

Broadcasting Oct 29

Reaching over 113,000 readers every week

60th Year 1990

TELEVISION / 40

Networks ready series and specials for November sweeps battle

RADIO / 35

Atlanta TV assembles 24 radio station network to rebroadcast its news

BUSINESS / 52

Third quarter financial results for television station owners

CABLE / 58

The outlook on rates, new program services post-cable bill

Big Numbers.



Columbia Pictures Television
A unit of Columbia Pictures Entertainment, Inc.

Source: NSI 9/10-10/10/90 overnight market avg. rig. vs. year-ago tp.

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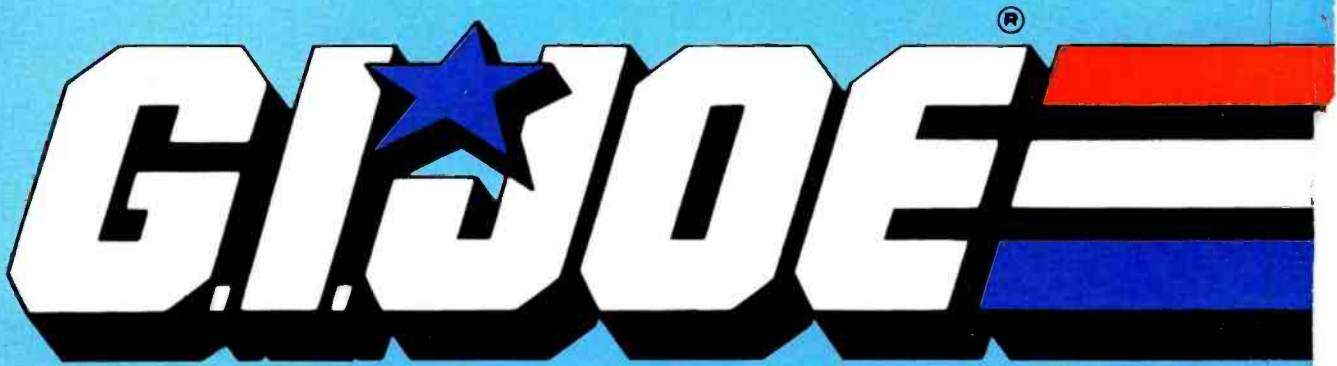
NOV 2 1990

Vol. 119 No. 18

**Lowest unit rate:
The profits
and the problems
DBS: No longer a gleam
in television's eye**

COMEBACK PLAY

GI JOE
PLAYS THE 1990
OVERNIGHT ADVERTISING



BEATS THE COMPETITION IN
INCREASES ITS LEAD-IN IN 2

SOURCE: NIELSEN OVERNIGHT MARKETS WEEKS 9/24, 10/1/90



GI Joe is a trademark of Hasbro, Inc.
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Sales by:



TRIBUNE
ENTERTAINMENT
Company

ER OF THE YEAR

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7 OF THE TOP 10 MARKETS
OF 25 OVERNIGHT MARKETS

 **Claster**
TELEVISION INCORPORATED

THIS WEEK

27 / GETTING OUT THE VOTE

Along with the more than \$230 million of political advertising expected to pour into TV stations this year, there is also confusion over how to comply with the FCC's statutorily mandated lowest unit charge requirement for campaign spots.

29 / K PRIME PRIMED

Burning the midnight oil last week and this, K Prime engineers say they are ready to launch the nation's first midpower direct-to-home satellite television service next Monday, Nov. 5. About 100 consumers in scattered test markets, most of them uncabled, have committed to taking the three- to six-foot dishes to receive seven superstations and three pay-per-view signals. K Prime expects to grow from about 30 to 120 test distributors, and from 100 to 40,000 subscribers by next June—on its way to 300,000 break-even subs by 1993.

33 / HDTV ON \$12 MILLION OR LESS

CBS and the Public Broadcasting Service have released the preliminary results of separately conducted studies that estimate total TV station conversion costs will range between \$5 million and \$12 million, assuming that the conversion is spread over several years and that the FCC selects an all-digital transmission system. The numbers are significantly more optimistic than an earlier study that suggested a range of \$10 million to \$38 million.



K Prime to launch in seven days (page 29)

34 / FNN TAKES ANOTHER HIT

Earl Brian has been replaced as chief executive officer of FNN and its parent Infotech. Two new co-CEO's have been assigned the task of getting the companies' financial houses in order and selling off some or all of Infotech's businesses.

35 / RADIO-TV CONNECTION

Cox's WSB-TV Atlanta has brought together a 24-station radio network to simulcast its six o'clock newscast. Radio stations also will function as stringers for the ABC affiliate.

35 / RAB NEWS

The Radio Advertising

Bureau elected its new board members and named Rick Buckley, Buckley Broadcasting RAB chairman. The board also approved a marketing plan designed to increase radio's share of advertising money.

40 / GEARING UP FOR SWEEPS

The network television season heads into its November sweeps period with an emphasis on high-visibility programming. Moving away from multi-night mini-series, both ABC's and NBC's sweeps programming are anchored by two-part, four-hour movies. CBS is relying on a slate of made-for-TV movies, specials and three theatrical movies making their network television

debut, to push it ahead.

44 / MAJOR SERIES LOSS

The unusually short World Series in the first of CBS's four-year, \$1.06 billion contract with Major League Baseball resulted in a loss estimated at more than \$100 million. But CBS said the long-term value of the contract, including its promotional impact on regularly scheduled programming, has yet to be seen.

49 / SMPTE EQUIPMENT ROUNDUP

Rival composite digital videotape formats were demonstrated on the exhibit floor during the Society of Motion Picture and Television Engineers conference in New York (Oct. 13-16). Digital TV transmission and studio automation equipment were also prominent at the exhibition. But the 1990 SMPTE exhibition was smaller and more lightly attended than usual, mainly due to unhappiness with the New York site (page 51). The exhibition will not be returning there until at least 1994.

52 / FLAT QUARTER

Third quarter financial results for Capital Cities/ABC and other TV broadcasters show flat to modest earnings comparison to last year's third quarter. ESPN earnings are hurt by baseball rights fees.

53 / COMPARATIVE QUESTIONS

Some advertisers are upset with the way the standards

and practices departments at the networks are handling comparative commercials. Comparative ads—commercials that attack or mock competing products by name—are rampant in automobile, telecommunications and soft drink industries. Coca-Cola has met with the networks and discussed the possibility of creating an agency independent of the networks and advertisers to review comparative ads.

58 / WHAT NOW?

With the demise of the cable bill, the industry confronts the issues on the minds of Congress—rate increase, programing exclusivity, MSO ownership in programing services and access—and the fallout from having no bill.

60 / WTBS LOOKS FOR NEW LIFE

WTBS(TV) Atlanta isn't the cable ratings king it once was; it has been overshadowed by its image-conscious, co-owned network, TNT. But with plans for a new on-air look and a nearly 1,000-title movie package from MGM/UA, the superstation is looking to make sure it stays on top of the cable heap.

62 / FCC CABLE ACTION

FCC is planning to

The industry looks beyond the cable bill (page 58)



Sweep's stake: ABC's does Stephen King's "It" (page 40)

propose a new multifaceted "effective competition" standard for determining which cable systems should be subject to municipal rate regulation. The proposed standard would likely result in more systems falling under the regulatory purview of local franchising authorities.

66 / SELF-GUIDANCE

The National Infomercial Marketing Association used its first annual conference to take guidance from Congress and federal agencies, and to show its intent to curb its own,

issuing guidelines on both the form and content of program-length ads.

67 / NEGATIVE INTERACTION

The National Association of Broadcasters

and the Association for Maximum Service Television filed joint comments opposing the implementation of T-NET, a wireless interactive TV system in the UHF band, because the spectrum will be needed for HDTV broadcasting. T-NET's developer, Radio Telecom & Technology Inc., and other supporters of the system say interactive technology should not be delayed by HDTV.

68 / FOX LAUNCH

Fox Broadcasting has hired several key executives at the Washington-based Fox News Services, where organizers foresee a possible early 1991 launch of its much anticipated national news service. The hour-long daily newscast should be a boon for Fox's 132 predominantly UHF affiliates, 18 of which currently have nightly newscasts.

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Incorporating

The Fifth Estate
TELEVISION.
Broadcasting
■ Cable

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CLOSED CIRCUIT

New York

High-stakes gamblers

Thanksgiving holiday is latest hope for Sky Cable would-be partners News Corp., NBC, Cablevision Systems and Hughes Communications, to return from separate corners to close latest version of proposed \$1 billion high-power DBS partnership. This plan calls on at least two, probably three, of companies to contribute less than originally planned \$75 million each in startup funds.

Sources close to negotiations suggest that News Corp. and NBC—both unhappy with death of program access legislation and both under pressure from investors to minimize debt—are in position to leverage their shares downward on threat of parents nixing deal. Complete confidence of Hughes and parent GM are "still driving this," making reduction in Hughes' share unlikely, said one, but Cablevision, chaired by gung-ho Charles Dolan in programming partnership with less bullish NBC, may be caught in middle.

In any case, negotiation track record so far, and heavy News Corp. debt (board meeting in Adelaide, Australia, issued no definitive news by press time), would have battalions of attorneys derailing closure again. End of year, when Hughes has said real system building must begin, may prove point of no return for current set of players.

End in sight?

Executives at Capital Cities/ABC and Turner Broadcasting System said settlement is likely by end of week in long-

BLEAK GETS BLEAKER

FNN leasor meeting at New York's Doral Hotel Friday attracted about 80, many of whom left not knowing what to do after hearing that things are worse than thought. Group was told by Infotech executives that monthly losses are exceeding \$4 million, half for lease agreements, most for equipment. Leasors see no benefit in foreclosing because it would bring little money in short or long term; instead, many expected equipment companies to try to reclaim equipment. However, group was told much of equipment—particularly cameras, decks and field editing equipment—is "lost," perhaps as much as two-thirds of leased inventory. Group's best hope is that company will be sold to large company that can carry Infotech's debt. Group was told that Time Warner and CapCities/ABC are two most serious, and financially capable, prospective buyers. Neither is said willing to commit until current audit is completed, although sources at Infotech say deal may be struck sooner. Mystery man, believed to be Sean Mathis, has stepped into picture to help two new co-chairmen (see story page 34) plan Infotech strategy.

standing legal battle with U.S. Treasury Department over telecast of Pan Am Games from Cuba in August 1991. CC/ABC attorney said Friday (Nov. 2) was "not an unrealistic target" for resolution in case, originally prompted by network's attempt to pay \$6.5 million in rights fees to communist-ruled country. Previous court decisions ruled deal as violation of Trading With the Enemy Act.

Washington

Key vote

Will FCC Commissioner Andrew Barrett emerge as swing vote on financial interest and syndication rules? That's way things are shaping up on eighth floor of FCC on controversial issue. All five commissioners agree rules will be relaxed and that broadcast networks will receive some measure of freedom to acquire equity and syndicate

network programs. But how far agency goes in lifting current prohibitions is open question. Chairman Alfred Sikes and commissioner

James Quello seem more sympathetic toward networks and more willing to loosen reins, while Sherrie Marshall and Ervin Duggan lean toward producers and keeping fairly tight grip. That leaves Barrett, who has been keeping views close to vest.

Indecency update

Since FCC began crackdown on broadcast indecency three-and-a-half years ago, nine stations have paid fines for airing programming agency deemed indecent. Latest to write check to federal treasury was KLOL(FM) Houston. FCC hit stations with \$6,000 notice of apparent liability (NAL) two weeks ago for material broadcast early this year during morning drive [Mark] Stevens and [Jim] Pruett Show.

Two other stations are contesting NAL's and five have responded to letters of inquiry about alleged indecency



BAYLISS BASTING

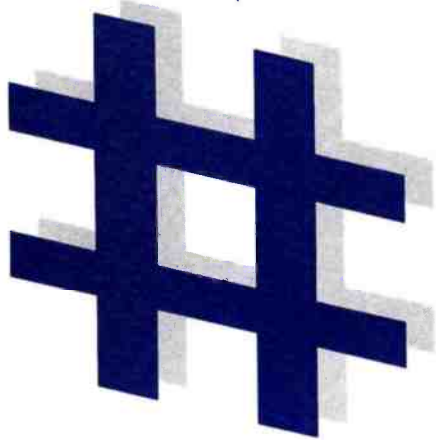
The fifth annual Bayliss Foundation Media Roast was held in New York's Plaza Hotel last week to honor and parboil Kerby Confer, chairman, Keymarket Communications. Standing, from left; Joe Bayliss, Bayliss Media Foundation; Frank Marinello, long time Confer friend from Glen Burnie, Md.; Frank Boyle, Frank Boyle & Co.; Jerry Achthey, KSSN-AM-FM Little Rock, Ark.; Paul Rothfuss, Arrow Communications; Jim Long, FirstCom Broadcast Services; Tim Menowsky, Communications Equity Associates. Seated, from left; Paul Kagan, Paul Kagan Associates; Kathy Marien, Communications Equity Associates; Confer's wife Judy; Kerby Confer, and Joe Amaturio, Treemont Group.

Get Real!



***"I think Roseanne
Conner is real
because I'm real.
I spent seven
years working
on my character
before we started
the show so I really knew
what I wanted to do."*** Roseanne on **ROSEANNE**

Get Roseanne.



Steven Spielberg Presents

TINYTOON



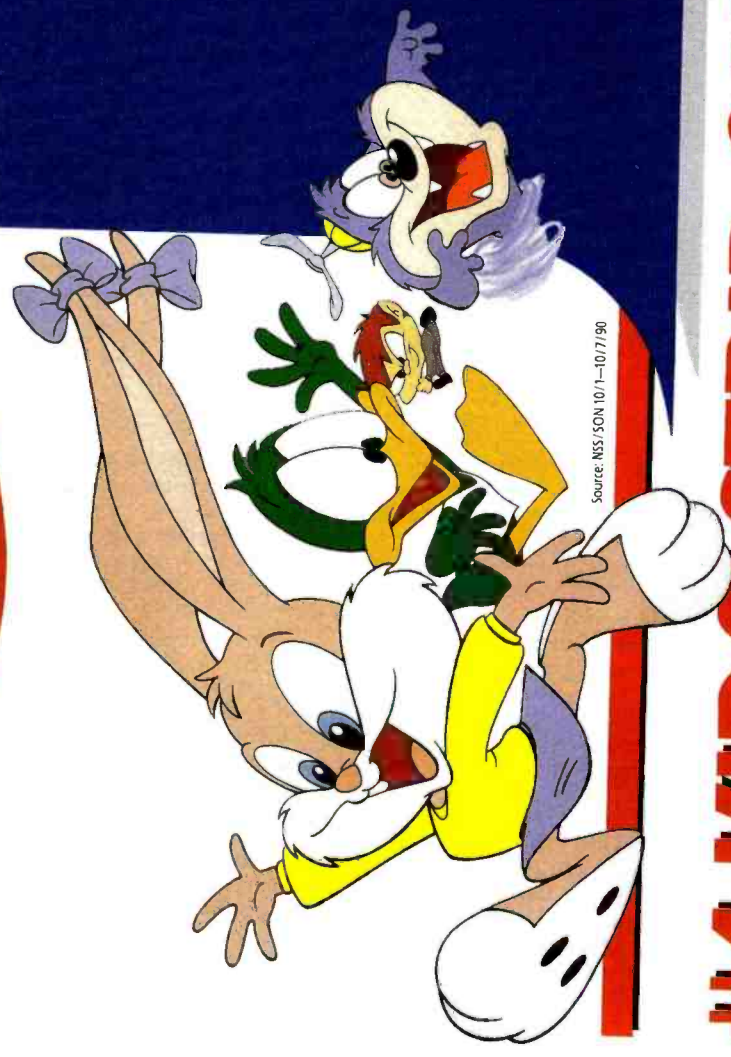
PROGRAM

KIDS 2-11
RATING

TINY TOON ADVENTURES.....	8.8
TALESPIN.....	8.7
TEENAGE MUTANT TURTLES.....	8.7
CHIP 'N DALE RESCUE RANGERS ..	8.2
DUCKTALES.....	6.3
MERRIE MELODIES.....	4.6
MUPPET BABIES.....	4.5
GUMMI BEARS.....	3.4
ALVIN & THE CHIPMUNKS	3.3
G.I. JOE.....	2.9
SUPER MARIO BROS.....	2.1
WAKE, RATTLE & ROLL.....	1.9



THE JETSONS 1.0
NEW ADVENTURES OF HE-MAN... 1.3
VIDEO POWER..... 1.3
MIGHTY MOUSE & FRIENDS 0.6



Source: NIS/SON 10/1-10/7/90

#1 KIDS' STRIP ON TELEVISION



WARNER BROS.
DOMESTIC TELEVISION
DISTRIBUTION
A Time Warner Company
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that are often prelude to NAL's. Seven should not get hopes up. FCC official involved in indecency enforcement could not recall single case where action, once begun with NAL or inquiry letter, ended in dismissal.

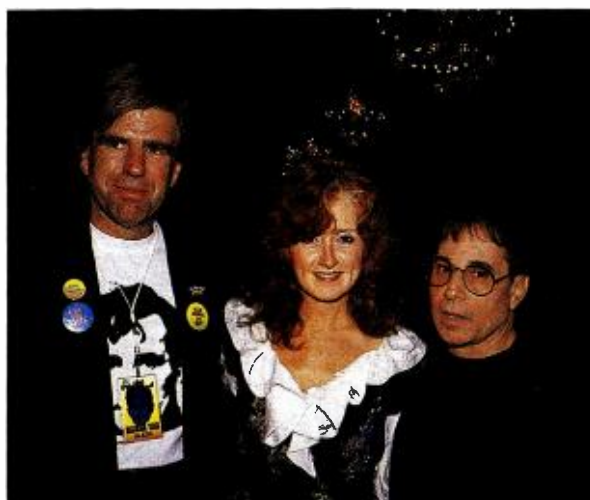
In another enforcement effort, FCC sent out last week letters of inquiry concerning possible violations of political advertising (lowest unit charge) rules to seven more stations, including WFAA-TV Dallas. FCC would not release calls of other six until it had confirmed that they had received letters. Latest batch brings to 13 number of stations to receive letters. All were among 30 radio and television stations subject of audits by FCC last July. Audit found most stations were charging candidates more than commercial advertisers for time in apparent violation of rules.

Just saying no to low power FM's

In what would be blow to entrepreneurs with plans to use FM translators for originating programming and retransmitting satellite-fed programming, FCC is expected to adopt at Nov. 8 meeting order restricting translators to purpose for which they were conceived—filling and, in some cases, extending reach of full-power FM stations. Vote would be victory for National Association of Broadcasters, which vigorously opposed turning translators into "low power FM" stations.

Hollywood On a roll

Buoyant over success of first-run weekly version of *21 Jump Street*, Cannell Distribution's president and CEO, Pat Kenney, says production division, Stephen J. Cannell Productions, will be producing new hour weekly "cops and robbers" action-adventure for fall 1991 launch. Kenney said format and title



FRESTON'S COOL \$1.1 MIL

The stars were out at the AMC Cancer Research Center's "The Night of a Thousand Heroes," Oct. 19 in New York. The center honored MTV Networks Chairman Tom Freston (left) for MTV's contributions to the center. Artists Bonnie Raitt and Paul Simon performed at the fundraising ball, which was attended by 1,200 and raised \$1.1 million.

of drama, which will be shot at Cannell's Vancouver, Canada, production facilities, will be announced shortly. In national Nielsen ranking report (NSS) for week ending Oct. 14, first-run *Jump Street* generated 5.3 rating, ranking 13th among all barter programs and ahead of such reality strips as *Inside Edition* (4.9 rating) and *Hard Copy* (4.1 rating).

Kenney, with hour off-network action-adventure *Hunter* also scoring 6 p.m. (PT) victory in Los Angeles on KTLA-TV (preliminary 7.3 rating/14 share October overnight average), said his company sees "light at the end of the tunnel" in terms of possible renewed viewer interest in hour dramas for syndication. Over last five-six years almost all off-network dramas have gone cable route, but Kenney says "independent and affiliate stations are turning to first-run and off-network hours to counter-program glut of sitcoms in the marketplace."

Double-running

In wake of Warner Bros. Domestic Television Distribution's deal to provide three animated series to Fox Children's Network (see "In Brief"), one of these being stripped episodes of *Beetlejuice*, ABC's vice president of children's programming, Jenny Trias, says network has no problem of added Fox exposure of series that runs on ABC's Saturday morning schedule (10 a.m. ET). In fact, Trias confirmed that she has eight more scripts on order from producer Nelvana Entertainment and Warner Bros. for next season, and considers *Beetlejuice* as one of strongest elements of children's lineup.

Trias cited growing amount of double-running syndication and network animated distribution deals, including Columbia Television's *Slimer and the Real Ghostbusters* (on ABC), Henson International's *Muppet Babies* (CBS), Warner

Bros.' *Chipmunks Go To the Movies* (NBC), and Murakami Wolf Swenson Inc.-Group W's *Teenage Mutant Ninja Turtles* (CBS), as "effective cross-promotion of each other's children's programming efforts."

Chicago

Comparing notes on cable

Executive committee of National Cable Television Association will hunker down at Chicago's O'Hare Airport Hilton today (Oct. 29) for first assessment of industry's regulatory future since demise of cable legislation two weeks ago. Following meeting, NCTA President James Mooney will try to piece together new Washington strategy for discussion Nov. 14 at full board meeting in Palm Desert, Calif. Centerpiece of strategy may be FCC and upcoming proceeding aimed at setting new "effective competition" standard for determining how many cable systems are subject to rate regulation (see story, page 62). If standard is tough enough, much of legislative energy for onerous cable legislation next year may be dissipated.

Bloomington For sale?

Capitol Broadcasting is said to be considering selling WTTV-TV Bloomington, Ind. (Indianapolis). Raleigh, N.C.-based group owner bought VHF independent out of bankruptcy two years ago for price estimated at over \$60 million, but down from \$73 million paid in 1984 by previous owners, Drexel Burnham-led management buyout. Helped in part by November 1989 metering of market, station's ratings have improved—according to Arbitron and Nielsen May sweeps results—although competing independent and UHF Fox affiliate WXIN-TV, appears to have gained more.

**DID
YOU GET
WHAT
YOU PAID
FOR?**

GET WHAT YOU PAID FOR!

The Hour Alternative.

21 JUMPSTREET



**FIRST
THREE
WEEKS**



NEW YORK
UP 38%
OVER YEAR-AGO TP

DALLAS
UP 65%
OVER YEAR-AGO TP

SOURCE: Arbitron:
9/17-10/5/90, Oct. '89.



DETROIT

UP 15%
OVER LEAD-IN



CANNELL DISTRIBUTION Co.

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DATEBOOK

■ indicates new listing or changed item.

THIS WEEK

Oct. 28-31—*Canadian Association of Broadcasters/Western Association of Broadcast Engineers* annual convention and trade show. Edmonton Convention Center, Edmonton, Alberta. Information: (613) 233-4035.

Oct. 28-Nov. 1—Technology studies seminar for educators sponsored by *Gannett Center for Media Studies*. Gannett Center, Columbia University, New York. Information: (212) 280-8392.

Oct. 29-31—Third annual international conference on interactive entertainment, *InterTainment '90*, co-sponsored by *Alexander & Associates* and *NYNEX Corp.* Marriott Marquis, New York. Information: (212) 382-3929.

Oct. 30—*Women in Cable, Atlanta chapter*, breakfast meeting. Speaker: Margaret Richebourg, president, Richebourg Marketing. Westin Lenox, Atlanta. Information: Pam Hayes,

(404) 928-0333.

Oct. 30—*Cable Television Administration and Marketing Society* "homes passed" management seminar. Fort Lauderdale, Fla. Information: (703) 549-4200.

Oct. 30-Nov. 1—*Utilities Telecommunications Council* board of directors meeting. Capitol Hilton, Washington. Information: (202) 872-0030.

Oct. 30-Nov. 4—*National Black Media Coalition* annual conference. Hyatt Regency, Bethesda, Md. Information: (202) 387-8155.

Oct. 31—"The New Phase in Network Marketing," drop-in luncheon featuring George Schweitzer, senior VP, communications, CBS/Broadcast Group, sponsored by *National Academy of Television Arts and Sciences, New York chapter*. Copacabana, New York. Information: (212) 768-4510.

Oct. 31—"Terrific! Let's Do It!" or Convincing Your Clients to Buy Your Ideas," personal development seminar sponsored by *American Association of Advertising Agencies*. Ritz Carlton

Buckhead, Atlanta. Information: (212) 682-2500.

Oct. 31—Deadline for entries in radio promotion contest sponsored by *Georgia Association of Broadcasters*. Information: GAB, 500 Sugar Mill Road, suite 240A, Atlanta, Ga., 30350.

Oct. 31-Nov. 1—"Broadcast Diversity in Eastern Europe: The Challenges of the 1990's," forum sponsored by *Center for Strategic & International Studies* in association with *International Media Fund* and *National Association of Broadcasters*. National Press Club and Gannett Foundation, Washington. Information: Michael O'Hara Garcia, (202) 775-3263.

Oct. 31-Nov. 3—Sportel, "first international television program market devoted solely to sport." Participants will include broadcasters, cable, satellite and DBS programmers. Loews Hotel, Monte Carlo. Information: Vital Communications, (201) 869-4022.

Nov. 1—*Cable Television Administration and Marketing Society* "homes passed" management seminar. New York. Information: (703)

MAJOR MEETINGS

Oct. 30-Nov. 4—*National Black Media Coalition* annual conference. Hyatt Regency, Bethesda, Md.

Nov. 14-16—*Television Bureau of Advertising* annual members meeting. Loews Anatole, Dallas.

Nov. 17-19—LPTV annual conference and exposition, sponsored by *Community Broadcasters Association*. Riviera, Las Vegas. (800) 225-8183.

Nov. 28-30—Western Cable Television Conference & Exposition, sponsored by *California Cable Television Association*. Anaheim Convention Center, Anaheim, Calif.

Jan. 3-6, 1991—*Association of Independent Television Stations* annual convention. Century Plaza, Los Angeles. Future convention: Jan. 7-10, 1992, Fairmont Hotel, Stanford Court and Mark Hopkins Hotel, San Francisco.

Jan. 14-18, 1991—28th annual *NATPE* International convention. New Orleans Convention Center, New Orleans.

Jan. 21-23, 1991—*Satellite Broadcasting and Communications Association* trade show. Bally's, Las Vegas. Information: (800) 654-9276.

Jan. 24-27, 1991—*Radio Advertising Bureau* Managing Sales Conference. Opryland Hotel, Nashville.

Jan. 25-29, 1991—*National Religious Broadcasters* annual convention. Sheraton Washington, Washington.

Jan. 25-31, 1991—*National Association of Broadcasters* winter board meeting. Ritz-Carlton, Naples, Fla.

Feb. 1-2, 1991—*Society of Motion Picture and Television Engineers* 25th annual television conference. Westin Detroit, Detroit. Future conference: Jan. 31-Feb. 1, 1992, Westin St. Francis, San Francisco.

Feb. 27-March 1, 1991—Texas Cable Show, sponsored by *Texas Cable TV Association*. San Antonio Convention Center, San Antonio, Tex.

March 6-9, 1991—22nd annual Country Radio Seminar, sponsored by *Country Radio Broadcasters*. Opryland Hotel, Nashville. Information: (615) 327-4487.

March 24-27, 1991—*National Cable Television Association* annual convention. New Orleans Convention Center, New Orleans.

April 7-9, 1991—*Cabletelevision Advertising Bureau* 10th annual conference. Marriott Marquis, New York.

April 15-18, 1991—*National Association of Broadcasters* 69th annual convention. Las Vegas Convention Center, Las Vegas. Future conventions: Las Vegas, April 11-14, 1992, and Las Vegas, May 1-4 (tentative), 1993.

April 19-24, 1991—*MIP-TV*, international television program marketplace. Palais des Festivals, Cannes, France. Information: (212) 750-8899.

April 21-24, 1991—*Broadcast Cable Financial Management Association* 31st annual convention. Century Plaza, Los Angeles. Future conventions: April 22-25, 1992, New York Hilton, New York, and April 28-30, 1993, Buena Vista Palace, Lake Buena Vista, Fla.

May 15-18, 1991—*American Association of Advertising Agencies* annual convention. Greenbrier, White Sulphur Springs, W.Va.

May 15-19, 1991—Annual public radio conference, sponsored by *National Public Radio*. Sheraton, New Orleans.

May 16-19, 1991—*American Women in Radio and Television* 40th annual convention. Omni Hotel, Atlanta. Future convention: May 27-30, 1992, Phoenix.

June 8-11, 1991—*American Advertising Feder-*

ation national advertising conference. Opryland, Nashville.

June 11-13, 1991—*ABC-TV* annual affiliates meeting. Century Plaza, Los Angeles.

June 16-19, 1991—*Broadcast Promotion and Marketing Executives & Broadcast Designers Association* annual conference. Baltimore Convention Center, Baltimore.

■ **June 18-21, 1991**—*National Association of Broadcasters* summer board meeting. NAB headquarters, Washington.

July 24-27, 1991—*Cable Television Administration and Marketing Society* annual conference. Opryland, Nashville.

Aug. 25-27, 1991—Eastern Cable Show, sponsored by *Southern Cable Television Association*. Atlanta.

Sept. 11-14, 1991—Radio '91 convention, sponsored by *National Association of Broadcasters*. San Francisco.

Sept. 25-28, 1991—*Radio-Television News Directors Association* international conference and exhibition. Denver.

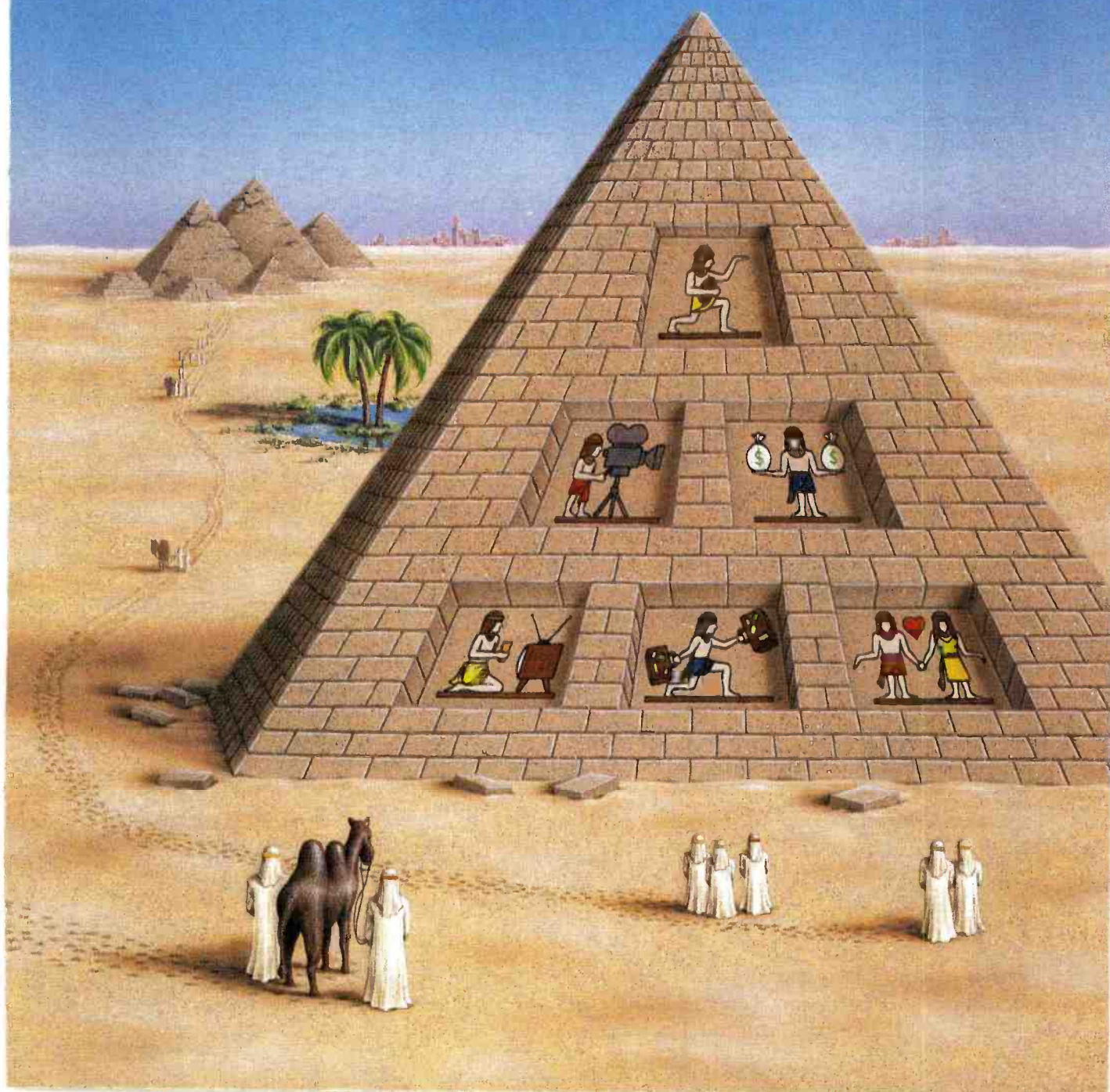
Oct. 3-6, 1991—*Society of Broadcast Engineers* fifth annual national convention. Houston. Information: 1-800-225-8183.

Oct. 10-14, 1991—*MIPCOM*, international film and program market for TV, video, cable and satellite. Palais des Festivals, Cannes, France. Information: (212) 689-4220.

Oct. 26-30, 1991—*Society of Motion Picture and Television Engineers* 133rd technical conference and equipment exhibit. Los Angeles. Future conference: Nov. 11-14, 1992, Metro Toronto Convention Center, Toronto.

July 2-7, 1992—*International Broadcasting Convention*. RAI Center, Amsterdam. Information: London—44 (71) 240-1871.

**VERY FEW GAME SHOWS STAND
THE TEST OF TIME..**



"Voices and Visions: College Broadcasters Forging the '90's." Keynote speaker: Quincy Jones, producer of music, film and television and head of Quincy Jones Entertainment. Brown University, Providence, R.I. Information: (401) 863-2225.

Nov. 16-18—*National Broadcasting Society-Alpha Epsilon Rho* south regional meeting. Memphis. Information: Ken Lane, (501) 972-3070.

Nov. 17-19—LPTV annual conference and exposition, sponsored by *Community Broadcasters Association*. Riviera, Las Vegas. Information: (800) 225-8183.

Nov. 19—18th annual International Emmy Awards gala, sponsored by the *International Council of the National Academy of Television Arts and Sciences*. Sheraton Centre, New York. Information: (212) 489-6969.

Nov. 20—*Federal Communications Bar Association* monthly luncheon. Speaker: Paul Tagliabue, NFL commissioner. Washington Marriott, Washington. Information: (202) 833-2684.

Nov. 21-23—"Managing the Communications Mix in the Orient and the Pacific," seminar designed to assist advertising professionals working in the Pacific Rim, sponsored by *Association of National Advertisers*. Sheraton Hong Kong, Hong Kong. Information: (212) 661-8057.

Nov. 27—Pay per view conference, sponsored by *Cable Television Administration and Marketing Society*. Anaheim, Calif. Information: Bob Westfield, (703) 549-4200.

Nov. 27—"How Does the Press Cover Economic Abuse?" seminar sponsored by *Center for Communication*. Panelists include Lou Dobbs, CNN, and Robert Krulwich, correspondent, CBS News. Center auditorium, 570 Lexington Avenue, New York. Information: (212) 836-3050.

Nov. 28-30—Western Cable Television Conference & Exposition, sponsored by *California Cable Television Association*. Anaheim Convention Center, Anaheim, Calif. Information: (415) 428-2225.

Nov. 29—*American Sportscasters Association* sixth annual Hall of Fame dinner, Marriott Marquis, New York. Information: (212) 227-8080.

Nov. 29—"An Evening with John Callaway (*Chicago Tonight* and *Callaway Interviews*)," part of screening exhibition, "WTTW/Channel 11: A 35th Anniversary Celebration," which runs Oct. 3-Dec. 3, at *Museum of Broadcast Communications*. Museum, Chicago. Information: (312) 987-1500.

Nov. 30—"Marketing to Youth: New Forms of Communication," seminar sponsored by *Center for Communication* featuring executives of Fred/Alan Inc., entertainment-based "youth advertisers" associated with MTV. Center auditorium, 570 Lexington Avenue, New York. Information: (212) 836-3050.

Nov. 30—Deadline for entries in 15th annual *Television Bureau of Advertising/Automotive Commercial Competition*, for automotive dealers and dealers associations, their ad agencies or TVB member TV stations. Information: Lauren Schachter, TVB, (212) 486-1111.

DECEMBER

Dec. 1—*National Academy of Television Arts and Sciences Miami chapter* Emmy Awards presenta-

tion. Diplomat Hotel, Miami. Information: Christi Shea, (305) 325-2465.

Dec. 1—*National Broadcasting Society-Alpha Epsilon Rho* New England regional meeting. Framingham, Mass. Information: Donna Walcovy, (508) 626-4698.

Dec. 1—*Michigan AP Broadcasters Association* regional meeting for southern Michigan. Ann Arbor, Mich. Information: Geoff Haynes, (313) 259-0650.

Dec. 2-7—*Poynter Institute for Media Studies* seminar, "Broadcast: Video Graphic Design." Poynter Institute, St. Petersburg, Fla. Information: (813) 821-9494.

Dec. 3-4—"Litigating Copyright, Trademark and Unfair Competition," seminar co-sponsored by *Practising Law Institute* and *California Continuing Education of the Bar*. Beverly Hilton, Los Angeles. Information: (212) 765-5700.

Dec. 3-4—*Financial Times* 11th conference on World Telecommunications. London. Information: 071-925-2323.

Dec. 3-9—Africa Telecom '90, sponsored by *Posts and Telecommunications Corp. of Zimbabwe* and *International Telecommunication Union*. Theme: "Mobilizing Resources for Development." Harare International Conference Center and Sheraton Hotel, Zimbabwe. Information: 41-22-730-5244.

Dec. 4—"An Evening with Bill McCarter (president, WTTW)," part of screening exhibition, "WTTW/Channel 11: A 35th Anniversary Celebration," which runs Oct. 3-Dec. 3, at *Museum of Broadcast Communications*. Museum, Chicago. Information: (312) 987-1500.

Dec. 4-5—"The Economic Outlook for 1991," conference for journalists sponsored by *Washington Journalism Center*. Watergate Hotel, Washington. Information: (202) 337-3603.

Dec. 4-6—*Cable Television Administration and Marketing Society* service management master course. Los Angeles. Information: (703) 549-4200.

Dec. 4-7—*Cable Television Administration and Marketing Society* sales management master course. Orlando, Fla. Information: (703) 549-4200.

Dec. 4-7—*Arbitron* radio advisory council meeting. Laguna Niguel, Calif.

Dec. 5-8—*Poynter Institute for Media Studies* seminar, "Broadcast: News Graphics for Producers." Poynter Institute, St. Petersburg, Fla. Information: (813) 821-9494.

Dec. 6-7—"Telecommunications Policy and Regulation: The Year Ahead," seminar co-sponsored by *Practising Law Institute* and *Federal Communications Bar Association*. Capitol Hilton, Washington. Information: (212) 765-5700.

Dec. 7—Deadline for entries in Edward R. Murrow Award, which honors an individual whose work has fostered the growth, quality and image of public radio, sponsored by *Corporation for Public Broadcasting*. Information: (202) 879-9772.

Dec. 8—*Texas Associated Press Broadcasters* regional seminar. Corpus Christi Marriott, Corpus Christi, Tex. Information: Diana Jensen, (214) 991-2100.

Dec. 11—"New Technologies: Fiber Optics and the Opening of Communications," seminar sponsored by *Center for Communication*. Among speakers: Reese Schonfeld, president, Current Trends Productions; former president, CNN, and past president, Optic Fiber in Ameri-

ca. Center auditorium, New York. Information: (212) 836-3050.

Dec. 12—*Academy of Television Arts and Sciences* forum luncheon. Speakers: J. Nicholas Counter III, Alliance of Motion Picture and Television Producers, and Alfred DiTolla, International Alliance of Theatrical Stage Employees. Topic: "New Technologies and Industry Changes." Beverly Hilton, Los Angeles. Information: (818) 953-7575.

Dec. 12—*American Women in Radio and Television*, Washington chapter, Christmas party. Washington. Information: MacKenzie Kearney, (202) 820-2048.

Dec. 14—Deadline for entries in *Academy of Television Arts and Sciences* 12th annual college television awards. Information: (818) 953-7575.

Dec. 13—"Is There a Future for Public Television? What Should It Be?" seminar sponsored by Center for Communication. Center auditorium, 570 Lexington Avenue, New York. Information: (212) 836-3050.

Dec. 13-14—*C-SPAN* "Capitol Experience" seminar "to provide cable operators with insight into the network's programming philosophy, reasons to carry C-SPAN and ways to promote it among their general audience." C-SPAN headquarters, Washington. Information: (202) 737-3220.

Dec. 13-16—Focus news workshop for radio reporters and producers working in bilingual environments, sponsored by *Alaska Public Radio Network* and *Corporation for Public Broadcasting* and hosted by Western Public Radio and KQED-FM San Francisco. San Francisco. Information: Karen Cox, (907) 563-7733.

Dec. 17-20—"Fiber Optic Installation, Splicing, Maintenance and Restoration for Cable TV Applications," training class offered by Siecor Corp. Siecor, Hickory, N.C. Information: (704) 327-5000.

Dec. 18—"On Location at Channel 13 [WNET]," tour sponsored by *Center for Communication*. Information: (212) 836-3050.

Dec. 31—Deadline for nominations for Breakthrough Awards, sponsored by *Women, Men and Media*, a national research institution of University of Southern California, School of Journalism, honoring "media industry's most significant breakthroughs in the portrayal and employment of women." Information: (213) 743-8180.

Dec. 31—Deadline for applications for *National Association of Hispanic Journalists* annual scholarship awards. Information: Patricia Rodriguez, (202) 783-6228.

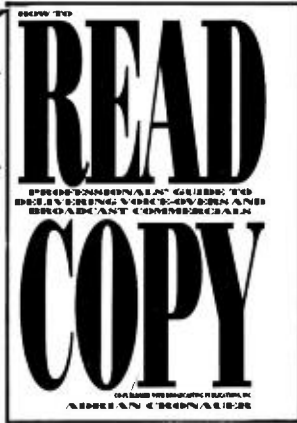
JANUARY 1991

Jan. 3-6—*Association of Independent Television Stations* annual convention. Century Plaza, Los Angeles.

Jan. 6-8—*Cable Television Administration and Marketing Society* research conference. Scottsdale, Ariz. Information: (703) 549-4200.

Jan. 7—Deadline for entries in Commendation Awards, sponsored by *American Women in Radio and Television*. Information: (202) 429-5102, AWRT, suite 700, 1101 Connecticut Avenue, N.W., Washington, D.C. 20036.

Jan. 8—Deadline for entries in "RadioBest" Awards for creative radio advertising, sponsored by *Twin Cities Radio Broadcasters Association*. Information: (612) 544-8575.



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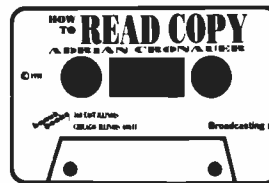
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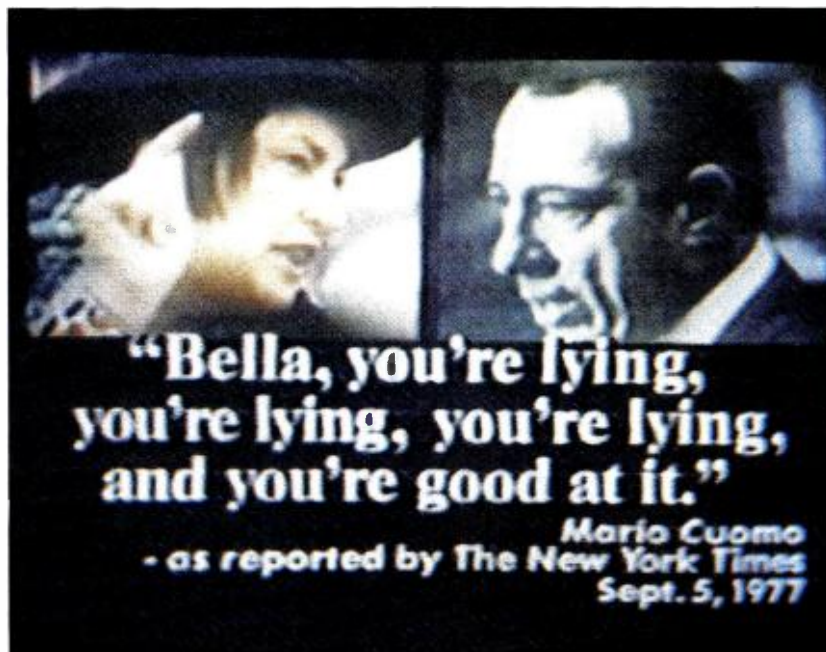
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TOP OF THE WEEK



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POLITICAL ADVERTISING: GOOD NEWS/BAD NEWS

It's still a bonanza for broadcasters but a pain in the neck as well; gross may reach \$300 million by Nov. 6

With over \$230 million of political advertising expected to pour into television stations this year, you would think broadcasters would be down on their knees praising the American system of democracy and the spending it encourages.

