

Broadcasting Dec 31

Reaching over 117,000 readers every week

60th Year 1990

TELEVISION / 43

Independents prepare to gather in L.A.; banking on barter

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MPR buys second Minneapolis FM, will sell AM; commercial association there objects

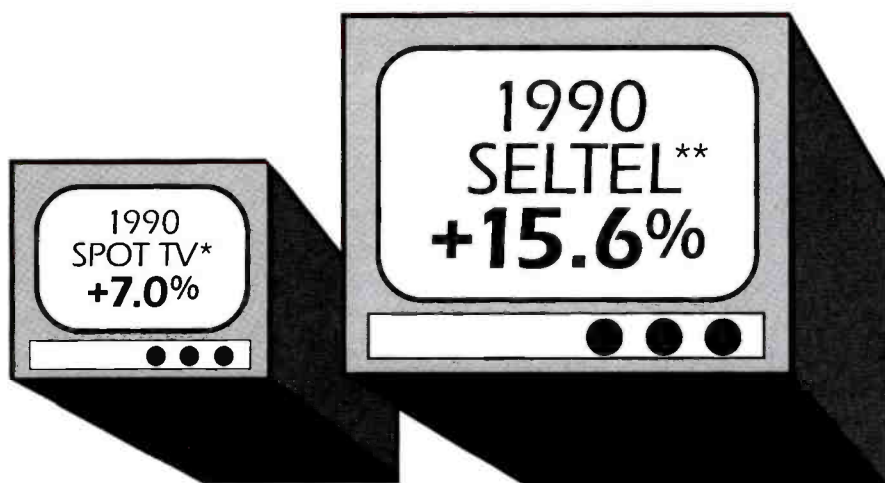
CABLE/ 63

Group W at forefront of ventures between broadcasting, cable

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Advertiser outlook: Flat year may be ahead for beer industry

GET BETTER RECEPTION



SELTEL

PERFORMANCE IS THE BOTTOM LINE.

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Vol. 119 No. 27
JAN 1991
THE 102ND CONGRESS AND
THE FIFTH ESTATE
Broadcasting At Large
with
Jim Quello

BAYWATCH

STARRING DAVID HASSELHOFF

The popular network series returns with all-new episodes in an action-packed, weekly hour, featuring the same elements that made it a hit!



- A young, attractive cast led by David Hasselhoff, international celebrity and popular star of the hit network series "Knight Rider."

- Gregory Bonann, Douglas Schwartz, Michael Berk and David Hasselhoff...the creators, producers, directors and actors from the original series.

- The high production value which provided the "look" that made it a success in prime time.

- And...BAYWATCH is filmed in Los Angeles, home of the most exciting and crowded beaches in the world.

BAYWATCH revolves around the lives and adventures of a dedicated group of L.A. County lifeguards, men and women who face life and death situations as they patrol the breathtaking and often dangerous Southern California shoreline.



A FIRM GO FOR 1991!

BAYWATCH
is already cleared in
one-third of the U.S.
including...
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LOS ANGELES
CHICAGO

*The wave of
excitement
is building and
stations and
advertisers
agree that
BAYWATCH
will be the hit
of the new season!*

A PROVEN PERFORMER WITH SOLID, YOUNG ADULT APPEAL!

- Action-packed storylines
- Spectacular scenery
- Today's hottest music
- An advertiser-friendly environment

**And, its teen and kid appeal
provides...**

A well-balanced, family audience
Scheduling flexibility

**All backed by
extensive
promotional support!**

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**ALL NEW EPISODES
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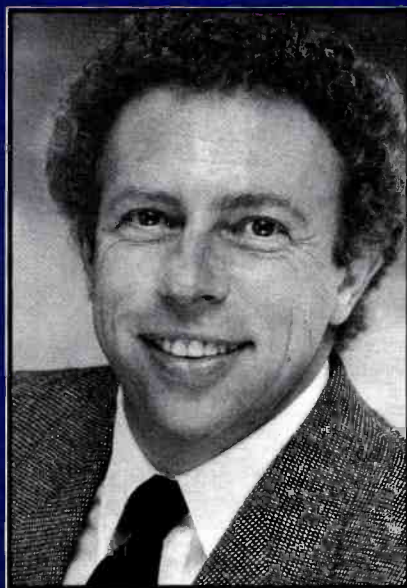
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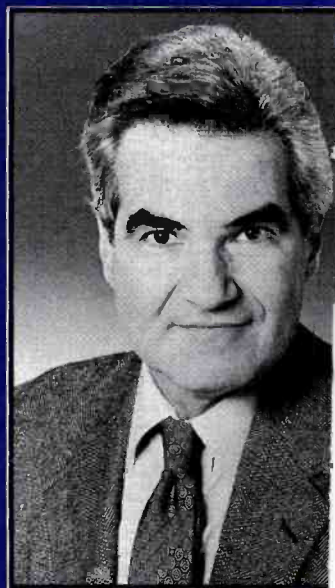
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THEY GOT WHAT



"21 JUMP STREET, a successful action hour strip that has enabled us to counterprogram sitcoms and O&O News, and be a competitive force in ratings and young adult demos in the New York market. Who says hours don't work in early fringe?"

Michael Eigner, WPIX



Steve Berman

ACTION

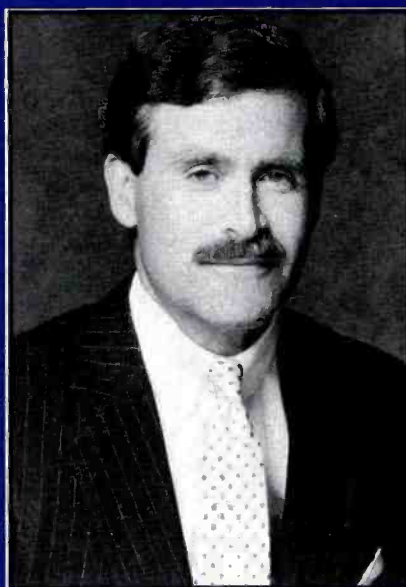
21 JUMP



CANNE
1925 CENTURY PARK

THEY PAID FOR!

What do you say about a show that consistently beats "Who's the Boss?", "Growing Pains", "Head of the Class", and free affiliate newscasts in Los Angeles? A show that's #1 at 6 PM in the most competitive market in the nation. A show that's stronger in its second season than its first. The show "Hunter", and it's the most successful action hour KTLA's ever run."



"Action hours work. Hunter has made our 10:30 PM time period stronger than ever. Counter-programming with action hours works for WGN!"

KTLA

Dennis FitzSimons, WGN

WORKS!

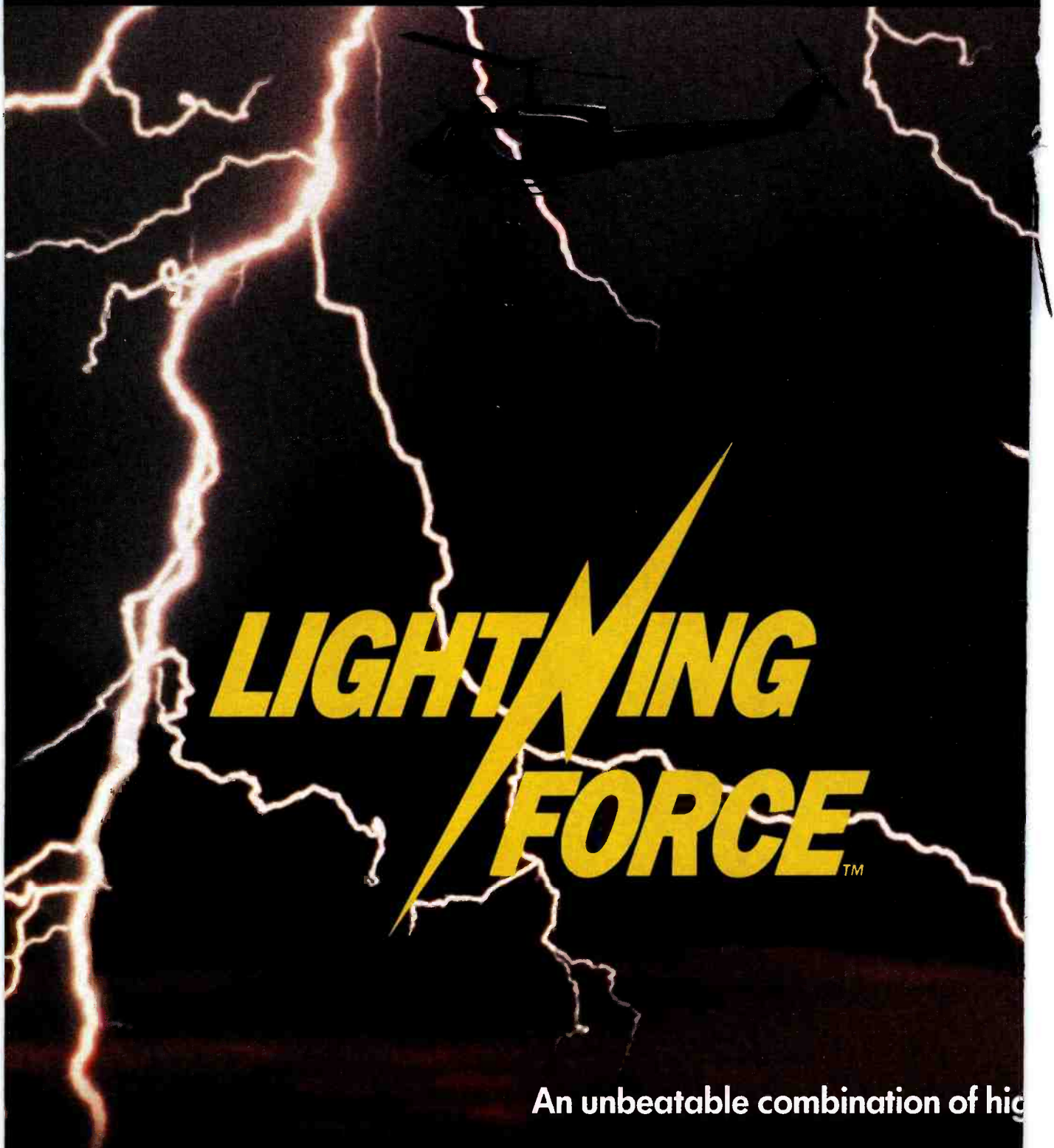
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Executive Producers: Mace Neufeld and Bob Rehme

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MAURY POVICH
SHOW™

Cheers®

Big shows. Big stars. Big audiences. That's **PARAMOUNT DOMESTIC TELEVISION**. And this year, the biggest name in syndicated programming became the leader of the Late Night Generation with **THE ARSENIO HALL SHOW**. Now, the late night cool goes on with **THE PARTY MACHINE WITH NIA PEEPLES**. Following hot on the heels of Arsenio's phenomenal success, this music and dance party will keep late night temperatures rising. The momentum continues to soar with **STAR TREK: THE NEXT GENERATION**. This year, it brought in bigger numbers than ever before, both in its "network" run and as a strip. Following in the tradition of great Paramount comedies like **CHEERS**, **DEAR JOHN** is proof

Para

LES IN TV

ENTERTAINMENT
TONIGHT

THE
ARSENIO
HALL SHOW™

Dear John,™

STAR TREK
THE NEXT GENERATION

that with young adults, therapy is the best laughter. Currently in its third season in prime time, it's now available for syndication in Fall, 1992. As proof that the biggest is still the best, they don't come any better than **ENTERTAINMENT TONIGHT**. Now in its 10th year, it is officially the longest-running access show in syndication. And success continues to run in the Paramount family, as second-year **HARD COPY** shows all the signs of becoming a long-term franchise.

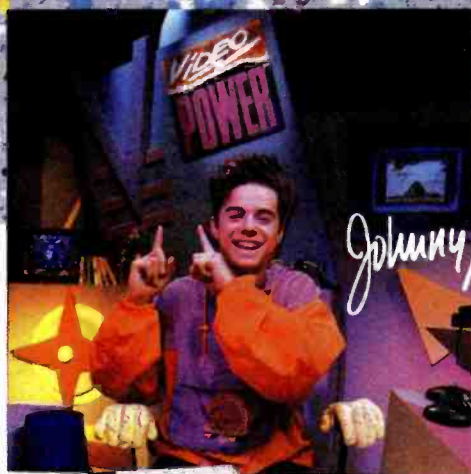
With all eyes now on the eagerly anticipated **MAURY POVICH SHOW**, you can expect big things in Fall, 1991. So if you're looking for the big picture, turn to **PARAMOUNT DOMESTIC TELEVISION**. We're always thinking big.

mount



A Paramount Communications Company

GET THE VIDEO POWER™ EDGE FOR 1991.



THE FASTEST GROWING KIDS SHOW OF THE SEASON.

TOP 15 SYNDICATED SHOWS	K2-11 Rtg w/o 10/1/90	K2-11 Rtg Nov. '90 To Date*	% Increase
VIDEO POWER	1.3	2.0	+54%
G.I. Joe	2.8	3.7	+32%
Wake, Rattle & Roll	1.9	2.5	+32%
Jetsons	1.6	2.0	+25%
Gummi Bears	3.4	4.1	+21%
Muppet Babies	4.5	5.4	+20%
Merry Melodies	4.6	5.5	+20%
DuckTales	6.3	7.1	+13%
Alvin & The Chipmunks	3.3	3.7	+12%
Chip 'N' Dale	8.2	9.1	+11%
Teenage Mutant Turtles	8.7	9.4	+8%
Talespin	8.7	9.4	+8%
Tiny Toons Adv.	8.8	9.0	+2%
New Adv. - HeMan	1.3	1.3	—
Super Mario Bros.	2.1	2.1	—

*Source: 10/29/90-11/18/90 NTI

Day by day. Week by week. Month by month. That's how **Video Power™** is growing. It was bound to take time to build an audience for a show as unique as **Video Power™**. But as our numbers show, the more kids see us the more kids love us. That's **The Video Power™ Edge**.

Johnny Arcade™, our video game whiz kid, has become America's favorite video gamer. Bags and bags of fan mail prove that Johnny's popularity is continuing to grow. And with ongoing time period upgrades, it will continue to grow into the second year. That's **The Video Power™ Edge!**

So get ready for a new season of Johnny Arcade™ and his world of video game news, previews, celebrity interviews and the hottest game tips anywhere.

