

RADIO BUSINESS REPORT™

VOICE OF THE RADIO BROADCASTING INDUSTRY®

RADIO NEWS

Out of Commission? FCC nominees still circling the airport	3
Four Commissioners-to-be are being held hostage as the Senate wends its way toward a campaign finance reform bill. But Helms, Kennard make up.	
Remaining radio ad schedules filling up fast	3
Is RAB's deal with AudioNet sound?	3
AMFM could spark net gains (while it drains ABC staff)	4
TV angles for a piece of the pharmaceutical pie	4
BMI hires "Musicbot" to monitor webcasting	4
Radio may be best choice for Old Dominion pols	4
Jeff-Pilot to grow its syndie wing; ABC trots out a pair	6

TELEVISION BUSINESS REPORT

NBC leans on LIN, Hicks-Muse for stake in Dallas TV	8
Gannett means to make it in Maine	8

MANAGEMENT SALES & MARKETING

National business hot spots: Service sector is thriving	9-10
--	------

BROADCAST INVESTMENTS

Taxman won't get a cut of the Westinghouse split	11
---	----

MEDIA MARKETS & MONEY

KSJO-FM San Jose: Jacor's ARS sweepstakes consolation prize	12
Jacor adds some more miles to its California Coast collection of stations, taking a spin-off necessitated by the CBS-ARS merger. They'll pay \$30M for the FM.	
Regent Power play creates a Redding superduop	12
Hagertys are smokin' in Shamokin	12
Merrill Lynch spins San Juan combo to Arso	12
Confer-mation: Owner quietly re-enters top-50	13
A look at the Jacor Ohio empire	14

RANDALL E. JEFFERY
RANDALL E. JEFFERY, JR.
407-295-2572

ELLIOT B. EVERS
415-391-4877

GEORGE I. OTWELL
513-769-4477

BRIAN E. COBB
CHARLES E. GIDDENS
703-827-2727

RADIO and TELEVISION
BROKERAGE • APPRAISALS



**MEDIA VENTURE
PARTNERS**

WASHINGTON, DC
ORLANDO • CINCINNATI
SAN FRANCISCO

**Integrity.
Discretion.
Intelligence.
Results!**

The State of the Radio Business™

**Only
\$45**

The State of the Radio Business™ is a series of in-depth reports on where the radio business is today and where it's going tomorrow. Reports include analyses of the pace of consolidation and the performance of radio's largest radio groups on Wall Street and in the nation's largest markets.

- **Timely** intelligence and information compiled by radio's most experienced editorial staff.
- **Reliable** analyses backed by 15 years of Radio Business Report data.
- **Invaluable** decision-making tool for radio's leading executives.

Find out what Sears, McDonalds and the RAB Board members now know.

Order your own copy of Radio Business Report's
The State of the Radio Business™.



Yes! I need to know NOW!

Rush me the State of the Radio Business for only \$45.00

Offer Expires November 15th

Name _____

Company _____

Address _____

City _____ State _____ Zip _____

Check one:

AMEX Visa Mastercard Check

Card number: _____ Exp. _____

Signature _____

Make checks payable to Radio Business Report P.O.Box 782, Springfield Va 22150

The State of the
Radio Business

Only \$45

**Fax back today
703.719.7725**

RADIO NEWS®

Jim Carnegie Publisher

Katy Bachman VP/Editor-in-Chief
Jack Messmer Senior Editor
Dave Seyler Senior Editor
Carl Marcucci Associate Editor
Frank Saxe Associate Editor
Mona Wargo FCC Research Consultant

Ken Lee Associate Publisher
Cathy Carnegie VP Administration
Ronald Greene Executive Director of Production
Maggie Daley Account Executive
Beth Dell'Isola Account Executive
April Olson Admin. Assistant

FCC confirmation still delayed

A vote could come this week on the four nominees to the FCC. Their confirmations were held up in the fight over campaign finance reform two weeks ago (*RBR* 10/13, p. 3), then the Senate took last week off for the Columbus Day holiday.

Chair designee **Bill Kennard**, and Commission nominees **Harold Furchtgott-Roth**, **Michael Powell** and **Gloria Tristani** were all recommended by the Senate Commerce Committee Oct. 8.

Majority Leader Sen. **Trent Lott** (R-MS) says he won't allow the nominations to come to the floor until Democrats stop attaching campaign finance amendments to other bills.

Meanwhile, an after hours meeting between Kennard and Sen. **Jesse Helms** (R-NC) has apparently won over Helms. The Senator has come to the aid of Asheville, NC broadcaster **Zeb Lee** in his fight with the FCC over a radio license. Helms had threatened to block Kennard's confirmation, for actions he took while serving as the agency's General Counsel.

The Senate is expected to break for the holidays in mid-November. An FCC spokesman says that while the outgoing Commission members are busy clearing out their desks, they could be called back if needed. The next scheduled FCC meeting is Nov. 20.

Early predictions: Radio gains to continue in 1998

Inventory tight in many markets

Reports coming in from stations across the US is that inventory is tight, as forecast by the *RBR*/Miller Kaplan pacing report (*RBR* 10/6, p. 3). In markets such as Chicago, Los Angeles, and Miami, agencies are hopping to find avails.

Driving the land rush is a healthy retail sector, a highly competitive TV sweeps in November, and a growing business and consumer services category.

All this adds up to early predictions that radio's five year record of revenue increases, marked in August, shows no sign of slowing down.

More details on p.9

AudioNet cuts strategic alliance with RAB

The Radio Advertising Bureau (RAB) has announced a strategic alliance with radio webcaster, AudioNet. AudioNet will give the RAB's RadioLink web site audio streaming and server capabilities. In return, the RAB will give AudioNet advertising—a flyer in the monthly marketing kits and ads in the "Radio Sales Today" fax publication. The value of the deal was not disclosed.

The RadioLink site will offer live and pre-recorded streamed audio including two years of monthly sales meetings. The RAB also intends to stream live audio segments from February's RAB '98 in Dallas. In addition, the RadioLink

site (www.rab.com) will link to the AudioNet site, and AudioNet will showcase RAB's live events as they occur.

RBR observation: The RAB, a not-for-profit service to the radio business, may be setting a dangerous precedent. By forming a strategic alliance with AudioNet, the RAB is aligning itself with one radio vendor to the exclusion of others, such as Telos and Olympia Online's just-announced "Audiolounge" (*RBR* 10/6, p. 4), an AudioNet competitor.

"As a non-profit, the RAB shouldn't be closing out other members of the broadcast industry. There's no reason they shouldn't be streaming on both networks," said **Bill Moir**, VP and co-founder, Olympia Online. Moir told *RBR* that when he heard about a pos-

sible deal between AudioNet and the RAB six months ago, his phone calls to the RAB went unreturned. "We were totally excluded from the deal," he said.

For AudioNet, this is a great deal to promote and further dominate radio webcasting, but for the RAB, this could be a powder keg, especially if the RAB cuts similar deals with other radio vendors. Those excluded vendors may just decide to withdraw their support for the RAB.

Remember when the NAB tried to strike a deal in 1990 with Eureka in order to collect royalty payments on DAB? That sparked a membership revolt and eventually led to NAB abandoning Eureka to embrace in-band-on-channel (IBOC) DAB, which is being developed independently of NAB.

© 1997 Radio Business Report, Inc.

Publishers of Radio Business Report, Mid-Week News Brief, the Source Guide, Manager's Business Report and the Information Services Group database. Material may not be reproduced without permission.

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/Sales Fax: 703-719-7910 • Subscription Phone: 703-719-7721 • Subscription Fax: 703-719-7725

Advertising sales information: Ken Lee 703-719-9500 • Fax 703-719-9509

Email the Publisher: JCRBR@aol.com • Email Editor: Kbachman@aol.com • Email: Editorial radiobiz@aol.com • Email Sales: KenLeeRBR@aol.com

TV on drugs

It is not just radio that is going after drug dollars (*RBR* 8/18, p.3), but so is TV. The Television Bureau of Advertising (TVB) will place ads in four drug trades next month, promoting the use of TV over print. TVB spokesman **Gary Belis** says the reason is simple: "Because there's a billion dollars on the table." They'll point out that over-the-counter drugs were made into national brands via television, and the same could be done for prescription medications.

