

# RADIO BUSINESS REPORT™

VOICE OF THE RADIO BROADCASTING INDUSTRY®

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## Diversity cry grows louder; Minority ownership holds steady

by Frank Saxe

The great debate over broadcast diversity took center stage in Washington last week, with the White House, Congress, the courts and the FCC all sounding off on the issue.

Vice President **Al Gore** released the government's annual census of minority owned broadcasters during a speech to the National Association of Black Owned Broadcasters. The NTIA count shows the level of minority-owned radio stations held steady at 2.9%, with 337 of 11,524 commercial stations owned by Blacks, Hispanics and women. In TV, minority levels dropped sharply; 13 states have no minority owners. "We need to be sure consolidation doesn't lead to elimination of minority owners," said Gore, who also announced he is asking the Small Business Administration to find ways to help minority-owned broadcasters.

"It's clear that consolidation is having a serious adverse impact on minority ownership in this country," reacted FCC Chair **Bill Kennard** (D), who has begun working with broadcasters on finding incentives to invest in minority-owned stations. The agency is also preparing a study on possible advertiser discrimination against Black and Hispanic formatted stations.

The FCC will also begin collecting information on the number of broadcast outlets owned by women. The most recent census of women-owned

broadcast outlets was in 1987, which found women owned 3% of radio stations and 1.9% of TV outlets.

"It will be used as a tool to get something done about it," said American Women in Radio and Television President **Sandra Dorsey**, who believes that stations with women as co-owners, like husbands and wives, should count as female owned.

While Kennard has run into opposition from Capitol Hill in the past, support for his minority initiatives is growing. Senators **Daniel Inouye** (D-HI) and **Ted Stevens** (R-AK) urged the FCC to help minorities own more stations. Both senators are members

of the Commerce Committee, which oversees the FCC.

### More memogate

The fallout from the Katz memo continued last week, with Rev. **Al Sharpton** calling on advertisers to begin funneling 20% of their ad budgets to Black and Hispanic radio stations (*RBR* 6/22, p.4). Sharpton will hold a summit with ad agencies next month, to discuss what he said has become a "civil rights issue."

Sharpton called on the government to look at whether it has awarded federal ad contracts to agencies with "apartheid advertising practices."

Gore said he will order all agencies to review their ad practices, "to ensure our government is part of the solution."

## Kennard and Powell square off over HDTV

by Frank Saxe

With the ranks of HDTV skeptics growing to include a fellow commissioner, FCC Chair **Bill Kennard** (D) fought back last week, saying the transition to digital is inevitable no matter how many bumps in the road broadcasters and consumers hit. Defending the FCC's hands-off approach, Kennard said the pace of transition should be left to the private sector. "We in government should not set up the industry for failure by creating false expectations," said Kennard during a speech to the International Radio and Television Society in New York last week.

Some broadcasters and digital manufacturers have complained the FCC has not set technical standards, instead it has left it up to the industry to decide.

Cmsr. **Michael Powell** (R) believes the 2006 deadline for HDTV is "extraordinarily aggressive" and a "train wreck" waiting to happen. "You can roll out bad products to consumers before they're ready, which will ultimately lead to a lack of acceptance," said Powell, noting Congress could take a lot of heat for the debacle.

The FCC is requiring stations owned or affiliated with ABC, CBS, NBC and Fox to begin broadcasting in digital format in the top ten TV markets next year. Those markets make up 30% of households. The rest of the country must convert to HDTV by 2006 or risk losing licenses. 24 stations expect to take to the air Nov. 1 with a digital signal. *More TV news on p. 8.*

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## FCC looses EEO appeal

by Frank Saxe

The FCC lost its battle to revive its EEO rule last week, when the DC Circuit Court of Appeals refused to review a lower court ruling which overturned the agency's policy aimed at increasing minority employment.

FCC Chair **Bill Kennard** (D) was "extremely disappointed" with the outcome, but vowed to fight back with new regulations that could pass judicial muster. "I intend to present a proposal to the Commission in the near future to revise our EEO rule in a way that will address the Court's concerns and ensure a level playing field," said Kennard.

A majority of judges said the FCC's rules left stations with the impression they must hire minorities to fill what amounted to quotas—a policy the Supreme Court has ruled as unconstitutional. So Chief Judge **Harry Edwards** said the FCC should explicitly say in its new rules that broadcasters are not required to hire someone just because of their race. In his dissenting opinion, Edwards said the Commission's regu-

lations would have survived judicial scrutiny had it said so.

No rules now regulate broadcast hiring, but more than a dozen groups have announced they will continue aggressive recruitment programs. "Broadcasters are committed to diversity in the workforce," said NAB President **Eddie Fritts**. Fritts hosted a meeting with Kennard and several media moguls in July to discuss minority issues, including EEO (RBR 7/20, p.3).

The NAACP which had joined the fight to keep the EEO rules on the books, will help craft a new set, said NAACP attorney **David Honig**. Honig believes EEO is no longer needed for low-level staff jobs, but remains necessary for management recruitment.

"Sad" and "disappointing" were words used to describe the ruling, but many of EEO's staunchest supporters remain optimistic.

"The FCC can still find a way to adopt rules that will prompt equal employment opportunities," said **James Winston**, president, NABOB.

**Sandra Dorsey**, president, AWRT, is hopeful new regulations will remove many of the headache-causing paperwork hurdles.

## ► RBR News Briefs

► It is no longer a question of if, but when, **Rupert Murdoch's** Fox News will get into radio. Fox is anxious to launch a radio product to extend the Fox News brand, and is continuing discussions with a handful of syndicators.

► TV nets continue to seek cost cutting measures in the wake of rising programming costs; last week NBC announced layoffs of 200-300 across the network. CBS and ABC have made similar moves in recent weeks. For more TV biz news, see p. 8.

► FCC Cmsr. **Gloria Tristani** (D) is hinting she supports microradio. She notes there is a limited amount of spectrum and most licenses are held by "big, big companies." Tristani has received more e-mail from micro supporters than on any other topic. "They have a legitimate concern. They would like to share the spectrum which belongs to the public," says Tristani.

► After three years and the passage of Telcom Act, it looks like the FCC could wrap up its ownership review by the end of 1998. "It's my hope and prayer that we will complete that process this year," says Cmsr. **Susan Ness** (D). Even so, there were no ownership items on last week's Commission meeting agenda.

► The FCC has dismissed four EEO petitions filed by **Jesse Jackson's** Rainbow/PUSH Coalition. The stations effected are WLVL-AM Lockport, NY; KIT-AM and KATS-FM Yakima, WA; and KQSN-FM Toppenish, WA.

► As part of its strategy to seek out new revenue sources beyond radio, Arbitron has purchased a majority stake in Northstar Interactive, which provides custom Internet research services. Northstar, a company with eight employees, will work with Arbitron's NewMedia division.

