

CC's "Gone From Home Network" might just help all of radio. By selling the concept to ad buyers that "TV is just part of the picture", Clear Channel stresses the point that consumers spend more time out of their home, and away from the TV, than ever before. It's a concept that may help other radio groups that fight to take dollars from TV and newspapers — even if they don't have the outdoor or live music venues that CC does. Monday's pitch also plugged radio's effectiveness. Premiere's Rush Limbaugh was on message, telling buyers that "We don't do impressions on my program. We move products off the shelves."

**Clear Channel polishes its image on Madison Avenue.** From Jewel's live performance to a musical number from the Clear Channel-backed smash hit "The Producers," Clear Channel's foray into the previously TV-only upfront season drew a powerhouse crowd from Madison Avenue — ad buyers from all media, with a heavy dose of radio buyers like mediaedge's Kim Vasey. We also spotted Wall Streeters, with analysts like Bear Stearns' Victor Miller and Wachovia's Jim Boyle on hand. Clear Channel execs were out in force, from Premiere's Craig Kitchin and Gary Krantz to senior VPs like Dave Crowl and Peter Ferrara. One ad buyer told *Inside Radio* they hadn't seen that much good press about an upfront, before it occurred, in years. We'd also point out that this buzz came from the advertising community and agencies — a crowd better known for "show me the numbers" skepticism and hardball negotiations.

\* **Farid Suleman jumped at the chance to buy out Wilks Broadcasting's three clusters for \$133 million.** One of the things this surprise deal does for Farid and backer Forstmann Little is to demonstrate to Wall Street that Citadel's an aggressive player. Another thing — Suleman's been driving the cash flow at Citadel, and obviously throwing off enough dough to justify picking up the Wilks clusters in New Orleans, Des Moines and Springfield, MO for \$133 million. All three represent new markets for Citadel. The 2003 cash flow from these 11 stations is rumored to be somewhere around \$8.5 million to \$9 million — which shows that Jeff Wilks has also been working pretty hard on driving cash flow. He started assembling the New Orleans cluster in a deal with Beasley and a swap with Clear Channel. The Des Moines cluster came by way of Barnstable. This deal represents the sayonara of Jeff Wilks from his current group. Ditto for his New York-based backer, The Wicks Group. This is at least the second time Wicks has funded a radio group and then cashed out on the plus side. (Don't be surprised if they go for three.) Mike Bergner brokered on behalf of seller Jeff Wilks — who only recently sold his Saginaw cluster to NextMedia for \$55.5 million.

**Citadel rolls into the Big Easy — and more.** Here's the rundown of what Citadel's acquiring from Wilks for that \$133 million check: In New Orleans, Arbitron market #44, the three Wilks stations are "Old School 102.9" R&B oldies KMEZ, modern rock "End" KKND, and black gospel simulcast WPRF (94.9) and WOPR (94.7). In Des Moines, Arbitron #91, there's rock KGGG (94.9), "Great Country" KJJY (92.5), country "Hawk" KHKI (97.3), classic hits "River" KRKQ (98.3) and "Headline News" KBGG (1700). And in Springfield, MO, Arbitron #144, Wilks has rhythmic CHR KHTO and rock KZRQ (104.1).

**Arbitron will boost its RADAR sales network sample size by 40% by March 2004.** Less than a year after converting its RADAR radio ratings service from a telephone-based technology to one derived from its

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