Not to be outdone, Newsweek is planning its own campaign, focusing on how much more drug companies can put into print.

Look out!—it's the Musicbot

Not long after announcing royalty payments for its Webcasted artists (*RBR* 10/6 p.4), BMI is bringing in a Web robot to help secure additional licensing revenues. Affectionately named "The Musicbot," the new system will monitor transmission and sales of music over an estimated 26,000 music-based Web sites, a handful of which currently have agreements with BMI. Musicbot will act as a "lightning-fast" Web surfer to identify sites that use music and how often they are visited.

VA politicians switch to radio

DC area radio stations may be getting more political advertising, thanks to a decision by area TV stations to limit the amount of time being sold to Virginia's political candidates for the state's off-year elections.

All four network-affiliated stations in DC say tight inventories are limiting avails for political spots. Some stations are forcing candidates to lower their frequency from 12 to six. No federal regulations mandate air time be sold to politicians in state and local races. Stations argue supply and demand is the only law that applies.

Ken Stevens, GM, WJFK-FM, says his Talk station has seen no political ads to date. "We haven't missed them, but we have missed their money," he says. Stevens, pointing out radio is more effective and efficient than TV, says "If you're not smart enough to buy my station, you're not smart enough to be governor."

New AMFM Net could stimulate network biz

The radio network playing field is about to change, getting its first new radio network since American Urban Radio Networks entered the game 16 years ago in 1979 (*RBR* 9/29, p. 3). That may be just what the radio business needs to stimulate competition and grow this stagnating segment of the radio business (see sidebar, below).

When AMFM Radio Networks launches in January, it will be adding about 15-16% new inventory to the radio network marketplace, said SVP AMFM **David Kantor**. "It's going to be a more aggressive year, because we'll have to create demand for it," he said.

The inventory for the new RADAR-rated network will consist of one minute per hour from each of Chancellor's 99 stations. To appeal to advertisers, the inventory will be organized by its target demo appeal, so look for AMFM to offer advertisers an Adult network or Youth network, for example. For about six months until June, RADAR will do special tabs in order to estimate the network audiences and secure the clearances.

Syndication is also part of AMFM's goals, but creating the network is taking center stage.

RBR observation: Why RADAR? One word: Accountability. RADAR provides clearances and that gives agencies and advertisers a level of comfort they can't get anywhere else and better yet, reward with higher CPMs. For Chancellor, it's a dynamite chance to repackage to buyers what is essentially an unwired group buy.

Whither ABC?

Meanwhile, AMFM's gain has been ABC's loss, adding more fuel to industry speculation that ABC Radio could be sold because it is losing ground as a major player. Certainly the Mouse House has missed the opportunity to ride the radio consolidation wave.

Kantor's exit has wreaked havoc on the number two radio network. Almost immediately following Kantor's appointment, six sales and affiliate relations managers resigned from ABC to join Kantor at AMFM: **Marla Bane**, VP, operations; **Karen Childress**, VP, affiliate marketing; **Rhonda Munk**, VP, advertising sales; **Marty Raab**, VP, marketing and promotion; **Jennifer Johnston**, executive assistant; and **Melody Talkington**, office manager. Last week, ABC's Director of Finance **Franklin Byrd** and Sales Marketer **Deborah Douglas** resigned to join AMFM. Said Kantor: "I haven't lost a senior manager in years."

Personnel drain aside, ABC Radio, with only 27 stations, is fast losing its options to increase distribution for its network programming.

"The most difficult part [of building a radio network] is getting the distribution," said Kantor. "If you don't own the stations, getting distribution is very, very difficult."

Network radio standing still

While the rest of radio, particularly national spot, has enjoyed double digit growth, network radio has lagged behind.

Audiences: After sliding since Fall 1994, network audiences were up 7.6% over RADAR 54 (*RBR* 9/15, p. 7).

Revenues: While revenues are up this year by about 7% according to Competitive Media Reporting, network revenues have been mostly flat. Between 1991 and 1996, network spending increased only slightly by 1.3%, according to Veronis, Suhler & Associates. They are also projecting network revenues to end the year at \$523M and increase by only 1.3% in 1997 to \$530M. VSA's forecast through 2001 looks slightly better with 4.4% compound annual growth projected.

Who has the best Digital System for groups?

CapStar/GulfStar

Austin, TX

Baton Rouge, LA

WJBO-AM
WLSS-FM
WYNKAM
WYNK-FM
KRVE-FM
WBIU-AM

Beaumont, TX

KKMY-FM
KLVI-AM
KYKR-FM
KTOC-FM

Corpus Christi, TX

KMXR-FM
KRYS-AM
KRYS-FM

Fayetteville, AR

KKIX-FM
KKZQ-FM
KEZA-FM

Fort Smith, AR

KMAG-FM
KWHN-AM
KZBB

Killeen, TX

KIIZ-FM
KLFX-FM

Lawton, OK

KLAW
KZCD

Longview, TX

KKTX
KNUE
KISX
KTYL

Lubbock, TX

KFMX-FM
KKAM-AM
KRLB-FM
KZII-FM

Lufkin, TX

KFYO-AM
KKCL

Lufkin, TX

KYKS-FM
KAFX-FM

Shreveport

KRMD-AM
KRMD-FM

Texarkana, AR

KKYR-AM
KKYR-FM
KLLI-FM
KYGL-FM

Tyler, TX

KNUE-FM
KISX-FM
KTYL-FM
KKTX-AM
KKTX-FM

Victoria, TX

KIXS-FM
KLUB-FM

Waco, TX

KBRQ-FM
KCKR-FM
KKTK-AM
WACO-FM
KWTX-AM
KWTX-FM

CapStar/ PacificStar

Modesto, CA

KVFX
Yuma, AZ
KTTI-FM
KBLU-AM

CapStar/ AtlanticStar

Dover, DE

WSRV
WDOV

Wilmington, DE

WJBR-AM
WJBR-FM
WDSD

Winchester, VA

WFOX
WUSQ
WNTW

CapStar/ SouthernStar

Cocoa, FL

WLRQ-FM
WMYM-AM

Decatur, AL

WTAK
WWXQ-FM
WDRM
WBHP
WHOS

Tuscaloosa, AL

WACT-AM
WTXT-FM
WRTR-FM
WZBQ-FM

Triathlon

Colorado Springs, CO

KSPZ-FM
KVUU-FM
KVOR-AM
KTWK-AM

Kennewick, WA

KTGR-AM
KLOK-FM
KNLT-FM
KEGX-FM
KKNX

Lincoln, NE

KZKX
KTGL

Omaha, NE

KTNP-FM
KXKT-FM

Spokane, WA

KEYF-AM
KEYF-FM
KKZX-FM
KUDY

Wichita, KS

KQAM
KEYN-FM
KFH-AM
KRBB
KWSJ

Drake

Communications

Rogers, AR

KLTK-AM
KWMQ-FM

Tahlequah, OK

KTLO
KEOK

Lazer

Broadcasting

Big Bear City, CA

KXSB
Hemet, CA
KSDT-AM
KXRS-FM

Oxnard, CA

KXSP
KXLM

Noalmark

Broadcasting

El Dorado, AR

KIXB-FM
KAGL-FM
KELD-AM

Hobbs, NM

KYKK
KZOR
KIXN

NPR Affiliate

Boise, ID

KBSW-FM
KBSX-FM
KBSU-AM

Hutchinson, KS

KHCC-FM
KHCD-FM
KHCT-FM

Jacor

Iowa City, IA

KXIC-AM
KKRQ-FM

Salem

Boston, MA

WPZE

Denver, CO

KRKS-AM
KNUS-AM
KRKS-FM

Los Angeles, CA

KKLA
KLTX

Houston, TX

KKHT

Minneapolis, MN

KKMS
KEGE

New York, NJ

WMCA
WWDJ

Phoenix, AZ

KPXQ
Sacramento, CA
KFIA
KMJI

Faith

Communications

Las Vegas, NV

KILA-FM

Ogden, UT

KANN-AM

Twin Falls, ID

KCIR



'NUFF Said!
...just ask any of our groups!