► The *New York Times*, available in 156 markets, will be classified in 1999 as a national newspaper in Competitive Media Reportings' (CMR) calculations of advertising expenditures. The NYT joins other national papers such as *USA Today* and *The Wall Street Journal*.

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# Competing Media

by Katy Bachman

## National spot radio leads the media pack

Step aside cable. Here comes national spot radio, which has overtaken Cable TV Networks with an outstanding 18.9% growth at mid-year, besting all other media, according to Competitive Media Reporting (see table, below). Outdoor is also pacing well, up 16.2% compared to last year.

It's not all good news for radio, though. Network Radio is down 1.6%.

Even with radio's growth, network and national spot still only make up 3.5% of the total national media expenditures.

**Competing Media Ad Expenditures (\$000)**

	Jan-Jun '97	Jan-Jun '98	% chg
National Spot Radio	768,814.3	914,461.3	18.9%
Network Radio	428,007.4	421,297.8	-1.6%
Cable TV Networks	2,752,402.9	3,139,694.4	14.1%
Syndicated Television	1,186,844.4	1,314,391.1	10.7%
Spot Television	6,663,364.0	7,284,162.7	9.3%
Network Television	7,479,715.3	8,261,908.9	10.5%
Outdoor	694,415.8	806,938.2	16.2%
National Newspapers	780,811.5	859,692.4	10.1%
Newspapers	7,514,858.1	8,083,645.9	7.6%
Sunday Magazines	501,342.3	505,798.6	0.9%
Magazines	5,951,985.1	6,504,484.8	9.3%
Total	34,722,561.1	38,096,476.1	9.7%

Source for all data: Competitive Media Reporting

**FILED**

August 1998

**Fuller Broadcasting, Inc.**

Gary Fuller, President

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## Radio's top advertisers at mid-year

### Network radio

The top 25 advertisers in network radio have a significant impact on the health of the network radio ad segment; together the top 25 account for 52% of the dollars.

Total dollars may be flat, but Warner-Lambert Co., the #1 advertiser at mid-year is spending 28% more than the #1 advertiser at this time last year, Sears Roebuck & Co. So far, Sears, one of network radio's mainstay advertisers, is spending 50% less this year.

Chattem, (Gold Bond Medicated Powder), the #2 network advertiser at mid-year, has upped its spending by 125%. The #3 network advertiser, Reading Genius Home Study, has also increased its spending by 64%.

While some significant advertisers such as Procter & Gamble and AT&T have exited the top 25, other advertisers of note have taken their place such as Barnes & Noble, Vlassic Foods, JC Penney, Morgan Stanley Dean Witter, and Dow Jones Inc.

**Top 10 Network Spot Radio Advertisers Jan-Jun 1998**

Rank	Companies	\$(000)
1	Warner-Lambert Co.	21,920.8
2	Chattem Inc.	21,233.9
3	Reading Genius Home Study	20,020.0
4	Barnes & Noble Inc.	12,698.3
5	Telecard Investments	9,151.1
6	Sears Roebuck & Co.	8,477.4
7	Vlassic Foods Intl.	8,333.0
8	American Home Products	8,133.5
9	Himmel Nutrition LLC	7,609.9
10	William Wrigley Jr. Co.	7,592.0

### National spot radio

National spot is going gangbusters with the top 25 advertisers, representing 29.4% of the total dollars, spending 25.5% more at mid-year.

MCI Communications continues to be national spot radio's biggest advertiser. So far, MCI has upped its expenditures by 28%. In fact, all top 10 national advertisers have upped their spending compared to the same period last year.

**Top 10 National Spot Radio Advertisers Jan-Jun 1998**

Rank	Companies	\$(000)
1	MCI Communications Corp.	23,843.0
2	SBC Communications Inc.	16,740.2
3	News Corp. Ltd.	14,317.8
4	Chrysler Corp. Dealer Assn.	13,908.0
5	General Motors Corp.	13,804.2
6	National Amusements Inc.	13,419.9
7	AT&T Corp.	13,127.1
8	GTE Corp.	13,083.3
9	Political issues	12,156.0
10	Diageo PLC	11,707.7



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# Television Business Report™

## Guy Gannett cashes out

Sinclair Broadcast Group (O:SBGI) is adding two NBC affiliates (and a full-time simulcast), two CBS and one ABC with a \$310M deal to buy the Guy Gannett Communications stations in Portland, ME, Champaign-Springfield, IL, Cedar Rapids, IA, Springfield, MA and Tallahassee, FL. The deal also includes the ABC station in Rochester, NY, which will be spun off to Ackerley (N:AK) since Sinclair already owns the market's Fox affiliate.

Separately, Guy Gannett is selling its three daily newspapers and related businesses in Maine to The Seattle Times Company. Guy Gannett sold all of its radio properties several years ago.

## Chancellor adds Puerto Rican TV

Adding a multi-media angle to its recent purchase of eight Puerto Rican radio stations (RBR 8/3, p. 12), Chan-

cellor Media (O:AMFM) is now buying a San Juan TV station. It'll pay Televiscentro de Puerto Rico \$69.6M for WAPA-TV (Ch. 4, Ind.).

## Young off the market

Shell-shocked by Wall Street's recent stock price declines, Young Broadcasting (O:YBTVA) pulled itself off the auction block. The company's directors also authorized a buyback of up to \$50M of its stock. Young owns 12 TV stations and its own rep firm.

## National Media launches Internet shopping service

National Media (N:NM) will take advantage of \$100M in TV infomercial time to promote the launch of Everything-4-Less (Everything4Less.com), a new membership-based shopping service. To join, consumers pay a yearly membership fee of about \$59.95 for access to more than 500,000 products at the guaranteed lowest price. The site will be linked to NM's current Internet shopping site, QuantumTV.com.

In a separate announcement, NM has filed its preliminary proxy materials with the SEC, the NYSE, and the Philadelphia Stock Exchange in anticipation of a vote on the investment in the company led by Acting NM CEO, **Steve Lehman** (RBR 8/31, p. 3).

## Four more get SMART

Nielsen ratings rival SMART continues to reel in the sponsors. This month, four more companies signed letters of intent with Statistical Research Inc. (SRI) indicating their interest in proceeding to the contract stage for a new network TV ratings service: Ammirati Puris Lintas, ESPN Networks, McCann-Erickson, and Procter & Gamble. They join 10 other supporters including ABC, CBS, Fox, NBC, and six advertising agencies.

## SportsLine launches show on PAX TV

SportsLine USA (O:SPLN) launched "Football Playbook" Sept. 6, a 30-minute pregame football show that will air on 68 PAX TV affiliates and include interactive features on its web site (cbs.sportsline.com). Playbook, hosted by SportsLine's syndicated radio host **Scott Kaplan**, features analyses from former NFL coaches **Marv Levy** and **Sam Wyche**, and insider news from columnist **Ray Buck**.

