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NPR Satellite Services®

Spring 2006

NPR Satellite Services Helps Citadel Broadcasting with Expansion

Citadel Broadcasting is the fifth largest radio broadcasting company in the United States (based on net broadcasting revenue). Citadel owns and operates 155 FM and 58 AM radio stations in 47 markets located in 24 states across the US. Their diverse radio station portfolio includes many different programming formats, geographic regions, audience demographics and advertising clients. Citadel's stations rank first or second in audience share in 31 of their 45 rated markets.

Citadel's past successes are laying the foundation for future expansion. Recently, NPR Satellite Services spoke with Rob Striker, Marketing Manager at Citadel Broadcasting's Lansing branch, about the ways that NPR Satellite Services is helping Citadel grow into the next phase of its business.

NPR Satellite Services: You have so many choices for satellite providers—why choose NPR Satellite Services?

Striker: When we began the process of acquiring the Michigan Talk Radio Network, we looked at the various options available for satellite distribution, and NPR Satellite Services not only had the best product at the right price, the entire staff was easy to work with and very accommodating. In addition, NPR Satellite Services was willing to work with us in terms of our needs for future expansion plans.

NPR Satellite Services: Why has Citadel been so successful as a radio broadcaster? How is NPR Satellite Services helping you?

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Attend the NAB 2006 as our guest. Call 202.513.2626 to get your free exhibit hall invitation pass!

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Visit NPR Satellite Services online:

www.nprss.org

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linkup@npr.org

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Striker: Citadel Broadcasting has been very successful for two major reasons: Farid Suleman and Judy Ellis, both very intelligent, professional broadcasters with a clear vision for the future direction of the company. NPR Satellite Services has been instrumental in helping us grow our network, and the technical staff has been fantastic about helping us through the difficulties of moving an earth station from Petosky, Michigan down to Lansing, Michigan.

NPR Satellite Services: Has the NPR Satellite Services choice been a cost-effective solution for your business?

Striker: NPR has not only been cost-effective, but has been willing to work with us on long-term solutions that will help us out greatly as we expand.

NPR Satellite Services continues to help companies like Citadel Broadcasting across the US achieve their business objectives easily and affordably. If your company is growing and in need of a reliable, always-on platform to distribute your audio, video or data content, give us a call at 202.513.2626 and find out how we can help.

Why Use Satellite to Distribute Your Content?

Because our customized and affordable satellite solutions can help you to:

Share Programming—Your programming can be uplinked and shared with owned-and-operated stations, no matter where they are located.

Reach New Markets—Satellite-uplinked programming can be accessed anywhere, allowing you to reach carriage agreements with faraway affiliates and cable headends throughout the US.

Expand Audience—Satellite signals can reach any location, even geographically challenged areas where microwave and off-air signals are unreliable.

Lower Costs—The cost to deliver content by satellite is exactly the same, no matter where the location. The more locations you broadcast to, the more cost-effective a satellite solution becomes.

Improve Reliability—Satellite distribution platforms have far fewer potential points of failure than far-flung networks of terrestrial towers and translators. Our technology is less prone to weather-related outages, too.

Increase Flexibility—Adding a new location to your network is as easy as installing a satellite dish and receiver.

To learn more, please contact us at 202.513.2626 or visit www.nprss.org.



Updates on FCC Construction License Auctions No. 62 and No. 64

FCC Auction No. 62: Largest FM License Auction Sells 163 FM Construction Permits

When the last bidder put in an offer on January 31, 2006, the largest auction of FM construction permits in the history of US broadcasting came to a close. After 13 days and 61 rounds of bidding, 96 bidders won a total of 163 permits, spending \$54,259,600 in net bids. Only 8 out of the 171 permits offered in the auction were not sold and will be part of a future auction. The prices broadcasters were willing to pay for access to additional markets ranged from \$11,250 for a license in Yakutat, AK, to \$4,327,050 for one in Indian Wells, CA.

FCC Auction No. 64: 11 Full Power Television Station Construction Permits

March 15, 2006, marks the first day of bidding for 11 full-power television station construction permits (spectrum: 54-806 MHz; bandwidth: 6MHz per construction permit). The FCC has selected 25 broadcasters to take part in auction No. 64, which will include 10 open construction permits in Colorado, Florida, Kansas, Minnesota, Montana, Oregon, Texas, and Washington. An eleventh license, for Jackson, Mississippi, will be auctioned off as a "closed permit" and only five of the 25 qualified bidders are allowed to place bids. Four of the permits are for single-channel, digital-only TV stations; the rest are NTSC station licenses that, because of interference concerns, may only be operated as digital TV stations after further review by the FCC.

Similarly to Auction No. 62, the winning bidder is awarded a construction permit and is required to apply for a license to

cover the construction permit after the construction of the station is complete. These broadcast licenses will be awarded for a period of eight years.

If you need assistance with integrating one or more stations into your broadcast network, please contact one of our experienced sales representatives at linkup@npr.org. Or visit www.nprss.org for more information.



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Visit Us at NAB 2006 Booth #C6841

For over 25 years, NPR Satellite Services has been a pioneer in satellite broadcasting, providing broadcasters with a comprehensive suite of services that includes nationwide distribution solutions for radio, video, and business media content. To find out how we can customize a solution that affordably meets your needs, please visit us at the NAB in Las Vegas, Nevada from April 22–27, 2006 (booth #C6841). Please call us at 202.513.2626 to arrange a meeting with one of our representatives during the show.

See you in Vegas!

Your NPR Satellite Services Team

www.nprss.org

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Why Use Satellite to Distribute
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NPR Satellite Services provides comprehensive satellite communications solutions—including space segment, system design, engineering, equipment, uplink services, and 24x7 customer support—to broadcasters, network operators, and other businesses that require a reliable platform for distributing video, audio, or data content.