Kevin Lockhart
President, Prophet Systems

Bloomberg L.P.

Boston, MA

WADN-AM
Norfolk, VA
WVNS

Phoenix, AZ

KFNN-AM

Portland, OR

KBNP-AM

Providence, RI

WPNW
WKIX

Seattle, WA

KEZX-AM
KWJZ-FM

St. Louis, IL

WINU-AM

Cromwell

Group

Nashville, TN

WCTZ-AM
WQZQ-FM
WZPC-FM

Catholic

Broadcasting

Nome, AK

KNOM-AM

Portland, OR

KBVM



Sales: (800) 658-4403
Support: (308) 284-8450
Sales & Support Fax: (308) 284-4181
E-mail: sales@prophetsys.com



Jefferson-Pilot plans to grow syndication arm

Tony Garcia, director of syndication told *RBR* the Jefferson-Pilot Radio Network is planning another syndie effort in early 1998. "We are looking at two projects right now—an afternoon drive product and a weekend feature. Both are currently existing programs."

More than a year ago, Jeff-Pilot debuted "The Bob & Sheri" morning show (**Sheri Lynch** and **Bob Lacey**) from six-year flagship WLNK-FM Charlotte. Aimed at AC formats, the show is currently heard in 12 markets.

MannGroup syndicating "Irene Hughes Live"

L.A.-based MannGroup Radio Services, founded by **Ed Mann**, announced exclusive market distribution rights for "Irene Hughes Live." Hughes has been doing psychic readings and predictions on WBBM-FM Chicago's morning show over a 10-year period. The program is syndicated free of charge—a 900-number announced during each half hour show is the revenue driver.

"Irene Hughes Live" is offered to top-50 market stations' morning or afternoon drive programs for live call-in readings once a week. In addition, two-minute horoscopes are part of the package and are aired twice daily. Syndication began October 1 and Hughes has since debuted on KLSX-FM Los Angeles.

Radio Potato "Twists History"

"The Twisted History Radio Theater" is Radio Potato's new daily 1-2 min. humorous version of an historical event occurring that same date in history. Good for sponsorships, the donut production is available for cash only. However, Potato offers barter for gold, plutonium or precious jewels.

SW Networks announces "TriBond" game show

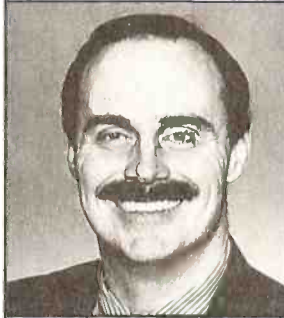
Scheduled to premiere in January, SW Networks will syndicate the popular board game "TriBond" for a weekly radio show and a daily feature local-

ABC debuts two new shows

On September 27, ABC Radio Networks debuted "The **Mark Davis Show**" and "The **Mitch Albom Show**."

"The Mark Davis Show" airs 1-4P ET Sundays. Davis' news-driven show has aired on WBAP-AM Dallas since 1994 and achieved #1 status for the station in midday ratings.

"The Mitch Albom Show," hailing from WJR-AM Detroit, features Albom and co-hosts **Rachel Nevada** and **Ken Brown**. Air time is 1-4P ET Saturdays.



Mark Davis



Mitch Albom

ized with each affiliate. The weekend hour-long show will originate at Universal Studios Florida in front of a live studio audience, and the daily feature will use affiliates' DJs for hosting the game with live call-in contestants.

Tanya Hart joins AURN

Previously with the E! cable network as an entertainment/gossip correspondent and host, **Tanya Hart** has joined American Urban Radio Networks (AURN) for her own show, "On Ya With

Tanya." Debuted Oct. 13, the 90-second entertainment report airs three times each morning as part of AURN's Morning Maker prep service.

TransMedia and Sci-Fi Channel team for Halloween

Airing 8P ET Halloween night, TransMedia's "Imagination Theater" will broadcast live from New York's Museum of TV and Radio, simulcasting on Sci-Fi Channel's Dominion Web Site (www.scifi.com/pulp/set). Imagination Theater is a radio drama recorded weekly before a live audience at the Museum of History and Science in Seattle. The Halloween program, directed by Sci-Fi's **Brian Smith**, features six half-hour Science Fiction episodes from Imagination Theater and Sci-Fi Channel writers. The broadcast will be heard on more than 200 stations, available for straight barter.

Fisher debuts "Back to the Country"

Fisher Entertainment and Ben Manilla Productions have teamed to offer the weekly two-hour series "Back to the Country" for syndication. The program, hosted by **Marty Fitzpatrick** of WSIX-FM Nashville, will use the same concept as Manilla's "Flashback" production, featuring interviews and historical events from Country's recent past. Multiverse Networks will handle ad sales.

Gibson Guitar Corp. teams with BMP for series

Ben Manilla Productions announced **Kevin Bacon** and **Randy Travis** will each host "The Guitar Hour" in a partnership with Gibson Guitar Corp. The one hour weekly series is actually two programs—one for Rock formats with Bacon and the other for Country with Travis. Guest guitarists will regularly appear for interviews. Both shows are scheduled to launch in January.



Kevin Bacon (R) and his brother Michael Bacon

RADIO



GOES *to* WORK

*Radio
is on
the job!*

With no competition, lots of selling power and just as many men as women!

- 65% of the workforce listens to the radio at work.
- 57% say listening to the radio at work improves their productivity.
- 54% of the workforce is male and 46% is female.

Think you might want to share this information with your clients? Arbitron's At-Work Listening Survey will impact your sales figures by shattering many common myths about who is listening, when they listen and how they listen. While drive times will undoubtedly continue to be the cornerstone of radio's selling strength, there is no reason to underestimate the power of radio at work.

For your copy of the Arbitron At-Work Listening Study and your At-Work Local Market Profile, contact your Arbitron representative today.

ARBITRON

NBC lands Dallas station

As predicted (*RBR*9/22, p.4) NBC (N:GE) is buying controlling interest in KXAS-TV (Ch. 5) Dallas. Hicks, Muse has already announced it plans to buy LIN TV (O:LNTV) for \$1.7B (*RBR*8/18, p.3), which owns the Dallas station, among others. While NBC has eleven O&Os, capturing a signal in the #8 market has been seen as critical to NBC executives. Key to the agreement—NBC gets to determine the station's network affiliation. That's important in case Hicks, Muse does not win what could end up being a battle for the group.

LIN TV is the nation's 15th highest billing TV group, with stations in Dallas, Indianapolis, Hartford, Grand Rapids, Buffalo, Norfolk, Austin, Decatur and Ft. Wayne. This is Hicks, Muse first venture into American TV—It already owns a big piece of a Mexican TV group.

Gannett adds Maine TVs

Gannett (N:GCI) has a deal to buy both TV stations owned by the Maine Broadcasting System, headed by President **Frederic Thompson**—WCSH-TV (Ch. 6, NBC) Portland and WLBZ-TV (Ch. 2, NBC) Bangor. Terms of the deal were not

immediately revealed. The acquisition will take Gannett's TV group to 20 stations. Broker: Kalil & Co.

RBR observation: Someone should inform Gannett's PR department that the company no longer has "five radio stations" among its holdings.

Media General builds TV-newspaper combo

At first glance, one would wonder how Media General (O:MEGA) could justify spending \$91.2M for the *Bristol Courier*, a 43,800 circulation daily (47,000 Sunday) in the far western tip of Virginia, and two small weeklies in nearby counties. But a closer examination of the market reveals that Media General already owns WJHL-TV (Ch. 11, CBS) in the hyphenated Johnson City-Kingsport-Bristol market (Arbitron #93, Nielsen #93). The TV is licensed to Johnson City, TN and its Grade A contour apparently doesn't cover Bristol, which keeps Media General from running afoul of the FCC's crossownership rule.

