STERLING CAPITAL INVESTMENT GROUP INC Form SC 13D April 04, 2001

> UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549

> > SCHEDULE 13D

Under the Securities Exchange Act of 1934 (Amendment No. ___)*

Sterling Capital Investment Group, Inc. (formerly) Sterling Media Capital Group, Inc.

(Name of Issuer)

Common Stock, par value \$.001 Series A Preferred Convertible Stock, par value \$.001

(Title of Class of Securities)

85916R104

(CUSIP Number)

Mr. David C. Annin 6223 Twin Oaks Circle Dallas, TX 75240 (972) 571-3618

(Name, Address and Telephone Number of Person Authorized to Receive Notices and Communications)

July 7, 2000

(Date of Event which Requires Filing of this Statement)

If the filing person has previously filed a statement on Schedule 13G to report the acquisition that is the subject of this Schedule 13D, and is filing this schedule because of Rule 13d-1(e), 13d-1(f) or 13d-1(g), check the following box $|_|$.

Note: Schedules filed in paper format shall include a signed original and five copies of the schedule, including all exhibits. See Rule 13d-7(b) for other parties to whom copies are to be sent.

*The remainder of this cover page shall be filled out for a reporting person's initial filing on this form with respect to the subject class of securities, and for any subsequent amendment containing information which would alter disclosures provided in a prior cover page.

The information required on the remainder of this cover page shall not be deemed to be "filed" for the purpose of Section 18 of the Securities Exchange Act of 1934 ("Act") or otherwise subject to the liabilities of that section of the Act but shall be subject to all other provisions of the Act (however, see the Notes).

1. NAME OF REPORTING PERSONS: I.R.S. IDENTIFICATION NOS. OF ABOVE PERSONS (ENTITIES ONLY)						
	David C. Annin					
2.	CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP (a) (b)					
3.	SEC USE ONLY					
4.	SOURCE OF FUNDS					
		(See Item 3 and Exhibit 1)				
5.	CHECK BOX IF DISCLOSURE OF LEGAL PROCEEDINGS IS REQUIRED PURSUANT TO ITEMS 2(d) OR 2(e) _					
6.	CITIZENSHIP OR PLACE OF ORGANIZATION					
		United States				
		7. SOLE VOTING POWER				
		(See Item 1 and Exhibit 1)				
		8. SHARED VOTING POWER				
		-0-				
		9. SOLE DISPOSITIVE POWER				
		(See Item 1 and Exhibit 1)				
		10. SHARED DISPOSITIVE POWER				
		-0-				
 11.	AGGREGATE A	MOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON				
		(See Item 1 and Exhibit 1)				
		F THE AGGREGATE AMOUNT IN ROW (11) EXCLUDES CERTAIN SHAP				
		CLASS REPRESENTED BY AMOUNT IN ROW (11)				
	4.4%	(See Exhibit 1)				

14. TYPE OF REPORTING PERSON

Individual

Item 1. Security and Issuer

This Schedule 13D relates to the common stock, par value \$0.001 per share (the "Common Stock")and Series "A" Convertible Preferred Stock, no par value ("the "Preferred Stock") issued by Sterling Capital Investment Group, Inc.), a Nevada corporation, (formerly, Sterling Media Capital Group, Inc., a Pennsylvania corporation (the "Company"), the principal offices of which are located at 4570 Westgrove, Ste. 220, Addison, TX 75001.

Item 2. Identity and Background

- (a) This Schedule 13D is filed by David C. Annin, an individual. (the "Reporting Person").
- (b) The Reporting Person has never been convicted in a criminal proceeding (excluding traffic violations and similar misdemeanors).
 - (c) During the last five years, the Reporting Person has not been party to any civil proceeding of a judicial or administrative body of competent jurisdiction as a result of which proceeding the Reporting Person was or is subject to a judgment, decree or final order enjoining future violations of, or prohibiting or mandating activities subject to, federal or state securities laws or finding any violation with respect to such laws.
 - (d) The Reporting Person is a Citizen of the United States

Item 3. Source and Amount of Funds or Other Consideration

The securities described in this 13d statement were acquired as a result of the Reporting Person being a beneficial owner of a privately held predecessor company ("Sterling Managers"). The predecessor company merged with the Issuer on July 7, 2000. (See Exhibit 1)

Item 4. Purpose of Transaction

(See Exhibit 1)

Item 5. Interest in Securities of the Issuer

(a) Securities Beneficially Owned.

