NOVEMBER 3, 1995

INSIDE:

KRG STUDY FINDS COUNTRY FORMAT IS STILL KING
A **Katz Radio Group** study of the Spring '95 Arbitron finds Country remains No. 1 in 53 of the 60 daypart/demo breakouts.
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IS THE WORLD WIDE WEB RIGHT FOR YOU?
Fred Schumacher, VP/GM of three **EZ Communications'** Seattle properties, has been an early proponent of putting your station on the World Wide Web. But before you do, Schumacher has some questions for you.
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AC OUTLETS STAGE LISTENER PARTIES
WBMX/Boston organized a free "Fall Fest" weekend concert, and **WDEF/Chattanooga** drew hundreds to a recent listener-appreciation party — thanks to careful planning.
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TALK RADIO'S SUMMER BOOKS
Either helped — or hurt — by major league baseball and the **O.J. Simpson** trial, many major market Talk stations had an up 'n' down summer.
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IN THE NEWS...
- **Bill Stakelin** named Regent Exec. VP/COO
- **Alex Luke** becomes KPNT/St. Louis PD

Page 3

- **Michael Johnson** new RCA VP/Promo, Black Music
- **Steve Leeds** to handle promo at Rising Tide
- **Carmy Ferreri** now PD for KRLA/L.A.
- **Jim Corwin** adds GM duties for WSNE-FM/Providence
- **Chris Shebel** named WPRO/Providence PD
- **Bob Linden** becomes PD at WNND/Raleigh

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NEWSSTAND PRICE $6.50

R&R
THE INDUSTRY'S NEWSPAPER

Jones Now WLS-AM Pres./GM

WMAL/Washington GSM **Zemira Jones** has been named President/GM of **Capital Cities/ABC** Talk sister **WLS-AM/Chicago.** He takes the reins from **Tom Tradup,** who resigned as President/GM of WLS-AM and simulcast partner **WLS-FM** on Monday (10/30).

Cap Cities/ABC Group II President **Norm Schrutt** has announced his intentions to end the WLS simulcast, though he has not revealed his plans for the FM. He said Jones's broad radio experience and management skills make him the person to lead WLS into its next phase.

"We have a terrific programmer at WLS in [OM] **Drew Hayes,**" Schrutt remarked. "Now we have to move on to more effective selling of our product. Zemira understands the Talk format and has very strong people skills. He had a great deal of success at WMAL, where he ran a very good sales department. He's been an AE, a GSM, and a GM. He knows both programming and sales."

JONES/See Page 10

Error-Plagued First Phase Dropped From Fresno Market

■ Six other markets also affected by problems with ethnic diary distribution procedures

By Ron Rodrigues
R&R Managing Editor

A serious error in the inner workings of the **Arbitron** machinery has resulted in the Fresno metro losing the entire first phase of the Fall '95 survey. The problem was uncovered when a similar but less significant error was discovered in six other markets.

This is the most serious public relations headache Arbitron has been forced to endure since it recalled the entire Fall '93 Akron book due to problems in diary distribution. Ironically, a similar (and presumably unrelated) clerical mistake is the cause of the current problems in Fresno, plus New York, Philadelphia, Dallas, Milwaukee, Buffalo, and Albuquerque.

Arbitrons Affected:
- New York
- Philadelphia
- Dallas
- Milwaukee
- Buffalo
- Albuquerque
- Fresno

Here's what is known so far:

• All of the problems have centered around High Density Areas. HDAs are zip codes within certain counties that have heavy concentrations of black or Hispanic listeners, thus qualifying them for special attention toward improving response rates. An HDA zip code would be targeted for a certain number of diaries, while the "balance" of that county would be targeted with another number of diaries.

• Two weeks ago, Arbitron's Sample Management computer noticed it had received more HDA diaries than it sent out to one of the above-mentioned markets (not Fresno).