But confusion over how to comply with the FCC's statutorily mandated lowest unit charge requirement for campaign spots and disillusionment with political advertising has left many broadcasters looking forward to Wednesday, Nov. 7.

According to the Television Bureau of Advertising, 1990 political ad revenues will reach at least \$230.5 million (the lion's share to national spot and local, only \$500,000 to networks) and may go as high as \$305 million. According to the association, political spending for the first half of 1990 was almost 34%

ahead of the presidential election year of 1988.

The locales with the highest volume of political advertising include California, Texas, Florida and Massachusetts, where there are highly contested gubernatorial races. Bruce Marson, vice president and general manager, WNEV-TV Boston, said: "Politics has been a lifesaver for us in this quarter because both locally and nationally, the money is just not out there." It is estimated the race for governor of Massachusetts, between Democrat John Silber and Republican William Weld, will mean anywhere from \$5 million to \$10 million to Boston broadcasters.

In California, the race for governor, between Democrat Dianne Feinstein and Republican Pete Wilson, is providing broadcasters with much needed financial aid. "Political advertising ensures meet-

ing the bottom line," said Ed Quinn, vice president and general manager, KGTV(TV) San Diego. KOFY-TV San Francisco General Manager Jim Gabbert said his station is 10% ahead in the fourth quarter. For KCRA-TV Sacramento, revenue from political advertising materialized later than expected. Said General Manager John Kueneker: "It was not until October when our political projections were met."

Some broadcasters are doubly blessed. For example, stations in Omaha get advertising for races both in Nebraska and in neighboring Iowa. The same is true for Rhode Island where stations normally hurting for revenue because of the economy in New England are having great fourth quarters.

But not every market is having a great election year. In New York, for example, it is a foregone conclusion that

Democratic Governor Mario Cuomo will win a third term. His chief competition, Republican Pierre Rinfret, is a political novice with no money to spend. Cuomo has been able to sit on his reported \$8 million campaign chest.

And even those caught up in competitive races wonder if they could not do better without political advertising. Said Jack Mazzie, vice president and general manager of ABC affiliate WZZM-TV Grand Rapids, Mich.: "We are having to preempt an awful lot of our regular advertisers for politicians at lower rates and all political dollars don't fall through to the bottom line."

Tom Heston, general sales manager of NBC affiliate WHO-TV Des Moines, Iowa, agrees. "The political revenue is nice to have in a soft year, but it eats up inventory and there is a lot of backlash with our regular advertisers. Not all of it is windfall money and it is not all new money. Even with it, we may not make our original budget projections."

Some of the displaced money is finding a home on independents that don't get much political advertising. Linda Cochran, vice president and general manager of WLFL-TV Raleigh-Durham, N.C., said her station has picked up advertisers dropped by the three affiliates in the market. Said Jan Dickler,

general sales manager, WPHL-TV Philadelphia: "I hope that the political advertising people never find my station. I'll be able to stay in business longer."

Although many broadcasters admit that without political advertising budgets would not be met, many are tired of what they consider the cynical approach politicians take to advertising and a few would not mind doing away with political advertising altogether. For example, the race in North Carolina, where Republican incumbent Jesse Helms is facing his biggest challenge in years from Democrat Harvey Gantt. At WRAL-TV Raleigh-Durham—formerly run by Jesse Helms—vice president and general manager John Greene wishes he could just provide free debate time instead of airing their commercials. Said Greene: "We don't go after political advertising. I used to think there was a certain responsibility to carry it, but they don't address the issues. They just play on emotions." Greene continued: "Even in hard times, political advertising is not worth the effort."

Also not worth the effort to many broadcasters is trying to figure out how the FCC wants the lowest rate charge rule interpreted. The FCC's surprise inspection of 30 television stations last July seems to have left those broadcast-

ers and rep firms that handle most of the political advertising confused and overloaded with paperwork.

Said one station rep: "The FCC has made the job we do total chaos and very frustrating. Not one single station has the same interpretation of the law." The problem, according to Thomas Sweitzer, a media buyer at Philadelphia-based Campaign Group, is that there are several different rates. He said: "The good news is that stations are finally facing up to the fact that they have been gouging political candidates. The bad news is that it has created a mountain of paperwork."

The havoc, Sweitzer said, is in trying to get stations to cooperate on rebates when stations overcharge for the lowest unit rate. Sweitzer said he has spent a lot of time fighting with stations that want to send back the client's money rather than applying the difference to more spots. "The stations don't want to do it that way. We want to keep buying time. The last two weeks of the campaign is when 75% of the money is spent and there are massive refunds coming back and I don't think, as hard as we'll try, that we will be able to put that money back into the campaign."

Brad Mont, vice president, Mike Murphy Media, is faced with the same dilemma. "It will be interesting to see what happens after Nov. 6 when the rebates need to come back. What if a guy loses by 1% and thought he was out of money when he wasn't?"

Stations are also having a hard time figuring out what they are supposed to be doing. Michael Coken, vice president and general manager, said: "The interpretation of this is a monumental pain. We attempt to err on the side of conservatism. When in doubt, we give the money back." Fortunately for Indiana broadcasters, not only are there major elections this year, but they also got a boost from a battle between two unions—the United Auto Workers and the American Federation of State, County and Municipal Employees—that spent about \$10 million on elections this year. Union elections do not fall under the lowest unit rules.

One group that may have no complaints about the confusion surrounding the lowest unit rate rules is lawyers. Almost every station manager interviewed by BROADCASTING said they have been in constant contact with their Washington counsel throughout election season regarding advertising practices. As one broadcaster put it: "We're all going to be damned happy when the election is over."

AT PRESS TIME—MGM/UA PATHE MERGER STILL ON

The never-ending sale of MGM/UA to Pathe Communications Corp. for \$1.3 billion is on the verge of being completed. With the announcement that Pathe has delivered checks totalling the \$967 million necessary to close the deal, all that is needed now is the approval of the MGM/UA board.

The final act was not without surprise. Last Sunday (Oct. 22), Pathe announced that Turner Broadcasting System would pay about \$200 million for the rights to 1,000 MGM/UA films for 10 years (see story, page 60).

In a separate transaction, MGM/UA will license 300 films from its library for use on TBS's satellite-delivered Latin America feed set to start in 1991. And, in a forgo and forget move, Warner Brothers, a division of Time Warner Inc., and Pathe signed an agreement which gives Warner Brothers worldwide home video distribution rights for 12½ years to the MGM/UA, Pathe/Cannon film libraries for an advance of \$125 million. Last July, Time Warner sued Pathe for breach of contract. The \$100 million lawsuit grew out of an earlier agreement Time Warner had with Pathe regrading \$650 million that the communications giant had agreed to lend to help the Paris-based media firm close the MGM deal. Pathe then filed a \$500 million countersuit.

The Pathe-Warner deal also gives Warner worldwide home video distribution rights to 11 current Pathe films and five current MGM/UA titles. Warner has also acquired worldwide home video distribution rights to future films produced by Pathe/MGM/UA.

Of the \$1.3 billion needed to make the purchase, Pathe raised \$600 million in equity financing; how they raised the money has been and continues to be the subject of much speculation. Most of the remainder came from MGM/UA's purchase of Pathe's assets, including the Cannon library. Pathe will then turn around and pay MGM/UA shareholders to close the deal. According to the terms of the merger, MGM/UA shareholders are to receive \$17.50 a share. In July, Pathe paid shareholders \$4 with money it had in an escrow account making the total \$21.50 per share.

—JF

PRIMESTARTM

T minus 7 and counting



Earth stations at K Prime headquarters will begin feeding Primestar signals Nov. 5, seven days from today.

K Prime midpower direct-to-home satellite service ready to begin beaming, initially to handful of subscribers across nation; targeting unwired homes at first, and already competing directly in some markets, cable operators speak guardedly of varying approaches to pricing and marketing menu of seven superstations and three pay-per-view channels

Next Monday, Nov. 5, almost two years after nine major cable operators began to discuss the idea, K Prime Partners will launch the nation's first midpower Ku-band direct broadcast satellite (DBS) service, employing 10 transponders aboard GE Americom's 45-watt Satcom K-1 satellite with seven superstations and three pay-per-view services.

As of last week, said Jeffrey Smith, vice president of marketing for K Prime, approximately 100 consumers had "put down money" to receive K Prime's 'Primestar' programming. More than 20 of the .92- to 1.8-meter (3- to 5.9-foot) antennas designed to receive it had been installed at homes in a handful of markets across the nation, as 30 cable systems prepared to distribute the service and equipment by year's end.

Up to 120 distributors are expected by next June, the pro-

spective end of a test marketing period, said Smith who emphasized that each distributor will be a free agent in how it prices and promotes Primestar. Estimating that as many as 40,000 mostly non-cabled homes will have subscribed to Primestar by next summer, K Prime expects to reach a break-even 300,000 subs by 1993 said Smith. Two "sizable,

national research projects" have estimated that Primestar will penetrate 11.6% of uncabled homes, 6.6% of cable subscribers and 4.8% of wired but nonsubscribing homes, he added.

According to Gary Traver, vice president of system operations, K Prime will adopt a video compression scheme by spring 1991 and implement it by early 1992, expanding its channel capacity—and perhaps demand for the service—by a factor of four, eight or more.

At K Prime's suburban Philadelphia headquarters last week, Traver and Thaddeus Mazurczyk, vice president of engineering, were overseeing final installation of rooftop antennas and other Primestar transmission equipment. Temporary facilities pulled down a C-band feed, and sent up, and pulled down again, a Ku feed of the system's test signal, WTBS(TV) Atlanta. Subscriber authorization and encoding



Smith and prototype dish



Last step: Integrating K Prime's transmission facilities

equipment stood wired, lit up and humming.

At the receiving ends, at least one distributor, Warner Cable in Bakersfield, Calif., received its first shipment of Scientific-Atlanta's (S-A) Phase I, B-MAC integrated receiver-decoders (IRD's) on Oct. 25, although Warner Satellite Services Project Manager Chuck Boulet said he waited for more equipment to reach his target of 50 systems in stock.

A Phase II IRD, upgraded to offer impulse pay per view, is not expected until March—four months after K Prime begins to deliver Viewers Choice I and II and Request I; independent superstations WTBS, WWOR(TV) Secaucus, N.J., WGN-TV Chicago, WPIX(TV) New York, KTLA(TV) Los Angeles and WSBK-TV Boston and Fox affiliate KTVU(TV) San Francisco.

From now through next June, Smith said, his office will aid distributors in sharing information on the success or failure of a broad spectrum of pricing and marketing approaches, most focusing on unwired homes, some on wired homes; some selling the dishes and some leasing them, and many offering options to pay higher upfront and lower monthly fees, or vice versa.

It is generally agreed, he said, that success will require "face to face contact" with potential subs, and that, although home dish equipment distributors are often being contracted to install the systems, distribution and billing will almost certainly never fall outside the cable operator realm.

At the end of the test period, he said, the information sharing will end among the nine competing MSO partners—American Television & Communications, Comcast Cable, Continental Cablevision, Cox Cable Communications,

Newhouse Broadcasting, TCI, United Artists Entertainment, Viacom Cable and Warner Cable.

But in Bakersfield, where Warner and Cox Cable are "competing for the same customers," information sharing was out of the question from the start, said Warner's Boulet.

A month and two weeks after Warner

"We have to make sure we do customer service right with these people. We only get one shot."

—Bill Lockhart
Viacom marketing director

executed its one and only Primestar marketing effort—a local press conference that garnered a front page *Bakersfield Californian* story and local TV coverage—Boulet has taken 45 orders, has installed four systems and said he will make no more marketing efforts whatever until he is "confident that we can knock out 10 installations a week," a target he hopes to reach within weeks.

"We know we're still dealing with the cream" who seek all available services, cautioned Boulet. "But we have no indication yet how thick or deep that cream is." Warner's pricing ranges from \$21.95 to \$34.95 per month, with a purchaser of the antenna getting a lower monthly rate than a leasor.

K Prime forbids the sale of the IRD to prevent the B-MAC decoder from slipping in large quantities into signal pirates' hands. A system for tracking the

IRD's in and out of use has been mapped out, said Traver. Warner's Primestar leases include six-month terms and are automatically renewed unless Warner is notified within 30 days.

Only one of the superstations offered by K Prime, KTLA, already appears on Warner's 40-channel Bakersfield system. Not surprisingly then, although Warner's "target is uncabled homes," said Boulet, "we already have inquiries from current cable subs," which have constituted a "very small percentage" of his 45 K Prime sales.

Abram Patlove, vice president, planning and development, Comcast, said the company is looking at an introductory installation price of \$49.95, with a monthly rate of \$29.95, which includes equipment rental, in its Mississippi test markets. Patlove said Comcast will use a variety of marketing techniques, including radio, newspaper, direct mail and direct sale, and will market to both cable and noncable subscribers. Comcast will create a new division to help sell the service, although cable CSR's will also be involved, Patlove said.

ATC will test several monthly price points, between \$19.95 and \$29.96, with installation fees between \$25 and \$50. It will market via direct mail and door hangers, but may also place some ads in the sports sections of newspapers, highlighting the professional teams on the superstations.

In Redding, Calif., Viacom is looking at a \$150 installation fee and a monthly rate of under \$30, said Bill Lockhart, Viacom's marketing director for northern California. There are about 55,000 cable subscribers in the area, 30,000 homes passed by cable but who are not subscribers and 140,000 homes which aren't passed by cable, he estimated.

Lockhart said "direct mail is the keystone," but several media will be used, including bill stuffers, cross-promotion and regional editions of A/V and computer magazines. Telemarketers will follow the direct mail pieces, then field reps will get involved, since a site survey is needed for dish installation. Viacom will keep installation and marketing support in-house, said Lockhart, although additional staff will be added if needed. He said Viacom will probably restrict its marketing efforts to a 35-mile area.

The challenge, he said, will be to sell to people who have already turned down C-band service, by highlighting Viacom's service and reputation. "We have to make sure we do customer service right with these people," Lockhart said. "We only get one shot."

—PDL/MS

FCC HEADED TOWARD FIN-SYN COMPROMISE

Commission hopes to resolve dispute between networks and studios by finding a middle ground between total retention and total repeal

The FCC made clear last week it may significantly relax its financial interest and syndication rules, but is unlikely to repeal them, as the broadcast networks have urged.

The agency's intent emerges from a 24-page notice soliciting comments on revamping the rules in ways that would give broadcasters some measure of freedom to acquire equity interest and syndicate network programs, but prevent them from dominating the programming and syndication markets out of concern for producers and independent television stations.

"It is obvious from the notice that the commissioners are interested in exploring ways of allowing the networks increased participation without total repeal of the rules," said FCC General Counsel Robert Pettit, one of the notice's principal authors.

"We are clearly looking for a middle ground," said FCC Commissioner Sherrie Marshall. "There will probably be some relief [for networks], if we can feel comfortable about safeguards so we don't skew the balance....The good news [for the networks] is that they will get a piece of chocolate cake; the bad news is it won't be as big a piece as they wanted."

"Up to now, the debate has been carried out on the polar extremes," said FCC Commissioner Ervin Duggan. "The focus is now shifting toward finding a solution that falls between total retention and total repeal."

Because the networks are exposed to far more competition than they were when the rules were adopted 20 years ago, said Commissioner James Quello, they deserve some relief from the rules. "They are not going to get the whole thing [repeal], but they are going to get quite a bit," he said.

According to Quello, rules should be retained to protect independent stations. If allowed into syndication, he said, the networks could withhold off-network programs from independents or favor affiliates.

The FCC hopes that its rewrite of the fin-syn rules will settle the decade-long controversy that has pitted the networks against the program producers. Arguing the rules are no longer warranted, the networks have demanded repeal of the rules. Convinced the networks would overrun the production and syndication

businesses in the absence of the rules, the producers have pleaded for their retention.

Having determined that the rules should be reviewed in light of changes in the television market, the agency began collecting comments on fin-syn reform last June after the networks and producers, in private negotiations, failed to reach a compromise on a new set of rules.

Despite the apparent writing on the wall, the networks continue to insist, at least in public, on repeal or something close to it. When it comes time to file comments, said Martin Franks, vice president, Washington, CBS, "we will restate our case and we remain confident that the record will again show...that there is no basis for retaining the rules."

*"The good news
[for the networks] is
that they will get a
piece of chocolate
cake; the bad news
is it won't be as big
a piece as they
wanted."*

**—Sherrie Marshall
FCC commissioner**

NBC is pleased the notice contemplates "radical surgery" on the rules, said Richard Cotton, general counsel, NBC. "But there is certainly no question that we think many of the alternatives [broached in the notice] would be unworkable or actually counterproductive in terms of the goals they are seeking."

"We believe in the last analysis the public interest is best served by outright repeal or something that is very close to it with relatively minor residual safeguards," Cotton said.

Despite the hard line, said one FCC official, the networks have privately indicated a "willingness to accept something in the middle." They do not want to go on the record with such talk for fear that it would weaken their bargaining position, the official said. "They see any ground they give as becoming the new floor."

Recognizing long ago that the FCC was unlikely to preserve the rules as is, the Coalition for the Preservation of the Financial Interest and Syndication Rule has reportedly begun formulating compromise schemes that they will submit to the FCC when comments are due.

"It's incumbent on all parties to dispense with the rhetoric and come up with a set of regulatory safeguards that will insure that the American viewing public gets the diversity of programming it has grown to appreciate," said Mickey Gardner, Washington attorney for the coalition.

"I'm not unattracted to this," added Jack Valenti, president of the Motion Picture Association of America, who speaks for several major studios fighting changes to the rules. "I think this is very good work. It's wide-ranging, thoughtful and illuminates all the issues that inhabit this issue."

As Duggan noted, the first round of comments in the proceeding established the "polar extremes" of the networks and producers. But it also introduced some compromise proposals that would allow the networks into production and syndication, but impose safeguards to protect producers and independent stations.

The proposals came from the National Telecommunications and Information Administration, the Writer's Guild of America and Fox Broadcasting Co. (BROADCASTING, Sept. 24).

"As these proposals suggest, there are at least two fundamental approaches that we could take to permit network acquisition of financial interests with safeguards," the notice says. "The first of these would entail regulating in some fashion the negotiations that take place when a network is interested in purchasing a program from an outside producer for exhibition on its network. The second alternative is to somehow limit the number of types of programs in which a network could acquire financial interests."

The notice also asks for input on proposals "that would modify the domestic syndication prohibition without eliminating it." In particular, it asks whether networks should be permitted "to acquire so-called 'passive' syndication rights [by eliminating the bulk sales requirement] while continuing to bar them from actively engaging in domestic syndication."

For its review of the prohibition against

the networks' engaging in foreign syndication, the notice asks, among other things, whether the prohibition "affirmatively harms U.S. competitiveness abroad and whether it in fact serves to promote competition in the domestic arena."

The notice also asks whether and when any remaining rules should apply to Fox and other emerging networks and whether the rules should be sunset or revisited after a certain number of years.

In the notice, the FCC sets Nov. 21 as the deadline for the first round of comments and Dec. 21 for the replies.

The agency also ordered a hearing Dec. 14 in Washington to give parties "an opportunity to present oral testimony on the proposals" to the full commissions.

The networks were upset by the FCC's decision to limit comments to no more than 50 double-spaced pages. Said NBC's Cotton: "The greatest puzzle the notice raises is: How do you respond to 23 pages of single-spaced questions in 50 double-spaced pages?" —HBJ

SILLERMAN MERGES COMPANIES

Legacy Broadcasting announced last week its intention to acquire Command Communications Inc., a transaction valued at approximately \$100 million. Legacy principals are Robert F.X. Sillerman and Carl Hirsch. Command was formed by Carl Brazell and The Sillerman Companies. After the acquisition is complete, Command will operate as a subsidiary of Legacy, with Brazell continuing as chairman and CEO.

Legacy announced earlier this year (BROADCASTING, April 9) an agreement to purchase WYHY-FM Nashville and WMJI-FM Cleveland from Jacor Communications for \$32 million. In a release dated Oct. 2, Jacor announced it was terminating the agreement with LBI as a result of "breach of its obligation to consummate the transaction in accordance with the terms of the agreement." Jacor also announced it would initiate steps to collect the \$1.5 million deposit made by LBI. A spokesman for the Sillerman Companies told BROADCASTING last week the deal is still on and will close by year's end. Jacor executives were unavailable for comment.

ANCIER OUT AT DISNEY

After an 18-month tenure as president of Walt Disney's network television division, Garth Ancier has been fired after a struggle over the autonomy of his division. According to sources, the split came as a result of Ancier's decision to replace one of his comedy development executives. Disney executives, including studio President Rich Frank, disagreed with the decision although Ancier was contractually within his rights to make such a decision. Disney, instead, decided to fire Ancier. "The bottom line is we didn't see eye to eye on how to operate," said Frank. Since being brought on board in 1989, Ancier increased the studio's exposure and this year's development had been its best, with 12 pilot projects ordered and three series picked up. However, NBC's *Hull High* was cancelled and *The Fanelli Boys* is hovering in the bottom half of the ratings. CBS's *Lenny* is on hiatus but is expected back in a less competitive time period. Ancier's five-year contract with Disney had three years firm and two years option. Frank said either a replacement will be brought in or the division will be restructured.

THUMBS UP, THUMBS DOWN FOR NETWORK MUSICALS

ABC confident of 'Cop Rock'; NBC cancels 'Hull High'

The music died at NBC last week, but lives on at ABC, where ABC Entertainment President Bob Iger gave *Cop Rock* a vote of confidence one day after NBC confirmed it was cancelling *Hull High*, its musical drama series.

At a press conference last Thursday, Iger said *Cop Rock* represents an "intricate blend of interests." He said the network has a "heavy investment" in the series and its creator Steven Bochco, and that it is sufficiently pleased with its overall schedule so that it can afford to show patience with the struggling show. "I think the show will be held up in years to come as brilliant, although maybe ahead of its time," Iger also said discussions have been held about removing the music from the show or cutting back on its use, but "I didn't think we could sell the audience on that idea." He also said he has considered moving the show—either switching it with *Gabriel's Fire* on Thursday, 9-10 p.m., or *China Beach* on Saturday, 9-10 p.m., but has been advised by the sales department that ABC could stand to lose a significant amount of ad dollars if a move is made. He called the current advertising marketplace soft and said ABC feared if the show was pulled from its time slot, they might have trouble replacing the advertising spots.

Iger preached patience for his entire schedule, saying that as things stand now, he does not expect to make any changes until the first of the year. "We continue to put weight behind our back-

up projects, which will be placed on the schedule with care," he said.

Describing the start of the season as "chaotic," Iger chided CBS and NBC for "scheduling and marketing schemes designed to lure viewers back, but instead caused more confusion."

Hull High (Sunday, 7-8 p.m.) dances its way off NBC's schedule after four airings averaging a 5.9 rating/10 share in three Sunday nights. Brandon Tartikoff, chairman, NBC Entertainment Group, said last week NBC is considering several possibilities to fill the time period, including moving *Ferris Bueller* from Monday night and pairing it with another comedy to fill the hour. He also suggested NBC might schedule *Real Life with Jane Pauley* and *Expose* back-to-back in the 7-9 p.m. block, starting in January.

NBC is also switching the time periods of the *Fanelli Boys*, 9-9:30 p.m., and *Dear John*, 9:30-10 p.m., both Wednesday night, effective Oct. 31. By flipping the shows, NBC hopes to use the strength of *Dear John* to deliver a bigger audience to the struggling *The Fanelli Boys*.

Tartikoff also said NBC would use another Danielle Steel novel adapted for television by Doug Cramer to counter-program CBS's coverage of the NCAA basketball championship game in the spring. NBC used movies adapted from Steel novels and Jackie Collins novels to counter-program CBS's baseball coverage. —SC

NEW HDTV ESTIMATES: \$12 MILLION OR LESS

Separate CBS, PBS studies chart multi-year, five-step conversion scenarios for high-definition TV simulcast transmission facilities and studio equipment; CBS predicts transitions lasting five to nine years

The worst-case cost of high-definition television simulcast transmission and studio production installation for any station will be about \$12 million, spent over several years, according to studies by CBS and the Public Broadcasting Service. That figure could be as low as \$5 million for some small-market stations, the CBS study found.

Both networks presented preliminary findings of on-going studies on HDTV conversion costs last Wednesday (Oct. 24) in Washington. The presentations were made during a joint meeting of two working parties within the FCC's advisory committee on advanced television service, systems working party 3 on economic assessment, and implementation working party 2 on transition scenarios.

The two studies were conducted independently of each other using in-house personnel and were based on different sets of assumptions. Nevertheless, the results are remarkably similar. "We met with CBS in early September to compare notes and were surprised to find that our plans and their plans and transitions and costs were pretty much the same. We were pleasantly surprised," said James Kutzner, communications systems engineer, Public Broadcasting Service, Alexandria, Va.

The results of the two studies are much more optimistic than the figures in a study from a subgroup of systems working party 3 led by Robert J. Ross, director, broadcast operations and engineering, KYW-TV Philadelphia. The latest version of that report, released last spring, estimates implementation of a full simulcast HDTV station at a range of \$10 million to \$38 million, depending on market size (BROADCASTING, April 9).

The CBS study, which was presented by Robert P. Seidel, the network's vice president, TV engineering, and Rupert Stow, consultant and former CBS engineer, begins with the assumption that stations in the largest TV markets will be the first to begin conversion, following the precedent set when the industry converted to color transmission.

Other assumptions: stations will have phased conversions spread over five to

CBS ESTIMATE OF HDTV BROADCAST STATION COSTS

(\$ thousands in 1990 dollars)

	GROUPS OF STATIONS ACQUIRING EQUIPMENT						
	Group # of stations	1 30	2 40	3 80	4 160	5 320	6 640
A. Network pass-through		1,481	1,333	1,185	1,037	889	741
B. Local commercial insertion		1,652	1,487	1,322	1,157	992	827
C. Local play of syndicated non-network programs		1,057	951	845	739	633	527
D. Local origination		3,277	2,949	2,621	2,293	1,965	1,637
E. Final plant conversion		4,113	3,702	3,291	2,880	2,469	2,058
Total capital cost per station		11,580	10,422	9,264	8,106	6,948	5,790

PBS ESTIMATE OF HDTV BROADCAST STATION COSTS

Final cost of transmission and studio facilities after 5-step conversion

(\$ thousands)

	Best Case	Worst Case
VHF, low band (channels 2-6)	9,502	12,050
VHF, high band (channels 6-13)	9,552	12,100
UHF	9,682	12,230

nine years; the FCC will select an all-digital terrestrial system which will allow for lower-power transmission equipment that is less expensive than NTSC; the initial high equipment prices will come down steadily as economies of scale affect the marketplace, and labor costs will represent 20% of the capital spending for HDTV conversion.

CBS divided the currently operating U.S. TV stations into six categories based on market size (see chart). The 30 largest TV stations in the country, in the first category, will be the first to convert to HDTV, about a year after the FCC chooses a standard. After about five years those stations will have completed their conversions, spending about \$11.58 million in that time.

The approximately 640 smallest stations in the country (represented by group 6) would not begin to convert until five or six years after the standard is chosen and will take about seven or eight years to complete the change, under the CBS scenario. Those stations will have spent about \$5.79 million in that time, much less than group 1 because by the time small stations implement HDTV, prices will have dropped, due to higher equipment production levels.

Kutzner and fellow PBS engineer Mark Richer presented a more detailed version of the PBS cost analysis, released a week before at the Society of Motion Picture and Television Engineers convention in New York (BROADCASTING, Oct. 22). The PBS study starts with many of the same assumptions as CBS, including multi-year phased conversion and conversion by large markets first. PBS's best-case scenarios were based on FCC selection of an all-digital system. Capital expenditures would then likely include a new transmitter, antenna and strengthening of existing towers to hold both NTSC and HDTV antennas. It also figured worst-case costs in case larger antennas are needed to transmit nondigital signals and a second tower must be built.

PBS's best-case estimate of transmission equipment and installation cost for a low-band VHF station is \$936,000, and the worst case is \$3.484 million; high-band VHF, \$986,000 best case, \$3.534 million worst case, and UHF \$1.116 million best case, \$3.664 million worst case.

By comparison, the Ross report estimated that it would typically cost \$8 million to install the capability to pass a network HDTV signal.

-RMS

CHIEF EXECUTIVE OUT AT AILING INFOTECH

FNN head is replaced by co-CEO's, all or parts of company, including UPI, may be sold to pay off debt

Push came to shove last week as Dr. Earl Brian was replaced as chief executive officer of both FNN and parent Infotechnology by Alan J. Hirschfield, managing director, Wertheim Schroder & Co., and Allan R. Tessler, member of the FNN board. As interim co-CEO's, they've been assigned the job of tidying up the companies' finances and selling off all or parts of Infotech's businesses.

Buyers are beginning to line up at FNN's door, 47% owned by Infotech (see BROADCASTING, October 15). UPI, of which Infotech owns 97%, and which has for a while been seeking to form a joint venture to provide a much-needed cash infusion, now seems likely to be sold outright. The Learning Channel, 51% owned by Infotech, has been on the block for months and accepted bids last week (see "Closed Circuit").

Brian's departure follows what has been several weeks of tumult in FNN's financial picture, including the firing of its auditors, Deloitte & Touche, after clashing over a \$28 million investment in FNN:PRO, as well as the firing of its chief financial officer, Steven Bolen, in connection with questions about the propriety of his financial behavior. Coopers & Lybrand has been hired to conduct a new audit, expected to be completed by the end of November.

FNN does not have sufficient operating cash flow now to cover its \$49.5 million bank loans, nor can Infotech cover its \$20.7 million loans. Lease agreements, which could also be called in, have jumped from \$73 million to \$88 million. Most of the lessors were due to meet last Friday to discuss calling in their agreements, but observers indicated it would not be in the companies' interests to throw FNN into default (see "Closed Circuit").

Other problems have surfaced as well. The Securities and Exchange Commission, with which FNN has already requested a 10K filing delay, now has launched a formal investigation into FNN's financial practices. An Infotech spokeswoman would say only that the company was cooperating with the inquiry. At least one shareholder suit has been filed and subsequent events have further justified the suit, according to Bruce McNew, partner in the law firm

of Greenfield & Chimicles. The class action suit, filed in U.S. District Court in California, raises the point that amortizing the \$28 million is a fundamental accounting question that should have been decided outright. McNew also questioned why Deloitte & Touche's auditing opinion was withdrawn by FNN, and said: "We can only assume that we still haven't seen the entire financial picture."

Pressure from both the FNN and Infotech boards (of which Brian is the only overlapping member) and from the banks is what forced Brian out, according to sources. He will continue as chairman and as a director on the boards, but sources said he would remain with little if any say over what happens to the company he founded.

Brian brought Tessler onto the board a year and a half ago, said a source, and an Infotech spokeswoman said the full board, including Brian, voted to bring in Tessler and Hirschfield. Tessler is currently chairman of International Financial Group Inc., Ameriscribe Inc. and International Controls Corporation. Hirschfield, formerly chief executive officer of 20th Century Fox and Columbia Pictures, is on leave from Wertheim Schroder in order to assume the FNN position.

Sale of the properties might mean there could no longer be a company named Infotech. Rich MacDonald, MacDonald Grippio Riely Inc., said they need to get the company in shape and sell off FNN as fast as possible. But sources said buyers probably won't move too quickly, since just what price FNN would go for and just what its finances look like won't be established at least until the audit is completed. Turner Broadcasting System had looked to buy the channel at \$12 a share on less than 19 million outstanding shares in April 1989, but the price wouldn't be that high now, observers say, considering FNN and Infotech's combined \$158 million in debt. FNN stock closed last Wednesday, the day Brian's departure as CEO was announced, at 3 1/4 after closing on Tuesday at 4 3/4. At close on Thursday, the stock was 3 1/4.

Speculation continues to swirl as to who might buy FNN and what the channel will become if and when it is bought,

although FNN "carries way too much debt to be easily acquired by anyone," said one observer.

Time Warner, Hearst/ABC-Viacom Entertainment Services and Tele-Communications Inc. are considered potentially interested candidates (BROADCASTING, Oct. 15), as are NBC and TBS.

An industry insider said Hearst/ABC-Viacom, which also owns Lifetime Television, has expressed interest, but is holding back until the FNN financial house is in order. CNBC would seem a likely candidate to many, but a source questions the sense of such a buy. CNBC has 17 million subscribers, compared with FNN's 35 million, but only 17 or 18 million of FNN's subscribers carry the service full time. And the benefit of that subscriber base is shaky, according to the source, who said FNN's one- to three-cent license fees in many cable systems has meant and will continue to mean difficulty in raising revenue.

FNN also has short-term agreements with cable operators, which means the service could easily be pulled off systems. TCI three weeks ago had signed a 10-year carriage agreement with FNN, but that deal, a source said, does not require any carriage commitment.

If another company buys FNN and changes its focus, or if the channel simply fades away, CNBC could pick up FNN's subscribers without having to purchase FNN. CNBC is currently embarking on a plan to acquire 10 million new subscribers by offering \$3 per subscriber to cable operators.

While Turner has been mentioned as a buyer, sources point out that if FNN is attractive enough, Turner board members TCI and Time Warner might want it for themselves. Time Warner might buy the service and use it for its own launches, such as The Comedy Channel and American Courtroom Network. Or it might buy the service through Whittle Communications, in which it is half owner. A source said though, that Geoffrey Holmes, Time Warner senior vice president, said at an analyst's meeting last Monday where TW's third-quarter earnings were announced, that the company had no immediate acquisition plans. If history is any guide, any cable service of interest to NBC or Time Warner is also of interest to TCI. **-SDM**

RADIO

ATLANTA TV TAPS RADIO FOR NEWS NETWORK

Television station forms 24-radio station network to rebroadcast its evening newscast

Cox Enterprises' WSB-TV Atlanta has assembled a 24-radio station network in northern Georgia that will rebroadcast its evening newscast. "The concept is broader than just carrying our six o'clock news on the radio," said Greg Stone, vice president and general manager, WSB-TV. "It is an extension of our service to people who are unable to watch television at 6 p.m. On the other hand, it is also a service to the radio stations that couldn't produce a newscast as concentrated and complete as ours is," he said.

The arrangement allows the radio stations roughly 17 minutes of time in the news hour to either sell local spots, or produce local news features and news-

bites, according to Stone. The stations will also serve as stringers for WSB-TV. "The core of this partnership," said Stone, "is news exchange. We look at the Atlanta ADI as a regional marketplace with many submarketplaces. We [at ch. 2] serve the whole thing and each radio station serves a unique part of that ADI," he said.

The selection of stations to form the network, Stone explained, was driven by individual community excellence. "We picked the absolute best stations in their respective markets," he said. The criteria used, he added, included ratings as well as station standings in their communities. "I'm pleased to say that we got acceptances from every station that we approached," said Stone. "We feel

really honored to be associated with such a good group."

Stone joined WSB-TV last August. Before that he managed another Cox property, WSOC-TV Charlotte, N.C., for eight years. During his tenure there Stone created a similar radio network, which has been on the air for a period of about 18 months.

Stone's track record in Charlotte and the enthusiasm of the radio affiliates leads Stone to believe the network will be successful in Georgia. As for customizing the television news product to service the audio feed, Stone expects to continuously fine tune the newscast. "We have always been cognizant of the audio portion of our newscast, even though we are a visual medium," he

RAB ELECTS NEW BOARD MEMBERS

The Radio Advertising Bureau board elected Richard Buckley chairman at its board meeting in Monterey, Calif., Oct. 15-17. Buckley, president of Greenwich, Conn.-based Buckley Broadcasting Corp., previously held the post of vice chairman. Also elected to board posts were Paul Fiddick, president radio group, Heritage Media Corp., and Gary Edens, chairman of Edens Broadcasting.

The board also elected five new members: Rod Calarco, vice president, CBS-owned FM stations; Gunther Meisse, president, WVNO(AM)-WRGM(FM) Mansfield, Ohio; Stan Mak, vice president, King Broadcasting; Skip Finley, president, WKYS(FM) Washington, and Bob Lind, vice president, Capitol Radio Group.

The board of directors approved a \$450,000 marketing plan designed to increase radio's share of the advertising dollars. The plan, as explained by the RAB, is a two-tiered effort aimed at newspaper advertisers and the automotive industry. As previously announced, Dallas-based The Richards Group, will develop and execute the marketing plan.

The scope of the plan falls into three categories: general elements, sales and marketing, and participation incentives. Included in the general elements are radio announcements, to be distributed to member stations, networks and syndicators; print advertising, in automotive industry publications, and customized media packages, including direct mail pieces.

The sales and marketing effort will include nine marketing workshops on automotive and newspapers, and will be held in Boston, Raleigh, N.C., Chicago, Denver, San Francisco,



Washington, Orlando, Dallas and Portland.

Also planned is a "Radio Industry Marketing Squad," to represent the industry at target industry trade conferences.

Stations or local groups participating in the central campaign effort have the chance to receive \$1,000 monthly awards. A \$5,000 "91 Best of Show" prize will be awarded at year's end. A "Radio Marketers Hall of Fame" membership will be awarded as well, to radio account executives who "excel in winning new advertisers from the auto industry or away from newspaper."

The campaign creative will be presented at a special luncheon on Friday, Jan. 25, 1991, at the RAB Managing Sales Conference in Nashville.

Pictured above: Buckley, Edens, Fiddick and outgoing RAB Chairman Carl Wagner, president broadcast group, Great American Broadcasting Co.



The voices of WSB-TV Atlanta's 6 p.m. anchor team will be rebroadcast on radio. L-R: Don Farmer, Chuck Dowdle, Monica Kaufman and Glenn Burns

said. "We are sensitive to the fact that there are times when there is some dis-

traction and that people get their news through the audio portion of the televi-

sion anyway," he said, adding: "We will be very sensitive to the radio audience and insure that we are communicating properly."

The radio station affiliates contacted by BROADCASTING last week said they have received very positive responses from the advanced publicity of the news network thus far.

Stations in the network are: WBHF(AM) Cartersville; WCHK(AM) Canton; WCON(AM) Cornelia; WDCY(AM) Douglasville; WDDK-FM Greensboro; WDUN(AM) Gainesville; WFOM(AM) Marietta; WGAA(AM) Cedar-town; WGAU(AM) Athens; WGFS(AM) Covington; WGTA(AM) Summerville; WHNE(AM) Cumming; WJTH(AM) Cal-houn; WKEU(AM) Griffin; WLBB(AM) Carrollton; WLJA-AM-FM Ellijay; WMLS(AM) Monroe; WQXI-FM Clayton; WRGA(AM) Rome; WTGA(AM) Thomas-ton; WTRP(AM) LaGrange; WXLL(AM) Decatur, and WYYZ(AM) Jasper, all Georgia.

The broadcasts are scheduled to be-gin today, Oct. 29.

—LC

KATZ ROLLS OUT NEW MARKETING PLAN

Radio group expands its sales and marketing staff in effort to increase spot radio spending; it is expected to bring in \$30 million by end of 1991

New York-based Katz Radio Group is expanding its sales and marketing staff in an effort to in-crease spot radio spending. The plan is designed to bring in \$30 million by year-end 1991. According to Ken Swetz, Katz Radio Group president, the total investment in the project totals more than \$2 million.

"The catalyst for the company was the acquisition of Eastman radio," said Swetz. Katz acquired Eastman Radio from Jacor for \$11.75 million (BROAD-CASTING, Aug. 20). The reasons for pur-chasing Eastman were numerous, said Swetz. "Eastman is a company with good leadership and represents about 7% market share of total expenditures," said Swetz. Coupled with the reassign-ment of Katz's Republic stations, the Katz Radio Group could fill the "voids of representation" in the top 50 markets.

According to Swetz, the remaining four Katz rep firms (excluding Katz His-panic) now represent stations in all top 50 markets where, traditionally, firms do 85% of their business. "My decision was that I would rather have the four strongest companies in the business, backed up by a new business sales de-



Ken Swetz



Stu Olds

velopment effort, than five companies scurrying around the countryside, try-ing to get stations in markets where they did not have representation," he said.

Katz has redeployed its sales execu-tives from Republic and enhanced the sales teams of the remaining firms. "I then redirected the expense line of Re-public—to build a new business sales development team," said Swetz. The expanded marketing and sales effort will be headed by Stu Olds, executive vice president, Katz Radio Group. Also ap-pointed thus far to the team are former Republic executives Marv Nyren, Atlan-ta; Linda Packer-Spitz, Chicago; Gina Forsythe, Dallas, and Gary Steel, San

Francisco. The completed team will have eight offices, with a total staff of 12 executives.

In a release about the new venture, Olds outlined the four goals for the busi-ness development team: "We want to increase the share of existing spot radio dollar captured by our client stations. We want to bring new dollars to spot radio. We want to increase overall awareness of Katz Radio Group's line-up of stations. We want to create new agency/client partnership opportuni-ties."

The expanded approach, as explained by Katz, calls for aggressively selling, marketing and servicing radio at the up-per agency and advertiser level.

By their count, Katz Radio Group now represents 1,700 radio stations. "We are in a position to deliver any media parameter an advertiser re-quests," said Swetz, "because we have the stations to do it." In addition, Katz can look for "opportunistic" events to tie in their line-up of television and radio stations. Katz projects that its five com-panies (Banner, Christal, Eastman, Katz and Katz Hispanic) will bill \$600 mil-lion in 1990.

—LC

ELECTRONIC RATE CARDS: FOLLOWING SUPPLY AND DEMAND

Heightened competition is leading stations to maximize revenue with 'yield-management' or 'megarate' electronically generated rate card systems

There was a time when a rate was a rate and the radio rate card was chiseled in stone. Typically, a salesperson would present a client with a card and declare: "This is our rate." Depending on the philosophy of the station and the aggressiveness of the salesperson, this rate was usually a take-it-or-leave-it, non-negotiable proposition.

Not so any more. In today's highly competitive arena of ratings, cost-per-points, target demographics, format, cume versus AQH, and quality audience, many stations' sales forces are hitting the streets with much more than "rate card #16." The laws of supply and demand dictate the pricing of station inventory much more now than in the past and radio stations looking for a competitive edge use whatever tools best enhance their sales image to control and sell their spot inventory.

Some 30 or 40 years ago, most radio rate structures evolved from the "golden age" open rate system of program sponsorship, to the bulk card, which priced spots according to how many advertisers scheduled during a certain year. From that, the industry moved into a frequency discount card—if an advertiser ran 12, 24 or 36 spots during a specified period, he would get a better rate. Then, in the early 1980's, many stations shifted to the grid card which priced inventory on day, daypart, frequency, date of purchase and many other factors that a station included in its pricing matrix. Today, many stations shun any printed rate structure at all, opting instead for a variation of "yield management" or "megarate pricing." While in many cases this leads to confusion in the marketplace, stations with these supply-side pricing schedules find they can maximize revenue by generating demand-driven electronic rate cards.

A yield management pricing structure typically provides a radio station with an unlimited grid card, with spot prices dictated by several factors, including (but not limited to) when an advertiser wants a spot to run, what daypart, when he wants it to start and how far in advance he places the schedule. In this regard, the system is similar to airline ticket

pricing, by fixing maximum rates on optimum spot placement. Yield management also generally works on a cost-per-point basis by delivering for an advertiser the desired number of listeners, at a cost the advertiser can justify.

A yield management system works two ways, according to Jim Tiller, president of Maxagrid, based in Irving, Tex. "If a station has high demand, it can extract maximum revenue without isolating the customer," he said. "Likewise, if a station has tons of inventory, yield management helps stimulate demand by finding the point on the price curve where you can maximize your revenue while you can find that point in the marketplace where advertisers will see a value." Thus, Tiller said, yield management stimulates demand in very low-demand situations and extracts maximum value and controls inventory in high demand situations. It also improves the pricing structure for stations sold out because "some stations that brag about being sold out may have taken themselves out of the market," he said.

