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# RADIO NEWS®

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Karen Maxcy .....	Associate Editor	Paul Curtin .....	Account Executive
Mona Wargo .....	FCC Research Consultant	April Olson .....	Admin. Assistant

## FCC, DOJ give the thumbs up for casino ads everywhere

This past June the US Supreme Court handed down a decision to legalize casino advertisements on radio and television stations in Louisiana (*RBR* 6/21, p. 2), but the ruling left many scratching their heads and wondering if that decision would apply to all states. Now the industry finally has some clarity in that gray area: the DOJ and the FCC announced last week that they would abandon casino advertising restrictions in all 50 states.

Earlier this spring the High Court heard oral arguments from the Greater New Orleans Broadcasters Assn., challenging federal regulations that barred radio stations from airing commercials which specifically mention games of chance (such as slot machines), but allowed ads that promoted hotel rates, meal specials or entertainment. According to last week's announcement, radio commercials may now mention gambling as long as they are "truthful advertisements for lawful casino gambling, whether the broadcasters are located in a state that permits casino gambling or a state that does not."

**Eddie Fritts**, NAB CEO/Pres., called the announcement "a major First Amendment victory for the broadcast industry (and) completes our nearly 10-year battle against these advertising restrictions."—TS

## NAB wants FCC receiver studies

Once again, the NAB wants to see the FCC's receiver studies—the most up-to-date version, that is. Again, the FCC didn't disclose the details so the NAB's SVP/General Counsel **Jack Goodman** filed the formal request under the Freedom of Information Act.

"We had filed the same request early in the process [March] and had gotten what the FCC had at the time. The effort here simply was to update—if they've done any more work for the purpose of making these decisions, we'd like to get a copy of it," said **Bruce Reese**, Bonneville CEO and Chairman, NAB's Radio Spectrum Integrity Task Force.

Documents requested include: 1) the number of radios expected to be tested by the Commission; 2) the type and model of radios expected to be tested; 3) the test methodology used by the Commission and any modifications to those tests; 4) the reasons for choosing the test methodology; and 5) any conclusions resulting from those tests made by the FCC staff.

The letter, addressed to the Commission's Managing Director **Andrew Fishel**, asks for all information surrounding the documents, if the documents are not disclosed, "to enable us to consider whether to seek judicial remedy under the Act."

*See a review of the NAB's LPFM technical studies, page 8.*—CM

## UPI Radio sale pink-slips 47

The relatively small number of people who lost their jobs when UPI, as predicted (*RBR* 8/9, p. 3), sold its broadcast client list to AP and exited the wire service and radio network businesses, indicates just how little competition the beleaguered UPI offered to the Associated Press. When UPI CEO **Arnaud de Borchgrave** made the sale official (8/6), he said 47 radio staffers had been laid off and that UPI would convert seven bureaus (including Cleveland and Denver) into "virtual" bureaus, with staffers working from their homes. Although UPI no longer has any broadcast newswires (and years ago shut down its newspaper wires), the company will continue to distribute news and features on the Internet and develop e-mail newsletters.

UPI's 346 radio clients and six TV clients will all be transferred over within the next few weeks, joining AP's 3,700+ radio and 800+ TV clients. Financial details of the sale were not revealed, but observers suspect that very little, if any, cash changed hands.

**RBR observation:** Since UPI is no longer a wire service, will **Helen Thomas** no longer (as ranking wire service correspondent) say "Thank you, Mr. President" to end each White House news conference? That would truly be the end of an era.—JM

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Subscription Cost \$220.00

EDITORIAL/ADVERTISING OFFICES: 6208-B Old Franconia Road, Alexandria, VA 22310 (or) P.O. Box 782, Springfield, VA 22150

Main Phone: 703/719-9500 • Editorial Fax: 703-719-7910 • Subscription Phone: 703-719-7721 • Subscription Fax: 703-719-7725 • Sales Fax: 703-719-9509

Email the Publisher: [JCRBR@aol.com](mailto:JCRBR@aol.com) • Email Editorial: [radiobiz@aol.com](mailto:radiobiz@aol.com)

Email Sales: [KenLeeRBR@aol.com](mailto:KenLeeRBR@aol.com) • [SeanRBR@aol.com](mailto:SeanRBR@aol.com) • [JohnNRBR@aol.com](mailto:JohnNRBR@aol.com) • [PaulRBR@aol.com](mailto:PaulRBR@aol.com)

## CPB backs diversity, but not LPFM

Most of the comments filed in the FCC's proceeding (Docket 99-25) on whether to establish low-power FM (LPFM) came from parties with an agenda. Existing broadcasters hate the idea and groups which aspire to have their own micro-stations (including some pirates who already do) love the idea. In such an environment, it's hard to find a neutral observer and makes such comments all the more interesting.

One such commenter is the Corporation for Public Broadcasting (CPB)—a federally-chartered organization

which distributes grants to non-commercial broadcasters and program producers—which emphasized its neutrality in its FCC filing:

"We stress—and we hope it is clear—that CPB has no vested interest in whether the public is served by incumbent or new non-commercial radio stations. We are not defending the economic status quo, nor are we motivated by a desire to protect those who already hold radio licenses. Our charter sets for us a different course: seeing that the entire public is well-served by public radio. After careful study, we have been forced to conclude that, because they are unlikely to be technically benign or economi-

cally self-sufficient, LPFM stations would degrade public radio service (including service to minority and other targeted populations) without providing sustainable new service in its place."

While CPB strongly endorsed the FCC's goal of increasing diversity in station ownership and programming, the quasi-government organization concluded that LPFM would sacrifice service to many listeners to benefit a handful of would-be broadcasters. "True diversity is more fruitfully pursued by enabling more varied licensees to operate full power non-commercial stations with more varied programming over larger areas," CPB said.—JM

## Rise in commercials means lower impact on consumers

The strong economy is leading more advertisers to radio, and it's not necessarily a good thing. A study conducted by Empower MediaMarketing is warning advertisers that increasing clutter on the airwaves is likely to turn away consumers and make their commercials less effective.

"Clutter means a lot of commercials and less programming," explains **Julie Pahutski**, Sr. VP of Empower MediaMarketing. "The stations are trying to accommodate as many spots as possible and therefore have to add units where music or talk programming was originally scheduled. If the consumers think they are hearing more ads than programming, they're going to turn the dial."

Pahutski also admits that the dot-com ads have had both a negative and positive impact on the industry. She emphasizes that radio has benefited from the infusion of dot-com advertising dollars, but that "stations in turn know they can raise the rates to accommodate as many spots as possible. Advertisers are paying for a more cluttered environment."

The study, based on Nielsen Monitor-Plus data in 16 markets, reports that the number of commercial units grew by 13% over the past year. Unit growth was highest in San Francisco with 104%. Other big gains included Washington, DC with 38%, Miami with 33% and Philadelphia with 32%. San Antonio was the only market studied in which units dropped (2%).—TS

## Radio Advertising Clutter Index

Q2 1997 - Q1 1999

Analysis Prepared by Empower MediaMarketing

Market	Q1 (99 vs 98)	Q2 (98 vs 97)	Q3 (98 vs 97)	Q4 (98 vs 97)	Avg. Index
Atlanta	116	121	120	112	117
Boston	132	119	122	121	123
Chicago	116	104	103	100	105
Cincinnati	101	103	102	96	100
Dallas-Ft. Worth	101	115	102	99	104
Detroit	118	117	123	108	117
Houston	92	106	102	102	101
Indianapolis*	96	102	101	99	100
Los Angeles**	99	103	102	104	102
Miami	138	131	134	128	133
Nashville	106	98	103	100	102
New York**	101	105	106	103	104
Philadelphia	142	123	126	136	132
San Antonio	99	97	101	93	98
SFrancisco	205	174	231	210	204
Washington, DC	134	134	141	145	138
<b>Overall</b>	<b>107</b>	<b>117</b>	<b>105</b>	<b>114</b>	<b>113</b>

\*Monitored 6a-12a \*\*Monitored 6a-11p All others monitored 6a-7p

## Rohde to head NTIA

President **Clinton** has nominated veteran Capitol Hill staffer **Greg Rohde** to become Assistant Secretary of Commerce and Administrator of the National Telecommunications and Information Agency (NTIA). **Larry Irving**, who has held the post throughout the Clinton administration, announced that he will leave by the end of summer. Both Rohde and Irving are Democrats.