TV nets net webs

Both NBC and CBS are linking their affiliates to the network web site. In January, CBS plans to launch CBSnow for its 130+ station affiliates. Using a standardized web template, each station will create, maintain and produce its own content for the sites,

with each page offering one local and one network advertising opportunity.

NBC affiliates can link to NBC-IN on their websites. Mazda is the first advertiser to sign-on, but NBC expects others to buy banner space.

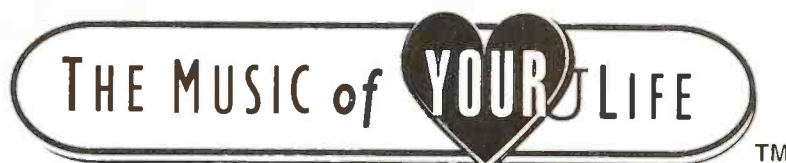
College TV flunking Wall Street?

UC Television Network Corp. (O:UCTN) has declared a one-for-five reverse stock split, effective Nov. 10, to meet the \$1 per share minimum to maintain its Nasdaq listing. The company's stock most recently has traded from \$0.625 to \$0.75, far below its all-time high of \$6.625 in Oct. 1993, 16 months after its 1992 IPO.

UC owns the College Television Network (no, we've never heard of it either), a company which broadcasts news, music and entertainment to single-channel TV systems in college dining rooms and student unions. As part of the restructuring, the company is changing its name to College Television Network Inc.

RBR observation: If you build it, they will watch? We don't think so. Who ever thought that college kids would rather gather in the student union to be force-fed a single TV channel than go back to their dorm rooms to choose from six local stations, a VCR and (if their dorm is wired) a hundred or more cable channels?

OWN THE NAME... OWN THE AUDIENCE!



"Where the stars play the stars"

- Proven ratings results with branded marquee name for Adult Pop Standards!
- Celebrity air talent and NOW the Patti Page Show!
- Exclusive "New Life Sales Success" advertising sales program!
- 20 years of expertise with the mature market audience!



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

JONES RADIO NETWORK™

by Frank Saxe

RBR's hot spots

Business and consumer services fuel growth

It is a forecast that Accu-Weather will never give you. Where is money to be made in the coming months and year? While the stock market will likely dip as earnings reports come in this fall, most expect the boom on Wall Street to continue, and that should help keep the economy chugging along. Radio can only benefit from that.

"Radio is having an unbelievable fourth quarter. Every time I pull up my e-mail, it's all sold out, sold out," says **Anne Leary**, Katz VP/Director of New Business Development. "We're having inventory clearance problems already—right through the end of November."

Radio is hot in all parts of the country, but the West Coast is ground zero. "San Francisco is very tight," says Leary.

Maureen Connery, Spot Broadcast Manager for Campbell Mithun Esty, agrees. "We've seen pockets of negotiating challenges." Among the clients her agency buys for are US West, Kmart and Interstate Baking Company, and November is a particularly tough buy in bigger markets such as Chicago, Los Angeles and Miami. "Fortunately, with radio inventories so large, you can usually get around those situations," she says.

Some Chicago stations say they're pacing 40 to 50% ahead of last year, at the same time fourth quarter TV time is sold out. "The market has never been hotter," says **Harvey Pearlman**, GM, WJMK-FM. Chicago will likely see a 12-14% growth rate in 1997, and Pearlman says telecommunications (cell phones, long distance, etc.) and retail are the hottest categories.

Does that mean higher rates? Pearlman points to the law of supply and demand.

In Washington, WJFK-FM GM **Ken Stevens** says 1997 has been "extraordinary" for growth. "It's been a record year in the market," he says. In fact, inventories on TV have been so tight that some DC stations have limited the amount of time they are making available to political candidates in Virginia's off-year state elections (see related story, p. 4).

Radio has seen bigger buys from TV networks, which have found radio effective in delivering higher audiences, especially the 18-49 demo. As TV struggles with audience erosion, televised self-promotion is losing its power. "What I have seen is a particularly tight November driven by local TV spending for sweeps," says Connery.

"It's maybe a little better than I thought back in June," says **Robert Coen**, SVP/Director of Forecasting at McCann-Erickson. He predicted economic growth would slow slightly, although that apparently was not the case. Even so, Coen says spot TV is "suffering a bit [with] meager increases." He says last year's Summer Olympics and Congressional elections spending makes it tough to build on 1996 numbers.

Despite being an off-election year, retailers' healthy status is making up for the loss of political spots in most cities this year. Connery predicts the category will spend even more than usual in the fourth quarter.

Much has also been written about the revenue lurking in the pill bottle,

1997's Projected Top Industries for National Radio (\$M)

Business & Consumer Services	489.5
Retail	488.6
Publishing and Media	214.0
Automotive, Accessories & Equip	211.3
Food & Food Products	181.1
Drugs & Remedies	127.7
Entertainment & Amusements	120.1
Direct Response	101.2
Travel, Hotels & Resorts	97.9
Candy, Snacks & Soft Drinks	97.6

Categories in the Dumper

Radio's Largest % Decreases

	%	\$M
Household Furnishings	-87.5	6.5
Pet Food & Supplies	-33.3	2.9
Industrial Materials	-32.0	1.6
Beer & Wine	-25.9	8.7
Gasoline, Lubricants & Fuels	-20.7	8.8
Travel, Hotels & Resorts	-15.4	17.8
Drugs & Remedies	-3.1	4.0

Top 8 Radio Growth Categories Ranked by Dollar Increase Compared to Other Media

Dollar Growth (in millions)

	Radio	Newspaper	Syndicated TV	Spot TV	Network TV	Magazines	Radio \$ Increase	Total Media \$ Increase	Radio % Increase	Total Media % Increase
Business Propositions & Employee Recruitment	164.0%	8.0%	N/A	77.8%	N/A	11.6%	\$5.9	\$12.0	164.0%	18.0%
Sporting Goods, Toys & Games	146.0%	74.0%	-25.0%	-18.0%	-0.3%	-12.3%	\$8.8	-\$77.0	146.0%	-6.0%
Direct Response Companies	115.0%	16.0%	34.0%	9.0%	-32.0%	8.4%	\$54.2	\$178.0	115.0%	11.0%
Apparel, Footwear & Accessories	79.0%	-16.0%	-23.0%	-6.0%	18.0%	21.3%	\$7.1	\$221.1	79.0%	16.0%
Soaps, Cleansers & Polishes	73.0%	-38.0%	-11.0%	23.0%	9.0%	44.9%	\$4.1	\$114.2	73.0%	19.0%
Household Equipment & Supplies	64.0%	-6.0%	-2.0%	-7.0%	10.0%	3.8%	\$12.8	\$69.6	64.0%	8.0%
Computers, Office Equipment	63.0%	43.0%	47.0%	86.0%	29.0%	13.2%	\$31.8	\$548.2	63.0%	27.0%
Confections, Snacks & Soft Drinks	40.0%	7.0%	16.0%	-3.0%	11.0%	-4.8%	\$27.9	\$185.7	40.0%	11.0%

Source: Interep analysis of Competitive Media Reporting data.

with the FDA's loosening of regulations regarding prescription drugs (see *RBR* 8/18, p.3). "The prescription drug industry offers incredible potential for additional radio revenue in 1997," says **Stewart Yaguda**, President of Interep's Radio 2000. He predicts this growth category could mean as much as \$30M for radio, based on current drug company spending patterns.

Another perk of a healthy economy and advertising market, says one advertising buyer, is greater lead times. She says clients are inching toward opening budgets, but before that happens they will release ad dollars scheduled for later in the year.

Early '98 predictions

The feeling from many pundits is that radio will continue to be healthy right into 1998. A lot of advertisers

are rediscovering radio thanks to missteps by TV and newspaper. In-office listening is up (*RBR* 9/29, p. 6) and many advertisers are taking note, says one ad buyer. Leary is predicting office equipment, TV, family dining and fast food will all be hot in '98—thanks in part to an expected burger war. "We're expecting it," says Leary. She thinks retail will also "remain healthy" as long as inflation doesn't become an issue.