C L O S E D

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## TV deals

- WPGX-TV (Ch. 28, Fox) Panama City, FL from Wicks Broadcast Group to Waitt Broadcasting for \$7.1M. Broker: Kalil & Co.
- Southern Night Entertainment has purchased a 51% stake in WGVP-TV (Ch. 44, UPN) Tallahassee, FL for \$3.65M. Broker: Hadden & Associates
- KHRR-TV (Ch. 40, Telemundo) Tucson, plus a low-power TV in Phoenix and three other LPTVs or translators, from Hispanic Broadcasters of Arizona to **Roy P. Disney's** Apogee Communications. Broker: Kalil & Co.
- WNEQ-TV (Ch. 23) Buffalo is being sold to Sinclair Broadcast Group (O:SBGI) for \$33M if the FCC approves a change in designation from educational to commercial. Broker: Blackburn & Co.



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by Carl Marcucci

## A birdseye view of a supertower

Rushing to close the gap in the tower crunch is the emergence of the supertowers—sites that can support much of a market's FM and TV antennas and hundreds of governmental, paging, and wireless antennas. *RBR* visited one of these sites in Miami and talked with OmniAmerica's (O:XMIT) director of engineering, **Bert Brown**.

### *Detail your responsibilities at the Miami site.*

My responsibilities at Miami are no different from Milwaukee or Orlando. Each local site manager handles the day-to-day operation. I oversee their work and deal with the larger issues at the sites. Ours is more of a supervisory role at these existing sites.



Bert Brown

### *What is the brief history of the Miami site?*

The tower went up in 1984, built by Guy Gannett Communications out of Portland, Maine. OmniAmerica bought it in Feb. '98. The site was built to replace an earlier master antenna system that sat atop One Biscayne Blvd. downtown at 40 stories. A new 65 story building that went up soon surrounded it. The move

to the North Dade tower site moved the master antenna to a height that complied with the then FCC 80-90 rule making. This required FMs to maximize their antenna height in order to preserve their Full class C license and spacing protection contours. It also placed the broadcast facility on the Dade-Broward county lines, adding coverage north into Palm Beach County. The tower features a Harris CBR [cavity-back radiator] master antenna. The initial clients were Gannett's WZTA, WLVE and WHYI, along with Channel 33 TV.

### *How did the the 1985 80-90 docket expansion affect Miami FMs and the building of the Guy Gannett tower?*

That's when the move to North Dade began for all the stations. Some were on rooftops downtown, one on a 150' pole next to their studio. When I came to Miami in '75, WZTA (then WOCN-FM) was in Miami Beach on top of a small hotel.

### *Explain the FCC's new Class CØ (Zero) and how it will affect Miami FMs.*

Class CØ is expected to take effect in two to three years, but the rulemaking



The Miami site hosts transmitter and antenna equipment for three UHF TV stations, NOAA weather radio, 125 wireless and 11 FMs: WTMI, WLVE, WZTA, WPWR, WFLC, WEDR, WHYI, WMXJ, WPLL, WHQT and WAMR.

is not finalized and it's still open for comment. It requires that in order to retain the Full C contour protections currently in place, all currently licensed Class C stations must have their antennas at a height no less than 451 meters or 1,480'. Stations operating at 300-450 meters will become Class CØ and their signal protection contours will be reduced. The FAA has a ceiling on the Miami area that will not allow construction of a 1,500' tower. The greatest impact will be in the surrounding communities. Stations on the west coast of Florida and to the north will be able to file for upgrades—most likely from As and Bs to a C-3. All of the FM stations located in the North Dade Tower Farm serving southeast Florida will be reclassified to Class CØ.



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### Why do all the FMs at the site use Continental transmitters?

At the time, Continental was able to switch to a half power mode by remote control, without retuning the transmitter. This allows the system monitor to reduce power into the combiner and antenna during emergencies.

### What was the story at the site when Hurricane Andrew blew through?

When Andrew came through all the FMs came to the tower to continue broadcasting. You had a Classical station with their console in the hallway outside their transmitter room live on the air, alongside Jazz, CHR, and Dance music station staff on the first floor. The formats and personnel were as diverse as the culture in Miami. The meeting room that hosts the monthly SBE (Society of Broadcast Engineers) meeting was turned into a bunk room for folks to get out of the fray.

Hurricane Andrew did minor damage to the facility. A portion of the roof failed in one of the TV transmitter rooms and several two-way antennas were bent over.

### Tell us about the Milwaukee supertower. What is unique about it?

It's the first of its kind. It will have the 75' Kline Star Mount (three sided 75-ft. arm) and a Kline Cell (30-ft fiberglass donut-shaped equipment room at 600 ft.). These two features have never been combined on a single structure. The Star mount is designed to hold six TV antennas stacked vertically. Also, the three NTSC antennas will be inverted below the vertically stacked NTSC and DTV antennas. The tower top will also have two 6x8' air-conditioned and heated equipment shelters. These will be used to house ENG (TV microwave remote) equipment and to allow crews working on the tower to get out of the weather.



Pumping 1.1 million combined watts ERP through the Harris CBR master FM antenna, the Miami tower was developed in 1985 as part of 80-90 docket expansion. The project was directed by **Rick Edwards**.



Luckily not a windy day: downtown Miami (in the distance) from the 800-ft. platform.



Inside the site: WTMI-FM's transmitter.

## Big towers mean big business

Two of the biggest tower players in the US—American Tower Corp. (N:AMT) and OmniAmerica Inc. (O:XMIT)—are vying for customers with the "super- or mega-tower" sites they plan, build and manage. In high demand, supertowers supply the solutions to DTV antenna placement and the resulting displaced FM broadcasters (*RBR* 12/8/97, p.6).

### American Tower

American Tower, with 20 towers from the CBS/ARS spinoff, owns 32 finished broadcast towers, with another 10 in various stages of development. It has 10 supertowers completed in: Miami, Boston, Washington, Seattle, Oklahoma City, Kansas City, Seattle, Austin, San Jose and West Palm Beach. Three are in development in Philadelphia, Atlanta and Houston.

"Our goal is to build at least five to 10 broadcast towers a year for the foreseeable future," said CFO **Joe Winn**. American Tower also owns (or pending) 1950 cellular/paging towers.

### OmniAmerica

Hicks, Muse-backed OmniAmerica Inc. went public by completing a merger with Specialty Teleconstructors in April. In February, Omni spent \$24.5M to acquire the broadcast tower division of TowerCom which had tower sites in Orlando, Miami, Tampa and Milwaukee. Omni now has three finished supertower sites in Dallas, Miami and Orlando. Tampa and Milwaukee are under construction.

Omni also has 12 smaller broadcast towers and 165 paging and cell tower sites. By the end of year, recent acquisitions of Arch Communications, Teleforce Communications and RF Communications will total 800 cell and paging towers.

In late '97, OmniAmerica bought a one-third interest in Kline Iron & Steel, of which Kline Towers is a division. While a cost-efficient move, the deal puts additional competitive pressures on Kline, since tower companies that compete with Omni may be leery of feeding Kline quote and bidding information. "It has proved to be a blessing and a curse for OmniAmerica," said **Jim Eisenstein**, chief development officer, American Tower.