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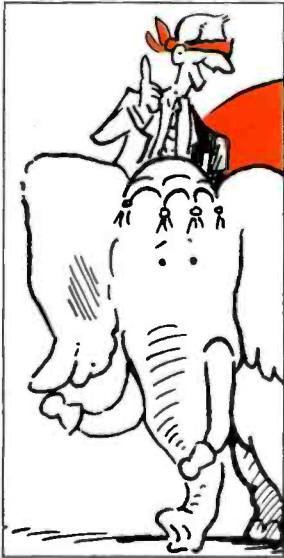
Bohbot Communications, Inc.



TOP 10 VIDEO POWER STATIONS		HH Rtg w/o 10/1/90	HH Rtg Nov. '90 To Date*	% INCREASE
MARKET	STATION			
New York	WWOR	1.1	1.3	+ 8%
Los Angeles	KCOP	1.8	2.7	+50%
Chicago	WPWR	2.0	2.2	+10%
San Francisco	KTVU	1.0	1.6	+60%
Detroit	WKBD	1.9	2.5	+32%
Cleveland	WUAB	2.9	3.0	+3%
Atlanta	WGNX	1.2	1.8	+50%
St. Louis	KDNL	2.0	2.3	+15%
Indianapolis	WTTV	0.7	2.8	+300%
Milwaukee	WVTV	2.6	3.2	+23%

*Source: NSI 10/29-11/23/90 vs. 10/1/90 (Cleveland Source/Arb)

THIS WEEK



Station trading market differs depending on perspective (page 35).

35 / CAUTIOUS NEW YEAR

A survey of would-be TV station buyers finds little anxiousness to strike deals, even though station prices are down. Expected returns from acquisitions are being pared, due to the near-term revenue outlook and because lack of credit requires more equity investment.

36 / TRADING SEPARATELY

The MCA purchase by Matsushita was expected to close last weekend. A portrait of the company's WWOR-TV New York was provided by the document filed to register securities of the station, which will trade separately as a stand-alone company.

38 / CONGRESSIONAL NEW YEAR

The 102nd Congress convenes in early January with a full agenda. Congressional efforts to reregulate cable will resume with broadcasters likely to seek legislation requiring cable operators to pay for retransmitting their signals. Broadcasters may also have to fight spectrum tax proposals once again. And the telephone industry's drive to enter the television business could gain some momentum, especially if the National Association of Broadcasters revises its stand on the issue and comes to some agreement with the telcos.

40 / MANY QUESTIONS FOR FOX

It appears that those Fox affiliates attending the Association of Independent Television Stations convention in Los Angeles this week will have a lot of questions for the executives of the growing Fox programming service. Fox affiliates are generally pleased with the performance of the service's expanded fall schedule, but concerns remain on several fronts, including the state of Fox's proposed news service, its children's programming lineup and its mid-season replacements.

40 / TAKING TIME

Due to overly ambitious ratings guarantees to advertisers for the Fox Children's Network, Fox is taking back a minute of

advertising time from affiliates during the afternoon strip *Peter Pan & the Pirates* to use for make-goods.

41 / NOVEMBER NUMBERS

Nielsen numbers for syndicated sweeps show veteran syndicated shows continuing to dominate the top ranks of all program genres during the November sweeps. The news for new adult first-run strips was mostly bad, while a majority of the seven new off-network sitcoms in syndication fared well. The children's market continues to soar.

43 / INTV PREVIEW

The continued expansionist plans of Fox Broadcasting Co. and its affiliates' role within the

Association of Independent Television Stations are raising questions about the course INTV will take.

In the meantime, public policy "power" breakfasts and "success strategies" for the 1990's are among the topics scheduled for INTV's convention Jan. 3-5 in Los Angeles. A compilation of what's showing in the screening rooms begins on page 49.

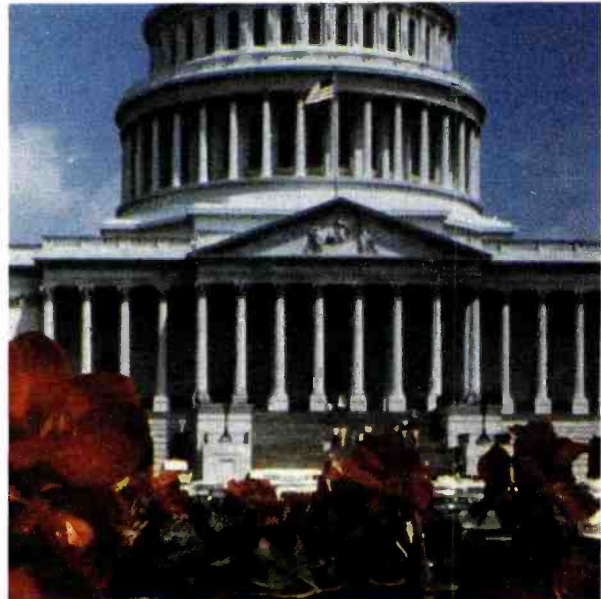
46 / INDEPENDENT NEWS

Independent stations are expected to show a dramatic increase in local news shows in 1991, as Fox Broadcasting prepares to launch its long-anticipated affiliate news service.

47 / TOUGH TV TIMES

At a time when

Looking ahead to the 102nd Congress (page 38).



advertising demand is soft, many syndicators are financing new first-run programs solely from the barter revenue those distributors believe the shows will generate. Said one executive: "The new adult first-run shows failed. But the reality is, the people who know this business should have known the possibility of great ratings was nil. The fact is, a lot of stuff is working and there are a finite number of time periods."

54 / THE SINGULAR JIM QUELLO

James Quello has spent the past 16 years as an FCC commissioner, never far from his broadcasting roots. The Michigan Democrat has stood up at the FCC for what he calls in this "At Large" interview with BROADCASTING, the "all-important, free, universal, over-the-air broadcast service."

58 / LONGER, STRONGER REACH

Minnesota Public Radio's purchase of a second Minneapolis FM is expected to strengthen the reach of MPR's news and music services to "every square inch" of the state—a move in perfect accordance with its mandate, says MPR. But commercial broadcasters there believe the transfer demonstrates "unchecked expansion" and "frightening... concentration of control" at the noncommercial radio network.

60 / DAB DEBATE

EZ Communications' Alan Box and Ron Strother of Strother Communications Inc. discuss digital audio broadcasting as the industry studies the pros and



INTV outlook (page 43).

cons of terrestrial and satellite-based systems.

63 / MEDIA CROSSOVER

Westinghouse Broadcasting is at the forefront of broadcasting-dominated companies who are getting involved in cable at both the national and local level by buying into existing services, launching local cable news segments and blazing new trails in advertising.

66 / FLAT YEAR FOR BEER?

Although the beer industry is coming off one of its best years, questions about 1991 remain. Industry speculators are unsure what effect the increase in the federal excise tax—from 16 cents a six pack to 32 cents—will have on sales. Also, attempts to pass ad warning legislation may

affect advertising plans. Brewers provide a significant portion of ad revenue and if more follow top brewer Anheuser-Busch's lead into more promotions and less television, broadcasters will feel the sting.

70 / CAMERA COURT TEST

The Judicial Conference of the United States chose the two federal appeals and six district courts that will take part in its experimental pilot program, letting cameras and other recording devices inside to cover civil cases. The Second and Ninth Circuit Courts of Appeal in New York and San Francisco, respectively, as well as district courts in Pennsylvania, New York, Michigan, Indiana, Washington and Massachusetts will host the three-year program.

71 / SATELLITE DAB IN 1994

The American Mobile Satellite Corp. has hired Hughes Aircraft Co., El Segundo, Calif., and Spar Aerospace Ltd. of Canada to build a mobile satellite that will be capable of, among many other services, digital audio broadcasting to car receivers. Radio Satellite Corp., Long Beach, Calif., plans to lease capacity on the AMSC satellite and begin DAB in the summer of 1994.

74 / RADIO WORLD

The National Association of Broadcasters has begun planning what will be the first international all-radio gathering. The convention, scheduled for June 1992, is in partnership with the city of Montreux, where representatives of the NAB and the city met earlier this month.

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Incorporating

**The Fifth Estate
TELEVISION.
Broadcasting
Cable**

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**THEY SAY
THERE CAN
ONLY BE ONE
#1...**



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BUT IN NO IN BOTH AR



It's real tough to be the #1 animated strip in the overnight markets for November. It's even tougher to capture the coveted #1 crown in our country's most competitive markets when you're out there all alone. Without the advantage of an established, locked-in block of programming to depend upon. And, without the advantage of a seamless cross-over from your lead-in.

Yet, that's what "Tiny Toon Adventures" did in November. Finishing the sweeps as the #1 animated strip. In both Arbitron and Nielsen. That's a remarkable accomplishment. That's remarkable "toon-in" power.

ARBITRON OVERNIGHT MARKETS

RANK	PROGRAM	RTG/SH
1	TINY TOON ADVENTURES	5.3/13
2	TEENAGE TURTLES	4.6/11
2	TALE SPIN	4.6/11
4	DUCK TALES	3.9/12
5	CHIP 'N DALE	3.5/9
6	GUMMI BEARS	3.2/10
7	MERRIE MELODIES	3.1/9
7	PETER PAN & PIRATES	3.1/8
9	MUPPET BABIES	2.9/11
10	ALVIN & CHIPMUNKS	2.6/8
11	NEW G.I. JOE	2.3/10
12	JETSONS	1.9/8
13	WAKE, RATTLE AND ROLL	1.8/8
14	MIGHTY MOUSE	1.7/8
15	VIDEO POWER	1.5/7
16	NEW HE-MAN	1.3/5
17	SUPER MARIO BROS.	1.2/4



MEMBER WE WERE #1 BITRON AND NIELSEN!

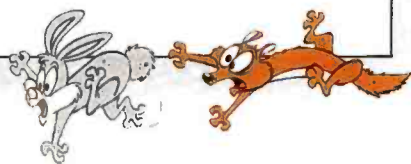


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NIELSEN OVERNIGHT MARKETS

RANK	PROGRAM	RTG/SH
1	TINY TOON ADVENTURES	4.8/12
1	TALE SPIN	4.8/12
1	TEENAGE TURTLES	4.8/12
4	CHIP 'N DALE	3.8/10
5	DUCK TALES	3.7/11
6	MERRIE MELODIES	3.0/10
6	GUMMI BEARS	3.0/10
8	ALVIN & CHIPMUNKS	2.8/9
9	PETER PAN & PIRATES	2.6/7
9	MUPPET BABIES	2.6/11
11	JETSONS	2.0/8
11	NEW G.I. JOE	2.0/9
13	WAKE, RATTLE & ROLL	1.6/7
14	VIDEO POWER	1.5/7
15	MIGHTY MOUSE	1.3/6
15	SUPER MARIO BROS.	1.3/5
17	NEW HE-MAN	1.2/5



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SOURCE: NSI/ARB Metered Marketrak Report 11/90 All overnight markets combined weighted market average excluding holidays

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CLOSED CIRCUIT

WASHINGTON

Must-carry message

At prompting of Association of Independent Television Stations, FCC Commissioner James Quello injected question about must carry into cable "effective competition" proceeding in hope new standard that emerges will include some kind of must-carry requirement. But idea of tying must carry to standard, which determines which cable systems will be subject to local regulation, has raised concerns among FCC attorneys, who see it as dragging entire standard onto shaky legal ground and making it more vulnerable to court challenge. Concerns may scuttle idea.

Taking issue

December 27 article in *New York Times* has many at United States Information Agency and Voice of America miffed. Story claimed reorganizing of U.S. government broadcast operations—including Voice of America, WorldNet and TV and Radio Marti—under one roof was done without consulting Congress, National Security Council and VOA Director Richard Carlson. VOA parent USIA maintains that standard

operating procedure was followed in restructuring, which included VOA's being folded into new Bureau of Broadcasting, and that supposed odd man out, VOA Director Richard Carlson, actually has increased duties. Article's contention that key congressional staffers were caught off guard by move (BROADCASTING reported proposal in July 9 issue) was puzzling to USIA officials, who said key Hill staffers were consulted and provided input on move over past few months.

PAC vs. PAC

Latest reports filed with Federal Election Commission show that National Cable Television Association spent twice as much as National Association of Broadcasters in 1989-90 election cycle. Contributions from NCTA's political action committee totaled \$571,475, while NAB's PAC spent \$275,018.

Rate cuts

Network international news operations stand to save \$100,000 to \$200,000 each annually if FCC approves Comsat request to institute Intelsat rate cuts—from \$8 to \$6.50 per minute for occasional TV use.

Networks also expect substantial savings from AT&T's proposal to add one hundred non-Intelsat 64-kilabit-equivalent phone circuits between Soviet Union and U.S. via Intersputnik.

Batting a thousand

National Cable Television Association reports that 85 of membership's 6,000-plus cable systems have applied for and all have received customer service seals of approval. Voluntary guidelines recommend systems meet standards, inform franchise authority and apply for NCTA seal. NCTA said that because of one-year record keeping requirement, it doesn't expect rush of applications until June, month before effective date of guidelines. Meeting some form of customer service guidelines is looming ever more important for industry, since customer service could be part of FCC's effective competition standard, which goes into effect in spring.

LOS ANGELES

A crack?