**RBR observation:** It is unfortunate that President Clinton has passed up a golden opportunity to eliminate a truly useless government agency. As we've noted before, the only job that the bureaucrats at NTIA perform is churning out treatises on what they would do if they were the FCC, rather than the NTIA. The only necessary function of NTIA is administration of government spectrum, which is performed by its only useful employees, the engineers. Those engineers and their spectrum responsibilities could easily be transferred to the FCC.—JM

## InXsys changes name

InXsys Broadcast Networks, a major content and e-commerce provider for radio (and other) Web sites, announced 8/3 it will change its name and become BuySellBid.com. "We basically changed our name because InXsys Broadcast Networks is not encapsulating what our services and products were designed to do for the consumer,"—BuySellBid President/COO **Laurence Norjean** told *RBR*. "InXsys will stay as the basic syndication arm or BuySellBid."—CM

## CEMA and NAB agree on new NRSC rules manual

The NAB and Consumer Electronics Manufacturers Association have announced support and agreement with the National Radio Systems Committee's (NRSC) revised rules of administration, formalized in a new NRSC Procedures Manual. "This is to a large extent housekeeping-type matters to bring the rules of the committee procedures up to date, and at the same time streamline somewhat the approach to standards development," said **Milford Smith**, NRSC's DAB Subcommittee Chairman.

The NRSC, jointly sponsored by CEMA and the NAB, is the forum for broadcasters and manufacturers to evaluate and standardize new AM and FM broadcast technologies. The NRSC most recently determined testing criteria for the three IBOC proponents—USA Digital Radio, Digital Radio Express and Lucent Digital Radio—for reaching a digital standard for AM and FM broadcast transition.

Revisions include: Standards adoption now taking place at the subcommittee level; NRSC members now must formally request membership on a subcommittee; companies not part of NAB or CEMA will be assessed a yearly \$25 non-member fee for each subcommittee they wish to participate on and formal attendance requirements for determining a members' voting status in committee work. To make that easier, teleconferencing is planned for every meeting.

The decision to move standards adoption to the subcommittee level means Smith and his team will ultimately pick which IBOC system is best and present it to the FCC: "This is a change that the parent organization feels appropriate because subcommittees are really where the standards development work is taking place and where the interests and to a certain extent, the expertise for any particular development project resides," he said.—CM

## Radio One weighs in on LPFM

One LPFM comment of note was that filed by Radio One Inc. (O:ROIA), not only because the company is the nation's largest minority-owned radio group, but also because of the primary author of the filing—**Antoinette Cook Bush**. You may recall that she was the odds-on favorite in 1993 to be nominated by just-inaugurated President **Bill Clinton** to be Chairman of the FCC, but withdrew from consideration and left her Capitol Hill staff post for a private sector job with the law firm of Skadden, Arps, Slate, Meagher & Flom LLP.

"Radio One urges the Commission to refrain from establishing a low-power FM radio service," Cook Bush and fellow attorney **Linda Coffin** wrote. "The proposed service would introduce unacceptable risks of interference to existing broadcasters as well as to the emerging in-band, on-channel digital radio service. In addition, any spectrum allocated for commercial use must be awarded through competitive bidding, which would thwart the goals of diversity and localism that prompted the Commission to initiate this proceeding in the first place. If the Commission implements any new radio service, it should be a very low-power, secondary, non-commercial service. At a minimum, any decision with respect to LPFM should be delayed until the Commission has established rules and procedures for the introduction of digital radio."

That summary is followed up by detailed explanations of how existing minority-owned stations are likely to be the most damaged by interference from LPFM. Radio One's filing also notes that the short-staffed FCC is ill-equipped to take on the task of policing thousands of new LPFM stations.—JM

## Dr. Laura makes Papal visit

While on vacation last month, **Dr. Laura Schlessinger** had a rare chance to meet Pope **John Paul II** and here hand-delivers a copy of her book *The Ten Commandments: The Significance of God's Laws and Everyday Life*.—CM



## News Briefs

### Clear Channel investing in "Tunes.com"

Chalk up another in Clear Channel's growing list of diversifications: \$15M goes to Tunes.com, a radio Web site content provider affiliated with RollingStone.com. Competing with the MP3.com panacea, Tunes offers 1M song snippets, album reviews and artist profiles in the 200,000 range, and e-commerce from CD and music download sales.

The pending IPO of Tunes.com (O:TUNZ) will sell 4M shares at an anticipated price of \$13-15. For the first half of this year, Tunes.com had ad revenues of \$1.372M and "other revenues" of \$626K, for a total of \$1.998M. Typical of Internet start-ups, expenses greatly outpaced revenues for an operating loss of \$13.85M. Underwriters: Salomon Smith Barney, SG Cowen Securities, US Bancorp Piper Jaffrey.—CM, JM

### KLOS-FM faces anti-discrimination suit

Disney/ABC's (N:DIS) Active Rock KLOS-FM LA has been slapped with an anti-discrimination and harassment lawsuit and racial discrimination and sexual harassment complaint from two African American women (8/6) employed at the station. The 8/98 "Black Hoe" on-air promotion/gag on the syndicated Mark and Brian show is the cause of the suit, forcing the women to participate in the event—packing and shipping the racially offensive and demeaning plastic hoe gag gifts to advertisers and listeners nationwide from the KLOS flagship.—CM

### CBS/King World merger vote set

Shareholders of King World (N:KWP) will vote 9/7 on the TV syndicator's pending merger (*RBR* 4/12, p. 6) with CBS Corp. (N:CBS). Since the deal is a stock swap, King World shareholders stand to get a bit more than the \$2.5B value put on the deal when it was announced (*RBR* 4/12, p. 6)—CBS stock is trading about \$6 higher than in April.—JM

### iNTELEFILM gets Curious

iNTELEFILM (O:FILM), the former Children's Broadcasting Corp., has purchased a 51% stake in Curious Pictures Corp. for \$3M—half cash and half in a note due 5/31/2000. Curious Pictures produces both TV commercials and programming. It is currently producing 18 episodes of a half-hour show, "A Little Curious," for the HBO Family Channel.—JM



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# Television Business Report™

## Paxson put in play by FCC deregulation?

There's no question who is in line to gain the most from the FCC's blessing of TV duopolies (*RBR* 8/9, p. 3)—**Bud Paxson**. After the FCC vote 8/5, staffers broke out the champagne at Paxson Communications (A:PAX) headquarters in West Palm Beach and Wall Street traders started sending the company's stock higher.

"It's an incredible era for opportunity," Paxson told Dow Jones News Service. "What all these companies will want to do now is come in and joint venture programming with us and help us with the PAX Television family approach."

With 73 O&O and LMA stations (the most of any company, since UHF's count only half as much as VHF's against the national coverage cap), Paxson is clearly the belle of the TV

duopoly ball. Any outright sale to one of the big four networks would have to wait, though, since the FCC has not yet raised the 35% national coverage cap. Thus, for example, Fox Entertainment (N:FOX) could only buy a second station in markets where it already has stations without exceeding the cap. Paxson isn't likely to sell only its big market stations unless someone makes Bud an incredibly high offer.

In the meantime, Paxson is apparently looking for a deal to have one (or more) of the big guys team up to program PAX Net, possibly with some sort of ownership stake (or future option) in the O&Os where the FCC allows. That possibility also increases pressure on **Ted Turner** to act sooner, rather than later, if Time Warner (N:TWX) is ever to have its own broadcast TV outlet. Paxson announced last week (8/9) that it had retained Salomon Smith Barney to "explore potential strategic alliances for the company, including a merger or sale of an equity stake in the company among other possibilities."—JM

## Young looks attractive

Young Broadcasting (O:YBTV) pulled itself off the auction block last year after failing to get bids in the range its directors had hoped for. Now, with duopoly a reality, the 11-station group is again getting noticed. In particular, Young has an independent station in Los Angeles, KCAL-TV (Ch. 9), which its O&O competitors are certain to salivate over acquiring. In a move which surprised some observers, the FCC decided not to make any distinction between VHF and UHF in its TV duopoly rule. In those few markets with lots of VHF's, such as L.A. and Honolulu, it is now legal to own two VHF's.—JM

## 38% of TV broadcast affiliates now host on-demand video

According to research conducted by Digital Broadcast and Programming, TV network affiliates (ABC, CBS, NBC, FOX, WB and UPN) with Web sites are rapidly extending their on-air signals to the Internet, hosting either simulcasts or on-demand video streaming content. Of the 840 affiliate Web sites, 318 are hosting video programming. 33% of those sites are offering links to the main network sites.—CM

## CBS TV back on track

**Mel Karmazin's** efforts to make CBS's television operations run the way he's always been able to run radio paid off in Q2. Cash flow growth for the TV side (network and O&Os) was 81% and, as Karmazin noted, CBS-TV won the prime time ratings race for the first time in five years.