Connery says her agency has purchased 1998 time in some select instances, where a client's budget starts midyear. So far, there has been no problem making a buy, but that could change. She points out that the first quarter could be effected by the Winter Olympics and February sweeps.

Coen agrees the Winter Olympics will generate extra advertising and promotional activity. Later in the year, Congressional elections could spur a rise in the political advertising cat-

egory. "No serious slowdown or recession is expected," says Coen. He forecasts a 5.6% increase in local media ad expenditures next year, with growth even stronger in the emerging countries. A trend Coen predicts will continue until the turn of the century.

Nontraditional, long form programming could also take off in the coming months. TV and cable are getting that money now, but tightening inventory may mean a switch to radio. Already, infomercial mainstays such as MegaMemory, MegaMath and Fat Absorb are buying radio time. AMs, particularly on weekends and at fringe hours, will be most likely to give it a shot. "To some stations, it's considered dead time," says Leary.

Pearlman says one thing he'd like to see in 1998 is bigger numbers on his station's ratecards, "Radio is still tremendously underpriced."

Top 8 Radio Growth Categories Ranked by % Increase Compared to Other Media

Dollar Growth (in millions)

	Radio	Newspaper	Syndicated TV	Spot TV	Network TV	Magazines	Radio \$ Increase	Total Media \$ Increase	Radio % Increase	Total Media % Increase
Business Propositions & Employee Recruitment	164.0%	8.0%	N/A	77.8%	N/A	11.6%	\$5.9	\$12.0	164.0%	18.0%
Sporting Goods, Toys & Games	146.0%	74.0%	-25.0%	-18.0%	-0.3%	-12.3%	\$8.8	-\$77.0	146.0%	-6.0%
Direct Response Companies	115.0%	16.0%	34.0%	9.0%	-32.0%	8.4%	\$54.2	\$178.0	115.0%	11.0%
Apparel, Footwear & Accessories	79.0%	-16.0%	-23.0%	-6.0%	18.0%	21.3%	\$7.1	\$221.1	79.0%	16.0%
Soaps, Cleansers & Polishes	73.0%	-38.0%	-11.0%	23.0%	9.0%	44.9%	\$4.1	\$114.2	73.0%	19.0%
Household Equipment & Supplies	64.0%	-6.0%	-2.0%	-7.0%	10.0%	3.8%	\$12.8	\$69.6	64.0%	8.0%
Computers, Office Equipment	63.0%	43.0%	47.0%	86.0%	29.0%	13.2%	\$31.8	\$548.2	63.0%	27.0%
Confections, Snacks & Soft Drinks	40.0%	7.0%	16.0%	-3.0%	11.0%	-4.8%	\$27.9	\$185.7	40.0%	11.0%

Source: Interep analysis of Competitive Media Reporting data.

BROADCAST INVESTMENTS™

October 15—RBR Stock Index 1997

Company	Mkt:Symbol	10/8 Close	10/15 Close	Net Chg	Pct Chg	10/15 Vol (00)	Company	Mkt:Symbol	10/8 Close	10/15 Close	Net Chg	Pct Chg	10/15 Vol (00)
Ackerley	A:AK	17.125	17.000	-0.125	-0.73%	106	Heffel Bcg.	O:HBCCA	80.125	77.000	-3.125	-3.90%	346
Alliance Bcg.	O:RADO	2.187	1.062	-1.125	-51.44%	1	Jacor	O:JCOR	47.250	46.250	-1.000	-2.12%	2526
Am. Radio Sys.	N:AFM	48.437	49.000	0.563	1.16%	878	Jeff-Pilot	N:JP	85.812	84.062	-1.750	-2.04%	2013
AMSC	O:SKYC	10.312	9.937	-0.375	-3.64%	322	Jones Intercable	O:JOINA	13.250	13.750	0.500	3.77%	384
CD Radio	O:CDRD	20.812	24.625	3.813	18.32%	5630	Katz Media Group	A:KTZ	10.125	10.375	0.250	2.47%	130
Ceridian	N:CEN	37.687	37.500	-0.187	-0.50%	1687	Metro Networks	O:MTNT	35.125	35.000	-0.125	-0.36%	204
Chancellor	O:AMFM	52.875	55.250	2.375	4.49%	13167	New York Times	N:NYT	53.687	54.500	0.813	1.51%	1537
Childrens Bcg.	O:AAHS	3.937	4.375	0.438	11.13%	282	News Comm.	O:NCOM	1.500	1.875	0.375	25.00%	245
Clear Channel	N:CCU	64.500	63.875	-0.625	-0.97%	3536	Pacific R&E	A:PXE	3.375	3.437	0.062	1.84%	150
Cox Radio	N:CXR	31.625	32.500	0.875	2.77%	470	Paxson Commun.	A:PXN	11.687	11.125	-0.562	-4.81%	1022
DG Systems	O:DGIT	4.375	4.437	0.062	1.42%	745	Pulitzer	N:PTZ	57.812	56.875	-0.937	-1.62%	287
Disney	N:DIS	84.000	86.875	2.875	3.42%	17465	Saga Commun.	A:SGA	24.500	24.562	0.062	0.25%	7
Emmis Bcg.	O:EMMS	47.500	45.125	-2.375	-5.00%	4137	SFX Bcg.	O:SFXBA	73.875	74.125	0.250	0.34%	3207
Faircom	O:FXCM	0.593	0.531	-0.062	-10.46%	0	Sinclair	O:SBGI	39.625	38.250	-1.375	-3.47%	1159
Fisher	O:FSCI	125.000	122.500	-2.500	-2.00%	0	TM Century	O:TMCI	0.437	0.437	0.000	0.00%	0
Gaylord	N:GET	31.437	30.250	-1.187	-3.78%	1497	Triathlon	O:TBCOA	8.500	8.250	-0.250	-2.94%	464
Granite	O:GBTVK	11.250	11.187	-0.063	-0.56%	602	Tribune	N:TRB	54.875	53.875	-1.000	-1.82%	1089
Harris Corp.	N:HRS	44.562	48.000	3.438	7.72%	2596	Westinghouse	N:WX	28.000	27.375	-0.625	-2.23%	22640
							Westwood One	O:WONE	34.000	34.250	0.250	0.74%	784

Westinghouse split gets IRS thumbs up

The Internal Revenue Service has ruled that the spin-off of Westinghouse's (N:WX) industrial units into a new company will qualify as a tax-free event for Westinghouse shareholders. The split of the company into a broadcast company, CBS Corp., and an industrial company, which will take the Westinghouse name, is on track to occur by the end of this year.

In preparation for the split, Westinghouse announced that it is eliminating 2,000 jobs from its industrial sector, mostly in the power generation unit. Power generation orders declined 29% in the first half of this year.

Clear Channel sells bonds

Clear Channel Communications (N:CCU) sold \$300M in 10-year senior debentures (10/10). The issue carries a coupon of 7.25% and a yield of 7.38%. **Underwriters:** CS First Boston, Salomon Bros., BT Alex. Brown, Goldman, Sachs & Co., NationsBanc Montgomery Securities

10/20/97 RBR

NEW WAVE BROADCASTING, INC.

has acquired

KXDC-FM Carmel, California

KCDU-FM Hollister, California

KPIG-FM Freedom, California

from

ELETTRA BROADCASTING, INC.

for

\$5,300,000

The undersigned acted as exclusive broker in this transaction and assisted in the negotiations.



Kalil & Co., Inc.

3444 North Country Club Tucson, Arizona 85716 (520) 795-1050

by Jack Messmer

Jacor finds the way to San Jose

Jacor Communications (O:JCOR) is the first outside group to benefit from CBS' (N:WX) \$2.6B purchase of American Radio Systems (N:AFM) entire radio group (*RBR* 9/22, special insert). Jacor will pay \$30M to pick up KSJO-FM San Jose, a spin-off required because of the number of signal overlaps from CBS' San Francisco and San Jose stations with ARS' San Jose stations. The deal is small consolation for Jacor CEO **Randy Michaels**, who lost the ARS bidding contest to CBS' **Mel Karmazin**, but it's something, anyway.