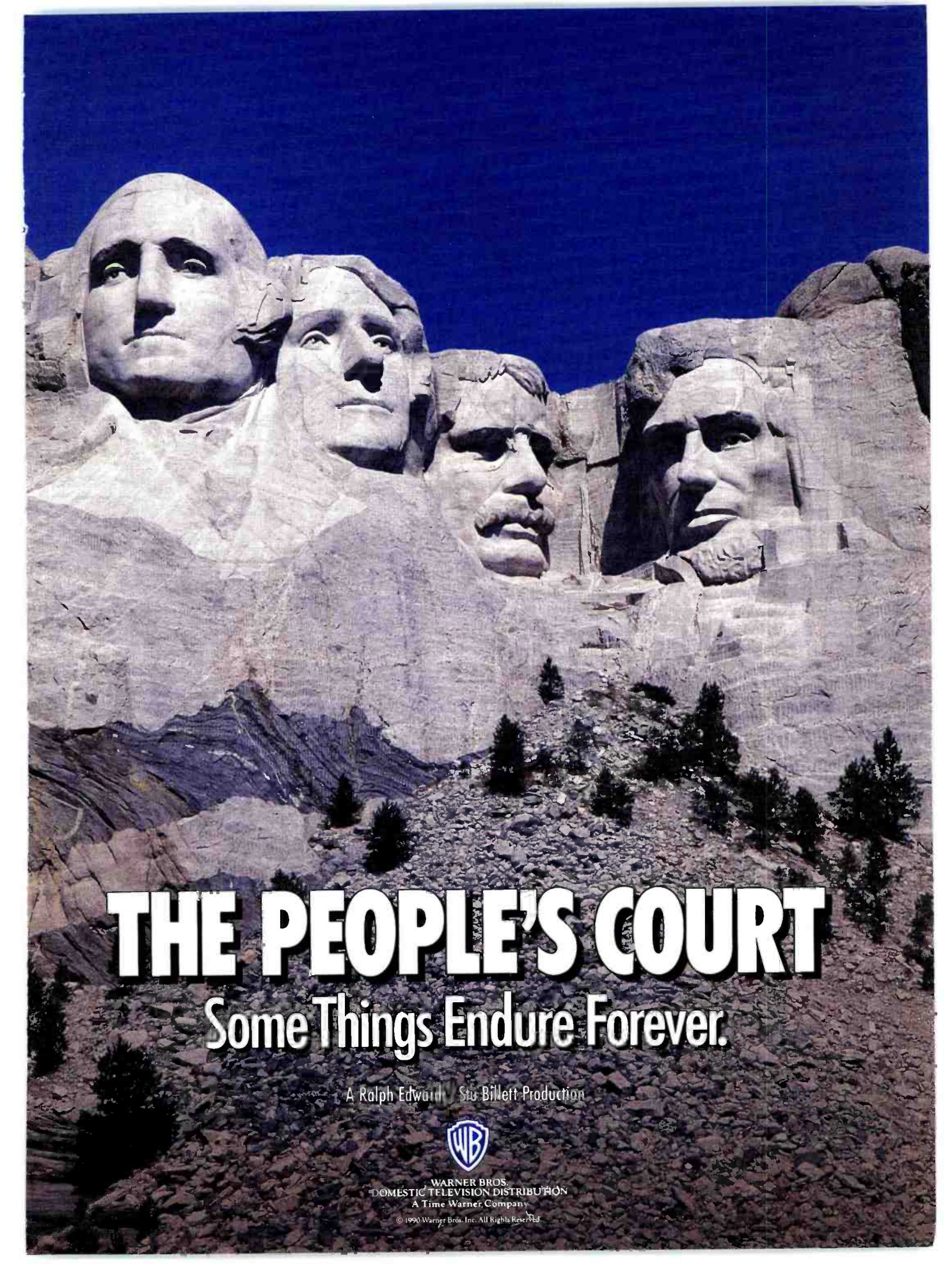
Only about half of Fox Broadcasting's 134 affiliates are expected to attend this week's convention of the Association of Independent Television Stations in Los Angeles (Jan. 3-5), but Fox executives expect more than 100 of its affiliates to attend adjacent all-day Fox meeting on Jan. 5. Several Fox affiliates cited cost-cutting measures as reason for absence at INTV meeting, although schism has been speculated on between association and affiliates of growing Fox programming service (BROADCASTING, Oct. 15).

Moving day

After having laid off nearly 300 employees since buying out MGM/UA Communications, Pathe-MGM Communications Chairman Giancarlo Parretti is looking to trim costs further by turning over lease on MGM/UA's eight-story glass atrium headquarters on Washington Blvd. in Culver City to Columbia Pictures Entertainment. Columbia acquired

TRIBUNE AND TURNER TOGETHER

Tribune Co. and Turner Broadcasting System are joining forces to co-produce four, hour-long specials—for 1991-92 syndication—on topics apparently close to hearts of TBS Chairman Ted Turner and Tribune President Jim Dowdle. Arrangement marks first co-venture between two companies, according to John Walden, senior VP, marketing and sales, Turner Program Services, who said Tribune is "looking for more of a broadcast news identification" in syndication. Programs will provide "forum for addressing economic, social and environmental problems facing America," according to Walden. Under one-year deal, which Walden says has just been struck, Turner Program Services will handle station and barter sales of first-run projects beginning in fall 1991 (advertising split has not yet been determined), while several of Tribune's six O&O stations will produce material along with unspecified independent producers. Search for host is being undertaken, but Walden says it will not be Geraldo Rivera (host of Tribune Entertainment's syndicated *Geraldo* talk show strip). Walden added that presentation materials are being prepared in hopes of introducing project at NATPE in New Orleans (Jan. 14-18). Stopping short of saying arrangement could lead to other projects, Walden offered that both companies' long-term strategic plans are "very similar."



THE PEOPLE'S COURT

Some Things Endure Forever.

A Ralph Edwards / Stu Billett Production



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former Metro Golwyn Mayer studio's lot from Warner Bros. Pictures as part of deal in which latter studio let Peter Guber and Jon Peters out of contracts to take over Columbia. Warner Bros. was given Columbia's Burbank Studios lot in swap. Now that Columbia is planning to build additional sound stages and is in "desperate need" of more office space, according to MGM/UA source, it is expected Parretti will announce that existing staff in Washington Blvd. headquarters will move into Pathe's pre-existing offices on Wilshire some time after start of new year.

Family facelift

American Dreamer, put on hiatus two weeks ago to make way for *Dear John* in Saturday 10:30-11 slot, will undergo cast and storyline changes to make series more marketable in earlier time period. According to Warren Littlefield, president, NBC Entertainment, series starring Robert Urich is being reformatted to appeal more to family audience for possible return at 8 p.m.

King doings

King World has cleared over 30 markets for new half-hour revival of *Candid Camera*. King World Chairman Roger King declined to identify station deals, but President and CEO Michael King said that "extensive" foreign sales have been completed and will be announced in package at upcoming NATPE convention in New Orleans. Meanwhile, another KWP property, *Instant Recall*, will have to improve its performance over remaining course of season or it will probably be cancelled. That was word from KWP Chief Financial Officer Jeff Epstein at recent meeting of financial analysts in New York. Show is currently operating at deficit, Epstein said, noting that "we are unlikely to bring it back for second year" if it is not at breakeven by end of current season.

NEW YORK

More 'Memories'

Memories Then and Now, weekly nostalgia magazine produced by NBC News Productions and distributed by LBS, has been renewed for second season. Entire NBC station group



WISHING STARS

MMT's benefit dance for the Make-A-Wish Foundation was the place to be for more than 1,000 New York media people who contributed some \$15,000 to the benefit for terminally ill children. Among the celebrating celebrities (l to r): Ed Reilly, president of McGraw-Hill Broadcasting; Jack Oken, president of MMT Sales Inc., and Maury Povich, host of his own talk show for Paramount syndication.

will once again clear show, with two stations in group scheduled to upgrade it to prime access in January: WMAQ-TV Chicago and WTVJ-TV Miami. WRC-TV Washington may also upgrade show, sources said. WNBC-TV New York and KNBC-TV Los Angeles already clear show in access. In November sweeps, show averaged a 2.7/8 across 123 Nielsen markets, according to Petry Television. However, WNBC-TV averaged 6/11 and was tied for number two in time period with show, while KNBC-TV averaged 7/13 and tied for first with show against regular programing during sweeps.

SAN DIEGO

Decision time

Word is that groundwork is in place for one or more major cable programmers to name date it will begin shifting from VideoCipher II to VC-II-Plus encryption. Early announcements, likely to involve programmers with largest market shares, could come perhaps even before SBCA home satellite show in Las Vegas, Jan. 21-23.

General Instrument broke news last week that, by last quarter of 1991, it will introduce II-Plus decoder designed to accept interchangeable credit-card-sized CipherCard, to be distributed in response to any compromise of II-Plus. Programmers defeated GI proposals this fall that they pay monthly charge to share cost of supplying replacement Plus units to legitimate VC-II owners.

DENVER

Readying pens

Tele-Communications Inc. is near closing on \$20-million deal to purchase several cable systems in central Pennsylvania owned by Susquehanna Broadcasting. Systems in State College, Lewiston, Lock Haven and Tyrone serve about 15,000 subscribers. TCI President John Malone had referred to unidentified \$1,300-per-subscriber deal in interview (BROADCASTING, Nov. 6) as test buy, to see how government would react to TCI system purchase after cable bill deliberations. Throughout 1990, TCI had virtual moratorium on system purchases. Transaction could signal TCI will be more active in system acquisition market.

Incentive bonus

Tele-Communications Inc. plans to offer bonus payments to customer service reps and installers who help sell pay units in 1991. Company will pay CSR's \$2 and installer \$5 for each new pay service. TCI expects to pay out between \$4 million and \$6 million next year under program, with money coming from its existing marketing budget.

NEW ORLEANS

Good Times

Sources indicate Paramount Domestic Television is spending \$20,000-\$25,000 for night's rental of 80,000-seat Super Dome, site of *Entertainment Tonight* 10th anniversary party at NATPE (figure doesn't include cost of food, entertainment and staging). King World Productions is said to be spending near that figure to rent out New Orleans fairgrounds race course and clubhouse on following night.

SAN ANTONIO

Deal sweetener

KABB-TV San Antonio, Tex., and local cable system owned by KBLCOM have been discussing possibility of sealing broadcast deals by offering national sponsor spots—in ESPN for sports advertisers, for instance, or in CNN for news. Station does not have a lot of sports product, but feels value-added option could entice more sports advertisers.

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DATEBOOK

■ Indicates new listing or changed item.

THIS WEEK

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.

Jan. 2-March 31—"TV Treasures: The MBC Archives," three months of highlights from archives of *Museum of Broadcast Communications*, Kraft Television Theater of MBC, Chicago. Information: (312) 987-4529.

Jan. 3—Deadline for entries in 41st annual Excellence in Journalism Awards, the Green Eyeshade, sponsored by *Society of Professional Journalists/Atlanta chapter*. Information: (404) 496-9957.

Jan. 3-5—*Association of Independent Television Stations* annual convention. Century Plaza, Los Angeles.

■ **Jan. 4**—Fox Broadcasting television press tour, sponsored by *Television Critics Association*. Ritz Carlton, Marina del Rey, Los Angeles.

■ **Jan. 5-7**—NBC press tour, sponsored by *Television Critics Association*. Ritz Carlton, Marina del Rey, Calif.

dale, Ariz. Information: (703) 549-4200.

Jan. 6-11—*Annenberg Washington Program's* fourth annual winter faculty workshop. Topic: efforts by Congress and FCC to reregulate cable television. Annenberg Program, Willard Office Building, Washington. Information: (202) 393-7100.

■ **Jan. 7**—"DBS: The Future of Direct Broadcast Satellites," panel featuring Stanley Hubbard, Hubbard Broadcasting; Marvin Rosenberg, Fletcher, Heald & Hildreth, and Joseph Flaherty, CBS Inc., sponsored by *International Radio and Television Society*. Warner Bros., New York. Information: (212) 867-6650.

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.

ALSO IN JANUARY

Jan. 6-8—*Cable Television Administration and Marketing Society* research conference. Scotts-

MAJOR MEETINGS

Jan. 3-5, 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. 10-15**—13th International Market of Cinema, TV and Video. Loews Hotel, Monte Carlo. Information: (33) 93-30-49-44 or (fax) (33) 93-50-70-14.

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 13-16, 1992, and Las Vegas, April 19-22, 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.

May 22-23, 1991—*NBC-TV* affiliates meeting. New York.

June 8-11, 1991—*American Advertising Federation* national advertising conference. Opryland, Nashville.

June 9-13, 1991—1991 *Public Broadcasting Service* meeting. Walt Disney World Dolphin, Orlando, Fla. Information: (703) 739-5000.

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. 1-3—*Atlantic Cable Show*. Atlantic City Convention Center, Atlantic City, N.J. Information: (212) 673-9166.

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.

Oct. 27-30, 1991—*Association of National Advertisers* 82nd annual convention. Baltimore, Phoenix.

Nov. 18-20, 1991—*Television Bureau of Advertising* annual meeting. Las Vegas Hilton, Las Vegas.

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

■ **Jan. 8-10**—ABC television press tour, sponsored by *Television Critics Association*. Ritz Carlton, Marina del Rey, Los Angeles.

■ **Jan. 9**—"Beating the Networks in Their Own Front Yard," drop-in luncheon sponsored by *National Academy of Television Arts and Sciences, New York chapter*. Speaker: Jim Ryan, anchor, WNYW(TV) New York. Copacabana, New York. Information: (212) 768-7050.

■ **Jan. 9**—*Indiana Broadcasters Association* annual legislative reception for Indiana General Assembly. Hilton at the Circle, Indianapolis. Information: (317) 638-1332.

■ **Jan. 9-10**—"The Persian Gulf: Why Are We There, How Do We Get Out—and What Do We Leave Behind?" conference for journalists sponsored by *Washington Journalism Center*. Watergate Hotel, Washington. Information: (202) 337-3603.

■ **Jan. 10**—*International Radio and Television Society* newsmaker luncheon. Panel: Seth Abraham, Time Warner Sports; Steve Bornstein, ESPN; Dick Ebersol, NBC Sports; Robert Gutowski, MSG Corp.; Neal Pilson, CBS Sports, and Dennis Swanson, ABC Sports. Waldorf-Astoria, New York. Information: (212) 867-6650.

■ **Jan. 10**—Deadline for entries in Sigma Delta Chi Awards in Journalism, sponsored by *Society of Professional Journalists*, to honor "best journalists in both broadcast and print fields." Information: (317) 653-3333.

■ **Jan. 10**—*Advertising Women of New York* luncheon featuring ABC's Barbara Walters. Marriott Marquis, New York. Information: (212) 593-1950.

■ **Jan. 10-13**—International winter Consumer Electronics Show, sponsored by *Electronic Industries Association*. Las Vegas Convention Center, Las Vegas. Information: (202) 457-4900.

■ **Jan. 11**—Nontelevised portion of 12th annual ACE Awards, sponsored by *National Academy of Cable Programming*. Beverly Wilshire Hotel, Los Angeles. Information: (202) 775-3611.

■ **Jan. 11**—*New York Festivals* television and cinema advertising awards presentation and dinner. Sheraton Center, New York. Information: (914) 238-4481.

