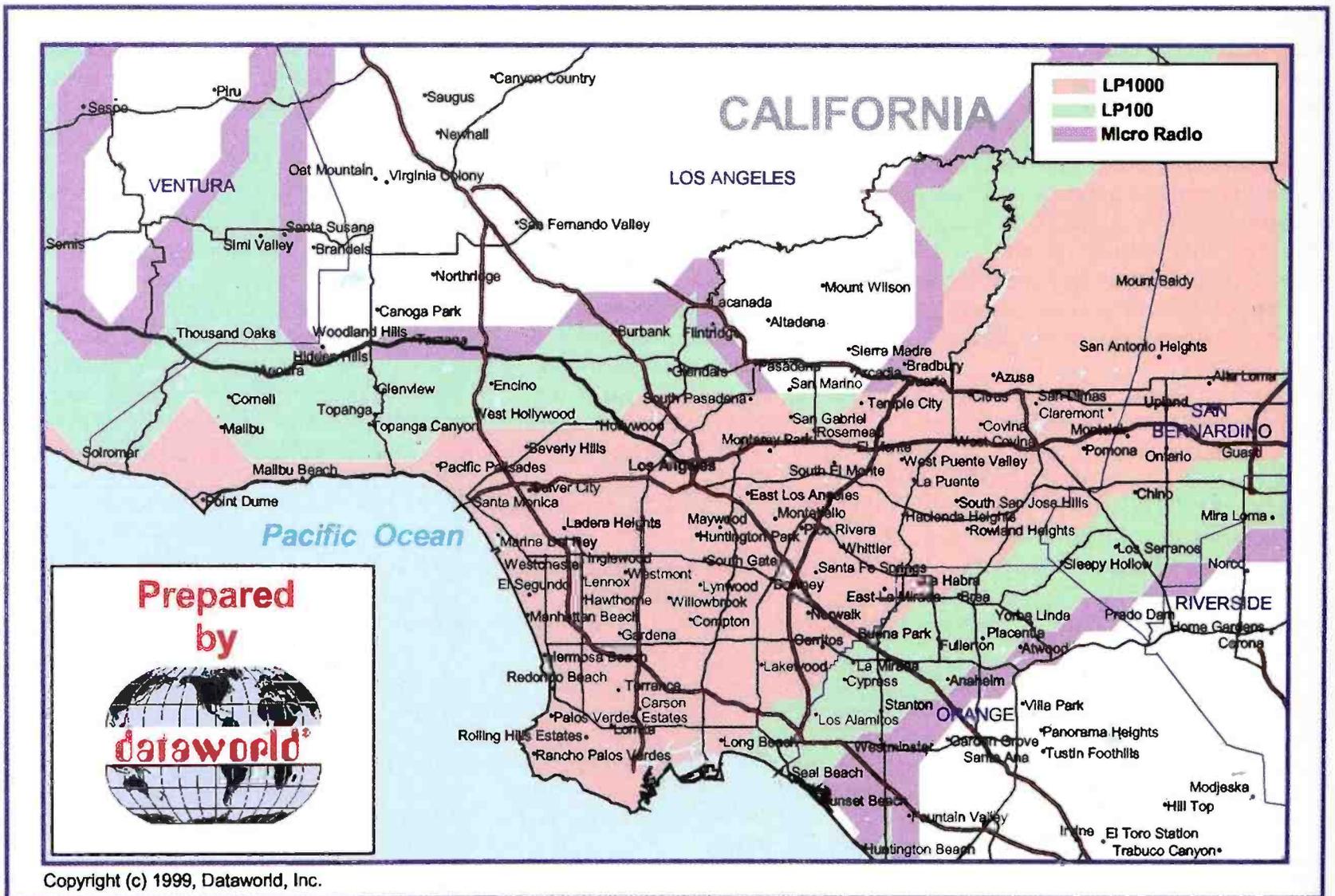
by Lucent Digital Radio, Digital Radio Express and USADR. These systems have been designed to meet current protection criteria, and all three have spent a lot of money and time on R&D.

USADR President **Bob Struble** is concerned, but has been given some assurances IBOC will be considered in this rulemaking. “We've been working very closely with the Commission on this issue and it's come up in all our discussions. We've made the offer to do detailed analyses on the proposals and to give our assessment of what their impact, if they were implemented, would be on IBOC. In general, more interference makes our job tougher. Because the FCC has asked us, we will file comments and lay out to the best we can what the impact is going to be. We were very excited to see that in their votes and comments, every one of the Commissioners highlighted the need to consider, and not impede the transition to digital radio, so this is clearly on their radar screen.”

**Low power=low interference**

In this proceeding, the FCC stressed low power means low interference to existing broadcasters. The NPRM cites an LP1000 station under the current protection ratios would cause 3rd adjacent interference only .9 mile from the antenna, mainly where the LP1000 is located at the edge of the protected station's contour. The NPRM also says the interference potential would be even less with LP100 stations. The areas where LPFM will interfere with full-power commercial stations, and “blanket the dial” with front end overload are said to be small.