Omni, backed with Hicks, Muse's \$100M investment, is under a letter of intent with Capstar to manage its tower facilities. With the recent merger announcement, Omni (already in discussions with CEO **Jeff Marcus**) could add Chancellor and LIN TV to that list—a "towerful" proposition. Said CEO **Carl Hirsch**: "It's logical to expect that Jeff Marcus, **Tom Hicks** and the board of directors of Chancellor and all the broadcast affiliates under Hicks, Muse are going to want to maximize the return on their investment, and that would include the towers for their own shareholder interest. If we can have a role in that, and it works for our shareholders as well, then there's a deal to be struck."

In addition, OmniAmerica has signed a preferred buying agreement with Dielectric, an antenna and passive RF component manufacturer, in order to provide clients with complete turnkey tower solutions.—CM



# Initial DRE FM field testing completed

by Carl Marcucci

IBOC proponent Digital Radio Express (RBR 2/16, p.6) has been testing its prototype FM transmission system on Susquehanna's KSAN-FM San Francisco auxiliary antenna and tower since late June. Experimental authority was granted to KSAN to allow DRE to test for a total of six hours until Sept. 1. The latest round of testing and adjustments were concluded 8/14, with positive findings reported. However, more testing will be required to determine full viability.

DRE, USA Digital Radio and Lucent Digital Radio are the three IBOC developers. DRE, in this first round of field testing, has reached the hardware stage for its FM IBOC exciter and receiver. USADR will field test both its AM and FM systems in November and Lucent, the latest entrant, is in the prototype development stage.

The goal, in DRE's first round of field testing, was to check for interference to the analog signal and to find how resistant the DAB signal is to multipath and fading. DRE President **Norman Miller** and VP Engineering **Derek Kumar** used a van full of equipment to compare analog and DAB signal quality throughout the San Francisco metro area. "The basic system allows you to observe and record the waveforms on a spectrum analyzer, simultaneously recording the position of the vehicle via GPS and a front-mounted camera. Therefore, we have a record that we can review and point out that this is the impairment that we got at this coordinate. Then, after making adjustments, we can go back to that same spot and see if it repeats that same impairment," said Miller.

In running the receiver/test van through San Francisco and outlying areas, DRE found "no major issues or obstacles in our design. There were no surprises—the field data supports what we've basically seen in the lab," said Miller.

In fact, the only problem found was securing equipment in the van. Said Miller: "The primary problem was with mechanical installation as opposed to the electronics. The prototype system and the measurement equipment mounted in the van needed to be worked on as far as mechanical integrity is concerned."

However, like any digital signal, where reception holes were the worst, DRE's signal dropped out. "In deep canyons, we lost both the analog [it was severely impaired] and digital signals," said Miller. "As far as the multipath aspect of our design, it exceeded our expectations." And, for stoplight fade in downtown San Francisco's urban canyons: "Yes, there were some fades when the signal was below an acceptable level."

In any event, these field trials were primarily intended to demonstrate the viability of the system. "This is not a final determination of coverage area of DAB vs. analog. That will be determined in later tests as we really discuss this and measure this with respect to what the broadcasters' intentions are," said Miller.

The good news with signal dropouts is one way to lessen their amount and severity is to increase the power. Says Miller: "The real issue is going to be the digital power levels that we're going to be running. We will have room to

increase the power, staying within the mask, to where some of the dropouts we had will be filled in with a stronger signal level. If I'm in Des Moines, I can have excellent coverage with minimal power. If I'm in San Francisco or Salt Lake City, I'm going to need more power to drive over and around canyons and obstacles and so forth."

With DRE's system, Miller says broadcasters will have power-level and bit-rate options. "They will have a knob to set their bit-rate and one to set their DAB power."

KSAN CE **Bill Ruck** and Susquehanna VP Engineering **Charlie Morgan** have seen no interference problems or heard any reception complaints from listeners. However, because the IBOC signal was transmitted from a different antenna and tower (they are 50 feet apart), it's hard to compare analog and DAB multipath and co-channel interference directly. "Any long term test that would provide meaningful data would have to be done on the same antenna, and they're just not ready for that yet," said Morgan. "This is not to say that at some point in the future, we would not consider doing longer tests with them, but a lot of questions have to be answered. We would be willing to offer our facilities for testing to any IBOC operator, provided proper assurances occur that we won't have any interference. We back IBOC all the way."

Confident in Kumar's system, Miller plans to prove its full viability in the near future. "The formal presentation to the FCC, NAB and NRSC of all this material will take place when we have the AM [system complete] as well, later this Fall. The NRSC's position is they want to see the total package [RBR 6/29, p.3]," said Miller, who is currently testing AM in the lab and working on getting that system into final prototype.

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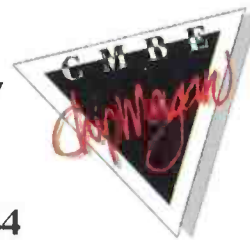
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September 16—RBR Stock Index 1998