(See Exhibit 1)

Item 6. Contracts, Arrangements, Understandings or Relationships with Respect to Securities of the Issuer.

None

Item 7. Material to be Filed as Exhibits.

The following document is filed as an Exhibit:

Exhibit 1 Description of Transaction and Securities Beneficially Owned

Signatures

DAVID C. ANNIN

Date: March 27, 2001

/s/ David C. Annin ------Signature

Exhibit 1

Description of Transaction and Securities Beneficially C

The Merger

On July 7, 2000, Electro-Kinetic Systems, Inc. ("EKS") and Sterling Media Fund Ma liability company ("Sterling Managers"), completed the transactions contemplated by the Le complete copy of which is attached as Exhibit A to the 8-K filing with the SEC dated July 24, 15% of the equity interests in Sterling Managers. On the same day EKS changed its name to ("Sterling Media"). Thereafter, on the 10th day of July 2000, Sterling Media acquired the rem Managers with Sterling Managers continuing as a wholly-owned subsidiary of Sterling Media.

As a result of the acquisition, the equity holders of Sterling Managers and the per equity interest in Sterling Managers now own approximately 91.5% of the voting stock of Sterling Sterling Media Capital Group, Inc.

Because of the change in ownership of voting stock and the composition of the board change in control of EKS upon completion of the acquisition.

SCHEDULE 13D

CUSIP No. 85916R104	Page 5 of 6 Pages

Reduction in Outstanding Shares

Pursuant to a resolution by the Board of Directors dated November 2, 2000, the number of have been effectively reduced whereby one share of "new" Sterling Media common was issued for Media common shares outstanding on that date. On the same date, each share of Sterling Media issued as a part of the merger, were converted into 3.2840938 "new" shares of Sterling Media shares then outstanding. These actions effectively reduced the number of outstanding shares fro 3,535,538 shares of Series A Preferred to approximately 17,000,000 "new" common shares.

Series B Convertible Preferred Stock

On December 29, 2000 the Reporting Person acquired 1,285 shares of the Company's Servirtue of exchanging Preferred Stock of a Predecessor company for the subject Series B Preferred terms of the Letter Agreement dated June 7, 2000.

Corporate Reincorporation

On January 4, 2001 the shareholders of the Company approved the Company's re-incorpora effective January 18, 2001. The actions resulted in the Company's name being changed to "Sterli (trading under the symbol "STCE"), the replacement of stock in the existing Pennsylvania corpor in the Nevada corporation, and the election of the individuals presently serving as directo capacity in the Nevada corporation. For more information on the reincorporation, see the Compan PURSUANT TO SECTION 14 (C) OF THE SECURITIES EXCHANGE ACT OF 1934, statement DEF-14(c), filed Now

Exchange of Shares for Membership Interest in a limited liability company

On January 22, 2001, David C. Annin, (the "Reporting Person") entered into a transactio of common stock of the issuer for 9 units of membership interest in a limited liability company.

Securities Beneficially Owned

	"Old" Sterling Media Stock	"New" Sterling Media Stock	Stock by Reporting Pers as of Mar
Common Stock (Converted @1:30.4498)	4,039,461	1,152,224	922
Series A Preferred Stock (Converted @ 3.2840938:1)	310,455	-0-	-0-
Series B Preferred Stock (Convertible @ 11.2069:1)	-0-	-0-	1,285

Based on 20,609,465 fully diluted shares of Common stock believed to be outstanding as or Person beneficially owned approximately 4.4% of the Company's outstanding Common Stock.

Voting and Dispositive Power.

Reporting Person		Number of Shares			
David C. Annin		Sole Voting Power	Sole Shared Voting Power	Dispositive Power	Shared Dis
Common	922,224	-0-	92	2,224	-0-

1,285

-0-

Series "B" Preferred 1,285

Transaction in Company Securities:

The following purchases and or acquisitions have been made by the Reporting Person:

Type of	Shares Purchased	Price per			
Security	or acquired	share		Date	
Series "B"	1,2	85	(1)	12/29	/00
Preferrred					

1.) Acquired by converting preferred stock of predecessor company (which was acquired for \$1 stock of the company, pursuant to the terms of the Letter Agreement dated June 7, 2000.