Net revenues company-wide grew 13% to \$1.48B. Operating cash flow rose 55% to \$427M. In addition to TV, CBS reported strong growth for the radio and outdoor operations at Infinity (N:INF), which CBS controls, and at the CBS cable operations.—JM

## LIN lags in Q2

Net revenues declined for LIN Television Cop. (public bonds) in Q2 to \$57.2M, compared to \$58.6M a year earlier. Cash flow, however, increased slightly (0.7%) to \$29.6M from \$29.4M and the company's cash flow margin improved to 52% from 50%.

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## The new TV ownership rules

Here's the breakdown of how the FCC's new rules will allow TV duopolies and/or TV-radio combinations which previously were banned outright or required a waiver:

### TV duopolies

- Now permitted, but at least eight separate TV owners (commercial and non-commercial) must remain after the duopoly is created. The top four stations may not combine with each other.

- May be permitted in other markets if the second station is failing financially or is an unbuil CP.

- Existing LMAs begun prior to 11/5/96, but which do not comply with the new duopoly rule, are grandfathered for five years and then will be individually reviewed by the FCC.

- Existing LMAs begun 11/5/96 or after which do not comply with the new duopoly rule must be terminated within two years.

- Grade B contour overlaps are no longer prohibited for a single owner. Stations are now considered to overlap only if they are located in the same Nielsen market.

### TV-radio combinations

- If there are at least 20 "media voices" (TV, radio, cable, daily newspaper) in the market, a single owner may have up to two TV stations and six radio stations or one TV and seven radio.

- If there are at least 10 "media voices," a single owner may have up to two TV (if the duopoly rule allows) and four radio.

- A single owner may have the maximum number of TV stations plus one radio station in any market, regardless of size or the number of "media voices."

- Exceptions may be made for stations which are failing financially.

- Existing combinations which exceed the new limits are grandfathered for five years, pending further FCC review.

Note: The number of radio stations in a proposed TV-radio combination is determined by the number of city-grade contour overlaps with the Grade A contour of the TV station(s), since no waiver would otherwise be required under the radio ownership rules adopted by Congress in the 1996 Telecommunications Act.—JM

President **Gary Chapman** remained upbeat: "Our emphasis on building our LMAs, combined with a consistent focus on cost control has enabled us to post growing cash flow despite the slow-down the television industry experience in the second quarter."—JM

## Benedek posts single digit gains

Benedek Communications Corp. (public bonds), which owns or LMAs 23 TV stations in medium and small markets, said its Q2 net revenues rose 2.6% to \$37.2M and cash flow gained 7.8% to \$15M. On a same station basis, revenues were down 0.8% and cash flow gained 5.7%.—JM

## NYT Co. to open Digital Operating Center

The New York Times Co. (N:NYT) will open its Norfolk, VA-based Digital Operating Center for commercial business 1/1/2000. The final construction of the remote Master-Control facility for analog and digital TV stations will be complete and all eight of the company's ABC, NBC and CBS-affiliated stations will be remotely operated from the center by Q4 of this year.

8/16/99 RBR

The facility is the only one of its kind and will be able to provide 24-hour quality control and monitoring, satellite and transmitter control and FCC program logging services to more than 100 additional TV stations. Substantial cost savings over hiring all-local technical staff are the site's main selling point.—CM

## PAX joins NAB

Following the departure of Fox Entertainment's (N:FOX) Fox-TV in a policy dispute with the NAB TV Board over national ownership cap lobbying, many people had been waiting to see if another shoe would drop. Would General Electric's (N:GE) NBC or Disney's (N:DIS) ABC also split with the broadcasters trade group? (CBS Corp. (N:CBS) would also like to see the 35% cap raised, but it has stronger ties to the NAB because of its large radio operations.)

Instead of another net calling its splitsville, though, NAB is actually adding to name to its network lineup. Paxson Communications' (A:PAX) PAX-TV has joined the association. As a network member, PAX automatically gets a seat on the TV Board and it will be filled by PAX-TV President **Dean Goodman**.—JM

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by Carl Marcucci

## The NAB's LPFM studies

In response to the FCC's Notice of Proposed Rulemaking for a Low Power FM Service (MM Docket No. 99-25), the NAB commissioned one of the largest technical studies the radio industry has yet seen to support its comments. This study, involving technical mapping and engineering firm Dataworld and engineering consulting firms Carl T. Jones Corporation and Moffet, Larson & Johnson, set out not only to help the Commission make its final decision by employing Commission data and criteria, but to prove beyond the shadow of a doubt that injecting thousands of LPFM signals into an already crowded spectrum could seriously threaten thousands of existing broadcasters.

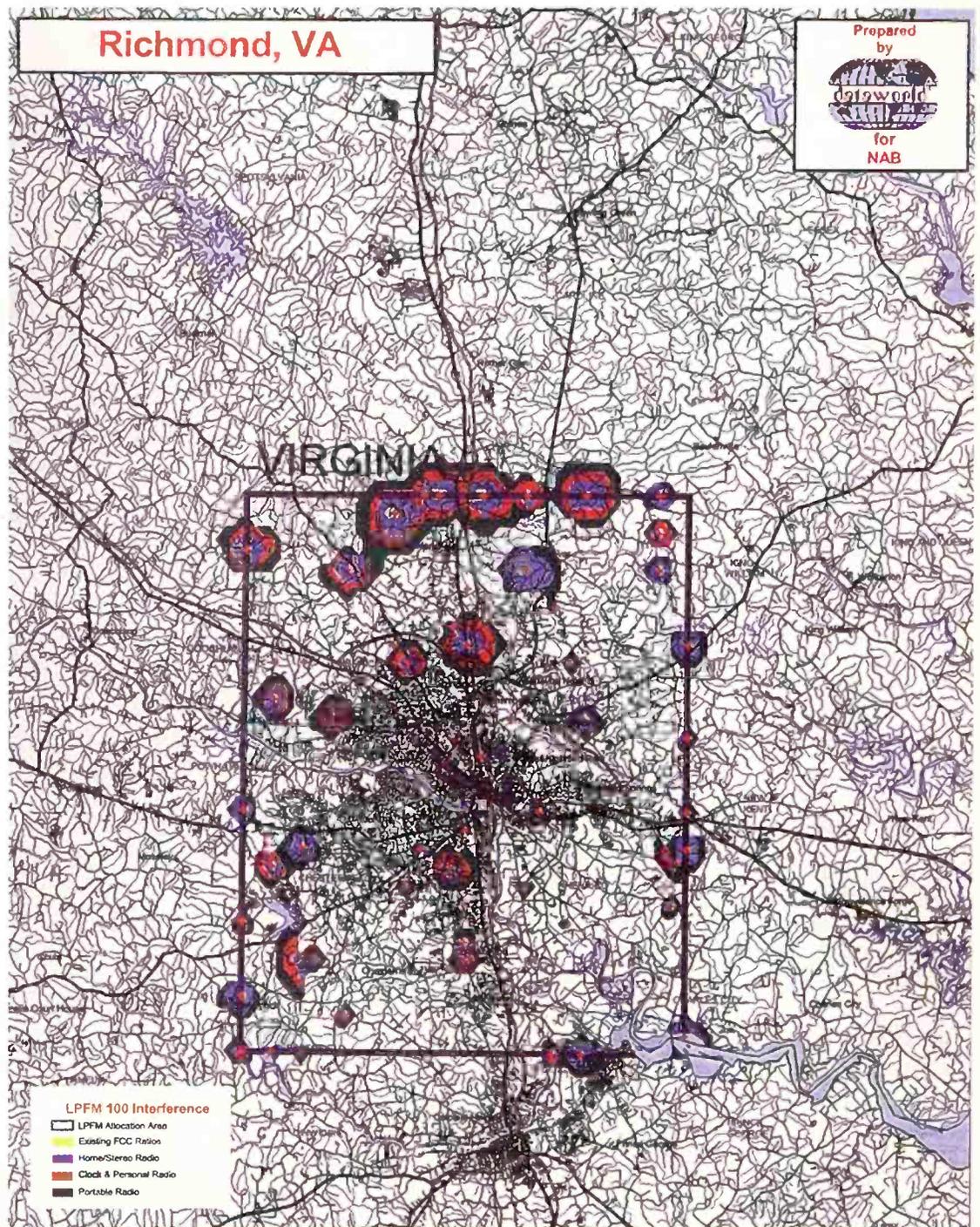
Dataworld took the software that the Commission used to create the proposed allotments for 60 markets and generated the individual sites, denoted with red crosses. Carl T. Jones' tests of 28 modern FM receivers provided interference ratios that Dataworld used to categorize receiver classes and resulting interference areas. The receivers—home stereos, clock & personal radios, portable radios (boomboxes)—were tested in the lab, determining at what field strength ratio they would fail. Each interference pattern, by type of radio, shows where unacceptable interference would be caused in receiving at least one existing broadcaster. The color-coded (see key, at right) interference patterns are cumulative, so the worst-performing radios also failed in areas where other radios were shown to fail. Interference takes into account co-channel, first, second and third adjacent channels and also Intermediate Frequency (stations separated in frequency by 10.6 or 10.8 MHz can produce an interfering "beat" signal that will interfere with a weaker signal), applying all existing stations.