■ **Jan. 11-13**—PBS television press tour, sponsored by *Television Critics Association*. Ritz Carlton, Marina del Rey, Los Angeles.

■ **Jan. 13**—12th annual ACE Awards ceremony, televised, sponsored by *National Academy of Cable Programming*. Wilmett Theater, Los Angeles. Information: (202) 775-3611.

■ **Jan. 14**—*Academy of Television Arts and Sciences* forum luncheon. Speaker: Michael Fuchs, chairman, Home Box Office. Topic: "Reality, Relevance and Quality: TV in the 90's." Beverly Hilton, Los Angeles. Information: (818) 953-7575.

■ **Jan. 14**—Deadline for entries in Anson Jones Award, honoring Texas media for excellence in health communication to the public, sponsored by *Texas Medical Association*. Information: (512) 477-6704.

■ **Jan. 14-16**—CBS television press tour, sponsored by *Television Critics Association*. Ritz Carlton, Marina del Rey, Los Angeles.

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

■ **Jan. 15**—*Nebraska Broadcasters Association* win-

ERRATA

Rights to King World's Inside Edition, are up for grabs in New York and are not held by WNBC-TV there as reported in Dec. 24 issue.

ter meeting and Hall of Fame banquet. Cornhusker Hotel, Lincoln, Neb. Information: (402) 333-3034.

■ **Jan. 15**—"The Government as Speaker and Government-Funding of Expression," lecture/debate sponsored by *Annenberg Washington Program*. Annenberg Program, Willard Office Building, Washington. Information: (202) 393-7100.

■ **Jan. 15**—"Overview of the Media Challenges in the 1990's and the 21st Century," course offered by *Smithsonian Resident Associate Program*, "The Media and Society." Speaker: Richard Harwood, ombudsman, *Washington Post*. Smithsonian, Washington. Information: (202) 357-3030.

■ **Jan. 15**—"Health Care Today: How Accessible? How Affordable?" conference for journalists sponsored by *Washington Journalism Center*. Watergate Hotel, Washington. Information: (202) 337-3603.

■ **Jan. 15**—"Sacramento Speaks about Cable Television," dinner meeting of *Southern California Cable Association*. Los Angeles Hilton & Towers, Los Angeles. Information: (213) 398-2553.

■ **Jan. 16**—"Live From Thirteen..." drop-in luncheon of *National Academy of Television Arts and Sciences, New York chapter*. Speakers: Harry Chancey Jr. and Fred Noriega of WNET(TV) New York. Copacabana, New York. Information: (212) 768-7050.

■ **Jan. 16**—*Caucus for Producers, Writers and Directors* general membership meeting. Chasen's restaurant, Los Angeles. Information: (818) 792-0421.

■ **Jan. 16**—"The Telephone Company and the Broadcaster: What Services Are Provided for the Radio and Television Industry?" seminar sponsored by *Society of Broadcast Engineers, chapter 15*. New York Telephone Building, New York. Information: David Bialik, (914) 634-6595.

■ **Jan. 16-17**—"Breakthroughs in Medicine: New Optimism About Old Diseases," conference for journalists sponsored by *Washington Journalism Center*. Watergate Hotel, Washington. Information: (202) 337-3603.

■ **Jan. 16-18**—Computer Graphics '91, 13th annual conference. Hyatt Regency, Monterey, Calif. Information: (212) 233-1080.

■ **Jan. 17**—"Radio—Hitting Your Target in the 90's," luncheon co-sponsored by *Ad Club of New York and Radio Advertising Bureau*. Plaza Hotel, New York. Information: (212) 935-8080.

■ **Jan. 17**—*Television Critics Association* Day, during annual television press tours (Jan. 4-20). Ritz Carlton, Marina del Rey, Calif.

■ **Jan. 17-18**—*Pacific Telecommunications Council* series of "Telecom Skills" workshops. Sheraton-Waikiki, Honolulu. Information: (808) 941-3789.

■ **Jan. 18**—Deadline for entries for *Broadcast Designers' Association International Design Awards*. Information: (415) 788-2324.

■ **Jan. 18**—Deadline for entries in Jack R. How-

ard Broadcast/Cable News Awards of *Scripps Howard Foundation's National Journalism Awards*. Information: Ron Klayman, (513) 977-3035.

■ **Jan. 18-20**—Cable press tour, sponsored by *Television Critics Association*. Ritz Carlton, Marina del Rey, Calif.

■ **Jan. 20-24**—MIDEM Radio Conference. Palais des Festivals, Cannes, France. Information: 33-1-45-05-14-03.

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

■ **Jan. 22**—Deadline for entries for National Awards for Education Reporting, sponsored by *Education Writers Association*. Information: (202) 429-9680.

■ **Jan. 22-24**—46th annual Georgia Radio-TV Institute, sponsored by *Georgia Association of Broadcasters*. University of Georgia, Georgia Center for Continuing Education, Athens, Ga. Information: (404) 993-2200.

■ **Jan. 23**—"Rep Rap: So Where's the Hits Already?" drop-in luncheon of *National Academy of National Arts and Sciences, New York chapter*. Speakers: Jim Curtin, HRP, and John Von Soosten, Katz Television Group. Copacabana, New York. Information: (212) 768-7050.

■ **Jan. 23**—"News and The New World Order," international conference sponsored by *Gannett Foundation Media Center*. Kellogg Conference Center, Columbia University, New York. Information: (212) 280-8392.

■ **Jan. 24**—*Federal Communications Bar Association* monthly luncheon. Speaker: Laurence Silberman, judge, U.S. Court of Appeals for District of Columbia. Washington Marriott, Washington. Information: (202) 833-2684.

■ **Jan. 24**—"Women on the Verge," event sponsored by *American Women in Radio and Television, New York City chapter*. Halloran House, New York. Information: Jennifer Conte, (212) 572-9832.

■ **Jan. 24-25**—*North American National Broadcasters Association* annual meeting. Televisa, Mexico City. Information: (613) 738-6553.

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

■ **Jan. 25**—Deadline for entries in 23rd annual Robert F. Kennedy Journalism Awards for Outstanding Coverage of the Problems of the Disadvantaged, sponsored by *Robert F. Kennedy Memorial*. Information: John Bourgeois, (202) 333-1880.

■ **Jan. 25**—*New York Festivals* television programming awards presentation and dinner. Sheraton Center, New York. Information: (914) 238-4481.

■ **Jan. 25-26**—"Fine-Tuning the Cable Picture," eighth annual conference of *Minnesota Association of Cable Television Administrators*. Scanticon Conference Center and Hotel, Plymouth, Minn. Information: Linda Magee, (612) 782-2812.

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

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

■ **Jan. 29**—"Building Even Better Retail Partnerships," retail marketing workshop sponsored by *Television Bureau of Advertising and Retail*

Promise.

Syndication
Hits Are Born
With It.

Three's
Company Was.



And So Was
ALE



It's the only syndicated show that has been on the air for over 30 years. It's the only show that has been on the air for over 30 years. It's the only show that has been on the air for over 30 years.

Three's Company is a syndicated television show that has been on the air for over 30 years. It's the only show that has been on the air for over 30 years. It's the only show that has been on the air for over 30 years.

And So Was ALE is a syndicated television show that has been on the air for over 30 years. It's the only show that has been on the air for over 30 years. It's the only show that has been on the air for over 30 years.

Funny Shows. Serious Business.

WME

Result.



Remember when we told you ALF was born to be a syndication winner? 146 stations gave ALF their votes of confidence. And now he's paying off for them. Because ALF is living up to his promise. Boosting shares of Adults 18-49, Young Men plus Teens and Kids. In both Nielsen and Arbitron.

It just goes to show, when a show is born with that something special, it's born to win.

	Nielsen	Arbitron
Adults 18-49	+10%	+25%
Teens/Kids	+13%	+14%
Men 18-49	+22%	+25%

Source: NSI, ARB Multimarket Average; Oct. 90 Share v. 89 Share



WARNER BROS.
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Marketing Board. Chicago Hilton & Towers, Chicago. Information: (212) 486-1111.

Jan. 29-30—Alfred I. duPont Forum: "TV as Superpower," featuring keynote speaker Dan Rather of CBS, and "Winning Broadcasts," featuring winners of Alfred I. duPont-Columbia University Awards. Kellogg Conference Center, Columbia University, New York. Information: (212) 854-5047.

Jan. 29—Iowa Broadcasters Association mid-winter meeting. Des Moines, Iowa. Information: (319) 366-8016.

Jan. 29-31—Cable Television Administration and Marketing Society service management master course. Jacksonville, Fla. Information: (703) 549-4200.

■ **Jan. 30—"Is Television Destroying American Culture?"** drop-in luncheon of *National Academy of National Arts and Sciences, New York chapter*. Speaker: Jennifer Lawson, PBS, Copacabana, New York. Information: (212) 768-7050.

■ **Jan. 30—"OK! Cable's Here! Now Whatta We Do!"** cable day luncheon sponsored by *Washington/Baltimore chapter of Cable Television Administration and Marketing Society*. Westin Hotel, Washington. Information: (202) 408-5480.

Jan. 30-Feb. 1—South Carolina Broadcasters Association 43rd annual winter convention. Columbia, S.C. Information: Richard Uray, (803) 777-6783.

Jan. 31—American Women in Radio and Television. Washington chapter, bi-annual reception for new members of Congress. House Cannon

Caucus Room, Washington. Information: Patricia Reilly, (202) 429-7285.

Jan. 31—Deadline for entries in annual awards sponsored by *Investigative Reporters and Editors*, including new award for crime reporting. Information: (314) 882-2042.

Jan. 31—Deadline for applications for *Harvard University's Nieman Fellowships* for Journalists. Information: Program officer, Nieman Foundation, Walter Lippman House, One Francis Avenue, Cambridge, Mass. 02138.

Jan. 31—Deadline for entries in Program Awards, sponsored by *Central Educational Network*. Information: (708) 390-8700.

Jan. 31—Society of Motion Picture and Television Engineers tutorial on digital recording for television, prior to 25th annual SMPTE TV conference. Renaissance Center, Detroit. Information: (914) 761-1100.

Jan. 31—National Association of Broadcasters' "Best of the Best Promotion Contest" deadline, for outstanding promotional efforts in sales, station enhancement and community service. Information: William Peak, NAB, (202) 429-5422.

FEBRUARY 1991

Feb. 1—Deadline for entries in *Action for Children's Television Awards* for "significant contributions toward improving service to children on broadcast and cable television and home

continues on page 82

OPEN MIKE

ETHICAL ANSWER

EDITOR: I thought your Dec. 10 editorial ("Ripe For Repeal") regarding the FCC's ethics rules was absolutely on point. I am in complete agreement with you and could not have said it better. FCC commissioners and staff need to interact with the entities they regulate in settings other than their offices. Those we trust with our telecommunications future can be expected to have and exercise some measure of common sense when it comes to accepting favors from regulated entities and their trade associations. As one of my very wise and experienced colleagues once told me when I first started at the FCC: "If you can't drink their liquor, eat their food and still vote against them, you have no business in this job." Amen.—*Henry M. Rivera, Ginsberg, Feldman & Bress, Washington, and former FCC commissioner.*

SLIGHT EXAGGERATION

EDITOR: In an effort to support addition-

al restrictions on alcohol advertising in the state of Washington, Congressman Rod Chandler, a former television anchor, is reported in your Dec. 10 issue to have said that Americans see 100,000 beer commercials by the time they are 18.

Talk about playing fast and loose with reality. If the attribution is accurate, the congressman would have us believe that from the time we are slapped into life we eschew mothers' milk for a brew. We'd have to see 15-plus beer commercials a day, 7 days a week for 18 years. (Of course, with the proliferation of niche marketing, there may soon be an all beer cable channel.)

I hope Congressman Chandler and his (former) superiors were more concerned about objectivity in his reporting when he was on the air. If not, that may explain why he is a "former" anchor. Perhaps we should hold our congresspeople to at least as high a standard of accuracy as TV newsmen.

It is precisely this type of strident saber rattling which does no one in or

Broadcasting

Founder and Editor
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Geoff Folsie, chief correspondent.
Stephen McClellan, chief correspondent (programming).
Lucia Cobb, radio editor (East Coast).
Rich Brown, Joe Flint, Sharon D. Moshavi, staff writers.

Hollywood

1680 N. Vine St., 90028; 213-463-3148; Fax: 213-463-3159
Steve Coe, Mike Freeman, staff writers.
Reed E. Bunzel, radio editor (West Coast), 408-625-3076.

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Kenneth W. Talshoff, general manager.
Philippe E. Boucher, controller.
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Albert Anderson, office manager.
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Rhonda Moore, accounting assistant.

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Randi B. Teitelbaum, sales manager.
Lewis Edge & Associates (East Coast equipment and
engineering): 609-683-7900; fax: 609-497-0412.
Dave Berlyn & Associates: 914-631-6468.
Mattilyn Calloway, receptionist.

Hollywood

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John R. Russel, West Coast regional sales manager.
Sandra Klausner, editorial advertising assistant.
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Aetha L. Williams, Maureen Sharp, Thomas Simms,
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Julie Gunderson, production assistant.

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Kenneth W. Talshoff, senior vice president.
Donald V. West, senior vice president.
Philippe E. Boucher, vice president.

out of our business any good.—*Jack Scott, president-general manager, WENT(AM) Gloversville, N.Y.*

HAPPY HOLIDAYS

EDITOR: In the brief article in your Dec. 17 issue announcing the cancellation of *Preview: First Look at the New*, you say it was a "major blow for...Al Masini" but you failed to put a sentence in mentioning that 120 employees are now out of work. The staff was somewhat surprised by the cancellation considering the same week we heard the news, we saw the full page ad of the cover BROADCASTING announcing the show was "moving up" reminiscent to some of the "Dewey Wins" headline.

Nevertheless, in Los Angeles and New York 130 people don't have to worry about coming to work too tired after New Years. And if anyone happens to be starting up a new show, they might be interested in the list that includes: four supervising producers, two coordi-

nating producers, six production coordinators, four writers, 20 field producers, 11 segment producers, nine story coordinators, four researchers, 17 production assistants, three tape librarians, 11 editors, four clearance coordinators and eight runners and receptionists.

Now that's reality based.