In most cases, yield management is a tool used to show an advertiser a station's value, Tiller said. "If an advertiser bought spots on a Friday at a rate of \$34 three months ago, and today that same rate is \$68, he might balk," he said. "But if I can show him why that rate is twice what he paid before, he might consider it. And if he still wanted to pay the old rate, we can show him how he can reach as many people by using an alternative schedule." If the advertiser is looking strictly for cost-per-point, an alternative schedule might work fine, Tiller said, but if the advertiser is running a sale on Saturday, a flight of spots on Friday holds an added value.

"If an advertiser needs to be on at a particular time, we show him just how much it's worth," he said.

Yield management allows a station to build a certain number of "electronic rate cards" depending on its needs, format, demographics and client base. Stations develop rate cards for anything from different pricing for 30-second and 60-second spots, or for automotive clients because some stations may have 15-20 car dealers on the air and a limited number of nonadjacent commercial slots in which they can run. "The system can continuously monitor the sellout of a heavy-use category like automotive and can change the rate structure more aggressively than for banks," Tiller said.

"A station could have an automotive rate card or a beverage rate card that is tied to the supply and demand of certain products." Separate rate cards also can be built for advertisers that write annual agreements, with higher rates for those advertisers that spend less than others.

For stations that sell more by qualitative than quantitative research, a yield management system also can be designed to treat ratings and supply-and-demand as variables, Tiller said. "Instead of demonstrating how a particular schedule reaches 'X' number of people 'X' times at 'X' cost at an average rate at a certain GRP level, you can show through qualitative information the cost per consumer point," he said.

Tiller concedes that, while not every station sees a need for a yield management rate system, they should be aware of the inherent value of their inventory. "Regardless of the system, stations need to price Cadillacs like Cadillacs and Chevettes like Chevettes," he said. "If a station notices it's Thursday and Fri-

CANADIAN COMPANY BUYS SECOND VANCOUVER AM

Chum Ltd. of Toronto, owner of CFUN(AM) Vancouver, B.C., has purchased CHQM-AM-FM Vancouver for \$11.5 million from Q Broadcasting, temporarily giving Chum an unprecedented two AM's in one Canadian market. However, to comply with Canadian duopoly rules, the deal is contingent on Chum divesting one of the AM's within six months. Also involved in the deal but outside of the purchase price is Q Music, a Muzak-like music service.

day time is selling, they need to understand that there's an added value for those times. And we don't put the added value on that; the advertiser does."

The "megarate" pricing system incorporates a grid rate structure with a demand-curve pricing system. Lee Facto, vice president/general manager of Scarsdale, N.Y.-based Radio Computing Services, said his company's Pro-Rate system generates "Econ 101 supply-demand curves for each daypart and each day for a six-week period in the future." The computer tracks the number of avails and calculates the demand factor in the market and determines the grid that that station should be using for particular days, dayparts and weeks.

The system tracks a station's actual selling patterns and makes recommendations on whether it should move to higher or lower rates faster, or whether the overall rate structure should be examined and revised. "It's all based on the demand created on the station for its inventory," Facto said. "It doesn't produce a sales proposal nor does it tie in ratings or market penetration or anything else. It's purely demand-driven."

One major difference between this type of pricing system and yield management is that a "megarate" structure is not driven by a cost-per-point rationale. "The [NAB-commissioned] 'Megarate' study said that CPP is one of the major problems in radio today," Facto said. "Stations that are getting top dollar do not base pricing on anything except demand and many things create demand—one of which is ratings. But an estimate of how many people are listening doesn't mean anything in terms of how many people are getting in the store." Facto said one of the goals of "smart operators" is to get away from cost-per-point "because it limits radio's share of the total market. It tends to make us fight among ourselves, then against TV or newspaper."



James Tiller

Facto agrees with Tiller that a station that is sold out has little reason to brag "because it's probably under-priced. Also, if it's sold out, it has nothing left to sell to the last-minute advertiser who's willing to pay a higher price, which also may help the station package some spots in other dayparts or future weeks which aren't as easy to sell."

While supply-and-demand pricing works well in theory and often in practice, not all radio marketing experts look at these systems as gospel. Russ Martineau, president of Portland, Ore.-based Radio Sales Management Resources, said that while rate structure is key to running a radio station, electronic grid systems are valuable for stations with more demand than inventory. "The concept of these electronic rate cards is to allow a station that's sold out in some dayparts to market some of their less attractive inventory," Martineau told BROADCASTING. "They let the station maximize its inventory and its rates, and for those stations they present a better way for an advertiser to buy media."

Electronic systems looking beyond rat-

ings also allow some stations that have smaller audiences to compete in the general marketplace. "Classical or jazz stations have extremely powerful audiences and from a qualitative standpoint, they should be the first station that's bought," Martineau said. "But that is not the way media has been purchased in the past. An electronic grid based on high quality audiences can help a station with low listening levels. And any radio station that finds those things that make them look the best will give them the edge."

Some general managers and/or sales managers see considerable value in some sort of electronic supply-and-demand driven rate structure, while others are comfortable with things just the way they are. Harry Williams, president/general manager of KKSJ-AM-FM Portland, Ore., says a yield management system "is the most logical approach for both the station and advertiser. "Business in radio is driven by whatever you let it be driven: ratings, sales expertise, research," he said. "But the most logical thing for the station and the client is to have it be driven by supply and demand. The ratings and expertise and client needs are all factors, but supply and demand are the ultimate governor."

Williams said yield management systems incorporate virtually all of a station's concerns "into one tool that allows a station to maximize its inventory. They bring the reality of supply, demand, ratings and station/advertiser needs together in the best possible win-win situation." He said that because many advertisers or media buyers still look at cost-per-point, yield management is a valuable sales tool.

That is not necessarily so for stations that sell on cume, according to Michael Masterson, general sales manager at KNX(AM) Los Angeles. A news/talk-formatted station that sells more on total audience than AQH looks to other factors in building its rates, he said. "Some of our [CBS-owned] FM stations have used Maxagrid very successfully, but we have major questions they couldn't answer for us. While we agree with the supply-and-demand concept, it doesn't necessarily apply at a news station. In FM there's more tendency to use average spot costs and broad dayparts, but we sell more dayparts individually, and we already charge more for the prime. Also, [yield management] sells more on points and we're not a point seller." Masterson said he is "constantly fighting" the concept of cost-per-point and instead "sells our station's signal, the qualitative profile of the audience and the cume."

-REB

SECOND CITY STATION CONTEST

Emmis Broadcasting Corp.'s WKQX(FM) Chicago (Q101) is making listeners an unusual offer. Based on the station's premise that New York City "is possibly the worst place to be Thanksgiving weekend, or any time for that matter," the *Murphy in the Morning Show* is sending a listener and guest to Manhattan for a four day/three night excursion without the assistance of a tour guide or map. Said Robert Murphy of WKQX: "We hate to run the risk of losing a listener in the crime-ridden jungles of New York, but we trust our listeners are resourceful and, well...lucky enough to make it back to Chicago alive."

Prizes for the "Escape from New York" promotion include roundtrip airfare from Chicago to New York, accommodations at the Helmsley Palace and \$101. The drawing for the trip will be Nov. 5.

RIDING GAIN

SEPTEMBER SPOTS

National spot radio billings were \$123,564,400 for September 1990, an increase of 40.2% over September 1989's unadjusted figure of \$88,145,300, and a 12.1% increase over the adjusted September 1989 figure of \$110,181,600. The year-to-date figure for 1990 was \$857,998,300, a 6.8% increase over the 1989 figure of \$803,028,200. All figures are based on information provided by Radio Expenditure Reports Inc., based on information collected from the top 15 rep agencies.

TIME WARP

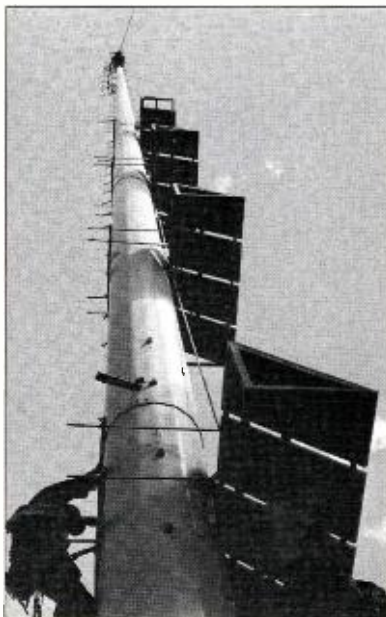
New York-based ABC Radio Networks will exclusively sell and market *Flashback*, a nationally syndicated program produced by Radio Today Entertainment. The program is a weekly, two-hour program that recreates the era of progressive radio and features rock and roll cuts mixed with actual newscasts, commercials and comedy. It is distributed on CD and contains 12 minutes of commercial inventory. Advertisers include The Discover Card, K mart and Sega-Genesis Video games. The broadcast window for the program is Saturday and Sunday from 6 a.m. to midnight.

HOME WORK

In addition to manufacturing imaging and information products, Fuji Photo Film USA Inc. (a marketing subsidiary of Fuji Photo Film Co., Ltd. Tokyo) is expanding into the radio syndication marketplace with *Your Home Office*. The 13-segment series produced with Celebrity Radio Productions, consists of two-minute vignettes targeting more than 30 million people who run businesses out of their homes. Subjects covered include home/office start-up; choosing the right computer, and naming your home business. Gary Collins of ABC-TV's *Home Show* is hosting the show. The program is available free of charge through Celebrity Radio.

WIND OF OPPORTUNITY

KFMU(FM) (the "Sound of the Wind") Steamboat Springs, has depended on wind power and a backup diesel generator to carry its signal across northwestern Colorado for 15 years. Now with the



FMU's new solar modules

installation of a 720-watt electric generating system supplied by Hoxan America, the station is hoping for energy independence among the terrain and climate of the region. The windmill provided 70% to 75% of the station's power. With the new solar array, estimates are running from 30% to 35%. When fully charged, the combination of the windmill and the solar modules transmit power to a bank of 20 six-volt, 220-amp-hour batteries which can keep the station on the air for three-and-a-half days.

NEW BLEND

A new format, blending international, regional American ethnic and contemporary progressive music is in the developmental stages at noncommercial WXPN(FM) Philadelphia. The station, licensed to the University of Pennsylvania, received a National Program

Production Fund grant from the Corporation for Public Broadcasting earlier this year and is currently conducting audience research and music testing.

Plans are also being developed for production, distribution and marketing of the service, expected to begin operations next fall. Also underway are on-air talent and support staff searches.

HEAR IT IN DECEMBER

National Public Radio will round out the month of December with two presentations. Comedian Jonathan Winters will read Charles Dickens's classic, "A Christmas Carol," performing all of the male roles. Actress Mimi Kennedy plays Mrs. Cratchit. This exclusive production will air Dec. 13.

Also in December, *Horizons*, the award winning weekly documentary, explores American life past and present with a look back at the black theater movement during the 1960's; a training program in San Francisco for troubled youth; traditions of a Greek American community in Baltimore, and an interview by host Vertamae Grosvenor with Zydeco star, Queen Ida.

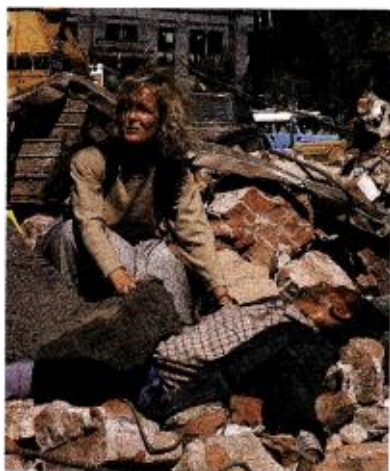
A MESSAGE FROM IOWA

One Iowa radio station is encouraging listeners to open their ears to the Iraqi crisis and to send a message to Saddam Hussein. Through the use of postcards and T-shirts, KCRG(AM) (16 Country) Cedar Rapids, Iowa, is insuring listeners their message will be seen.

The postcards, preprinted with the Iraqi Embassy's Washington address and "A message from Iowa..." as the return address, depict Hussein with an ear of corn protruding from both sides of head. It says: "Stick it in your ear Saddam!" T-shirts with the same message can be won in various station contests. According to the station, the material sends a dual message—it conveys dissatisfaction with Iraqi politics and encourages use of ethanol—made from corn—as a substitute for foreign oil.

PROGRAMING

THE MISSILES OF NOVEMBER: NETWORKS ARM FOR SWEEPS



NBC's 'The Big One...'



CBS's 'The Stranger Within'

Fresh off the conclusion of the baseball season, the network television season heads into the November sweeps for a month of stunting and special programming. Despite the trend for all the networks to stress regular series over specials and mini-series during the sweeps periods, each still takes the month of high-visibility programming very seriously. Following along with the trend away from multi-night mini-series, both ABC's and NBC's sweeps programming are anchored by two-part, four-hour movies.

On ABC, the heavy hitter is *IT*, the four-hour movie adapted from the best-selling novel by Stephen King, which airs on Sunday, Nov. 18 at 9-11 p.m., with part two set to air on Tuesday, Nov. 20, also at 9-11. The movie stars a group of familiar television actors, including Harry Anderson (*Night Court*), Tim Reid (*WKRP in Cincinnati* and *Frank's Place*), John Ritter (*Three's Company*) and Richard Thomas (*The Waltons*).

ABC is also banking on three made-for-television movies with high-profile actors in starring roles. *The Last Best Year*, a two-hour movie starring Mary Tyler Moore and Bernadette Peters airs on Sunday, Nov. 4 at 9-11 p.m. The following week on Nov. 11 (9-11), Patty Duke stars in *Call Me Anna*, an adapta-

tion of her autobiography about growing up in television. On Sunday, Nov. 25, Linda Evans returns to ABC after her starring role in *Dynasty*, in *I'll Take Romance*, described as a romantic comedy.

A Barbara Walters special, which has become a staple of ABC sweeps programming, airs on Wednesday, Nov. 11, at 10-11 p.m.

CBS, without a mini-series, is relying on a slate of made-fors, specials and, most importantly, three theatrical movies making their network television debut. One of the three, *Uncle Buck*, Tuesday, Nov. 13 at 9 p.m., is from the Universal movie package that CBS purchased, movies which go straight to the network after theatre and home video release, pre-empting a cable and syndication run.

In addition to the network premiere of *Uncle Buck* which stars John Candy, *Planes, Trains and Automobiles* starring Candy and Steve Martin airs on the CBS Tuesday Movie on Nov. 20 at 9 p.m. *Fatal Attraction* starring Michael Douglas, Glenn Close and Anne Archer makes its network debut on Sunday, Nov. 11, at 9-11:30.

CBS's sweeps specials include *Motown 30: What's Goin' On!*, a retrospective look at the 30 years of performers and music of Motown. Taped at the Pan-

tages Theatre in Los Angeles, the special highlights performances by Natalie Cole, The Four Tops, Smokey Robinson, The Temptations, and Heavy D and the Boyz. The date for the two-hour special (9-11) will be announced.

Audrey Meadows hosts *The Honeymooners Anniversary Special* on Nov. 12 at 10-11 p.m. In addition to rare interview and behind-the-scenes footage, the special will feature the second and third *Honeymooner* episodes, which have not been shown since their original broadcasts in 1952.

The made-for-television movies on the CBS sweeps schedule include *The Stranger Within* starring Rick Shroeder and Kate Jackson, and *83 Hours 'til Dawn* which stars Peter Strauss and Robert Urich. The first, a thriller, airs on Tuesday, Nov. 27 at 9-11 p.m. *83 Hours 'til Dawn*, a drama about a man's effort to save his kidnapped daughter, airs on Sunday, Nov. 4, also at 9-11.

Fox's sweeps programming emphasizes its series programming, by airing special episodes from their regular lineup fare. Both *Cops* and *America's Most Wanted* go on location during November, with *Cops* airing from Las Vegas the entire month, and *America's Most Wanted* featuring episodes from New Orleans (Nov. 2), New York City (Nov. 9), South Carolina (Nov. 16) and Miami (Nov. 23).

Also going on location is *Comic Strip Live*, which airs on Nov. 9 from the Miramar Naval Air Station.

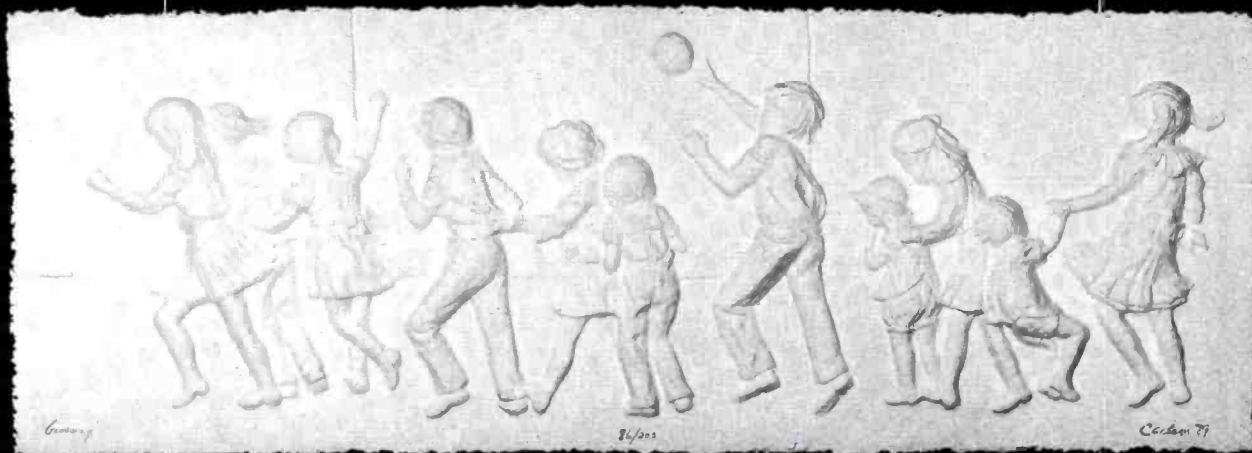
On Monday, Nov. 26 (8-10), *Working Trash* Fox's first made-for-television movie produced under the FNM Company banner airs.

NBC, like ABC, is fashioning its November schedule around a four-hour mini-series. *The Big One: The Great Los Angeles Earthquake* airs on Sunday, Nov. 11 and Monday, Nov. 12. The movie stars Joanna Kerns, Dan Lauria, Richard Masur, Ed Begley Jr. and Joe Spano.

In addition to the mini-series, NBC also has seven made-for-television movies making their debut in November. On Sunday, Nov. 5, *On Thin Ice: The Tai Babilonia Story* airs starring Rachel Crawford and Charlie Stratton. *The Mysterious Crash of Flight 1501* starring

BONNEVILLE INTERNATIONAL CORPORATION AWARD

In Conjunction with the National Association of Broadcasters



PUBLIC SERVICE CAMPAIGN FOR CHILDREN — WHDH-TV —

The second annual Bonneville International Corporation Award honoring Public Service Campaigns for Children was presented to WHDH-TV, Boston, as part of NAB's Service to Children Television Awards program.

The trophy is a framed limited edition work of art—an embossed paper relief—depicting children at play.

Bonneville International sponsors the award as a reflection of BIC's mission and core values. One of Bonneville's goals is to encourage values-oriented programming for all audiences. (Watch for the announcement of a new award for values-oriented adult programming.)

BIC/NAB Certificates of Achievement were also presented to WSMV-TV, Nashville, Tennessee, and WTWO-TV, Terre Haute, Indiana.

Bonneville congratulates WHDH-TV... and all stations which focus creative talent and other resources on upgrading programming for young audiences.



**BONNEVILLE
INTERNATIONAL
CORPORATION**

A Values-driven Company

Cheryl Ladd is scheduled for Sunday, Nov. 18. On Monday, Nov. 19, NBC will air *Thanksgiving Day* starring Mary Tyler Moore and Tony Curtis in a black comedy about a family whose father drops dead in the Thanksgiving turkey. *In the Line of Duty: A Cop for the Killing*, airing on Nov. 25, stars James Far-

entino, Charles Haid and Susan Walters. *To My Daughter* features a pair of NBC series actresses, Rue McClanahan (*The Golden Girls*) and Michelle Greene (L.A. Law), in a drama about a mother and the unexpected death of her favorite daughter.

NBC will also present a one-hour spe-

cial honoring the 200th episode of *Cheers*, hosted by John McLaughlin, who discusses the history of the show with series actors, creators and producers. The special features anecdotes and never-before-seen footage from the show. The episode airs on Thursday Nov. 8, at 9-10 p.m. **-SC**

VIACOM BEGINS SALE OF 'ROSEANNE'

Company says no minimum prices will be set and highest bidder in each market will get show, to debut in syndication Sept. 28, 1992

Viacom is selling rerun packages of *Roseanne* in syndication starting this week, when it will make presentations to stations in New York and Los Angeles. Stations will have "about a week" to respond with their best bids, said Dennis Gillespie, Viacom Enterprises president, worldwide marketing, domestic features and off-network sales. Gillespie said that, unlike the company's approach with *The Cosby Show*, no prices will be established, and that the highest bidder in each market will get the show, to debut in syndication Sept. 28, 1992.

Roseanne will be the fourth off-network sitcom to be offered on a cash-plus-barter basis, following *The Cosby Show*, *Married...with Children* and *The Wonder Years*. However, *Roseanne* will have half as much barter as those shows—two-and-a-half minutes per week, compared to five minutes weekly for the other three shows.

But Gillespie suggested that the barter revenue difference won't be that great, given the fact that stations will commit to a longer period of barter time with *Roseanne*, at least four-and-a-half years and up to six years, while the other shows have a maximum of four years of barter time carved out.

The Viacom plan also received praise from station reps because it has provisions to rest the show over the initial syndication cycle. The initial term assumes the show will remain in production for ABC (or another network) at least five seasons. Stations will pay a weekly license fee for the first five season's worth of episodes, to be aired over the four-and-a-half year period from September 1992 to March 1997.

During the initial term, stations will strip the show for three-and-a-half years (182 weeks), and air the show on a once-a-week basis for the remaining 52 weeks of the license period. Gillespie



said stations were free to choose when they would air the show on a weekly basis, but ruled out stripping the show and airing a sixth run simultaneously.

Each episode is cut for six-and-a-half minutes of commercial time. When the show airs as a strip, each episode will contain one 30-second national barter spot, retained by Viacom. When the show airs once a week, Viacom will retain two-and-a-half minutes of national barter time per episode.

Stations taking the program will be required to make a 10% down payment on Nov. 1, 1991. Thereafter, stations will make 42 equal monthly payments. In addition, stations will be contractually required to extend their commitment six months for each season the show is renewed on the network beyond year five, up to year eight.

In other words, if the show goes six

seasons on a network, the initial off-network cycle would be extended to five years: if the show goes seven years on network, the first cycle in syndication would go five-and-a-half years, and if the network run goes eight years, the initial syndication commitment would last six years. The cash payments for any extension would be 10% more than the cash outlay (on a weekly basis) for the initial four-and-a-half year term.

On the other hand, if *Roseanne* is canceled before reaching 95 episodes, stations have the option of canceling their off-network commitment completely. Under the current schedule, the show is expected to reach 95 episodes by the end of the 1991-92 season.

At one point last season, Roseanne Barr said on NBC's *Today* show that she was tired of the show and planned to leave at season's end. Later, she said that was just a joke. Last week, Gillespie said the off-network contract would remain in force if Barr did decide to leave the show, but *Roseanne* continues without her. No joke.

The shows will be satellite fed and stations will be required to air them in sequence, said Gillespie. He stressed that stations will have to negotiate for syndicated exclusivity.

Gillespie said the company was operating under the assumption that the prime time access rule would remain intact, barring top-50 affiliates from using the program in prime access.

But he predicted last week that Fox affiliates will be allowed to air the program, and other off-network properties, in prime access, either through a regulatory grandfathering clause or some other compromise that is struck in determining how Fox and its affiliates should be treated vis a vis the big three networks. "I can't imagine that Fox would do anything to reduce the economic viability of its affiliates," said Gillespie. **-SM**

900 IS MAGIC NUMBER FOR INTERACTIVE GAME SHOW

New company is banking on audience participation to crack tough market

Innoventures Television Distribution, a newly formed syndication subsidiary of Loring Holdings Inc., is hurriedly prepping *Critical Decisions* as a new "interactive" game show strip for January 1991, in what has so far been an uninviting market for 1990-91 quiz entries.

Tom Byrnes, president of Los Angeles-based Innoventures, and partner with David Loring, president of Loring Holdings, has hired four sales executives from the recently disbanded GTG Marketing to spearhead a midseason launch for the game show, which revolves around 900-number telephone technology.

Loring Holdings, which was formed 18 months ago, has, according to Byrnes, spent \$1.5 million in developing *Critical Decisions*, a targeted prime access/late fringe strip that will poll celebrity guests, contestants and viewers on "lifestyle, sex and morality issues." Pilot production, which is being budgeted at close to \$1 million, is set to begin this week at CBS Television City in Hollywood with Eric Boardman hosting. Boardman's previous syndicated game show experience includes *Liar's Club* (1988-89), *Guinness Records* (1988-89) and *Hour Magazine* (1988-89).

Early into this season, five new game show strips (*The Challengers*, *Trump Card*, *Tic Tac Dough*, *Joker's Wild* and *Quiz Kids Challenge*) have yet to catch on with viewers. But Innoventures is earmarking \$10 million to \$12 million to cover first-year production costs on its game show.

Critical Decisions, in addition to the midseason launch, will potentially have 52 weeks of original episodes available for the 1991-92 season. The half-hour is being offered to stations on a cash-plus-barter basis (one minute national ad time), and Byrnes said the signing of a "major" barter sales company is near completion.

Although Innoventures is an unknown entity entering the syndication marketplace, Byrnes feels he has an "innovative marketing plan that allows stations to benefit directly from the telephone activity in their market." Declining to specify what those benefits for stations may be, Byrnes said sales presentations to station executives over the next few weeks will detail a sharing of net revenue from interactive phone services contracted to Call Interac-

tive, a joint venture between American Express and AT&T.

Typically, Byrnes said, each half-hour episode will have four segments in which celebrity guests will try to persuade contestants to make a decision—such as whether to tell a loved one they have had a date with another person. On that basis, celebrity guests, contestants and home viewers will have several options on which to decide individually, and to compare those tabulations with a previously taken national poll.

Those who are closest to matching the national poll, including home viewers, will win cash prizes.

Viewers will be charged \$1.95 for the first minute of a call, and 95 cents for each additional minute. Viewers will have a maximum allowable time of three minutes to answer questions.

"The technology is advanced enough that we will also be able to restrict viewers to one call per day," he said. "We are not going to try to take advantage of viewers. All a viewer needs to play is to have an opinion, and of course, a telephone. This is an extremely promotable item on the local level."

Innoventures' emergence as a distributor is somewhat mysterious. Loring and Byrnes own all the stock in a privately held company (Loring Holdings) and as such is not required to disclose where it has generated income or the necessary financing to back what could be more than a \$15 million programing investment.

Byrnes said that the startup company is "fortified enough financially to absorb a production deficit" for its mid-season run, if Innoventures' unestablished market clout leaves *Critical Decisions* with a lack of quality access or late fringe time periods. "We might not start with 70% coverage," he said about what could result in reduced national barter rates, "but I am confident enough in the concept to feel that we'll receive a return on our investment next season."

Byrnes headed feature film sales at Warner Bros. Domestic Television and before that, was general sales manager of off-network sales at co-owned Lorimar Television division. He also has worked at Capital Cities/ABC, Blair Television and CBS during his 25-year broadcast career. Byrnes stressed that his partner, Loring, a 22-year corporate attorney previously with the Atlantic Richfield Co., are equal partners in all aspects of the business.

A number of former GTG Marketing sales executives who left the dissolved Grant Tinker-owned subsidiary last spring, have signed with Innoventures. Those new hires include Bette Alofsin, vice president of sales, East Coast; Brian Davidson, vice president of sales, Midwest; Fred Petrosino, vice president of sales, West Coast, and Rick Weidner, vice president, advertising and promotion. Also, Tim Noonan, formerly with Qintex Entertainment, joined the company as vice president of sales, Southern and Central Regions. —MF

WHEEL, JEOPARDY KEEP ROLLING

King World said last week that its game show powerhouses *Jeopardy!* and *Wheel of Fortune* have been renewed in seven of the 10 markets through the 1993-94 season, including all of the ABC-owned stations with the exception of WABC-TV New York, KHOU-TV Houston, WCVB-TV Boston and WFAA-TV Dallas, have also renewed the two shows.

The clearance renewals for the 1992-93 and 1993-94 seasons, said KWP, cover over 30% of the country so far. The company said those early renewals guarantee a "firm go" for the shows through 1994.

Roger and Michael King made the announcement last week in New York at a screening of its proposed new fall 1991 strip, *Candid Camera*, hosted by Dom DeLuise. At the screening, the company also announced that it had an "agreement in principle" with Pizza Hut for a wide-scale promotion tie-in with *Candid Camera* valued at about \$25 million.

The Kings also said that *Inside Edition*, the magazine strip, was also being renewed for the 1991-92 season. Markets renewing so far include Los Angeles, Boston, San Francisco and Sacramento.

REDS IN FOUR, CBS IN RED

World Series sweep proves big financial loss for CBS; long-term value of four-year contract yet to be seen

The first World Series in CBS's four-year, \$1.06 billion contract with Major League Baseball resulted in a loss which some industry sources have placed at more than \$100 million. But the unusually short four-game series scored solid ratings for CBS, and the network is standing by its contention that the programing event will boost viewership of its regularly scheduled shows.

"Baseball and major sports events remain part of our long-term programing strategy to recapture first place, and I don't think the final book on baseball can be written until we go through the November sweeps and we see how the network performed during the entire television season," said Neal Pilson, president, CBS Sports.

"We are disappointed with our first year's financial results," said Pilson, "but we don't write the script on live sports events, and we can't control the overall state of the economy."

The 1990 World Series ended three games short of a potential seven-game series. And that followed a playoff series that itself ran four games shorter than it might have, resulting in lost revenue for seven games that were never played. CBS had been expecting an average World Series length of six games.

"I think it has to be an enormous disappointment, and it's a huge chunk of revenue out the window," said Paul Schulman, president of Paul Schulman Co., a subsidiary of Advansures Media Programming. "But no one should say CBS made a bad deal with baseball because we don't know what will happen in years two, three and four of the contract," said Schulman. "It's too soon to judge a four-year contract."

The MLB contract offers CBS several "ancillary benefits," said Schulman, including promotion of its new series and an extension of original episodes, possibly as far as into the May sweeps. Add to that CBS's competitive fall numbers, he said, and MLB should bode well for affiliate relations.

"CBS also saved a lot of money in not having to program against baseball," said Schulman.

CBS's profit or loss on MLB will best be judged over four years and in its value going into the fifth, said Richard



Neal Pilson

Kostyra, executive vice president for media services for J. Walter Thompson.

He agreed with Schulman that important factors in determining the value of the contract will be recognizing its influence on affiliate relations and tracking its potential impact on audience shares of other CBS programs.

The CBS strategy failed to immediately bring high ratings to some of its programs following World Series games. Said one executive at a competing network: "That strategy is only as good as the programing; we've all been there."

He noted that ABC learned its lesson in 1984 trying to promote *Call to Glory* during the Olympics; NBC flopped trying to promote *Tattlingers* and *The Bronx Zoo* during the 1989 Super Bowl, and CBS itself experienced shortcomings earlier this year in trying to boost *Grand Slam* during the Super Bowl.

Several network executives continue to harbor some resentment over CBS's billion dollar deal with MLB, which set the pace for high-priced bidding wars to acquire TV sports packages.

"CBS overbid by about \$400 million for the entire package," said one network source, "and now all sports are overpriced because that's what the marketplace bears."

Pilson said he did not want questions relating to financial issues to "obscure how pleased we are with the ratings performance and production quality of our coverage. Unlike some other major sports properties, there was a significant ratings improvement over last year, and we feel the World Series has been rees-

tablished as a premiere TV property."

The World Series games scored high ratings, beginning on Oct. 16 with a winning 20.2 rating and 32 share. The following games showed a 21.8/37; a Friday night rating of 19.4/35, contributing to CBS's highest prime-time rating for the night since January 1987 and a final game rating of 21.4/38. The four-night average for the games on CBS was 20.8/36, giving the network four of the top six shows for the week.

CBS easily topped the average 16.4/29 garnered by the four-game 1989 World Series on ABC, an unusual series featuring two California teams and a disruptive earthquake. But the 1990 series performance was below 1988's 23.9/39 average and that of every other prime-time series.

Pilson said the 1990 World Series ratings numbers would nevertheless create a "much higher base for selling" the event next year. As for reports that the network lost more than \$100 million on the just-completed series, Pilson said such figures were an exaggeration.

"Unfortunately, events that we could not control, the fourth quarter softness in the economy and all of television and the four-game sweep, did cause us to incur losses on baseball that were more than we anticipated in the first year of our deal," said Pilson.

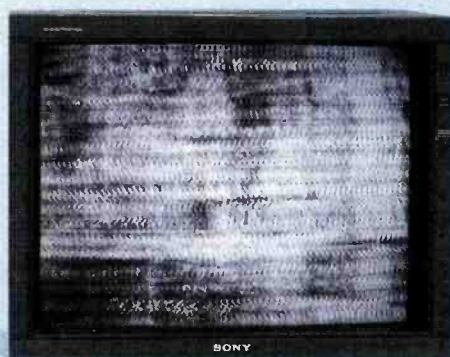
Sources in the advertising community indicated spots during the World Series games sold at an average of \$275,000 each. Some spots sold as high as \$325,000, said one ad executive, but discounting in later games found CBS selling as low as \$150,000 per spot. "Had there been six or seven games, there probably would have been real heavy discounting," he added.

CBS also experienced shortcomings in drawing women to its World Series coverage, according to Julie Friedlander, senior vp, director of national broadcast negotiations, Ogilvy & Mather.

"NBC was more aggressive than ever in counterprograming with female shows," said Friedlander, pointing to the scheduling of the Jackie Collins mini-series, *Lucky Chances* and Danielle Steel's *Fine Things*. She also said audience demographics for CBS's baseball coverage were typical.

-RB

**If you want
a better picture
of the
new season...**



this should

A woman in a blue patterned suit is reclining on a Sony television, pointing upwards with her right hand and holding a high-heeled shoe in her left. A woman in a red dress is sitting on a Sony television, pointing to the right with her right hand. There are four other Sony televisions on the floor, each displaying a local news program's rating increase. The ratings are shown as red upward-pointing arrows with percentages inside.

City	Station	Rating Increase
Los Angeles	KCAL	+31%
Detroit	WXON	+74%
Indianapolis	WTTV	+15%
Boston	WFXT	+5%
Philadelphia	WGBS	+94%

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Source: NIELSEN 9/10-10/10/90 overnight market avg. rlg. vs. year-ago 1p.

clear things up.



RATINGS ROUNDUP

CBS won the week on the strength of its World Series coverage, with the four games of the Reds sweep placing first, second, fifth and sixth among all prime time programs for the week. Second, with five of the top 10 shows was NBC, whose *Cheers* was the top rated nonbaseball offering at 21.1/33. Coming in

third was ABC, with only one of the top 10 shows, *America's Funniest People* (18.3/27), but six of the top 20 shows. Fox's strongest finisher was *The Simpsons*, which ranked 18th at 16.2/25 (*Cosby* was ranked eighth with 18.5/29). The line score was CBS, 15.9/26; NBC, 13.9/23; ABC, 12.6/21; Fox, 7.0/12.

Week 5

Oct. 14-Oct. 20

1st column tells rank. 2nd column tells position compared to last week: ▼-Down in rank from last week. ▲-Up in rank from last week.
■-Premiere broadcast. 3rd column tells rating, 4th column tells network. 5th column tells show.

1	21.8/37	C	World Series Game 2
2	21.4/38	C	World Series Game 4
3	▼ 21.1/33	N	<i>Cheers</i>
4	▲ 20.3/32	N	Movie:Kaleidoscope
5	20.2/32	C	World Series Game 1
6	19.4/35	C	World Series Game 3
7	▼ 19.3/30	N	A Different World
8	▼ 18.5/29	N	<i>Cosby</i>
9	▲ 18.3/27	A	Amer. Funniest People
10	18.0/28	N	Movie:Fine Things
11	▼ 17.7/30	C	60 Minutes
12	▼ 17.4/26	A	Roseanne
13	▼ 17.1/26	A	Amer. Funniest VIDEOS
14	■ 16.9/29	A	L.A. Law
15	▲ 16.7/27	A	Movie:The Bride In Black
16	▲ 16.5/27	N	Grand
17	▼ 16.3/26	A	Who's the Boss?
18	▼ 16.2/25	F	<i>Simpsons</i>
19	16.1/24	C	Designing Women
19	▼ 16.1/29	A	Monday Night Football
21	▼ 15.7/24	A	Doogie Howser, M.D.
21	15.7/24	C	Murphy Brown
23	▼ 15.5/24	A	Head Of The Class
24	▼ 15.3/26	N	Golden Girls
25	▼ 15.1/26	N	Empty Nest
26	15.0/26	C	World Series Postgame 2
27	▼ 14.9/22	A	Coach
27	▼ 14.9/24	N	Unsolved Mysteries
29	▼ 14.8/23	A	Growing Pains
30	▼ 14.6/26	A	Full House

31	14.4/31	C	World Series Postgame 4
31	▼ 14.4/25	A	Family Matters
31	▲ 14.4/22	F	Married...With Children
34	▼ 14.3/23	C	Major Dad
35	▼ 14.1/23	A	Wonder Years
36	13.8/30	C	World Series Postgame 3
36	13.8/23	C	World Series Pregame 1
38	13.0/23	A	Full House Spec.
38	▼ 13.0/24	A	20/20
40	▼ 12.8/21	N	Fresh Prince Of Bel Air
41	12.7/23	C	World Series Pregame 2
41	12.7/22	C	Knots Landing
41	12.7/21	N	Movie:Opposites Attract
44	12.6/25	C	World Series Pregame 4
45	▼ 12.5/22	A	Perfect Strangers
46	▼ 12.4/20	N	Ferris Bueller
47	▲ 12.3/19	F	In Living Color
48	▼ 12.1/18	C	Murder. She Wrote
49	▼ 12.0/18	N	Movie:Love She Sought
50	▼ 11.9/21	N	Carol & Company
50	▼ 11.9/19	A	Married People
52	11.6/23	C	World Series Pregame 3
52	▼ 11.6/19	C	Uncle Buck
54	▼ 10.2/18	A	Macgyver
55	10.1/16	A	Father Dowling
56	10.0/20	C	World Series Postgame 1
57	9.9/16	C	Trials Of Rosie O'Neill
58	▲ 9.8/15	F	Get A Life
58	▼ 9.8/17	N	Night Court
58	9.8/16	N	Super Bloopers And Jokes

58	▼ 9.8/16	A	thirtysomething
62	9.6/17	A	Movie Spec.:Babysitting
63	▼ 9.5/15	C	Movie:The Big Easy
64	▼ 9.4/17	N	Midnight Caller
65	9.2/15	A	Gabriel's Fire
65	9.2/14	F	Good Grief
65	▼ 9.2/16	N	Working It Out
68	9.1/16	N	1st Person/M. Shriver
68	■ 9.1/14	C	Flash
70	8.9/15	A	World Of Discovery
71	8.8/14	C	Doctor. Doctor
71	▼ 8.8/15	A	Primetime Live
73	▼ 8.7/16	N	American Dreamer
74	▼ 8.4/15	A	Twin Peaks
75	▼ 8.2/14	N	Quantum Leap
76	▼ 8.0/13	F	Babes
76	▼ 8.0/14	N	Wings
78	▼ 7.8/14	N	Parenthood
79	■ 7.3/11	C	Top Cops
80	▼ 7.2/12	A	Cop Rock
81	▼ 6.6/11	F	Parker Lewis
82	▼ 6.1/11	F	Amer. Most Wanted
83	5.9/10	F	Comic Strip Live
84	▼ 5.8/10	F	True Colors
85	▼ 5.2/8	F	Beverly Hills. 90210
86	▼ 4.7/8	F	Cops
86	▼ 4.7/9	F	Totally Hidden Video
88	▼ 4.0/7	F	DEA
89	▼ 3.9/7	F	Haywire
90	▼ 2.5/4	F	American Chronicles

FREEZE FRAMES: Syndication Scorecard *

Week ended Oct. 14

Rank	Program (Syndicator)	Rtg	Sns	Covg					
1	Wheel of Fortune, syn. (King World)	13.0	216	94	8	Wheel of Fortune, wknd. (King World)	7.5	189	86
2	Jeopardy! (King World)	11.5	196	91	9	Current Affair (20th Century Fox TV)	7.3	180	92
3	Star Trek: Next Generation (Paramount)	9.6	233	98	10	Super Force:The Movie (Viacom)	6.0	176	94
4	Entertainment Tonight (Paramount)	8.6	160	95	11	Donahue (Multimedia)	5.7	212	92
4	MGM Premiere Network II (MGM)	8.6	163	92	12	Magic II (Buena Vista)	5.3	156	90
6	Oprah Winfrey (King World)	8.2	185	91	13	21 Jump Street, syn (Cannell Dist.)	5.0	125	91
7	Cosby Show (Viacom)	7.9	191	95	13	Star Search (TPE)	5.0	173	96
					15	Inside Edition (King World)	4.9	111	74

* Nielsen weekly pocketpiece

Source: Nielsen and Broadcasting's own research.

TECHNOLOGY

DIGITAL DOMINATES LESS CROWDED STAGE IN ATLANTA

Just as the attendance and exhibition space sold for the four days (Oct. 13-16) of the Society of Motion Picture and Television Engineers annual fall equipment exhibition were down (see page 51), so, too, was the amount of new technology on view.

Most of the 187 companies exhibiting on 160,000 gross square feet of the Jacob Javits Convention Center in New York were featuring products introduced at the 1990 National Association of Broadcasters convention. For nine of the exhibitors, it was also the first chance to display shiny new technical Emmys in their booths, which had just been presented in New York four days before the opening of the SMPTE show ("In Brief," Oct. 15).

Of the technologies that were being shown off in Atlanta, digital recording was among the most prominent.

As of SMPTE 1990, there are two composite digital videotape formats on the market for broadcasters and production studios to consider.

For the first time, production versions of equipment in the D-X format, the half-inch composite digital system developed by Matsushita and the Japan Broadcasting Corp. (NHK), were shown. Matsushita's U.S. subsidiary,

Panasonic Broadcast Systems, Secaucus, N.J., displayed a studio videotape recorder, a one-piece all-digital processing and recording camcorder and a three-hour cassette. "This format has achieved our target for a digital format" for all studio and field applications, said T. Nakayama, an NHK research engineer specializing in high-density digital magnetic recording.

"Video and audio recording parameters are the same as for the D-2 format," Nakayama said. D-2 is the earlier introduced three-quarter-inch composite digital format supported by Sony Corp., Ampex Corp., BTS Broadcast Television Systems and Hitachi Denshi (which began deliveries of its \$79,000 studio VTR this month).

In addition to D-2 parameters, Nakayama said that five other advancements have been added to the half-inch system including improved channel coding, error correction coding and recording of edit points. The format also provides four-channel digital audio. Matsushita's first big customer for D-X, announced during last month's International Broadcasting Convention in Brighton, England, is the BBC, which will use it in its West London post-production studio (BROADCASTING, Oct.

1). The organizing committee for the 1992 Barcelona Olympics chose D-X as the official system for the games.

Another possible future D-X customer is NBC, which has been the biggest buyer of Matsushita's MII half-inch component analog equipment. NBC is committed to using MII for another five years, said Robin Wilson, NBC director, technical planning, during a special one-hour panel session on D-2 sponsored by Sony Corp. "In three or four years, we might begin to convert to some kind of composite digital tape format. We have the luxury of two to three years to sit back and see how things shape up in the marketplace. For economic reasons I think it will be composite digital, not component, and it will be cassette based," he said.