Company	Mkt:Symbol	9/9 Close	9/16 Close	Net Chg	Pct Chg	9/16 Vol (00)	Company	Mkt:Symbol	9/9 Close	9/16 Close	Net Chg	Pct Chg	9/16 Vol (00)
Ackerley	N:AK	21.187	20.875	-0.312	-1.47%	186	Heffel Bcg.	O:HBCCA	30.875	36.625	5.750	18.62%	2517
Alliance Bcg.	O:RADO	0.687	0.688	0.001	0.15%	1	Jacor	O:JCOR	54.125	51.500	-2.625	-4.85%	3864
Am. Tower	N:AMT	20.875	23.250	2.375	11.38%	11767	Jeff-Pilot	N:JP	58.625	61.375	2.750	4.69%	1961
AMSC	O:SKYC	4.875	6.375	1.500	30.77%	313	Jones Intercable	O:JOINA	24.000	25.375	1.375	5.73%	537
Belo Corp.	N:BLC	19.437	19.938	0.501	2.58%	2853	Metro Networks	O:MTNT	37.000	36.750	-0.250	-0.68%	37
Big City Radio	A:YFM	4.000	3.750	-0.250	-6.25%	171	NBG Radio Nets	O:NSBD	1.125	1.000	-0.125	-11.11%	179
Broadcast.com	O:BCST	41.250	38.750	-2.500	-6.06%	1078	New York Times	N:NYT	29.437	29.938	0.501	1.70%	3981
Capstar	N:CRB	15.875	15.000	-0.875	-5.51%	2710	News Comm.	O:NCOME	0.812	0.781	-0.031	-3.82%	0
CBS Corp.	N:CBS	26.250	28.000	1.750	6.67%	51577	OmniAmerica	O:XMIT	22.437	22.000	-0.437	-1.95%	1108
CD Radio	O:CDRD	19.125	16.938	-2.187	-11.44%	689	Otter Tail Power	O:OTTR	35.750	36.500	0.750	2.10%	26
Ceridian	N:CEN	55.375	57.563	2.188	3.95%	1491	Pacific R&E	A:PXE	2.437	2.313	-0.124	-5.09%	20
Chancellor	O:AMFM	30.500	32.000	1.500	4.92%	52718	Pulitzer	N:PTZ	76.375	77.125	0.750	0.98%	110
Childrens Bcg.	O:AAHS	2.937	3.156	0.219	7.46%	820	RealNetworks	O:RNWK	19.000	24.500	5.500	28.95%	15854
Citadel	O:CITC	25.812	22.875	-2.937	-11.38%	2910	Regent Pfd.	O:RGCIP	5.000	4.250	-0.750	-15.00%	7
Clear Channel	N:CCU	41.875	45.625	3.750	8.96%	9651	Saga Commun.	A:SGA	16.000	17.000	1.000	6.25%	6
Cox Radio	N:CXR	41.875	36.500	-5.375	-12.84%	193	Sinclair	O:SBGI	18.062	18.563	0.501	2.77%	2112
Crown Castle	O:TWRS	9.500	7.875	-1.625	-17.11%	2223	SportsLine USA	O:SPLN	16.750	16.000	-0.750	-4.48%	6837
Cumulus	O:CMLS	11.375	10.375	-1.000	-8.79%	202	TM Century	O:TMCI	0.290	0.290	0.000	0.00%	0
DG Systems	O:DGIT	3.000	2.625	-0.375	-12.50%	566	Triangle	O:GAAY	0.095	0.060	-0.035	-36.84%	250
Disney	N:DIS	27.812	25.750	-2.062	-7.41%	96726	Triathlon	O:TBCOA	11.000	11.000	0.000	0.00%	58
Emmis	O:EMMS	31.875	36.625	4.750	14.90%	3316	Tribune	N:TRB	62.562	56.813	-5.749	-9.19%	13012
Fisher	O:FSCI	66.500	66.000	-0.500	-0.75%	1	Westower	A:WTW	23.375	22.000	-1.375	-5.88%	131
Gaylord	N:GET	26.125	27.063	0.938	3.59%	1214	Westwood One	O:WONE	17.000	16.250	-0.750	-4.41%	133
Granite	O:GBTVK	5.875	7.250	1.375	23.40%	116	WinStar Comm.	O:WCII	22.562	24.063	1.501	6.65%	3678
Harris Corp.	N:HRS	35.000	34.500	-0.500	-1.43%	3446							

## \$500M buyback

Following Wall Street's recent decline, Clear Channel (N:CCU) announced a stock buyback program of up to a half billion dollars. "This action underscores our board's optimism about the company's continued success," said CEO **Lowry Mays**.

## Disney shares drop

Dow Jones—Shares of Walt Disney Co. (N:DIS) fell to a 52-week low Monday (9/14) after the company warned late Friday of fiscal Q4 earnings that would fall short of analysts' expectations.


Disney said it expects earnings of 15¢ to 16¢ a share, before charges, in the fiscal Q4 ending Sept. 30. That's below analysts' estimates of 21¢ and a decline from pro forma earnings of 19¢ for the year-ago quarter.

The entertainment company cited shortfalls in operating results. It added that broadcasting operating results for Q4 are expected to be lower on weakness in primetime ratings at the ABC-TV Network, the impact of the new NFL agreement and higher program cost amortization.

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by Jack Messmer

## Jacor buying binge: Three deals, \$42.4M

Jacor Communications (O:JCOR) is adding two new markets and expanding another with a series of deals announced last Monday, Tuesday and Wednesday (9/14-16).

### #1—Anaheim combo

KORG-AM & KEZY-FM Anaheim, CA aren't full Los Angeles market signals like Jacor's existing combo, but they do cover the wealthy Orange County between L.A. and Jacor's San Diego superduopoly. **Randy & Co.** are paying ML Media Partners \$30.1M for the stations. **Broker: Gary Stevens, Gary Stevens & Co.**

### #2—Ft. Myers duop

Jacor will be only the second publicly-traded company in the Ft. Myers-Naples, FL market, joining Clear Channel (N:CCU), although a couple of the biggest private groups are there—Beasley and Renda. Jacor is

buying WCCF-AM, WIKX-FM & WCVU-FM from Intermart Broadcasting for \$7.5M.

### #3—Bismarck combo

North Dakota is virgin territory for Jacor, but KFYZ-AM & KYYY-FM Bismarck constitute a big platform to start building from. Meyer Broadcasting, headed by **Judith Ekberg Johnson**, put the combo on the auction block after selling the company's Bismarck and Fargo TV stations to Hicks, Muse's small market TV group, STC, for \$63.75M (RBR 5/4, p. 13). Jacor is paying \$4.8M for the radio combo. **Broker: Brian Cobb & Charles Giddens, Media Venture Partners**

## New buyer for 'NDU

The University of Notre Dame is selling its commercial radio stations, WNDU-AM & FM South Bend, IN, to **Arthur Angotti's Artistic Media Partners Inc.** for \$6.123M. A previous deal to sell the combo to Federated Media was called off after the FCC accused Federated of violating ownership limits in the South Bend market—allegations **John Dille** has vowed to prove wrong. **Broker: George Otwell & Elliot Evers, Media Venture Partners**

## Another Atlanta move-in try

Southern Broadcasting is the latest to propose a move which would jump a station into under-radioed market #12. **Paul Stone, Charles Giddens and Sanders Hickey** want to move WSTE-FM Toccoa, GA to Sugar Hill, GA—northeast of Atlanta in Forsyth County. The station is a Class C1 on 106.1 MHz.

## Stock buybacks in vogue

In addition to Clear Channel's (N:CCU) \$500M stock buyback (p. 14), Chancellor Media (O:AMFM) said Hicks, Muse, Tate & Furst may take advantage of slumping stock prices to increase its Chancellor stake by as much as \$100M. Also, Children's Broadcasting Corp. (O:AAHS) announced that it had already bought \$1.2M of its stock—5.6% of its outstanding shares.

## Good news, bad news

First, the good: Emmis Communications (O:EMMS) said financial results for its fiscal Q2, which ended Aug. 31, will exceed analysts' expectations, with same station net revenues up 13%.

Now the bad: Gaylord Entertainment (N:GET) warned Wall Street that its Q3 net income will be in the 20¢-22¢ per share range and for the full year 74¢-78¢. First Call says analysts had been expecting 26¢ Q3 and 84¢ full year. Gaylord CEO **Terry London** blamed lower ad revenues at KTVT-TV (Ch. 11) Dallas, due to low ratings for CBS and the GM strike.