• Arbitron discovered that in six markets of the Fall '95 survey's first phase, it somehow transposed the diary targets for HDA and "balance" areas. In Dallas's Tarrant County, for example, a Hispanic zip code was to receive 28 diaries while the rest of the county was to get 294 diaries. In reality, the Hispanic zip was sent 294 diaries while the "balance" was sent just 28.

• The Sample Management red flag triggered an audit of all oth-

ARBITRON/See Page 16

Radio Lights 75 Candles

Radio execs recently marked the 75th anniversary of their medium with museum-sponsored celebrations in New York and Chicago. Launching the annual two-week Radio Festival at the Museum of Television & Radio in the Big Apple are (top photo, l-r) **Maureen Donnelly, WCBS/New York** air personality **Dan Ingram, EFM Media Management** Chairman/CEO **Ed McLaughlin, WMXV-FM/New York** personality **Jim Kerr, WBLS/New York** personality **Chuck Leonard,** and **WNEW/New York** personality **Pat St. John.**

At Chicago's Museum of Broadcast Communications — whose 1995 Radio Hall of Fame Induction Ceremony celebrated radio's 75th anniversary — are (bottom photo, l-r) "Lone Ranger" announcer **Fred Foy,** inductee/humorist **Stan Freberg,** inductee/"The First Nighter" star **Les Tremayne,** sportscaster **Harry Caray,** inductee/"CBS World News Roundup" anchor **Bill Lynch,** and inductee/sportscaster **Jack Buck.** Other inductees at the Windy City celebration included **WBLS** personality **Hal Jackson, WVAZ/Chicago** personality **Herb Kent,** Ed McLaughlin, former **WTIC/Hartford** morning man **Bob Steele,** and late Chicago air personality **Yvonne Daniels.**

Big Opportunities In Mid-Sized Markets

■ Experts say plenty of dollars available if the pricing is right

By Roy Furchgott
R&R Washington Bureau

NEW YORK — Radio operators looking to become big-time operators in the nation's biggest markets were splashed with a bucketful of cold water at the annual **Kagan Media** seminars, held last week. At the "Future of Radio: Acquisitions and Finance" seminar, the focus was on opportunity — but unless you're **Mel Karmazin,** experts said, the opportunity is in the mid-sized markets.

"If I had a mid-market station, 50 and under, I would be getting to Wall Street as fast as I could."
— Brendan Nedzi

"There are 10 Top 10 markets — it's supply and demand, it's that simple," said **StoneGate Capital Corp.** Managing Director **Joel Hartstone.** "The real opportunity is in the middle to small markets."

As large markets are increasingly dominated by industry giants like **Infinity** — which has raised an estimated $1 billion in purchasing power — prognosticators expect a leisurely five-year consolidation in the middle markets. That will be followed, they said, by another wave of consolidation in which the Infinitys and the **Evergreens** snap up the choice mid-market clusters.

The good news is there is money out there for purchases. Even managers of small-venture funds are investing in radio, but they are looking at multiples other than large-market deals. "In the middle markets, there is an emotional barrier at 10x cash flow — 9x is better," said **Fleet**