The mapping study from Dataworld also proves, because translators would be considered a secondary service to,

and be displaced by LPFM, that many listeners depending on translators for service would be out of luck. Note the Albuquerque map, page 10. "That happens to be one of the markets that is served by translators. The huge yellow [grey] swath represents translators that would be interfered with by LPFM allotments," Dataworld EVP **Hank Brandenburg** tells *RBR*. "So what you're seeing there is a translator whose coverage area is just being

obliterated. It's no doubt an LPFM that is co-channel to a translator."

Dataworld's mapping study also seeks to demonstrate how the existing FCC ratios (the yellow area immediately surrounding the allotment points) do not adequately represent the interference most radios will experience. Said Brandenburg: "The interference that would be generated, based on the criteria they used, [is] very tight. The whole strategy of the study was to show that the assumptions they were making on the receivers are not correct. Some of the car radios are meet-



ing those specs, but when you take the universe of radios that are out there, it's a little bit wrong."

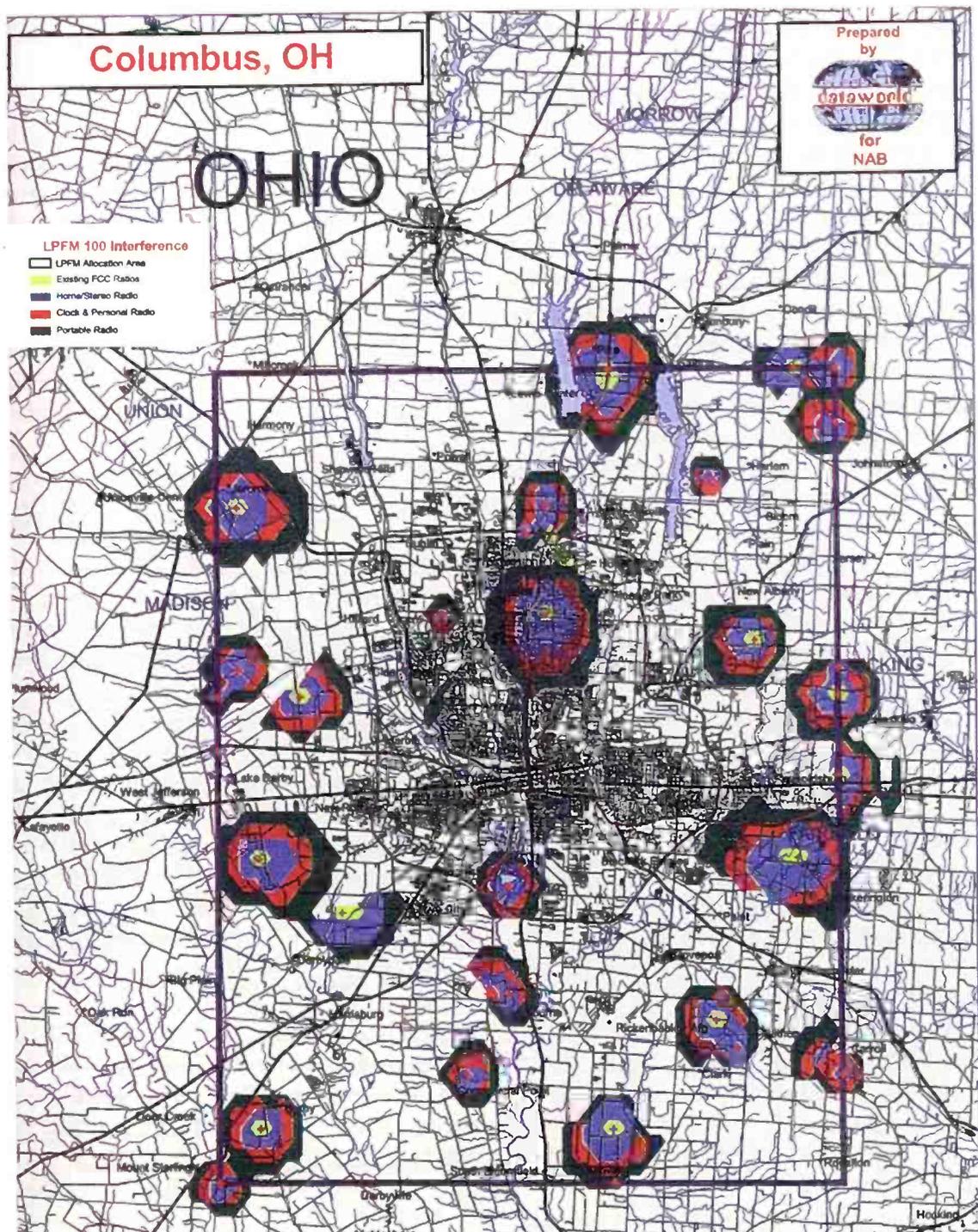
Car stereos, often costing \$200-\$500 and up, are the first to pass second and third-adjacent interference tests because the design technology must be superior for adequate mobile reception.

To even generate allotments, the Commission had to eliminate existing second and third adjacent protection criteria. Nevertheless, with virtually no restrictions the following cities—where LPFM's goals are best served—generated ZERO LP1000 allotments: New York, Chicago, Detroit, San Francisco, Baltimore and Washington (Los Angeles showed one). Conversely, in cities where LPFM is less applicable to serve minority and ethnic groups, the number of allotments becomes ridiculous: Albuquerque, 67; Las Vegas, 84; St. Louis, 44; Richmond, 62 and Flag-

staff, AZ, 74. It doesn't take an engineer to describe what kind of interference 74 LPFMs would do to the town's seven existing FM stations and handful of translators: all but destroy.

In Carl T. Jones' third adjacent channel (i.e. a station on 97.3mHz being interfered by a station on 96.7mHz) test results, of the 28 receivers tested, 22 experienced interference equal to the present commercial band third adjacent protection ratio of -40 dB (an undesired signal level 100X greater than the desired signal level—this is where third adjacent channel interference shouldn't be noticeable in receivers). Here, the receivers were given a desired signal strength level of -45 dBm. At -55 dBm and -65dBm, the receivers performed better—at -65 dBm, 15 receivers out of the 28 experienced interference at the same -40dB ratio.