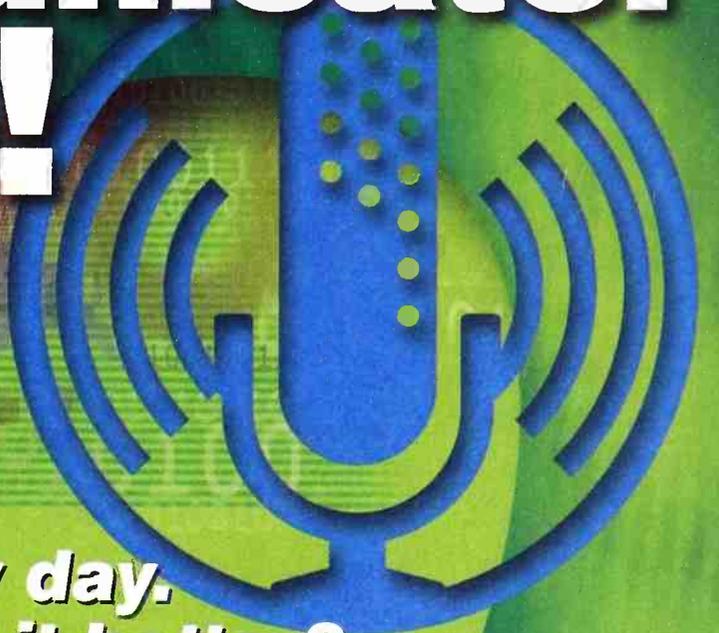
Some engineers agree. “I'm not sure the commercial broadcasters are going to be interfered with that much. The blanketing contour [the area it would be difficult to get any other FM station] for a 1,000 watt FM station at 150 feet is probably only a block, maybe two. I think some people will have problems in that area receiving a second-adjacent commercial station,” said Gulfstar director of engineering **Frank McCoy**.



A map showing where different LPFM classes could be located in the L.A. metro area if both 3rd and 2nd- adjacent interference criteria were lifted completely (one of the proposals mentioned in the LPFM NPRM).

Source: Dataworld

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However, that doesn't mean multiple LPFMs in a market won't degrade the dial. 10 or 12 LP100s in any market will swiss-cheese it for everyone. McCoy agrees with Smitty; if you change them, you're asking for trouble. "The contents of the F[50/50] tables [interference separation criteria for the commercial FM band] and the current set of spacing requirements and interference contour requirements are still in place at the FCC because they work—they guarantee that broadcasters will be able to provide service and that people with reasonably-priced radios and reasonable technology will be able to get the service without problems. As soon as you step outside of that box—the hard and fast set of rules—reasonable contours, reasonably priced radios, simple technology, not a lot of effort, you're asking for trouble. The people who are the new licensees may have a lot of trouble, the old licensees may have a lot of trouble. Don't know—you just unfastened your seatbelt and yeah, maybe you won't hit anything, but if you do, well, it won't be good."

### Owner/Operator/CE

Current broadcasters have to adhere

to a number of FCC engineering rules and regulations. Would an LPFM operator have to qualify for a general radiotelephone license? Would the FCC have to police these stations that may overmodulate and obliterate second adjacent frequencies for miles rather than blocks? Who is responsible for LPFM's technical performance characteristics?

The Commission addresses this and asks for technical comment and means for limiting bandwidth on LPFM stations. Assuming this is enforceable, a spectral mask for any LPFM classes would be "stricter" on out of channel emissions. Larson says any transmitters that would be used by LPFM stations would have to be approved for use by the Commission: "The transmitters themselves have to comply with the spectral mask."

Considering the past claims of interference with air traffic communications as a reason for shutting down pirates, some wonder if the FCC has the ability to police thousands of new, inexperienced broadcasters. Broadcasters who may not keep the transmitter they claim to have, but get a 10-bay antenna and used 6kw transmitter. "I don't think the engineering

### LPFM Equipment costs

It really doesn't cost much to get an FM station on the air. One of the most famous pirates (or microbroadcasters if you prefer), **Stephen Dunifer**, tells us that in his co-authored book *Seizing the Airwaves: a Free Radio Handbook*: "[FM] transmitters combined with other equipment including inexpensive audio mixers, consumer audio gear, a power supply, [harmonic] filter and antenna enable any community to put its own voice on the air at an average cost of \$1,000-\$1,500. This is far more affordable than the tens or hundreds of thousands required by the current FCC regulatory structure."