KAGAN/See Page 16

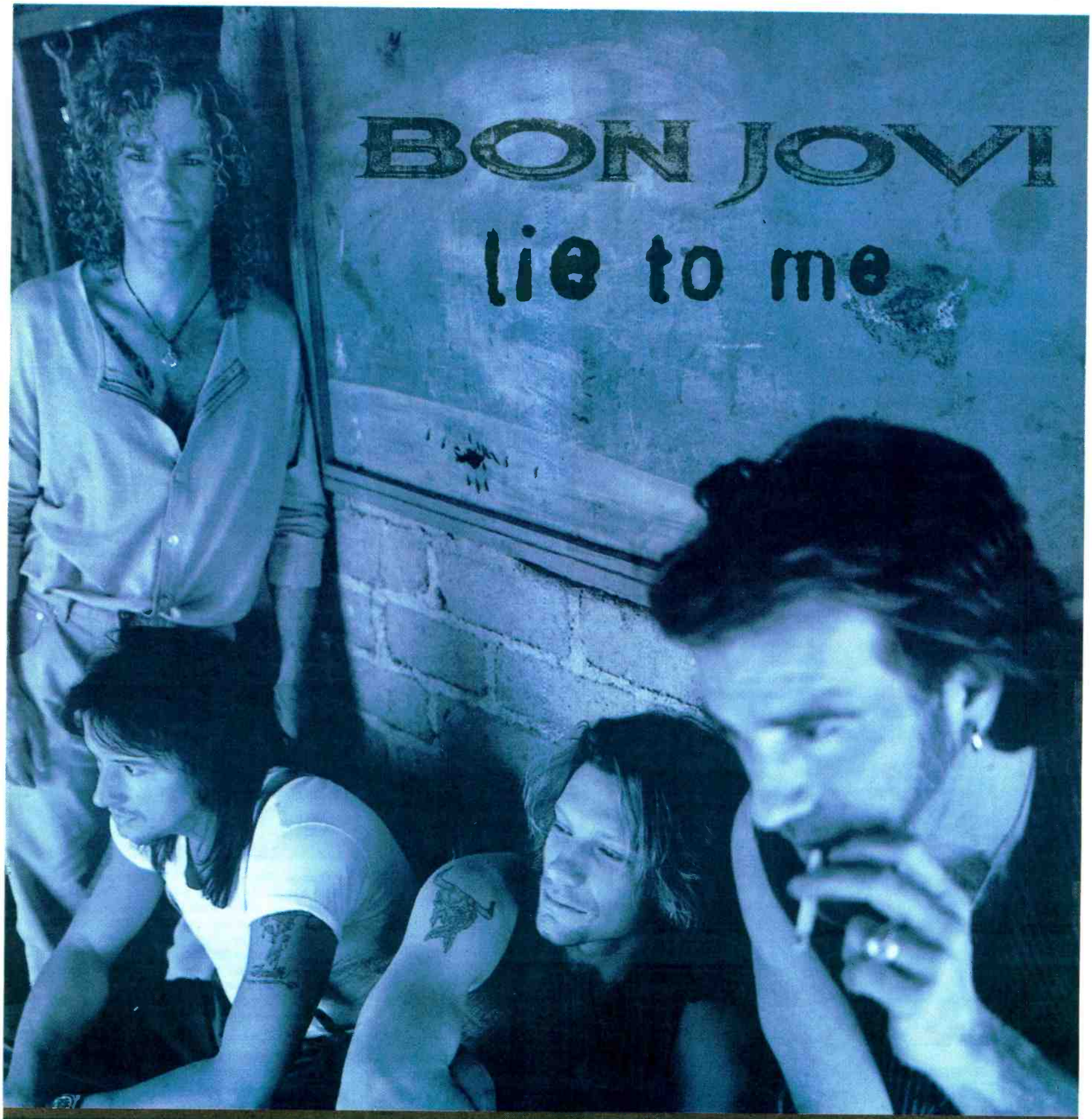
Albright Gender Announcement Draws Support

By Lon Helton
R&R Country Editor

Longtime radio industry figure **Jay Albright** stepped down from his GM post at Seattle's **BP Consulting Group** to complete the final stage of a gender change that he's been undergoing for four years.

In a four-page letter sent to clients last Friday (10/27), Albright and BP President/GM **Edith Hilliard** said he has struggled with the medical condition "gender dysphoria" since childhood. In this instance, that means being a female in a man's body. He has elected to end this internal conflict by undergoing a sex-change operation this week.

