

Broadcasting and Communications Association. The SBCA's Richard DalBello says the NAB should spend more of its "vast resources" upgrading radio technology and programming. The FCC's now got to assemble a final set of rules for XM and Sirius.

Office Depot signs on as the national sponsor of "Trumped! with Donald Trump." Premiere says "Trumped" will debut next Monday with close to 300 affiliates for the 90-second feature — which qualifies it as "the biggest launch in radio history." We know they'll be making some bucks off it, after securing what must be an warehouse-size deal with Office Depot as the national sponsor. The Donald will actually record the commentaries at his Manhattan office. And deal with politics, business, entertainment and more.

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Cumulus adds a pair in Lake Charles, LA for about \$3 million. Dealmaker Lew Dickey's acquiring talk KAOK (1400) and DeRidder-licensed CHR "KQ 98" KQLK (97.9). Seller is Pittman Broadcast Services (Dr. Marcus Pittman and Mike Schutte). That AM/FM combo fits alongside other Lake Charles Cumulus properties like hot AC KBIU, classic rock KKGB and country KYKZ — and of course Lake Charles isn't too many zip codes away from the Cumulus stations in Beaumont-Port Arthur, TX. Cumulus began LMAing KAOK and KQLK yesterday. Broker: Mike Bergner.

Styles Media grows with the pickup of "Best Mix 106.7" WKMX in the Dothan market. WKMX, Enterprise, AL will keep its hot AC format as it becomes the fourth FM in the Styles cluster that houses country WTVY, classic rock WJRL, oldies WXUS and gospel AM WQLS. Seller is WKMX, Inc. (Dr. Wallace Miller). It's owned the full Class C FM (100-kw at 1068 feet) for nearly 30 years. Tom DiBacco and Don McCoy are the managing partners of Styles Media.

Citadel pushes east of Knoxville and pays \$1,650,000 for WEZG, Jefferson City, TN. Citadel acquired the dominant position in Knoxville when it picked up country giant WIVK. Now it's doing a fill-in — though given WEZG's distance from Knoxville itself, we could call it a fill-out. WEZG (99.3) is currently doing a Spanish language format and the seller is East Tennessee Radio Partners (Paul Fink).

People Moves Karen Tobin, noted L.A. marketing vet, returns to radio (from Fox) at Infinity's KRTH. . . **Ross Brittain** is Infinity's choice to succeed Philly legend Don Cannon in the morning slot at oldies WOGL, Philadelphia (98.1). Cannon's lined up a parade of celebs for this, his last week. . . **Charlie Tuna** extends his skein of doing mornings at CC's KBIG, L.A. with a new contract, but without co-host Leigh Ann Adam. . . **Ray Nelson** moves south from Clear Channel's Ann Arbor cluster to Birmingham, as the GM at Cox-owned country WZZK-FM, classic country "Legends" WZZK, "Oldies 97.3" WODL and 80s "Point" WBPT. He'll succeed Mike Sherry and report to regional VP Ben Reed. David DuBose manages the other Cox stations there, like WBHK. . . **Tom Webster** returns to radio and joins Edison Media Research as a VP. He worked with Broadcast Architecture for seven years, did research work outside of radio and got his MBA, and will be based in Chapel Hill, NC. ("TWebster@EdisonResearch.com" and 919-260-0228). . . **Donnie Picou**, another returning radio exec, is Citadel's new market manager in Baton Rouge.
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