In the harder test for radios to pass, the second adjacent channel (ie. 97.3



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interfered by 96.9), 23 out of the 28 receivers experienced interference at the current FCC second adjacent commercial band protection ratio of -40 dB desired signal to undesired signal (D/U), at the -45 dBm desired signal level. Again -55 dBm and -65 dBm levels were also applied and performed better. In most cases for both second and third adjacent tests, as desired signal levels were increased, interference from undesired signals decreased.

As predicted, clock and portable radios performed the worst in the second-adjacent tests. Car stereos performed the best and were found to buck the trend of D/U ratios equally trending with signal strength. From the Carl T. Jones study: "The disparity in receiver performance between the five receiver categories [automobile, clock, component (home stereo), personal (Walkmans) and portable] is greater than was observed for third adjacent interference. For the -65 dBm desired signal level, the difference in performance of the median receiver in the best performing category (automobile) and worst performing category is 24.7 dB. For a desired signal level of -45 dBm, the difference in performance of the median receiver in the best performing category (auto) and worst (portable) increases to 34.8 dB. The trend of increasing D/U ratio with increasing signal strength is again observed for all receiver categories except for the automobile receiver category where the trend is reversed."

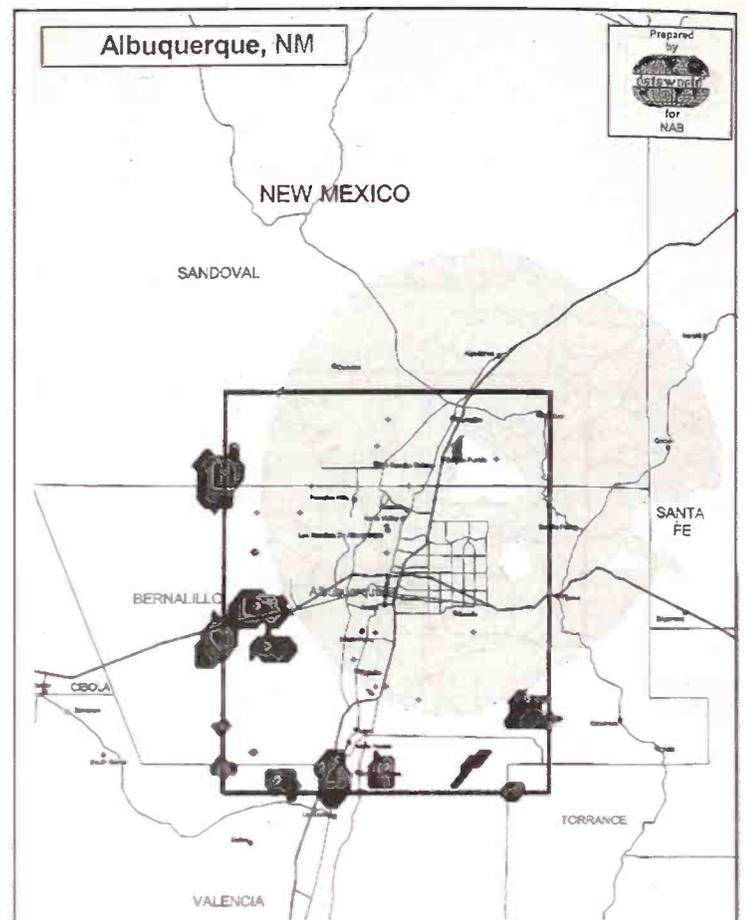
The receiver study proves two things: 1. car stereos perform drastically different than most other consumer FM receivers and 2. the FCC's existing interference ratios (yellow area on the maps) seem to mirror the performance of car receivers the most, other radios the least. "What they're using is the allotment criteria they've been using for 30-40 years. The same criteria that are in the rules. I supplied individual reports and they aggregated them together. It shows the actual FCC protection ratios and the differences in our receivers," said Brandenburg.

Indeed, the Moffet, Larson & Johnson analysis supports Brandenburg: "The Commission has proposed that it may be necessary to abandon the second and third adjacent channel interference protection of FM stations from LPFM stations so

that larger numbers of LPFM stations may be 'dropped in.' The Commission's justification is that receivers have allegedly improved over the years [RBR 7/19, p. 2; 7/12, p. 4] since FM interference standards were adopted. To test this hypothesis, measured interference ratios may be compared with standard ratios used in the rules... There [was] no basis for concluding that receivers have improved sufficiently so that second adjacent channel interference protection can be abandoned."

Surprisingly in some cases, in both second and third adjacent studies, interference rejection capability of receivers actually tended to decline as the desired signal strength increased. "The data show that the present FCC third-adjacent ratio is approximately valid for the -65dBm reception condition, but is not adequate for protection of reception at higher received powers that occur within protected contours," the Moffet study concluded.

In the table, page 11, the study shows the aggregate number of listeners who will receive interference on at least one existing station from the injection of LPFMs in each market, and by receiver type. While the FCC's LPFM allocations were generated heaviest in the smaller markets, many medium-sized markets will be "haphazardly" inundated. With the FCC's program. Arbitron Market #26. Cincinnati, OH, was allotted 18 LP100s and four LP1000s, while Pittsburgh, market #21 showed eight LP100s and only one LP1000. The difference—the unfairness if you will—to existing broadcasters in Cincinnati (using LP100) is 184,925 listeners affected with clock radios vs. Pittsburgh's 59,842; 216,780 vs. 62,699 with boomboxes and 176,675 vs. 57,865 with home stereos. These markets are very close in size, yet obviously Cincinnati's ratings books are much more likely to be affected, and thus the success of broadcasters in that market. The FCC must take this into account in making its final decisions.



### LPFM down on the farm

As each map in the Dataworld study shows, the FCC has designated boxed areas in each LPFM market where allocations may be considered. The FCC's program that designates these "LPFM Allocation Areas" takes the center point of a city and arbitrarily boxes out 30 minutes of longitude and 30 minutes of latitude. The boxes become rectangles, because latitude and longitude aren't the same distance.

"This arbitrary box is not realistic because of terrain, the size of the market and population concentrations. They might have 50 sites in there, but they did not take into account population. If there's a frequency available, it should be where people live, not out in some fringe suburb—that's going to be on some guy's farm," said Brandenburg.

Giving credit where credit is due, that isn't always the case. Some cities like San Diego throw the only two LP1000 allocations near downtown; Indianapolis has one LP1000 in the center of downtown, Dallas has two. Detroit was adequately covered in its urban zones with four LP100 allocations.

Overall, though, there also seems to be no rhyme or reason for allocations within markets. The obvious conclusion while looking through the maps is some markets will be inundated with LPFM, others barely a few, and located

away from populated areas.

"In these rectangles, all they did was test a whole bunch of points up and down and selected sites based on how they preclude [don't overlap or interfere] each other. So if you have a minority population downtown, they may not even be able to operate, or receive any LPFM station," stressed Brandenburg. "Look at Richmond [page 8]. Look at where those allotments are—they're all on the edge."

### Swiss cheese?

Looking at the LP100 map of Columbus, OH (page 9) for example, one can see interference zones poking holes throughout the coverage area of existing stations. With 37 allocations, the result would not only make clear reception a thing of the past for many listeners, but cause undue and unfair interference to particular stations. "In a market like this, you would probably have four or five of those hitting one station because the way the frequencies would be—there would be a second or third adjacent gap on the dial, and it would drop in all these LPFM 100s all over the allocation areas on the same frequencies that land on the gaps. In some of these markets, we saw five or six on a frequency," cautioned Brandenburg. "In a worst case scenario, you might have

a guy on 101.1. It might allot five of them on 101.7, and it might allot five more of them on 100.5—they would get the guy from both sides—his coverage area would look like Swiss cheese. If you think about it, that area has been protected from interference all his life. If you take away those protections, that's just the way these allotments are going to fall in. And it wouldn't be unusual for that to happen because of the way the frequencies would fall."

So when one particular broadcaster in a market with a big coverage area is getting holes punched in him all over the place, ratings will be affected. The same could happen on a more limited basis with LP1000s.

**RBR observation:** As we have reported time and time again, IBOC DAB will add interference to the FM spectrum, just like LPFM. If we are to even consider bringing our radio service into the digital age, LPFM is going to have to wait. At the very least, the FCC should look at plotting LPFM allocations in the 60 markets after an IBOC standard has been arrived upon and we know its interference criteria. When that is factored into the FCC's LPFM allocation program, we may get a clearer picture. Remember, IBOC has been in the works long before LPFM and is finally getting close to realization.

