

J. Morgan
Nancy

FEDERAL COMMUNICATIONS COMMISSION
Experimental Licensing Branch
Washington, DC 20554

In reply refer to:
1300E1

November 30, 1995

Capital Broadcasting Systems, Inc.
101 East 52nd Street, 9th Floor
New York, NY 10022

Re: Experimental Station KF2XBF

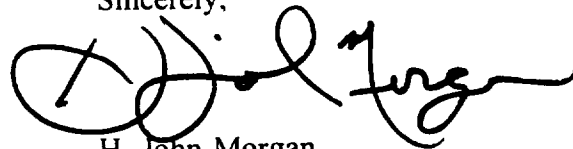
Dear Sir or Madam:

It has come to our attention that Capital Broadcasting Systems, Inc. appears to be operating experimental station KF2XBF beyond the scope authorized. See enclosed article.

In the application filed on May 21, 1993, by Playfone Systems, Inc., the purpose of the requested experimental authority was stated as 'exploring the technical and economic feasibility of providing live on-site radio broadcasts to attendees at sporting events'. This license, granted September 3, 1993, with call sign KF2XBF, was assigned to Capital Broadcasting Systems, Inc. on January 25, 1995. The operation described in the enclosed article clearly has a different purpose and scope of technical operation than that requested in the application and authorized by the Commission. Pursuant to section 5.166 of the Commission's rules, the program of experimentation as stated by an applicant in its application for license shall be subsequently adhered to unless the licensee is authorized to do otherwise by the Commission. Therefore, if operation is not in compliance with the experimentation proposed in the original application, your license may be revoked.

Please provide us a clarification of this situation, including a full description of your program of experimentation, by December 15, 1995. Direct any correspondence to the address on the letterhead, mail stop 1300E1.

Sincerely,



H. John Morgan
Chief
Experimental Licensing Branch

Enclosure

THE AVIS TRAVELERS NETWORK

Making Life On The Road A Little Easier

AIRPORT LOCATION REFERENCE MANUAL

CAPITAL BROADCASTING SYSTEMS.

AVIS TRAVELERS NETWORK

515 Madison Avenue, New York, NY 10022 212-308-4622 Fax 212-308-2611

© Capital Broadcasting Systems, Inc.

TABLE OF CONTENTS

	<u>PAGE</u>
1. INTRODUCTION	3
2. CONCEPT	4
3. EQUIPMENT/EQUIPMENT MAINTENANCE	5
4. AVIS LOCATION RESPONSIBILITIES	6
5. AVIS CUSTOMER BENEFITS	8
6. HELP/ASSISTANCE	9

INTRODUCTION

Avis is constantly searching for ways to make the life of a traveler a little easier. As a result of this desire, Avis has ventured into uncharted waters with the introduction of the Avis Travelers Network. The Avis Travelers Network is an innovative concept, which will provide the Avis customer with the opportunity to have all their travel, entertainment, business and personal needs met through this program.

The program consists of two pieces. One is an information radio broadcast which is available to all Avis travelers, and two, is the 800 number concierge service which Avis travelers can call 24 hours a day.

Avis is the only company in the industry which is offering these services and through their relationship with Capital Broadcasting Systems, Inc. is the only company in the industry which will be able to offer these particular types of services at 25 airport locations.

CONCEPT

The Avis Travelers Network consists of **two parts**:

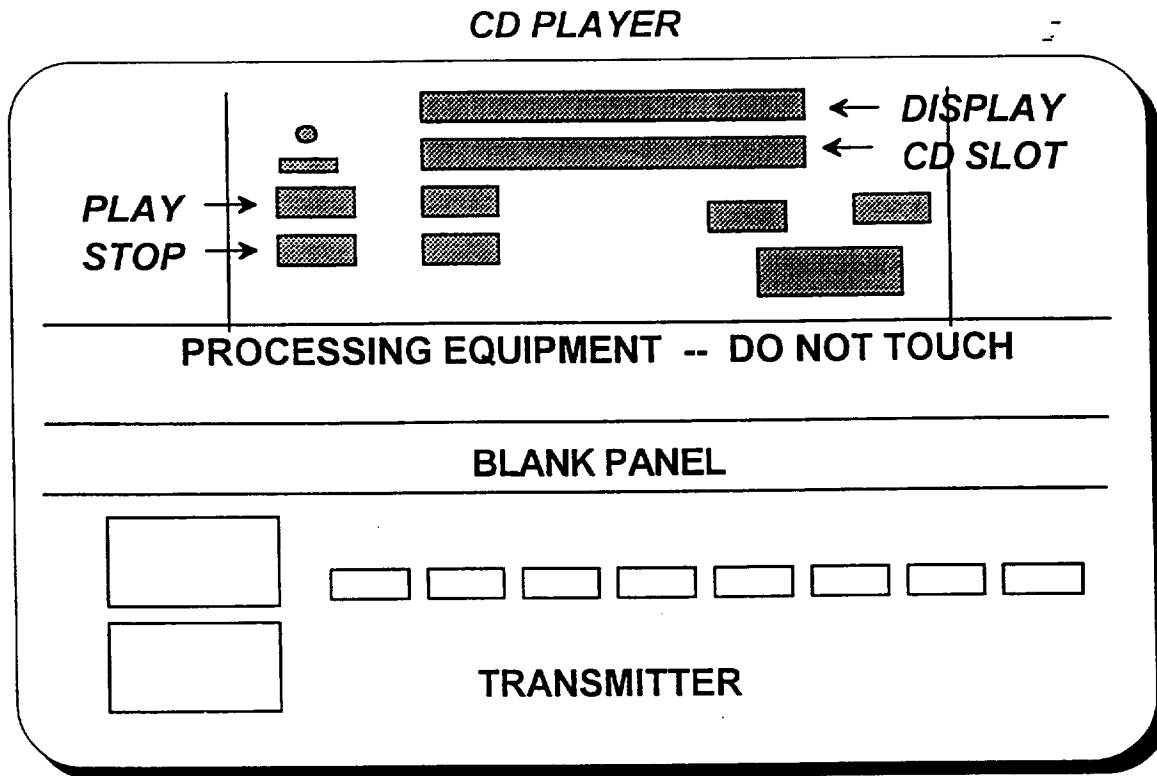
1) ***Avis Radio Broadcast***

- ♦ George Plimpton hosts the 20 minute broadcast.
- ♦ Broadcast provides travel tips, general information, city specific recommendations.
- ♦ Special promotion of the "800" **Avis Cares Concierge** providing instant gratification/information for the Avis customer.
- ♦ Rental car radio is pre-tuned by Avis prep personnel to the dedicated frequency in each city.
- ♦ Broadcast range is at least five miles around airport location and accessible by all radio listeners.

2) ***Avis Cares 800 Concierge Service 1-800-941-AVIS***

- ♦ Twenty-four hour service.
- ♦ Dedicated travel agency to assist with travel reservations.
- ♦ Concierge to provide city specific: restaurant recommendations, site-seeing offerings, shopping locations, general information, etc.
- ♦ Direct link to Avis for rental reservations or Wizard applications.

EQUIPMENT/EQUIPMENT MAINTENANCE



CHANGING THE COMPACT DISCS: The disc will come in a CD caddy. This protects the CD from finger prints and dirt. To change the disc, follow the four steps below:

- 1) Remove the old CD. Press the stop button, wait five seconds then press the eject button. The CD will pop out.
- 2) Place the new CD (it will already be in a caddy) into the slot. The CD should be facing up and the label of the CD inside the caddy should also be facing up. As you slide the caddy into place, the machine will accept it (almost helping to pull it in). The display lights should then read track 1.
- 3) Press the play button.
- 4) Listen to a radio to make sure that the new CD is playing.

AVIS LOCATION RESPONSIBILITIES

In order for this program to succeed, everyone must do their part. The program depends largely on the cooperation of the Avis personnel at each location and quality assurance checks so that everyone is performing the assigned tasks.

- 1) Ensure that the equipment is in a safe place and check daily to ensure that the equipment is functioning properly. A good way to check is to simply tune to the frequency for your location to listen to the broadcast.

IF THE MESSAGE IS NOT BEING BROADCAST:

- a) Make sure that the CD player is in the play mode.
- b) If the CD is playing, check the power to the processor and the transmitter. This can be done by looking for the power lights on the individual pieces of equipment.
- c) If the units have power, but you are still not receiving the broadcast, check that the transmitter is broadcasting:
 - 1) Double check that the transmitter has power, there are indicator lights on the front of the unit.
 - 2) Make sure the two green indicator lights are on.
 - 3) Press the button marked FWD PWR (forward power) the top meter on the transmitter should be above half scale.
 - 4) If you still don't hear the station call Capitol Broadcasting at (212) 308-4622 (see Help section).
- 2) Train personnel to answer program related questions and handout point of purchase/other program related materials. Double check to make sure that the point of purchase materials are in place and fully stocked.

AVIS LOCATION RESPONSIBILITIES (CONT.)

