

But a 30" radio ad would be eaten up by the new legalese. California Broadcasters VP Mark Powers tells *Inside Radio* the PUC action would "drive dollars away from radio and into TV and newspapers." He says the even bigger worry is that it may drive some ad dollars completely out of California. He reasons that advertisers are a nervous group, and the "uncertainty" could be enough for them to reallocate dollars to other states. The CPUC has been drafting these rules for the past two years, but the issue has taken on a sudden urgency because the commissioners were appointed by former Governor Grey Davis. New Governor Schwarzenegger says he plans to replace them with more business-friendly bureaucrats. Last year three of California's top five advertising spenders were telecom companies.

Didn't get enough calls for your phone contest? You can't fudge it. New Northwest Broadcasters admits during an FCC inquiry into allegations of "rampant rigging" that sometimes "insufficient call volume" led it to give a prize to somebody other than the 99th caller. NNB denies the "confidential complaint" to the Commission about rigging contests on a time-brokered station in Walla Walla so that "women that sounded over the age of 18" were selected. But it admits to "isolated" incidents when the jock just didn't get 99 calls. It insists it wasn't favoring (or disfavoring) any particular category of caller. That's not good enough for the FCC, which issues a \$4,000 fine for not following the announced contest rules. You can write the rules pretty much any way you want (that's legal). But you have to disclose them and follow them.

Media One — the Embrescia brothers and Lee Zapis — pays \$4.5M to expand in Jamestown, NY. James Embrescia is the lead guy of Media One, which already owns hot AC WWSE and news/talk WJTN in the market that's down in the extreme southwestern part of New York state, due east of Erie, PA. They're the logical buyer for the three stations Vox Media has there: country WHUG (101.9), classic rock "Fox" WQFX (103.1), and oldies WKSN (1340). Vox Media's Bruce Danziger and Jeff Shapiro have been selling off stations and Jamestown is the latest piece to go. Brokers: Mike Bergner and Dick Foreman.

Archway says it doesn't need eastern North Carolina's WWNF, and sells it to Don Curtis. Al Vicente says the sale puts Archway Broadcasting into compliance with the FCC's proposed new rules — where it could own five FMs in Greenville/Jacksonville/New Bern. This FM could go, and it's going to Raleigh-based Curtis Media Group. WWNF is a Class A at 97.7 licensed to Kinston, NC and it had been doing country for Archway in a simulcast with "Eagle" WWGL — which Al Vicente's keeping. Broker on the sale: George Reed of Media Services Group for buyer Don Curtis.

People Moves Tony Cruise moves from sports to the role of morning host at Clear Channel's news/talk WHAS, Louisville, replacing Bob Sokoler. . . **Jay Diamond**, a familiar talkshow voice in New York, will do 10pm-midnight Saturdays on Entercom's WRKO, Boston (680). . . **Charley Connolly** joins Cox Radio as the new PD at Connecticut's "Star 99.9" WEZN, Bridgeport. He'd been programming for Emmis in New York at WQCD. . . **David Collins**, a partner at the North Charleston, SC firm of Smith & Collins, joins Charleston-based American Media Services LLC as its new General Counsel. AMS does coverage upgrades and media brokerage services. Collins is at 843-972-2200 and "DCollins@AMS.fm."

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