ALBRIGHT/See Page 16



the new single and video from the album "these days"

GOING FOR SPINS IMMEDIATELY

appearing on the MTV European Music Awards Thursday Nov. 23

Produced by Peter Collins, Jon Bon Jovi, Richie Sambora
Video directed by Marty Callner

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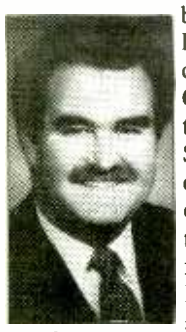
Stakelin Becomes Regent EVP/COO

Former **Apollo Radio Ltd.** President/CEO **Bill Stakelin** has been named Exec.VP/COO of **Regent Communications Inc.** Stakelin takes on the newly created position just as the first phase of Regent's acquisition of Apollo closes.



Stakelin

Last June, Regent announced plans to purchase Apollo's seven stations for $50 million (**R&R** 6/30). The sale of Apollo's **KALL-AM, KKAT-FM & KODJ-FM/Salt Lake City** and **KMXV-FM & KUDL-FM/Kansas City**

STAKELIN/See Page 10

WYSP/Philadelphia Forsakes Classic Rock For Currents

By Cyndee Maxwell
R&R Rock Editor

Classic Rock **WYSP/Philadelphia** flipped to Rock last Friday (10/27), adding currents to its library. The station revised its slogan from "Philadelphia's Classic Rock Station" to "The Rock Station."

Toward the end of his midday show, **Cerph** played the **Beatles'** "The End" followed by the **Doors'** "The End." After approximately 20 seconds of dead air, afternoon driver **John DeBella** came on and concluded a rap he'd been harping on all week, which in essence was that "Classic Rock

WYSP/See Page 12

Luke To PD Post At KPNT/St. Louis

River City Broadcasting's KPNT-FM/St. Louis Asst. PD/afternooner **Alex Luke** has been promoted to PD. He replaces **Jim McGuinn,** who's now OM of the **WDRE Network** (**R&R** 10/13).

Luke

"Alex was an instrumental part of the Point's growth," said **Linda O'Connor,** VP/GM at KPNT and sister **WVRV-FM.** "He has a great knowledge of the music and is widely respected by

LUKE/See Page 16

Osgood Sport

CBS correspondent and anchor Charles Osgood (second from right) was the "dis"-honoree at the 10th Annual Bayliss Media Roast in New York recently. Participants included (l-r) veteran broadcasters Bill Small and Jim Flaherty, WOR Radio talk show hosts Daria and Ken Dolan, industry analyst Paul Kagan, and "CBS This Morning"'s Harry Smith.

Telecom Bill On The Front Burner And Set On High

☐ Pressler sends mixed response to President Clinton's concerns over media concentration

The pressure is definitely on for the telecommunication conference committee to hammer out a bill that the President can sign before the holiday recess.

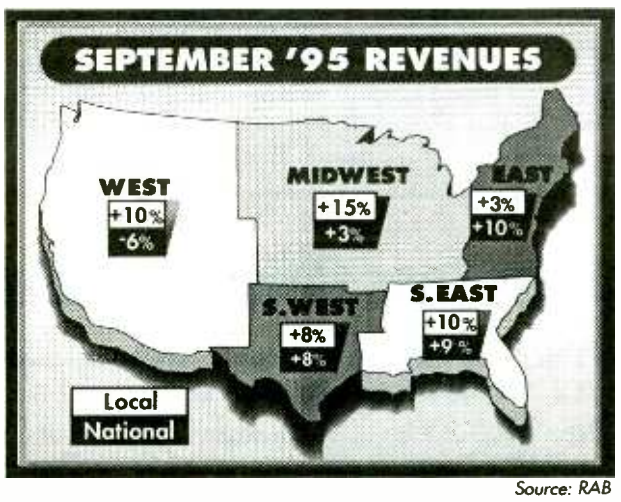
In a letter to Sen. **Larry Pressler** (R-SD) — who's Chairman of the Commerce Committee — Majority Leader **Bob Dole** (R-KS) emphasized, "It remains my desire to pass a final bill before we adjourn this session."

