

FORMAT-BY-FORMAT FOCUS ON QUALITATIVE RESEARCH

While Arbitron General Manager/Radio Pierre Bouvard explains how using Scarborough qualitative research can help a station's programming and sales efforts, R&R's radio editors show how this information applies to each individual format.

Begins Page 18

Summer '96 Arbitron results from 12 major markets

SEE PAGE 25

RADIO & THE INTERNET

What is the present — and future — value of the Internet to radio? Four NAB Radio Show sessions tried to find the answers.

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PEOPLE IN THE NEWS

- **Gregg Steele** new Paxson/Miami VP/Programming for FM outlets; **Peter Bolger** appointed VP/Programming for AMs
- **Ken Lane** becomes Arista VP/Promo
- **Marc Benesch** named Priority Sr. VP/Promo & Marketing; **Sean Lynch** to be VP/Promo; **Tony Smith** new VP/A&R
- **Sean "Bull" Robertson** now WENZ/Cleveland PD
- **Tommy Wilde** named WLUM/Milwaukee PD

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THIS #1 WEEK

- CHR/POP**
 - **DONNA LEWIS** I Love You Always Forever (Atlantic)
- CHR/RHYTHMIC**
 - **KEITH SWEAT** Twisted (Elektra/EEG)
- URBAN**
 - **MINT CONDITION** What Kind Of Man ... (Perspective/A&M)
- URBAN AC**
 - **LUTHER VANDROSS** Your Secret Love (LV/Epic)
- COUNTRY**
 - **CLINT BLACK** Like The Rain (RCA)
- NAC**
 - **DAVID SANBORN** Spooky (Elektra/EEG)
- HOT AC**
 - **DONNA LEWIS** I Love You Always Forever (Atlantic)
- AC**
 - **CELINE DION** It's All Coming Back To Me Now (550 Music)
- ACTIVE ROCK**
 - **METALLICA** Hero Of The Day (Elektra/EEG)
- ROCK**
 - **VAN HALEN** Me Wise Magic (Warner Bros.)
- ALTERNATIVE**
 - **SUBLIME** What I Got (Gasoline Alley/MCA)
- ADULT-ALTERNATIVE**
 - **DUNCAN SHEIK** Barely Breathing (Atlantic)

NEWSSTAND PRICE \$6.50



Department Of Justice Shines Negative Light On Radio LMAs

Industry bristles at gov't agency's actions

BY JEFFREY YORKE
R&R WASHINGTON BUREAU CHIEF

It may be a painful message to radioland, but for the past month the Department of Justice has been sending it out anyway: LMAs, when connected to a merger without meeting the waiting requirements of the Hart-Scott-Rodino Act (HSR), are subject to the wrath of Justice. That could also mean fines of up to \$10,000 per day.

But there is good news: Justice isn't likely to poke into the LMAs already announced. The department "won't seek civil penalties against merging parties that have entered into LMAs in the past, as a general rule. That is, unless there are unusual circumstances involved," Deputy Asst. Attorney General **Lawrence Fullerton** told R&R.

"One example of unusual circumstances that might lead us to deviate and seek civil penalties is if we asked the parties to unwind an LMA that we believe would be easy to unwind, and they refuse," Fullerton said.

"By eliminating the utility of an LMA, [Justice] has increased the risk and accomplished net one minuscule thing toward protecting our republic from the perils of price-fixing."

—Bill Steding

He had no specific deal in mind in offering that example, adding that Justice wants to "leave ourselves some flexibility" and "look at each deal on a case-by-case basis." The Department's recent eyeballing of LMAs has been cause for concern by the industry. Weeks ago, communications attorney **Irv Gastfreund** of Washington, DC-based **Kaye, Scholler, Fierman, Hays & Handler** began warning clients to steer clear of LMAs based on "rumblings" from the Justice Dept. Fellow

LMA/See Page 32

The Loop Taps Solk As VP/Programming



Solk

Evergreen Media has named **Greg Solk** VP/Programming at **WLUP-FM/Chicago**, which recently flipped to a Hot AC format. Solk recently had served as VP/

Programming for Sports/Talk sister **WMVP-AM**.