- 3) Randomly check on a regular basis to make sure the prep personnel are **PRE-SETTING EACH INDIVIDUAL CAR RADIO TO THE DESIGNATED FREQUENCY. OBVIOUSLY, THIS IS ONE OF THE MOST IMPORTANT RESPONSIBILITIES.** Future ideas include offering some type of incentive to prep personnel to help in this task. We will let you know about these possibilities in the near future.
- 4) Anticipate the monthly broadcast you will be receiving via overnight delivery and remember to change the compact disc each beginning day of the month. For instruction on how to change the disc, refer to the Equipment section of this manual.
- 5) Check to make sure that the signal is going to places that it had previously gone. Do this on a weekly basis. Drive around the airport feeder roads to make sure the signal is going as far as it did initially.

We are counting on the support of all 25 locations. A suggestion to site managers may be to assign one of your staff members to this project. Make the quality assurance their responsibility. Frequently, Avis staff members and Capital Broadcasting Systems personnel will be visiting each site to make a spot inspection.

AVIS CUSTOMER BENEFITS

The Avis Travelers Network is designed to make life on the road a little easier for the Avis traveler. The network and concierge service provide multiple benefits for OUR CUSTOMERS.

Benefits include:

- ♦ Easy travel arrangements
- ♦ Great restaurant recommendations
- ♦ Quick access to Avis for car rental reservations
- ♦ Entertaining radio broadcast for listening
- ♦ City specific information, including directions and weather
- ♦ Travel tips
- ♦ Health information

And much, much more.

Copyright 1995 PR Newswire Association, Inc.
PR Newswire

August 29, 1995, Tuesday

SECTION: Financial News

DISTRIBUTION: TO BUSINESS EDITOR

LENGTH: 430 words

**HEADLINE: 'AVIS TRAVELERS NETWORK' LAUNCHED TO IMPROVE TRAVEL
EXPERIENCE AND
REDUCE STRESS**

BODY:

Avis Rent a Car System, Inc. today announced the launch of the "Avis Travelers Network" -- a "travelers assistance" information resource to answer a wide variety of questions and concerns from Avis renters. The network has two components: a 24-hour 800 telephone number "concierge" service and geographic-specific FM radio broadcasts. The service is available effective immediately in these cities on an introductory basis: Chicago, New York, Boston, Atlanta and Washington, DC. Avis has arranged for Capital Broadcasting Systems, Inc. to provide the service.

GARDEN CITY, N.Y., Aug. 29

Avis Cares 800-number Concierge Service:

Avis renters can call an 800 number for round-the-clock, live assistance with airline and hotel arrangements, car reservations, questions about area restaurants, services, entertainment, shopping, etc. Avis renters can use this service while traveling and also when planning a trip. The Avis Cares Concierge representatives are trained to assist the Avis traveler in any way they can -- their objective is to make life on the road less stressful.

FM-radio network broadcasts hosted by George Plimpton:

Avis car radios will be pre-tuned at the various airport locations to designated FM frequencies to receive this special programming. The 20 minute looped broadcast provides regional travel and traffic information as well as general travel material, and humorous anecdotes. Also featured on the program are health tips, city specific activities and instructions on how to access the free Avis Cares Concierge Service. The broadcast will be updated on a monthly basis and is available to all FM radios within the approximate 5 mile perimeter range of the airport.

"Travel can be exciting, glamorous, and refreshing -- but it can also be lonely, unnerving, and stressful," commented Avis Chairman and CEO Joseph V. Vittoria. "Avis is continually trying to de-stress the travel experience. We try to improve the rent a car segment and to smooth out the connections between the segments of plane, car, and hotel. Avis renters have a friendly resource on the other end of the phone."

Capital Broadcasting Systems, Inc. is a private broadcasting company best known for services provided to the National Football League, National Basketball Association, Major League Baseball, and National Association for Stock Car Auto Racing.

CONTACT: Demetria Mudar, 516-222-4611 or Terence Gordon, 516-222- 4716,
both of Avis

able to access cash from their accounts at 55 new automated teller machine locations at Texaco convenience stores.

The Bank IV machines are being installed in Texaco Start Mart and Food Mart locations in Oklahoma City and Tulsa.

The Texaco and Bank IV Automated Teller Machine partnership represents one of the largest automated teller machine agreements in the bank's history.

"Bank IV most convenient financial service is the Bank IV agreement with

choose from 52 automated teller machines for their electronic banking needs, and that's in addition to our 12 banking locations serving Oklahoma City, Yukon, Norman, Moore and Edmond and our 24 hour phoneBANK IV service."