If anyone is starting up a new show they might inquire about our volume discounts and package deals.—*Jason Raff, ex-Previewer, Brooklyn, N.Y.*

APPRECIATION

EDITOR: I am distressed to learn that Group W (Westinghouse Broadcasting) is closing its Washington government relations office and Gerald E. (Jerry) Udwin will be leaving after 30 years ("Closed Circuit," Dec. 10).

All in this profession owe a debt of gratitude to companies such as Westinghouse and to Jerry and his predecessor, Wally Dunlap, for representing our issues so well on the Hill. They join Gene

Cowen of Capital Cities/ABC who labored in the same area for so many years in helping to improve our image.

Our goals will not be as easy to articulate without them.—*Bill Poole, general manager, WFLS-AM-FM Fredericksburg, Va.*

WHAT'S IN A NAME?

EDITOR: With respect to the Nov. 26 "Monday Memo" by Bob Friedman, president of Playboy Entertainment Group, Mr. Friedman is correct in stating that the "Playboy trademark obviously conjures up different images to the public"; namely, pornography passing under the guise of "lots of beautiful women." In its pursuit to become a legitimate and respected porno distributor, Playboy is attempting to seduce the public into accepting the everyday use and viewing of "coffeteable pornography." This obvious exploitation of women's bodies for corporate profit fools no one.—*Hope Land, Washington.*

THE NATIONAL PRESS CLUB

January 1991

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And now, the hit network TV show, The Hogan Family, is coming to syndication. The show is a comedy about a family of doctors who work in a hospital. The show is set in the 1950s and features a cast of talented actors. It's a must-watch for fans of the original series and anyone who enjoys a good medical comedy.

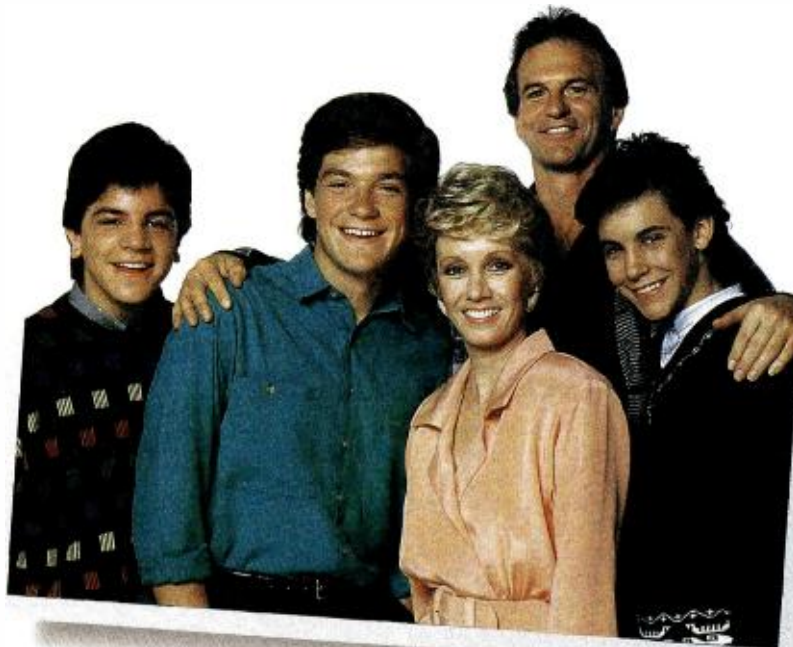
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Men 18-49	+12%	+12%

Source: NSI, ARB Multimeter Average; Oct. 90 Share v. 89 Share



WARNER BROS.
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MONDAY MEMO

An international broadcasting commentary from Joel Koenig, managing partner, Deloitte & Touche, New York

In the last few years, an enormous amount of attention has been given to international co-productions and distribution. Both Americans and Europeans are seeking partners throughout the world. In addition, much has been written about the emerging Europe in 1992, and on the level of creation of new software to feed the expanding number of channels that are going to be available. The projects are significant. The need for product is, obviously, ever-present.

Yet for all this attention to opportunity, financial issues associated with the emerging Europe and the relationship between America and Europe have been given short shrift. An underlying significance of this environment are the financial changes that will occur in Europe in 1992.

International television executives should be aware of this as it relates to financial management, income tax issues, and accounting principles and standards. Certainly, international currency exchange receives a fair share of attention, but the issue goes much deeper. When you look at some of the documents, what becomes apparent is the extent of the accounting or financial changes that are going to come.

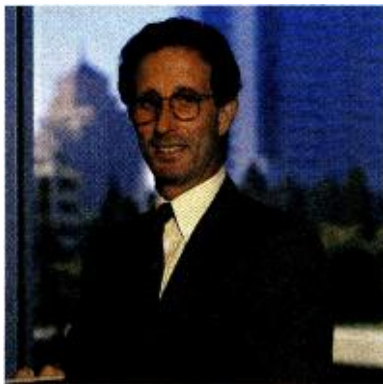
Nevertheless, there are some accounting matters which are very important for executives to know as they relate to the entertainment business in Europe.

Certainly one of the major appeals to television broadcasters of a united European Community is its size: larger than the United States and with approximately the same number of television households. But unlike the U.S., the EC is a collection of 12 individual countries, each with strong paternalistic financial traditions.

The European Currency Unit (ECU) is providing a common currency by which cross-border trading can be reconciled, but companies seeking to operate in various countries in Europe must contend with a disparity in accounting practices.

Prior to 1978, the United Kingdom, Ireland and the Netherlands were a significant minority of European countries with a system of separate accounting and tax systems—as in the U.S.—whereas in the rest of Europe and in Japan common tax and accounting systems were used.

The Fourth Company Law Directive, adopted by the Council of the European Communities in 1978, seeks to provide a "harmonization" of European tax prac-



tices. Its primary objectives are:

- Uniform presentation of formats for P&L accounts and balance sheets;
- Comparable valuation principles, and
- Presentation of standard minimum footnote disclosure in order to achieve a true and fair view of the company.

Conversely, EC companies' greater investment in the U.S. and other markets has resulted in the requirement for publication of consolidated financial statements in accordance with recognized "international standards."

Europe, historically, has relied more on bank financing than on the capital markets for sources of funds, explaining, in part, the effect of the tax influence on accounting practices. It follows that when published accounts are used for tax assessment purposes, conservative choices result and the tax approach leads to accounting policies that result in reported profits being as low as possible.

Accounting harmonization was also to include standardization of presentation. Yet there has emerged a clear preference for one format in continental Europe, incorporating a horizontal balance sheet and profit and loss accounts analyzed by type of costs. The United Kingdom and Ireland are left with their traditional presentation with vertical balance sheet and profit and loss accounts analyzed by function of cost—cost of sales, administration—but with greater detail than before.

Variations will continue to be seen in the specific accounting areas that affect reported profit and assets. For example, there is considerable diversity in the application of depreciation.

If anything is clear, it is that while the EC is well on its way toward unification, American entertainment companies must still consider individual aspects of each member state before "jumping in."

One of the more recent and promising developments, and one that holds promises for companies wishing to make a foray into Europe, is the European Economic Interest Group, or EEIG. Enacted last year, the EEIG facilitates cross-border cooperation between member state companies that are involved in similar activities. Branches or subsidiaries of U.S. or other non-EC countries may participate in EEIG's, so long as they have central administrative offices within the Community and comply with member state laws.

The EEIG enables companies to group part of their operations into a separate yet fully recognized structure. EEIG's are being used for joint marketing, purchasing and selling and R&D activities.

The Association of Commercial Television in Europe was the second EEIG formed, with the objective of promoting business activities and commercial co-

operation, and developing common positions among members.

Certainly, a strong European accounting standard is only conceivable, and indeed worthwhile, if its standards are recognized by its main economic partners. This issue is especially relevant to countries seeking mutual acceptance of reporting standards for an international stock market listing.

Discussions being conducted with the International Accounting Standards Committee, with an aim to reducing reporting options, are of key importance in this context. If this international organization is to win support from established accounting regimes—such as those used in the U.S.—it is vitally important that Europe be able to give strong support. ■

"Financial issues associated with the emerging Europe and the relationship between America and Europe have been given short shrift."

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TOP OF THE WEEK

BUYER-SELLER GAP SPELLS SLUGGISH STATION SALES

Survey of would-be TV station buyers finds pessimism affecting bids; waiting for owners' credit problems forcing more stations on market

Mergers and acquisitions in the United States were way down in 1990, even following a previous decline in 1989, and the broadcasting industry was not immune. In 1989, \$1.5 billion worth of TV stations were sold, not including those that were part of group sales. In 1990, the value of proposed transactions is down by more than 40%, and given the number of deals that will fall through, the decline could be by more than half.

Perception of the market is important. The 90 TV station transactions proposed in 1990 approach 10% of all commercial stations. One could thus view the present market as close to normal and the deal-driven mid-1980's as an aberration. But measured against the number of owners believed eager to sell, that station volume is considered weak.

Perception is also frequently used to explain the transaction dearth, specifically the "perception gap" between what buyers and sellers think properties should bring in the market. Even as buyers' and sellers' own estimates change, the gap remains, according to Richard Geismar, chairman of Broadstreet Television: "We started two to three years ago with sellers asking 15 [times the station's cash flow] and buyers offering 12. Then the sellers went to 13 and the buyers to 10. Today, sellers are at 10 and buyers at 8." For Geismar, who continues to look at stations as a buyer and recently authored a book, "Investing in Broadcasting Stations," the sellers are "are still dreaming about the prices they paid, while the buyers have

to bid based on today's financing."

Although a gap has always existed, what makes it important today is that greed no longer brings sellers to the table, since in many cases they are now facing losses upon sale.

If greed is not bringing sellers to the

Communications. He said the latter contraction, in particular, has forced buyers to come up with more equity, which means that their projected return from a station has to be higher if they are to earn the same return-on-equity as before: "The situation has gotten progres-

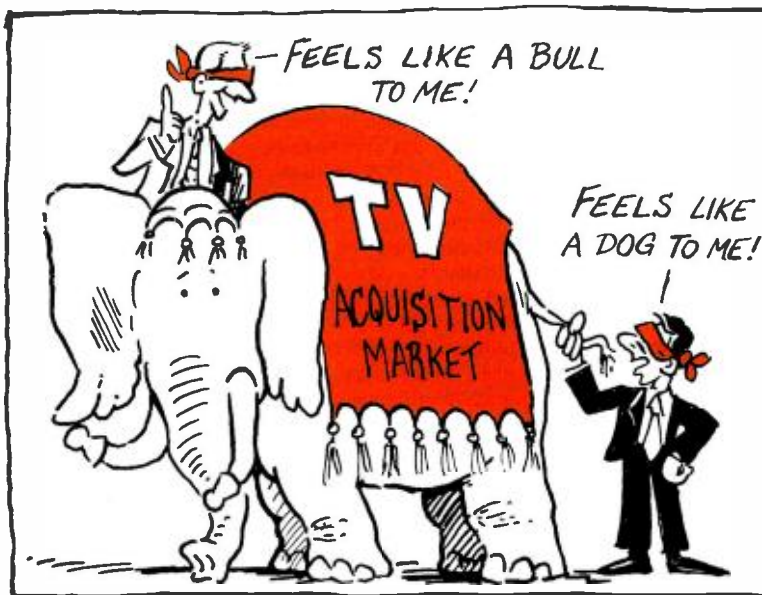
sively worse over the last year and a half. The fact that prices are now lower doesn't necessarily mean that the buyers are coming out ahead ...in many cases no one is winning."

Projections of return on investment that buyers use in deciding how much to bid are also generally being pared as the advertising market becomes more difficult. In some cases buyers are being driven away entirely.

Dudley Taft, president of Taft Broadcasting, said he stopped looking for stations about six

months ago, in part because of concerns about the advertising marketplace: "The current softness in the network scatter market has hurt the national spot market. It makes you wonder a little how often this will happen...even 5% annual revenue growth doesn't make an outstanding business." Taft, however, thinks that station prices will soon reflect weaker revenue growth, and he also notes that other characteristics of the TV station business, such as its FCC franchise and lower capital and labor components, are so far little diminished.

Doubts about the near-term industry outlook were frequent among those commenting, even though most of them already have a substantial investment in the industry. Said Phil Jones, president of Meredith Broadcasting Group: "I'm



table, neither, at least in 1990, is poverty. Sellers' financial problems, especially with their lenders, was not the incentive for divestiture that many buyers such as Andrew Banks, a managing director with ABRY Communications, were expecting. And station availability, said Banks, is a more important determinant of transaction volume than when "the price of a station becomes X."

Owners may have had some bargain with their current lenders, but potential buyers had virtually none with potential lenders.

The credit shortage has been well publicized, especially as it relates to senior lending from commercial banks. But equally important was the contraction of the subordinated debt markets, said Bill Schwartz, president of Cannell

not a doom and gloomer, but until we see how things turn out there is nothing indicating a surge in revenue." Cannell Communications's Schwartz said: "I think there are fewer buyers because the TV business has not been that great over the past few years and a lot of people are disenchanted. Certainly for affiliates there has been nothing positive recently."

The hesitance of potential buyers to

buy TV stations has forced them to consider, even favor, investment in other, if related, businesses. The \$375 million available for acquisitions by Multimedia, for instance, will be lucky to find its way to a TV station, said the company's chairman, Walter Bartlett: "We will go first at programming, and second, put our money in cable or cable adjunctive businesses. Third, we will buy a broadcasting property but it

would have to be a terrific broadcasting property. We will not buy a station that is number one in the market and well run, even if it is priced at a low multiple."

Other buyers are no longer satisfied to "bet on the industry," but rather insist on finding stations where aggressive management is the key to return on investment. ABRY's Banks was among those expressing that view. —GF

MATSUSHITA MOVES ON \$6.1 BILLION PURCHASE OF MCA

Investors view anti-takeover provisions of spun-off WWOR-TV as weak

The politically charged Matsushita-MCA mega-deal appeared headed for almost certain closing at midnight last Friday (Dec. 28) through completion of the Japanese industrial giant's \$66-per-share, \$6.1 billion cash tender offer for the Hollywood studio.

An FCC ruling earlier in the week cleared the way for the studio's spinoff of its only station, WWOR-TV New York. The spinoff company, Pinelands Inc., was required by the commission's foreign ownership rules and will formally begin life upon approval by the Securities and Exchange Commission. The station made a revealing SEC filing last Thursday providing details of its operations.