"I'm going to help bring the Loop back to the dominance it had for nearly 10 years," commented Solk, who served as the

SOLK/See Page 32

San Diego And Sacramento: Radio's Latest Swap Cities

Jacor, Entercom, ARS, Par take part in deal

BY HEATHER VAN SLOOTEN
R&R WASHINGTON BUREAU

And the swaps go on. **Jacor Communications** has announced it is purchasing **Par Broadcasting's** **KCBQ-AM, KOGO-AM, KIOZ-FM & KKLQ-FM/San Diego** for \$72 million. Meanwhile, **Jacor** is selling **KRXQ-FM & KSEG-FM/Sacramento** for \$45 million to **Entercom**, which is also acquiring **American Radio Systems' KXOA-FM/Sacramento** for \$27.5 million.

The **Jacor** transactions were brokered by **Kalil & Co.**; all three deals are expected to close in early 1997. **Kalil** broker **Kelly Callan** said this deal actually started a couple of years ago. **Jacor** had long wanted more properties in San Diego, but would only buy if it could sell somewhere else. That "somewhere" turned out to be in Sacramento.

"These acquisitions fulfill our long-term desire to enter the Sac-

ramento market," said **Entercom President/CEO Joseph Fields**. "We believe that by combining the resources of these three stations, we will be able to further enhance their capacity to entertain their listeners."

Par, meanwhile, is out of broadcasting proper, but will continue dealing in the tower industry, **Callan** said.

Jacor said the two deals will "occur in a manner that permits the transac-

tions to be treated as a tax-free exchange," but added that the deals aren't contingent upon each other. In San Diego, **Jacor** already owns **XTRA-AM & FM & KHTS-FM** and recently agreed to swap with **Gannett** for **KSDO-AM & KKBH-FM**.

Under current **FCC** rules — which allow a group to own only five stations on any band in a market of Sacramento's size — **ARS**

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Deal details: Page 6

SFX Buys Concert Promoter

Delsener/Slater now a wholly owned division

BY COREY LEVITAN
R&R STAFF WRITER

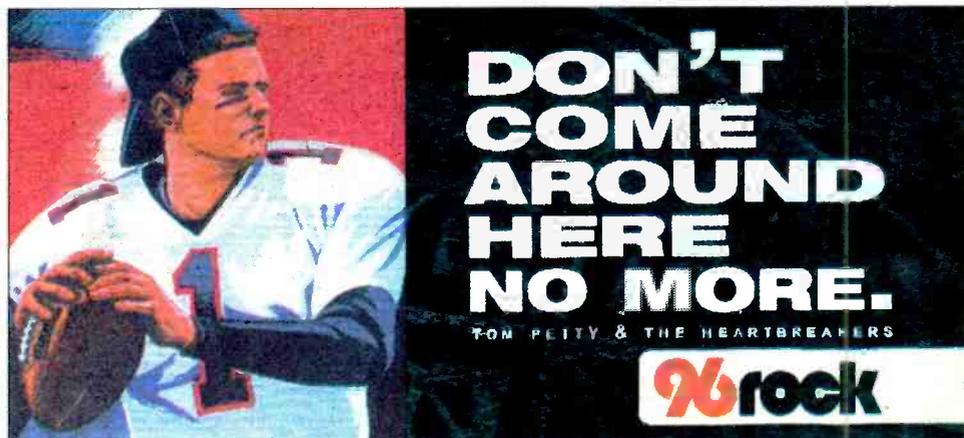
It's not only radio stations being acquired by group owners these days. In the first transaction of its kind, **SFX Broadcasting** has agreed to purchase Northeastern concert promoter **Delsener/Slater Enterprises** for an undisclosed sum. Independent since its 1966 inception, **Delsener/Slater** will become, as of January 1, a wholly owned **SFX** division with **Ron Delsener** and **Mitch Slater** helming as co-President/CEOs.

The nation's seventh-largest radio group, **SFX** owns 79 sta-

tions in 23 markets. **Delsener's** territory includes five of those markets: Albany; Springfield, MA; Hartford; New Haven; and Providence.

"**SFX** stations are adept at figuring out musical tastes and presenting a successful program of recorded music," said **SFX** Executive Chairman **Robert Sillerman**. "**Delsener/Slater's** expertise rests in similar strengths, but in live music, and the two entities working together will be able to create great opportunities for pro-

SFX/See Page 15



Those NFL Quarterbacks Can Be So Petty!

Former Falcons quarterback **Jeff George** — released on waivers effective last Wednesday (10/23) — hangs all over Atlanta thanks to this **WKLS-FM (96Rock)** billboard. A recent argument between **George** and head coach **June Jones** (which was captured on national TV) prompted the controversial **George** to be placed on indefinite suspension. As PD **Michael Hughes** explained, "The people of Atlanta have had enough, and so have we!" Hence the billboard's admonition, courtesy of **Tom Petty & The Heartbreakers**.