**TABLE 8**  
**INTERFERENCE ANALYSIS OF LP100 STATIONS<sup>1</sup>**  
**In CITIES Between 200,000 - 500,000**

City	No. of LP100s	Population Experiencing Interference with Different 2 <sup>nd</sup> /3 <sup>rd</sup> Adjacent Channel Protection Ratios			
		FCC Ratios <sup>b</sup>	Clock/Personal <sup>c</sup>	Portable <sup>d</sup>	Home Stereo <sup>e</sup>
Denver	9	57,410	91,705	118,644	80,226
Cleveland	25	20,478	175,013	307,843	132,197
Oklahoma City	36	82,064	97,349	107,161	93,179
Charlotte	13	4,467	9,413	16,296	6,936
Tucson	52	54,924	72,415	109,192	59,533
Albuquerque	67	518,884	519,248	521,770	518,933
Atlanta	37	103,152	146,545	193,227	124,274
Miami	30	2,643	14,468	43,510	10,497
Las Vegas	84	703,075	703,264	703,646	703,195
St. Louis	44	28,132	70,622	102,208	52,292
Cincinnati	18	155,566	184,925	216,780	176,675
Pittsburgh	8	56,026	59,842	62,699	57,865
Minneapolis	16	324,275	344,863	375,063	338,982
Omaha	35	154,583	155,219	157,050	155,009
Wichita	54	3,484	13,378	26,944	8,131
Louisville	13	81,700	93,143	113,980	85,018
Raleigh	9	0	3,571	7,594	1,904
Baton Rouge	14	1,161	14,588	24,334	5,464
Mobile	34	1,838	35,457	65,172	23,585
Richmond	62	10,898	46,689	105,947	40,279
<b>Totals</b>		<b>2,364,760</b>	<b>2,851,717</b>	<b>3,379,060</b>	<b>2,674,174</b>

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by Jack Messmer

## Robinson heads back to the coast

Charleston, SC may be a new market for Emerald City Radio Partners, but not for the managing partner, **Paul Robinson**. He put WAVF-FM on the air in 1985 ("it was the first station I ever owned"), but sold his stake in Corde Street Communications Inc. to **Woody Bartlett** (who bought out all of the original owners one-by-one) in 1987. Now Emerald City is paying \$3M to buy Bartlett's 100% stock ownership of Corde Street. "I've been given a second chance," joked Robinson.

The Charleston acquisition restores Emerald City to group owner status—it already has stations in Hawaii. Former Southern Starr and BRN president **Bob Long** recently joined Emerald City as CEO and he and Robinson are on the hunt for further acquisitions. Emerald City's venture capital backer is Centre Partners and it has an acquisition credit facility with GECC. Broker: **Don Sailors**, Sailors & Associates

## Kiddie to Sports to Catholic

It's been hard for Baltimore radio listeners to keep track of what's airing on 1570 kHz. WKDB-AM had been a Radio AAHS affiliate, but ended its Children's programming when the network shut down. The signal had been LMA'd by a local Sports programmer, but now will get Religion as an O&O of **John Lynch's** Catholic Radio Network, whose network programming is now called Catholic Family Radio. Lynch will pay **Virginia Carson's** Capital Kids Radio \$1.5M for the Chesapeake outlet. Broker: **Bruce Houston**, Blackburn & Co.

## A new rose for San Antonio?

It looks like Hispanic Broadcasting (O:HBCCA) is going to add another FM in San Antonio. **Mac Tichenor's** company has purchased a 24.5% stake in **Roy Henderson's** KVCQ-FM Cuero, TX for \$300K. Another 24.5% stake was bought by Palmetto Radio Group, owned by **Edward Seeger, James Fort** and **Andrew Guest**. Henderson is retaining 51% of the new partnership, Rawhide Radio LLC.

The partners are seeking to upgrade the signal to Class C1 and relocate the transmitter to Gonzales County, which should give coverage of large parts of both the San Antonio and Austin markets.

## Hispanic cash flow up sharply

**Mac Tichenor's** Hispanic Broadcasting (O:HBCCA) had been expected to post strong numbers for Q2—and it did even better than Wall Street had expected. Net revenues rose 16.9% to \$51.9M and broadcast cash flow gained 30.6% to \$24.8M. After-tax cash flow increased 22.3% to \$18.8M. On a pro forma basis, excluding some recent acquisitions and new format launches, revenues gained 13.5% and cash flow 33.1%.

"In light of the start-ups and format changes, I am particularly pleased that our station operating margins expanded to approximately 48% during the quarter," said Tichenor.

## Metro boasts record Q2

Metro Networks (O:MTNT) posted record results for Q2—good news for **Mel Karmazin** and **Joel Hollander**, who have a deal pending for Westwood One (N:WON) to acquire the competing traffic/local news service. Metro had Q2 cash flow (EBITDA) of \$14.7M, up 27.3% from a year ago. Revenues rose 14.9% to \$49.3M.

Metro founder/CEO **David Saperstein** said the company's news division was its fastest growing sector for the quarter, with a 31% gain in affiliates from a year earlier. Metro Source, a computer-delivered news service that seeks to compete with AP

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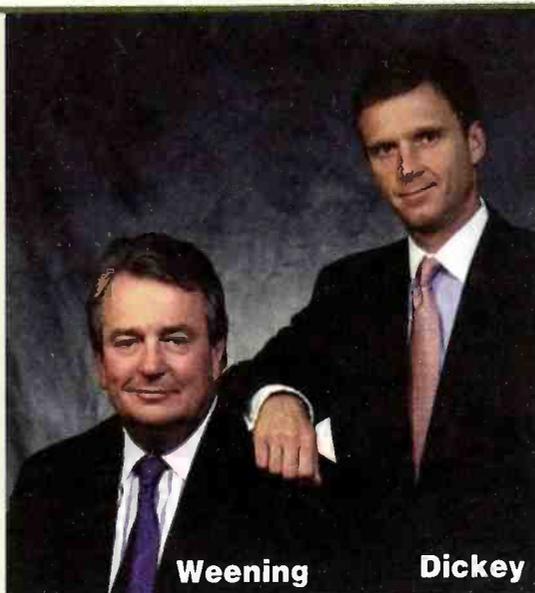
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## Mo' moguls

RBR's annual listing of Radio Moguls (RBR 8/2, p. 7-10)—stockholders in public radio companies whose stakes are worth \$10M or more—didn't include **Richard Weening** and **Lew Dickey Jr.** of Cumulus Media (O:CMLS) because Cumulus didn't include their 1,000,690 each in stock options in the company's calculation of "beneficial ownership" for the SEC.

Without those options, the two executives' holdings fell about \$400K short of the \$10M mark. However, with the options added in at the 6/30 closing price of \$21.875, Dickey is well into mogul territory at \$31,543,137, as is Weening at \$31,500,065.



(and, until recently, UPI), now has 620 affiliates, up 90% from 325 a year ago.

## Salem growing on-air and on-web

Much of the discussion on the Q2 conference call for Salem Communications (O:SALM) focused on its "new media" ventures, including audio streaming on the Internet. In addition to its web-only Christian Pirate Radio, Salem officials noted that seven of its major market stations are now streaming on the Internet, a number that should soon grow to 15.

The Q2 report came the same day (8/10) that Salem announced an agreement with RealNetworks (O:RNWK) to make Salem's OnePlace, a family-oriented Internet portal, the "exclusive branded provider of Christian radio broadcasting" for RealNetworks' RealPlayer G2.

For the quarter, net revenues rose 21.5% to \$22.7M. Broadcast cash flow gained 20.5% to \$10.4M. On a same station basis, broadcasting revenue increased 10.9% and cash flow 18.4%.

## Big revenue gains for Big City

Big City Radio (A:YFM), which now has station clusters in markets #1, 2,

3 and 15, said net revenues increased 16.6% to \$4.1M for Q2. On a same station basis, revenues grew 22%. The company, however, continues to report negative cash flow, although the deficit leveled off at \$1.3M—actually improving \$17K from a year earlier.