Sony's "D-2 Downlink" session, which was videotaped in New York the day after the SMPTE floor closed (Oct. 17), was transmitted via satellite to interested broadcasters. Included on the panel with Wilson were nine other broadcasters, cablecasters and post-production studio operators, all of whom are users of either Sony or Ampex D-2 machines. (Sony announced at the beginning of the session that the participation of the panelists did not signify en-



Panel at Sony-sponsored D-2 Downlink (l-r): Peter Dare, vice president, technology, Sony Business and Professional Group; Tom Dent, vice president, Network Operations Center, Viacom Networks; Robin Wilson, director, technical planning, NBC; Pat Howley, president, Post Perfect, New York; Gil Aykroyd, director of engineering, noncommercial WLVT-TV Allentown,



Pa.; Furn Anderson, vice president, broadcast engineering, HBO; Frank Quitoni, director, Olympic Operations, CBS; Diane Krach, chief engineer, WTXF-TV Philadelphia; Robert Henninger, president, Henninger Video, Arlington, Va.; Robert Murch, vice president, engineering, WPIX-TV New York, and Robert Thomas, director, technology planning, ABC.

dorsement of Sony products.)

Not surprisingly, panelists had mostly positive things to say about D-2. "The most important item in favor of one-inch is that it's already there and it's not costing us anything. I think in terms of potential, certainly D-2 offers a lot and in our view it probably offers as much in audio as it does in video," said Robert Thomas, director, technology planning, ABC.

"For most of us, our responsibility is to make sure that we remain competitive, that we provide good support to our sponsors and our viewers and in our case, we think digital is the way to go in the future," said Robert Murch, vice president, engineering, WPXI-TV, New York.

Frank Quitoni, director, Olympic Operations, CBS, spoke of the reliability of the digital system over the analog formats. During coverage of the World Figure Skating Championships last winter in Halifax, Nova Scotia, CBS's D-2 decks were exposed to severe cold after the heat in its production trailer went out over night. "I think it went down to two degrees below zero. The next day when we came in, it was really a refrigerator inside," Quitoni said. "That was an important evaluation for us. We didn't do it purposely, but we're glad it happened because we saw that the machines came back and did exactly what they were supposed to do." CBS expects to face similar conditions when it covers the 1992 Winter Olympic games.

The fact that a D-X camcorder is available and will never be available in D-2 is one of the half-inch format's advantages, according to Panasonic. But the D-2 panel said that news acquisition in the digital domain is not important. "We have come to the conclusion...that the most significant factor in ENG is to minimize the weight and general portability factors," Thomas said. "I think until a digital format is available at the same or lower weight [than current one-piece NTSC camcorders] but above all at less power consumption than we now see at analog, we won't see a move in that direction."

Peter Dare, vice president, technology, Sony Business and Professional Group, who also sat on the panel, said that D-2 is rapidly becoming a replacement for Type C (one-inch analog) in the studio. "In the case of format C, it took the manufacturers about five years to sell 2,000 or 3,000 machines. In the case of D-2, it's taken about two years for the penetration of D-2 to reach, in Sony's case, about 3,000 machines. Something on the order of 1,100 are in

use in the United States and maybe a thousand in Japan and 500 in Europe," he said. The European numbers are low, Dare said, because of late introductions of PAL versions, and sales figures are beginning to pick up.

Digital transmission, a common topic in SMPTE technical sessions since 1987, was a presence on the exhibit floor in 1990. Vyvx National Video Network (NVN), Tulsa, Okla., a company now operating a nationwide video fiber optic service (BROADCASTING, July 16), occupied one of the larger booths at this year's show.

*"Price, security
and quality. We
feel we have a leg
up on all three."
C.R. Sensney,
Vyvx NVN*

Vyvx NVN leases time on the fiber network, which was built by its parent company, Williams Telecommunications Group. Using current switching capabilities, which some say are not yet reliable for video distribution of network signals, Vyvx NVN claims to have achieved reliability rivaling satellite distribution. The worst-case down time to the customer in case of a failure in the system is 30 seconds. The company is currently awaiting the completion of a "T-1" backup routing system that will provide rerouting within one second. "Our goal is that the customer will never lose service for more than two seconds," said C.R. Sensney, general manager of Vyvx NVN.

Vyvx NVN's selling points are "price, security and quality. We feel we have a leg up on all three," Sensney said. Rather than emphasizing futuristic fiber optic and digital compression aspects, the system is described as a cost-effective and reliable alternative to satellite distribution that can fit into any current TV plant.

The investment into the network so far has been \$1 billion dollars. "It's sort of an engineer's dream," Sensney said. "There are some neat things you can think about doing." Another application that may be aimed at network and local broadcasters in the near future is a centralized TV commercial library. Instead of storing racks of videotapes with commercials, a station could phone the Vyvx Tulsa headquarters and access spots as

they are needed, he said.

Another idea involves long distance, remote control production of live events. A cable sports channel, for example, could cover events at every stadium in the country by operating cameras remotely controlled over three or four fiber optic lines from the service's headquarters. Fewer people would be needed for on-site production crews and in some cases, the crews could be eliminated entirely. Sensney said that Vyvx NVN is not seeking to form strategic alliances with robotic camera, videotape library or other manufacturers of automated systems because it is careful not to limit the network's use in any TV facility.

One such alliance was announced during the show by BTS Broadcast Television Systems, Salt Lake City, a manufacturer of cameras, VTR's and other studio equipment (co-owned by Bosch and Philips), and Total Spectrum Manufacturing (TSM), Valley Cottage, N.Y., a robotic camera system company. "Every company should be looking for ways to make their equipment more compatible with other companies", but with no compromise in quality," said Michael D'Amore, BTS director of business and development.

Under the agreement, the TSM AutoCam ACP-8000 is being equipped to operate up to eight BTS cameras simultaneously. Along with movement and positioning control, there will be remote control of all camera parameters. TSM President Bob Gonnelli said that most of the camera set-up and operation that used to take several people to handle can now be done by a single remote operator. That is, in part, due to the reliability of today's CCD studio cameras. "The camera wakes up every day with pretty pictures," Gonnelli said.

TSM's robotic system competitor, A.F. Associates, Northvale, N.J., announced the sale of its second Roboped robotic camera pedestal to CNN in Atlanta. CNN bought the first prototype of Roboped last winter. The pedestal was designed to work with the British-built Rademec EPO robotic system, which A.F. Associates markets in the U.S.

BTS also announced the U.S. introduction of its LDK 9, "our top of the line CCD camera" for the studio or on-location sports coverage. D'Amore said. The camera, built with BTS's frame-transfer chips, images 700 lines of resolution and features "dynamic white shading," an electronic lens adjustment technique for removing prism color artifacts. The system is priced at \$95,000 and will be available in both NTSC and PAL in the first quarter of 1991. -RMS

SMPTE: THEY DON'T LOVE NEW YORK

Expense, set-up problems are among reasons cited for disaffection with convention site

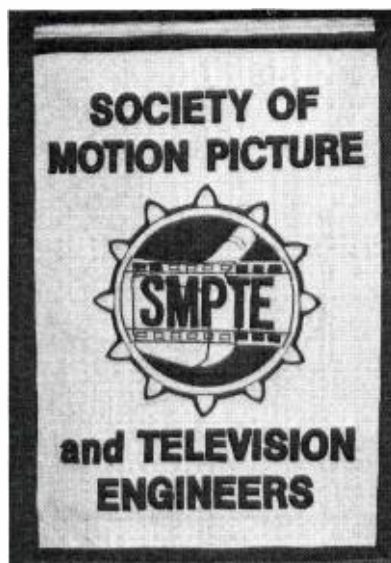
The Society of Motion Picture and Television Engineers has become the key gathering of the year for TV broadcast and production engineers after the National Association of Broadcasters convention. But according to SMPTE's exhibiting companies, the society is going to have to make some tough decisions soon to maintain that status, especially concerning the future use of the Jacob Javits Convention Center in New York as a conference site.

The estimate of the final attendance, released on the last day of the convention (Oct. 17), was 12,000, far short of SMPTE's goal of 17,000. It was also a sharp drop from the 15,125 that attended last year's conference in Los Angeles and the 15,500 that attended in 1988, the last time the show was held in New York. The exhibition's 187 booths was also well below last year's total of 259. The show in Los Angeles covered 85,000 net square feet last year. SMPTE provided a gross figure of 160,000 square feet but no net figure for the show this year.

"Most of the exhibitors were satisfied with the traffic," said John Spring, regional sales manager, Eastman Kodak and SMPTE's conference vice president. Many exhibitors said that the lower rate of traffic allowed for more time to talk to decisionmakers, he said.

A consensus of the exhibitors contacted by BROADCASTING said there is a problem with the Javits Center and New York. For several years, the SMPTE conference has alternated every other year between New York and Los Angeles in order to serve the motion picture production communities on both coasts. When the show is in New York, many exhibitors complain about the cost of housing several employees there for the five-day SMPTE event and of other expensive aspects to staging a trade show in New York.

But by far the most common complaint is the problem in dealing with the union electricians that work at the Javits Center. Many exhibitors complain about the numerous set-up tasks to which the unions claim jurisdiction. At past New York shows, there have been reports of physical threats and the need to bribe electricians to get booths set up.



Blaine Baker, president, MPL Film & Video Inc., Nashville, and SMPTE executive vice president (who was elected to succeed Maurice French as president as of Jan. 1), reported that setting up for this year's exhibition was much smoother than past New York events because the process was spread over four days rather than the usual three. "The major complaint [among the exhibitors] we have had is about the coffee in the exhibitor's lounge," he said.

Many exhibitors, most of whom asked not to be identified, said that while there were no physical threats to employees this year, conditions had not improved greatly. Many major exhibitors, including Sony, Ampex, Dynatech and Hitachi Denshi, reduced the sizes of their booths substantially and one big exhibitor, Abecus, did not come to New York at all.

Only four products were displayed at this year's Hitachi booth. According to Bernard V. Munzelle, vice president, marketing, the company will go back to its normal-sized booth for the 1991 exhibition in Los Angeles. The smaller size at this year's show was directly attributable to past problems with New York shows and not a protest against SMPTE, he said. "SMPTE we support completely."

Ikegami Electronics U.S.A. took up

the same booth space that it has in past SMPTE conventions "and with more equipment crammed in this year," said Tom Calabro, director of engineering. He said that Ikegami had also experienced the same set-up problems as in past years, but was better prepared to cope with them. "It was not a shock this time," he said.

Next year's conference will be held in Los Angeles. Space has already been assigned for 122 companies for next year's show, including Abecus. Dynatech will go back up to 1,500 square feet for next year after reserving only 1,000 square feet this year.

After a similarly disappointing 1988 New York exhibition that also attracted 186 exhibitors, SMPTE began considering alternative sites. The 1992 show will be held at the Metro Toronto Convention Center. Hitachi's Munzelle called that decision "a very positive step." Calabro said that Toronto or any other East Coast site with a large enough convention facility would be suitable for the exhibition. The only worry about Toronto expressed by some exhibitors was the expense U.S. companies will have clearing Canadian customs.

During this year's conference there was also discussion of where the 1994 event might be held. The tentative plan is to return to New York, but the decision has not yet been made. Other East Coast cities (including Atlanta, where the NAB convention and exhibition was held last spring) are still under consideration.

In the meantime, another idea that is being considered to boost SMPTE attendance is to merge the conference with the Audio Engineering Society (AES) Fall conference. AES, a standards organization that serves the audio post-production industry, has traditionally held its fall conference at about the same time as SMPTE on the opposite coast. Discussions between the two organizations over the feasibility of combining their shows have been held for several months. In June, SMPTE agreed to turn management of one of the technical sessions at its 1991 television conference (in Detroit, Feb. 1-2) to AES for papers on TV audio (BROADCASTING, Aug. 20).

While some exhibitors supported the idea of merger, others said that it would not make a difference in their show planning. The merger would mean greater attendance, but audio attendees are not potential clients for many of the TV and film-oriented SMPTE exhibitors. -RMS

BUSINESS

TV BROADCASTERS IN 'MODEST' SHAPE FOR 1990's HOME STRETCH

Third-quarter financial results show no Mideast casualties while political ad spending makes earnings statement; for 1990, Capital Cities/ABC faces possible operating income decline for first time in 20 years

While Capital Cities/ABC cited "increased advertising demand" in prime time for the third quarter as a reason for improved revenue and profitability of its ABC TV network division, GE cited the same market as "soft" in explaining "modestly" lower profit and revenue at NBC.

The former company last week reported higher revenue for all of its broadcasting and cable operations. Revenue for the ABC television network was up, said analysts, by roughly 8%, with gains at the owned TV stations just below that, and radio revenue also up by a mid-single-digit percentage. Profit increases for each of the operations was also up "modestly," except at ESPN, where a large increase in the baseball rights fee offset higher revenue.

In addition to the estimated \$20 million loss on baseball for the quarter, there was an additional \$18 million unfavorable income comparison with the prior year's quarter due to accounting adjustments from the 1985 merger. As a result, the broadcasting division reported

a 15% income decrease compared to 1989's third quarter 18% broadcast operating income jump.

The stock market did not react well to the company's television outlook for the remainder of the year, which the earnings statement described as "significantly weaker in the fourth quarter than for the first nine months of 1990." That quarter will also see both ESPN and ABC in the first year of a new NFL contract although the former will have the revenue benefit of a cable operator surcharge, not applied toward baseball. The new earnings estimates for the quarter suggest that the company will barely exceed the total 1989 operating income results and could possibly post a decline for the first time in 20 years.

TV station groups, consisting mostly of affiliates, reported similarly disappointing to modest changes in revenue and profit, with some of the gains helped by political advertising.

The Washington Post Co. said revenue at Post-Newsweek stations was "essentially even" with the prior-year peri-

od. Scripps Howard Broadcasting said TV and radio revenue increased to \$55.2 million, up 10.2%, with roughly three of those percentage points from political advertising revenue. Operating costs increased 1.9%, leading to a 43% jump in operating income, to \$14.5 million.

Also detailing the political benefit was Pulitzer Publishing, which said third-quarter political dollars account for roughly 40% of the 6.8% revenue increase for its broadcasting operations, excluding effects of station acquisitions and divestitures. Revenue increased to \$25.1 million, but expenses were up 9.5%, "...attributable to increased personnel expenses, programing rights expenses, bad debt expenses and costs at WLKY-TV Louisville, Ky., related to change in network affiliation..."

For Multimedia, broadcasting revenue was up 1.6% to \$33.8 million, while broadcasting cash flow decreased 3.2% to \$12.3 million. The company said the division continues to "experience softness in retail and automotive advertising." Profit improvements reported by some broadcasters, such as Meredith, was due to programing write-downs in prior years.

McGraw-Hill said broadcasting revenue helped by "...political advertising and good national business in September" increased 9% to \$24.9 million, while profits, at \$7 million, were flat with the year-ago period when the company recorded a gain from the syndication of certain programing. Gannett said broadcasting revenue increased 4% to \$93.6 million.

A.H. Belo, two of whose largest stations are in Texas, said television station advertising, including political spending, was up 8.5% to \$45.8 million. Times Mirror, which also has two TV stations in Texas, said revenue was up 7.4% to \$25.2 million, while operating profit dropped 26% to \$5.8 million. —GF

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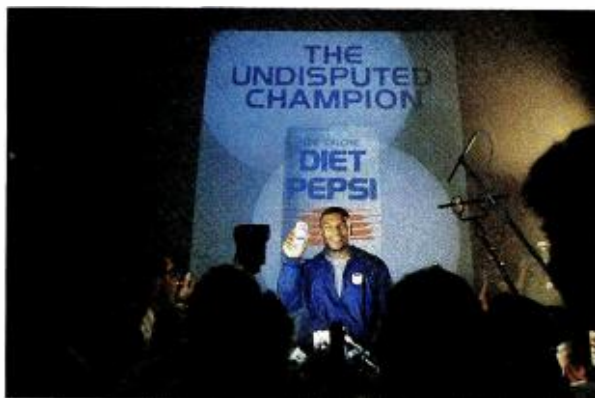
NETWORK HANDLING OF COMPARATIVE ADS CAUSING CONCERN

Ads that attack competition by name have increased in past few years; Coke expresses concern about network review process and suggests independent panel to review advertisements

The standards and practices departments at the networks are in the news again. Two years after cuts in those departments reduced the size to somewhere between 15 and 20 commercial reviewers, the advertising community is concerned about the networks' ability to oversee the commercial clearance process, and new concerns from major advertisers such as Coca-Cola about the

information concerning how many people replaced their Chevy trucks with another brand. As one marketing executive put it: "If you torture the numbers long enough, they'll talk." Ford's legal department has contacted Chevrolet and may end up pursuing the networks.

Often the problem with comparative ads is that each company has its own research methodology and uses different



Ads such as this Diet Pepsi spot have competitors crying foul

departments' handling of "comparative" TV ads have surfaced.

Comparative ads—commercials that attack or mock competing products by name—have grown substantially over the last few years, especially in competitive categories such as telecommunications, beverages and automobiles. For example, Coca-Cola has taken issue with several Pepsi ads that claim Diet Pepsi is "the taste that beats Diet Coke" or that Diet Pepsi "is the undisputed champion" of taste.

Some automobile manufacturers are also upset with comparative ads the networks have approved. Ford Motor Co. has been outspoken in its criticism of Chevrolet ads that the company says make false claims about Ford trucks.

The ads, according to Ford spokesperson Mike Parris, are full of half truths about Chevrolet's truck sales. For example, ads that say how many people switched to Chevy trucks do not include standards and variables in research.

Thus, the survey method used by one manufacturer may not be the same as that of a rival manufacturer. And the networks, said one executive at a large beverage manufacturer, are unable to keep up with the changing standards in research methodology.

The solution, according to Coca-Cola, is to create an agency independent of the networks and advertisers to act as a watchdog over comparative claims.

Pepsi does not see an outside organization as a solution. Said Pepsi spokesperson Gary Gerdemann: "On the whole, the networks have done a good job handling comparative ad claims, counter claims and challenges. If any improvements in the testing system are to be made, we favor the networks adopting more definitive guidelines for claim substantiation and review."

The problems with a watchdog group, said Gerdemann, is that it adds another

continues on page 55

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WTVX(TV) Ft. Pierce, Fla. □ Sold by WTVV Inc. to Krypton Broadcasting Corp. for \$8 million cash at closing. **Buyer** is headed by Frank K. Spain and is licensee of WTVX(TV) Tupelo, Miss., and is permittee of KZJC(TV) Flagstaff, Ariz. **Seller** is headed by C.E. Feltner Jr. and has interests in Krypton Broadcasting of Jacksonville Inc., licensee of WNFT(TV) Jacksonville, Fla.; Krypton Broadcasting of Birmingham Inc.; Krypton International Corp., and Krypton Broadcasting of Ft. Pierce Inc. WTVX is an independent on ch. 34 with 5000 kw visual, 500 kw aural and antenna 973 ft.

KZOU-AM-FM Little Rock, Ark. □ Sold by Encore Communications Ltd. to GHB Broadcasting for \$1.65 million cash at closing. **Seller** is headed by George Duncan and has interests in KBFM-FM McAllen/Brownsville, Tex. **Buyer** is headed by George H. Buck Jr. and has interests in

PROPOSED STATION TRADES

By volume and number of sales

Last Week:

AM's □ \$1,125,000 □ 1

FM's □ \$0 □ 0

AM-FM's □ \$6,225,000 □ 4

TV's □ \$8,000,000 □ 1

Total □ \$15,350,000 □ 6

Year to Date:

AM's □ \$90,254,068 □ 332

FM's □ \$456,517,626 □ 215

AM-FM's □ \$344,235,640 □ 192

TV's □ \$798,841,900 □ 82

Total □ \$1,691,849,234 □ 721

For 1989 total see Feb. 5, 1990 BROADCASTING.

KMGY(AM) Montgomery, Ala.; **WYZE(AM) Atlanta** and **WEAM(AM) Columbus**, both Georgia; **WTOO(AM) Asheville**, **WHVN(AM) Charlotte** and **WDRV(AM) Statesville**, all North Carolina; **WNAI(AM) Norristown**, Pa., and **WOLS(AM) Florence**, S.C. **KZOU(AM)** has black format on 1250 khz with 2.5 w. **KZOU-FM** has CHR format on 98.5 mhz with 100 kw and antenna 1,286 ft. **Broker: H.B. La Rue, Media Brokers.**

KCIN(AM) Victorville and **KATJ(FM) George, both California** □ Sold by Crown Broadcasting Services for \$1.575 million cash at closing. **KCIN** was acquired in July 1978 for \$160,000; **KATJ** went on air in June 1989. Deal for stations in August 1989 to Victor Valley Broadcasting for \$1.36 million fell through. **Seller** is headed by Sidney King and Mattie Brown. **Buyer** is owned by Scott Brody and has no other broadcast interests. **KCIN** has country format on 1590 khz with 500 w day and 135 w night. **KATJ** has Country format on 100.7 mhz with 85 w and antenna 1500 ft. **Broker: Blackburn & Co. Inc.**

WLRM(AM) Ridgeland and **WLIN(FM) Gluckstadt, both Mississippi** □ Sold by Exchequer Communications Inc. to Aileron Communications Inc. for \$1.5 million to facilitate sale of minority interests to outside investors. **Seller and buyer** is headed by William Neville III. **WLRM** has news/talk format on 780 khz with 5 kw. **WLIN** has beautiful music format on 101.7 mhz with 3 kw and antenna 300 ft.

KZKL-AM-FM Albuquerque, N.M. □ Sold by AM-FM Communications Inc. to Coronado Broadcasters Ltd. Inc. for \$1.3 million. Sale includes \$800,000 cash at closing and \$250,000, 10-year promissory note at 10%, with buyer assuming liabilities for balance. **Seller** is headed by Garrett Haston and has interests in KJQN-AM-FM Ogden, Utah. **Buyer** is headed by William Russell. **KZKL(AM)** has oldies format on 1580 khz with 10 kw day and 40 w night. **KZKL(FM)** has 50's and 60's format on 101.7 mhz with 3 kw and antenna 99 ft.

WLTP(AM) Parkersburg, W.Va., and **WNUS(FM) Belpre, Ohio** □ Sold by The Somerset Group Inc. to TRBC Inc. for \$1.125 million. Sale is for 63% of stations and price includes \$100,000 cash at closing and promissory note. **Seller**, headed by John Patten, is reducing its ownership from 83% to 23%. **Buyer** is headed by Joel Thorp and John Reynolds. **WLTP** has oldies format on 1450 khz with 1 kw. **WNUS** has Country format on 107.1 mhz with 2.3 kw and antenna 370 ft.

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Subject to FCC approval

Continued from page 53

"unnecessary" cost layer and further complicates the review process. The group, said Gerdemann, would not be able to address the "fundamental methodological differences in research that our two companies have always had." Gerdemann also wondered what the legalities of a watchdog organization might be with antitrust issues.

The networks do not think an independent panel is the solution. Matthew Margo, vice president, program practices, CBS, suggested the belief that any panel funded by an industry can be independent "is really a quantum leap of faith." An ABC spokesperson said the matter of comparative advertising is under review. ABC's vice president for commercial clearance, Harvey Dzodin, has said a separate panel is inadvisable. NBC said a proposal for a panel is under consideration.

Another perception problem, Margo said, is the tendency for people to conclude that whenever a challenge is sustained, the advertiser has gotten away with something. Said Margo: "The fact that a competitor later does more extensive research does not mean the advertiser got away with false advertising or that there was not a reasonable level of substantiation made at the clearance stage."

Most of the conflicts, Margo said, are at the research level. "We find with some of these research issues that even the foremost experts can strongly disagree with each other." Margo said another potential problem with a third party entity is that any decision they made would be appealed to CBS [or the other networks] and its department and the network would be more likely to rely on its own researchers anyway.

Once the networks give approval to an advertisement, odds are it will be able to air outside of the networks without going under the microscope again. Some cable networks have their own standards and practices departments, but most seem to operate on the theory that "if it's good enough for the networks, it's good enough for us." For example, USA Network does not have an official department, but does reviews on a case-by-case basis. Said a company spokesperson: "Generally, top of the line ads from major corporations and major agencies are pretty much accepted based on past business practices and public perceptions."

Not all advertisers are concerned about comparative advertising. Said one major advertiser: "Challenges are part of the operating environment, like border skirmishes."

-JF

WSNS-TV case draws support

Petitions of support are coming from Chicago Hispanic communities following the FCC's refusal to renew the license of WSNS-TV Chicago, the city's all-Spanish television station. The FCC denied the station's request for license renewal on the grounds WSNS-TV failed to air sufficient public interest programming in 1982 when it experimented with a subscription service, showing on a scrambled basis, sexually oriented adult movies (BROADCASTING, Sept. 24). The FCC awarded a construction permit to Monroe Communications, the competing applicant that filed the original petition to deny the license renewal. Monroe has pledged to air Spanish programming, but WSNS-TV supporters say that's not good enough. "Since 1985, channel 44 has provided vital public affairs programming on such issues as school reform, amnesty [for illegal aliens], health care, naturalization and voter registration," said Alderman Luis V. Gutierrez of the 26th Ward of Chicago. "Channel 44 is an extremely important vehicle of communication for the Hispanic community—one that we do not intend to lose."

A resolution of support was approved Oct. 18 by the Intergovernmental Relations Subcommittee, calling Mayor Richard M. Daley to file a petition supporting WSNS-TV. The city council will consider the resolution Oct. 31. Management of the station is petitioning the FCC to reconsider its decision, and if they do not receive a favorable ruling, they will take their case to the U.S. Court of Appeals; a Supreme Court appeal will follow, if necessary ("In Brief," Oct. 1). Additionally, 33 Hispanic community organizations have formed the "Coalition in Defense of Access to channel 44," in an attempt to turn around the FCC's decision.

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FOCUS ON FINANCE

Media stocks were mixed last week while market indices advanced. Financial News Network said that company had fixed-charge coverage deficiency, sending stock down 1 1/4, to 3/8. Stock symbol is now FNNIE—previously FNNI—with last letter indicating delinquency in meeting SEC filing requirements. On same day, MCA trading was halted—at 54, down 4 3/4 from prior day's close—at 1:05 p.m. on Japanese news report that Matsushita merger negotiations had broken off. Trading resumed at 2:18 p.m. at \$48 down \$6 more and was halted again for rest of day, at 3:51 p.m., up \$2 at \$50. Three minutes later Matsushita executive issued statement denying news report. Likelihood of closing on MGM acquisition sent stock up 20%, to 14 1/4. Capital Cities/ABC (CCB) continued to take brunt of network advertising concerns, fall-

ing 9% for week—CBS, which had larger third-quarter net decline, has hovered at \$155-\$160 for past month, protected by \$100-per-share net cash. For past month CCB is down roughly 16%. Publishing group owner stocks were mixed. McGraw-Hill rebounded eight percent, to \$46, while several stocks continued month-long declines, including Pulitzer, Washington Post and Park Communications. Studio stocks in general did well with Paramount, Time Warner and Disney all showing gains. MSO stocks were mixed with some of larger issues, including American Television and Communications, Comcast and Tele-Communications. Among short positions reported last week, that in News Corp. American Depository Receipts for period ending October 15 showed 64% jump to 4.8 million, roughly 24 times average daily trading volume.

	Closing Wed Oct 24	Closing Wed Oct 17	Net Change	Percent Change	P/E Ratio(000,000)	Market Capitali- zation
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BROADCASTING

A (BHC) BHC Comm.	42	1/4	40	7/8	1	3/8	03.36	-8	1,237
N (CCB) Cap. Cities/ABC	395		436		-41		-09.40	13	6,846
N (CBS) CBS	158	1/4	154		4	1/4	02.75	11	3,746
A (CCU) Clear Channel	10	3/4	10	3/4			00.00	-63	61
O (JCOR) Jacor Commun.	2		1	7/8		1/8	06.66	-1	19
O (OSBN) Osborn Commun.	6	3/4	7			1/4	-03.57	-9	47
O (OCOMA) Outlet Comm.	12		12	3/4		3/4	-05.88	14	78
A (PR) Price Commun.		5/8		1/2		1/8	25.00		5
O (SAGB) Sage Bcsg.	1	1/2	1	1/2			00.00	-1	5
O (SCRIP) Scripps Howard	45		45				00.00	19	464
O (SUNNC) SunGroup Inc.		3/4		3/4			00.00	-1	5
O (TLMD) Telemundo	3	1/2	3	1/2			00.00	-1	79
O (TVXGC) TVX Group	9	1/8	9	1/16		1/16	00.68		66
O (UTVI) United Television	28	3/4	28	3/4			00.00	3	312

PROGRAMING

O	(ALLT) All American TV	2		2				00.00		3	
N	(CRC) Carolco Pictures	7	1/8	7	5/8	-	1/2	-06.55	11	215	
O	(DCPI) dick clark prod.	3		3	1/2	-	1/2	-14.28	13	24	
N	(DIS) Disney	95	3/4	87	3/8		8	3/8	09.58	16	12,733
O	(FNNIE) FNN	3	1/8	3	3/16	-	1/16	-01.97	9	57	
A	(FE) Fries Entertain.			1/2		1/2		00.00		2	
A	(HHH) Heritage Ent.	1	1/8		3/4		3/8	50.00	-2	8	
N	(HSN) Home Shop. Net.	3	3/4	4	5/8	-	7/8	-18.91	93	338	
O	(IBTV) IBS	1	1/4	1	1/4			00.00	15	4	
N	(KWP) King World	22	1/2	21	1/8		1	3/8	06.50	10	855
O	(KREN) Kings Road Ent.			1/4		9/32	-	1/32	-11.11	-1	1
N	(MCA) MCA	50		57			-	7	-12.28	19	3,759
N	(MGM) MGM/UA Comm.	17	1/8	14	1/4		2	7/8	20.17	-17	874
A	(NNH) Nelson Holdings	2	1/2	2	1/8		3/8	17.64			10
O	(NNET) Nostalgia Net.		9/16		7/16		1/8	28.57			3
N	(OPC) Orion Pictures	10	1/2	10	1/4		1/4	02.43	30	190	
N	(PCI) Paramount Comm.	37	1/4	34	1/4		3	08.75	25	4,391	
N	(PLA) Playboy Ent.	4		3	7/8		1/8	03.22	21	74	
O	(QNTQE) Qintex Ent.		1/8		1/8			00.00			26
O	(QVCN) QVC Network	5	1/4	5			1/4	05.00	-13	91	
O	(RVCC) Reeves Commun.	6	3/4	6	3/4			00.00	-16	85	
O	(RPICA) Republic Pic.'A'	5	1/4	5	3/8	-	1/8	-02.32	29	22	
O	(SP) Spelling Ent.	3	3/8	3	3/8			00.00	16	111	
O	(JUKE) Video Jukebox	4	3/4	4	3/4			00.00	-36	45	
O	(WONE) Westwood One	1	3/4	2		-	1/4	-12.50	-1	25	
O	(AFTI) Am. Film Tech.	3	5/8	5	3/8	-	1	3/4	-32.55	11	35

	Closing Wed Oct 24	Closing Wed Oct 17	Net Change	Percent Change	P/E Ratio(000,000)	Market Capitali- zation
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BROADCASTING WITH OTHER MAJOR INTERESTS

N	(BLC) A.H. Belo	30	1/2	29	5/8		7/8	02.95	26	569
N	(AFL) American Family	14	1/8	13	1/8		1	07.61	11	1,149
O	(ACMA) Assoc. Comm.	18		17	1/4		3/4	04.34	46	335
N	(CCN) Chris-Craft	27		26	1/2		1/2	01.88		687
O	(DUCO) Durham Corp.	27	1/2	23			4 1/2	19.56	14	232
N	(GCI) Gannett Co.	32		31	3/4		1/4	00.78	13	5,056
N	(GE) General Electric	51	7/8	52	5/8	-	3/4	-01.42	11	46,097
O	(GACC) Great American	2	1/4	1	3/4		1/2	28.57		79
A	(HTG) Heritage Media	3		3	1/8	-	1/8	-04.00	-6	135
N	(JP) Jefferson-Pilot	33	7/8	34	1/2	-	5/8	-01.81	8	1,210
N	(LEE) Lee Enterprises	20	7/8	21	1/8	-	1/4	-01.18	12	487
N	(LC) Liberty	42	1/8	41	7/8		1/4	00.59	9	329
O	(LINB) LIN	46	1/4	43	1/2	2	3/4	06.32	-15	2,376
N	(MHP) McGraw-Hill	46		42	1/2	3	1/2	08.23	115	2,239
A	(MEGA) Media General	1	1/2	18	3/4	-17	1/4	-92.00	2	37
N	(MDP) Meredith Corp.	22	1/8	21	1/4		7/8	04.11	-15	406
O	(MMEDC) Multimedia	56	7/8	55			1 7/8	03.40	16	643
A	(NYTA) New York Times	18	5/8	18	3/4	-	1/8	-00.66	6	1,418
N	(NWS) News Corp. Ltd.	9	1/8	8			1 1/8	14.06	5	2,449
O	(PARC) Park Commun.	13		14		-	1	-07.14	14	269
O	(PLTZ) Pulitzer Pub.	17		18	1/4	-	1 1/4	-06.84	6	178
O	(STAUF) Stauffer Comm.	130		130			00.	48	144	
N	(TMC) Times Mirror	23	5/8	23	3/4	-	1/8	-00.52	12	3,036
N	(TRB) Tribune Co.	33	3/4	32			1 3/4	05.46	11	2,223
A	(TBSA) Turner Bcstg.'A'	9	5/8	9			5/8	06.94	-64	1,435
N	(WPO) Washington Post	184		193	1/2	-	9 1/2	-04.90	12	2,214
N	(WX) Westinghouse	25	7/8	26	1/2	-	5/8	-02.35	7	7,531
O	(IATV) ACTV Inc.	2	5/8	2	1/2		1/8	05.00		2

CABLE

A	(ATN) Acton Corp.	6		6				00.00	-4	9
O	(ATCMA) ATC	27	3/4	25		2	3/4	11.00	28	3,026
A	(CVC) Cablevision Sys.'A'	10	3/4	11	7/8	-1	1/8	-09.47		238
A	(CTV) Century Comm.	4	3/8	4		3/8		09.37	-4	285
O	(CMCSA) Comcast	10	1/8	8	1/4	1	7/8	22.72	-6	1,143
A	(FAL) Falcon Cable	10	1/4	9	5/8		5/8	06.49	-7	65
O	(JOIN) Jones Intercable	6	1/4	5	3/4		1/2	08.69	-3	78
N	(KRI) Knight-Ridder	39	1/4	39	5/8	-	3/8	-00.94	12	1,969
T	(RCLA) Rogers'A'	9		9	1/4	-	1/4	-02.70	-17	349
O	(TCAT) TCA Cable TV	10	1/4	10	3/8	-	1/8	-01.20	44	248
O	(TCOMA) TCI	10	1/2	8	7/8	1	5/8	18.30	-15	3,737
N	(TWX) Time Warner	76	1/4	67	1/2	8	3/4	12.96	-5	4,382
O	(UAECA) United Art.'A'	10	3/8	10	1/2	-	1/8	-01.19	-15	1,457
A	(VIA) Viacom	16		16	7/8	-	7/8	-05.18	-19	1,707

FIFTH ESTATE EARNINGS REPORTS

■ **A.H. Belo** said that prior year's third-quarter earnings reflect roughly \$0.10 per share from "...proposed IRS audit adjustments to the company's federal income tax returns for the years 1984 through 1988." ■ **CBS** had \$43.3 million in net corporate interest income for third quarter. ■ Purchase price accounting for **Capital Cities/ABC** benefited third-quarter earnings per share by \$0.20 in 1990, compared to \$1.65 in 1989. ■ Third-quarter operating income for **Gannett** was off 9%, to \$150.6 million. Company said "...the consolidation of the retail industry continues to impact advertising demand. The prospect of new taxes and higher energy prices has challenged consumer confidence, exaggerating the pressures on retailers, which are traditionally among the company's largest advertisers." ■ Third-quarter net income for **Meredith** included \$49.3 million gain from sale of printing operations and \$3.5 million gain from sale of *Sail* magazine. ■ **Multimedia** said entertainment revenue increased 16%, to \$19.1 million, while division's cash flow jumped 33%, to \$13 million. Cable division had cash flow of \$15 million on revenue of \$27.3 million. ■ Results from prior-year's third quarter for **The New York Times Co.** included \$195 million gain from sale of

Company	Period	Revenue (000)	% change	Earnings (000)	% change	EPS
A.H. Belo	Third	\$108,582	7	\$5,522	80	\$0.29
CBS	Third	\$662,200	12	\$43,500	-30	\$1.69
Capital Cities/ABC	Third	\$1,214,772	10	\$71,714	-11	\$4.16
Gannett	Third	\$829,861	--	\$79,403	-4	\$0.50
General Electric	Third	\$14,200,000	9	\$1,026,000	9	\$1.16
McGraw-Hill	Third	\$502,785	11	\$67,354	5	\$1.38
Meredith	First	\$179,411	4	\$60,936	554	\$3.62
Multimedia	Third	\$119,827	6	\$12,906	68	\$1.05
The New York Times	Third	\$415,340	1	\$9,173	-96	\$0.12
Park Communications	Third	\$38,867	-1	\$3,670	-5	\$0.18
Pulitzer Publishing	Third	\$97,963	4	\$1,424	-56	\$0.13
Scripps Howard	Third	\$78,185	12	\$6,496	126	\$0.63
Times Mirror	Third	\$894,980	2	\$41,865	-40	\$1.05

cable TV systems. Company said broadcasting information services group revenue was 7%, to \$19.1 million, while operating income was up 27%, to 43.3. million. Operating income for all of company was off 41%, to \$17.5 million. ■ **Park Communications** said third-quarter results included \$198,000 of net non-recurring expenses, "...in association with the potential acquisition of WJKA-TV Wilmington, N.C.. ■ **Scripps Howard** said cable television division had third-quarter operating income of \$4.5 million on revenue of \$23 million. ■ **Times Mirror** reported third-quarter cable television income of \$18.3 million on revenue of \$93.1 million.

STOCK INDEX (CONT.)

Closing Wed Oct 24	Closing Wed Oct 17	Net Change	Percent Change	P/E Ratio	Market Capital- ization (000,000)
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Closing Wed Oct 24	Closing Wed Oct 17	Net Change	Percent Change	P/E Ratio	Market Capital- ization (000,000)
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EQUIPMENT & MANUFACTURING

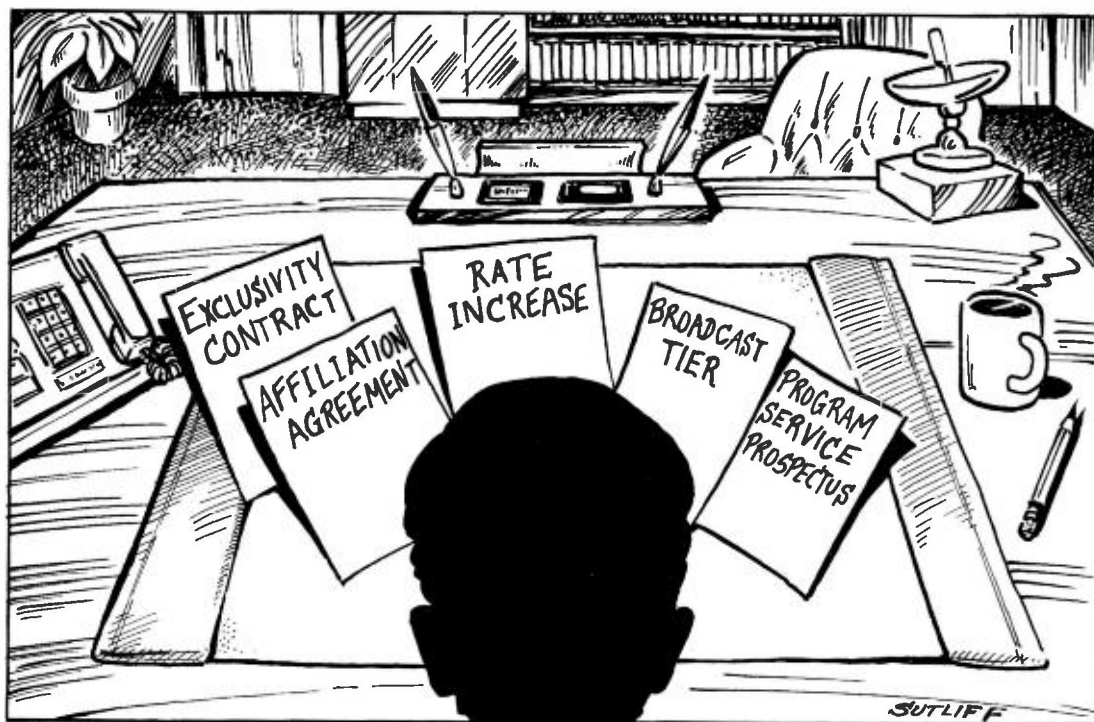
N	MMM) 3M	78	1/4	75	1/8	3	1/8	04.15	13	17,369
N	ARV) Arvin Industries	14	7/8	14		7/8		06.25	20	279
O	CCBL) C-Cor Electronics	5	1/2	4	1/8	1	3/8	33.33	4	23
O	CTEX) C-Tec Corp.	13	3/4	14	1/8	-	3/8	-02.65	-50	226
N	CHY) Chyron		9/16		9/16			00.00	-1	6
A	COH) Cohu	8	1/8	7	1/4		7/8	12.06	6	15
N	EK) Eastman Kodak	39	7/8	37	1/8	2	3/4	07.40	15	12,937
N	HRS) Harris Corp.	16		15	3/8		5/8	04.06	4	641
N	IV) Mark IV Indus.	8	1/8	8	1/8			00.00	2	113
O	MATT) Matthews Equip.	1	5/16	1	1/4		1/16	05.00	65	7
O	MCDY) Microdyne	3	1/4	3	3/16		1/16	01.96	-46	13
O	MCOM) Midwest Comm.	1	3/4	1	3/4			00.00	5	5
N	MOT) Motorola	54	3/8	54		3/8		00.69	13	7,151
A	PPI) Pico Products		5/8		3/4	-	1/8	-16.66		2
N	SFA) Sci-Atlanta	13	5/8	14	3/4	-	1/8	-07.62	7	303
N	SNE) Sony Corp.	52	1/2	53		-	1/2	-00.94	28	17,426
N	TEK) Tektronix	15	1/2	14	7/8		5/8	04.20	-5	450
N	VAR) Varian Assoc.	27	7/8	27	3/8		1/2	01.82	-31	533
O	WGNRI) Wegener		3/4		3/4			00.00	-4	5
N	ZE) Zenith	6	1/8	4	1/4	1	7/8	44.11	-2	163

SERVICE

O	AGRPC) Andrews Group	2	3/8	2	3/8			00.00	-1	21
O	BSIM) Burnup & Sims	6	3/4		7/8	5	7/8		75	85
A	CLR) Color Systems	1	3/4	1	5/8		1/8	07.69	-1	10
N	CQ) Comsat	25	7/8	26	1/4	-	3/8	-01.42	7	483
N	CDA) Control Data	9	5/8	8		1	5/8	20.31	-2	409
N	DNB) Dun & Bradstreet	38	3/8	40	1/8	-	1/4	-04.36	13	7,002
N	FCB) Foote Cone & B.	21		22	1/4	-	1/4	-05.61	11	226
O	GREY) Grey Advertising	133		141		-	8	-05.67	12	149
N	IDBX) IDB Commun.	6	1/4	6			1/4	04.16	69	39
O	IPG) Interpublic Group	30	3/8	30			3/8	01.25	13	1,051
O	OMCM) Omnicom	26		26				00.00	13	682
O	RTRS) Reuters	39	3/4	40		-	1/4	-00.62	18	17,135
N	SAA) Saatchi & Saatchi	2	3/8	2	1/4		1/8	05.55	-2	376
O	TLMT) Telemation		1/2		1/2			00.00	1	2
O	TMCI) TM Commun.		1/8		1/8			00.00		2
N	UNV) Unitel Video	5	3/4	5	3/4			00.00	-9	8
O	WPPGY) WPP Group	16	3/8	14	3/4	1	5/8	11.01	8	660

Standard & Poor's 400	367.61	349.98	17.63
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CABLE



POST CABLE BILL: INDUSTRY CONFRONTS THE ISSUES

MSO's and programmers wrestle with the concerns of Congress: rate increases, program ownership

The demise of the cable bill leaves the industry confronting a number of issues of how it will operate its businesses in the next year. Some of the issues on the minds of Congress, as manifest in the bills—rate increases, program exclusivity, MSO ownership in programming services, access and price discrimination by program services and must carry for broadcasters, and the fallout from having no bill—are now confronting MSO's and programming services.

The answers to some questions are easy. Every MSO contacted by BROADCASTING said there would be no pulling back from the broadcast tiers that many created in 1990, an action that gave many broadcasters both de facto must carry and channel positioning.

Rate increases are a more difficult matter. Few MSO's were willing to talk

specifics, saying contemplated 1991 increases will be made on a market-by-market basis. They are, by now, highly sensitized to the backlash that large or frequent increases bring.