An LMA will begin as soon as this deal clears Hart-Scott-Rodino anti-trust review.

Jacor doesn't currently have any stations in the San Jose market, but it has been working up the coast from

its original California base in San Diego and subsequent acquisition of KIIS-AM & FM (the AM is now KXTA) Los Angeles. In keeping with Michaels' "clustering" philosophy, Jacor now owns or is buying stations in the Oxnard-Ventura, Santa Barbara and San Luis Obispo markets.

RBR observation: Like most press releases, Jacor's announcement of the KSJO deal carries some boilerplate to give the general news media a little background information on the company—such things as how many radio stations Jacor owns (167) and that it also owns the syndicators of **Rush Limbaugh**, Dr. **Laura Schlessinger** and all of the products and services associated with Premiere Radio Networks and NSN.

What we found interesting, though,

was the final line: "Additionally, Jacor has plans to grow in other broadcast-related products and businesses."

Towers... equipment... programming... trade publications (uh-oh!)... or something else? We're waiting to see what Randy has up his sleeve.

Regent reigns in Redding

Terry Jacobs' and **Bill Stakelin's** Regent Communications is expanding in one of its recently-acquired California markets. Regent will pay \$3.5M for KNRO-AM, KRDG-FM, KNNN-FM & KRRX-FM, with seller **John Power's** Redwood Broadcasting taking \$1M of the price in Regent stock. Redwood, which owns five other small market California stations, built the Redding superduopoly over the past year and a half for \$2.2M.

Regent, which LMA'd the four stations last week (10/15), already owns KQMS-AM & KSHA-FM Redding, which were part of the \$23.5M Park Lane acquisition (*RBR* 6/23, p. 12). **Broker:** (for Redwood sale) **Rudy Miller**, The Miller Group

RBR observation: Although Regent will have the most signals in Redding, local powerhouse McCarthy Wireless, which is selling its stations to Capstar for \$6.5M (*RBR* 9/22, p. 12), is still the broadcaster to beat in Arbitron market #213. Its three FMs (Country/Country/Classic Rock) claim the lion's share of revenues.

RBR's deal digest

Charles and **JoAnne Hagerty** are entering the brave new world of station ownership with a \$400,000 buy of WISL-AM & FM Shamokin, PA. The seller is **James O'Leary**. **Broker:** **Dick Kozacko**, Kozacko Media Services... Merrill Lynch's Century-ML Radio Venture is selling WUNO-AM & WFID-FM San Juan, Puerto Rico to Arso Radio Corp., which already has a combo in the market. **Broker:** Rumbaut & Co.

Bonneville International Corporation

has agreed to transfer the assets of

KDGE-FM and KZPS-FM Dallas, Texas

for

\$83,500,000

to

Chancellor Media Corporation

**Star
Media
Group, Inc.**

*"Radio's Full Service
Financial Specialists"™*

5080 Spectrum Drive, Suite 609 East • Dallas, TX 75248 • (972) 458-9300

CLOSED

Confer building in new key markets

Since selling most of his Keymarket group in 1995 (*RBR* 4/3/95, p. 16) for \$133M to River City Broadcasting (which was in turn acquired by Sinclair Broadcast Group), **Kerby Confer** has been quietly assembling a new radio group.

Beginning with the Greenville-Spartanburg Keymarket stations (which weren't included in the sale to River City), a couple of stations previously owned by his daughter, and others owned with long-time investment partners **Donald Alt** and **Carol O'Leary**, Confer has taken advantage of Telcom Act deregulation to buy more stations and build up strong superduopolies in mostly smaller markets.

Including the recent acquisition of WZGO-AM & FM Portage-Johnstown, PA (*RBR* 10/4, p. 13), Confer's, Alt's and O'Leary's Forever Broadcasting has strung together 11 stations in the adjacent Johnstown, Altoona, State College and Williamsport markets of Pennsylvania.

Perhaps because he is focused on small markets and operates under several names, Confer's new group has gotten little attention from radio list-makers. BIA doesn't include Confer as a top-50 group owner, but using BIA figures (below), we've calculated that Confer's Forever/Keymarket group ties #50 South Central Communications at \$17.13M in 1996 revenues. If Confer's two LMAs were included, the group would rank 41st at \$20.33M.

Here's a look at Kerby's new radio conglomerate.

Market, Arbitron rank Station (Owner)	1996 Revenues (\$000,000)	
Greenville-Spartanburg, SC #58		State College, PA, #235
WYRD-AM (Keymarket of SC)	\$0.80	WFGI-FM (Forever of PA) —
WORD-AM (Keymarket of SC)	\$0.70	Note: Simulcasts WFGY-FM in Altoona market
WFBC-FM (Keymarket of SC)	\$0.95	Altoona, PA, #239
LMA: WSPA-AM		WFBG-AM (Forever of PA) \$0.28
(Spartanburg Radiocasting)	\$0.50	WFGY-FM (Forever of PA) \$1.70
LMA: WSPA-FM		WMXV-FM (Forever of PA) \$0.85
(Spartanburg Radiocasting)	\$2.70	WALY-FM (Winston Radio) \$0.50
Utica-Rome, NY #149		Williamsport, PA, #244
WIBX-AM (Forever of NY)	\$0.80	WWPA-AM (Williamsport Radio) \$0.10
WODZ-AM (Forever of NY)	—	WVRT-FM (Williamsport Radio) \$0.75
WRUN-AM (Forever of NY)	—	Watertown, NY, #248
WLZW-FM (Forever of NY)	\$1.55	WTNY-AM (Forever of NY) \$0.45
WFRG-FM (Forever of NY)	\$1.35	WUZZ-AM (Forever of NY) —
WODZ-FM (Forever of NY)	\$0.50	WFRY-FM (Forever of NY) \$0.80
		WCIZ-FM (Forever of NY) \$0.65
Johnstown, PA, #168		Total 1996 Revenues \$20.33
WJAC-AM (Winston Radio)	\$0.45	Unrated market stations:
WVSC-AM (Ridge Communications)	\$0.30	WNGO-AM & WBLN-FM Mayfield, KY
WZGO-AM (Forever Broadcasting)	—	(Western KY Radio)
WKYE-FM (Winston Radio)	\$1.30	WSPX-FM CP Bowman, SC
WVSC-FM (Ridge Communications)	\$0.25	(Boswell Broadcasting LLC)
WZGO-FM (Forever Broadcasting)	—	Non-attributable, non-voting interests:
Lima, OH, #221		WIGL-FM Orangeburg SC & WGFG-FM Branchville,
WLJM-AM (Forever of OH)	\$0.30	SC (Boswell Broadcasting Inc.)
WZOQ-FM (Forever of OH)	\$1.00	WRUS-AM Russellville, KY; WVVR-FM Hopkinsville,
WAJC-FM (Forever of OH)	\$0.50	KY; WBVR-FM Bowling Green, KY; WSJP-AM,
WYRX-FM (Forever of OH)	\$0.30	WNBS-AM & WFGE-FM Murray, KY and a low-
		power TV station in Murray, KY (WRUS Inc.)

Source: FCC records, BIA Research, *RBR* Source Guide database

CLOSED!

Capstar Broadcasting Partners, Inc., R. Steven Hicks, Chairman and CEO, has purchased **WJLM-FM**, Roanoke, Virginia from **WRIS, Inc.**, Lloyd Gochenour, Principal, for \$3,100,000.