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

*has agreed to transfer the assets of*

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**Detroit, Michigan**

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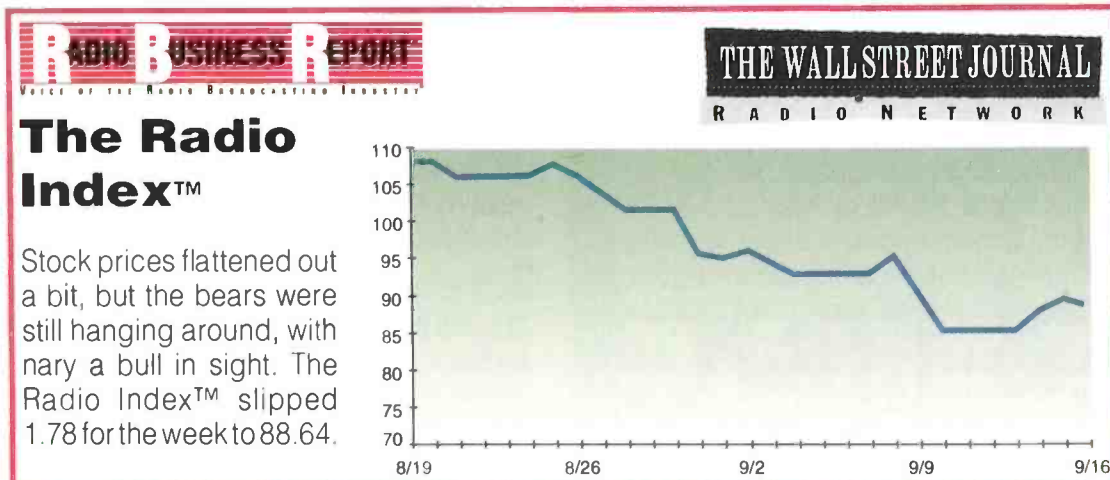
## Grin and "bear" it: Wall Street's toll on radio stocks

The bear market that's sent stock prices plunging in recent weeks has, of course, cut the net worth of the biggest stock holders in the radio industry. Here's a look at how radio's richest have fared since our annual moguls list was published (*RBR* 8/24, p. 6-10), based on July 31 closing stock prices. The chart below shows the value of each radio mogul's shares on Friday, September 11 and how much that value had declined in six weeks. All are in their original order, ranked by July 31 total value.

Individual, Title, Company	9/11 value	6-week decline
Lowry Mays, CEO, Clear Channel	\$1.245B	\$466M
Pulitzer Family trust, Pulitzer	\$1.146B	\$159M
Red McCombs, dir., Clear Channel	\$915M	\$343M
Roy E. Disney, vice chair, Disney	\$502M	\$147M
Michael Pulitzer, CEO, Pulitzer	\$505M	\$70M
Sulzberger Family trust, New York Times	\$471M	\$52M
Barry & Gail Ackerley, co-chairs, Ackerley	\$437M	\$26M
Barbara Cox Anthony, Cox Radio	\$366M	\$54M
Anne Cox Chambers, Cox Radio	\$366M	\$54M
Rob Glaser, CEO, RealNetworks	\$253M	\$165M
David Saperstein, CEO, Metro Networks	\$388M	\$14M
Mel Karmazin—total	\$268M	\$113M
Pres., CBS	\$260M	\$108M
CEO, Westwood One	\$8M	\$5M
Michael Eisner, CEO, Disney	\$288M	\$84M
David Moore, dir., Pulitzer	\$299M	\$41M
Emily Pulitzer, dir., Pulitzer	\$284M	\$39M
Tichenor Family voting trust, Heftel	\$223M	\$80M
Mark Cuban, chair, Broadcast.com	\$190M	\$78M
Scott Ginsburg, former exec., Chancellor	\$142M	\$124M
Karl Eller, CEO, Eller Media (Clear Channel)	\$180M	\$68M
Gerald Carrus, CBS	\$169M	\$70M
Michael Wiener, CBS	\$146M	\$61M
David Smith, chair., Sinclair	\$123M	\$59M

### RBR's deal digest

**Ken Dennis'** and **Kevin Mostyn's** Bi-Coastal Media is buying eight stations in Ukiah-Lakeport and Eureka-Arcadia, CA from **Bill Groody's** North Country Communications for \$6.4M. **Broker: Austin Walsh**, Media Services Group... Magic Broadcasting is buying H.S.C.'s KWRP-FM San Jacinto, CA for \$2.65M. **Broker: Tom McKinley**, Media Services Group... Fabiano-Strickler's WSOO-AM & WSUE-FM Sault Ste. Marie, MI are going to Martz Communications Group for \$2.3M. **Broker: Dick Foreman**... **Robert & Lois Johnson** are buying Badger Broadcasting's **WXCE-FM** Amery, WI for \$208,000. **Broker: Don Roberts**, Kozacko Media Services... Jesus Is Lord Ministries International is paying \$100,000 for **James Mistick Jr.'s** WEBG-AM Johnstown, PA. **Broker: Ray Rosenblum**



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and  
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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.

**\$33,000,000—\* KFGQ-AM, KHAR-AM, KEAG-FM, KWHL-FM, KMXS-FM & KBJR-FM** Anchorage, **KWIQ-AM & FM & KVFY-FM** Moses Lake-Wilson Creek WA, **KXRO-AM & KDUX-FM** Aberdeen WA, and **KKRT-AM & KKR-V-FM** Wenatchee WA from Pioneer Broadcasting Company Inc. (Margaret A. Clapp) to Morris Communications Corp., a subsidiary of Shivers Trading & Operating Co. (William S. Morris III, William S. Morris IV, Mary E. Morris, John Tyler Morris, Susan Blackmar Morris). \$500K escrow, balance in cash at closing. LMA upon antitrust approval. Existing **superduopoly** in Anchorage and **duopoly** in Moses Lake. Broker: Media Services Group

**\$14,700,000—\* KKTL-FM** Houston (Cleveland TX) from PMG License Inc., a subsidiary of Preferred Media Group Inc. (James Clark, David Jones, Gerald Birnberg, Roger Gray, B.J. Thomas, David Lopez, James Moriarty, Mr. R. Inc., Herbert Williams, John Bily, Scott West & others), to Citicasters Co. (Randy Michaels), a subsidiary of Jacor Communications (O:JCOR). \$735K escrow, balance in cash at closing. **Duopoly** with KHMZ-FM. Note: No contour overlap with KTBZ-FM. Broker: Bruce Houston & Tony Rizzo, Blackburn & Co.

