

The startling advocacy ad against the FCC's presumed vote to relax ownership rules shows a grim-looking Rupert Murdoch on four different TV screens, for NBC, CBS, ABC and Fox. The copy: "This man wants to control the news in America. The FCC wants to help him." It was paid for by MoveOn.org, Common Cause and Mediareform Network. The Univision ad is an open letter from former Univision CEO Henry Cisneros. He tries to separate the Univision-HBC merger from the consolidation debate and from questions about political influence. And notes that the merger will reduce Clear Channel's stake from 30% of HBC to just a 3% voting share of the merged Univision, with no board seats: "If one is concerned about Clear Channel's influence in Hispanic broadcasting, then approval of the deal is one way to dilute that influence considerably." Speaking of the FCC's June 2 vote: We hear that Ted Koppel may do "consolidation" on tonight's "Nightline."

Saga scours central Ohio and finds two Columbus FMs to buy for \$13 million. Ed Christian's strategic challenge in market #35 is to diversify and spread his risk away from the big mealticket — AC WSNY. "Sunny 95" may well be the single biggest biller in the entire Saga group. Christian began the process of expansion last year when he struck a deal to acquire oldies "B 107.9" WODB from Associated Radio. That purchase had some twists and turns on the seller side (with Associated Radio). But now Saga's announcing a second expansion in the Columbus area, and it's for the "Smooth Jazz 104.3 and 103.5" simulcast of WJZK, Richwood and WJZA, Lancaster. These suburban FMs can simulcast because Richwood's northwest of Columbus and Lancaster is southeast. Seller is George Scantland. The Columbus "Business First" publication reports that real estate developer Scantland had been thinking about selling for a while. Then he and his wife became friendly with Ed and Judy Christian in Sarasota, where both couples spend time. Mike Bergner (a full-time Floridian) gets the brokerage credit on the sale.

Saga Communications may inherit a better signal in Columbus. We believe seller George Scantland has positioned himself to upgrade the Lancaster, OH-licensed WJZA — by re-licensing it to Pickerington. Buyer Saga indicates it will preserve the smooth jazz format of the simulcast. There won't be an LMA prior to closing. Checking the numbers: BIA Financial indicates the combo billed about \$1.5 million last year. You can try to tease out the cash-flow multiple from that, if you like. But the reality is that Saga really needs to flesh out its cluster for a market that's in the shadow of Clear Channel, Infinity and Radio One. BIA estimates that "Sunny 95" WSNY billed nearly \$17 million last year. The cash flow thrown off by that kind of revenue is worth protecting.

Infinity schedules another group-wide "Infinity Connect" tomorrow with Donald Rumsfeld. Infinity first featured the Defense Secretary last November 14 — and now he's back for an afternoon call-in appearance under the "Infinity Connect" banner. About two dozen Infinity-owned stations carried the November show.

It was a "thong parade" — for bicycle riders. No, this parade organized by Clear Channel's KXXM, San Antonio wasn't specifically about sexy young women flaunting their thongs. In fact the star was a 52-year-old guy named Joseph "Thong-Man" Gottschalk. Not exactly centerfold material for Maxim or FHM magazine. The Express-News reports that the point here is that Gottschalk is testing the limits of the state law regarding

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