But given rising costs for programming, debt service and the improved customer service promised by the industry, rate increases limited to inflation are not guaranteed.

The economic uncertainty, both in the consumer and financial markets, coupled with the continued regulatory cloud—will there be a bill next year, or will the FCC act in the interim, or both—plus the age-old issue of tight channel capacity, is putting a damper on MSO equity plans as well as new service affiliation plans.

Rob Stengel, senior vice president, programming for Continental, said although "we continue to hear what news

services have to say, I don't see a significant amount of new product" being added in 1991. The fact there is no bill, "does definitely contribute to the uncertainty," he said, creating a more controlled, more conservative environment. And the uncertainty in the credit markets adds to Continental's more cautious approach. Although Stengel is not ruling out equity investments in program services, the present situation "makes it even harder," he said. "Is it an idea that will be realized without our money?" is a question Continental asks, he said, as the company looks "to use any involvement to achieve the maximum benefit."

Adding new services is not as critical as continued capital expenditures to upgrade cable plant, said Stengel, which in turn would create the side benefit of more shelf space. ATC said 1991, like previous years, will see the company

spend \$200 million on capital expenditures. Jones Intercable President Jim O'Brien said the company is not pulling back from any capital expenditures, but with the state of the economy "we will certainly make sure we're more judicious in how we spend our capital dollars." There is also a caveat at Warner Cable. Kevin Leddy, senior vice president, marketing and programming, said the company will try to reduce converter purchases, in effect slowing the growth of addressability, because of advances in interdiction technology, which could make addressable converters moot.

Tight channel capacity will continue to plague other MSO's. Dave Andersen, vice president, public affairs, for Cox, said little shelf space, rather than the uncertainty, is the reason Cox is not doing more affiliate deals. Some capacity will open up next year, he said, but Cox's recent HA! affiliation accord will mean it will likely receive a greater rollout. But Cox does not rule out programming investments, said Andersen, although they would be more likely smaller equity stakes than large ownership positions.

Virginia Westphal, vice president, marketing sales and programming, said there is virtually no open space on Viacom systems for new program services. Time Warner's cable systems, to an even greater extent than Viacom's, have sister company services vying for expanded or new coverage. With E! Entertainment Television, the Comedy Channel and the American Courtroom Network in various forms of existence, ATC and Warner Cable properties will likely be giving those services a shot when any capacity opens up.

Jones Intercable President Jim O'Brien said the company continues to look at new services and sign affiliation deals. But the uncertainty in Washington over whether a broadcast tier, for instance, will be an eventual mandate, makes channel planning difficult, he said. "We have to be fairly cautious because we don't know what the landscape is," he said.

An even more delicate subject is rate increases. Andersen said Cox has some plans for rate increases, but they are on a market by market basis and not across the board. They could be at the inflation rate, he said, but other factors will be considered, such as the state of the local economy, the cost of doing business, etc.

Like Cox, Westphal said Viacom will take rate increases on a market by market basis. But she pointed out the fallacy in tiering rate increases to adding new

TCI BOARD APPROVES SPINOFF TO LIBERTY

Tele-Communications Inc.'s board of directors approved the spinoff of most of the company's programming assets and various percentage interests in cable systems serving 3.2 million subscribers to Liberty Media last week.

The company has filed an 8-K report with the Securities and Exchange Commission and expects to file other SEC reports as well as await government approval for the spinoff.

All of TCI's programming assets, except for its ownership in Turner Broadcasting and The Discovery Channel, will shift to Liberty, which includes TCI Sports, BET, QVC, Family Channel and AMC. In addition, TCI will transfer its interest in Storer, Lenfest, Intermedia, Cencom, TKR and cable joint ventures in Kansas City and Denver.

TCI Class A and B stockholders can exchange a portion of that stock for Class A and B shares of Liberty. There will be three classes of preferred stock of Liberty to be issued to TCI. One class will entitle TCI to elect at least 20% of the Liberty board; another will be exchangeable for TCI common stock and another class will be convertible into Liberty common.

TCI said it will use the equity method of accounting for its interest in Liberty, thus TCI will not recognize any income relating to dividends paid to Liberty and TCI will continue to record the losses generated by Liberty's assets, resulting in no incremental change on TCI's reported losses, the company said. TCI said the Liberty assets are less than 5% of TCI's total assets.

services because it does not account for rate hikes for better existing programming, such as ESPN or TNT, or for improved customer service.

O'Brien said Jones will not approach rate increases any differently, and will look at individual markets and operating costs. But "we're not planning any \$2-\$4 rate increases," he said.

An ATC spokesman said the company "always tried to be reasonable and non-abusive" concerning rate increases and that it will continue with that policy. Warner's Leddy said the company's rate increases "will be fairly modest," with total bills rising less than the CPI.

The fight over exclusivity was at the core of the cable bill, and had it been passed, operators and programmers may have stepped up the pace of exclusive contract negotiations. But there appears to be no ground swell to include exclusivity in contracts today, for the language to be grandfathered if a bill returns next year. "It doesn't seem to be a major topic of concern," said Stengel. Westphal said exclusivity "was not a big discussion point."

The pounding cable took in Washington is not without consequences in the field. Westphal said the negative image "does affect us in marketplace and impacts our ability to improve perceived value." Westphal said she has seen an increase in churn over the past few years, and not because of people moving. Whether it might be because of cable's perceived negative image is unknown, she said. The best course for cable companies is to serve the custom-

ers well and reinforce the value of cable service in their minds.

THE VIEW FROM THE PROGRAMERS

Cable programmers also agree with the MSO's that the continued legislative uncertainty may not characterize the coming year as much as an uncertain economy will.

"The cable industry is better off not having tried to shoehorn in an overly-constructed bill in a last-minute compromise," said Thomas Burchill, chairman and chief executive officer of Lifetime, summing up the feelings of other programmers. Cable programmers' main concerns about the proposed legislation were programming exclusivity language and, according to Burchill, "relegating satellite services to second class by guaranteeing V-band position to broadcasters." While acknowledging that lifeline tiering, put in place largely in response to the threat of legislation, has indeed become a fact of life, it "doesn't have to mean V-band placement," Burchill said.

Tiering, however, slowed down markedly before the bill died, said programmers. Roger Williams, ESPN senior vice president, affiliate marketing, points to July 26 as the day tiering took a downward turn, a target date for MSO's to complete tiering before the FCC released its cable report.

Since then, as tiering has slowed, re-

relationships between programmers and operators have improved, said Williams, although no one is retracing their steps and getting rid of their tiers.

The Discovery Channel said it has been largely unaffected by cable tiering earlier this year. Sandy McGovern, senior vice president, affiliate sales and relations, said Discovery is perceived as a strong basic service and with its relatively low rate card, it remains on the lowest priced tier. Ruth Otte, president and chief executive officer, said ratings continue to grow, so any channel shifting has not hurt ratings. There will be no difference in Discovery's strategy, post bill, other than continuing to plow money back into original programming and promotion. Discovery has begun a multi-million consumer advertising campaign to promote its fall schedule, using spot radio, *TV Guide* and tune-in print ads. The promotion also includes airing of *Invention* segments on 9,000 monthly American Airlines flights.

The no-bill world is effecting new programmers. "Many of the systems

which said they would launch us after legislation will launch us. But there's still a handful who will hold out. A bill would have been better for us," said Jon Steinlauf, executive vice president, Sports News Network.

Whether operators will want to get exclusivity from new and launching services remains to be seen. "I think operators will have to be careful about exclusivity and use some self-regulation," said Steinlauf, whose channel is not offering exclusivity to operators. But, said Mitchell Rubenstein, president, Sci-Fi Channel, "I would imagine that MSO's will ask for exclusivity."

Sci-Fi is not offering exclusivity regarding DBS, since it is unclear how the technology will develop and how major a player it will be. But Rubenstein said the channel is offering exclusivity for overbuilds, a category into which the telcos would fall.

There is also the possibility that the launch of new services could really flourish and equity grow more appealing to cable operators, said Rubenstein.

MSO's might want to move quickly in purchasing equity in new services, so those buys could get grandfathered into legislation next year that might have language against vertically integrated companies, according to Rubenstein.

But, on the other hand, legislation passed next year might require divestiture of equity. While MSO equity is important to carriage, Rubenstein said "there may even be some advantages to not having equity come from MSO's," since divestiture could interrupt the channel during its growth period. Rubenstein expects to get at least half his equity from venture capital companies, rather than within the cable industry.

If during the legislative interim, the cable industry meets the needs of the marketplace, there should be less need for regulation, according to Sharon Patrick, president of Rainbow Holdings Inc. Patrick. "If cable is responsive to the requirements of the competitive marketplace, it can serve as its own best regulator and not create the requirements for additional legislation," she said. —SDM

TURNER SUPERSTATION: WHERE DOES IT GO FROM HERE?

WTBS continues to maintain respectable ratings, but is not seeing much growth; plans call for a facelift

Faces at Turner Broadcasting System may be changing, but WTBS(TV) still looks the same. For now. Ratings have fallen off slightly, and plans are in the works to give the superstation and cable network a makeover. But just how far Turner will go remains to be seen.

WTBS has taken a back seat to two-year-old TNT, which, with classic movies, games of the National Basketball Association and the National Football League, is "the cream of the crop," according to observers, leaving what some call the "chaff" for WTBS. Turner has been successful in developing a cache for TNT and now plans to develop one for WTBS, according to Scott Sassa, president, Turner Entertainment Networks. The main difference, though, will be a repackaging of the network, rather than a reprogramming.

Observers question how willing the cable operators, who sit on the TBS board, would be to pour money into WTBS for additional programming. "With Turner less interested in his core business, I suspect the board of directors is happy to leave things as is," said one observer. But Bob Levi, executive vice

president, WTBS, noted that the company's investment in the MGM/UA movie package (contingent on the studio closing its deal with Pathe, which was expected last Friday; see story, "Top of the Week"), and which sources put at \$200 million, "shows the board is willing to let us take steps in programming."

But despite the importance of programming, monetary considerations should not be forgotten. While professing concern about WTBS's slip in the ratings, Sassa said networks have a "desire to have the highest ratings, [but] you also have responsibility to the company and the shareholders to look toward some type of profitability," said Sassa. "If you program to be number one, what does that mean if you don't have the [profit] margins?"

WTBS's channel space and revenue stream has become useful for larger purposes than daily programming. WTBS is a "cash cow for Turner," according to Tom Winner, executive vice president, director of media services, Campbell-Mithun-Esty, allowing it to finance ventures such as the Goodwill Games, which lost \$44 million this past summer. WTBS earned \$300 million in revenue in

1989, compared to the then year-old TNT, which earned \$75 million, according to Mary Kukowski, an analyst at Bear Stearns. WTBS, at \$110 million, also generated the vast bulk of cash flow while TNT did manage to generate about \$5 million and do a little better than break even, according to Kukowski. TNT is expected to do substantially better this year, she said. But Goodwill Games losses and moving the NBA to TNT means cash flow for WTBS will not reach levels of what was initially anticipated, according to John Reidy, an analyst at Smith Barney.

As TNT grows more lucrative, and USA Network overtakes it in prime time ratings, WTBS, while not declining, may be stagnating. While WTBS is still winning the 24-hour ratings (a 1.4 to USA's 1.2 coverage area rating third quarter), USA has outdone the network in prime time, in both the second and third quarter of this year (2.4 versus a 2.0 in the third quarter; a 2.3 versus a 2.1 in the second quarter). Additionally, TBS's prime time ratings have slipped, while USA's have grown from those same periods last year. And WTBS's 24-hour ratings, while still ahead of USA's, remain

unchanged, while USA's are growing.

But Sassa, formerly executive vice president of TNT, now finds his concerns expanded to both Turner networks, and is concerned about total audience share. He compares Turner entertainment ratings to two years ago, when there was not only WTBS, but no TNT. "Combined ratings are head and shoulders above what we were doing," he said.

But attention must be paid to WTBS as an entity. "It's important to make it the number one cable network. That's their primary selling point," said Winner. WTBS, he said, is not as important as it once was when buying cable.

According to Levi, the MGM/UA package will make a big difference in WTBS's competitive position and will "keep us in first place for years to come." The MGM/UA package, reportedly priced at \$200 million, will send most of its 945 titles to WTBS, not TNT, since many are action adventure movies, including 16 James Bond titles. The buy includes the MGM/UA 5 package, which has 15 titles including "A Fish Called Wanda" and "Rainman." Turner has those titles on an exclusive basis for 10 years following the syndication window, and a right to air them nonexclusively during the syndication time frame. Turner is getting the rest of the package following the second pay window or the syndication window, depending on the movie, and then also has the films exclusively for 10 years. Turner has exclusive U.S. rights, for approximately 10 years, to MGM/UA's Pink Panther cartoons, *The New Twilight Zone* and the science fiction series, *Outer Limits*.

In addition to its base of sitcoms and movies, TBS's goal, though, is "to be an event network," according to Levi, who said the network is currently out shopping for "everything from awards shows to music concerts," adding that "we're not looking for any more sports."

But on the day-to-day front, there is concern over the lack of original programming, which is heralded as one of USA's big successes. While WTBS has several original series, including those devoted to environmental topics, the network is not viewed as an original programming vehicle, which is seen as the way to build audiences. "While WTBS is still one of the major cable networks, it has reached a plateau of viewer acceleration and viewer growth," said Richard Kostyra, executive vice president, director of media services, J. Walter Thompson. "To grow, they're going to have to



achieve new levels of programming."

"USA has done a great job. And they have better reruns," said Winner, referring to shows such as *Murder, She Wrote* and *Miami Vice*. Hour dramas are one way WTBS could spice up its programming, he said, and "they're going for a song."

But Atlanta Braves baseball prevents WTBS from purchasing hour shows and stripping them, which is the only affordable way to show them, said Levi. "With 100 preemptions in prime time, we can't establish a strip," he said. The poor performance of the Braves, which are owned by Turner, is a problem Levi said is the direct cause of the low ratings, but will not lead WTBS to reduce the number of games. Thirty are going to the new regional network, SportsSouth, but 120 will stay on WTBS. Levi said TBS beat USA in nonbaseball first quarter prime time ratings and is confident about the fourth quarter.

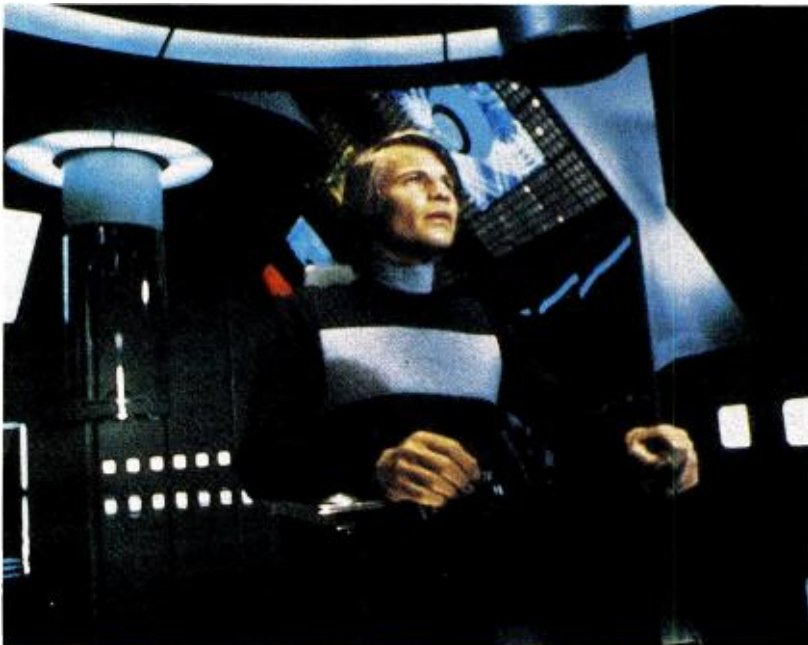
Turner plans to spend some effort primarily on repackaging the network,

which Levi said is WTBS's number one goal next year. The network will get a theme, but just what the new package will look like is something TBS does not have the answer to, said Sassa.

On the programming side, WTBS's plans next year are "to show more movies than ever," according to Levi. By removing wrestling on prime time Friday nights in November and adding a double feature Saturday nights, starting Jan. 1, the network will have an additional 50 prime time movies next year. WTBS also plans to show more film festivals, something TNT does frequently. The first film festival of the year will be the week of Feb. 4, with a week's worth of James Bond movies from the MGM/UA package.

In addition to relying on movies as its bread, sitcoms remain the butter of WTBS fare. Levi said the network plans to stay with its current sitcom lineup for 1991, but has already purchased two off-networks that do not bypass syndication for 1992.

Few are concerned that WTBS will drop off significantly, but many have not given its future much thought because the network has been successful. WTBS has not gotten much attention from the cable community, because it is a low-cost service and offers no local advertising avails, according to Rob Stengel, senior vice president, programming, Continental. "It hasn't received critical or careful scrutiny from cable operators, and maybe it should," he said. **-SDM**



'Logan's Run' action adventure on WTBS

WASHINGTON

FCC PLANS PROMPT ACTION ON CABLE RATES

Commission is expected to propose new 'effective competition' standard that may bring more cable systems within reach of municipal regulators

Now that the 101st Congress's effort to reregulate cable has run aground, the FCC is planning to propose, possibly at the scheduled Dec. 13 open meeting, a new multifaceted "effective competition" standard for determining which cable systems should be subject to municipal rate regulation.

The proposed standard would, if adopted after a round of public comment next year, likely result in more systems falling under regulatory purview of local franchising authorities.

According to FCC officials, the proposed standard will be based on the "menu approach" laid out in the FCC's cable report to Congress last July. "That's the blueprint," said one.

Others cautioned there is a long way to go from report to rulemaking. The report constitutes "a partial raising of the curtain of what we have in mind," said FCC Commissioner Ervin Duggan, "but I don't think we are completely there yet."

The FCC ruled in 1985 that three broadcast signals constituted "effective competition," putting most cable systems beyond reach of municipal regulators.

The Cable Communications Policy Act of 1984 exempts from municipal regulation systems that are subject to "effective competition" as defined by the FCC. (The act also allows every cable system to hike rates as much as 5% a year, effective competition or not.)

As required by law, the FCC launched a proceeding to the three-signal standard last January (BROADCASTING, Jan. 15), but deferred final action last summer when it looked as if Congress might pass a law with a new approach to rate regulation.

However, the essence of the FCC deferred rulemaking was distilled in the FCC's cable report. Among its findings was that the original standard had to go. "The presence of three over-the-air broadcast signals has not been an appropriate measure of effective competition

to cable service, and, in our judgment, is not viable," the report says.

As an alternative to the original, the FCC suggests exempting from local regulation cable systems in markets that meet any of several sets of conditions. Such a "menu approach," as FCC officials are calling it, takes into account the differences in "circumstances" from one market to another, the report says.

"In some markets, cable derives its market power from its ability to provide a diversity of programming directly to consumers in one convenient package," the report says. "In other cases, cable's market power is due to its ability to

provide good reception of over-the-air signals." Therefore, there is no single standard to measure a cable system's market power.

The report proposes four standards, two or more of which could comprise the menu: 1) the presence of a certain number of broadcast signals (more than three); 2) the presence of a certain number of broadcast signals (more than three) combined with cable penetration "significantly lower" than the national average; 3) the existence of a competitive "multichannel video delivery system" (cable, wireless cable, satellite broadcasting) passing and serving cer-

GROUP SAYS FCC HAS NOT ENFORCED POLICY REQUIRING DISCLOSURE OF SALE PRICE

Media Access Project, in a letter to House Energy and Commerce Committee Chairman John Dingell and comments to the FCC, charged last week that the FCC has not been enforcing its policy of requiring broadcasters to collect and disclose prices of station sales.

In the FCC comments, filed in support of a three-month-old petition from *Radio & Records*, a radio trade publication, MAP cites the sale of KCOLIAM-KIMN(FM) Fort Collins, Colo., which the FCC granted Sept. 28 even though the parties declined to disclose the price. (BROADCASTING estimated the price at between \$2.3 million and \$2.4 million ["Changing Hands," Aug. 6].)

The FCC's failure to enforce the disclosure policy "contravenes the public interest," MAP says in the comments. "Collection and disclosure...fosters the public's right to participate in the licensing process. Access to price information is necessary for the public to oversee the distribution of licenses and for the press to inform the public about license transfers. The information facilitates efforts to assure the propriety of license transfers."

The FCC's failure also "could lead to a deterioration of program quality, including the loss of news and public affairs programs," MAP says. Without information from other sales, buyers may overpay for stations and end up cutting back on "less profitable" programming such as public affairs and increasing the amount of advertising time in other programming, they say.

In the Oct. 24 letter to Dingell, MAP executive director Andrew Jay Schwartzman asks for the chairman's help "in obtaining prompt FCC action to protect the public's right to know who is profiting from the sale of licenses to use the public's airwaves."

"Broadcasters wrap themselves in the First Amendment when they demand cameras in Congress and the courts, and condemn restrictions on indecency and other content regulation," Dingell said. "These efforts to hide from public scrutiny transcend irony and attain unimagined heights of hypocrisy."

tain percentages of homes in the community, and 4) a showing that a cable system is offering "a competitive package of basic cable service consisting of a minimum number of channels at or below a specified range of prices or price increases."

The fourth alternative, the so-called "good actor test," presumes that any cable system that can meet the test is subject to "effective competition."

According to one FCC official, the FCC staff had come up with numbers to fill in the blanks in the various standards—the required penetration for the competitive multichannel provider, for

instance—but none of the commissioners had embraced any. "It just hadn't gotten that far," he said.

Although it is likely that any change in the standard will expose more cable systems to rate regulation, until the standard and the numbers are fixed, how many more is impossible to determine.

In its effective competition proceeding, the FCC also proposed requiring cable operators to make annual financial reports to the FCC and to use a uniform accounting system. According to FCC sources, neither proposal will turn up in the final order.

Assuming the FCC proceeding results

in a significant increase of regulated cable systems, it could take some of the steam out of renewed effort on Capitol Hill next year to pass legislation reregulating cable. Much of the impetus behind this year's ill-fated effort came from the fact that the rates of most systems were not regulated.

But proponents of the cable legislation on the Hill were not discouraging FCC action last week. "It's great if they want to do that," said one Senate Commerce Committee staffer. "It's good to see regulators regulate," the staffer said, adding that "if we don't like what they do, we can always change it." —**HU**

FCC BEGINS TO IMPLEMENT CHILDREN'S TV LAW

Commission will launch inquiry in November into whether programs based on toys or vice versa are commercials

The FCC will revive at the scheduled Nov. 8 meeting a three-year-old inquiry and a seven-year-old debate into whether children's programs based on toys or toys based on programs are program-length commercials.

The inquiry will be part of a broad proceeding implementing the two-week-old children's advertising law, which, in addition to ordering the resumption of the inquiry, limits the amount of advertising in children's programming on broadcast and cable television and conditions broadcasters' license renewal on their having served the "educational and informational needs" of children (BROADCASTING, Oct. 22).

The law requires the FCC to conclude the proceeding by next April.

Because of the limit on children's advertising (10.5 minutes per hour on weekends and 12 minutes per hour on weekdays), a finding that certain children's programs are no more than commercials would, in effect, ban them from television. "That's right unless the programs were rather short," said FCC Mass Media Bureau Deputy Chief Bill Johnson. "I guess you could have 10-minute program length commercial."

Action for Children's Television, a Boston-based public interest group, began alleging that certain programs were commercials in 1983, but a series of petitions failed to persuade the deregulatory-minded FCC to do anything about it.

After the U.S. Court of Appeals in June 1987 ruled the FCC lacked sufficient justification for its repeal three years earlier on children's advertising



Peggy Charren

limits, the agency launched a proceeding to reexamine limits and give the question of program-length commercials an airing.

The new law has rendered the question of commercial limits moot, but ordered the resumption of the rulemaking, as the Senate Commerce Committee report put it, "in view of the concerns raised regarding the issue of programing with associated products."

Peggy Charren, president of ACT, was encouraged that the FCC was taking up the issue again. Not only are the program-length commercials an "evil" in themselves, she said, but they tend to push out programs "designed to tell [children] something rather than sell them something."

Henry Geller, an attorney representing ACT in Washington, concurred. With such programs, he said, "all you are do-

ing is ripping off the child-consumer." Geller would not comment on what the FCC is likely to do, but another public-interest lawyer was skeptical the agency would crack down. "I hope they've got the message, but I'm afraid they haven't," said Andrew Schwartzman of the Media Access Project. "It's deja vu all over again, again. They are going to stall and do just enough to keep Congress from doing anything more."

The National Association of Broadcasters has opposed any regulation of toy-based programs in the past and will continue to oppose it in the upcoming proceeding, said Jeff Baumann, executive vice president and general counsel, NAB. "As long as you don't advertise [during commercial breaks] the specific product that is in the show, I don't see it as a program length commercial."

Hard pressed to come up with the name of current programs she believes to be a program-length commercial, Charren acknowledged they have been in decline over the past two years or so as a result of the toy companies and broadcasters oversaturating the markets with toy-based shows. So many of the shows looked alike, the rating and the toy sales started to suffer, she said.

But unless the FCC acts, she said, the toy-based shows will inevitably return in force. "The idea hasn't died as something the toy companies love," she said.

According to Johnson, the chief difficulty in the proceeding has always been distinguishing among programs from which toys have been created such as *Sesame Street* and programs aimed at

least in part to selling toys. "Nobody knows how to define it," he said.

Geller believes he has an acceptable formula. If the toys are introduced at the same time as the program, it can be presumed it is a program-length commercial, he said. However, if the toys are introduced two years before or after the program, then it can be presumed the program is "legitimate."

Johnson said the FCC is well aware of the Geller-ACT approach, but "historical people have found it unsatisfactory."

"I'm wonderful, but I'm not the person who's supposed to enforce the Communications Act," said Charren. "The FCC, in its wisdom, should be able to figure out

how to keep children's television from turning into advertising speech."

Charren offered a general guideline for the agency to follow: "To make products from a successful show is licensing; to make a program in the hope of increasing the sale of a toy is advertising."

Pending before the U.S. Court of Appeals in Washington is a related case in which the National Association for Better Broadcasting is challenging the FCC's refusal to require sponsorship identifications in toy-based children's programs. An opinion could be rendered by the end of the year.

Geller and ACT do not believe the

NAB attack goes far enough. "If you have sponsor identification, what good is that to a kid?" he asked. "A five-year-old doesn't know."

According to Johnson, the question of program-length commercials is not the only potentially contentious issue in the upcoming proceeding. The FCC will have to flesh out to some extent what license renewal obligations broadcasters have to provide children's programming. Such questions that will be addressed are what kind of programming qualifies as serving the "educational and informational needs," and how much discretion broadcasters will have in meeting the obligation, he said. —HAJ

INTV'S SMITH REVIEWS GROUP'S 'LONG-TERM' GOALS

Although NAB and INTV were allies in past legislative session, that may change when new cable bill is drafted, especially on must pay issue

Association of Independent Television Stations Chairman Randall E. Smith expects some "short term" conflicts with the National Association of Broadcasters in the coming year over must carry and must pay. But, he said, the two organizations still have many of the same "long term objectives."

Smith is executive vice president and general manager of Taft-owned WPHL-TV Philadelphia. Last week he was elected chairman of the INTV board of directors during its meeting in Naples, Fla.

The now-dead cable bill had everything that INTV considered crucial: must carry and channel positioning. Smith stopped short of criticizing NAB for pulling its support from the bill, but he said the NAB "should've stuck with it longer."

Although the NAB and INTV were allies in the past legislative session, that may change when a new cable bill is drafted, especially on the must pay issue. Some stations, especially the network affiliates, believe that cable system operators should pay local broadcast channels money to show their programs, just as they pay to carry cable programmers such as ESPN, USA and Lifetime. The "two revenue streams," as INTV President Jim Hedlund refers to them, are a problem for broadcasters because they believe it gives cable an unfair advantage, especially in sports and movie bidding. (Smith said INTV "is an interested bystander" in the Federal Trade Commission's investigation of anticom-



Randall Smith

petitive practices by the College Football Association, BROADCASTING Sept. 10.)

Smith said there are early indications that the NAB is going to support must pay. He said that "even though must carry is not an ongoing issue right now—because everyone is on their best behavior—if it were clear there was never going to be must carry...we would be subject to the kind of problems that developed a few years ago when must carry first went away."

Said Smith: "We would love to think that there's some time out there when

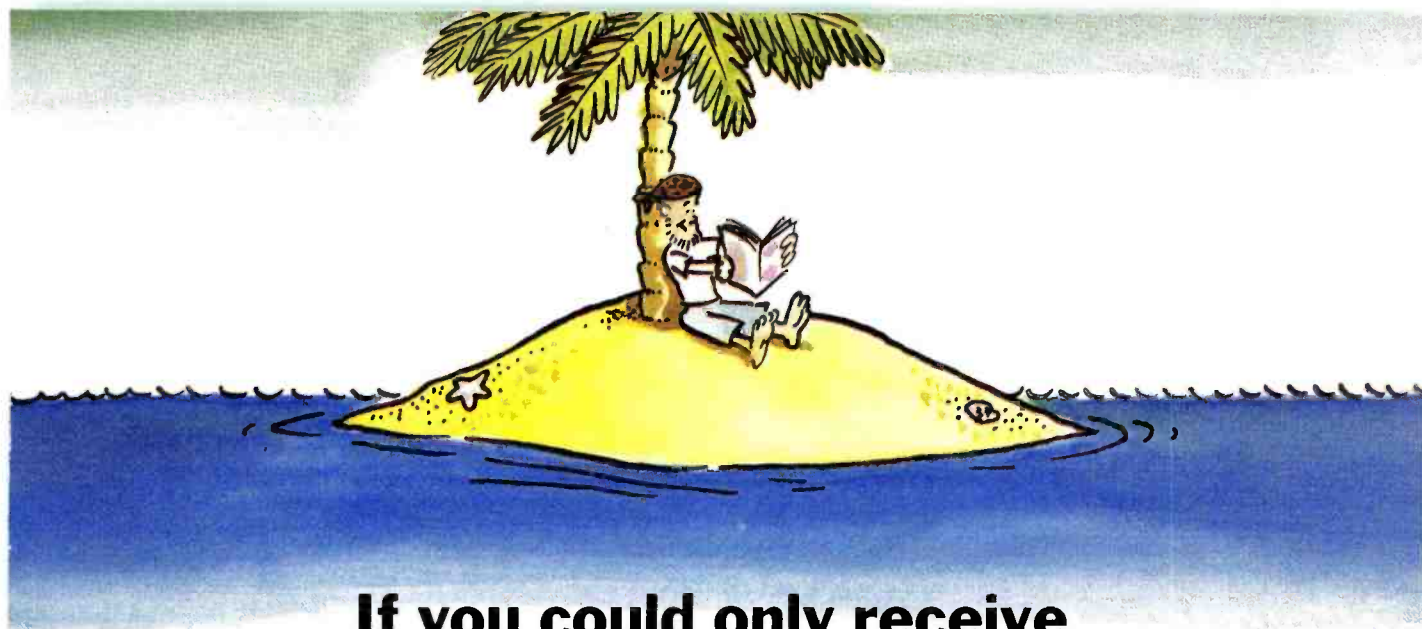
somebody's going to start sending us a check to carry our signal...our stations still feel a strong need for must carry and channel position first."

But must carry and channel positioning are problems that have unequal affects on different independents, especially those on the UHF band. Stations such as WPHL-TV, WTTG(TV) Washington and WGN-TV Chicago, for example, are older, stronger stations. They have programming many viewers want. It gives broadcasters some leverage in seeking must pay, but that leverage may be declining.

"According to Smith, newer independents fear that unless systems are forced by legislation to carry them, their very existence is at stake. The smaller independents "are more sensitive to must carry" than the larger independents, but "all independents have suffered," he said, adding that this is where INTV faces its biggest internal struggle in the coming year.

Must carry and channel positioning "are independent issues by and large. It hasn't occurred [to many of the affiliates] that without legislation they could find themselves in the same boat" as many weaker independents, who "are the ones who have suffered the abuses of must carry and channel change." Fox is supporting INTV on this because "we still have intense interest in channel position and must carry, which hasn't yet been put into law."

It was the financial interest and syndication rules that caused a split within



If you could only receive one trade publication, which one would it be?

	Mgmt	Oper	Eng	Prod
BROADCASTING	33%	24%	10%	20%
B/E	9	6	35	7
Channels	0	0	0	0
Electronic Media	5	0	1	6
Millimeter	4	12	0	6
Radio Only	1	0	0	2
Radio World	3	3	7	0
Radio & Records	2	9	0	0
Television Broadcast	1	0	0	4
TV Technology	2	3	5	0
Variety	1	0	1	2

Name the one publication you are most likely to pick up and read first?

	Mgmt	Oper	Eng	Prod
BROADCASTING	31%	27%	11%	17%
B/E	8	6	32	7
Channels	0	0	0	0
Electronic Media	5	0	1	4
Millimeter	5	9	0	6
Radio Only	1	0	0	2
Radio World	3	3	8	0
Radio & Records	3	9	0	0
Television Broadcast	3	6	4	4
TV Technology	1	3	5	0
Variety	1	0	1	2

Timeliness and accuracy?

	Mgmt	Oper	Eng	Prod
BROADCASTING	37%	32%	25%	17%
B/E	15	15	40	7
Channels	4	0	1	2
Electronic Media	12	8	6	11
Millimeter	8	9	4	6
Radio Only	3	0	0	0
Radio World	4	9	10	0
Radio & Records	4	9	2	0
Television Broadcast	4	6	4	11
TV Technology	4	9	14	4
Variety	2	0	1	4

Once again. First again.
Broadcasting 

Source: Broadcasting Industry Survey. NAB Atlanta. 1990. Conducted by The Marketing Workshop, Inc. for R.E. Clark Advertising, Inc. Results reprinted with permission.

INTV during the July executive board meeting. The split was led by Milton Maltz, chief operating officer of Malrite Communications (BROADCASTING, Oct. 15). Smith said "it was no secret that we are not unified" on fin-syn, but "we took some steps toward calming the waters." INTV, he said, "will not satisfy all of our members.... Some may want out of INTV for their own reasons. We would hate to see Malrite not be a member of INTV."

Smith estimated that INTV has lost some 15-20 members during the past year. He did not attribute any of those losses to rifts within INTV. The stations, he said, were mostly in smaller markets and "are just having a tough go."

The 1991 budget reflects some of those problems. Revenues are down for 1991 by 3% and 8% for 1992. However, expenses are down 3% in 1991 and a projected 14% in 1992, due largely to the phasing out of INTV's marketing division, said Al Petronio, vice presi-

dent, finance. This meant, in essence, the closing of the New York and Los Angeles offices. The marketing division may have been the tool of its own demise by its success. "The sales biases against independents are not as bad as they were," Smith said. Also, many of the group owners and large stations were taking care of their own marketing, he added. Petronio said INTV will finish 1991 with a surplus of about 180,000. For 1992, the organization expects a surplus of about \$324,000, before depreciation, which puts about a million dollars in the bank for INTV. But expenses in the Washington office are up, because of the increased legislative needs of independent stations. With the children's TV bill now a law and the FCC looking at it, INTV, as a large provider of children's programming, "has a real concern about how the process goes. We want to be involved in the process as an organization. We don't know what the NAB's position will be.... The affiliates can take the position that whatever the net-

works do is okay. We can't."

INTV has a long range interest in the FCC changing the commercial time limits in children's programming in 1992. The current standards do not bother INTV because "many of our stations never deviated" from previous standards. INTV is wary of a proposal that equalizes weekday and weekend commercial limits because, said Smith, that "would work against us."

There are other threats to the organizations as well, which can be fought by taking a stance on network definition.

The board discussed the top to bottom overhaul of FCC rules that Chairman Al Sikes has been promising. INTV is concerned with removing or easing of current restrictions on network reps and network-cable crossownership.

In other news from the fall board meeting, INTV's 1992 convention is being moved from Los Angeles to San Francisco. It will be held at the Fairmont, Stanford Court and Mark Hopkins Hotels Jan. 8-10.

-PJS

INFOMERCIAL INDUSTRY PREPARES TO SELF-REGULATE

New association hears congressional and federal agency guidance, issues its own production and marketing guidelines at first conference

Representing a group of advertisers that National Infomercial Marketing Association (NIMA) board member Greg Renker said has purchased more than \$200 million in television time over the past year, NIMA used its first annual conference in Washington to announce its intention to "confront deception" in both the form and content of the program-length commercials its members make and distribute.

Following by six months Federal Trade Commission sanctions against one major infomercial producer, and a joint House-Senate hearing on program-length commercials (BROADCASTING, May 28), the conference found NIMA laying the cornerstone of its self-regulating efforts by proposing production and marketing guidelines, which should be adopted by membership within six weeks, said Renker.

The guidelines themselves appeared to respond to the "two very serious problems within the infomercial industry" perceived by Representative Norman Sisisky (D-Va.), chairman of the House Small Business Subcommittee on Exports, Tax Policy and Special Problems—"the lack of sufficient notice to

viewers that certain program-length broadcasts are, in fact, commercials, and...far too large number of advertisements in this format making false or misleading claims."

Describing himself to more than 100 conference attendees as "skeptical" that NIMA can "ensure respectability for your industry in the years ahead"—and promising to introduce legislation if it does not—Sisisky said, nonetheless, that given a "genuine effort to eliminate the so-called fringe element" and continued enforcement by the FTC, FCC, FDA and U.S. Postal Service, "infomercials can be both a source of sound consumer information and a source of profit for producers, advertisers and broadcasters.

"However," he added, "when advertisers cross the line and make false and misleading claims, I expect the appropriate government regulating bodies to act swiftly and with certainty."

Adopted to "foster public confidence in the accuracy and reliability of infomercial programming," the guidelines follow the lead of the FTC's April 1990 consent decree against Twin Star Productions (BROADCASTING, April 23), requiring on-screen identification of each

program as a paid commercial presentation—not only at the beginning and end of the hour or half-hour, but also "prior to each ordering opportunity that the program viewer has been watching." Documentation that 70% of the television viewing population "graze" with remote control channel changers, said Renker, means that disclaimers at the beginning and end are no longer sufficient.

And, although Renker and other NIMA members said only "elitists" would suggest that the public cannot tell the difference between an ad and an investigative news report, the guidelines also prohibit members from intentionally "misleading consumers on the nature of the program."

NIMA's disclaimer guideline as written, said another panelist, William Johnson, deputy chief of the FCC's Mass Media Bureau, "would comply" with sponsor identification requirements enforced by that commission.

The remainder of the guidelines address not the form but the content of infomercials, spelling out the limits within which infomercials may make product, price and warranty claims and

use testimonials and endorsements.

Barry Cutler, director of the FTC's Bureau of Consumer Protection, disagreed with fellow regulatory panelist Kenneth Hearst, assistant chief inspector for the U.S. Postal Service, who described the infomercial as "a format that is inherently deceptive." Several years from now, after the use of talk show and other program-length formats to sell products "becomes less novel," he told Oct. 23 regulatory session attendees at the Grand Hotel, the central task for the FTC will still be to investigate issues concerning the validity of product claims.

NIMA hopes to reverse the "taint" on infomercials in general that has been generated by "glaring cases" of misrepresentation perpetrated by "a very few fringe or bad apple players"—specifically by Wayne Phillips, who "judging by the consent agreement, simply did not tell the truth" in his *Wayne Phillips' Money, Money, Money* ads produced by Twin Star—Renker said. The "six major players" in infomercial production, he said, are proving their serious intent to remove the bad apples "by our pocketbooks," in the form of more than \$40,000 annual membership fees each, according to annual revenues.

Renker, president of Palm Desert, Calif.-based Guthy Renker Corp., said his own company has seen a drop in cable and an increase in broadcast media buys, with about 65% of its infomercial air time being purchased from independent stations and broadcast affiliates at half-hour rates ranging from \$500 in the smallest markets to \$40,000 in New York or Los Angeles. If Guthy Renker were to gross \$40 million this year, he said, more than \$20 million would go to buying airtime.

Expecting final approval of the guidelines within six weeks, Renker suggested, however, that since NIMA "cannot control everything that gets on the air," broadcast and cable outlets, "the gatekeepers" should deal only with NIMA members and use the guidelines to assess all of what they put on the air.

The infomercial industry, said Cutler, will continue to find itself challenged by issues of liability for substantiation. "You all have liability," he said, suggesting an industry logo of producers pointing fingers at manufacturers pointing fingers at producers or perhaps broadcasters. And, he said, they will also be challenged to stay away from marketing controversial weight loss, hair loss or other products which continue to bring higher profit margins. **-PDL**

INTERACTIVE TV PROPOSAL DRAWS CRITICISM FROM NAB, MSTV

Associations say spectrum needed for system should be preserved for HDTV; T-NET says all other technology cannot be put on hold while decision on HDTV is awaited

The National Association of Broadcasters and the Association for Maximum Service Television filed joint comments to the FCC last Tuesday (Oct. 23) opposing the implementation of the T-NET interactive TV system, proposed by Radio Telecom & Technology Inc. (RTT), Cerritos, Calif., citing the need to preserve spectrum for terrestrial high-definition television implementation.

"I think that they don't know [how much spectrum will be needed for HDTV] and they haven't demonstrated their case," said Peter Tannenwald of Arent, Fox, Kintner, Plotkin & Kahn, Washington, the lawyer representing RTT. "We look at it as a reactionary thing from the broadcasters."

T-NET is a proposed two-way wireless system between stations and home TV receivers. RTT asked for a waiver of the FCC freeze on UHF-TV channels to implement the system. The commission currently has a freeze on those frequencies pending selection of a high-definition television terrestrial transmission system.

"It may be that further development and analysis of ATV [advanced television] will reveal now-unforeseen possibilities for sharing with T-NET-type services," NAB and MSTV said. "At this point, however, the risk to the ATV process is simply too significant to authorize any sort of T-NET use of this very scarce and indispensable spectrum."

The associations said T-NET implementation would be most difficult in the largest TV markets. They referred to the latest FCC computer analysis of the VHF and UHF spectrum available for HDTV implementation, which was optimistic about the chances of implementing HDTV and at the same time maintaining strict anti-interference levels if the co-channel spacings could be narrowed from the current 175-220 miles to 100 miles (BROADCASTING, Dec. 25, 1989). "This very rigorous assumption yielded only 11 ATV stations to be distributed among the current 12 broadcasters in the New York City metropolitan

area," NAB and MSTV said.

"There will always have to be some protection afforded to the remaining NTSC stations and whatever spectrum that must be left unoccupied to protect those stations is where we can operate," Tannenwald said. The low-power T-NET service could operate in that spectrum without interfering with NTSC and HDTV stations, he said.

Tannenwald also protested the delay of interactive TV implementation pending a decision on HDTV. "What are you going to do—stop all technology for 10 years while they think about what they want to do?" he asked.

The NAB and MSTV suggested T-NET could be implemented in other bands, including 216-220 MHz, 220-225 MHz or 902-928 MHz. The 216-220 MHz option might be especially suitable. "Because that band is adjacent to television channel 13, there will be a large number of markets in the country where T-NET's 'special efficiencies' may come into play," they said.

Tannenwald replied that 902-928 MHz would be unsuitable because it is "a completely chaotic band. The 216-218 [MHz band] is definitely a possibility for an interim arrangement of some kind until we see what the demand is for this system."

The Community Broadcasters Association, the trade association serving low-power television stations, filed comments in support of the RTT plan. "CBA finds T-NET to be a fascinating development that holds great potential to advance the state of the television art through interactive programming," it said. Many LPTV stations are already experimenting with interactive TV technologies and "attracting an increasing amount of favorable attention," CBA said. (CBA is also represented by Tannenwald.)

CBA said it was aware of the conflict with HDTV, but "if that concern were to stop the implementation of T-NET, the commission would be holding the entire nation hostage to what is likely to be a problem in only a few of the largest cities." **-RMS**

JOURNALISM

FOX INCREASES STAFF FOR NATIONAL NEWS SERVICE

Affiliates, primarily UHF stations without local newscasts, call for early launch, now targeted for early 1991

Fox Broadcasting has hired several key executives at Fox News Services in Washington, and is planning to launch its much anticipated national news service as early as the first quarter of 1991.

Although the exact content of the proposed daily feed has not yet been determined and no launch date has been set, Fox Network News senior vice president Anita Klever said the service could kick off "very early" in 1991. She said a business plan has not been completed.

