

www.INSIDERADIO.com

Page 1 of 6

INSIDE RADIO

Tuesday, January 4, 2005

Editor: Tom Taylor (609) 883-3321

Citadel's Farid Suleman declares "war" on Howard Stern — and sends him a bill for \$200,000. The "bill" is for Stern's alleged advertising on behalf of future employer Sirius — but this is all a big negotiating game. Call it Japanese-style kabuki theater, where the action takes place behind masks or off-stage. Stern was back from his two-week holiday break yesterday — but Farid kept him off the four Citadel stations that carry Stern's show. Syracuse rocker WAQX continues to air Stern rivals Ople & Anthony thanks to a deal with XM. Harrisburg's "X" WQXA-FM moves PM driver Joey Foxx to mornings. And so on. But replacing Stern won't be that easy, even short-term. His contracts have been impossible to escape. *What's really going on with Citadel and Stern? Analysis on page 3 of today's INSIDE RADIO.*

The latest returning owner — The Wicks Companies, and Jeff Wilks. Make that "two returning owners" — the New York-based Wicks Companies and Jeff Wilks had teamed up once before to assemble a group they eventually sold off in pieces for a very large wad of cash. (They sold Saginaw to NextMedia for \$55.5M and New Orleans, Des Moines and Springfield, MO to Citadel for \$133M.) Now Wicks and Wilks are back in tandem — and using the name Wilks Broadcast Group for their latest vehicle. This time they'll build from a base in California —

★ **Fresno is where Jeff Wilks and Wicks will start again — buying the Mondosphere cluster.** Is the deal for KJFX, KFRR and KTSX worth around \$24-26 million? That's the local buzz. Seller Mondosphere is a California-based company whose principals include Cliff Burnstein — the longtime manager of Metallica and other bands. They've been selling off properties in places like Jacksonville. Now they let Fresno go to the new Wilks Broadcast Group. The stations are classic rock "Fox" KJFX (95.7). Modern rock KFRR (104.1). And "That Oldies Station" KTSX (105.5). If you want to reach returning owner Jeff Wilks he's at 404-909-0660. Broker — Mike Bergner of Bergner & Co. for buyer Wilks.

NOW protests Clear Channel's "Breast Christmas Ever" contest in four markets. The prize — breast-enlargement surgery — comes under withering fire from the National Organization for Women not for indecency. But for concerns about health and lack of recourse if the surgery results in complications. Both NOW and the National Research Center for Women & Families ask members to file complaints with the FCC. One of their worries — that contestants had to sign a waiver releasing stations in Tampa, Jacksonville, St. Louis and Detroit from any liability. NOW calls the whole thing a "degrading and unethical contest." It claims it's inspired more than 3000 messages to the FCC and to Clear Channel. We've got two observations about this — #1, did these groups also protest the "makeover" reality TV shows that offered

Media property:

WANT

to find?

WANT

to sell?

Problem solved.

JOHN
**PIERCE
& COMPANY LLC**

(859) 647-0101
info@johnpierceco.com