But Pineland stock had already begun trading as of late Thursday on a "when-issued" basis. Starting at \$14 per share, by Friday it had risen to \$17. Although the new stand-alone company's first financial document showed recent revenue growth and profitability, Wall Street's main interest appeared to be in profiting on a takeover battle for the VHF independent.

In fact, Pinelands was structured in ways traditionally thought to hinder takeovers, including staggered elections of groups of directors. But a key share purchase rights or "poison pill" provision was written, said one arbitrator, "so you could drive an 18-wheeler through it." The poison pill is invalidated, the arbitrator said, if an all cash offer is made for the shares, and that offer doesn't even have to be financed or approved by the board.

If Pinelands was taken over, the top management of WWOR-TV would be well taken care of, according to the SEC filing. Lawrence Fraiberg, the 69-year-old chairman of the board and chief executive officer, and Michael

Alexander, president and chief operation officer, are among a handful of executives who were given five-year employment contracts that will be honored in full if there is a change of control. Given that Fraiberg's 1991 salary is anticipated to be about \$1 million, he would appear to be due to receive at least \$5 million in...the event of a...takeover. That amount would be even higher because of 10-year non-qualified options to buy 100,000 shares. Alexander's salary is expected to be \$525,000, with initial options to buy 50,000 shares.

In addition to Fraiberg and Alexander, other directors of Pinelands will be Thomas Wertheimer, executive vice president and director, MCA; Michael Gardner, Washington lawyer; Robert Hadl, vice president, MCA; Jean Hartley, former station manager and consultant to the station; Henry Kates, president and CEO of Mutual Benefit Life Insurance, and Donald Pels, former chairman-president, LIN Broadcasting.

Before the station could be sold there must be issued a decision by an FCC administration law judge in the license renewal challenge by Garden State Broadcasting. The judge is considering approving a settlement agreement, under which Newco would pay Garden State \$2 million to withdraw its application. At issue is whether Garden State is a bona fide license applicant—whether Garden State is controlled as it claims by general partner Jean Wells, or by the Washington attorneys representing the partnership.

Regardless of how the judge rules, Newco should be able to go ahead with the sale of the station. If the judge finds Garden State to be a bona fide applicant, Newco proceeds with the settlement. If

the judge rules Garden State is not, its renewal challenge will lose steam. The judge's decision is expected in January.

The FCC has already dismissed the other challenge by Whitely Communications Inc. and last week gave its blessing to the transfer from MCA to Pinelands, dismissing objections raised by the license challengers and by a man who has sued the station on anti-trust grounds.

According to the FCC order granting the transfer, the petitioners failed to make their case that Matsushita would control the station in violation of the foreign ownership rule. "We find that [the MCA shareholders] are fully qualified and that a grant of the application would serve the public interest," the order says.

At \$17 per share the implied public market value of Pinelands is roughly \$287 million. But last week's filing shows a company that could generate more than \$35 million in 1990 cash flow, implying possibly a much higher value.

Through the first nine months of the year, WWOR-TV had revenue of \$140.7 million, up 18.5% over the prior-year's period. Although pre-tax income was only \$8.8 million, more than \$15 million in expenses was related to non-cash accounting entries such as depreciation and amortization. One concern was that overall market revenue in New York was expected to decline in the fourth quarter from the period a year ago.

There will be some differences for the station operating as a stand-alone entity, and more formal relationships were established with MCA on several matters, including the use of the station's recently developed "Universal 9" logo. Universal agreed to let WWOR-TV have a 10-

year royalty-free license agreement for continued use of the logo. Should the ownership of WWOR-TV change, Universal can terminate the agreement immediately.

The agreement also states that WWOR-TV's use of the logo with regards to all advertisements for the station will "conform to any reasonable standards" set by Universal. Universal also retains rights to license the logo to any third party. After the 10-year agreement expires, the station must cease using the logo or any "similar logo" immediately and destroy all material bearing the logo.

A much bigger gift from MCA is that it will forgive WWOR-TV roughly \$368 million in debt owed to the studio, most of which derives from the station's purchase and the \$40 million paid directly by MCA for the station's rights to air *Cosby*.

WWOR-TV aired roughly \$14.8 million of programing provided by MCA during the first nine months of 1990 alone. But there will be no legal ties following the spin-off that would require the station to accept new programing arrangements with the studio.

The filing also said that WWOR-TV expected to receive in 1990 roughly \$17 million from the sale of program time in half-hour blocks or longer. —GF, JF, NAJ

FCC OK'S NBC SALE OF WKYC-TV TO MULTIMEDIA

Over the objections of two unions, the FCC, on Christmas Eve, approved NBC's sale of its controlling interest (51%) in WKYC-TV Cleveland to Multimedia Inc. for \$101.7 million, including the assumption of \$36.7 million of debt.

With the closing the day after Christmas, NBC's interest in the Cleveland VHF is no longer "attributable"—that is, it no longer counts in calculating NBC's ownership interest under the FCC's multiple ownership rules. Those rules restrict broadcasters from owning more than 12 stations or reaching more than 25% of all television homes.

Although NBC is well below both thresholds, the Cleveland deal gives it additional opportunity to acquire stations. Also, it allows a co-owned company—General Electric Capital Corp.—whose attributable interests are lumped in with those of NBC, to assume control of failing broadcast operations that it has financed as it did last fall when it acquired Pegasus Broadcasting's WJBF-TV Augusta, Ga.; WAPA-TV San Juan, P.R., and KSCH-TV Stockton, Calif.

The American Federation of Television and Radio Artists and the National Association of Broadcast Employees and Technicians opposed the sale, arguing that NBC would continue to control the station despite its minority interest and that the interest should be attributable.

But the FCC dismissed those arguments, citing the fact that NBC's remaining interest is in the form of nonvoting stock. "The commission has long held that nonvoting stock is nonattributable because, by its nature, it precludes the means to influence or control the activities of the issuing corporation by the stockholder."

Multimedia's takeover of the station is expected to breathe new life into the station. The group broadcaster plans to enhance the news operation, tying it in with those of Multimedia's two other Ohio stations in Columbus and Cincinnati. What's more, it will likely transfer to WKYC-TV the two popular talk shows it produces, *Donahue* and *Sally Jessy Raphael*, as soon as they complete their current contract runs on crosstown WJW-TV in 1992. —NAJ

CAPITAL WILL SUPPLY MANY 1991 BUSINESS STORIES

Review of 1990's regulatory stories offers preview of 1991's as most matters are still pending at year's end

Media stocks should respond to two key issues before the FCC in 1991: financial interest and syndication, and a revised definition of "effective competition" for the cable industry. Washington observers are anticipating both matters to be settled sometime during the first half of the new year. The calendars are still being worked out at the commission ("Closed Circuit," Dec. 24).

In the financial interest-syndication battle, strong political pressure from the opposing sides is expected to come to the fore now that the formal outside presentations have been made to the commissioners. It is not yet clear whether the cable proceeding would supplant regulation efforts on Capitol Hill—last session's legislation was derailed.

Last week Washington tax attorneys were waiting to see whether an opinion would be issued before year's end on the Jefferson-Pilot tax case, which concerns

the ability of broadcasters to depreciate, for tax purposes, that portion of a station's purchase price allocated to the FCC license and network affiliation agreement. The Internal Revenue Service lost a case dealing with the same issue as applied to the cable franchises of Tele-Communications Inc. (BROADCASTING, Nov. 12). J. Michael Hines of Dow Lohnes & Albertson said that although an opinion on legal issues was rendered in the TCI case, still pending is the formal decision which marks the beginning of the 90 day period in which the IRS will decide whether to appeal.

As of last week there were new indications from the chief national bank examiner's office that relief from the stigma of "highly leveraged transaction" (HLT) classification may yet come to the Fifth Estate. A regulatory official told BROADCASTING that a staff briefing paper being prepared for bank examiners would contain changes in the process of

delisting loans from HLT status. Some observers last week were presuming that the changes would facilitate the delisting of media stocks by adding cash flow or other "tests" to the ones that are currently primarily balance sheet-based and thus difficult for many media companies to meet. Still unknown last week was whether the staff recommendations would be approved by chiefs of the regulatory agencies responsible for regulating banks.

For the 2,370 National Association of Broadcast Employees & Technicians members at NBC, work goes on under a contract imposed Aug. 15, pending a National Labor Relations Board judgment on an unfair labor charges filed against NBC. Union officials said it is unlikely the AFL-CIO would support a boycott of NBC and GE because of possible conflicts of interest with unions currently in good standing with GE. —GF, JF

NEW YEAR SHOULD BE BUSY ONE IN WASHINGTON

Congress has full plate of Fifth Estate issues on hand for 1991, including cable bill, spectrum fees

Looking ahead to 1991, the broadcast and cable industries can anticipate an active year on Capitol Hill. Members of the 102nd Congress, which convenes in early January, are expected to move quickly on legislation reregulating cable, although it remains questionable as to whether a bill will actually become law. Undoubtedly, broadcasters will be embroiled in the cable reregulation debate, but the issue of spectrum use and fees could overshadow all other congressional activity. And there is talk that the National Association of Broadcasters may wind up aligned with the phone industry, which wants to become a provider of video services.

Cable legislation should emerge early in both the House and Senate. House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.) said cable reregulation is his top priority for 1991, and the leadership of the Senate Commerce Committee plans to move something. More cable hearings are also expected in the Senate. "There will be a lot of fulminating and a lot of chest pounding; whether something will move forward is another question," said one cable lobbyist.

Getting a cable reregulation bill through the 102nd Congress may prove to be a difficult task. The House passed a cable bill earlier this year, but Senate Republicans refused to support a similar measure after the Bush Administration voiced its opposition. (The White House said competition from the telephone industry and others was the answer to lowering cable rates rather than reregulating the industry.) That position is not likely to change, especially with the current economic downturn, said one source. And this time the cable industry will fight legislation, at least until the FCC has a chance to complete its effective competition rule-making, which would subject most cable systems to municipal rate regulation. There are some who believe the FCC's actions will take the steam out of congressional efforts to reregulate cable.

NAB President Eddie Fritts believes the coming year promises to be of "great magnitude" to his industry. One, he said, that "has the potential to significantly affect the bottom line of every broadcast station in the country." Fritts told BROADCASTING two weeks ago that the Treasury Depart-

ment is seriously looking at instituting a spectrum tax (BROADCASTING, Dec. 24). Indeed, as one Washington insider predicted, "spectrum fees will now be a continuing issue. Once you get on the list of potential revenue raisers you never get off." Furthermore, House Energy and Commerce Committee Chairman John Dingell (D-Mich.) will reintroduce legislation that would reallocate 200 mhz of government spectrum for private use. The spectrum would be set aside for new technologies such as HDTV and digital audio broadcasting. That bill met with resistance from Senate Republicans who thought the bill should permit spectrum auctions.

As for other events next year, NAB's position on cable could shift. "Because the cable bill failed to pass in the last session of Congress, we've done a great deal of study on virtually every aspect of the cable, broadcast and telco relationships," explained Fritts. "We will be presenting some ideas to the board in January with an eye toward taking a fresh look at those relationships."

In addition, many NAB members want to charge cable operators for car-



riage of broadcaster signals. "The lack of a retransmission fee is a basic market inequity," Fritts said.

"Cable operators take a broadcaster's signal and in turn sell it to a consumer for a profit and pay nothing to the broadcaster for the use of that signal. On the other hand, cable systems pay all the cable networks a fee for a similar type of service. This inequity is something that broadcasters recognize and a number of members of Congress also recognize," said Fritts. "I suspect it will be a very important part of our discussions."

Earlier this year, NAB presented the idea it called "if carry, shall pay" on Capitol Hill but dropped the legislative initiative after making little headway. As one Hill member observed: the idea "sank like a stone."

Under the broadcaster scenario, cable systems would have a choice of either carrying most local broadcast signals as well as pay a fee for them or not carrying any of the stations. But critics of the proposal say the cost would be borne by consumers. However, broadcasters feel they can include provisions in legislation that would prevent cable systems from passing the cost along.

One House staffer feels broadcasters face an "uphill battle." Said another Hill aide: "They'll have to change an awful lot of minds."

As for NAB's position on cable reregulation, Fritts denied that NAB made a last-minute decision to abandon the proposed cable bill. Instead, he said, the association merely recognized that the measure was doomed.

Said Fritts: "You don't work around the clock for two years, testify before 10 Senate hearings and a couple in the House side, activate grassroots, fight the phone companies, keep the phone companies from encroaching on the poor cable systems and save their hide, to walk away at the last minute. We just were the seers who said this thing has gone comatose, it's just a matter of time."

Some say the telcos can no longer "put off," and that NAB should align itself with the telephone industry. Although, as one source put it: "We don't want to trade an 800 pound gorilla [cable] for a 2,000 pound gorilla."

Nor is NAB's stand on content expected to change. Broadcasters have a "bedrock concern;" they do not want the telcos to control content, Fritts said. NAB thinks a video-dial tone approach should be taken and that the phone companies be a delivery service only. Still, Fritts said there may be room for negoti-

TELCOS TO TRY AGAIN IN 102ND CONGRESS

Whether the phone companies will be permitted to deliver video services is expected to be a live issue for the 102nd Congress which convenes in January. Keeping the issue alive is Senator Conrad Burns (R-Mont.), who sponsored legislation in the last Congress that would have allowed phone companies to offer video services in their service area. Burns is exploring a number of options for a new bill that could improve its chances for passage. Under consideration: Defer for five years a telco's ability to own or produce programming. They would be banned from originating local programming altogether.

After five years the telcos would be limited to an ownership interest in only 10% of the available channels.

The telcos would be required to provide fiber optic technology to all their subscribers.

Civil suits could be filed to prevent cross subsidy.

Broadcasters could either grant or refuse retransmission consent. If they permit telcos to retransmit their signals then a must-carry scheme would kick in and the telcos would have to carry most local stations for free. Or they can negotiate a fee with the individual broadcaster for their signals. The fee would be capped to protect subscribers.

-KM

ation. He said five of the seven Bell operating companies have indicated they are not interested in content or control of content. Even if NAB and telephone interests are able to strike a deal, sources expect the National Cable Television Association will oppose the telcos.