Fox has sent a memo to affiliates introducing several key staffers at Fox News Services, including operations manager Bill Northup, formerly executive producer at KHJ(TV) Los Angeles. Other new hires are national desk manager Frank Traynor, formerly an executive producer at WBAL-TV Baltimore; Washington manager Patrice Geraghty, formerly Washington special projects manager for Conus Communications, and newsfeeds manager Stewart Kasloff, formerly assistant news director at ABC O&O WTVD(TV) Durham, N.C.

Also new to the staff is features manager Debby Everett, formerly with NBC's *Fight Back with David Horowitz* and chief engineer Mark Beck, formerly chief engineer at WPXT(TV) Portland, Me.

Joe Saitta, vice president of Fox affiliate news relations, said the service is proceeding faster than had been anticipated. He said Fox affiliates, primarily UHF stations without local newscasts, have been calling for an early launch.

Saitta said the results of a Fox affiliate poll indicated that 66 stations plan to have a newscast on air within the next two years, covering 80% of the country. Further, 40 of those 66 stations expect to launch a newscast within 1991. A "handful" of stations will debut their local newscasts during the first quarter of 1991, he added.

Only 18 of the 132 Fox affiliates currently have newscasts, said Saitta, primarily with 9 p.m. or 10 p.m. newscasts.

"As soon as they can get it here, we

want it," said Kevin Cobb, news director at KVHP(TV) Lake Charles, La. "When you want to do national and international news, it's absolutely essential."

At year-old KPBI(TV) Fort Smith, Ark., which dropped a 30-minute newscast because of budgetary restrictions, news director Marty Houston said the service will allow for a return of the station's nightly newscast. "We've been waiting for them to come on with the news service so that we can produce news without a lot of expense," Houston said.

Among the Fox O&O's, company news executives in recent weeks have been meeting with KSTU(TV) Salt Lake City and KDAF(TV) Dallas to develop nightly newscasts at the stations. The

two stations—the only Fox-owned properties currently without newscasts—are expected to have nightly news shows by mid-1991, said Saitta.

According to Fox affiliates, the hour-long newscast will likely include national and international news; reports from Washington; sports news; medical reports; entertainment news, and breaking news reports. Saitta said reports on the service are likely to have youthful appeal.

Fox has struck deals with several national vendors to help the stations develop their news programming, said Saitta, including arrangements with BASYS Newsroom Computer Systems; Visnews, and Rupert Murdoch's Sky Channel, the international news services, and the WSI Weather Service. —RB

NEWS DIVISIONS GET IN-HOUSE EDITS

Persian Gulf expenses and economic conditions contribute to some belt tightening and revised financial forecasts at broadcast networks

Despite efforts by network news executives to downplay reports on belt-tightening at their divisions, such reports have been snowballing since ABC News announced an indefinite delay of its planned overnight newscast and staff cuts in three domestic bureaus (see BROADCASTING, Oct. 22).

Network news executives are acknowledging difficult economic conditions for their divisions, tied to an estimated \$6 million spent by each in covering the Persian Gulf crisis as well as softening advertising revenues.

"But even with a slower advertiser market, we still expect to be very profitable," said an ABC News spokeswoman, who would not reveal dollar figures. Although the network's news division is not expected to make the estimated \$100 million it made in 1989, industry sources said ABC News should make at

least \$50 million in 1990.

Plans at ABC News call for a decision on a possible reorganization of its overseas bureaus within a week, said the spokeswoman, but the shifting might not necessarily result in a net loss of employees. Possible overseas shifts might include more staffers in Moscow and Johannesburg and a merging of its Frankfurt office into its Berlin headquarters, according to an ABC News source.

Domestically, ABC News expects "at most" to lose 12 positions total in its Boston, Dallas and Chicago bureaus, said the spokeswoman.

NBC News has told its staffers that the division plans to eliminate 25 positions, but division executive vice president Don Browne said that the network plans actually to show a net increase of 100 staffers next year over 1990 due to expansion. Some of the existing 25

staffers are expected to be in the Tokyo, Budapest and New York bureaus, he said. "We're contracting and expanding at the same time," said Browne.

Staff expansion plans include the return of the *Real Life with Jane Pauley* series and the likely addition of a prime time half-hour investigative news series, *Expose*, both scheduled for early 1991. Also set for early next year is the launch of NBC's 24 hour affiliate news channel.

The additional staffers will be added

in 1991, while at the same time maintaining NBC News's current annual budget of \$250 million, according to a network source.

This year, the division should close \$15 million to \$20 million in the red, largely due to costs in covering the Persian Gulf, as NBC News president Michael Gartner recently told RTNDA convention attendees.

Speculation that CBS itself might be watching its expenses was fueled as *Nightwatch* executive producer Deborah

Johnson said that plans to revamp the overnight news show were put on hold. However, Johnson said delays were not tied solely to budgetary concerns, but also to the sudden departure of CBS News President David Burke and the continuing search for a *Nightwatch* host.

A CBS News spokesman, who acknowledged a difficult economic environment for the networks, said the division is currently reviewing its budget and would not provide any estimated year-end financial results. —RB

NEWS IS START OF SOMETHING BIGGER FOR WADL(TV)

Nearly a year and a half after first hitting the airwaves in suburban Detroit, channel 38, WADL(TV) Mount Clemens, Mich., has given up its independent status in stages in 1990, culminating with last week's announcement that it had become the alternate CBS affiliate in the market. But the five-million-watt station's move from start-up to maiden appearances in Nielsen and Arbitron books last summer has been marked by a unique strategy. Its prime time schedule has been provided by CBS affiliate WJBK-TV Detroit since June.

Described by Spencer Koch, WJBK-TV station manager and vice president of sales, as an "opportunity for exposure and promotional value" for his station, the four-month-old agreement has created an additional avenue to sell advertising in WJBK-TV programming. Specifically, the cooperative arrangement has had WADL-TV simulcasting one, and rebroadcasting two, WJBK-TV news programs in weeknight prime time.

Each Monday through Friday, WADL-TV airs WJBK-TV's 5 p.m. newscast at 8 p.m.; the syndicated half-hour *Small Wonder* (also provided by WJBK-TV) at 8:30 p.m.; WJBK-TV's 6 p.m. news at 9 p.m.; the syndicated *Dragnet*, at 9:30 p.m.; and *Hill Street Blues* (provided by WJBK-TV), at 10 p.m., before simulcasting WJBK's 11 p.m. news.

The alternate affiliation—allowing WADL to pick up CBS programming not picked up by WJBK-TV—begins Nov. 5. At that time, WADL plans to carry *America Tonight* with Charles Kuralt and Lesley Stahl, at 11:30 p.m.; *Wiseguy* or *Mission Impossible* at midnight and a mix of series (including *Stingray*, *Wolf* and *Night*) and a Friday *CBS Late Movie*, at 1 a.m.

WJBK-TV, which Koch said has not attempted to sell any WADL spots nationally, has launched a successful "Channel

2 on 38" local sales business. There has been no attempt to add the stations' ratings together, and indeed, he said, WADL sets its own rates and retains control of when it airs programs provided by WJBK. "Way down the road" if WADL ratings rise high enough, he said, WJBK-TV could look into selling a two-station package to national agencies.

Although it is "still too early" to quantify, said Koch, WJBK-TV hopes in the meantime to heighten its market exposure, particularly into Macomb county. "We have a five-million-watt signal," said Jim Panagos, WADL-TV program director and general sales manager, "a great signal in the fastest growing county in Michigan," as well as through the Detroit metro area. In exchange for the programming, said Panagos, WADL is providing WJBK-TV news with a microwave link for news back-hauls and the beginnings of a Macomb county news bureau. All WADL executives, including the owner and president, Franklin Adell, have "extensive sales experience," he said, and are "taking care of some local sales in-

house."

"It's been a tremendous break for us," said Panagos. "We've gotten viewers we never thought we would have, and eventually Channel 2 is going to become number one in the market, and it won't take long." WADL continues to sell "hundreds of thousands [of dollars] per week" to home shopping programmers between midnight and 9 p.m.

Distributing *Small Wonder* and *Hill Street Blues* via WADL required syndicator permission, and although unusual, should not be construed as a major element of the agreement, said WJBK-TV's Koch. News, he said, is the focus of WJBK-TV's efforts to expand market identity and raise the station's competitive position—efforts which could eventually include similar cooperative efforts with cable systems. However, he said, in a market with about 57% cable penetration on 60 or 70 systems, and with little carriage or channel position uniformity, the deal with WADL "hopefully" provides WJBK-TV with instant 100% penetration. —PDL

15 YEARS AND COUNTING

The journalism team of Robert MacNeil and Jim Lehrer marks its 15th anniversary this month on noncommercial television, where plans call for format refinements of the ground-breaking *MacNeil/Lehrer NewsHour* as well as a prime time special on the Public Broadcasting Service.

Executive editor and co-anchor MacNeil said at least one "refinement" will include an ongoing series of conversations with individuals having a particular perspective on major news stories, which is an outgrowth of the show's coverage of the Persian Gulf crisis.

PBS, in recognition of the team's 15-year anniversary, will air a 90-minute retrospective special scheduled to coincide with station fund raising efforts during the first week of December.

Reflecting on the anniversary, MacNeil said: "I think the principal thing that we did—which we can claim credit for without false modesty or anything else—was we really helped resurrect the talking head, which had been so despised as an ingredient," in news programming.

FOR THE RECORD

As compiled by BROADCASTING from Oct 18 through Oct 24 and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications; ALJ—Administrative Law Judge; alt.—alternate; ann.—announced; ant.—antenna; aur.—aural; aux.—auxiliary; ch.—channel; CH—critical hours; chg.—change; CP—construction permit; D—day; DA—directional antenna; Doc.—Docket; ERP—effective radiated power; Freq.—frequency; HAAT—height above average terrain; H&V—horizontal and vertical; khz—kilohertz; kw—kilowatts; lic.—license; m—meters; mhz—megahertz; mi.—miles; MP—modification permit; mod.—modification; N—night; pet. for recon.—petition for reconsideration; PSA—presunrise service authority; pwr.—power; RC—remote control; S-A—Scientific-Atlanta; SH—specified hours; SL—studio location; TL—transmitter location; trans.—transmitter; TPO—transmitter power output; U or unl.—unlimited hours; vis.—visual; w—watts; *—noncommercial. Six groups of numbers at end of facilities changes items refer to map coordinates. One meter equals 3.28 feet.

OWNERSHIP CHANGES

Actions

■ **KTIM-AM-FM** Wickenburg, AZ (AM: BAL900827ED: 1250 khz; 1 kw-D, 202 w-N; FM: (BALH900827EE: 105.5 mhz; 3 kw; ant. 100 ft.)—Granted app. of assignment of license from Kenyon Communications Inc. to Interstate Broadcasting Systems of Arizona Inc. for \$1 million. Seller is headed by Willard and Suzy Lochridge and has no other broadcast interests. Buyer is headed by Paul J. and Joyce K. Toberty, who have interest in KRDS(AM) Tolleron, AZ, and KYMS-FM Santa Ana, CA. Action Oct. 12.

■ **WXRS-FM** Swainsboro, GA ALH900814HT: 103.9 mhz; 3 kw; ant. 299.9 ft.)—Granted app. of assignment of license from Lacom Communication Inc. to Roy A. Thompson for \$500,000. Seller is headed by Lamar and Doris A. Studstill, husband and wife, and their sons Owen L. and Cole C. Studstill, and has no other broadcast interests. Buyer has no other broadcast interests. Action Oct. 1.

■ **WJPF(AM)** Herrin, IL (BTC900827EH: 1340 khz; 1 kw-U)—Granted app. of assignment of license from Egyptian Broadcasting Co. to Egyptian Broadcasting Co. for \$200,000. Seller is headed by Robert A. and R. Keith Ferrari, O.M. Hudgens and John Brewster and has no other broadcast interests. Buyer is headed by Robert A. Ferrari, John S. Brewster, R. Keith Ferrari and Orville Hudgens, and has no other broadcast interests. Action Oct. 10.

■ **WNDI-AM-FM** Sullivan, IN (AM: BAL900823HW: 1550 khz; 250 w-D; FM: BALH900823HX: 95.3 mhz; 3 kw; ant. 150 ft.)—Granted app. of assignment of license from John O. McPherson to Antrosiek Inc. for no financial considerations. Seller has no other broadcast interests. Buyer is headed by Arthur F. and Jean P. Stanley, Howard McMinimee, Lillian O. Widmer, William Hoyer, Joseph Powers and David Messing, and has no other broadcast interests. Action Oct. 5.

■ **WABJ(AM)-WQTE(FM)** Adrian, MI (AM: BAL900711EF: 1490 khz; 1 kw-U; FM: BALH900711EG: 95.3 mhz; 3 kw; ant. 300 ft.)—Granted app. of assignment of license from Mid-America Radio Group Inc. to Friends Communication of Michigan Inc. for no financial considerations. Seller is headed by David C. and Kay A. Keister and has interest in WBAT(AM) Marion, WLCJ(FM) Van Buren and WKBV(AM)-WFMG(FM) Richmond, all Indiana.

Buyer is headed by Eugene Bryan, Bob Elliott, Michael R. Brooks and Charles J. Brooks, and is licensee of WFPS(FM) Freeport, IL. Action Oct. 9.

■ **WQPM-AM-FM** Princeton, MN (AM: BAL900808HC: 1300 khz; 1 kw-D, 83 w-N; FM: BALH900808HD: 106.3 mhz; 3 kw; ant. 300 ft.)—Granted app. of assignment of license from Lacom Communication Inc. to Roy A. Thompson for \$500,000. Seller is headed by Lamar and Doris A. Studstill, husband and wife, and their sons Owen L. and Cole C. Studstill, and has no other broadcast interests. Buyer has no other broadcast interests. Action Oct. 1.

■ **KLAV(AM)** Las Vegas, NV AL900420EE: 1230 khz; 1 kw-U)—Granted app. of assignment of license from Wagenvoort Advertising Group Inc. to Holder Broadcast Services of Nevada for \$1.3 million ("Changing Hands," May 21). Seller is headed by Jeff Revette and has no other broadcast interests. Buyer is headed by Harold Holder Sr., has interest in KPUR-AM-FM Amarillo, TX. Holder has interest in GMX Communications Inc., licensee of WHBB(AM)-WDXX(FM) Selma, AL; KLCL(AM)-KHLA(FM) Lake Charles, LA; WNAU(AM)-WWKZ(FM) Albany, MS, and WRLT(AM) Franklin and WRLT(FM) Madison, both Nashville, Tenn. GMX Communications is selling stations to Zenox Inc. ("Changing

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

SERVICE	ON AIR	CP's ¹	TOTAL *
Commercial AM	4,978	246	5,224
Commercial FM	4,357	906	5,263
Educational FM	1,435	296	1,731
Total Radio	10,770	1,448	12,218
Commercial VHF TV	552	18	570
Commercial UHF TV	560	184	744
Educational VHF TV	125	3	128
Educational UHF TV	228	18	246
■ Total TV	1,465	223	1,688
VHF LPTV	179	165	344
UHF LPTV	578	1,074	1,652
■ Total LPTV	757	1,239	1,996
FM translators	1,847	302	2,149
VHF translators	2,731	114	2,845
UHF translators	2,239	400	2,639

CABLE

Total subscribers	53,900,000
Homes passed	71,300,000
Total systems	10,823
Household penetration†	58.6%
Pay cable penetration	29.2%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million. ¹ Construction permit. ² Instructional TV fixed service. ³ Studio-transmitter link. Source: Nielsen and Broadcasting's own research.

Hands," May 21). Action Oct. 10.

■ **KVEG(AM)** North Las Vegas, NV (BTC900803EA; 840 kHz; 50 kw-D, 25 kw-N)—Granted app. of assignment of license from Roberts Communications Corp. Bel Air Communications Ltd. for \$431,000 ("Changing Hands," Aug. 20.) Seller is headed by Yolanda Juarez Smith and Bernadett and Lillian Wegerly. Buyer is headed by Richard and Barbara Griser, Mark Stone, Joav Gersten and Alan Erickson, and has no other broadcast interests. Action Oct. 11.

■ **WKLL(FM)** Frankfort, NY (BTCH891120HB; 94.9 mhz; 50 kw; ant. 150 ft.)—Granted app. of assignment of license from Edward F. and Pamela J. Levine, husband and wife, to Robert J. Raide for \$75,000. Sale is a transfer of 750 shares of stock (75% of seller's holdings). Buyer has no other broadcast interests.

■ **WKDR(AM)** Plattsburgh, NY (BAL900829EB; 1070 kHz; 5 kw-D)—Granted app. of assignment of license Interest Data Available from Walter J. Jakubowski to Hometown Broadcasting Inc. for \$287,500. Seller has no other broadcast interests. Buyer is headed by Mark C. Johnson, Louis A. Manno, Christopher Santee, Herbert Bloomenthal, Ray Pecor, Anthony Virga, James Condon, Robert Swanson, Robert McGill, Peter C. Johnson and Kevin Ohl, and has no other broadcast interests. Action Oct. 9.

■ **WBLA(AM)-WGQR(FM)** Elizabethtown, NC (AM: BAL900827EA; 1440 kHz; 5 kw-D; FM: BAPH900827EB; 105.7 mhz; 3 kw; ant. 387 ft.)—Granted app. of assignment of license from WCTN Inc. to Sound Business Inc. for \$550,000. Seller is headed by Gerald Waters and has interest in WBZB(AM) Selma, NC. Buyer is headed by Lee W. Hauser, Arthur S. Deberry, M. Elaine Dibner, Nancy L. Hauser and Martha D. Deberry, and has no other broadcast interests. Action Oct. 10.

■ **WKWQ(FM)** Batesburg, SC (BALH900706GN; 95.3 mhz; 3 kw; ant. 400 ft.)—Dismissed app. of assignment of license from Columbia Christian Radio Inc. to Brickhouse Broadcasting Corp. for \$1.25 million. Seller is headed by L.E. Willis Sr. and Hortense Willis, and has interest in KDFR(AM) Ferris, TX; KLRG(AM) North Little Rock, KFTH-FM Marion, KMLZ-FM Leno, AR and KSNE-FM Marshall, all Arkansas; WFSU(FM) Union Springs and WAYE(AM) Birmingham, both Alabama; WBOK(AM) New Orleans, LA; WESL(AM) East St. Louis, IL; WGSP(AM) Charlotte, WSRG(AM) Durham, WBXB-FM Edenton, WDBJ-FM Windsor, WKJA(FM) Belhaven and WVRN(FM) Warren, all North Carolina; WIMG(AM) Ewing, NJ; WPCE(AM) Portsmouth, VA; WTJH(AM) East Point, GA; WURD(AM) Philadelphia; WUCA(AM) Gary and WPPZ(FM) Franklin, IN; WKWQ(FM) Batesburg and WPPD(FM) Marion, both South Carolina, and WIMV(FM) Madison, FL. Buyer is headed by Walter A. and Linda E. Brickhouse, and has no other broadcast interests. Action Oct. 4.

■ **WKDY(AM)** Spartanburg, SC (BAL900821EA; 1400 kHz; 1 kw-U)—Granted app. of assignment of license from Charles P. Edwards to Voyager Communications IV Inc. for \$95,000. Seller has no other broadcast interests. Buyer is headed by Jack P. and Mary E. McCarthy, husband and wife, and Carl V. Venters Jr., and is licensee of WELP(AM)-WLWZ(FM) Easley, SC. McCarthy has interest in WMFR(AM)-WMAG(FM) High Point and WRDU-FM Wilson, both North Carolina; WOIC(AM)-WNOK(FM) Columbia, SC; WPIQ(AM)-WHJX(FM) Brunswick, GA. Action Oct. 4.

■ **WCTA(AM)** Alamo, TN (BAL900814EB; 810 kHz; 810 kw; 250 w-D)—Granted app. of assignment of license from Charles C. Allen to Gary Morris Reasons for \$75,000. Seller has no other broadcast interests. Buyer has no other broadcast interests. Action Oct. 10.

■ **WMPS(AM)** Millington, TN (BAL900824ED; 1380 kHz; 2.5 kw-D, 1 kw-N)—Granted app. of assignment of license from Good News Broadcasting Co. to David Grayson Life Changing Ministries for \$295,000. Seller is headed by John David Acker and has no other broadcast interests. Buyer is headed by David and Delores Grayson, Debra Weston, Nicole

Cumberbatch and David W. Grayson Jr., and has no other broadcast interests. Action Oct. 9.

■ **WIKU(FM)** Pikeville, TN (BALED890714GI; 91.3 mhz; 100W; ant. 453 ft.)—Granted app. of assignment of license from Bledsoe County Board of Education to University of Tennessee, Chattanooga, for no financial consideration. University of Tennessee owns and operates noncommercial educational FM radio stations on its campuses in Knoxville (WUOT[FM]) and WUTK-AM-FM). Chattanooga (WUTC[FM]) and Martin (WUTM[FM]). In addition, University of Tennessee owns and operates numerous instructional television fixed service stations, licensed by FCC throughout state of Tennessee. Action Sept. 28.

■ **KSTA-AM-FM** Coleman, TX (AM: BAL900713EA; 1000 kHz; 250 w-D; FM: BALH900713EB; 107.1 mhz; 3 kw; ant. 180 ft.)—Granted app. of assignment of license from Daytona Group of Texas Inc. to Sunbelt Radio Group Inc. for \$1.1 million. Seller is headed by Norman Drubner, who also heads WVGQ(FM) Richmond, VA; WPAP(FM) Panama City and WJLQ(AM)-WCOA(FM) Pensacola, both Florida; KXYQ(AM)-KZCR(FM) Portland, OR; KIVA(AM) Santa Fe and KZRQ(FM) Albuquerque, both New Mexico. It is in process of selling KGRX(FM) Globe, Ariz. ("Changing Hands," April 2) for \$2 million. Buyer is headed by Richard N. Lea and has interest in KRRG(FM) Laredo, TX. Action Oct. 11.

■ **KFGG(FM)** Corpus Christi, TX (BA-PED900817HV; 88.7 mhz; 5 kw; ant. 856 ft.)—Granted app. of assignment of license from Family Educational Radio of South Texas to Roloff Evangelistic Enterprises Inc. for \$40,000. Seller is headed by David R. and Norma J. Walkden, John C. Russell and Charles A. Nichols, and has no other broadcast interests. Buyer is headed by Alfred Edge, Jack Winkler, Bobby Glenn, Don Demeter, D.H. Strader, Direda Cavitt, Frances Price and James Copeland, and has no other broadcast interests. Action Oct. 3.

■ **KTUS(AM)** Galveston, TX (BAL900625EA; 1400 kHz; 1 kw-U)—Granted app. of assignment of license from Breckenridge Broadcasting Co. to Tom Wiseheart for \$150,000. Seller is headed by Owen Woodward and Doug Williams and has interest in KSTB(AM)-KROO(FM) Breckenridge and KILE(FM) Galveston, both Texas, and KTAT(AM)-KYBE(FM) Frederick and KNOR(AM) Norman, both Oklahoma. Buyer has no other broadcast interests. Action Oct. 4.

■ **KTUS(AM)** Galveston, TX (BAL900625EB; 1400 kHz; 1 kw-U)—Granted app. of assignment of license from Tom Wiseheart to Houston Christian Broadcasters Inc. for \$150,000. Seller has no other broadcast interests. Buyer is headed by Paul Pressler and has no other broadcast interests. Action Oct. 4.

■ **KYXX(FM)** Ozona, TX (BALH900710GZ; 94.3 mhz; 3 kw; ant. 300 ft.)—Granted app. of assignment of license from The Foster Broadcasters Inc. to Fort Stockton Radio Co. for \$111,500 (includes KHOS-AM-FM Sonora, TX). Seller is headed by Walter A. Foster and Don W. Griffs. Foster has interest in KQSA(AM)-KIXY(FM) San Angelo, TX. Buyer is headed by William G. Garlitz and Kenneth E. Ripley, and has interest in KFST-AM-FM Fort Stockton, TX. Action Oct. 1.

■ **KHOS(AM)** Sonora, TX (AM: BAL900710GX; 980 kHz; 1 kw-D, 260 w-N; FM: BALH900710GY; 92.1 mhz; 3 kw; ant. 300 ft.)—Granted app. of assignment of license from The Foster Broadcasters Inc. to Fort Stockton Radio Co. for \$111,500 (includes KYXX-FM Ozona, TX). Seller is headed by Walter A. Foster and Don W. Griffs. Buyer is headed by William G. Garlitz and Kenneth E. Ripley, and has interest in KFST-AM-FM Fort Stockton, TX. Action Oct. 1.

■ **KLUR(FM)** Wichita Falls, TX (BALH900810HI; 99.9 mhz; 100 kw; ant. 820 ft.)—Granted app. of assignment of license from KLUR Broadcasting Co. to Broad Based Communications Inc. for \$4.85 million ("Changing Hands," Aug. 20). Seller is headed by Sam Beard, who will become vice president of Broad Based. Buyer is headed by Vincent Henry and has interest in WWSO(AM)-WFHT(FM) Tallahassee, FL, and has contracted to purchase KEBE(AM) Tyler and KQOI(FM) Jacksonville, both Texas, for \$3.25 million ("Changing Hands," Feb. 26); KDAE(AM) Sinton

and KLTG(FM) Corpus Christi, both Texas, for \$1,880,850 ("Changing Hands," Feb. 19), and KVOZ(AM)-KOYE(FM) Laredo, Tex., for \$2.96 million ("Changing Hands," May 7). Action Oct. 5.

■ **WSBH(FM)** Warren, VT (BALH900815HN; 96.1 mhz; 48 w; ant. 2,306 ft.)—Granted app. of assignment of license from Mountain Media Inc. to Nichols Radio Broadcasting Corp. for \$10,000. Seller is headed by Deborah First, Warren Meyers, John L. Eddy and Virginia Brouillard, and has no other broadcast interests. Buyer is headed by John C. Nichols, Paul T. Battaini, Hugh J. McIlrevey, Deborah S. McIlrevey, Hubert McIlrevey, Bruce J. McIlrevey, Hugh H. Stebbins, Jayne M. Stebbins, Bruce F. Hambro, Karen Winer, Paul Poquette and Allen D. Webster, and is licensee of WDOT(AM) Burlington, VT. Action Oct. 4.

■ **WMUL(FM)** Huntington, WV (BALED900803GI; 88.1 mhz; 1.75 kw; ant. -56 ft.)—Granted app. of assignment of license from Marshall University to West Virginia Board of Directors for no financial considerations (includes WSHC[FM] Shepherdstown and WVWU[FM] Morgantown, both West Virginia). Seller is headed by F.L. Blain, Andrew L. Clark, Edward H. Greene, Russell Isaacs, Albert Morgan and Verl W. Snyder, and has no other broadcast interests. Buyer is headed by David C. Hardesty Jr., Robert McMillan, A. Michael Perry, and Joseph F. Powell. Action Oct. 5.

■ **WVWU-FM** Morgantown, WV (BA-PLED900803GH; 91.7 mhz; 380 w; ant. 30 ft.)—Granted app. of assignment of license from West Virginia Board of Regents (on behalf of West Virginia University) to West Virginia Board of Directors for no financial considerations (WSHC[FM] Shepherdstown and WMUL[FM] Huntington, both West Virginia). Seller is headed by F.L. Blain, Andrew L. Clark, Edward H. Greene, Russell Isaacs, Albert Morgan and Verl W. Snyder, and has no other broadcast interests. Buyer is headed by David C. Hardesty Jr., Robert McMillan, A. Michael Perry, and Joseph F. Powell. Action Oct. 5.

■ **WSHC(FM)** Shepherdstown, WV (BALED900803GG; 93.7 mhz; 10 w; ant. 80 ft.)—Granted app. of assignment of license from West Virginia Board of Regents (on behalf of Shepherd College) to West Virginia Board of Directors for no financial considerations (includes WVWU[FM] Morgantown and WMUL[FM] Huntington, both West Virginia). Seller is headed by F.L. Blain, Andrew L. Clark, Edward H. Greene, Russell Isaacs, Albert Morgan and Verl W. Snyder, and has no other broadcast interests. Buyer is headed by David C. Hardesty Jr., Robert McMillan, A. Michael Perry, and Joseph F. Powell, and has no other broadcast interests. Action Oct. 5.

NEW STATIONS

Actions

■ **Stuart, FL** (BPED880808MM)—Returned app. of Institute Of Educational Media, Inc. for 90.9 mhz; .3 kw.; ant. 98ft. Address: 1071 E 10th St., Stuart, FL 33494. Principal is owned by Gary Durham, Edgar Carter, Jr., Paul Mael and Burdett Price. Action Oct. 5.

■ **New Ulm, TX** (BPH890818MK)—Dismissed app. of New Ulm Broadcasting for 92.3 mhz; 3 kw; ant. 328 ft. Address: P.O. Box 99, Bellville, TX 73418. Principal is headed by Dinah L. Dittert. Action Oct. 5.

FACILITIES CHANGES

Applications

FM's

■ **Fairbanks, AK** KIAK(FM) 102.5 mhz—Oct. 5 application for mod. of CP (BPH870227MY) to change TL: atop Ester Dome 4 km N of Ester, AK in the N Star Borough.

■ **Walnut, CA** KSAK(FM) 90.1 mhz—Oct. 4 applica-

tion for mod. of CP (BPED8904271B) to change ant.: 417 ft.; change ant. supporting structure height.

■ **Enfield, CT** WPKX(FM) 97.9 mhz—Sept. 12 application for mod. of CP (BPH8609180J as mod.) to change ERP: 2.22 kw H&V

■ **Middletown, CT** WIHS(FM) 104.9 mhz—Oct. 9 application for CP to change TL: ext. Round Hill Rd., Middletown, CT 06457.

■ **Clarkesville, GA** (no call letters) 102.9 mhz—Sept. 28 application for mod. of CP (BPH871026ML) to change ERP: 2.75 kw H&V; change ant.: 144 m H&V; TL: the proposed transmitter site is on the N side of Pea Ridge Rd.

■ **Erlanger, KY** WIZF(FM) 100.9 mhz—Oct. 3 application for CP to change ERP: 2.25 kw H&V; ant. 518 ft.

■ **North Fort Polk, LA** KCU(FM) 106.7 mhz—Sept. 28 application for mod. of CP (BPH861125MB) to change ERP: 6 kw H&V; change ant.: 328 ft.; TL: 0.3 km E of US Hwy. 171, 0.25 km S of entrance Rd. to Fort Polk, Vernon Parish, 5.5 km S of Newllano, LA.

■ **Walker, MN** KLLR(FM) 99.3 mhz—Sept. 25 appli-

cation for mod. of CP (BPH8911301D) to change transmitter: 3 kw; ant. 187 ft.; change transmitter location 4.05 km sw of Kabekona corner Jct. US 71 and Minnesota 200; bearing of 230 degrees. Hubbard, MN

■ **Heidelberg, MS** WEEZ(FM) 99.3 mhz—Oct. 4 application for CP to change ERP: 50 kw H&V; ant. 492 ft.; change TL: 1 mi N of the Jones and Jasper County Line, 5.2 mi NW of Soso, MS; change class: C2 (per docket #89-471).

■ **Winnebago, NE** KSUX(FM) 105.7 mhz—Sept. 11 application for mod. of CP (BPH870224MQ) change ERP: 1.4 kw; ant. 1,568 ft.; 50 kw H&V class from 289A to 289C2

■ **Lincroft, NJ** WBJB-FM 90.5 mhz—Oct. 10 application for mod. of CP (BPED831107AE) to change TL: 765 Newman Springs Rd., Lincroft, NJ.

■ **Coudersport, PA** WFRM-FM 96.7 mhz—Oct. 3 application for CP to change ERP: 1.47 kw H&V.

■ **Harrisonburg, VA** WZJM(FM) 88.7 mhz—Oct. 10 application for mod. of CP (BPED880321MD) to change ant.: 62 ft.

■ **Warrenton, VA** WMJR(FM) 107.7 mhz—Oct. 4

application for mod. of CP (BPH870504IC as mod.) to change ERP: 29.0 kw H&V ant.: 646 ft.

■ **Salem, WV** WXXI(FM) 105.7 mhz—Oct. 2 application for CP to change ant supporting structure height.

■ **Lancaster, WI** WJTY(FM) 88.1 mhz—Oct. 2 application for CP to change TL: the new proposed site is located East of the original which keeps its TV-6 interfering contour very close to the original.

ACTIONS

AM

■ **San Francisco** KIQI(AM) 1010 khz—Oct. 5 application (BMP900215AB) returned for mod. of CP (BP880617AA) to increase night power to 1.1 kw and make changes in ant system.

FM's

■ **Glendale, AZ** KCWB(FM) 103.5 mhz—Oct. 10 application (BMPH890210IC) granted for mod. of CP (BPH820621AK) to change ERP: 46.2 kw H&V; ant.: 2,427 ft.; TL: White Tank Mountains NE peak Communications site, AZ.

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■ **Pagosa Springs, CO KRQS(FM)** 106.3 mhz—Oct. 10 application (BMLH891211KX) granted for mod. of license to increase ERP: .255 kw H&V (pursuant to docket #88-375).

■ **Martinez, GA WMTZ(FM)** 94.3 mhz—Oct. 1 application (BPH900611IB) dismissed for CP to change freq: 93.9 mhz; change ERP: 25 kw H&V; ant.: 328 ft.; TL: .35 km NNE of the intersection of Old Louisville Rd. and Georgia Rte. 232, in rural Columbia County, GA; change class: C3 (per docket # 88-51).

■ **Flora, IL WNOI(FM)** 103.9 mhz—Oct. 3 application (BMLH891211KY) granted for mod. of license to increase ERP: 3.3 kw H&V; (pursuant to docket #88-375).

■ **Big Rapids, MI WBRN-FM** 100.9 mhz—Oct. 3 application (BPH9002261C) granted for CP to change ERP: 6 kw H&V; change ant.: 318 ft.

■ **Pinconning, MI WLFS(FM)** 100.9 mhz—Oct. 3 application (BPH8911061E) granted for CP to change ERP: 2.6 kw H&V.

■ **Thief River Falls, MN KSRQ(FM)** 90.1 mhz—Oct. 10 application (BMPED890818MH) granted for mod. of CP (BPED880830MI) to change ERP: 24 kw H&V; ant.: 335 ft.; TL: intersection of County Rds. 3 & 12, 16 km SW of Thief River Falls, MN; class: C3 (per docket #88-375).

■ **Manchester, NH WGIR-FM** 101.1 mhz—Oct. 10 application (BPH9005311F) granted for CP to change ERP: 11.5 kw H&V; change ant.: 1,027 ft.; TL: 30 m S of Perimeter Rd. on S mountain of the Uncanoonuc Mountains, near Pinardville, NH.

■ **Middletown, RI WOTB(FM)** 107.1 mhz—Oct. 10 application (BMLH891211LE) granted for mod. of license to increase ERP: 3.9 kw H&V (pursuant to docket #88-375).

■ **Dayton, TN WTCX(FM)** 104.9 mhz—Oct. 9 application (BPH8910301B) granted for CP to change ERP: 1.15 kw H&V; change ant.: 534 ft.; TL: 2.7 km SW of intersection of U.S. Hwy. 27 & Blackoak Ridge Rd. on Bean Ridge, TN.

■ **Kerrville, TX KRVL(FM)** 94.3 mhz—Oct. 2 application (BPH9005101F) granted for mod. of CP (BPH8601081A as mod.) to change ERP: 50 kw H&V; ant.: 492 ft.; TL: N of Hwy. 2093, 11 km ESE of Harper, TX; class: C2 (per docket # 88-34).

■ **Wichita Falls, TX KMOC(FM)** 89.5 mhz—Oct. 11 application (BPED900518MC) returned for CP to change ERP: 10 kw H&V; change ant. from 3-Bay to 6-Bay.

■ **Martin, TN WCMT-FM** 101.7 mhz—Oct. 10 application (BMLH891214KC) granted for mod. of license to increase ERP: 6 kw H&V (pursuant to docket #88-375).

■ **Charlotte Amalie, V.I. WVGW(FM)** 107.1 mhz—Oct. 10 application (BPH9008271C) granted for CP to change freq: 105.3 mhz; change ERP: 32.3 kw H&V; ant.: 1,679 ft.; class: B (per docket #86-290).

TV's

■ **Dalton, GA WYDJ(TV)** ch. 23—Oct. 9 application (BMPCT900703KH) granted for mod. of CP (BPCT850815KO) to change ERP: 3378.3 kw; ant.: 1,466 ft.; TL: GA Hwy. 157, 3.45 km SSW of Lookout Mtn. GA; ant.: Andrew ATW30H5-HTC2-23H(DA)(BT); 34 57 07N 85 22 58W.

■ **Moscow, ID KUID-TV**, ch. 12—Oct. 10 application (BPET900111KF) granted for CP to change ERP: 300 kw (vis); ant.: 2,060 ft.; TL: 14.66 km NNE of Moscow, ID; ANT: Dielectric TW-12A12, 46 48 16N 116 50 18W.

CALL LETTERS

Applications

Existing AM

WAVJ(AM) WONO Master Media Inc., Black Mountain, NC

Existing FM's

WSYE(FM) WCPG-FM New South Communications Inc., Houston, MS
WYFD(FM) WBQM Bible Broadcasting Network, Decatur, AL

Grants

New AM

KZPA(AM) Gwandak Public Broadcasting Inc., Fort Yukon, AK

New FM's

KBMA(FM) Mexican-American Community Entertainment Broadcasting Group, Bryan, TX
KNCA(FM) State of Ore. Board of Higher Education, Burney, CA
KNCB-FM North Caddo Broadcasting Co., Vivian, LA
KSHN(FM) Trinity River Valley Broadcasting Co., Liberty, TX
KZPB(FM) Susan I. Waters, Fort Bragg, CA
KZPC(FM) Colin B. Malcolm, Goldendale, WA
KZPD(FM) Ash Grove Inc., Ash Grove
KZPE(FM) Ford City Broadcasting, Ford City, CA
WAGW(FM) Clifford Jones, Waynesboro, GA
WGRT(FM) Goodrich Broadcasting Inc., South Bend, IN
WZBR(FM) John Anthony Bulmer, Lake Luzerne, NY
WZWA(FM) Maranatha Broadcasting Inc., Clarksburg, WV
WZWB(FM) Robert J. Moisey, Berwick, PA

Existing AM's

KDVE(AM) KQXY Better Broadcasting Corp., Nederland, TX
KKDS(AM) KRSP Holiday Broadcasting Co., Salt Lake City
KMAJ(AM) KEWI Midland Broadcasters Inc., Topeka, KS
KNZR(AM) KPMC Buckley Broadcasting Corp. of California, Bakersfield, CA
KSBN(AM) KRSS TCC Broadcasting Co., Spokane, WA
KXBX(AM) KWTR North Country Communications Inc., Lakeport, CA
KZXX(AM) KENY Cobb Communications Inc., Kenai, AK

Existing FM's

KBDZ(FM) KRAA Tri-County Broadcasting, Perryville, MO
KCIE(FM) KJAT Jicarilla Apache Tribe, Dulce, NM
KIKN(FM) KSML Big Sioux Broadcasting Inc., Salem, SD
KMAJ-FM KMAJ Midland Broadcasters Inc., Topeka, KS
KMPQ-FM KFRD-FM Fort Bend Broadcasting Co. Inc., Rosenberg, TX
KSRR-FM KITY Genesis Broadcasting Inc., San Antonio, TX
KXBX-FM KXBX North Country Communications Inc., Lakeport, CA
KXKW(FM) KRAR Solo Music Company of Louisiana, Ltd., Erath, LA
KZAK(FM) KLKT North Lake Tahoe Broadcasting Co. III, Incline Village, NV
WDRP(FM) WVSG PS&W Enterprises Inc., Windsor, NC
WHET(FM) WQZZ Davison Communications Corp., Sturgeon Bay, WI

WHWB-FM WKLZ Edward G. & Carole L. Pickett, Rutland, VT
WJDX(FM) WSLI-FM Spur of Jackson, L.P., Jackson, MS
WKXM-FM WXZX James Boyd Pate, Winfield, AL
WMGF(FM) WJO Metroplex Communications Inc., Mount Dora, FL
WMXN(FM) WZCL M.L. Media Opportunity Partners Ltd., Norfolk, VA
WOPW(FM) WGUS-FM HVS Partners, Augusta, GA
WRNX(FM) WHCI Hampshire County Broadcasting Inc., Amhurst, MA
WRXK-FM WRXK Beasley Broadcasting of Western Florida Inc., Bonita Springs, FL
WSHG(FM) WZBZ Mattox-Guest of South Carolina Inc., Ridgeland, SC
WSTS(FM) WZYX Pro Media Inc., Fairmont, NC
WTKZ(FM) WDJY United Broadcasting Co. Inc., Washington
WTZR(FM) WOFM American Eagle Communications of Virginia Inc., Moyock, NC
WVVO(FM) WKCNC Suncoast Communications Inc., Dorchester Terrace-Brentwood, SC
WWEM(FM) WKOS-FM Bear Broadcasting Co., Rochester, NE
WWW-M FM WWW Midwestern Broadcasting Co., Sylvania, OH
WWYS(FM) WFNN McGraw Broadcasting Corp., Cadiz, OH
WYMK(FM) WEMR-FM Endless Mountains Broadcasting Inc., Tunkhannock, PA

Existing TV's

KOCB(TV) KGMC Seraphim Corp., Oklahoma City
WAAP(TV) WRDG Television Communications Inc., Burlington, NC
WSTR-TV WHI Cincinnati TV 64 Ltd., Cincinnati
WWTI(TV) WFYF Moreland Broadcast Associates, Watertown, NY

Call letter requests that have been withdrawn at applicant's request or by FCC

New FM's

WXJA(FM) Stone Broadcasting Corp., Emporia, VA
WXXH(FM) Value Radio Corp., Lomira, WI

Existing AM's

KXEQ(AM) KSVN Rolando Collantes, Ogden, UT
WTKZ(AM) WINX Montgomery County Broadcasting Inc., Rockville, MD
WUNI(AM) WIRJ Union University, Humboldt, TN

Existing FM's

KKCR(FM) KTNR Lemley Broadcasting Co., Kennedy, TX
WRHD(FM) WRCN-FM East Shore Broadcasting Inc., Riverhead, NY
WTZR(FM) WOFM American Eagle Communications of Virginia Inc., Moyock, NC

Existing TV

WFXQ(TV) WGNM NewSouth Macon Inc., Macon, GA

CLASSIFIED

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

HELP WANTED MANAGEMENT

General sales manager wanted for Midwest small market AM/FM. Both stations are well-established and highly successful. We are looking for an experienced sales manager who can lead, motivate, train two separate sales staffs. Must be organized, have strong people skills and handle agency account list. Salary, commission, bonus plan, automobile, insurance, plus other benefits. Send resume, references and salary requirements to: Box Q-37. EOE.

Are you a selling general manager? Are you able to train, motivate and lead a sales staff? Can you work with sales and programming to develop and execute on-air promotions with sales tie-ins? If you are, we're looking for you to lead our brand new adult CHR-FM in a midwest college town. We have new offices and studios and a first rate staff. Now we need a take charge, whatever it takes to be #1 general manager. You'll receive a salary, bonuses and have an opportunity to acquire equity. We're in a hurry to be #1 so don't wait! EOE. Contact: Steve Sinicropi, 5152 N. Santa Monica Blvd., Whitefish Bay, WI 53217. 414-964-6170.

Sales reps needed to sell sales promotions to radio station managers - if you want excellent income/are willing to travel (two state area) - have radio management experience - phone American Sales Promotions - 615-320-8842 or fax resume 615-383-9541. EOE.

Co-op director with proven sales track record needed to direct a sales staff of 15. If you're tired of your dead-end job with a cap on your income, then we should talk! Bring your experience to a top ten market radio station and earn big bucks. Write or call Aldie Beard, GSM, KHSY-FM, 5 Post Oak Park, Suite 1398. Houston, TX 77027. 713-622-0010. EOE.

General manager. For 1991 small/medium Northeast market acquisition. Broad and deep knowledge of sales, programming, promotion required. You must be a leader. Reply to "Right Direction," Box 3552, New Haven, CT 06460. EOE.

Tired of the cold? A street-wise general sales manager is needed at top-rated AM/FM operation in southwest year-round resort area. A superb lifestyle as you live and play on a large, beautiful lake and work in an extremely desirable, high-energy small city. This is a rare and profitable first-of-the-year opportunity in an explosive growth area with a perfect sunbelt climate. GM position is a definite possibility. Resume: references and photo first letter please, to Box Q-55. EOE.

Station manager/sales manager: Northern Ohio combo owners are seeking a station/sales manager with knowledge in all areas of operations and business. You will have contemporary ideas but traditional values and integrity. You must be a team player, goal and budget-minded. Send resume to: President, Radio Enterprises, Box 738, Ashtabula, OH 44004. EOE.