The new machines at Texaco locations plus the 46 automated teller machines recently installed in Oklahoma Wal-Mart locations almost double Bank IV's automated teller machine presence

or credit cardholders on the VISA, GICRUS, PLUS, American Express, Discover, TransFund, ChecOKard, SCS, Mpack, BankMate or KETS networks.

Machines can also disburse coupons to automated teller machine customers, a feature that will be used during November when Texaco and Bank IV team up for sweepstakes to help build awareness of the new automated teller machines.

During the sweepstakes, \$1,000 will be given to both Oklahoma City and Tulsa for Texaco Start Mart locations. Products will be dispensed to machine users.

THE JOURNAL RECORD

Friday, Oct. 13, 1995

PAGE 3

Briefly...in Business Travel

From Staff, Wire Reports

Software Gives Executives Booking Control

A revolution is about to begin for executives who like to be in control when they book their business travel.

In the next few weeks, three major airlines and one hotel company will start giving their top customers special floppy disks that can be inserted into a laptop computer to book a plane ticket, hotel room or rental car directly from one of the largest airline reservations systems.

"The idea is that if you're on a plane circling over O'Hare that's delayed and you're going to miss your connection, you can plug in your modem and change your reservation instead of having to find the customer-service agent when you land, along with everyone else who needs to change," said Maureen O'Hanlon, vice president of marketing of Carlson Cos.' Radisson Hotels Worldwide, one of the concerns that has been testing the disk concept.

USAir and its code-share partner and partial owner British Airways are slated to be the first to introduce the new technology later this month.

United Airlines, which earlier this year introduced a personal booking system on Compuserve called the "United Connection," will release a disk-based version of the system in November.

And Radisson, which has been testing disks among 100 of its most frequent guests, plans to distribute them more widely once the trial is completed in November. The travel companies are not expected to charge their best customers for the new service, though less frequent patrons probably will have to pay.

The Radisson, USAir-British Airways and United products will give travelers direct access to the Apollo computerized reservations system, which is owned by those three airlines and eight others through Galileo International.

Thus users will be able to retrieve the same information that travel agents now access from Apollo, including hotel and car-rental rates and availability, air fares, airplane seat maps and data on seat availability, and up-to-the-minute flight arrival and departure information.

According to individuals familiar with the development of the new systems, they ultimately will permit travelers to hook up directly with their frequent-flier programs, to check their accounts and redeem mileage.

The systems are also expected to feature pictures of hotel rooms or car models, along with other data and perhaps even advertising. And it is likely the companies that offer the systems will give travelers special incentives — such as 500 extra frequent-flier miles — to hook through them, since they will help

made, while United has hired Microsoft Corp. to make the airline's system more user-friendly.

But David Near, a vice president of Galileo International, warns that the systems cannot be too overtly biased in favor of a particular distributor; if they are, he predicts travelers will reject them.

According to Near, Galileo is helping one car-rental firm develop its own system; four or five European airlines are said to be working on the introduction of similar Galileo-based disks by early 1996.

And Northwest Airlines and Continental Airlines, which rely on computerized reservations systems other than Apollo, reportedly are developing their own disk-based products.

A Car and Then Some

From Avis and Capital Broadcasting Systems come two new free services that aim to take the stress out of business travel: FM radio programming that combines humor with travel tips and a 24-hour toll-free concierge service.

The radio programming, which can be heard within a five-mile radius of car-rental locations, features humorous anecdotes by George Plimpton as well as advice, updated monthly, on what's hot in the city a renter is visiting. Available now in Chicago, New York, Boston, Atlanta and Washington, by next month it will be introduced in another 20 cities.

The concierge service, offered nationwide, provides auto-rental customers with many types of assistance, including assistance with hotels, restaurants, ATMs, medical facilities, limousine services and florists.

Frequent-Flier Help

Charles and John Clark, two brothers who once racked up millions of miles while selling for DuPont, have developed a new software program, FTM Airmax, that helps manage frequent-travel-plan participation by calculating the maximum number of miles that can be accrued on specific itineraries.

The user indicates travel dates and airports that will be visited on a specific journey, as well as hotel or rental-car needs. FTM Airmax then scans its database, which tracks the loyalty programs of over 100 airlines, 50 hotels and 10 car-rental and credit-card companies, and calculates all possible bonus miles, relevant tie-ins and promotions.

It also comes up with the "Airmax Factor," which shows what percentage of a free ticket can be earned on the trip by combining maximum mileage offered by the airlines and their partners. For instance, if Delta and its hotel and car-rental partners are chosen, the traveler would receive 33 percent of a free trip compared with 29 percent of a trip if American is selected.

Encl.