Said one Washington insider: "Broadcasters think that if they can keep the phone companies as common carriers they're better off joining the phone companies in wiping cable out because then broadcasters will be the only programmers. But the hole in that theory is that in a world where telephone delivery of video signals is ubiquitous, they too will get wiped out."

"I continue to hear rumors that broadcasters are reconsidering their position," said John Sodolski, president of the United States Telephone Association. "I don't know if that's true. I hope to talk with them in the next few weeks," Sodolski told BROADCASTING. But at the same time he also said that video-dial tone is "not sufficient."

Some Hill staffers do not think the telcos will prevail. Lawmakers may want to focus more attention on "back home issues" rather than inter-industry "squabbles," David Leach, aide to Chairman Dingell, told a group of Washington lawyers earlier this month. And Kevin Curtin, chief counsel and staff director for the Senate Commerce Committee, told the lawyers that he did not think the Senate will go beyond video-dial tone.

As the telco entry debate progresses next year, there may be a new wrinkle that relates to monitoring telco behavior.

Senator Conrad Burns (R-Mont.) is considering legislation that would allow private companies to bring civil antitrust actions against telcos that run afoul of cross-subsidization laws. The safeguard was first raised by Tele-Communications Inc. President John Malone (BROADCASTING, Nov.6), but some cable lobbyists fear the Hill has latched onto the antitrust talk before addressing the larger question of cross-subsidy. Robert Thomson, TCI vice president, governmental affairs, said Malone's remarks referred to the second part of a two-step process. The first, he said, is resolving the "threshold question" of defining what constitutes cross-subsidy. Furthermore, another cable source questioned how the proposal would work: "Before you can bring an action you have to catch them."

When the 102nd Congress reconvenes, discussions over the public interest obligations of broadcasters also are anticipated. Fritts said NAB expects House hearings on the matter. "We look forward to telling the Congress of our public service contract with the government. We can differentiate rather distinctively the broadcasters role versus other spectrum users role," said Fritts.

And he expects campaign finance reform—including free broadcast time and the lowest unit rate—will be "front-burner issues." Congressional efforts to restrict beer and wine advertising could advance, said Fritts. And according to Hill sources, consumer issues such as abuses in the interstate 900 services industry will fall under congressional scrutiny.

-KM

NEWS, REPLACEMENT SHOWS ON MINDS OF FOX AFFILIATES

Questions on those areas as well as children's schedule are likely topics at new network's affiliate meeting during INTV convention

It appears that a number of Fox affiliates will not be making the trip to the Association of Independent Television Stations convention in Los Angeles this year, but those that do will have a lot of questions to ask the executives of the growing Fox programing service.

Fox affiliates are generally pleased with the performance of the service's expanded fall schedule, based on a random sampling of station executives. But questions remain on several fronts, including the state of Fox's proposed news service, its children's programing lineup and its mid-season replacements.

Fox has been slow to give any green lights to programs in development, including a *Married...With Children* spin-off, *Top of the Heap*; *Fantasy Park*, an interactive prime time game show; *Blood Ties*, a vampire series, and *The Last Hurrah*, a weekly documentary focusing on high school seniors.

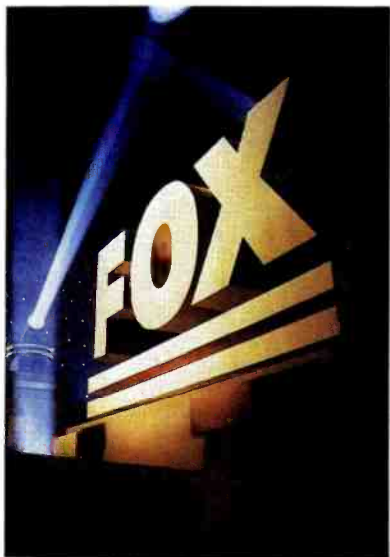
Determining which back-up programing Fox will choose has become a top priority for affiliates, said Barry Baker, president of KDNL-TV St. Louis. Baker is seeking more information on the make-good schedule for the first quarter of 1991, based on advertising shortfalls during the just-ended fourth quarter.

Although some Fox shows that debuted last fall have not fared well in the national ratings, such as *Babes* and *American Chronicles*, the expanded service has driven local numbers up for many affiliates, said Dan Sullivan, president of Clear Channel Television, owner of four Fox affiliates. At the company's KOKI-TV Tulsa, he said, market share has doubled from the 6 shares it garnered last year.

Sullivan said he was optimistic about future Fox programing despite any shortcomings in the fall schedule. "I'd rather see them taking chances and failing than sitting and doing nothing," he said.

"By and large, Fox affiliates feel that some major strides have been made this year," said Stephanie Campbell, program and operations director, KDVR(TV) Denver, and a member of the Fox Program Executive Council. "They can't be expected to be perfect."

"I think Fox didn't realize as they expanded that their success ratios will start to mirror the other networks," said Sullivan. "They've had to stick it out



with shows that were less than stellar performers because there was nothing else to put in its place."

Clear Channel is among the Fox affiliate owners that will have fewer executives at INTV '91 than in the past. The company is sending none of the four general managers it sent last year, which Sullivan attributed to the slow economy.

Affiliates attending the Jan. 5 day-long Fox meeting will see presentations by Fox Broadcasting Co. executives Jamie Kellner, president-chief operating officer; Peter Chernin, president, entertainment group; Margaret Loesch, president, Fox Children's Network, and Anita Klever, senior vice president, Fox Network News.

Affiliates will be paying particularly close attention to developments of the Fox News Service because local newscasts will be the key to differentiating Fox stations from other program sources, said Steven Soldinger, general manager and program director, WCCB(TV) Charlotte, N.C. Despite strong interest by Soldinger and other affiliate executives, Fox news developments have been sketchy. —RB

FOX TAKING BACK MINUTE DURING AFTERNOON

Due to overly ambitious ratings guarantees to advertisers for the Fox Children's Network, Fox is taking back a minute of advertising time from affiliates during the afternoon strip *Peter Pan & the Pirates* to use for make-goods. The new advertising time allocation will have Fox taking three minutes and affiliates selling three minutes from the half-hour animated show.

The new three-three minute split might have been 4-2 in favor of Fox if the ratings on the afternoon strip had not improved from early season numbers, according to Michael Fisher, general manager, KTXL(TV) Sacramento, Calif., and chairman, Fox Affiliate Board. "We saw it [the advertising shortfall] coming early on and we addressed it two or three months ago," said Fisher, who added when the topic was first discussed "we were talking about something substantially more" than the one additional minute held back.

The new split will go into effect beginning today, Monday, Dec. 31, and will remain in place for 13 weeks. "Hopefully this will be a rare occurrence," said Fisher.

The decision to give back the minute was made by the affiliate board, said Fisher, who added that Fox cannot make the decision on its own. "Fox can bring the problem to the plate, which it did, and the board thought it was judicious at this time to make the change. We're all in this together," he said.

Fisher said he has not heard from any affiliates disgruntled about the change and that, if it had to be done, now was the best time. "We're talking about the first quarter when there's less demand on the kids market. So it's an easy opportunity to make it good," he said.

The *Peter Pan and the Pirates* series is the anchor for the Fox Children's Network, which debuted in the fall. The kids lineup has been beset by delays and use of repeats due to Fox's last-minute entry into the animation business, which typically requires a great deal of lead time for production. —SC



'Cosby,' top rated off-network sitcom



'Wheel,' top ranked game show



'Oprah,' highest rated talk show

KIDS SOAR, ADULTS STUMBLE IN NOVEMBER BOOK

Veterans led pack according to Nielsen numbers for syndicated sweeps

Veteran syndicated shows continued to dominate the top ranks of all program genres during the November sweeps, according to an analysis of the Nielsen market rating books by Petry Television. The news for new adult first-run strips was mostly bad, while a majority of the seven new off-network sitcoms in syndication fared well. The children's market continues to soar.

Entertainment Tonight was the top rated magazine during the sweep, averaging a 9 rating and 16 share. (All ratings cited are from the Petry analysis.) The show was down slightly in household rating (4%), but up in most demo categories. *Current Affair*, with new host Maureen O'Boyle, was second ranked among magazines, with an average 8.2/18, and *Inside Edition* was third (7/17). Paramount's *Hard Copy* was fourth (5.5/13), while two new magazines brought up the rear: *King World's Instant Recall* (3.3/12) and *Personalities* (2.4/9).

Oprah Winfrey emerged again as the clear leader among talk shows, with an average 10.8/32. *Donahue* was a distant second, averaging a 6.6/27. *Sally Jesse Raphael* maintained her third place position with a 4.9/24, and *Geraldo* was fourth at 4.6/18. *Regis & Kathie Lee*, primarily cleared in the mornings, averaged a 4.1/19. *Joan Rivers*, also cleared primarily in the mornings, averaged a 2.8/13.

In the late night talk arena, *Arsenio Hall* averaged a 3.4/14. MCA's new late night entry, *My Talk Show*, averaged a 0.9/4.

In the game show category, *Wheel*

of *Fortune* (15.9/31) and *Jeopardy* (13.3/28) once again were the two top ranked programs. LBS's *Family Feud* was third, with a 5.8/15. The new *Challengers* was fourth with a 3.4/12 and *Love Connection* was fifth with a 2.7/10. Among other new game shows still around, *Trump Card* (2/7) and *Jokers Wild* (1.9/7) brought up the rear.

The Cosby Show, now in its third season in syndication, was the top-rated off-network sitcom (8.3/21), with *Cheers* second at (7.3/19).

This season saw the most new off-network sitcoms introduced in one season—seven, and most performed well in November. *Golden Girls* was the highest rated new sitcom and third overall in the category with an average 7.1/17. *Who's the Boss*, now in year two, was fourth, averaging 6.8/17.

Among other new sitcoms in syndication, 227 averaged a 4.5/12, with strong gains against November 1989 time periods in women and teen demos. *Mama's Family*, now being stripped in 87 markets, averaged a 4.2/12, and was also up substantially in most demo categories. *Hogan Family* averaged a 4.2/7 household rating and was up sharply among young women and teens, compared to programs in its time period a year earlier. *Amen* averaged a 3.6/10 and also improved its time period sharply among young women and teens.

Other new sitcoms, however, did not perform particularly well during the sweeps. *Perfect Strangers* averaged a 4.2/8, but was down an average 25% in household rating from the time period

performance a year earlier and was down in most demo categories as well. That trend was similar for *Head of the Class*, which averaged a household 3.4/8, and *ALF*, which averaged a household 3.7/9.

Among off-network hours, *Hunter*, from Cannell Distribution, had a strong book, up 25% in household rating and gains across the board in key demos. The off-Fox version of *21 Jump Street*, also from Cannell, averaged a 3.6/5, while the new first-run version averaged a 2.6/7. In both cases, the show registered strong gains among teens and young women.

MTM's new cooking strip, *Graha Kerr*, averaged a 1/4 household number, and was down in its time period across the key demos.

In the children's category (where the ratings reported are for children 2-11), *Teenage Mutant Ninja Turtles* was the top-rated strip with a 12.8/45, up 71% in ratings from a year earlier. The new *Tale Spin* was second among kid's strips, with an 11.4/38, followed by *Tiny Toon Adventures*, which had an 11/38. Fox's *Peter Pan* and *Pirates* averaged a 6.6/30, but was down 20% among children compared to a year earlier.

Among new weekly childrens shows, *Widget* (which is going to strip next season), averaged a 5.9/19, while *Captain Planet* averaged a 4.1/23.

Among weekly adult first-run shows, *Star Trek: The Next Generation* led the pack once again with a 5.3/19, up 29% in household rating. The show registered strong gains in most demos.

-SM

THE LATEST PROBLEM FOR INFOTECHNOLOGY

*Banks say company
is in default of
\$20.7 million in loans*

Security Pacific National Bank has informed Infotechnology, parent of struggling Financial News Network and United Press International, that the company is in default of \$20.7 million in loans, and that Security "intends to enforce the bank's remedies."

The bank stated that, acting on behalf of itself and Midlantic National Bank, the due date of the loan (July 1991) has been accelerated, meaning it is due immediately. The loan is collateralized by Infotech's 46% stock interest in FNN, but according to Infotech, the bank has made no move yet to acquire the assets. In a statement, Infotech said: "The bank has not scheduled a foreclosure sale of Infotech's FNN stock, and the company believes that no such sale is imminent."

FNN took a breather last week from the due diligence process it is undertaking with four prospective buyers. In addition to bids received from King World, GE-NBC and Time Warner (BROADCASTING, Dec. 24), Group W has emerged as the fourth company to submit a bid. Infotech's statement said that FNN will continue its efforts to sell the network "without regard to any actions which Infotech's banks have taken or may take." Events and sources seem to indicate the sale is on a fast track, since FNN cannot continue operating indefinitely with its current losses and debts. Separately, FNN has insufficient cash flow to cover \$49.5 million in bank loans from Security Pacific and Toronto Dominion.

Additionally, Infotech announced that as of Dec. 21, FNN's stock was removed from the National Market System (NMS) of the National Association of Securities Dealers (NASD), but that NASD has given FNN a continuing exception to the listing requirements of the NASDAQ system. That exception is in effect until Jan. 15, 1991, when the situation will come up for further review. That date is when Infotech must file its fiscal 1990 10-K report with the Securities and Exchange Commission. —SDM

NBC KICKING OFF 'DARK SHADOWS' PROMO BLITZ

In an effort to build anticipation leading up to the debut of NBC's *Dark Shadows*, the network has kicked off a three-part promotional campaign that will incorporate Domino's Pizza, Circuit City electronic stores, and more than 200 United Artists theaters.

The series premieres on Jan. 13 and 14 at 9-11 p.m. as a four-hour mini-series, with the one-hour show to debut in its regular time slot of Friday 9-10 beginning Jan. 18.

Domino's Pizza is the exclusive sponsor of a national radio promotion in markets 25-30. Domino's will also sponsor a contest titled "Don't Be Afraid of the Dark" through the radio promotion. Winners will be eligible for *Dark Shadows* prizes including a trip to Beverly Hills for a VIP screening of the premiere.

Through a one-year agreement with Preview Tech, more than 250 Circuit City Stores and Highland Super Stores will begin airing two-minute *Dark Shadow* trailers on their television displays.

The promotional spots being shown in the United Artist theaters will be screened on monitors near the theater's concession stands. According to NBC, the spots are the first promotional clips for a mini-series to be shown in the United Artists theaters.