General manager: North Florida small market AM/FM located near Tallahassee. Energetic, proven sales ability, able to hire, train, motivate. Resume, references, salary history. Contact Harry Hagan, 904-584-2969, weekends or 674-5101 weekdays, PO Box 821 Perry, FL 32347. EOE.

GM or GSM needed to sell programming and radio services to stations. Some travel. Live in Florida. Resume to Box Q-54. EOE.

General manager for Gulf Coast CHR. Must be able to lead sales staff by personal example. Experienced manager for full charge situation. Excellent compensation. Equity possible. Resume to Box Q-53. EOE.

General manager: Honolulu, Hawaii FM seeks dynamic, sales intensive leader experienced in start up operation. Must be able to demonstrate strong general and sales management experience with profitable operation. Experience in the Honolulu market considered most desirable. Equity position available for right person. Reply in confidence to Box Q-52. EOE.

HELP WANTED SALES

Co-Op/vendor director: Aggressive, creative, experienced individual needed in Philadelphia. Capable of creating quarterly new business plans and leading sales staff. Excellent compensation package. Real opportunity for advancement. Send resume to: Elise Elfman, WXTU, 23 West City Avenue, Bala Cynwyd, PA 19004. EOE.

Sales - AM street fighter wanted. Work hard - great future with growing group. Call Bob Outer 914-831-8000. Beacon Broadcasting Corporation, an affirmative action EOE/MF.

Albany New York radio network seeking professional, experienced salespeople for growing organization. Draw, commission, benefits, annuity. WAMC SALES, POB 66600, Albany, NY 12206. EOE. Women, minorities encouraged.

Account executive - Savannah Ga's Country giant-WCHY-is looking to fill a rare opening on its sales staff. Aggressive beginners considered. Send resume to Bill West, PO Box 1247, 31402 or call 912-964-7794. EOE.

Sportsmans paradise: If you love the outdoors and love radio sales, we want to talk to you. WSYX radio is looking for the right person to fill out the sales department of Central Maine 50,000 watt A/C leader. Send resume and salary needs to Mike Decker, VP/FM, Sunny 95FM, PO Box 1240, Millinocket, ME 04462. M/F, EOE.

Class C FM in small but growing southern market looking for solid citizen with sales experience. College town with good growth potential. Send resume to WKYJ, 608 Yellowjacket Drive, Starkville, MS 39759 - Fax 601-323-0573... EOE.

Sales manager: Experienced radio sales manager needed to motivate, train and lead our six member sales staff. Please send your resume to Peter Coughlin, President/General Manager, WUFX/WXBX, 425 Franklin Street, Buffalo, NY 14202. Metroplex/Robinson Broadcasting Co. is an equal opportunity employer. Minorities and women encouraged to apply.

Urban FM seeks experienced AE to relocate to American Paradise. Must be aggressive, self-motivated. PO Box 25016, St. Croix, VI 00824. EOE.

HELP WANTED ANNOUNCERS

Major market Southwest FM Hispanic station searching for morning personality or team with proven track record. Fully Bi-lingual, bright and creative. Send resume. EOE. Reply to Box Q-38.

Talk-show hosts wanted for leading, cutting edge So. California Christian radio station. Call KBRT-Crawford Broadcasting Co. at 714-754-4450. Ask for Cindy. EOE.

Midwest AC has full and possible part-time openings. Females and minorities encouraged to apply. Tape and resume. WKAN 2 Dearborn Square, Kankakee, IL 60901. EOE.

Power 93.5 seeks urban jock, preferably with automation experience. Tape and resume to PO Box 25016, St. Croix, VI 00824. EOE.

Virginia AM/FM in Shenandoah Valley needs experienced morning person immediately. Great place to live with good benefits. T&R to J.D. Cave, GM. WLCC/WRAA, PO Box 387, Luray, VA 22851. EOE.

HELP WANTED TECHNICAL

Chief engineer for group-owned AM/FM combo in west Texas medium market. Must possess SBE or FCC General Certification. Send resume and salary history to: Box Q-31. EOE.

HELP WANTED NEWS

Ski free: New England Ski Areas Council wants broadcast ski reporters! Major market voice, versatile delivery and solid writing required for large radio network. Call Jill Genser 802-457-3123. EOE.

Afternoon news anchor: Live 7 miles from the water, a stone's throw of the greatest city in the world and work for Long Island's rating leader WALK FM/AM in our award winning news dept. We're looking for the best afternoon news anchor-creative, bright & sharp- for the Island's #1 radio station. Excellent writers only need apply. Tapes & resumes to Susan Murphy, News Director, WALK FM/AM, PO Box 230, Patchogue, NY 11772. EOE M/F.

Experienced or well trained newspaper person for morning news shift. Must write well, read well and be organized. Send writing samples, tape and resume. WCSS, PO Box 69, Amsterdam, NY 12010. EOE.

Experienced news-programmer, with journalism training. AM/FM with strong local news & community involvement. Send tape & resume to: Rebecca Cooper, KTXJ, Box 2008, Jasper, TX 75951. EOE/M/F.

HELP WANTED PROGRAMING PRODUCTION AND OTHERS

Promotions director for New Jersey AM/FM Combo. Ability to operate as a one person department and with a series of managers necessary. Candidate should have an outgoing, persuasive and congenial personality. Send resume and salary requirements to General Manager, Power 103.7/Solid Gold WNNJ, PO Box 40, Newton, NJ 07860. EOE.

Program director needed for adult rock format. Must have experience. Tapes and resumes to Ray Martin, WZXL PO Box 180, Wildwood, NJ 08260. Equal opportunity employer.

SITUATIONS WANTED MANAGEMENT

Twenty-five year pro, sales motivating, bottom line manager, seeks challenging and rewarding situation. Small-medium market. Carolinas, Florida, Georgia, Alabama, near coast. Reply: Winner, 114 Levee Road, Mt. Sterling, KY 40353.

Current group VP and former GM looking for fresh challenge. Interested in Group or GM position. Call now 704—366-0380!

Experienced general manager wants to relocate. Superior knowledge of budgets, sales training, programming. Call V.W.A. 606—274-4844.

Promotional minded, hard selling GM wishes to return to small or medium market in Midwest. Over 20 years experience. Call Florida 813—772-3994.

Experienced Pro seeks top 100 GM/GSM position. Can relocate, travel, great references, solid money saving/making history. Worth your while to talk. Seeking new challenge. PO Box 8103, Youngstown, OH 44505.

Low salary with earned equity plan. Highly motivated general manager with top-25 market experience would like to know about your station's needs. Acquisition and start-up experience. Especially knowledgeable in AM News/Talk. If you need a good, young GM to grow with your company, call John at 303—628-6977.

General manager. Well-rounded, strong in sales, marketing, promotion and profit making! Seeks new challenge. Med Markets. Reply Box Q-56.

Sales not what you need? Tired of missing the mark? Want a real radio station? Let's talk about it! 804—971-8908.

SITUATIONS WANTED ANNOUNCERS

One of the premier talk hosts seeks new challenge. Currently in top 10 market. Can do heavy or light talk and combo music-talk with great FM AM drive potential. I love the West but will consider all areas! For airchecks write in confidence to Box Q-40.

Midwest... over twenty years allround experience. Solid references. Professional production. Wide news background. Prefer...country or easy listening. Phone...507—334-6678.

Announcer ten years in programming. Seeking AM or PM drive at Modern Country station. Will relocate anywhere 803—661-5399.

Going crazier looking for a FT, DJ position. I come complete with some experience, a sense of humor, a desire to succeed and a BA in Broadcast Communications. Willing to relocate. Call Maria 708—535-0172.

MISCELLANEOUS

Make money in voiceovers. Cassette course offers marketing and technique for success in commercials and industrials. Money-back guarantee. Call for info: Susan Berkley, 1-800—333-8108.

Wanted: Managing partner for small market AM. Ownership participation for person with right piece for puzzle. Resume to Palmetto Communications, PO Box 2350, Summerville, SC 29484.

How to hire and train radio salespeople! Increase sales and staff retention with programmed in-house sales training. Complete guide includes training schedule and lesson plans \$14.95 plus \$2.50 postage. MasterCard, VISA. Money back guarantee. 1-800-336-7329, ACRM, 710 Arendell Street, Morehead City, NC 28557-1801.

Graduate fellowships. Experienced radio professionals wanted to serve as Flanagan Fellows while studying for MA or Ph.D. in Mass Communication. Stipend plus fee waiver. Start Fall 1991. Responsible position with WRUF-AM/FM commercial stations while obtaining advanced education. Graduate Record Examination and a 3.0 undergraduate grade point average are required. Contact Mr. James Geason, Director, WRUF-AM/FM, College of Journalism and Communications, University of Florida, Gainesville, FL 32611-2084, AA/EOE.

TELEVISION

HELP WANTED MANAGEMENT

Production manager: Temporary position for December 1, 1990 through April 12, 1991. Five years production management with technical production experience (preferably in a union environment) and excellent people skills required. Salary negotiable. Resume to arrive before 11/3 to: Human Resources, KQED, 500 Eighth St., San Francisco, CA 94103. EOE/AA.

General manager: KMBH-TV/FM, Harlingen, TX. Community-oriented public radio and television stations seek CEO. Must be skilled in fund-raising and programming. Knowledge of the Hispanic community, iTV a plus. Must be an innovator, self-starter, tireless, community organizer. 5 years experience in broadcasting essential, public television very desirable. Send salary history, names of three references, resume and cover letter to: Sonia Perez, Chair, KMBH Search Committee, Southwestern Bell Co., PO Box 2407, McAllen, TX 78502. No phone calls, please. Equal opportunity employer. Applications must be received by October 31, 1990.

News director for affiliate television station. Must have news management and assignment experience. Salary range \$25-30,000. Send resume to General Manager, PO Box 2068 Wilmington, NC 28402. EOE M/F.

Account executive: KWTX-TV Channel 10, Waco, Texas, is seeking an experienced account executive. Prefer two to three years experience in broadcast sales. Proven track record in new business development and strong negotiating skills a must. College education preferred. Send resume to Jeff Cook, KWTX-TV, PO Box 2636, Waco, TX 76702. No phone calls please. KWTX-TV Channel 10 is an equal opportunity employer.

Regional manager needed.. highly motivated, sales person for TV affiliate.. all replies to PO Box 2787, Florence, AL 35630. EOE.

HELP WANTED SALES

Account executive: WNUV-TV, Baltimore's fastest growing television station is seeking an experienced account executive. We've doubled our audience share in the last year and have an opportunity for an aggressive salesperson to take advantage of it! Great benefits, great company. Send resume to: Michael Kelly, GSM, WNUV-TV 54, 3001 Druid Park Drive, Baltimore, MD 21215. EOE/M/F.

National sales manager: WHNS-TV21, a strong Fox affiliate, serving the 35th market, Greenville-Spartanburg-Asheville, in the beautiful western Carolinas, has an opening for a national sales manager. Opportunity for growth with the newly formed Cannell Communications broadcast group. Excellent compensation and benefits package. Strong background in national and independent sales is preferred. Send resumes to WHNS-TV21. Attn: Tony Thompson, Gen Sales Mgr, 21 Interstate Court, Greenville, SC 29615. EOE/M/F/H.

National sales. Number one affiliate. Must be aggressive and have solid knowledge of National Sales and Rating Services. Send resume, career goals, and salary history to Ken Jarvis, VP Sales, WCAX-TV, PO Box 608, Burlington, VT 05402. No phone calls. EOE.

Local sales manager: WCAU-TV, the CBS owned and operated television station in the fourth biggest market, seeks a highly motivated, experienced and marketing-oriented local sales manager. Experience with Scarborough, Leigh Stowell, or Marshall Marketing is preferred. Previous local TV station sales management experience is required. No phone calls, please. Send resume and related material to Jeff Cash, Director of Sales, WCAU-TV, City Ave. & Monument Rd., Philadelphia, PA 19131. Equal opportunity employer.

KAKE-TV has an immediate opening for a general sales manager. The GSM reports to the General Manager and is responsible for directing, motivating, training and evaluating the national and local/regional sales staff and support staff. A minimum of two years sales management and knowledge of broadcast media sales is necessary. College bachelor's degree is required. PC skills, with Lotus 123, is preferred. Resume to: Jan McDaniel, PO Box 10, Wichita, KS, 67201. No phone calls. Fax 316—943-5160. EOE.

HELP WANTED TECHNICAL

Wanted chief engineer. Looking for young, eager assistant chief who is ready to be chief for medium sized Florida network affiliate. Salary commensurate with qualifications. Excellent benefits. Send resume and references to: Box Q-15. EOE.

Television/chief engineer for Christian station. Hands on exp. with UHF transmitters, studio maintenance and ability to train and supervise small engineering staff. SBE certification a plus. Send resume to: Jacksonville Educators Broadcasting, Personnel Department, 14131 Chambers St., Tustin, CA 92680. EOE.

Why not live at the beach? Progressive NBC affiliate located 15 miles from the ocean seeks to fill the following positions: MAINTENANCE ENGINEER: Requires experience in troubleshooting to component level various format videotape recorders, computer based video processing equipment (such as ADO), and associated support equipment. RF experience a plus. Requires FCC permit. SBE Certification preferred. MASTER CONTROL OPERATOR: Requires network affiliate switching experience. Duties include: on-air switching, dubbing spots to ACR cart, camera setup, and receiving satellite and microwave feeds. FCC permit required. For immediate consideration, send a resume, no phone calls accepted, to: David P. Brant, Chief Engineer, WSAV-TV, PO Box 2429, Savannah, GA 31402. WSAV-TV is an Equal Opportunity Employer.

Shooter-editor Creative and self-motivated technician needed at Naval Academy television facility in Annapolis, MD. ENG camera and editing with effects experience required. Send resume, demo reel & salary requirements to Mobile Video, 1620 Eye St., NW, Washington, DC 20006. EOE.

Maintenance engineer: Two year technical graduate with minimum 2 years experience in maintenance of 1", 3/4", 1/2" VTRs, cameras and associated studio equipment. Experience may be substituted for technical education requirements. Experience with satellite uplink desirable. Expanding Teleproductions Center offers opportunity for growth, full benefits package, including tuition waivers. Deadline for applications extended to 11/7/90. Start date Nov. 30th or by mutual agreement. Salary: \$20,000-22,000. Contact Hugh R. Paul, 201 Bishop Hall, The University of Mississippi, University, MS 38677. 601—232-5917. Phone calls welcome. Resumes accepted by fax 601—232-5918.

TV maintenance engineer needed for a national Christian studio post production satellite uplink facility. Three years component level maintenance experience. Ampex, AVC, ADO, VPR-3, Beta, Scientific Atlanta uplink. Positions available in San Diego and Dallas. Competitive salary and benefits (paid vacations, holidays, incentive programs, medical and dental insurance) with an exciting organization. Send your resume to: Personnel Dept., Word of Faith, PO Box 819099, Dallas, TX 75381-9099. EOE.

Chief engineer: 10 years broadcast television experience plus proven management skills. VHF, microwave, ENG, SNG. Beta and digital experience required. Responsibilities include supervising and training in all technical areas. Send resume to Jack West, General Manager, WSPA-TV, PO Box 1717, Spartanburg, SC 29304. An equal opportunity/affirmative action employer.

Chief engineer. Excellent administrator. Good hands-on engineer for all transmitter and studio equipment installation and maintenance. Communicator with good people skills. Computer experience. Send resume to Personnel Director, WTOK-TV, PO Box 2988, Meridian, MS 39301. Equal opportunity employer.

Technical operator - TV 66: Full time Sat-Wed. Opening for quality minded indiv. with 3 yrs. broadcast production exp. Strong camera & editing skills, Sony BVE-9000 a plus. Duties also inc master control operation, transmitter monitoring & studio prod. EOE. Send resume to: WSHS TV66, 71 Parmenter Road, Hudson, MA 01749, or fax to: 508-562-1166.

Chief engineer wanted by VHF affiliate in South Carolina. Opportunity to work with good people and latest equipment: ACR-225, all Beta-SP news operation, new ENG and SNG vehicles. Send letter with resume to: Bone & Associates, 6 Blackstone Valley Place, Suite 109, Lincoln, RI 02865. EOE.

TV/satellite engineer: Responsible for field operation/maintenance of Hubcom SNG-220 Ku truck and coordination/operation of C-Band and Ku-Band satellite transmission equipment in state-of-the-art Telecommunications Center. Minimum qualifications: 2 year degree in electronics and 2 years experience as RF engineer in the operation/maintenance of broadcast quality C- and Ku-Band satellite equipment. Equivalent combinations of education and experience for the stated qualifications. To receive full consideration a letter of application and a resume must be received no later than November 9, 1990. Send resume to: TV Satellite Engineer Search, Educational Television Services, Telecommunications Center, Stillwater, OK 74078-0585. OSU is an affirmative action/equal opportunity employer.

HELP WANTED NEWS

Weekend meteorologist: Live on the coast and forecast with the number 1 meteorologist in town. Meteorological degree required. Reply box Q-41.

Chief meteorologist wanted. Must have at least two years experience with a commercial television station. We have excellent equipment and a newsroom stormcenter. Applicant must be familiar with hurricanes. Send resume to Box Q-43.

Weekend meteorologist: We're looking for a first rate forecaster who would like to be a member of this market's highest rated and most aggressive weather team. We have all the toys, including Doppler. The successful candidate must have a strong weather background with proven story-telling skills. Send resume, references, and non-returnable tape to Steve Minium, News Director, WBRC-TV, PO Box 6, Birmingham, AL 35201. EOE.

Executive producer: Experience required, good people skills, along with good writing ability, and dedication to the profession. Resumes and salary requirements to News Director WJTV-TV PO Box 8887 Jackson, MS 39204. EOE.

Sports director for WBTW, the number 1 station in the Florence/Myrtle Beach, SC area. Must have 4 years journalism degree and 2 years anchor experience; week-nights preferred. Will administer daily operation of sports department, including 6:00 pm show for noon-day broadcast; and produce specials. Send resume to Cecil Chandler, News Director, WBTW-TV, PO Box F-13, Florence, SC 29501. EOE.

#1 News station in Eugene, Oregon needs an aggressive, team-oriented person to take over for long-time, soon to retire news director. Solid management and organizational skills, and a proven track record in news management required. All replies held in strict confidence. Send resume and letter of introduction to: KVAL-TV, PO Box 1313, Eugene, OR 97440, Attention General Manager. An equal opportunity employer.

Reporter. Northwest Montana bureau of three station network. Work and play near Glacier National Park and major ski area. You can shoot, report and edit your own stories. Anchor potential. Tapes and resumes to: Jim Harmon, Newscenter Network, KECI-TV, Box 5268, 340 West Main, Missoula, MT 59806. Entry level considered. No calls. EOE.

Knowledgeable weather person, style and personality are a must. Computer systems background helpful. Lively and energetic person who loves live TV. Top 100 Southeast affiliate. EOE. Reply to Box Q-51.

Producer/reporter: PBS station seeks producer/writer to create, plan and produce television programs. Requires a Bachelor's degree in Communications or Journalism and strong writing skills. At least one year experience in television news or documentary production are desirable. Station located near Montreal and Lake Placid on Lake Champlain. Cover letter, resume with salary history by December 1, 1990, to Executive Producer, WCFE-TV, One Sesame Street, Plattsburgh, NY 12901. EOE/AA.

Anchor for All News Channel. 24-hour all news operation looking at possible expansion. Need anchors who write well. Send tape and resume to Jon Jones, Executive Producer, All News Channel, 3415 University Ave., Minneapolis/St Paul, MN 55414. No phone calls. EOE.

Weekend anchor/reporter. Experienced reporters only. Send writing samples, resume tape, letter of introduction to Chris McDaniel, News Director, WITN-TV, Box 468, Washington, NC 27889. 919-946-3131. Must be willing to commit to 2 years. 3/4 editing skills, college degree preferred. WITN is an affirmative action/equal opportunity employer.

News director: Responsible for total news operation - budgets, staffing and concepts. Strong news management background required. Leadership and "people skills" vital. College degree preferred. Send resume only to: Walter C. Liss, WABC-TV, 7 Lincoln Square, NY, NY 10023. No phone calls please. We are an equal opportunity employer.

Weather anchor/meteorologist for #1 rated NBC Gulf Coast affiliate. Monday through Friday main newscasts. AMS and NWA seals preferred. Resumes, reference and tapes to Chuck Bark, News Director, PO Box 1548, Mobile, AL 36633. EOE, M/F. Applicant drug screened.

Reporter and field producer needed for successful prime-time weekly newsmagazine now airing throughout Florida. Experienced, hardworking pros only. Investigative/hard news series background preferred. Florida experience helps. 305-846-9491. EOE.

HELP WANTED PROGRAMMING PRODUCTION & OTHERS

Commercial director: CBS affiliate is seeking a quality commercial/creative services director to produce commercials and station promotions with some news/special projects production. Must be innovative with excellent creative skills with a good knowledge of remote production techniques. Send resume/tapes to: Wade Davis, Operations/Production Manager, Box 1400, Amarillo, TX 79189-1400. Phone 806-383-2226. EOE.

Promotion manager: KRON-TV in San Francisco is seeking a promotion manager. Qualified candidates must have 4-5 years broadcast promotion experience. A strong background in news, program, and station image promotion (from concept to execution) is a must. This is a hands-on position. Great creative and good communication skills and follow through is required. Initiative is essential. In exchange for your expertise, we offer an excellent salary and benefits. Please send resumes and tapes to: Lori Fava, Human Resources Manager, 1001 Van Ness Ave., San Francisco, CA 94109. EOE.

Creative producer w/strong writing, directing and production skills needed for a national Christian TV program. Three years spot and feature production a must. Competitive salary and benefits (paid vacations, holidays, incentive programs, medical and dental insurance) with an exciting organization. Send your resume to: Personnel Dept., Word of Faith, PO Box 819099, Dallas, TX 75381-9099. EOE.

Graphic artist needed for a national TV program. Two years experience with state-of-the-art 3D computer graphics, animation, and video post production. Competitive salary and benefits (paid vacations, holidays, incentive programs, medical and dental insurance) with an exciting organization. Send your resume to: Personnel Dept., Word of Faith, PO Box 819099, Dallas, TX 75381-9099. EOE.

Assistant director creative services: WABC-TV seeks hands-on individual with strong management skills to shine in the #1 market. Min. 3 years exp in all phases of broadcast promotion. Must be a great idea person and able to work under pressure & tight deadlines. Send reel and resume only to: Brigitte McCray, WABC-TV, 7 Lincoln Sq., New York, NY 10023. No phone calls, please. We are an equal opportunity employer.

Promotion director: Top rated affiliate in the Southeast seeks strong creative promotion director/producer/writer with hands-on experience in news and station image promotion. Graphic experience and good eye for detail a must. Marketing degree desired. Send tapes and resumes to: Wayne Daugherty, Vice President/General Manager, WTVM Television, PO Box 1848, Columbus, GA 31994. EOE.

Producer, morning show. Coordinate daily details of program. Responsible for office matters, scheduling guests, coordination with engineering and studio needs. Will be control room producer responsible for daily timing, formatting and readjustment of show elements during broadcast. Maintain financial records and monitor vehicle use, expense; satellite and line charges. Send resume to: Becky Strother, WVTM-TV13, PO Box 10502, Birmingham, AL 35202. An equal opportunity employer.

Television director: Must be able to direct weekend newscast and all studio production. Ability to edit all tape formats needed. High school required; some college preferred. Three years directing news; commercial production. Good verbal communications; must work well under pressure. Send resume to: Becky Strother, WVTM-TV13, PO Box 10502, Birmingham, AL 35202. An equal opportunity employer.

Graphic/paintbox artist. Coastal California affiliate has immediate opening for an artist to oversee and execute commercial and news graphics. Requires strong client and technical skills. Aurora experience a plus. Send resume and work samples to: KEVT-TV, PO Box 729, Santa Barbara, CA 93102. Attn: Don Kalich. EOE.

Assignments/producer. Weekend assignments and three weekdays producer. At least one year experience preferred. Resumes, references and tapes to Chuck Bark, News Director, PO Box 1548, Mobile, AL 36633. EOE, M/F. Applicant drug screened.

Promotion producer: Top 50 NBC affiliate seeks an experienced promotion producer. Emphasis on topical news, but image, entertainment, and public affairs included. Strong writing and production skills required. Creativity a must. Qualified applicants send tape and resume to: Promotion Manager, WAVY-TV, 300 Wavy St., Portsmouth, VA 23044. EOE.

Graphic designer with minimum one year video experience for in-house, corporate television and print production. Computer background necessary. Send resume and sample tape to Jeff Hayes, Corporate Recruiting, SA-1, State Farm Insurance, One State Farm Plaza, Bloomington, IL 61710-0001. An equal opportunity employer.

Technical director: CBS affiliate is seeking qualified, enthusiastic person to direct live on-air daily newscasts and special shows. Duties also include pre-production graphic work and editing. Two years experience necessary. Should be familiar with Ampex video switcher; ADO and Chyron Super Scribe. Must switch clean newscast under pressure and work well with others. Low 20's. Send resume and non-returnable tapes to Roger Herring, Operations Manager, KSLA-TV, PO Box 41812, Shreveport, LA 71134-1812. EOE.

SITUATIONS WANTED ANNOUNCERS

Kids or television movie host. Attention, Cleveland, Pittsburgh, Buffalo stations or cable production companies. Talented and experienced character host with a zany concept. Please write Box 206 Harborcreek, PA 16421.

SITUATIONS WANTED TECHNICAL

25 years broadcast engineering. 14 years as hands-on television chief engineer & director of engineering. Start-up and upgrade construction both studios and transmitters. All types of news ENG equipment and live microwave. Please contact Bill, PO Box 2992, Joplin, MO 64804.

Skilled operations engineer. 14 years experience in all phases of master control and video tape operations with network affiliates and major national cable network. Seeking career position. Excellent references. Call 612-432-6430.

Entry level position desired. Camera operator, switcher, and audio engineering. Reply 5718 Ridge Rd. Williamsburg, MI 49690. 616-938-1593.

SITUATIONS WANTED NEWS

Budget saver: Reporter/producer/lawyer/economics background. Can do news & sports. Currently major market. Emmy nominated work. Willing to do anything you need as long as there's some reporting involved. Modest salary requirements. If your news emphasizes creativity & initiative instead of assembly line approach, I'm interested. Box Q-39.

Excellent experienced sportscaster looking for a fine station in which to work, also knowledgeable newscaster. 216-929-0131.

With 20 years experience, I have served as news director, anchor and/or correspondent with national and state television and radio networks. VP/GM of state network. Positive results always! References. 407-299-5212.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Cutting-edge TV commentary with practical, liberal socio-political ideas and ways to stimulate viewer to action in development. Seeking buyer or agent. Demo tape. Yvonne Walker, 415-641-8200.

MISCELLANEOUS

Meteorologists... Competition is hotter than ever! Are you prepared? Have your tape critiqued by AMS/NWA Certified major market meteorologist. Resume & tape (2) shows. 3/4" or VHS (preferred). \$25.00. Broadcast Weather Services, Inc. Attn: Weather, PO Box 1118, Miami, FL 33138. EOE.

Need a job? We publish broadcasting's most comprehensive employment journal. Plus free referral nationwide. No placement fees. Television, radio, corporate communications. Media Marketing/THE HOT SHEET, PO Box 1476-PD, Palm Harbor, FL 34682-1476. 813-786-3603.

Save creative time—Use Cascom's highly-animated, pre-produced backgrounds/opens/closes/transitions. Phone 615-329-4112 for demo and details.

Primo People is seeking weathercasters with solid credentials and experience! Send resume and 3/4" tape to Steve Porricelli or Fred Landau, Box: 116, Old Greenwich, CT 06870-0116, 203-637-3653.

CABLE

SITUATIONS WANTED TECHNICAL

Cable TV engineer with 7 years experience as VP/Director of Engineering and strong business management skills seeks full time management position in Philadelphia area or temporary assignment anywhere as project manager 215-482-9930.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Assistant professor. The Department of Communications seeks an experienced television theory and production faculty member for full-time tenure track position beginning August, 1991. Doctorate desired/Masters degree required. Successful candidate will have professional media experience. For complete application, candidate must present: 1.) Vita; 2.) Video tape of a television show directed or produced by applicant; 3.) Three original letters of recommendation sent directly to the committee. Salary dependent on qualifications. Review of applicants will begin on November 30, 1990, but the position will remain open until filled. Submit application to: Faculty Search Committee, Department of Communications, 305 Gooch Hall, UT Martin, Martin, TN 38238. UT Martin is an equal opportunity/affirmative action employer. Women and minorities are encouraged to apply.

The University of Missouri School of Journalism offers a unique teaching-newsroom opportunity for individuals with the right blend of professional and academic experience in broadcast journalism. Full-time faculty appointment to teach television news and be news director of the university's top-rated commercial, network affiliate in competitive three-station market. Individuals we seek must have leadership skills and organizational ability. They should be good internal communicators with strong professional TV news background (minimum: five years), and ability to teach young people. They should demonstrate a commitment to the station's community service obligations. Preference for those with Master's or higher degree and previous teaching experience. Opening: January 1. We are especially interested in reviewing applications from minorities, women and candidates from other underrepresented groups. Send resume, three references (including telephone numbers), comprehensive statement of your philosophy about television news and your goals as a teacher-news director, along with resume tape of your most recent work to: Rod Gelatt, Chair, Broadcast News Dept., School of Journalism, PO Box 838, Columbia, MO 65205. EOE.

Director, Division of Communication: Bradley University is seeking an individual who can provide dynamic and effective leadership for its Division of Communication. The division has a full-time faculty of 22, with approximately 600 students majoring in speech, public relations-advertising, news, and radio-video-photo. The candidate is expected to possess the doctorate and professional experience in a communication field. (Individuals with exceptional professional experience are also encouraged to apply.) A strong record of achievement in areas of teaching and scholarship, leading to appointment at the associate professor or professor level, is essential. In order to maintain its quality following a recent period of growth, the division seeks a director who has demonstrated strong academic and administrative leadership and who can be an effective liaison to the external community. The successful candidate will have the opportunity to help design, and to develop the funding for, a new facility for the Division of Communication as a result of the recent University commitment to that goal. Rank and salary are dependent upon qualifications and experience. The Peoria metropolitan area has a population of 320,000. It has four television and 14 radio stations, three cable systems, numerous advertising agencies and several daily and weekly newspapers providing many excellent, long-established internship opportunities. The university is an independent, non-sectarian institution offering graduate and undergraduate programs in a wide range of disciplines for approximately 6,000 students. To assure full consideration, applications with cover letter, vita and at least three current letters of reference should be received by December 14. Screening will continue until the position is filled. Forward to: Chair, Director Search Committee, Division of Communication, College of Communications and Fine Arts, Bradley University, Peoria, IL 61625. Bradley University is an equal opportunity, affirmative action employer.

Instructor/assistant professor to teach beginning and advanced television production, small format video and advise students. Tenure track appointment requires terminal degree in broadcasting or related field or Master's with substantial industry or teaching experience. Candidate should present evidence of quality teaching and demonstrated scholarly or industry competence. Available August 1991. Send letter of application, resume, 3/4" tape, names and phone numbers of three references by December 21, 1990 to: Dr. J. Robert Craig, 345 Moore Hall, Central Michigan University, Mt. Pleasant, MI 48859. Central Michigan University (AA-EO Institution) encourages diversity, and resolves to provide equal opportunity regardless of race, sex, handicap, sexual orientation, or other irrelevant criteria.

Broadcasting- East Tennessee State University is seeking an assistant professor for a tenure-track position beginning August 15, 1991. The successful candidate will assist in advising the department's radio and TV laboratory stations and will teach such undergraduate courses as Survey of Broadcasting, Audio Production, Broadcast Performance and Radio and TV Writing. The successful candidate will demonstrate the potential to develop and maintain a program of research/creative activity. Professional experience and a Master's degree in Broadcasting or related field are required, Ph.D. preferred. Salary is competitive. The Broadcasting Program is administered in the ACEJMC accredited Department of Communication and enrolls over 150 majors. Review of applications will begin January 15, 1991 and will continue until the position is filled. Women and minorities are encouraged to apply. Send vita, the names and addresses of three references, and a statement of research/creative program interest to: Dr. Charles Roberts, Chairperson, Department of Communication, Box 22510A, ETSU, Johnson City, TN 37614-0002. AA/EEO.

Chairperson. Department of Communications, The University of Tennessee at Martin, beginning Fall 1991. Responsible for leadership of an academic unit consisting of seven faculty members, 220 majors and communications programs in broadcasting, journalism and public relations. Applicant must have an earned doctorate in a communications field at the time of appointment, demonstrated excellence in teaching and research and ability to provide leadership in enhancing teaching. Rank and salary dependent on qualifications. Candidates should send a current curriculum vita and the names, position titles, addresses, and phone numbers of three references to Chair Search Committee, Department of Communications, 305 Gooch Hall, UT Martin, Martin, TN 38238. Review of applications will begin on December 31, 1990, but the position will remain open until filled. UT Martin is an equal opportunity/affirmative action employer. Women and minorities are encouraged to apply.

HELP WANTED MANAGEMENT

Public Radio Underwriting/Membership Manager at Classical KNAU, Flagstaff, Arizona. The potential for major underwriting and membership support is here. Your assignment, should you wish to accept it, is to quadruple underwriting to \$40,000 annually, and double membership contributions to \$80,000. Supportive staff and university administration, competitive salary with excellent benefits and a pleasant mountain community of 50,000. Qualifications: BS in Bus., Marketing or Advertising and previous public radio or TV fundraising experience. Questions? Call Russ Hamnett, Sin. Mgr. 1-800-523-8870. Apply by 5pm November 16, 1990 to: Human Resources Dept., Northern Arizona University, PO Box 4113, Flagstaff, AZ 86011-4113. NAU is an Affirmative Action/EEO institution serving culturally diverse students. Minorities, women, handicapped and veterans are encouraged to apply.

EMPLOYMENT SERVICES

Intelligence jobs. FED, CIA, US Customs, DEA, etc. Now hiring. Listings. 1-805-687-6000 Ext. K-7833. EOE.

Government jobs \$16,412 - \$59,932/yr. Now hiring. Your area. Call (1) 805-687-6000 Ext. R-7833 for listings.

Looking for a position in radio or television? Need personnel for your station? Contact Bill Elliott, Consultant, Head Hunter, 413-442-1283.

MISCELLANEOUS

Applications and nominations sought for Gannett Foundation Sabbatical Program and Award for Distinguished Administrative Achievement in Journalism/Communications: The Association of Schools of Journalism and Mass Communication is seeking nominations and applications for an award for distinguished journalism and mass communication administration and for a mini-sabbatical program, both of which have been funded by the Gannett Foundation. The Gannett Foundation Medal for Distinguished Achievement in Journalism and Mass Communication Educational Administration recognizes long-time administrative excellence and leadership in journalism and mass communication education. The Medal also carries a \$5,000 cash prize to the recipient as well as a \$5,000 contribution to his/her program. A nominee should be internationally known and respected as a current leader in journalism and mass communication education. Nominations should include a formal statement by the nominator; a detailed resume on the nominee describing a long record of administrative achievement; letters of support and compelling evidence from faculty members, university administrators, students, alumni and professionals. The Gannett Foundation Summer Sabbatical Program will provide a one-to-three month fellowship opportunity for a specific project. Applications should include evidence of at least five years of noteworthy administration and potential for future growth; description of a project, including a plan for sharing results (projects may include internships, research, formal coursework or professional development); an estimated budget including salary, travel, support personnel and expenses; letters of support from university administrators; and a detailed resume. These two opportunities have been designed to recognize and foster intellectual, academic and professional leadership of journalism/communication programs. The idea for these awards grew from a 1987 speech by Gerald M. Sass, then Gannett Foundation vice president for education. Sass cited the problems of rapid turnover and burnout as he suggested that it was time for administrators to be recognized and have opportunities for development. Only current ASJMC administrators, from either accredited or non-accredited journalism and mass communication programs, are eligible to receive the awards. Selections will be made by a panel of judges from the media and higher education. ASJMC is a non-profit, educational organization with more than 185 members from across the United States. Applications and nominations must be postmarked by January 11, 1991, and should be mailed to: Dr. Vernon Keel, ASJMC, 1621 College Street, University of South Carolina, Columbia, SC 29208-0251. For more information contact Jennifer McGill, ASJMC Executive Director, at 803-777-2005.

EDUCATIONAL SERVICES

On-camera coaching: For TV reporters. Sharpen anchoring, standups, interviewing, writing. Teleprompter. Learn from former ABC Network News Correspondent/New York local reporter. Demo tapes. Critiquing. Private lessons. 914-937-1719. Eckhart Special Productions (ESP).

WANTED TO BUY EQUIPMENT

Wanted: 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

Used 1", 3/4", VHS videotape. Looking for large quantities. No minis or Beta. Will pay shipping. Call Carpel Video, 301-694-3500.

Top dollar for your used AM or FM transmitter. Call now. Transcom Corp., 800-441-8454.

Strobe parts: We buy re-buildable flash technology and EG&G circuit boards and system components. Discount Technical Supply, 305-962-0718.

Wanted: Used 50KW Xmtr. 3-5 yrs. old. Send specs, condition, price, terms to: D. Schroeder, Box 67, Decatur, GA 30031 or FAX 404-377-4796.

FOR SALE EQUIPMENT

50Kw AM: CCA-AM 50,000 (1976), excellent condition. Transcom Corp., 215-884-0888. Fax: 215-884-0738.

AM and FM transmitter, used excellent condition. Guaranteed. Financing available. Transcom. 215-884-0888. Fax 215-884-0738.

1Kw AM transmitters: Cont 314R1 (1986), Harris BC1H1 (1974), Transcom Corp., 800-441-8454, 215-884-0888, Fax 215-884-0738.

1000' tower. Standing in Albion, Nebraska. Heavy Kline tower includes 6-1/8" coax. Purchase in place with land and building, or move anywhere. Call Bill Kitchen, 303-786-8111.

FM transmitters: Wilkenson 25,000E (1983), Harris/Gates FM20H3 (1972), RCA BTF 20E1 (1973), CCA 20,000DS (1972), Harris FM10K (1980), Wilkenson 10,000E (1983), Harris FM5H3 (1975), CCA 2500R (1978), 800-441-8454, 215-884-0888, Fax 215-884-0738.

AM transmitters: RCA BTA 10U (1972), Harris MW5A (1979), CCA 5000D (1974), McMartin BA5K (1980), Cont. 315B (1966), Gates BC5P2 (1967), McMartin BA2.5K (1981), 800-441-8454, 215-884-0888. Fax 215-884-0738.

Transmitters, radio & television: TTC manufactures state-of-the-art low power and full power television; and FM transmitters 10 watts to 50Kw, solid state from 10 watt to 8Kw. Call 303-665-8000.

FM antennas. CP antennas, excellent price, quick delivery from recognized leader in antenna design. Jampro Antennas, Inc. 916-383-1177.

Betacam tape riot! 5 minutes - \$1.00, 10 minutes - \$2.00, SP 5 minutes - \$2.00, SP 10 minutes - \$3.00 Sony, Ampex, Fuji, 3M - Call Carpel Video 800-238-4300.

TV antennas. Custom design 60KW peak input power. Quick delivery. Excellent coverage. Recognized in design and manufacturing. Horizontal, elliptical and circular polarized. Jampro Antennas, Inc. 916-383-1177.

Blank tape, half price! Perfect for editing, dubbing or studio recording commercials, resumes, student projects, training, copying, etc. Elcon evaluated 3/4" videocassettes guaranteed broadcast quality. Call for our new catalog. To order, call Carpel Video Inc., toll free, 800-238-4300.

Broadcast equipment (used): AM/FM transmitters. RPU's. STL's antennas, consoles, processing, turntables, automation, tape equipment, monitors, etc. Continental Communications, 3227 Magnolia, St. Louis, MO 63118. 314-664-4497. FAX 314-664-9427.

Panasonic (RCA) AU-300 M format VTR's. Total of 13 machines plus 3 editors. Complete but as is. Entire lot \$4500. 205-956-2227.

RCA TR-800 one inch VTR's w/TBC-8000. 3 units available plus fourth for parts. Sold as is. All for \$15,000. 205-956-2227.

RCA HC-1 Hawkeye camcorders. 4 systems avail. 3 have studio CCU's with triax. All for \$4995. 205-956-2227.

Save on videotape stock. We have 3/4" & 1" evaluated broadcast quality videotape. Available in all time lengths. Call for best prices. IVC, 800-726-0241.

Equipment financing: New or used. 36-60 months, no down payment, no financials required under \$35,000. Refinance existing equipment. Mark Wilson, Exchange National Funding. 800-342-2093

Strobe parts: We sell and install flash technology and EG&G parts at DISCOUNT. Parts in stock. Call Tower Network Service, 305-989-8703.

Lease purchase option. Need equipment for your radio, television or cable operation? NO down payment. NO financials up to \$70,000. Carpenter & Associates, Inc. Voice: 504-764-6610. Fax: 504-764-7170.

Klystron leasing makes sense! Conserve cash-flow, reduce risk. Broadband tubes in stock. Pauza & Co. LTD 615-238-4200.

Equipment for sale: (4) unused BE 500 R/P mono cart machines, \$595 ea; (3) unused BE Ten Spot mono cart machines, \$1695 ea; (2) insulated guyed aluminum towers, unused, 129' each, 28" face, \$6000. ea; Rohn 16NH - 11N (120') disassembled, 3 years old \$17,500; 200' unused Heliax 1 5/8" air, \$1400. Call Larry, 412-349-5706.

Need help selling your equipment? Want great buys? Call Media Concepts, Inc., your source for quality used equipment. 918-252-3600.

ENG Camera Panasonic 300CLE. Sony VO8800 Recorder, Portabrace Cases, all accessories. Brought for production that didn't happen. Great discount for entire package! All as new! 717-323-8200.

BTS Routing Switcher Component or RGB 30 x 30 with 3 level audio. 6 x-y control heads. Expandable, currently in use. Contact Ron Fries 703-525-7000. Current model, priced to sell!!

Sony SP Betacam Package BVP 5 Chip Camera with BVV5 SP Recorder. Contact Ron Fries 703-525-7000.

Ross RVS 514-12 Production Switcher w/RS422 Interface, DSK, QUAD. ISC 31 Editor with custom console. ADC 3104 Production Switcher, 20 inputs and 5 buses, 2 M/E, DSK, Quad, Chromakey. Tektronix 520A vectorscope, 1480R W/F, 528A W/F, 1420 Vectorscope, Ampex ADO. Many more items...will make deals! All equipment 30 day warranty. Call 1-800-331-8333 or 1-805-344-2118. Fax for list: 1-805-344-5525.

Antennas transmitters coax towers: For AM-FM-TV-LPTV: All power levels. Financing available call Jimmie Joynt, J&L Associates 800-279-3326 or 719-528-5862.

Used/new TV transmitters, full power-LPTV, antennas, cable, connectors, STL's etc. Save thousands. Broadcasting Systems. 602-582-6550.

Used towers. Dismantled. Self-supporting and guyed. 502-826-8700. Nationwide Tower Company.

Paint and 3-D animation system: Artstar 3-D plus, refurbished hardware, current software, 90 day warranty. Training and software contract available. Call Tom at 716-546-5417.

RADIO

Situations Wanted Management

YOUR NEXT GENERAL MANAGER

should have an outstanding record of success as GM, GSM, AE, and PO... a background which enables him to deal with every problem you may face in this volatile industry. Currently employed GM awaiting station sale, now available to quality broadcaster in top 100 market. Would enjoy turnaround opportunity. Discretion assured.

Call now... 214-373-2205

Situations Wanted Management Continued

EXPERIENCED BROADCASTER

Seeks return to Midwest. Market size/Location secondary to opportunity. Outstanding expertise in expense management, organization, motivation, selling and people. My aggressive experience at all levels of management will be an asset to your station.

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TALK PROGRAM DIRECTOR TOP 5 MARKET EXPERIENCE

Reply in confidence
Box Q-46

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Twenty years experience in top markets as OPS/PROGRAMING and STATION MGR. Looking for a move to the next level. Will consider any market/station for a good opportunity. Dedication, hard work and results.

Reply to Box Q-57

TELEVISION

Help Wanted Management

NEWSCAST PRODUCER

WFSB, Past Newsweek in Connecticut and Southern New England's number one station, is looking for the best.

We want a terrific broadcast journalist who can create compelling newscasts using wit, ingenuity, and all the tools you'll ever need.