**\$5,900,000—WKKJ-FM** Chillicothe OH from Pearl Broadcasting Inc. (George A. Foster Jr.), part of the Guaranty/Pearl group, to Secret Communications II LLC (Frank E. Wood, Booth Broadcasting Inc., Lane Media Partnership). \$500K escrow already paid by Jacor (O:JCOR), which is assigning this contract to Secret. At closing, Secret will pay \$5.5M to Pearl and \$400K to Jacor. Simultaneously, Jacor will acquire WBEX-AM (below) for the remaining \$100K. Broker: Jorgenson Broadcast Brokerage

**\$5,825,000—\* KPUG-AM & KAFE-FM** Bellingham WA from San Juan Radio Inc. (Michael R. Pollock) to Saga Broadcasting Corp. (Ed Christian), a subsidiary

of Saga Communications (A:SGA). \$500K escrow, balance in cash at closing. **Duopoly** with KGMI-AM & KISM-FM. Broker: Gary Stevens

**\$4,425,000—\* WTLM-AM, WZMG-AM, WKKR-FM & WMXA-FM** Opelika-Auburn-Pepperell AL and **WCJM-FM** West Point GA from Fuller Broadcasting Company Inc. (C. Gary Fuller) to Root Communications License Company LP (James Devis, pres.), a subsidiary of Root Communications Inc. (Susan S. Root, Fleet Venture Resources Inc., Fleet Equity Partners VI LP). \$212.5K escrow, balance in cash at closing. Existing double **duopoly** in Alabama. The Georgia station is located near the state line, but does not have a contour overlap with the other stations. LMA since 8/1. Broker: Serafin Bros.

**\$3,585,000—\* WTCF-FM** Saginaw-Bay City (Carrollton MI) from Mid-America Broadcasting Inc. (Richard J. Doud Jr.) to Liggett Broadcast Inc. (Robert G. Liggett Jr.). \$500K escrow, balance in cash at closing. **Duopoly** with WHNN-FM.

**\$3,000,000—\* WKXJ-FM** Chattanooga (South Pittsburg TN) from Marson Broadcasting Inc. (Robert A. Gay) to Cumulus Licensing Corp. (Richard Weening, Lew Dickey Jr.), a subsidiary of Cumulus Media (O:CMLS). \$150K letter of credit as escrow, \$3M in cash at closing. **Superduopoly** with WLMX-AM, WXKT-FM, WUSY-FM & WLMX-FM. Broker: Don Sailors, Sailors & Associates

**\$3,000,000—\* WGAP-AM & FM** Knoxville (Maryville TN), 100% stock sale of WGAP Broadcasting Corp. from James Calkin Jr., Fred Lawson, Harry Plumlee Sr. and the Tennessee Dining Club Inc. to South Central Communications Corp. (John D., John P. & Bettie G. Engelbrecht). \$100K downpayment, balance in cash at closing. **Superduopoly** with WIMZ-AM & FM, WJXB-FM & WNFZ-FM.

**\$2,650,000—KWRP-FM** Riverside-San Bernardino (San Jacinto CA) from HSC Radio Inc. (Jerry Hartline) to Magic Broadcasting Inc. (Don McCoy). \$132K escrow, additional \$868K in cash at closing, \$1.65M note.

**\$1,600,180—KEYT-AM** (formerly KTMS) Santa Barbara CA from Engles Enterprises Inc. (Steven B. Engles) to Smith Broadcasting Group Inc. (Robert N. Smith, Barbara J. Kacy, Jennifer Smith's Living



Trust, Michael Smith). \$275.5K payment for option, additional \$1,324,680 in cash at closing. LMA since 5/18. Note: The buyer is seeking a **waiver** of the one-to-a-market rule, due to its ownership of KEYT-TV (Ch. 3, ABC).

**\$1,600,000—WLUZ-AM** San Juan (Bayamon PR) from Lucas Tomas Muniz Ramirez to Marketing Promotion Network Inc. (Antonio Perez Yanez, Juany Santo Corral). \$100K escrow, balance in cash at closing.

**\$1,200,000—\* WBHT-FM** Scranton/Wilkes-Barre (Mountaintop PA) from Fairview Communications Inc. (Charles T. Morgan Jr., Donna Morgan Dunn, Linda A. Morgan) to Citadel License Inc. (Larry Wilson), a subsidiary of Citadel Communications (O:CITC). \$1.2M cash. **Superduopoly** with WEMR-AM, WAZL-AM, WARM-AM, WCDL-AM, WEMR-FM, WZMT-FM, WMGS-FM, WKQV-FM, WDLA-FM & WSGD-FM. LMA since 7/97. Note: No more than five stations total or four FMs overlap at any point.

**\$1,000,010—WYOK-FM** Mobile AL (Moss Point MS) from Jackson County Broadcasting Co. Inc. (C. Wayne Dowdy, J. Morgan Dowdy) to Roberds Broadcasting Inc. (Kevin Wagner, Jay Dickie Roberds). Exercise for \$1M of option purchased in 1995 for \$10 when LMA began. Note: The buyer has already filed (RBR 9/7, p. 14) to swap this station to Clear Channel (N:CCU) at a value of \$1.4M in partial payment for WDWG-FM Mobile.

**\$1,000,000—WCBL-AM & FM** Benton KY from The Purchase Broadcasting Co. of Kentucky Inc. (Julie & Mark Sweet) to Jim W. Freeland. \$50K escrow, balance in cash at closing.

**\$1,000,000—\* WCSD-FM** Livingston TN from Sunny Broadcasting LLC (Millard V. & J. Annette Oakley) to JWC Broadcasting LLC (Joe & Reba Wilmoth). \$100K in cash at closing, \$900K note. **Superduopoly** with WATX-AM Algood TN, WBXE-FM Baxter TN & WKXD-FM Monterey TN.

**\$900,000—WTIL-AM** Mayaguez PR from Mayaguez Radio Corp. (Gilbert Mamery Riera) to Bestov Broadcasting Inc. of Puerto Rico (Luis & Dorothy Mejia). \$450K in cash at closing, series of notes totalling \$450K. Note: No contour overlap with WISA-AM Isabela PR.

**\$630,000—WMMW-AM** Hartford (Meriden CT) from AM Radio Inc. (Anthony J. Pescatello) to Buckley Broadcasting Corp. of Connecticut (Richard D. Buckley Jr.). \$100K escrow, balance in cash at closing. Combo with WDRC-FM.

**\$310,000—KROO-AM & KLXK-FM** Breckenridge TX from Big Country Radio Inc. (Kenneth R. Reynolds) to Breckenridge American Inc. (Virgil E. Moore III, E. Elaine Moore). Unspecified escrow, balance in cash at closing. LMA since 8/1.

**\$275,000—WNBP-AM** Newburyport MA from Damon Radio Inc. (Win Damon) to Radio Newburyport LLC (Robert, Arthur & Linda Fuller, R. Allen Mozier). \$10K escrow, \$115K (less escrow) in cash at closing, \$60K debt assumption, \$100K note. Creates combo with WXPB-FM Hampton NH and WOKQ-FM Dover NH.