Late last week, President **Clinton** wrote to ranking minority member **Ernest "Fritz" Hollings** (D-SC) and reiterated his concerns on the telecom bill's proposed removal of ownership limits.

Although the bulk of the President's comments were aimed at telephone and cable TV regulation, he also said, "I continue to be concerned that the bills allow too much concentration within the mass media and in individual markets, which could reduce the diversity of news and information available to the public."

The President has threatened to veto the telecom bill if his concerns go unaddressed. His letter is seen as an attempt to head off a confrontation like that concerning his threatened veto of the federal budget.

TELECOM/See Page 12



Source: RAB

September Numbers Rise 8%

Radio chalked up its 37th consecutive month of revenue gains in September, according to the **RAB.** Business rose 8% when compared to September '94. Local revenues were up 9%, while national dollars were 4% higher. RAB President/CEO **Gary Fries** said any softening in the national market is more than made up for by local revenue increases. He said the industry is still on track to finish the year 8%-9% ahead of 1994.

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1995 DEALS TO DATE

Dollars To Date: $5,133,000,501
(Last Year: $1,891,878,688)

This Week's Action: $48,975,000
(Last Year: $61,990,960)

Stations Traded This Year: 1149
(Last Year: 1063)

Stations Traded This Week: 21
(Last Year: 30)

DEAL DETAILS BEGIN ON PAGE 6

Deal Of The Week

- **June Broadcasting Inc. $30 million (approx.)**
- **WTCY-AM & WNNK-FM/Harrisburg, PA**
- **WXBM-FM/Milton, FL (Pensacola)**

Patterson Broadcasting's group grows to an even two dozen with the 8x cash flow acquisition of June's stations.

O Cana-DAB

☐ **Keith Spicer,** Chairman of the **Canadian Radio-Television and Telecommunications Commission** said that the country is accepting applications for land-based digital radio.

Page 6

A Fine Contest

☐ Contests can be expensive for stations, especially when there's a $3125 fine attached.

Page 6

RADIO BUSINESS

Analysts Anticipate End of Stock Slump

After spectacular growth through the summer, radio stocks have been slumping recently. But before you rush to sell, take a moment to listen to the experts.

They say the drop is just a bump in the road and that radio stocks will recover by the end of the second quarter of 1996 — if not sooner.

Analysts said two key factors are driving the market: the ad spending outlook and the pending telecommunications bill. The bill — which, among other things, would remove ownership limits — may be ready for the President's signature — or his threatened veto — as early as Thanksgiving.

"Unfortunately, stocks do not go up in a straight line," said **Alex Brown & Sons** radio analyst **Andrew Marcus.** "The market is reacting negatively to softness in advertising and paranoia about the telecom bill."

By Marcus's scorecard, radio stocks have risen 48% between December 31, 1994 and October 26, 1995. After reaching new highs in September, the stocks have fallen to a level 15% below that peak performance.

Blip Or Bust?

Is this the much-feared "market correction" market the bears have warned of? "I would think this is a blip in the road unless telecom reform doesn't come through," said **Paul Kagan** Associate Analyst **Julianne Wallace.** She said other factors depressing radio stock may include the weak third-quarter earnings radio groups are now reporting and profit-taking by investors, which has driven down stock prices as well.

Wallace predicts an upturn on advertising sales in 1996 because it is both an election year and an Olympic year.

Smith Barney broadcasting analyst **John Reidy** said the drop is a correction, but a temporary one. "Nothing goes straight up forever. Radio and TV got carried away," he said. "I think we blindly assumed there are no bumps along the way."

Reidy added, "Core-wise, the radio business grows at about 7% over time, so when you're at 10% or 11% in the first half, you are going to come back into the normal zone."

The analysts pointed out that stock performance currently seems to have no effect on the multiples stations are getting when they're sold.

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EARNINGS

Acquisitions Depress EZ, Multi-Market In Third Qtr.