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

BRIAN E. COBB
CHARLES E. GIDDENS
703-827-2727

RANDALL E. JEFFERY
RANDALL E. JEFFERY, JR.
407-295-2572

ELLIOT B. EVERS
415-391-4877

GEORGE I. OTWELL
513-769-4477

RADIO and TELEVISION
BROKERAGE • APPRAISALS



**MEDIA VENTURE
PARTNERS**

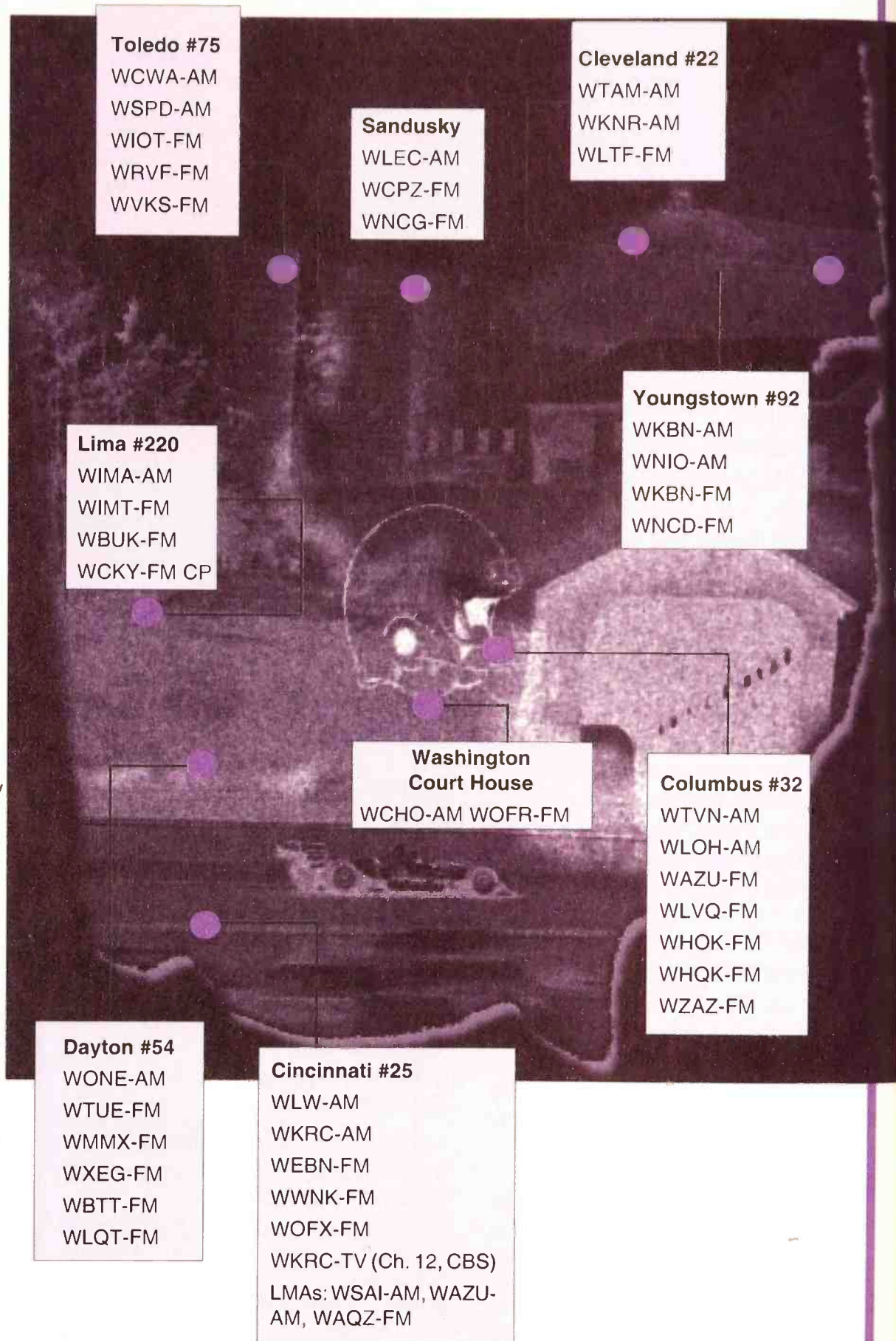
WASHINGTON, DC
ORLANDO • CINCINNATI
SAN FRANCISCO

Jacor's clusters cover "Beautiful Ohio" from Lake Erie to the Ohio River

We're willing to bet that more Ohioans have heard of Jacor Communications (O:JCOR) than can sing even one stanza of the state's obscure state song, "Beautiful Ohio." Jacor, after all, is virtually everywhere in the industrial Midwestern state—from the steel mills and Rock 'n' Roll Hall of Fame in Cleveland to the breweries and Taft Museum of Cincinnati.

Indeed, 39 of Jacor's 163 radio stations (owned or being purchased) are in its home state—although Jacor is, strictly speaking, based in Kentucky after moving this year to a new headquarters building across the Ohio River from downtown Cincinnati in Covington. Jacor's only TV property is also in Cincinnati, as is its research company, Critical Mass Media.

Jacor also has regional clusters in Florida, Colorado-Wyoming and Southern California, but nowhere is CEO **Randy Michaels'** "clustering" philosophy more evident than in Ohio. Perhaps our map (right) should also include Kentucky, where the Cincinnati cluster continues on to Lexington, Louisville and Munfordville.



in cash at closing. **Superduopoly** with WBRT/WOKH Bardstown KY and WVLB/WLSK Lebanon KY. LMA since June 11.

\$300,000—KVLE-FM Gunnison CO from E. Terrill Weiss to Pilgrim Communications Inc. (P. Gene & Randy Hood). Two \$25K deposits, \$25K non-complete, balance in cash at closing.

\$200,000—* WFOG-AM Norfolk Chesapeake VA from 4M of Chesapeake Inc. (Charles Milkis, pres) to Chesapeake-Portsmouth Broadcasting Corp. (Nancy Epperson). \$10K escrow, balance in cash at closing. **Duopoly** with WPMH-AM. Seller retains WVNS-AM in the market.

\$200,000—WPLV-AM West Point GA from Fuller Broadcasting Co. of Valley Inc. (Gary & Laura Fuller) to Taylor Family Broadcasting Inc. (C.T. & Geraldine Taylor). \$12.5 cash at closing, \$177.5K note. Existing LMA. Seller retains WCJM-FM.

\$185,000—WKMD-FM Logoootee IN from Community Broadcasting Service of Logoootee Inc. (Donna K. Harris) to Hembree Communications Inc. (Larry D. Hembree, Alan Williams). Payments totalling \$25K prior to closing, \$15K at closing, \$145K note.

\$175,000—WMVU-AM Manchester (Nashua NH) from Nashua Community Broadcasting Inc. (Edward Lecius) to Willow Farm Inc. (Keating Willcox). \$17.5K escrow, balance in cash at closing. **Broker:** Kenneth Gidge

\$170,000—* WLET-AM Toccoa GA from Southern Broadcasting of Pensacola Inc. (Paul Stone) to Lee Street Properties (R.L. White, R. Elliot Caudell). \$10K escrow, balance in cash at closing. **Duopoly** with WNEG-AM Toccoa. **Broker:** Toccoa Realty Inc.

\$150,000—WVOT-AM Wilson NC from Career Communications Inc. (Eric R. Mendelson, William B. Cox III) to The Taylor Group Inc. (James A. & Louise M. Taylor). \$10K escrow, balance in

cash at closing. **Broker:** The Whittle Agency

\$135,000—WJHO-AM Opelika AL from Sun Broadcasting Co. Inc. (John Rice) to Auburn Network Inc. (Michael G. Hubbard). \$5K escrow, which will transfer at closing, additional \$50K in cash at closing, \$50K in cash due 6/1/98, \$30K in cash due 10/1/98. In addition, the buyer will provide 50 :30 spots per week for two years to Rice's Century 21 Real Estate Agency.

\$135,000—KASH-AM Anchorage from Pacific Star Communications Inc., a subsidiary of Capstar Broadcasting Partners (Thomas O. Hicks et al) to Chinook Concert Broadcasters Inc. (Gordon W. Ringoen, James R. Goodfellow, Richard V. McClear, Laura Zarco). \$50K escrow, balance in cash at closing. **Combo** with KLEF-FM.

\$130,000—KCKX-AM Slayton OR from Spotlight Communications Inc. (S. Todd Craig) to Donald D. Coss. \$15K cash, \$115K note.

\$125,000—WZVA-FM Marion VA from James Killinger Cornick to T.E.C.O. Broadcasting Inc. (Thomas E. Copenhaver). \$500 downpayment, balance in cash at closing.