But, as the NPRM says, the FCC wants transmission equipment certified and may want LPFM to use a more narrow bandwidth. Certainly, in the proposed micropower and LP100 classes, the main expense would be the exciter. No amplifier/transmitter would be needed. **Bill Meoia**, consultant for Radio Frequency Systems which manufactures antennas, transmission lines and combiners, gives his estimates: "People like ourselves who have cost-effective antennas rated from 10-500 watts, the power input is gated by

the input harnessing connector. So, if you can get more cost-effective, reduce that down to a type N or something, you can get a new 2-bay FM antenna for \$2,000. It would be a simple helical circularly polarized antenna. Let's say you've got another \$500 in the transmission line. I would say a new, simple 10-watt modulator or exciter would cost no more than \$10K. In fact, including riggers' costs, I would say you get on the air with new equipment for \$25K very easily. A lot of the used equipment is either reconditioned or off the air TV or FM stations. If they went to all used equipment, including a used 0.exciter, I would say \$12K-\$15K."

Shively Labs' (antenna manufacturer) sales manager **Dave Allen** says a lot of the costs could be based on any directional requirements. "Our experience going in with situations like translators, which is the closest analogy we have, is a lot of it will have to do with what the pattern requirements are. If it's just like putting a small station up in the air with no directionalizing requirements, it's one game. And if they have to worry about interferences and protects, it gets very expensive, very quickly."—CM

on these LPFMs will be the cleanest thing. I think the realistic expectation that this service can be adequately policed is largely false," said Smitty.

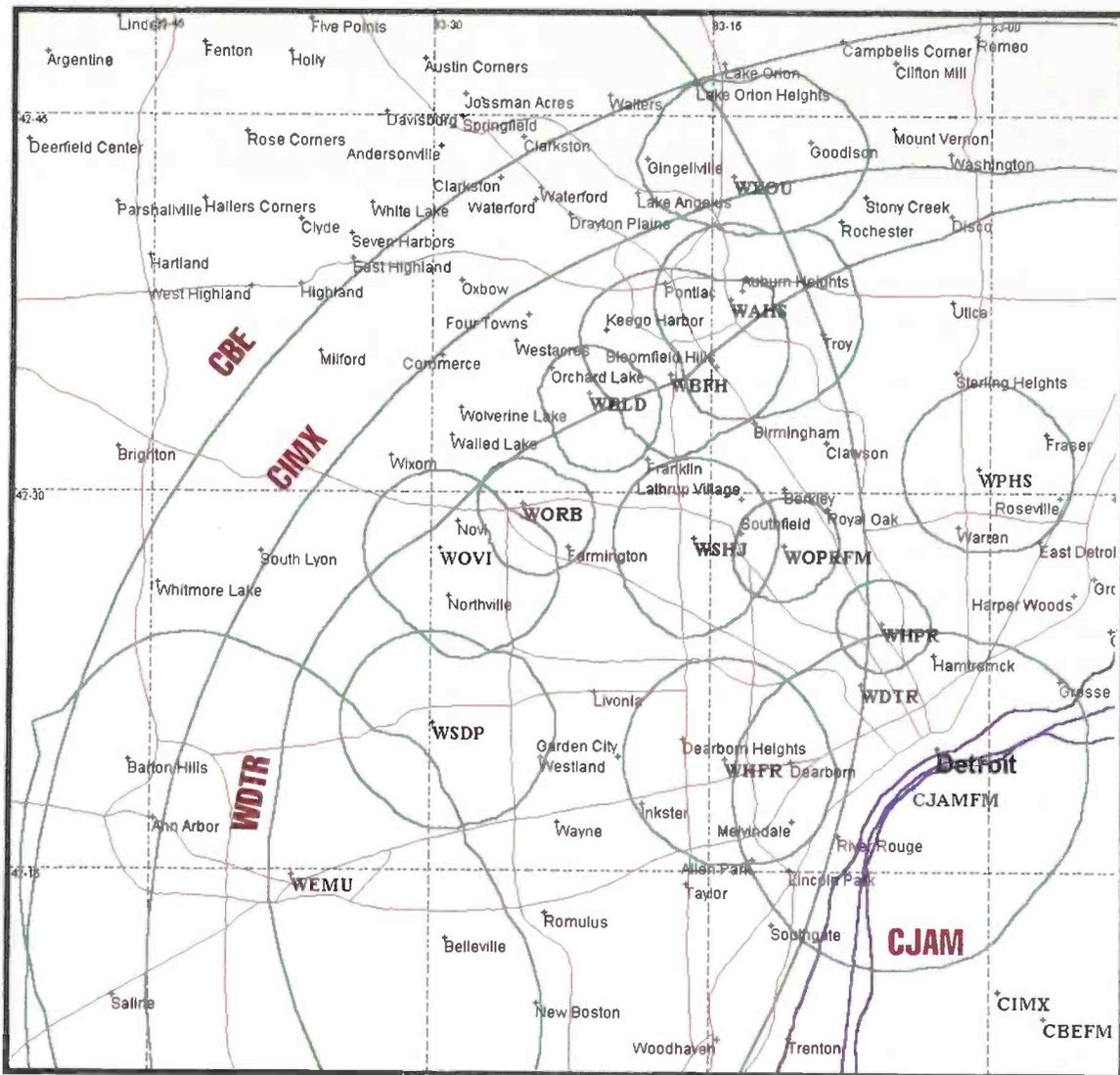
**RBR observation:  
Solutions, anyone?**

LPFM has its own set of pros and cons. Like IBOC, it could be a real shot in the arm for equipment manufacturers. It could bring a whole new dimension of voices to the radio waves or it might just be more of the same.