If you produce by rote, or if your idea of history is what happened last week, forget about it. If however, you're challenged by breaking news and new ideas, and don't mind risking failure every now and then, send resume and tape to:

Deb Johnson
Assistant News Director
WFSB TV 3, 3 Constitution Plaza,
Hartford, CT, 06103.

EOE.

Help Wanted Sales

GENERAL SALES MANAGER

Responsible for National, Regional and Local time sales and scheduling for the station; managing the sales force; and, managing the way Sales efforts fit in with the station goals. Send resume to:

Becky Strother, WVTM-TV13
PO Box 10502,
Birmingham, AL 35202

An Equal Opportunity Employer

Help Wanted Programing Promotion & Others

We're building the best producer shop in America, and we need two more solid, experienced News Producers... one to produce our week-end late news, the other to launch a new midday news broadcast.

If you're creative... write good, conversational copy... thrive on the pressure of daily news... and work well with other professionals, send a non-returnable resume tape (VHS or 3/4, please) and two copies of your resume to:

Bob Jordan, News Director
c/o Human Resources
KING 5 Television
333 Dexter Avenue North
Seattle, WA 98109

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M/F/H/C

K5
THE HOME TEAM

Situations Wanted Management

TV Group C.O.O.

Will guide group operations of medium and small market stations to new levels of performance
Box P-8.

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University Microfilms International

300 North Zeeb Road,
Dept. P.R., Ann Arbor, MI 48106



CABLE

Help Wanted Programing Promotion & Others

PRODUCER/DIRECTOR

To handle mobile studio switched and single camera field production. Proven leadership ability and production values a must. News directing/TD and editing experience helpful.

Send resume and reel to:

Media General Cable of Fairfax
14650 Lee Road
Chantilly, VA 22021
Attn: Human Resources

Help Wanted Management

Pay Per View Manager

Media General Cable of Fairfax, is currently looking to complement its current Pay Per View Department with the addition of a PPV Manager. Successful applicant will have at least 5 yrs. marketing experience, strong budgeting skills and some programming experience. Previous management experience required. Send resume and salary requirement to:

Media General Cable of Fairfax
14650 Lee Road
Chantilly, VA 22021
Attention: Human Resources

Employment Services

California

Broadcast Job Bank

For application information call
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California Broadcasters Association

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GRAPHIC DESIGNER

The Nashville Network, a leading cable television production company located in Nashville, Tennessee, has a position available for a Graphic Designer with excellent conceptual and design skills. A minimum of three years experience in computer graphics and broadcast design is required. Experience with high-end paint systems and 3-D animation is desired. Degree in Commercial Graphics Design or related field preferred.

We offer a competitive salary, excellent benefits and an organizational atmosphere that is challenging, professional and rewarding. Qualified candidates should send a resume with salary requirements in confidence to:

**OPRYLAND BROADCAST
HUMAN RESOURCES
ATTN: Frances E. Pratt
2806 Opryland Drive
Nashville, TN 37214
WE ARE AN EQUAL
OPPORTUNITY EMPLOYER**

ALLIED FIELDS

Help Wanted Programing Promotion & Others

ADVERTISING ASSISTANT

Weekly national business publication needs individual to assist in sales & daily operations in NY office. Correspondence involved. Type 50-55 wpm, pay attention to detail. Mid-town location. Resume, cover ltr, salary requirements to:

Broadcasting Publications,
630 3rd Ave., NY, NY 10017
Attn: Human Resources.
NO PHONE CALLS PLS.

EOE.



Business Opportunities

Subcarriers and Tower Space available in Prime radio markets across the U.S., including Class C w/2000' Tower in Raleigh-Durham, NC, Class C-1 Roanoke, VA, Class B Madison, WI, Class C-2 Louisville, KY, and others. Our stations employ the latest state of the art transmission equipment. For coverage maps, and complete information, contact:
Jerry Brown, Joyner Communications, Inc.
P.O. Box 5538, Cary, NC 27511
919-469-8383

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Investors sought for surefire
AM format with dynamite
personalities
4 Million needed
Top 10 Market
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FATES & FORTUNES

MEDIA

Charles W. Banta, executive VP, Rich Communications Corp., Buffalo, N.Y., joins Greater Media Inc., East Brunswick, N.J., as group VP, radio.

Kim D. Kelly, senior director, communications and media department, Marine Midland Bank, joins Insight Communications Co., New York as executive VP, finance and chief financial officer.

Appointments at co-owned WFAA-TV Dallas/Fort Worth, and KXTV(TV) Sacramento, Calif.: **David T. Lane**, president and general manager, WFAA-TV, and acting manager, KXTV, adds duties as senior VP, broadcast division, WFAA-TV, and assumes supervisory responsibilities for KXTV; **Michael D. Grant**, VP and acting station manager, WFAA-TV, named president and general manager, KXTV, and **James A. Parham**, VP, sales and marketing, WFAA-TV, named VP and station manager.

Nancy Leichter, general sales manager, KQLZ-FM Los Angeles, named station manager.

Harvey Wells, station manager, WXRT(FM) Chicago, named general manager.

Tom Haymond, general sales manager, KLTR(FM) Houston, named VP and general manager.

W. Ripperton Riordan, director of sales, WCCB(TV) Charlotte, N.C., joins KSAS-TV Wichita, Kan., as VP and general manager.



Matthews

Rabun Matthews, VP, news, Pulitzer Broadcasting Co., St. Louis, joins co-owned WLKY-TV Louisville, Ky., as VP and general manager.

David Zaslav, general counsel, Cable News and Business Channel,

Fort Lee, N.J., adds duties as VP.

David Kleeman, director, American Children's Television Festival, adds duties as acting director of education services, Central Educational Network, Chicago.

Jefferson Scott, assistant program director, KHM(X)FM Houston, named operations manager.

Terrence J. Rodda, VP and general manager, KONO(AM)-KITY(FM) San Antonio, Tex., joins KAYI(FM) Muskogee, Okla. (Tulsa), in same capacity.

Joseph Loverro, general manager, WIP-S(AM)-WXTY(FM) Ticonderoga, N.Y., joins WTMM(AM) Trenton, N.J., in same capacity.

Janice C. Burleson, general manager, KTOM-AM-FM Salinas, Calif., joins co-owned KEED(AM)-KSND(FM) Eugene, Ore., in same capacity.

Carlo-Capra Boggiano, chief photographer, Group W Newsfeed, Washington, named operations manager.

Peter McCoy, freelance general business consultant, Northern Calif., joins KJAZ Inc., Alameda, Calif., as president of corporation and general manager, KJAZ(FM) there.

John M. Moen, general manager, WJQI(AM) Chesapeake, Va. (Norfolk), joins WMXN(FM) Norfolk, Va., as VP and general manager.

Monica Gomez-Troff, assistant research director, KABC-TV Los Angeles, joins KVEA(TV) Corona, Calif. (Los Angeles), as research director.

Robert J. Ausfeld, general manager, WABY(AM)-WKLI(FM) Albany, N.Y., adds duties as chief operating officer of co-owned WUTQ(AM)-WOUR(FM) Utica, N.Y. and WABY-WKLI.

Daniel Gorby, general sales manager, WMQX-AM-FM Winston-Salem, N.C. (Greensboro), joins WSOK(AM)-WAEV(FM) Savannah, Ga., as general manager.

Dick Hoff, air personality, KPAN-AM-FM Hereford, Tex., joins KDDD(AM)-KMRE(FM) Dumas, Tex., as general manager and sales manager.

Mark Damen, president and CEO, Florida West Coast Public Broadcasting Inc. and general manager/chief operating officer, WEDU(TV) Tampa, Fla., resigned and remains as consultant.

John H. Mitchell, director of development, National Satellite Co., Rosenberg, Tex., adds duties as senior associate, National Satellite Equity Associates there, succeeding **Jim Klay**, resigned.

SALES AND MARKETING

John R. Spencer, president, Babbit & Reiman Advertising Inc., New York, joins Earle Palmer Brown, there in same capacity.

Rich Quigley, general manager, Seltel, St. Louis, named VP, Seltel Inc.

Jane Lodato, director, advertising, ABC Entertainment, Los Angeles, named VP, advertising.

Appointments at Rainbow Advertising Sales, New York: **Tim A. Williams**, director of ad sales, Warner Cable, named advertising sales director, local systems, Midwest region; **Ramiro J. Antorcha**, ad sales manager, Dynamic Cablevision of Florida, named account executive, SportsChannel, and **Sandy Goldstein**, from TVRC Corp., named account executive, News 12 Long Island.

Linda McMahan, senior account executive, KBL-TV, subsidiary of Paragon Cable, joins KABB(TV) San Antonio, Tex., as national sales manager.

Shari LeGate, marketing and promotions manager, KMEQ-AM-FM Phoenix, joins Eagle Marketing, Fort Collins, Colo., as marketing consultant, West Coast region.

Appointments at Blair Entertainment, New York: **John Buckholtz**, account executive, Midwest territory, named sales manager, Midwest division, Chicago; **Evelyn Chigrinsky**, account executive, Southwest division, named account executive, Northeast division, and **David Steinfeld**, sales representative, Hampton International Communications, named account executive. New account executive appointments for Blair Television, New York sales training program graduates: **Scott Aungst**, to Denver; **Scott C. Fogarty**, ABC red sales team, New York; **Marian Heine**, CBS green sales team, New York; **Andrew Kinkead**, Boston, and **Evan Pappas**, Chicago.

Brian Bell, regional sales manager, WZPK(FM) Berlin, N.H., and **Art Bedard**, account executive, WDER(AM) Derry, N.H., join WHOB(FM) Nashua, N.H., as account executives.

Betsy Moyer, account executive, Richardson, Myers & Donofrio Advertising, Baltimore, joins Eisner & Associates,

there as senior account executive.

Brenda C. Jones, from WPIX(TV) New York, joins Seltel, there as account executive, rebels team.

Michael Mikuliza, from Bozell/Ellis Diaz Advertising Inc., joins Tampa Bay Interconnect, Tampa, Fla., as account executive.

Dana Precious, former VP, Scott Mednick & Associates, joins Jacobs & Gerber Inc. broadcast and entertainment marketing, Los Angeles.

Beth Kline, account executive, WABY (AM)-WKLI(FM) Albany, N.Y., named local sales manager.

Arturo Riera, from KPIX(TV) San Francisco, joins KVEA(TV) Corona, Calif. (Los Angeles), as local sales manager.

Don O'Brien, account manager, WFSB(TV) Hartford, Conn., joins WHCT-TV New Haven, Conn. (Hartford), as key account manager.

Thomas Hayes, advertising sales manager, Comcast Cable, West Palm Beach, Fla., joins WPEC(TV) there as local account executive.

Frank J. Savage, national sales manager, WHNS(TV) Asheville, N.C., named local sales manager.

Appointments at Ovation Marketing, La Crosse, Wis.: **Kevin Gephart**, general manager, WLFN(AM)-WLXR-FM La Crosse, Wis., named senior account manager; **Cindi Ramm**, marketing director, Preferred Graphics, Winona, Minn., named art director, and **Mary Kay Kavanaugh**, administrative assistant, Briteway Signs, named production artist.

Jackie Sirianni, account executive, WJFM(FM) Grand Rapids, Mich., joins WOTV(TV) there as marketing representative.

Joe Pogge, promotion director, KKBQ-AM-FM Houston, joins KHMx(FM) there as marketing director.

Appointments at Katz Continental Television: **Margaret Caputo**, national sales manager, WSTM-TV Syracuse, N.Y., named sales executive, East Central station group, New York; **David Henderson Jr.**, sales executive, Boston, named sales manager, East station group there, and **Jesse Weatherby**, formerly from Ohlmeyer Communications, named sales executive, gold sales team, Los Angeles.

Cliff Smith, local sales manager, WVNY(TV) Burlington, Vt., joins WCTI(TV) Greenville, N.C. (New Bern), in same capacity.

Timothy A. Gatz, senior account executive, WHTT(FM) Portland, Me., joins WSKW(AM)-WTOS-FM Skowhegan, Me., as general sales manager.

A STAR IS BORN



Humberto Luna, air personality, KTNQ(AM) Los Angeles, received a star on the Hollywood Walk of Fame. Presenting Luna with the star is Johnny Grant (left), honorary mayor of Hollywood, Calif. and chairman of Hollywood's Chamber of Commerce Walk of Fame Committee, and Bill Welsh (right), president, Hollywood Chamber of Commerce.

Xavier Lancaster, account executive, WVEC-TV Hampton, Va. (Norfolk), named market development manager.

PROGRAMING

Paul Gertz, VP, business affairs, Hanna-Barbera Productions Inc., Los Angeles, named senior VP, business and legal affairs.

Alan Saxe, director, labor relations, Warner Bros. Inc., joins Lorimar Television, Burbank, Calif., as VP, labor relations. **Nina Tassler**, director of television and motion picture administration, Triad Artists Inc., joins Lorimar Television as director, movies and mini-series.

Steve Brecker, head of marketing, Sony Video Software Co., joins BBC Lionheart Television, New York, as VP, home video, BBC in America.

Toper Taylor, from William Morris Agency, joins Nelvana Entertainment, Los Angeles, as head U.S. television.

Jill Newfield, senior attorney, entertainment, Viacom Entertainment Group, New York, named VP, counsel enterprises, law department, Viacom Interna-

tional Inc. **Steven M. Watson**, assistant manager, technical services, Viacom Enterprises, New York, named manager, domestic barter sales service, and **Peter P. Maniaci**, special technical projects advisor, Viacom Enterprises, named manager, technical services.

Armand Mastroianni, freelance television director, Los Angeles, joins MGM/UA Television, there as producer, *Dark Shadows*. **William Gray**, freelance writer, Los Angeles, joins MGM/UA as co-producer, *Dark Shadows*.

Sarah Miller, VP, chief financial officer and administrative officer, The Comedy Channel, New York, named senior VP.

Appointments at E! Entertainment Television, Los Angeles: **Deborah Adler**, acting VP, programming and development, named to that position permanently; **Andrew Ebstein**, director, planning and development, named news executive producer; **Libby Shaw-McBrier**, show producer, named executive producer of programming, and **Gerry Johnston**, coordinating producer, named show producer.

Thomas Hayden, regional director, Northeast region, Showtime Networks Inc., New York, named director, national accounts.

Carl Schulz, from Showtime, Chicago, joins All News Channel, New York, as director, national sales.

Dawn M. Hill, from Home Box Office Inc., joins SportsChannel America, Woodbury, N.Y., as director, national accounts.

Hayma Washington, director of productions, Buena Vista Productions, Burbank, Calif., named VP. **David Snyder**, director of international programming, Buena Vista Productions, named VP.



Snyder



Raleigh

Robert E. Raleigh, VP, director of marketing and sales development, MCA Television, joins Worldvision Enterprises, New York as senior VP, domestic sales. **Gayle Gilman**, sales, development and acquisitions associate, Tapestry International Ltd., New York, joins Worldvision Enterprises, there as manager, international sales administration.

Richard P. Rosetti, from Taft Entertainment, joins Playboy Entertainment Group, Hollywood, Calif., as executive VP, production.

Georgina Warwick, associate producer, *The Merv Griffin Show*, Merv Griffin Enterprises, Los Angeles, named director of motion pictures, films for television and specials.

Jim Payne, program director and air personality, WVGO(FM) Richmond, Va., joins WBT-FM Charlotte, N.C., as air personality.

Gary Berkowitz, program director, WKQI-FM Detroit, resigns to form consulting business there.

Appointments at ESPN, Bristol, Conn.: **Mike Schwab**, production assistant, named associate producer; **Dan Steir**, highlights supervisor, named producer, and **Tim Leisure**, senior operations producer, named supervisor, production facilities, sales and service.

Mike Elliott, from Nationwide Communications, joins WRBQ-AM-FM Tampa, Fla., as morning air personality.

Monica Levinson, recent graduate, Syracuse (N.Y.) University, joins Airwaves Inc. production company, Washington as director of marketing, finance and operations. **Cheryl Perry**, freelance producer, Washington, joins Airwaves, there as associate producer.

Peter Kenyon, Juneau reporter, Alaska Public Radio Network, Anchorage, named host, *Alaska News Nightly*.

NEWS AND PUBLIC AFFAIRS

Appointments at KRON-TV San Francisco: **Barry Brown**, operations supervisor, named production manager; **Rich Levenson**, 5 p.m. producer, named 11 p.m. producer, and **Lisa White**, producer, KING-TV Seattle, named 5 p.m. producer.

Laura Witek, morning anchor, WMAQ (AM) Chicago, joins WLUP(AM) there as news director.

Cathy Moss, morning news anchor and business editor, WILM(AM) Wilmington, Del., joins WYDB(FM) Philadelphia as morning-drive news anchor.

Carole Meekins, 6 and 11 p.m. weekday anchor and general assignment reporter, WXEX-TV Petersburg, Va. (Richmond), joins WEWS(TV) Cleveland, as weekday co-anchor and 11 p.m. field reporter.

Mike Clay, meteorologist, KCEN-TV Temple, Tex. (Waco), joins KXAN-TV Austin, Tex., as weeknight meteorologist.

D.C. TEAM DEBUTS



Renee Poussaint (standing) and **Susan King** are joining together as 5:30 p.m. and 11 p.m. co-anchors for WJLA-TV Washington, the station's first female news team. Their first broadcast together is today, Oct. 29.

gist.

Appointments at WOTV(TV) Grand Rapids, Mich.: **Bill Freeman**, general assignment reporter, named assignment editor; **Judy Horan**, news director, WPBN-TV Traverse City, Mich. and co-owned WTOM-TV Cheboygan, Mich., named executive news producer, and **Mark Zonca**, weekend producer, WILX-TV Onondaga, Mich., named producer.

Eric Burks, producer and senior editor, WEVU(TV) Fort Myers, Fla. (Naples), joins WPEC(TV) West Palm Beach, Fla., as editor.

Appointments at WMDT(TV) Salisbury, Md.: **Roger Follebout**, 6 and 11 p.m. co-anchor, named news director and 6 p.m. anchor, succeeding **Ray Carter**, named news director. WHO-TV Des Moines, Iowa; **Bill Hormann**, weekend anchor, named morning anchor, and **Peterlynn West**, formerly from WATE-TV Knoxville, Tenn., named weekend anchor.

Appointments at WNEM-TV Bay City, Mich. (Saginaw): **Rod Meloni**, from WFLA-TV Tampa, Fla., named 6 and 11 p.m. weekday anchor; **Sam Merrill**, from mayor's office, Flint, Mich., named weekend anchor; **Ryan Renz**, from assignment desk, named reporter; **Tim Dye**, from WOTV(TV) Grand Rapids, Mich., named 11 p.m. producer; **Ray Tudor**, photographer, named tape czar; **Fred Perez**, from production department, named photographer; **Jim Kiertzner**, reporter, named assignment editor, and **Ron Petrovich**, from WOTV(TV) Grand Rapids, Mich., named news director.

Virginia Hafkey, weekend 6 and 11 p.m. anchor and meteorologist, WVIR-TV Charlottesville, Va., joins WTVR-TV Richmond, Va., as weekend meteorologist.

Fred Ertz, news operations manager, WDIV(TV) Detroit, joins WIS-TV Columbia, S.C. as news director. **Lonnie Wehunt**, producer, special projects team, WIS-TV named chief photographer.

TECHNOLOGY



Goldsmith

Barry Goldsmith, director of subsidiary operations, BASYS Group, Yonkers, N.Y., named president, BASYS Inc.

Jerome J. Meyer, president, industrial business, Honeywell Inc., Minneapolis, joins

Tektronix Inc., Beaverton, Ore., as president and chief executive officer.

James L. Faust, VP, international, Scientific Atlanta Inc., joins General Instrument, New York as VP, strategic marketing, comm/scope division.

Raymond Conover, director of engineering, Conus Communications, Minneapolis/St. Paul, named VP and director of engineering.

Craig Porter, maintenance manager, KRON-TV San Francisco, named maintenance and MCR staff manager. **Dave Seedall**, engineering crew chief, KRON-TV named manager of studio operations.

Milton Lutz, marketing manager, microwave division, NEC, joins Microwave Networks Inc., Houston in same capacity.

Lawrence Bruce, engineer, WRKO(AM)-WROR(FM) Boston, named director of engineering and chief engineer.

Fred Lozano, assistant chief engineer, KSAT-TV San Antonio, Tex., named chief engineer, succeeding **David Carr**, resigned.

Steven Young, from InkKraft Printing and Graphic Services, Jacksonville, Fla., joins WPEC(TV) West Palm Beach, Fla., as graphic artist.

Mark Valenti, president, Highland Studios, Pittsburgh, joins Synergistic Technologies Inc., there as acoustics consultant.

PROMOTION AND PR

William N. LaForge, chief of staff for Senator Thad Cochran (R-Miss.), joins Paul Werth Associates public relations firm, Columbus, Ohio as senior VP and general counsel. He will head new Washington, D.C. office.

Lance Webster, administrative director, Earth Communications Office entertainment industry environmental group, joins Eco Expo, series of environmental trade shows, Sherman Oaks, Calif., as VP, public relations.

Charles Barrett, publicity executive, NBC, joins Guttman & Pam Ltd. public relations, Beverly Hills, Calif., as president, television division.

Robert M. Tepper, senior producer, J.W. Messner Advertising, joins WZZM-TV Grand Rapids, Mich., as promotion manager.

Mary Jo White, continuity director, KDLH-TV Duluth, Minn., named creative services director.

Auriette Hahn, from Walt Disney Co. press and publicity department, joins Sci-Fi Channel, Boca Raton, Fla., as director of fan relations.

Tyler Barnes, assistant director of public relations, Atlanta Hawks, joins ESPN, Bristol, Conn., as publicist.

Lois Schmatz, account manager, Eastern Airlines, joins Video Jukebox Network, Miami as manager, customer service.

Lisa Lewis, account executive, Burrell Advertising, Chicago, joins Black Entertainment Television, Washington as promotions manager. **Craig Muckle**, from ESPN Inc., Bristol, Conn., joins BET, Washington as public relations manager.

William Manning, writer, producer and director, creative services department, WSB-TV Atlanta, joins WBBM-TV Chicago as promotion manager.

ALLIED FIELDS



McReynolds is director of public affairs and special projects, National Cable Television Association.

New appointments at Radio Television News Directors Association, Washington: **Rob Sunde**, director of news, ABC Information Network, New York, chairman, succeeding **Tom Bier**, news director, WISC-TV Madison, Wis.; **Emily Rooney**, news director, WCVB-TV Boston, region 11 director, representing Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island and Vermont, succeeding **Jeffrey Marks**, ("Fates & Fortunes," Oct. 15), and **Marci Burdick**, news director, KYTV(TV) Springfield, Mo., region 6 director, representing Iowa, Kansas, Missouri and Nebraska.

New 1991 officers for Southern Cable Television Association, Atlanta: **Travis Nabors**, from Columbus Cable TV, president; **Dean Deyo**, from Memphis Cable Television, VP; **H.W. Goodall**, from Continental Cablevision, secretary/ treasurer, and **Biggs Tabler**, from Tabler Communications, immediate past president.

Douglas C. Stephens, former owner, KDEN(AM) Denver, joins Satterfield & Perry Inc. media brokers and consultants, Kansas City, Kansas as VP.

New 1991 executive committee for Women in Cable Inc.: **Jill Slavin**, from Home Box Office, Atlanta, national

Lynn McReynolds, director of communications, Grocery Manufacturers of America, Washington, joins National Association of Broadcasters, there as VP, media relations. Prior to joining GMA last June, McReynolds was

president; **Sharan Wilson**, from United Artists Cablesystems Corp., Denver, VP; **Joan Gundlach**, of Continental Cablevision, Morton Grove, Ill., treasurer, and **Kathleen Wagner**, of Chambers Cable, Novato, Calif., secretary.

Jill Harrison, formerly from National Cable Television Association, joins Community Antenna Television Association, Fairfax, Va., as director of research and special projects.

New officers for Milwaukee Area Radio Stations: **Brian Ongaro**, WOKY(AM)-WMIL(FM), president; **Raymond Cal**, WZTR(FM), VP; **Bill Hurwitz**, WISN(AM)-WLTV(FM), secretary; **Steve Sinicropi**, WLUM-FM, treasurer, and **Dave Crowl**, WLZR-AM-FM, immediate past president.

Cheryl Marks, public affairs director, WTOG(TV) St. Petersburg, Fla., elected VP, Television Caucus of National Broadcast Association for Community Affairs.

DEATHS

Yuko Nakamura, 63, former executive director general, engineering, Japan Broadcasting Corp. (NHK), died of heart attack on Oct. 21 while returning from meeting of Japan-China HDTV and Film Society in China. He was chairman of that group. He was known in U.S. for his part in organizing over-the-air demonstrations of NHK's MUSE HDTV transmission in Washington, working with National Association of Broadcasters and Association for Maximum Service Television (BROADCASTING, Jan. 12, 1987).

Robert N. Uchitel, 44, cable TV pioneer, died Sept. 30 of apparent cocaine overdose at his home in South Anchorage, Alaska. Uchitel was founder and owner of Visions MDS company which brought live television to Alaska and won cable television franchise for Anchorage, Multivisions. He is survived by his daughter, Rachel and son, Neil.

Leonard Bernstein, 72, conductor and composer whose *Young People's Concerts* on CBS helped introduce a television generation to classical music, died Oct. 14 of complications from emphysema and lung infections at his New York apartment. Bernstein, multiple Emmy winner for his efforts to make what had been stereotyped as high brow music accessible to mass audiences, made his television debut on CBS's Sunday afternoon *Omnibus* (1953-56) program with explanation of Beethoven's Fifth Symphony. He later hosted series of specials introducing classical music and workings of orchestra to his television audience.

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FIFTH ESTATE

BRUCE GELB: TELLING 'THE AMERICAN STORY'

Bruce Gelb has the soft, beguiling voice of a storyteller. It's a good thing too, because as President Bush's director of the United States Information Agency, Gelb is in charge of telling what the agency calls The American Story.

There is a worldwide audience out there listening to that story, Gelb says. "We have a form of government that an awful lot of people around the world are interested in [hearing] more about." America gives "people of every background the opportunity to move ahead regardless of where they were born, or where their father was born...it guarantees opportunity for everyone." For that to work here and abroad, said Gelb, others have to fend off the "bullies" that prey on the weak and disadvantaged. It is a principle of anti-bully diplomacy that seems to play a large role in Bruce Gelb's handling of the agency.

It's not too surprising then that it was a bully that brought Bush and Gelb together while in prep school in 1941 in Andover, Mass. Gelb was fourteen and Bush, a friend of Gelb's older brother Richard, was "18 or 19," Gelb said. "I was being manhandled by a bully," until someone said "leave the kid alone." It was "Poppy" Bush, as the president was then called, says Gelb.

Gelb says that memory and the way it epitomizes much of what America is all about, makes up critical foundations of The American Story. As Gelb tells it, the message has been that making decisions from the top by a self-appointed elite (bully) does not work because "ideology does not solve problems."

Telling "The American Story" is only part of what USIA does, said Gelb. Gelb said that "It was through the Voice of America that the 'people of the Soviet Union learned that soldiers were not being sent for soil erosion projects or reforestation to Afghanistan.' The Voice was the ear of the Chinese people during the uprising in Tiananmen Square, says Gelb. In China, Cuba and a few places in Africa, the trend toward economic and political freedom is "irreversible," he says.

If the change is indeed "irreversible," then USIA's mission is changing as well. Some say that the need for such USIA projects as the Voice of America



and WorldNet has diminished. Gelb bristles at the suggestion. "I think the message is more important than ever" because the world is at the brink of a "long-term period of peace with a chance to build a standard of living and correct some of the problems in the world. What we're seeing is the opening of a door to a different kind of world where there can be partnerships instead of controversies," he said.

But as these partnerships emerge, Gelb believes, the world needs "know-how; and as such, "USIA is less the cold war agency fighting hard against non-stop propaganda [than] an agency that thinks of itself as a major democracy builder on a world wide basis." USIA is becoming a "how-to" organization by providing information on creating democracies, establishing rules to govern, creating economic activity and such things as how "to start a radio station."

That "know how" is what Gelb calls "Intellectual Capital." "Over the next 20 to 30 years we will look back and see a level of economic competition between countries the likes we've never seen before." Even so, the message is still that the individual "working in

great measure for his own economic self-interest provides a better life, more of the the material things that they yearn for themselves and their family," he says. "Most of the world shares the common desire to have the lives of their children be better than their own."

That was certainly true of Gelb's parents. His mother and father started the Clairol Co. in 1931 with a \$500 investment. It was a German product that a French entrepreneur brought to Paris and gave a French-sounding name ("claire" means "light" in French). Clairol was one of five products brought back from Europe at the height of the Great Depression. In 1959, Bristol-Myers bought out the company and made Gelb and his brother senior vice presidents. Richard is currently the CEO.

After earning his MBA from Harvard in 1953, Gelb spent four years at Procter & Gamble and then moved back to Clairol, where he was named as president of the Consumer Products Group. Later, Gelb became Bristol-Myers vice chairman of the board, overseeing the health care and consumer products divisions.

Through Clairol, and later Bristol-Myers, Gelb traveled the world, an unofficial ambassador of sorts for a free market society. He has been involved with the Manhattan Institute for Policy Research and is a member of the President's Arts and Humanities Committee. Gelb and the USIA kept crossing paths over the years both here and abroad. He was a member of the VOA private sector

committee and he shares his 15th birthday with the first birthday of VOA (Feb. 24, 1942). Gelb was tapped by Bush to take over the agency in 1989.

As USIA director of Public Affairs, Frank Johnson put it: "He's been training all his life for this job and didn't even know it."

Bruce Stuart Gelb

Director, United States Information Agency; b. Feb. 24, 1927; BA, Economics, Yale University, 1950; MBA, Harvard University, 1953; sales, Clairol, 1950-51; brand manager, Procter & Gamble, New York, 1953-57; vice president, marketing, Clairol, 1959-61; executive vice president, Clairol, 1961-65; president, Clairol, 1965-76; senior vice president, Bristol-Myers, New York, 1967-77; executive vice president, Bristol-Myers, 1977-85; president, Consumer Products Group, Bristol-Myers, 1981-84; vice chairman of board, Bristol-Myers, 1985-89; m. Lueza Denise Thirkield, Jun 6, 1953; children: John T., 36; Joan H., 34; Richard E., 32; and Mary C. 31.

IN BRIEF

Bush administration gave broadcast and print media scare early last week when he introduced into Congress's budget negotiations proposal to limit deductibility of advertising expenditures. But proposal, which Bush administration believed would raise between \$10 billion and \$15 billion over five years, was short-lived as members of House Ways and Means and Senate Finance committees quickly rejected it. Opposition was led by committees' chairmen, Representative Dan Rostenkowski (D-Ill.) and Lloyd Bentsen (D-Tex.). Working through Ad Tax Coalition, members of National Association of Broadcasters and other media organizations had met with key members of committees and obtained commitments to block ad deductibility proposals, according to NAB Executive Vice President Jim May at press briefing. So when word came down that ad deductibility was on table last Monday, he said, NAB and others had only to remind lawmakers of commitments. "To be effective, you've got to do your homework," said May. John Kamp, vice president, American Association of Advertising Agencies, also credited grassroot effort for turning aside proposals.

North Carolina Superior Court Judge Frank Brown sentenced Washington communications attorney Thomas Root to 15 years in prison and \$5,000 fine following conviction on 364 uncontested counts of securities fraud and conspiracy. State dismissed 90 other securities fraud and one other conspiracy charge. Brown said Root's prison time would run concurrently with any sentence handed down as result of conviction on five federal securities counts. Ralph Savage and Eugene White, principals of Sonrise Management, which organized new FM station partnerships represented by Root at FCC, each face more than 2,600 years imprisonment on 455 fraud and conspiracy charges in North Carolina. They and engineering consultant Carl Hurlebaus are to be tried there on consecutive weeks, beginning Jan. 7.

At United States Telephone Association annual convention in Las Vegas Thursday (Oct. 25), Senator Conrad Burns (R-Mont.) said that efforts to get telcos into video

programming should not be based on cable bashing. Burns told group that they need "clear, positive and unified" strategy in next year's debate that stresses need to upgrade nation's telecommunication infrastructure, but must also realize likelihood of cable, or some other industry, entering local exchange business in near future. Burns said competition is only way to offset consumer complaints such as "skyrocketing cable rates." Also, Burns said consumers want "innovative two-way services that FCC sought to encourage in adopting the 1970 telco/cable ban." Telcos, said Burns, may be only effective competitor possible.

CBS News correspondent Mike Wallace will interview Salman Rushdie on 60 Minutes, Sunday, Oct. 28 at 7 p.m. Forty-three-year-old Rushdie, coming out of hiding to appear in first American interview since Ayatollah Khomeini imposed death threat on him two years ago, tries to assure Moslem community that his book, "The Satanic Verses," was never meant to insult them, said CBS.

Continuing saga of game show defections took precedent in Los Angeles, as Chris-Craft/United-owned independent KCOP-TV dropped Orbis Communications' *Joker's Wild* and ITC Entertainment's *Tic Tac Dough* from its 3 p.m.-4 p.m. slots and placed LBS Communications' hour drama, *Hardcastle & McCormick*, starting last Thursday. Preliminary October (Sept. 27-Oct. 24) overnight (NSI) averages indicate that former game show duo finished last against six other stations in market, with identical 1.3 rating/4 share averages. Carol Martz, KCOP's program director, said that both shows will be placed on "indefinite hiatus."

One week after Charlie Rose denied reports he was leaving *Twentieth (Fox) Television's half-hour interview magazine, Personalities*, executive producer Joel Cheatwood announced that Bill Sternoff will take over as anchor, effective today (Oct. 29). Sternoff, formerly correspondent with now defunct *USA Today: On TV*, is part of overall makeover Cheatwood is implementing to turn around ratings-starved strip. (In season-

to-date NSI metered market ratings, period ending Oct. 21, *Personalities* averaged 2.5 rating/8 share, 27% below year-ago levels for same time periods.) Rose, who left CBS News's *Nightwatch* after six seasons to join September launch of *Personalities* (BROADCASTING, June 11), said in prepared statement, that he requested early release from his contract. Cheatwood characterized Rose's departure as over creative differences over direction of show. Rose said he will spend next few weeks in Los Angeles to weigh options and other possible TV projects before returning home to his North Carolina farm for Thanksgiving. Cheatwood, citing ratings, said "high profile package pieces about well-known personalities perform better than more traditional interviews," so he has added Janet Zappala as update anchor. Zappala currently hosts *Fox News Entertainment Report* segments on Fox O&O KTTV-TV's Los Angeles newscasts. Deborah Juarez-West, who worked as executive producer with Cheatwood on discontinued MCA TV-distributed news strip *Inside Report*, has also joined *Personalities* as managing editor.

Imagine Television received 13-episode commitment from CBS for new half-hour television vehicle featuring Shelley Long for next fall. Long, who co-starred with Ted Danson in NBC's *Cheers* for five seasons (1982-87), has on-going first-look deal with Imagine that includes motion picture projects.

Arbitron said cable penetration reached 58.1% in July, or 53,292,900, 7% increase over last July's figure of 49,567,700 homes. Cable growth rose 890,000 homes since May, when penetration was 57.3%.

In FCC decisions, WMMB(AN)-WMMY-FM Melbourne, Fla., has forfeited \$10,000 due to EEO violations, but has had license renewed for short term subject to reporting conditions. Commissioner James Quello dissented in opinion to impose reporting conditions on WPAP-FM Panama City, WCOA(AM)-WJLQ(FM) Pensacola and WLKF(AM)-WEZY(FM) Lakeland. Quello said FCC's "goal is to ensure that Commission licensees adopt

and maintain non-discriminatory hiring policies, not that they jump through bureaucratic hoops."

UPI and Reuters have settled opposing lawsuits. Reuters has agreed to drop suit claiming unspecified damages from UPI for allegedly allowing its photo service quality to decline, while UPI agreed to withdraw its claims that Reuters had negotiated with them in bad faith in 1984 acquisition of UPI's international photo business. UPI also agreed to withdraw charge that Reuters allegedly attempted to steal UPI subscribers. No compensation or monetary damages will be paid by either organization.

FCC chairman Alfred Sikes and NTIA assistant secretary, Janice Obuchowski, will meet with press Monday, Oct. 29 at National Press Club to discuss recent trip to Romania, Hungary and Czechoslovakia (Oct. 22-26). Sikes, Obuchowski and other FCC, NTIA and State Department officials were in Eastern Europe to give advice on American broadcasting and spectrum management.

King World Productions and Merv Griffin Enterprises are teaming up with Pizza Hut restaurant chain in major on-air *Wheel of Fortune* promotion during November sweeps to benefit Marine Corps Reserve Toys for Tots Christmas collection drive. Watch-and-win contest formally dubbed as "Wheel's Cruise & Cash Splash" for Nov. 1-21 period, will encourage program's viewers to call 900 number contest line to answer puzzle questions. Those who answer correctly may win one of 500 \$1,000 prizes, or Caribbean cruise for two on Norwegian Cruise Lines in each participating market (close to 400 tickets valued at over \$600,000). King World and Griffin Enterprises are donating \$1 million in toys from Pressman Toy Corp. In addition, goal is to raise \$20 million-\$40 million from 900 number to go to underprivileged children's organization.

NBC News Productions will produce latest in number of projects for Arts & Entertainment network, *The Tunnel Under the Wall*, scheduled to air Friday at 8 p.m. ET. Two-hour special, tracing history of Berlin from 1900 to present through new and archival footage, will be anchored by Tom Brokaw.

Emmis Broadcasting's easy listening outlet WJIB(FM) Boston became "Boston's Smooth Jazz" and adopted "CD 96.9" as on-air identifier. Station hired Blake

Lawrence, formerly of WHVE(FM) Tampa to program new adult contemporary sound. WJIB programed easy listening sound for 23 years. Emmis had put station on block and will still "entertain" offers, according to Morgan Stanley's Paul Taubman, but switched formats "to improve economics of station."

Swap of Shamrock Broadcasting's KMGC-FM Dallas for Nationwide Communications Inc.'s KWSS-FM San Jose, Calif., plus cash may put as much as \$10 million in coffers of Shamrock's parent, Disney. Terms have not been disclosed, but sources value Dallas station at about \$16 million; San Jose station at \$6 million-\$11 million.

ANIMATION DEAL



Kevin O'Brien (l) and Dick Robertson seal the deal

In a press conference last Wednesday (Oct. 24) in Los Angeles, Warner Bros. Domestic Television Distribution, Warner Bros. Animation and The Fox Children's Network (FCN) unveiled the three new Warner Bros. animated series—*Beetlejuice*, *TAZ-MANIA* and *Batman*—that will make staggered launches on FCN over the next four seasons (BROADCASTING, Oct. 22). The Warner Bros. and Fox affiliate deal, reportedly valued at \$60 million, culminates an arrangement that had been talked about for almost two years.

Kevin O'Brien, chairman of the children's oversight committee and general manager of KTVU-TV San Francisco, said the program announcements will "usher in a new era for Fox affiliates," those 120-plus members of the FCN cooperative who "will finally have control over their own future, product and programming inventory." Dick Robertson, president of Warner Bros. Domestic Television Distribution, reiterated that the Time Warner syndication arm plans to distribute separate children's programming to other independent and affiliated stations. Despite a "slightly lower" barter ad split for Warner Bros.'s programming, Robertson instead "saw this as an opportunity to sell CPM's at much higher unit prices [on FCN]" than can sometimes be had in syndication.

Addressing the possible concerns from other syndicators and producers, FCN President Margaret Loesch said the children's cooperative will continue to buy other outside programming to fill what may eventually be a three-hour early fringe weekday block for fall 1992 or 1993, and a current four-hour block of Saturday morning programming. Loesch predicted that FCN could expand to a seventh day—Sunday mornings—in the "not too distant future." She did not specify just when that may be.

Beetlejuice, which will continue on ABC's Saturday morning lineup, is set to launch on FCN as a weekday early fringe strip in fall 1991 with 65 new episodes. *TAZ-MANIA*, based on the Tasmanian Devil "Loony Toons" character, will debut in 13-episode installments for FCN's Saturday morning schedule in fall 1991 and fall 1992. Thereafter, 39 additional episodes will be produced to make it a full 65-episode complement for stripping in FCN's weekday block in fall 1993 or 1994. For *Batman*, Sixty-five episodes will be produced, but a specific FCN launch date is on hold until Warner Bros.' film decision sets a release date for a planned "Batman" film sequel.

—MF

EDITORIALS

Committed to the First Amendment and the Fifth Estate

KNEE DEEP IN THE BIG MUDDY

It's obvious that there is a profusion of cooks stirring the FCC's pot on financial interest/syndication. The further notice of rulemaking released last week—while offered with disclaimers that it doesn't presage the final commission result—suggests that the upshot of this stab at deregulation could be a tortuous reregulation. The networks may be excused for worrying that this cure might be worse than the disease.

Perhaps it was inevitable, given the length of time it's been going on, the number of commenters and the disparate interests at work here—not to mention the FCC's apparent inclination to abandon the search for a right policy in favor of finding a political solution. The further notice stacks complicated precept atop complex example, and seeks to find norms for a creative give and take in which every deal is unique. The questions posed by the FCC's inquiry suggest the government, rather than extracting itself from the free enterprise process, might end up refereeing every twist and turn of negotiation between networks and suppliers.

A simple repeal is not in the cards, but the alternative need not be a Gordian knot for the survivors. If there need be safeguards, the objective should be to apply only reasonable force.

OVERBROAD BRUSH

There is no more serious threat to the public health and safety than illegal drugs. For that reason, the FCC's charter to combat that threat in rules implementing the Anti-Drug Abuse Act of 1988 (BROADCASTING, Oct. 22) is understandable and laudable. But that end does not justify the draconian means the commission proposes to employ. The act gives federal and state judges the power to withhold federal benefits, including a station license or permit, to those convicted of drug-related felonies. The applicability of such a law to the majority owner of a broadcast property is clear, thus its value as a deterrent is obvious. Considering the value of a broadcast license, it would be economic suicide for anyone in control of that license to use illegal drugs.

The FCC's interpretation and extension of that congressional mandate, however, takes it far beyond that end and into the realm of ludicrousness.

According to the FCC's proposed new policy, entire companies and corporations would be put at risk by the isolated misdeeds of "officers, directors, nonlimited partners, holders of 5% or more of the voting stock and nonvoting stockholders or limited partners with similar (5% or more) interest." Under that scenario, the drug conviction of a single executive could cause a major network to lose all its owned stations; the conviction of a nonvoting holder of 5% of a broadcast group could trigger the same fate for that group.

The proposed FCC rules have the potential for unnecessarily penalizing the innocent, an overkill that may be attributable to the prominent position the drug problem occupies on political agendas. That deserved prominence aside, the punishment should still fit the criminal. This one is several sizes too large.

CHICKENS AND EGGS

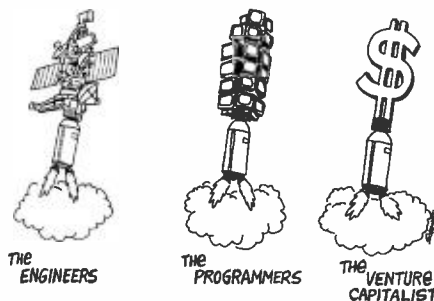
On Nov. 8, the FCC will rejoin the debate on whether children's programs based on toys are program-length commercials and somehow different from program-length programs that are commercial vehicles for toys based on them. If the principal issue appears to be semantics, that's because it is.

The resumption of the investigation was triggered by the passage of the new children's TV bill, which limits commercial time in such programming and thus reopens the question of liability for exceeding that limit. Children's TV activists see the bill as an opportunity to further their agenda, which is to prevent broadcasters from airing children's programs they dislike. We doubt broadcasters want to toe that line, although the NAB saw fit—make that unfit—to sign off on the bill.

The problem with letting others make children's programming calls that are rightfully the province of the local broadcaster is the same problem this page has with permitting others to make determinations of decency or indecency. One person's program-length commercial is another's *Sesame Street*. Peggy Charren, head of Action for Children's Television, illustrated that central problem last week. In offering her guidelines for deciding what to prohibit, she said: "To make products from a successful show is licensing; to make a program in the hope of increasing the sale of a toy is advertising." But that guideline hinges on the intangibles of motive and intent.

To make products from a successful show may be licensing, but once they are made, the show becomes the promotional equal of any program whose product came first. A "good" show may be the result of a profit motive as well as an altruistic one, in which case the motive becomes effectively irrelevant. Trying to draw distinctions without differences, as some children's activists would have the FCC do, is like trying to hold water in a sieve.

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