EZ Communications (Nasdaq: EZCIA) reported third-quarter earnings of $1.1 million (12 cents per share) on revenue of $25 million, compared to earnings of $1.6 million (18 cents) on revenue of $20.4 million for the same period the previous year.

The depressed earnings, the company said, were due to station purchases in Philadelphia, Seattle, New Orleans, and Kansas City, as well as the cost of buying NFL rights to the St. Louis Rams.

Earnings for nine months ended September 30 were down 49% from last year. The company reported earnings of $1.9 million (22 cents) on revenue of $68 million compared to earnings of $3.7 million (42 cents) on revenue of $53 million for the same period last year.

SFX Broadcasting (Nasdaq: SFXBA), one of the **Sillerman Companies,** reported record revenues and broadcast cash flow for the third quarter, though earnings were depressed by a tax adjustment.

The company reported a loss of $806,000 (10 cents a share) on revenue of $20.8 million, compared to earnings of $808,000 (14 cents) on revenue of $14.3 million the previous year.

The earnings were depressed by a tax adjustment due to GAP accounting requirements and did not reflect a tangible loss, said the company. Broadcast cash flow was up, however, from $6.4 million in 1994's third quarter to $7.7 million.

SFX owns, operates, or has agreed to buy 23 stations in nine markets.

Multi-Market Radio (Nasdaq: RDIOA), another of the Sillerman Companies, reported a 159% third-quarter revenue increase and a 217% gain in broadcast cash flow over the same period the previous year. The increases were due largely to the purchase of **Southern Starr Broadcasting Group.**

That purchase also depressed earnings. The group reported a $740,000 loss (21 cents per share) on revenue of $5.1 million, compared to a loss of $95,000 (three cents) on revenue of $1.9 million for the same period of 1994.

The group reported cash flow of $3.1 million, up from $1.3 million for the same period last year.

Multi-Market owns 15 stations in eight markets.

Jacor Communications (Nasdaq: JCOR) reported increases in earnings, revenue, and cash flow for the third quarter. The company reported third-quarter earnings of $3.4 million (17 cents a share) on revenue of $36.1 million, an increase over earnings of $2.6 million (12 cents) on revenue of $31 million last year.

The company said the shortened baseball season and the loss of Atlanta Braves broadcast rights affected the year-to-year comparisons of broadcast revenue and cash flow. Cash flow for the third quarter was $9.1 million, compared to $8 million for the same period the previous year.

Jacor operates 17 stations in seven markets.

Talk Host Sues CNN For Slander, Defamation

People's Network Inc. radio talk show host **Chuck Harder** is suing CNN for slander and defamation.

Harder alleges that "CNN Presents: Patriots and Profits," which aired Sunday night (10/29), portrays his tax-exempt network as profiting from the actions of extremist groups by broadcasting anti-government messages.

Prior to the report's airing, Harder filed a suit asking for $15,000 in damages, plus court costs and an injunction to stop the broadcast. After being granted a motion to move the suit to federal district court, District Judge **John Moore** declined to issue an injunction against CNN, allowing the show to air as scheduled.

On August 2, CNN correspondent **John Camp** was a guest on Harder's show. Harder would not give specifics on the content of that interview, but said CNN did not use material from that show. Instead, Harder said CNN "took partial sentences from my radio broadcasts and spun them into an anti-government theme. They essentially made the piece to diminish my credibility."

According to Harder, CNN sees People's Network — which has approximately 300 affiliates — as a competitor. For this reason, he claims, CNN is trying to discredit him.

No Militia Connection

The CNN program also included an interview with **William Pierce,** author of "The Turner Diaries," a novel about anti-government insurrection that serves as a manifesto for some extreme right-wing groups. Harder was the only talk show host interviewed for the telecast.

Harder said he has never had any connection with — or intimate knowledge of — militias. A member of a state militia was once a guest on Harder's show, but he says the interview took place only because his listeners requested it.