The FCC wants to increase minority ownership, but there's no guarantee that will happen. Says Chancellor VP Engineering **Jeff Littlejohn**: "They're really going to be forced to auction off the spectrum—Congress is forcing [it]. And I wonder how much this is really going to meet their goals for minority ownership. Unless they can find some loophole around that, the only way I can see to make this really work is if you make them non-commercial stations or really limit the profitability of them so that it doesn't become commercially viable. If it becomes commercially viable, the auction price is going to go through the roof."

The original aim of the FM non-comm band was just what LPFM is proposing today. The vast majority of those licenses are now playing NPR or Religious programming, often with little or no localism. Docket 80-90 didn't seem to do it either. Having failed to learn from past failures, the FCC wants to repeat Docket 80-90 on a larger scale and *RBR's* analysis (*RBR* 2/22, p. 6-7) points to a disaster in the making. What about buying brokered time on existing AMs? Look to **Bill O'Shaughnessy's** WRTN-FM/WVOX-AM as an example of how it is already done (*MBR* October '98 p. 14). The metro Washington D.C. AM dial is another great example.

Regardless, the FCC can and may take LPFM all the way, especially with the latest legal interpretation issued by the 8th Circuit Court of Appeals (*RBR* 3/8, p. 4). Because the non-comm band uses more-appropriate-for-LPFM interference separation criteria (F[50/10]) in the first place, and the fact that some or all LPFMs may be deemed non-profit, we think that is the place to lift and relax criteria. The best examples of existing LPFM-type scenarios lie in Chicago and Detroit (see map, above). The NPRM



A current example of LPFM? A map showing 12 Detroit metro area low-power high school stations (along with full-power stations) in the non-comm band. The contour is 60 dB service grade.

Source: RadioSoft

seems to be on the same page with Paragraph 46: "Similarly, in the non-commercial service, we have been willing to accept small amounts of potential second- and third-adjacent channel interference where such interference is counterbalanced by substantial service gains. We ask commenters to assess the level of risk of increased interference to stations in existing FM services that would result from permitting LPFM stations to locate without regard to 2nd-adjacent channel spacing for this service and to weigh any costs against the additional service to the public that could result."

Said McCoy: "I suspect that if the third adjacent rules were dismissed in the non-commercial portion of the FM band that as many people that wanted to have an LPFM as described in this rulemaking could in fact be built, without having to invade the commercial portion of the band at all. I'd like to actually commission somebody to run some software to see if that's true. It's possible in a good

percentage of the cases, with the exception of the major markets, and entirely possible in all the markets Capstar is in, people could find a place to have a non-comm FM of the size posed by this rulemaking—100 watts at 100 feet for instance."

Another solution may be to pick one (there may only be one) frequency in each market to place its LPFMs. Each would serve its community with 10-100 watts. Getting mutual interference agreements from one or two existing stations might be easier than trying to change all the rules.

**For the record**

In the last "Engineered for Profit" (*RBR* 2/15, p. 10), we mistakenly identified Blaupunkt's "DigiCeiver®" chip set as Motorola's. The core DigiCeiver concepts and technologies were developed by Blaupunkt engineers. The chip set was jointly developed by Blaupunkt and Motorola and is being manufactured by Motorola.—CM

by Jack Messmer

## Heftel placing second bet in Las Vegas

You probably already know that Las Vegas is one of the nation's fastest growing radio markets—jumping from Arbitron ranking #55 in 1995 to #40 today. Did you realize that the Hispanic population is growing even faster than the total population? The market's Hispanic population shot up from 11.1% in '95 to 13.3% today. It's hardly surprising then, that Heftel Broadcasting (O:HBCCA) is buying KISF-FM from Radio Vision Inc. for \$20.3M to move Heftel's Regional Spanish format from KLSQ-AM. The AM will get a new format.

**RBR observation:** Heftel's entry into the market was almost an afterthought. **Cecil Heftel** and **Carl Parmer** put their headquarters in Las Vegas, although the company focus was on acquiring stations for Spanish programming in

the largest Hispanic markets, and acquired KLSQ just to have a signal at home base. When ClearChannel bought control of Heftel in 1996 and merged it with Tichenor Media, **Mac Tichenor** consolidated HQ in Dallas, but held onto the Las Vegas AM. The gambling mecca isn't yet a top-15 Hispanic market, but it is moving up fast from the 30+ area, so Tichenor has decided it's time to debut Spanish music on FM in Vegas before someone beats him to it.