\$85,000—WDOW/WVHQ Dowagiac MI. Transfer of 50% of the stock of Van Hawke Communications Inc. from V. Virgil & Margaret J. Bennett to Marilyn M. Johnson and Carl Klosinski. \$1K escrow, balance in cash at closing. R. Douglas and Mary A. Hawke retain the other 50%.

\$63,000—WKWN-AM Chattanooga (Trenton GA) from RA-AD of Trenton Inc. (Herbert Adcox) to Dade County Broadcasting Inc. (Evan E. Stone). Cash. **Superduopoly** with WEPG-AM and LMA of WQRX-AM.

\$60,000—KBNB-AM Gilmer TX from KHYM Inc. (Linda Reed) to Hawkins Electronics Inc. (Sans Hawkins, John Veach). Cash. LMA since July 15.

\$35,000—KHIP-FM CP Felton CA from Benedek-Dewey Partnership (Miklos Benedek, Barney Dewey) to New Wave Broadcasting L.P. (Jon Ferrari, pres et

al). \$3.5K escrow, balance in cash at closing. **Broker:** Peter Mieuli, Jorgenson Broadcast Brokerage.

\$20,000—* WVNI-FM Nashville IN, 51% stock sale of Brown County Broadcasters Inc. from Julie J. Carey to David C. Keister, whose radio holdings are known as Mid-America Radio Group. \$20K cash. **Duopoly** with WMCB-AM & WCBK-FM Martinsville, which are in the Indianapolis Arbitron market.

\$10,000—* KHK-FM Sioux Falls SD (Rock Valley IA), 51% partnership interest sale of AQ Radio Partnership from Alan R. Quarnstrom to Sioux County Broadcasting Inc. (Paul & Mark Hedberg, Paul & Ann Kieffaber), making Sioux County the 100% owner. \$10K cash. **Duopoly** with KSOU-AM & FM Sioux Center IA.

For Sale

Properties in
Northern and Tidewater Virginia

Western and Coastal North Carolina

We Have Other Quality Properties

SNOWDEN Associates

Media Brokerage - Valuations - Financing - Consulting

101 W. 14th Street - Suite 700
Greenville, NC 27835

(919) 355-0327 FAX (919) 355-8386

Zoph Potts

Tom Snowden

Ray Bergevin

Director of Sales

Grow with a winner! Radio Business Report, Inc. is continuing to grow and prosper - and so can you. Radio Business Report has an immediate opening for Director of Sales. We have six publication products with more being planned - reap the rewards with this expansive growth. Fax your resume and any info to Ken Lee, Associate Publisher @ 703-719-9509. Strictly confidential.

Sales folks needed

As we grow opportunities arise. Radio Business Report, Inc. has immediate openings for Account Executives for our family of products: Weekly, Monthlies & Annuals. Get back to having fun and still make great money. Fax your resume and any info to Ken Lee, Associate Publisher @ 703-719-9509. Strictly confidential.

REAL RESULTS.

Under Contract!

KKYY 98.3 FM
Gunnison/Crested Butte
Colorado



JOSEPH BENNETT MCCOY, III
COLORADO SPRINGS, COLORADO
719-630-3111 PHONE
719-630-1871 FAX

HOLT MEDIA APPRAISALS

Providers of Asset Appraisals, Fair Market Value Appraisals, Expert Testimony, and Confidential Brokerage Services to over two thousand clients since 1967. Customized reports, reasonable fees, prompt turnaround and assured on-time project delivery to meet specific clients needs.

610-264-4040

ART HOLT & CHRIS BORGER

HAMMETT & EDISON, INC.
CONSULTING ENGINEERS
RADIO AND TELEVISION

Serving the broadcast industry since 1952 ...

Box 280068 • San Francisco • 94128



707/996-5200
202/396-5200
enr@h-e.com



PATRICK COMMUNICATIONS

- Debt & Equity Placement
- Fair Market and Asset Appraisals
- Station Brokerage
- Expert Witness Testimony

Larry Patrick
President

Susan Patrick
Exec. Vice President

Terry Greenwood
Vice President

410-740-0250

TRANSACTION DIGEST™

by Jack Messmer & Dave Seyler

The deals listed below were taken from FCC filings made public during the week from Wednesday, Oct. 8 through Tuesday, Oct. 14. *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.

\$2,100,000,000—* 81 stations, 100% stock sale of various subsidiaries of SFX Broadcasting Inc. (O:SFXBA) from Robert F.X. Sillerman et al to SBI Holding Corp. (Tom Hicks, Steve Hicks and others), a company related to Capstar Broadcasting Partners. Cash and debt assumption (details in *RBR* 9/1, pp. 3,10, 12-13). Existing **duopolies** and **superduopolies**. Due to Tom Hicks' ownership interest in the proposed purchaser of LIN Television (O:LNTV), SBI is requesting **waivers** of the crossownership rule in three SFX markets where LIN owns TV stations: Dallas-Ft. Worth, Indianapolis and Hartford-New Haven. Broker: Paul Leonard, Star Media Group

\$6,000,000—* WJBX-FM Ft. Myers (Ft. Myers Beach FL) from Schlefflera Inc. (John R. Linn) to Dillon License Corp., a subsidiary of Beasley Broadcast Group (George G. Beasley et al). \$300K escrow, balance in cash at closing. **Superduopoly** with WWCN-AM, WXKB-FM, WRXK-FM. LMA until closing. Linn retains 30% interest in WJST-FM in the market.

\$2,750,000—* KTWB-FM Sioux Falls SD from Kirkwood Broadcasting Inc. (Lee O. Axdahl) to Midcontinent Radio of South Dakota Inc., a subsidiary of Midcontinent Broadcasting Co. (Nathan L. Bentson et al). \$200K escrow, \$50K non-compete, balance in cash at closing. **Superduopoly** with KELO AM-FM, KWSN-AM, KRRO-FM.

\$1,250,000—* WMKS-FM Macon GA from Radio Macon Inc. (C.A. McClure) to U.S. Broadcasting L.P., a subsidiary

of Magic Broadcasting II (Donald G. McCoy, Douglas M. Grimm). \$250K escrow, \$25K non-compete, balance in cash at closing. **Superduopoly** with WDEN AM-FM, WDDO-AM, WMWR-AM, WPEZ-FM, WMGB-FM, WAYS-FM.

\$750,000—WDLR-AM Delaware OH from Christian Community Church-Westerville (Robert Buchan) to ESQ Communications Inc. (Percy Squire) Cash. LMA since August. Broker: Jorgenson Broadcast Brokerage

\$600,000—* WAKY/WGRK Greensburg KY from Veer Broadcasting Co. Inc. (Michael R. Wilson) to CBC of Green County Inc., a subsidiary of Commonwealth Broadcasting Corp. (Brereton C. Jones, chmn., Steven W. Newberry, pres et al). \$40K escrow, \$60K good faith deposit, balance in cash at closing. **Superduopoly** with WTCO/WCKQ Campbellsville KY and WXPB-FM Horse Cave KY. LMA since June 11.

\$500,000—WZMQ-AM & FM Greybull WY, 100% stock sale of Big Horn Communications from Thomas Henderickson and Raymond Moser to Forbach Inc. (Frederick A. Forster). \$18M stock sale also includes KSVI-TV (Ch. 6, ABC) Billings MT and six TV translators. Radio value estimated by *RBR*.

\$450,000—* WKJZ-FM Columbus GA (Greenville GA) from Orchon Broadcasting Co. (Cliff F. McGurdy III, Ed Fernandez Jr.) to Davis Broadcasting of Columbus Inc. (Gregory A. Davis et al). \$25K escrow, \$225K cash at closing, \$200K note. **Duopoly** with WOKS/WFXE. LMA since August 25.

\$350,000—WAKY-FM Springfield KY from Wilson Group Inc. (Michael R. Wilson) to CBC of Washington County Inc., a subsidiary of Commonwealth Broadcasting Corp. (Brereton C. Jones, chmn., Steven W. Newberry, pres et al). \$20K escrow, \$30K deposit, balance

continued on page 15