

website is coming soon." And Tampa's Channel 28 News reports there's a sign on the door of Bubba's home in St. Petersburg: He's supposedly planning a press conference for today. One option for him is that he'll become a satellite radio-only personality. His show has already been carried on satradio. How about cable? One joker says that a lineup of radio jocks like Bubba, Opie & Anthony, Mancow and a few more would be a better "Spike TV" than the channel's current schedule.

From the Rumor Mill: Look for new talk stations debuting in two Top 10 markets. And soon, we think.

Bluewater Broadcasting — Rick Peters and Scott McQueen — begins its existence in Montgomery. We've told you about the phenomenon of "returning operators" — and both these guys qualify. Peters ran the Capstar division named Southern Star, and Scott McQueen was one of the trio of Dartmouth classmates who founded Sconnix. We know that Sconnix is selling its last stations (to Nassau, up in New Hampshire). And now Scott McQueen and Rick Peters form Bluewater Broadcasting, headquartered in Ft. Lauderdale. First target market: Montgomery, AL. There are two separate deals here, with a combined price of \$15,300,000. From Deep South Broadcasting, Bluewater's buying CHR "Star 98.9" WBAM. And from Montgomery Broadcast Properties, it's acquiring three more properties: news/talk WACV (1170), urban "97 Jams" WJWZ (97.9), and classic rock "Alice 96.1" WQKS. Bluewater will begin operating all four on Monday, March 1. Broker: Randall Jeffery, Jr. of Jeffery Group. Contact info for Bluewater: Rick Peters is at 954-242-7417 and "RPeters@BluewaterBroadcasting.com."

In Hartford, Lucio Ruzzier buys the station he used to work at, back in the day. The station is WRYM, New Britain, CT at 840, and Ruzzier sold ad time for it years ago, before going on to buy other stations in Connecticut, including two Low Power TVs and an AM. Now — he's leading a local group that's purchasing Spanish-tropical WRYM from Howard Sodokoff, whose dad bought it 42 years ago. (Howard's father was in the clothing business.) The buyer of WRYM is technically Eight Forty Broadcasting, the facility has 1-kw day and 208 watts night, the price is \$1,062,500 cash — and the broker is Stamford-based Frank Boyle.

Infinity advances Greg Strassell to Senior VP of programming — and it's got two other promotions. The Boston-based Strassell wins a battlefield promotion to SVP. He's been VP/Programming for WBMX, WODS and WZLX in Beantown, and also Infinity's format VP for Hot AC. Whatever Greg's exact new duties are (and he'll be a popular guy), that leaves the Hot AC format slot vacant. And Infinity President, Programming Steve Rivers hands that gig to Kansas City's Jon Zellner. Jon continues as VP/Programming for K.C. and as PD at KMXV and KSRC. We have a domino effect here — because Zellner had been VP of CHR/Top 40 programming. So THAT job is now occupied by Seattle-based Mike Preston, of KBKS.

Forever closes on its \$2,250,000 pickup of Youngstown-area WICT, Grove City, PA (95.1). Country "Cat" WICT was originally supposed to be purchased by Clear Channel as part of a deal filed in October 1999. But it was red-flagged by the Commission and designated for hearing in 2002. That chilled things down, and now WICT just closed to Forever Broadcasting. Broker: Mike Bergner.

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