## Astor adds KMSL

Regional group owner **Arthur Astor** is entering a third Southern California market with a \$2.5M buy of **Henry Stickney's** KMSL-AM Ontario, which is in the Riverside-San Bernardino market. Astor currently has stations in both the San Diego and L.A. markets. **Broker: Ray Stanfield**, Ray Stanfield & Associates

## Wichita spin-offs to Connoisseur

Under a deal approved by DOJ, Capstar (N:CRB) will spin four Triathlon stations and one of its own AMs to **Jeff Warshaw's** Connoisseur Communications to settle antitrust concerns in the Wichita, KS market. That will clear the way, once the FCC also says OK, for Capstar to complete its \$190M acquisition of Triathlon (O:TBCOA).

In Wichita, Capstar will end up with KKR-D-FM, KRZZ-FM, KZSN-FM & KRBB-FM. Connoisseur will own KNSS-AM, KFH-AM, KQAM-AM, KEYN-FM & KWSJ-FM.

## Citadel cash flow up 70.3%

Citadel Communications (O:CITC) saw its net revenues grow 50.8% in 1998 to \$135.4M. Broadcast cash flow shot up 70.3% to \$41.9M. On a same station basis, revenues gained 13.4% and cash flow 32%.

Citadel's cash flow margin last year was 31%, up from 27.3% in 1997. CEO **Larry Wilson** told RBR his goal is to get the entire company to a 40% cash flow margin. Some markets are already at or beyond that mark.

## Double-digit growth for Metro

Advertising revenues grew 23.7% in 1998 for Metro Networks (O:MTNT) to \$172.1M. Cash flow (EBITDA) was up 25.2% to \$43.3M.

"Affiliate growth in all our businesses accelerated during the [fourth] quarter," said CEO **David Saperstein**. "with our news division remaining the fastest growing area of our business."

## Fisher creating second class of stock

Shareholders of The Fisher Companies (O:FSCI) will vote 4/29 on a proposal to split the company's stock into A and B series, with the new B series having 10 times the voting power of the A stock. For each current share (A), the company would distribute a new B share as a dividend. However, if

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## USA Radio Net seeking cash to expand

The small company IPO by USA Radio Network (*RBR* 3/8, p. 9) hopes to raise up to \$1M to expand the company, and executives are making it no secret that they hope to step up to Wall Street's big leagues with a bigger stock offering and formal stock listing.

The Form U-7 Disclosure Document being sent to would-be shareholders shows net income of \$112K in 1997 (the most recent year cited) after a loss of \$167K in '96. Here's a look at the network's financial figures:

### USA Radio Network Inc.

Category	1997	1996
Total revenues	\$4,661,050	\$4,411,713
Spot sales	3,837,553	3,475,433
News services	228,180	219,996
Syndication	173,838	182,308
Agency commissions	—	85,895
Cash flow*	210,449	-150,807
Operating income/loss	158,997	-186,732
Net income/loss	112,138	-166,582

\*Calculated by *RBR*

Source: USA Radio Network Inc. Form U-7

The small company IPO must raise at least \$300,000 (at \$10 per share) to become effective. A trust administered by President and founder **Marlin Maddoux** currently owns 100% of the company's stock and will still own 96.67% even if the maximum \$1M (100K shares) is sold to the public.

Approximately 40% of the cash to be raised in the IPO will be used for new programming, with around 20% for equipment and the remainder for promotional efforts to increase the network's affiliate base. USA Radio Network currently has 1,100 affiliates nationwide.

The small stock offering is currently registered for sale only to residents of Texas, but the company is awaiting clearance in other states.

the B share is ever sold, it will revert to an A share.

Since the **Fisher** family owns about 70% of the company's stock, the dual series of stock would allow the company to issue new A stock for financing and acquisitions without risking a hostile takeover.

### AMEX trading Nasdaq 100

The recent merger of the American

Stock Exchange (AMEX) and Nasdaq has cleared the way for the AMEX to add the Nasdaq 100 to its popular tracking stocks for major indices—the Dow Industrials Diamonds (A:DIA) and S&P 500 Spyzers (A:SPY). The new stock to track the Nasdaq 100, which debuted last week (3/10), carries the AMEX symbol **QQQ** and is priced at approximately 1/20th the