The day after the CNN telecast, Harder's show was largely devoted to the suit. "I simply listen to the callers and give them the opportunity to share their diverse views," Harder said during his October 30 broadcast. He also encouraged his listeners to initiate political change "within the system. That's where the power is."

On his show, Harder played clips from the CNN broadcast and read from several newspapers, citing them as evidence that the theories he advances on his show eventually prove to be true. Harder's past shows have included discussions on the government's involvement in the Ruby Ridge, Oklahoma City bombing, and **Vince Foster** issues.

At presstime, CNN officials could not be reached for comment.

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RADIO BUSINESS

Canada Goes Digital

Canadian Radio-Television & Telecommunications Commission Chairman **Keith Spicer** said that Canada has started accepting applications for land-based digital radio.

Broadcasters and the Canadian Government have supported Eureka-147 as the technical standard for DAB. The U.S., though currently testing Eureka along with other standards, does not favor that system. Canada has also said it intends to use L-band, while the U.S. favors S-band. The Canadian commission said that DAB will replace AM and FM, so existing broadcasters will get preference in applying for DAB licenses. CRTC expects to have DAB radios in cars by 1997, followed closely by household receivers and Walkman-type devices.

Jacor Slapped With $1750 Fine

Contests can be expensive for stations, especially when they come with a $3125 fine attached.

It seems that **Jacor Broadcasting of Colorado Inc.**'s **KOA-AM/Denver** held several contest drawings last year. However, on one occasion, at one location, it failed to pick up the entries in time for the drawing.

Jacor contested the fine, demonstrating that its goof was an isolated one. The **FCC** reduced the fine, first to $2500 and finally to $1750.

Ironically, the reduction of the fine was based on a case in which **KWEL Inc.** was assessed $18,500 for repeated failures to award contest prizes.

Whose Vision Surpasses 20/20?

Who are the biggest deregulation cheerleaders in the radio industry? Why, those who are already over (or near) the **FCC**'s national ownership limits, of course.

And who are they? **BIA Publications Inc.** reports that as of October 19, **Group W Radio** (18 AMs/21 FMs), **Clear Channel Communications** (16/20), **Chancellor Broadcasting Co.** (12/21), and **Evergreen Media Corp.** (11/23) have already reached or exceeded the FCC's max of 20 AMs and 20 FMs.

Salem Communications Corp. (18/11), **EZ Communications** (5/16), and **Infinity Broadcasting** (10/17) are nearing their limits, as well.

TRANSACTIONS

Patterson Takes A June Bride For $30 Million

☐ Commodore takes helm of Starr stations in $15 million deal

Deal Of The Week

June Broadcasting Inc.
PRICE: $30 million (approx.)
TERMS: Stock sale at 8x cash flow less a $500,000, non-compete agreement
BUYER: Patterson Broadcasting Inc., headed by President/CEO **Jim Wesley.** It owns 21 other stations.
SELLER: June Broadcasting Inc., headed by President/CEO **Philip Giordano**

WTCY-AM & WNNK-FM/ Harrisburg, PA
FREQUENCY: 1400 kHz; 104.1 MHz
POWER: 1kw; 22.5kw at 725 feet
FORMAT: Urban; CHR

WXBM-FM/Milton, FL (Pensacola)
FREQUENCY: 102.7 MHz
POWER: 100kw at 1328 feet
FORMAT: Country

Group Deal

Gary Starr and BCI Advisors Inc. stations
PRICE: $15 million
TERMS: Duopoly deal; asset sale for cash
BUYER: Commodore Media Inc., headed by President/CEO **Bruce Friedman.** It owns 12 other stations, including **WNLK-AM & WEFX-FM/ Norwalk, CT** and **WFAS-AM & FM/ White Plains, NY.**
SELLER: Gary Starr and **BCI Advisors Inc.** They own **WGSM-AM/Huntington, NY; WRHD-AM & WRCN-FM/Riverhead, NY;** and **WMJC-FM/ Smithtown, NY.**
BROKER: Randall Jeffrey of **Media Venture Partners**