## Radio hot, TV not at Fisher

The dramatic differences between the ad trends for radio and TV were highlighted in the Q2 results of the Fisher Companies (O:FSCI).

Revenues gained 11% for the company's three Seattle radio stations and cash flow gained 21%. Cash flow for its small market group, Fisher Radio Regional Group (formerly Sunbrook), gained 9%. The only negative note for radio came in Portland, where Fisher's combo suffered a 26% drop for Q2 (but remained barely ahead of 1998 YTD).

In TV, though, the financial news was unpleasant from both Seattle, where cash flow dropped 10%, and Portland, down 24%.

Overall, a one-time real estate gain of \$9.8M gave Fisher net income of \$12.8M for the first half of 1999, up 29% from a year ago.

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President  
to  
**Radio One, Inc.**  
Alfred C. Liggins, III  
President  
for  
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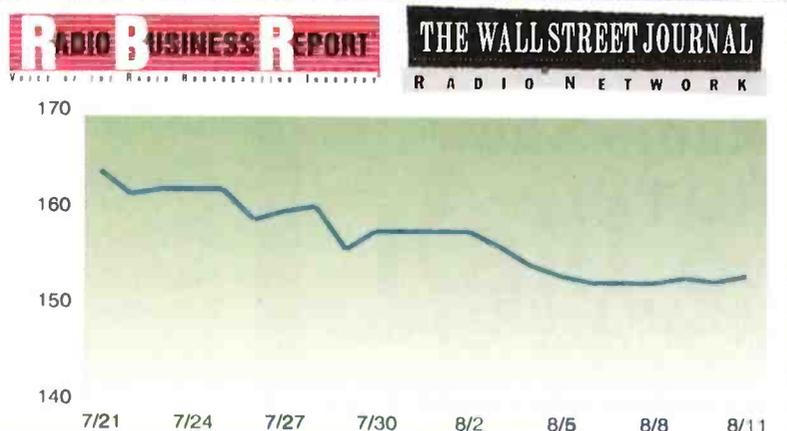
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## The Radio Index™

Radio stocks continued to slide along with the rest of the market, despite strong Q2 reports. The Radio Index declined 0.92 for the week to close 8/11 at 153.21.



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# TRANSACTION DIGEST

by Jack Messmer & Dave Seyler

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

**\$7,000,000\* WRWC-FM** Rockford (Rockton IL) and **WKKD-AM & FM Aurora IL**, 100% stock sale of Salter Broadcasting Co. from Shelly Salter and other family members and trusts to RadioWorks Inc. (Robert Rhea Jr. and family members). \$325K escrow, \$6.5M (less escrow) in cash at closing for stock, \$500,000 under consulting agreement. **Superduopoly** in Rockford with WNTA-AM, WKMQ-FM & WXRX-FM. Broker: Gazzana & Associates

**\$4,000,000\* WJOB-AM & WIMS-AM** Chicago (Hammond-Michigan City IN) from M&M Broadcasting (Thomas McDermott) to St. George Broadcasting LLC (George Stevens, William Fleming, William Backus, John Artuso). \$200K letter of credit as escrow, \$4M in cash at closing. Existing **duopoly**. Note: Also includes LMA of WXRJ-FM & WZVN-FM with an option to buy the FMs for \$5.4M.

**\$600,000\* KMXJ-FM** Fort Smith AR (Sallisaw OK) from Teddy Bear Communications Inc. (Ted Hite Sr.) to Capstar Royalty II Corp., a subsidiary of AMFM Inc. (N:AFM) (Thomas O. Hicks et al). \$35K escrow, \$50K non-compete, balance in cash at closing. **Superduopoly** with KMAG-FM, KWHN-FM, KZBB-FM. Also overlaps KEZA-FM in the Fayetteville-Springdale market. LMA if closing does not

occur within six months. Buyer retains KKUZ-AM Sallisaw OK. Earlier sale of KKUZ/KMXJ to Fred H. Baker (RBR 3/16/98) was not consummated. Broker: Media Services Group (seller)

**\$525,000\* WTTN-AM** Watertown WI from Watertown Radio Inc. (Charles P. Mills) to Good Karma Broadcasting LLC (Craig Karmazin). Cash, including \$50K for non-compete. **Duopoly** with WBEV-AM/WXRO-FM Beaver Dam WI. Broker: Kozacko Media Services (seller)

**\$520,000\* KMKZ-FM** Lahoma OK from Donald W. McCoy d/b/as Bedford Falls Broadcasting to Chisholm Trail Broadcasting Co. (Hiram H. Champlin). \$20K escrow, balance in cash at closing. **Superduopoly** with KCRC-AM, KBFQ-AM EB CP & KNID-FM Enid OK and KXLS-FM Alva OK. Broker: Media Services Group (buyer)

**\$480,000\* WLGX-FM** Wilmington NC (Carolina Beach NC) from Baker Broadcasting NC Inc. (Frank Baker) to Ocean Broadcasting LLC (Carl Venters Jr., Charles Sullivan Jr.). \$30K escrow, assumption of note with balance of approx. \$318K, balance in cash at closing. **Duopoly** with WAHH-AM, WMFD-AM & WRQR-FM. LMA since 6/14. Broker: Patrick Communications

**\$400,000\* KOEA-FM & KDFN-AM** Doniphan MO and **KBMV AM-FM** Birch Tree MO from Jack G. Hunt to Eagle Bluff Enterprises (Steven & Rochelle Fuchs). \$20K escrow, \$180K cash at closing, \$200K note. **Duopoly** overlap between KOEA-FM and KAHR-FM Poplar Bluff MO. LMA since 5/2.

**\$350,000\* KCDL-FM** Cordell OK from Dove Media Inc. (Bruce H. Campbell) to Wright Broadcasting Systems Inc. (G. Harold Wright Jr.). \$10K escrow, balance in cash at closing. **Superduopoly** with KWEY AM-FM Weatherford OK and KQMX-FM Clinton OK. Also in Clinton, buyer has LMA with KCLI-AM and JSA with KCLI-FM. KCDL-FM has an FCC grant to upgrade to class C3 and has applied for a further upgrade to class C2. LMA since 5/28.

**\$300,000\* WNXR-FM** Duluth (Iron River WI) from Capital Broadcast Services Co. (Lenard G. Harvey, James V. Lien, Norma V. Lien, Arthur F. Raymond) to Gerald J. Hackman. \$30K escrow, balance in cash at closing. Minimal **superduopoly** overlap with WBSZ-FM and WJJH-FM Ashland WI. Latter two stations do not reach Duluth market.