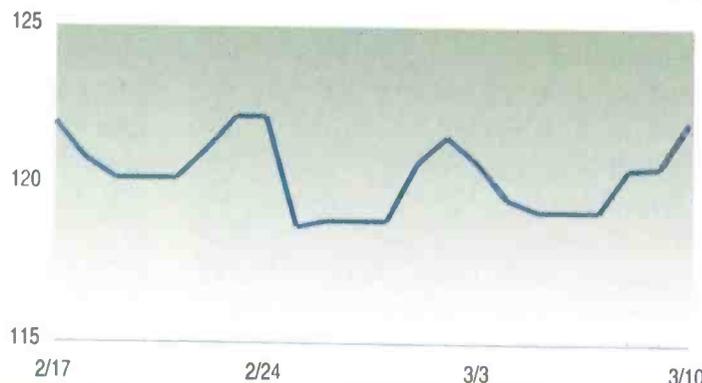
**continued on page 14**

## The Radio Index™

**RADIO BUSINESS REPORT**  
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Radio stocks lagged as the Dow Industrials and S&P 500 surged to record highs. The Radio Index™ closed 3/10 at 122.01, up 1.29 from a week earlier.



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**March 10—RBR Stock Index 1999**

Company	Mkt:Symbol	3/3/99 Close	3/10/99 Close	Net Chg	Pct Chg
Ackerley	N:AK	17.937	17.875	-0.062	-0.35%
Alliance Bcg.	O:RADO	1.000	0.923	-0.077	-7.70%
Am. Tower	N:AMT	25.750	25.000	-0.750	-2.91%
AMSC	O:SKYC	4.250	5.000	0.750	17.65%
Belo Corp.	N:BLC	17.937	18.437	0.500	2.79%
Big City Radio	A:YFM	4.625	4.375	-0.250	-5.41%
Broadcast.com	O:BCST	86.750	90.250	3.500	4.03%
Capstar	N:CRB	21.937	20.875	-1.062	-4.84%
CBS Corp.	N:CBS	36.687	36.625	-0.062	-0.17%
CD Radio	O:CDRD	22.000	23.437	1.437	6.53%
Ceridian	N:CEN	35.125	35.937	0.812	2.31%
Chancellor	O:AMFM	47.937	46.875	-1.062	-2.22%
Citadel	O:CITC	25.875	26.062	0.187	0.72%
Clear Channel	N:CCU	59.812	64.062	4.250	7.11%
Cox Radio	N:CXR	44.687	45.812	1.125	2.52%
Crown Castle	O:TWRS	17.125	18.125	1.000	5.84%
Cumulus	O:CMLS	10.625	10.500	-0.125	-1.18%
DG Systems	O:DGIT	3.937	3.750	-0.187	-4.75%
Disney	N:DIS	34.500	34.500	0.000	0.00%
Emmis	O:EMMS	44.500	47.250	2.750	6.18%
Entercom	N:ETM	31.062	29.812	-1.250	-4.02%
Fisher	O:FSCI	62.500	62.000	-0.500	-0.80%
Gaylord	N:GET	25.250	24.937	-0.313	-1.24%
Granite	O:GBTVK	6.500	6.937	0.437	6.72%
Harris Corp.	N:HRS	30.062	29.875	-0.187	-0.62%
Heftel Bcg.	O:HBCCA	42.250	43.000	0.750	1.78%
Infinity	N:INF	25.125	25.937	0.812	3.23%
Jacor	O:JCOR	69.187	73.625	4.438	6.41%
Jeff-Pilot	N:JP	69.625	72.250	2.625	3.77%
Jones Intercable	O:JOINA	40.062	44.000	3.938	9.83%
Metro Networks	O:MTNT	46.125	49.625	3.500	7.59%
NBG Radio Nets	O:NSBD	3.875	3.750	-0.125	-3.23%
New York Times	N:NYT	30.250	31.375	1.125	3.72%
Otter Tail Power	O:OTTR	35.500	38.000	2.500	7.04%
Pacific R&E	A:PXE	1.500	1.500	0.000	0.00%
Pinnacle Hldgs.	O:BIGT	14.375	14.687	0.312	2.17%
Pulitzer	N:PTZ	78.750	79.000	0.250	0.32%
RealNetworks	O:RNWK	82.000	100.000	18.000	21.95%
Regent Pfd.	O:RGCI	4.750	4.500	-0.250	-5.26%
Saga Commun.	A:SGA	18.500	18.000	-0.500	-2.70%
Sinclair	O:SBGI	14.375	14.468	0.093	0.65%
SportsLine USA	O:SPLN	51.750	54.000	2.250	4.35%
TM Century	O:TMCI	0.687	0.687	0.000	0.00%
Triangle	O:GAAY	0.010	0.021	0.011	110.00%
Triathlon	O:TBCOA	12.437	12.500	0.063	0.51%
Tribune	N:TRB	65.187	67.687	2.500	3.84%
WesTower	A:WTW	25.750	26.375	0.625	2.43%
Westwood One	N:WON	23.187	25.375	2.188	9.44%
WinStar Comm.	O:WCII	29.750	34.000	4.250	14.29%

**AMEX continued from page 14**

**Pulitzer set to split**

value of the Nasdaq 100 Index. The Nasdaq 100 gained a staggering 85.31% in 1998 and was up 7.29% through 3/5/99.