**\$210,000—WKIQ-AM** Eustis FL from Christianson Broadcasting Inc. (Carl F. Christianson) to McKenzie Broadcast Associates Inc. (Bruce L. Cox, James P. Adams, Steven L. Delay). \$125K in cash at closing, \$85K note. **Broker:** Mayo Communications

**\$100,000—\* WBEX-AM** Chillicothe OH from Pearl Broadcasting Inc. (George A. Foster Jr.), part of the Guaranty/Pearl group, to Citicasters Co. (Randy Michaels), a subsidiary of Jacor Communications (O:JCOR). Jacor has paid \$500K into escrow for this station and WKKJ-FM, which is being assigned to Secret Communications for \$5.9M (above). At closing, Secret will pay the balance due of \$5.5M to Pearl,

refund \$400K to Jacor. Jacor will also receive this AM. **Superduopoly** with WLW-AM Cincinnati and WTVN-AM Columbus, but no overlap with any other Jacor station. **Broker:** Jorgenson Broadcast Brokerage

**\$50,000—\* WBXE-FM** Baxter TN from WKXN Inc. (Millard V. Oakley) to JWC Broadcasting LLC (Joe & Reba Wilmoth). \$50K cash. **Superduopoly** with WATX-AM, WCSD-FM & WKXD-FM.

**\$3,000—\* KPER-FM** Hobbs NM from Arroyo Broadcasting Corp. (William S. Sanders) to Noalmark Broadcasting Corp. (William C. Nolan Jr.). \$3K escrow to transfer at closing. **Superduopoly** with KYKK-AM, KZOR-FM & KIXN-FM Humble City-Hobbs NM. **Broker:** Whitley Media

**N/A—\* KYXE-AM & KHHK-FM** Yakima (Selah-Yakima WA) from Spanish Language Broadcasters of Washington LP (Gregory Smith, Sol Tacher, Havid Hartman & Robert Powers, each 25%) to Butterfield Broadcasting Corp. (Smith, Tacher & Hartman, each 31.25%, and Powers, 6.25%). Merger giving each 25% partner in Spanish Language Broadcasters 25 shares of Butterfield, which is the owner of five other stations in the Yakima market. Thus, the three existing owners of Butterfield will have 125 shares each and Powers will have 25 shares. Existing **superduopoly**.

## CENTENNIAL BROADCASTING

has acquired

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Las Vegas, Nevada

from

## THE APOGEE COMPANIES

for

# \$21,000,000

The undersigned acted as exclusive broker  
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# Eliminate Carts for \$5,000

At last! A "cart" replacement system that **works like carts**, but with digital audio quality that **sounds like compact discs**.

It's Scott Studios' new Spot Box. It's the **easiest** hard disk digital system to use!

There are two parts: A triple-deck "cart" player on the left, and a "Cart Wall" pick list on the right.

The triple-deck digital player has everything you would ever want: Big green Play buttons, bright red Stop buttons, VU meters, large countdown timers, flashing End-of-Message signals, and large legible "cart" labels.

You can start each spot manually from the screen, from remote Start buttons (and run lights) on the console, or touch the Auto-Manual button to have Spot Box smoothly start the next deck itself.

Spot Box is really easy to use. There's only the one screen, so jocks never get confused. Even though Scott Studios uses Windows 98 or NT, Spot Box works like carts, **not** a computer.

If you use a paper log, load any cut quickly with the blue number keys at the bottom of the touch screen, or type them in with a 10-key pad. Or, pick and play any recording by number or name from the scrolling "Wall of Carts" showing all your spots, promos and jingles in ABC or 123 order.

As an option, Spot Box can be paper-free. Simply import logs from your traffic computer by diskette or Local Area Network.

You get detailed printouts showing exactly which spots played and when. With the traffic import option, you see at a glance the comparison of schedule and air times.

If you have several stations, record a spot only once. There's no limit to the number of Spot Boxes or hard drives you can connect by LAN or WAN for additional studios and redundancy. Every spot can be instantly played in every studios'

The screenshot shows the Scott Spot Box interface. At the top, it displays the time 8:13:24 and the date Sat AM Aug 1, '98. The interface is divided into three main sections:

- Top Deck:** CompUSA - Epson (PCM), 2474 :01/1:00/C CM, Q: 1-800-CompUSA. It features a large green Play button, a yellow Auto button, and a red Stop button. A VU meter and a large green countdown timer showing :32 are also present.
- Middle Deck:** Dallas Morning News (NA), 4843 :00/1:00/C CM, Q: the News, You Know. It features a large green Play button, a yellow Auto button, and a red Stop button.
- Bottom Deck:** Pepsi-Cola (Jing), 7327 :00/0:30/C CM, Q: & Diet Pepsi!. It features a large green Play button, a yellow Auto button, and a red Stop button.

On the right side, there is a "Cart Wall" with a list of spots:

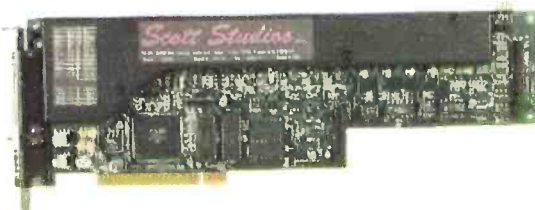
- 1023 Boston Market - \$1+ :00/1:00/C CM
- 1025 Boston Market - Lunch :00/1:00/C CM
- 1034 Both of You - Maternity :00/0:30/C CM
- 1035 Bright Truck Leasing :01/1:00/C CM
- 1036 Burns Security Syst :00/0:30/C CM
- 1038 Car Nation - Tuesday :00/1:00/C CM
- 1039 Car Nation - Wed :00/1:00/C CM
- 1040 Central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

At the bottom of the interface is a row of blue number keys (1-0). On the right side of the Cart Wall, there are several buttons: Up, Sched, Spots, Jingle, Promo, Songs, ABC, Record, and Dn.

Here's the simple and easy Scott Spot Box cart replacement. It sounds great, with three channels of uncompressed digital audio on three console channels.

Spot Box. Recordings can be locked so they only play on designated stations, days and times.

Scott Studios is first with a PCI digital audio card that plays **three uncompressed stereo channels with overlap** from one card **while recording** or playing a fourth!

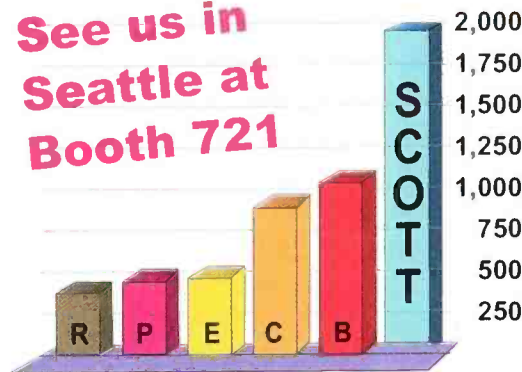


Scott's non-proprietary 32-bit audio card is superior to anything else: >90db signal-to-noise, ruler flat frequency response, and your choice of MPEG II, uncompressed or both, mixed at all popular sample rates. Others use inferior 8- or 16-bit audio cards designed many years ago.

It's a fact: over 1,922 radio stations have 4,162 Scott digital workstations, including **major** groups like CBS, Chancellor, Disney/ABC, Clear Channel, Emmis, Citadel, Cumulus and many more.

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- 3 products and price ranges: Good, Better & Best.

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