WINE-AM & WRKI-FM/ Brookfield, CT
FREQUENCY: 940 kHz; 95.1 MHz
POWER: 1kw; 50kw at 470 feet
FORMAT: News/Talk; Rock

WVIB-FM/Mount Kisco, NY
FREQUENCY: 106.3 MHz
POWER: 1.4kw at 440 feet
FORMAT: AC

WVYB-FM/Patterson, NY
FREQUENCY: 105.5 MHz
POWER: 900 watts at 610 feet
FORMAT: AC

WPUT-AM/Brewster, NY
FREQUENCY: 1510 kHz
POWER: 1kw
FORMAT: Country

Alabama

WKUL-FM/Cullman
PRICE: No cash consideration
TERMS: License transfer
BUYER: Jonathan Christian Corp., headed by Chairman **George Leibensperger**
SELLER: Thomas Reynolds, trustee in bankruptcy
FREQUENCY: 92.1 MHz
POWER: 3kw at 155 feet
FORMAT: Country

Florida

WOIR-AM/Homestead
PRICE: $130,000
TERMS: Asset sale for $10,000 cash and a $120,000 promissory note
BUYER: CORPO-MEX Inc., headed by President/Director **Soila Gallegos.** Phone: (305) 248-9698
SELLER: Continental Broadcasting Corp., headed by President **Fernando Alvarez.** Phone: (305) 663-1963
FREQUENCY: 1430 kHz
POWER: 5kw night/500 watts day
FORMAT: This station is dark.

Kentucky

WLNT-AM/Winchester
PRICE: $110,000
TERMS: Asset sale for $10,000 cash and a five-year, $100,000 promissory note at 10% interest
BUYER: Lyon Broadcast Group Inc., headed by President/Director **Michael Todd Dempsey.** Phone: (606) 324-6262
SELLER: WHRS Inc., headed by President **Timothy Smith.** Phone: (606) 744-1380
FREQUENCY: 1380 kHz
POWER: 2.5kw day/40 watts night
FORMAT: News/Talk

Maine

WDME-FM/Dover-Foxcroft
PRICE: $275,000
TERMS: Asset sale for $110,000 cash and a five-year, $165,000 promissory note
BUYER: Maine Media Inc., headed by **Richard Thau** and **Joyce Werner**
SELLER: Ganley Communications Ltd., headed by **James** and **Richard**

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TRANSACTIONS AT A GLANCE

- **Gary Starr and BCI Advisors Inc. stations** $15 million
  - **WINE-AM & WRKI-FM/Brookfield, CT**
  - **WVIB-FM/Mount Kisco, NY**
  - **WVYB-FM/Patterson, NY**
  - **WPUT-AM/Brewster, NY**
- **WKUL-FM/Cullman, AL** No cash consideration
- **WOIR-AM/Homestead, FL** $130,000
- **WLNT-AM/Winchester, KY** $110,000
- **WDME-FM/Dover-Foxcroft, ME** $275,000
- **WESQ-FM/Rocky Mount, NC** No cash consideration
- **KTLO-AM & KEOK-FM/Tahlequah, OK** $465,000
- **KASR-AM & FM/Perry, OK** $185,000
- **WEGM-FM/Hormigueros, PR** $800,000
- **WADK-AM/Newport & WOTB-FM/Middletown, RI** $2 million (est.)
- **WUJM-AM/Charleston, SC** $10,000

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AC/Oldies/NAC
KODA-FM Houston
WRMX-FM Nashville
WMGN-FM Madison

AOR/Classic Rock
WIMZ-FM Knoxville
CITI-FM Winnipeg
WMFX-FM Columbia

News/Talk/Sports
KNBR-AM San Francisco
WSBA-AM York
KKFN-AM Denver

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To discuss research options for your station contact:
Mike Henderson, Director of Sales
Mike Henry, Managing Partner
(303) 922 5600
fax **922 1589**

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