The Nasdaq 100 is loaded with Internet and high-tech stocks, such as Amazon.com (O:AMZN) and Intel (O:INTC). There are also two radio stocks: Chancellor Media (O:AMFM) and Jacor Communications (O:JCOR).

This Thursday (3/18) has been set as the record date for shareholders of Pulitzer Publishing (N:PTZ) to receive stock in the newspaper division spin-off, Pulitzer Inc. Beginning Friday (3/19), the new Pulitzer Inc. stock will take over trading under the NYSE symbol PTZ and the broadcasting division will be merged into Hearst-Argyle Television (N:HTV).

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.

**\$18,300,000—KHOT-FM** Phoenix (Paradise Valley AZ) from New Century Arizona License Partnership (George Kriste, Lance Anderson & others) to HBC License Corp. (Mac Tichenor), a subsidiary of Heftel Broadcasting Corp. (O:HBCCA). \$18.3M in cash at closing. Broker: Star Media Group

**\$7,750,000—\* WWCT-FM** Peoria from Central Illinois Broadcasting Co. (Bruce & Nancy Foster) to Kelly Communications Inc. (James McCrudden). \$500K escrow, balance in cash at closing. **Superduopoly** with WOAM-AM, WXCL-FM, WFXF-FM & WTAZ-FM. Broker: Kempf Communications

**\$5,982,500—KYOK-AM** Houston from Faith Broadcasting LP (Richard McDugald, Anthony Chase) to ABC Inc. (John Hare, pres., ABC Radio), a subsidiary of The Walt Disney Co. (N:DIS). \$300K escrow, balance in cash at closing. Note: The buyer is requesting a **waiver** of the one-to-a-market rule, due to its ownership of KTRK-TV (Ch. 13, ABC). LMA signed 1/27, but will not commence until two weeks after the tower site landlord (Clear Channel) gives approval for site improvements. Broker: David Garland; Media Venture Partners

**\$4,675,000—\* WBUZ-FM** Toledo from Toledo Radio Inc. (Dan Dudley, Ashley Dressel, David Hayes) to Cumulus Licensing Corp. (Richard Weening, Lew Dickey Jr.), a subsidiary of Cumulus Media (O:CMLS). \$250K escrow, \$3.925M (less escrow) in cash at closing, additional \$750K under non-compete agreements. **Superduopoly** with WTOD-AM, WLQR-AM, WRQN-FM, WWWM-FM, WTWR-FM, WXKR-FM & WKKO-FM. Cumulus will also assume the seller's LMA of WJZE-FM. Note: No more than four FMs overlap at any point.

**\$4,150,000—\* KNJY-FM** Spokane from AGM-Nevada LLC (Anthony S. & L. Rogers Brandon) to Citadel License Inc. (Larry Wilson), a subsidiary of Citadel Communications (O:CITC). \$225K letter of credit as escrow, \$4.15M in cash at closing.

by Jack Messmer & Dave Seyler

**Superduopoly** with KJRB-AM, KGA-AM, KEYF-AM & FM, KDRK-FM & KAEP-FM. Broker: The Exline Co.

**\$4,000,000—WXFN-AM & WLBC-FM** Muncie IN from DRMS Communications Inc. (Morry Mannies, Al Rent, James Davis) to Sabre Communications Inc. (Joel Hartstone, Paul Rothfuss, Daniel Farr, Rothfuss Family LP, Axiom Venture Partners LP). \$200K escrow, \$3.1M (less escrow) in cash at closing, \$900K under non-

compete agreement. Proker: Patrick Communications

**\$3,500,000—\* WFLV-FM** Tallahassee from Radiant Broadcasting Co. Inc. (Robert Thaler) to Capitol City Radio Partners Inc. (Michael Schwartz, Monte & Lillian Lang, Aaron Daniels, Abe Moses, Edward Argow, Henry Kestenbaum). \$350K escrow, balance in cash at closing. **Superduopoly** with WAIB-FM & WWFO-FM. LMA since 2/1. Broker: Bergner & Co.

**\$3,300,000—WQVR-FM** Worcester (Southbridge MA) from Southbridge Radio Corp. (Jeffrey Shapiro) to WBA Inc. (Jeffrey & Donald Wilks and two family trusts). \$3.3M cash.

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Scott Studios offers *three* different systems in *three* price ranges to suit *any* budget.