# BROADCAST INVESTMENTS™

August 11—RBR Stock Index 1999

Company	Mkt:Symbol	8/4 Close	8/11 Close	Net Chg	Pct Chg	8/11 Vol	Company	Mkt:Symbol	8/4 Close	8/11 Close	Net Chg	Pct Chg	8/11 Vol
Ackerley	N:AK	15.313	16.063	0.750	4.90%	39900	Hearst-Argyle	N:HTV	25.063	25.875	0.812	3.24%	42400
Alliance Bcg.	O:RADO	0.438	0.469	0.031	7.08%	10000	Hispanic Bcg.	O:HBCCA	67.500	67.750	0.250	0.37%	159200
Am. Tower	N:AMT	22.000	20.500	-1.500	-6.82%	666600	Infinity	N:INF	26.438	25.375	-1.063	-4.02%	754200
AMFM Inc.	N:AFM	50.188	47.625	-2.563	-5.11%	437700	Jeff-Pilot	N:JP	73.563	69.000	-4.563	-6.20%	215200
AMSC	O:SKYC	17.813	17.063	-0.750	-4.21%	256700	Jones Intercable	O:JOINA	44.000	46.438	2.438	5.54%	905700
Belo Corp.	N:BLC	19.875	19.688	-0.187	-0.94%	94200	Metro Networks	O:MTNT	55.969	51.750	-4.219	-7.54%	11500
Big City Radio	A:YFM	3.875	4.375	0.500	12.90%	16700	NBG Radio Nets	O:NSBD	2.000	1.875	-0.125	-6.25%	4500
CBS Corp.	N:CBS	44.688	44.688	0.000	0.00%	2460700	New York Times	N:NYT	38.313	36.938	-1.375	-3.59%	205400
CD Radio	O:CDRD	29.250	28.750	-0.500	-1.71%	63700	Otter Tail Power	O:OTTR	43.500	41.750	-1.750	-4.02%	3000
Ceridian	N:CEN	26.625	27.188	0.563	2.11%	369400	Pacific R&E	A:PXE	2.250	2.250	0.000	0.00%	8100
Citadel	O:CITC	31.000	31.250	0.250	0.81%	44300	Pinnacle Hldgs.	O:BIGT	24.375	24.375	0.000	0.00%	141800
Clear Channel	N:CCU	64.813	64.875	0.062	0.10%	645800	Radio One	O:ROIA	43.750	42.875	-0.875	-2.00%	91300
Cox Radio	N:CXR	58.500	57.000	-1.500	-2.56%	6700	RealNetworks	O:RNWK	60.875	69.750	8.875	14.58%	1944500
Crown Castle	O:TWRS	22.000	17.813	-4.187	-19.03%	283300	Regent Pfd.	O:RGICIP	7.625	8.250	0.625	8.20%	4300
Cumulus	O:CMLS	24.250	25.000	0.750	3.09%	107400	Saga Commun.	A:SGA	21.188	21.750	0.562	2.65%	600
DG Systems	O:DGIT	4.313	4.375	0.062	1.44%	57100	Salem Comm.	O:SALM	24.313	26.125	1.812	7.45%	141300
Disney	N:DIS	26.000	25.875	-0.125	-0.48%	4294300	Sinclair	O:SBGI	19.000	20.500	1.500	7.89%	1275300
Emmis	O:EMMS	50.375	53.625	3.250	6.45%	180200	SportsLine USA	O:SPLN	21.625	17.250	-4.375	-20.23%	596700
Entercom	N:ETM	39.313	36.938	-2.375	-6.04%	4700	TM Century	O:TMCI	0.438	0.469	0.031	7.08%	0
Fisher	O:FSCI	61.625	61.750	0.125	0.20%	2400	Triangle	O:GAAY	0.230	0.219	-0.011	-4.78%	2758600
FTM Media	O:TFTMM	11.500	11.500	0.000	0.00%	0	Tribune	N:TRB	86.625	86.375	-0.250	-0.29%	591800
Gaylord	N:GET	30.125	31.438	1.313	4.36%	10800	WesTower	A:WTW	23.000	24.125	1.125	4.89%	10900
Harris Corp.	N:HRS	30.563	29.813	-0.750	-2.45%	362200	Westwood One	N:WON	38.188	34.750	-3.438	-9.00%	77200
							WinStar Comm.	O:WCII	48.688	44.813	-3.875	-7.96%	1789800

## 1980's déjà vu?

Triangle Broadcasting (O:GAAY) is mounting a "Pac Man" defense to a takeover bid by Integrated Healthcare (O:ITHC), a penny stock company (like Triangle) that's trying to reposition itself as a "new media" stock. Triangle says the idea of combining the companies is a good one, but Triangle President **Frank Olsen** has proposed that Triangle buy Integrated, instead of the other way around. He's given Integrated CEO **Joseph Pittera** until 8/16 to mull the counteroffer. Such counter-takeovers were frequently launched in the late '70s and into the '80s, taking their nickname from what was then a cutting-edge video game, but have rarely been tried in this decade.

## Blockbuster IPO priced

Most pending IPOs are on hold until market conditions improve, but Viacom (N:VIA) went ahead with its sale of 17.7% of Blockbuster Video (N:BBV) through an IPO to create a tracking stock for the video rental unit. The shares priced 8/10 at \$15 and closed 8/11 at \$15.

**Kelly Callan, Fred Kalil, Frank Higney  
Dick Beesemyer, Todd Hartman  
and Frank Kalil**

will be at the

**ORLANDO OMNI ROSEN HOTEL**

for the

**N.A.B.**

Please phone for a confidential appointment

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# Good, Better and the Best Digital Systems

It's a fact: More U.S. radio stations choose Scott Studios' than any other digital system! 2,125 U.S. stations use 4,916 Scott digital workstations. Nine of the ten top-billing groups have Scott Systems. They're the easiest to use! Scott Systems are intuitive, straightforward, simple, yet the most powerful!

Scott Studios is famous for our uncom-pressed digital systems at a compressed price, (but we work equally well in MPEG). Scott Studios' audio quality is the very best and plays on laptops or PCs with ordinary sound cards. We dub your startup music library free. Your PD can auto-transfer songs digitally in seconds with a CD-ROM deck in his or her office.

Scott gives you industrial quality 19" rack computers, but nothing is proprietary: functional equivalents are available at computer stores. You also get 24 hour toll-free tech support!

Scott lets you choose your operating system: Linux, Novell, NT, Windows, DOS or any combination. You also choose from three systems: Good, better, best. One's right for you!

The screenshot shows a digital interface for a radio station. At the top, it displays the time 8:15:38A. Below this is a grid of song titles and artists, such as "R-E-S-P-E-C-T Aretha Franklin" and "Ferry 'Cross the Mercy Jerry & the Pacemakers". To the left of the grid are buttons for "On-Air", "Start", and "Stack". Below the grid are buttons for "Auto", "Back", "Forward", "Pre-view", and a large digital display showing ":04". At the bottom, there is a row of letters from A to Z, likely for navigating by artist or song title.

The Scott System is radio's most user-friendly. You get instant airplay or audition of any song simply by spelling a few letters of its title or artist. You see when songs played last and when they'll play next. You also get voice tracking while listening to music in context, hot keys, automatic recording of phone calls and graphic waveform editing, all in one computer!

## Good Spot Box

The screenshot shows a digital interface for a spot box. It displays a list of spots with details such as time (8:13:24), station (Sat AM May 3, 98), and spot number (1023). The spots include "Boston Market - S1+", "Boston Market - Lunch", "Both of You - Maternity", "Bright Truck Lossing", "Burns Security Syst", "Car Nation - Tuesday", "Car Nation - Wed", "Central Bank & Trust", "Cinema 12", and "Charley Horeo Saloon". There are buttons for "Start", "Auto", and "Stop" for each spot. At the bottom, there are buttons for "1", "2", "3", "4", "5", "6", "7", "8", "9", and "0".

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 legible labels for each spot and VU 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 is very inexpensive. Options include log imports from traffic computers and music on hard drive.

## Better AXS 2000+

The screenshot shows a digital interface for the AXS 2000+ system. It displays a list of spots with details such as time (7:45), station (Hotel California), and spot number (5002). The spots include "Hotel California", "Here Comes The Sun", "Southwestern Bell", "Colorado", "Texas Motor Speedway", "Southeast Readyms", "Starplex", "CompUSA", and "Internet America". There are buttons for "Start", "Auto", and "Stop" for each spot. At the bottom, there are buttons for "1", "2", "3", "4", "5", "6", "7", "8", "9", and "0".

AXS (pronounced ax'-cess) 2000+ is radio's premier digital audio system for automation and live assist. AXS 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, recording and editing of phone calls, spots and network shows.

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 2000+ can also control inexpensive consumer CD multi-pack and 300 CD juke box players.

See Scott Studios' Booth 607 at the NAB Radio Show in Orlando, Aug. 31-Sept. 2

## Best Scott's System

The Scott's System (pictured above) is radio's most powerful digital system!

Your log is on the left side of the LCD touchscreen. Instant access Hot Keys or spur-of-the-moment "Cart Walls" are on the right with lightning-quick access to any recording. Phone calls record automatically and can be edited to air quickly. You can also record and edit spots or voice tracks in the air studio or go on the air from production.

Scott's options include Invincible seamless redundancy with self-healing fail-safes, newsrooms, 16-track editors, time and temperature announce, and auto-transfer of spots and voice tracks to distant stations over WAN or Internet.

You'll easily make the move to digital audio because every system includes a week of Scott School at your station!

Check our website and call us toll-free.

**Scott Studios** Corp.  
13375 Stemmons Freeway, Suite 400  
Dallas, Texas 75234 USA  
Internet: [www.scottstudios.com](http://www.scottstudios.com)  
(972) 620-2211 FAX: (972) 620-8811  
**(800) SCOTT-77**