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8:15:38A	<b>True Colors</b> Phil Collins :11/4:05/F HIT HM0105 8:15:47 #1 for 3 Weeks In Feb. '99	Shotgun Jingle :03 4	Fast Jingle :08 4	Medium Jingle :12 4	Slow Jingle :14 4	Long Jingle :17 4
Air 3:57	<b>Written In the Stars</b> Elton John & LeAnn Rimes :17/4:13/F HIT HM2608 8:18:40	Legal ID :11 4	Morning :09 4	Oldie Jingle :08 4	PSA Bed :30 4	Promo Bed :31 4
Start 3	<b>Contest Promo Bed Instrumental</b> :00/0:30/F PRO TO2214 8:22:42	Weather Open :40 4	Weather Close :04 4	Slide Whistle :02 4	Sports Bed :60 4	News Bed :12 4
Start 3	<b>Short Jingle Q-102</b> :00/0:06/F JIN TO2215 8:23:02	Gong SFX :03 4	Drum Roll :10 4	Rim Shot :01 4	Traffic Bed :31 4	Weather Bed :13 4
Start 3	<b>All I Have To Give</b> Backstreet Boys :00/2:45/C 101 DA1234 8:23:08	Rooster Crows :04 4	Bugle Reveille :16 4	Woman Yawns :02 4	Contest Bed :59 4	Winner Bed :59 4
Start 3	<b>McDonald's 2 for \$2</b> Q: ...may vary. :00/0:30/F COM DA4315 8:25:53	Don't Go There :02 4	Gong SFX :03 4	Happy Birthday :32 4	Applause :08 4	Wow! :01 4

Auto [Red] [Blue] Record :07 More Opt. Hot Keys [Orange] [Yellow]

This is the user-friendly Scott 32 System, with 30 sets of 30 hot keys, phone editor and all songs and spots on line for instant play! It seamlessly mixes uncompressed and MPEG digital audio!

## Good Spot Box

8:13:24 Sat AM May 3, '98

1023	Boston Market - S14 :00/1:00/C CM
1025	Boston Market - Lunch :00/1:00/C CM
1034	Both of You Maternity :00/0:30/C CM
1035	Bright Truck Leasing :01/1:00/C CM
1036	Burns Security Syst :00/0:30/C CM
1038	Car Nation - Tuesday :00/1:00/C CM
1039	Car Nation - Wed :00/1:00/C CM
1040	Central Bank & Trust :00/0:30/C CM
1041	Cinema 12 :00/1:00/C CM
1043	Charley Hofae Saloon :00/0:30/C CM

Buttons: Start, Auto, Stop, Record, Play, Stop, Play, Stop, Play, Stop

Scott's Spot Box delivers the *simplicity* of a triple-deck "cart" player plus *compact disc quality* digital sound.

Spot Box has only the one screen, so announcers always know what's playing. On the left of the screen, three digital players have clear labels on each spot. VU meter bars show levels. Buttons show countdown times and flash as each recording ends. At the right of the screen, "Cart Walls" let you pick and play any recording by name, number or category. Or, number keys at the bottom load spots quickly from your log.

Scott's Spot Box includes a recorder and costs as little as \$5,000. Options include log imports from traffic computers and music on hard drive.

## Better AXS<sup>®</sup> 2000+

AXS<sup>®</sup> Radio News/Dir

Hotel California	7:45
Here Comes The Sun	3:25
Southwestern Bell	1:00
Calorite	0:30
Texas Motor Speedway	0:29
Southeast Readyz	0:57
Bake! Street	4:08
Dancing In The Dark	3:45
Darf! New Now	4:34
Fast Car	4:26
Here With Me	4:36
Hot Country	0:00
Starplex	1:00
ComplUSA	1:00
Internet America	1:00

Buttons: Play, Stop, Record, Phone, etc.

AXS<sup>®</sup> (pronounced ax'-cess) 2000+ is radio's premier digital audio system for automation and live assist. AXS<sup>®</sup> 2000+ is fully featured, with 99 sets of 28 instant play Hot Keys, log editing in the studio, live copy on-screen, big countdown timers and can include a production or phone recorder.

You also get auto-fill of network breaks to cover missing spots, a Real Time Scheduler, unattended net recording, timed updates, macros and optional time announce and WAVE file imports. For stations with large CD music libraries, AXS<sup>®</sup> 2000+ can also control inexpensive consumer CD multi-pack and 300 CD juke box players.

See Scott Studios at NAB Booth L11890 in Las Vegas, April 19-22

## Best Scott 32 System

The Scott 32 System (pictured at the upper right) is the most powerful digital system in radio. Your log is on the left side of the screen. Everything plays at your touch. On the right, 30 sets of 30 Hot Keys play any spur-of-the-moment jingles, effects or comedy. You also get 10 "Cart Walls" with 1 or 2 second access to *any* recording. A built-in recorder quickly and easily edits phone calls, spots or pre-recorded Voice Trax.

Scott 32 options include recording Voice Trax while hearing surrounding songs and spots, time or temperature announce, *Invincible* seamless redundancy with self-healing fail-safes, newsrooms, 16-track editors and auto-transfer of spots and voice trax to distant stations via Internet.

Contact us to see how one of Scott Studios' three digital systems can be tailored to *your* needs and budget.

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