The overall NBC promotional strategy began on Dec. 16 with a series of on-air teasers targeted toward all demographic groups. The network has also purchased time on MTV, Nick at Nite and the USA Network. As the premiere grows closer, the frequency of the spots will increase and the clips will become longer to reveal more information about the show.

Dark Shadows is an updated version of the daytime serial which drew a cult following in the 1960's. The show is produced by Dan Curtis (*War and Remembrance*), and stars Ben Cross and Jean Simmons.

Also at NBC, the network is delaying the launch of *Sunday Best* to Sunday, Feb. 3. The show had been scheduled to air on Jan. 13, but is being pushed back to avoid any possible overruns from NBC's coverage of the NFL playoffs during January. The show's time slot will remain 7-8 p.m.

LBJ STATIONS FOR SALE

LBJ Co. announced last week that its KLBJ-AM-FM Austin, Tex., are for sale. Ted Hepburn Associates and Sandler Media Capital, brokers jointly representing LBJ, have appraised the stations at \$13.5 million, but would not comment when asked about prospective buyers. LBJ Co. was formed by President Lyndon Johnson, whose family has owned the stations for over 40 years.

FOX PLAYING FAVORITES?

Among noteworthy items in latest round of comments in FCC's financial interest and syndication rules proceeding was alleged evidence of how networks would favor own affiliates if allowed into first-run syndication. Group of independent broadcasters (Chris-Craft/United Television Station Group, Gaylord Broadcasting Co., Tribune Broadcasting and Channel 50 TV Corp.) submitted copy of Dec. 12 memo from Preston Padden, senior vice president, affiliate relations, Fox, to Fox affiliates encouraging them to buy *Up Late With Ron Reagan*, MCA's late-night, first-run talk show in which Fox has interest. "We have asked MCA to give special consideration to Fox affiliates in distributing this new program," Padden says in memo. Group broadcasters charge the "preferential treatment...illustrates in the most concrete and immediate terms the dangers of network involvement in first-run syndication. Such involvement will inevitably distort the 'free competitive workings of the program marketplace.'" Padden was unavailable for comment last week.

PROGRAMING

INTV PONDERES FOX FACTOR, FUTURE VENUE

While INTV prepares for business as usual in Los Angeles despite a number of syndicator defections approaching this January's convention (BROADCASTING, Dec. 10), the continued expansionist plans of Fox Broadcasting Co. and its affiliates' role within INTV continue to raise questions about the course INTV will take in the near future.

Another immediate concern—voiced by several syndicators—is INTV's decision to move the convention to San Francisco in 1992, a "neutral" site that some distributors on the INTV convention planning board felt would give the conference a breath of fresh air.

Although Fox's potential network status is contingent upon a number of outside factors (chiefly the FCC and Congress), its growing pains and softer than anticipated prime time and daytime performances could also effectively delay its achievement of that goal. Even as Fox was testifying on the fin-syn issue on Capitol Hill, INTV officials and other industry observers felt it may be some time before Fox would actually program above the current FCC waiver limit of 18 hours of network programing weekly.

"There is no one single view on this, but I don't think Fox wants to see itself as a wall-to-wall network like the others," INTV President Jim Hedlund said. "I certainly don't think Fox wants to give up its syndication and studio arms to one of the possible conditions [of an FCC fin-syn compromise]. Fox affiliates have the best of both worlds by maintaining an independent identity, so why give that up? Not many of the INTV members, that I can recount, have really made it much of an issue. I really don't think there is a Fox and non-Fox independent that is not able to work together."

However, Steve Bell, vice president and general manager of Tribune Co.-owned independent KTLA-TV Los Angeles, says that Fox's potential network status beyond the May 1991 waiver deadline and its future role within INTV is "still the \$64,000 question." In Bell's view, "one of things that Fox has going for it is Preston Padden [FBC's executive vice president of affiliate rela-



INTV's Century Plaza Home

tions and former INTV president) and his desire to keep Fox attached to INTV. Other than the four nights of prime time programing, Fox affiliates are otherwise regarded as independents that can program the rest of their schedules. Fox has just expanded too fast. No matter what the FCC decides, the competitive pressures of the marketplace will dictate if they can expand further."

In fact, Padden says, the "Fox phenomenon" has helped to "bring down the price of syndicated programing and decreased the amount of available local spot inventory, effectively creating a better spot economy for the other independents in each market." Padden added: "Fox continues to strongly support INTV and its member stations. Fox has its mini-meeting Saturday (Dec. 29), which we feel will help increase the Fox affiliates' attendance at this convention."

But attendance at the 1992 convention

(Jan. 7-10) in San Francisco may be the crucial test of INTV's ability to maintain a competitive presence vis-à-vis NATPE's annual program conference (scheduled for Jan. 20-24, 1992 in New Orleans). One major Los Angeles-based distributor, who wished to remain anonymous, said "hub exhibitors" working out of Los Angeles sending salespeople cross-town to The Century Plaza Hotel to screen product, "inflicted little damage" to their budgets but the potential costs of flying some eight salespeople into San Francisco and putting them up in hotels could approach \$30,000.

Dick Askin, president of Samuel Goldwyn Television, concurred, saying that the move is "a financial and logistical burden" that may turn current distributors into "just registrants" for next year's convention. "NATPE is logistically even more of a nightmare, but it is more effective as an exhibitor's convention."

-MF

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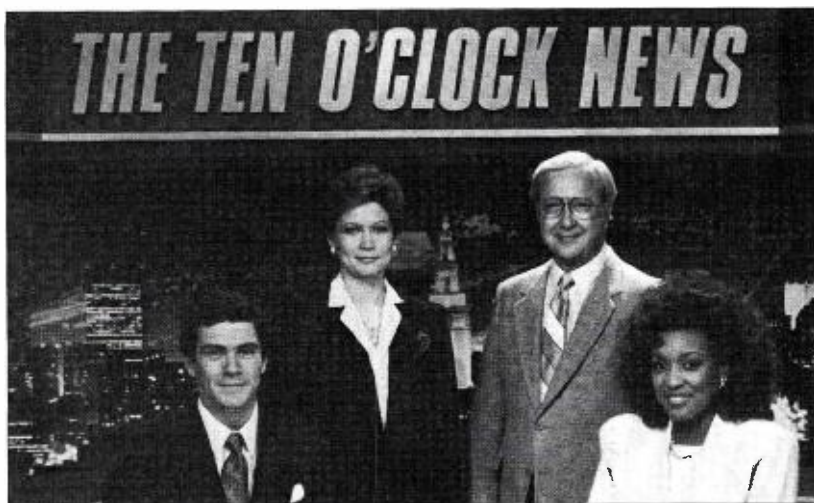
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INDEPENDENTS RAISE NEWS PROFILES



WUAB(TV) Cleveland's News Team

While the number of locally produced independent newscasts has traditionally shown slow growth, the past year saw a number of start-ups across the country. And independent stations are expected to show an even more dramatic increase in local news offerings in 1991, as Fox Broadcasting prepares to launch its long-anticipated affiliate news service.

There are roughly 55 independent stations with locally produced newscasts, with most of those in the top 20 markets, according to David Smith, manager, TV consultation, Frank N. Magid Associates, Inc.

Smith said independent newscasts in major markets are increasingly attracting younger viewers, who stay with the news following strong movie and sports lead-ins. Many of those same viewers, he added, stay with the station past the news for such late-night fare as *The Arsenio Hall Show*.

At WUAB(TV) Cleveland, for example, ratings have been building for the station's 10 p.m. nightly newscast since its January 1988 launch. WUAB's Monday-Friday newscast averaged a 6.6/10 Arbitron rating in the November sweeps, with an average 7.6/11 for its prime time movie lead-in. During the spring, the station's newscast has benefited from Indians baseball.

"So many of the independents have good sports or a good movie," said Smith, "and that younger audience never has an opportunity to get back to the affiliates in the market. It's a top 10 or top 20 market phenomenon right now, but I think it's a trend."

Independent newscasts generally ap-

pear to be showing ratings growth. In a Seltel study tracking 18 established local independent newscasts, the rep firm found that all of the newscasts showed increased Arbitron household shares over a period stretching from 1982 to 1989. Those newscasts appeared to fare better than other product on those stations, with sign-on to sign-off averages generally showing share losses over the same period.

Independents currently without newscasts should consider launching programs despite a difficult economy, said Magid's Smith. "It's difficult for managers to see, given current circumstances," he said, "but now is the time to invest in the future. They won't have to worry about DBS and cable. They'll have a niche, and that niche will be news."

Among recent launches, a 10 p.m. newscast introduced last September at KUSI-TV San Diego had start-up costs of about \$2.5 million, according to Michael McKinnon, president, general manager and film buyer. He labeled the newscast as a long-term investment.

"Some stations are kind of scared to launch right now because of the economy, but in the long run, this will add to the bottom line," said McKinnon. "I spend \$3 million on programs all the time, but this is different because it is a franchise that you build."

The KUSI newscast has been meeting station expectations, said McKinnon, averaging a 2 Nielsen rating and a "high 1" Arbitron rating. He said the station plans to expand its efforts should those ratings double.

Far lesser start-up costs for a locally

produced newscast have been seen at Fox affiliate KPTM(TV) Omaha, which in June launched a Monday-Friday 9 p.m. newscast for about \$100,000. Staffing for the newscast basically includes one full-time anchor-reporter, one full-time general assignment reporter, one full-time sports reporter and two part-time meteorologists.

KPTM's fledgling newscast averaged a 3.5/5 Arbitron rating during the November sweeps, where the news followed three nights of prime time movies and the Fox Thursday-Friday schedule. Another Fox affiliate, WDRB Louisville, Ky., averaged a 6.10 Arbitron rating on weeknights during the November sweeps, eight months after launching the Monday-Sunday 10 p.m. newscast.

Several other Fox-programed stations are scheduled to launch newscasts in 1991 in anticipation of the programmer's proposed news service, including targeted spring debuts for WBFF(TV) Baltimore and Fox O&O's KSTU(TV) Salt Lake City and KDAF(TV) Dallas. Only about 20 of Fox Broadcasting's more than 139 mostly UHF affiliates currently have newscasts.

While Fox gets its service in order, CNN Newsource is aggressively marketing its "video newswire" of national and international material for use on local independent newscasts. The service, which supplies 80% of the video and script material needed for a half-hour newscast, currently services more than 170 TV newsrooms nationally.

Fox's push is a major reason why more and more independent stations are joining the local news fray, said John Von Soosten, vice president, director of programming, Katz Television. But independents are also getting more involved because they are maturing financially and programming-wise, he said.

On the advertising side, Von Soosten said news programming is usually very saleable because it offers a positive identification. A dominant newscast tends to give an independent overall dominance over others in a market, he said, while at the same time bringing a positive identity to the station.

"An independent is just another film projector unless it has a local identity," said Von Soosten.

"The trend is clearly in favor of doing more news," said Al Devaney, general manager, WPWR-TV Chicago. The station has just added a new half-hour weekly public affairs show to its schedule, which Devaney said he hopes eventually to expand to several nights each week. "It is clear that news and public affairs programming is tied to profits at a station," he said.

IN TOUGH MARKET, IT'S 'NO CASH AND CARRY'

Increasingly, syndicators are offering straight barter deals to woo stations

At a time when advertising demand is soft, many syndicators are being forced to finance new first-run programs solely from the barter revenue those distributors believe the shows will generate.

The same factors that crippled this season's new crop of barter or cash-barter adult strips will likely exist next season. With so much successful existing programming, distributors had, and will continue to have, a hard time placing their new shows in uniform time periods across the country. For every station putting *Quiz Kids Challenge* in access or fringe this season, two others put it in late night or early morning.

And now, stations are telling distributors that they will have to take on greater risk, that is, forego cash license fees, if they want to launch new shows. Stations, caught in the soft ad crunch, are short on cash.

"The barter business is a victim of its own success," said Rich Goldfarb, senior vice president, Turner Program Syndication. "The new adult first-run shows failed. But the reality is the people who know this business should have known the possibility of great ratings was nil. The fact is, a lot of stuff is working and there are a finite number of time periods."

Overall, the barter syndication market does not appear to be as hard hit as other sectors, such as the three-network marketplace, where the outlook for 1991 is between 4% and 5% growth, about the same as 1990. Both McCann-Erickson, the ad agency, and the Advertiser Syndication Television Association, estimate that barter advertising was up 25% in 1990 to \$1.2 billion.

In 1991, ASTA has predicted another 17% in growth, to \$1.4 billion. But much of the growth, for both years, is attributable to the booming children's market. In the 1990 upfront market, syndication dollars were roughly equal to network. Estimates put both at between \$165 million and \$180 million.

However, some agency executives believe ASTA's 17% growth prediction for 1991 is too rosy. "Good luck," was the response from Julie Friedlander, senior vice president and director of national broadcast negotiations, Ogilvy & Mather. But she did say that the barter market has and will continue to benefit from developments on the network side of the business.

"Overall I think the barter market may be a little better off," said Friedlander. "There has been some transfer [of budgets] from network to barter with [the upfront guarantee] adjustments earlier this year." Friedlander also said there may be some opportunity for new daytime barter strips, with word from NBC that it is giving back an additional hour of daytime (BROADCASTING, Dec. 24).

The barter market should remain stable, said Friedlander, if the industry is "realistic" in its pricing. "The network marketplace is offering little to no increases in most dayparts and the possibility of some decreases. If [barter] wants to maintain they'll have to offer very attractive rates."

Indeed, the adult first-run market is uncertain enough that ASTA executive director Tim Duncan is not sure that his \$1.4 billion projection will hold for the

"The barter business is a victim of its own success...A lot of stuff is working and there are a finite number of time periods"

— Rich Goldfarb, Turner Program Syndication

coming year. "We have not yet lowered our projection," he said. "Most of the advertisers have picked up their options for the first quarter. In a soft market we are going to be affected like everyone else."

But, said Duncan, "I think we are insulated in several areas. The children's market is still very strong, and proportionately, our rates continue to lag behind our audience delivery." Also, "if the networks don't start treating their affiliates better, you'll see more preemptions of network programs. Syndication stands ready to fill the breach."

Most of next season's proposed new crop of talk and magazine shows are being offered on a straight barter basis, including Orion's *Chuck Woolery Show*, Warner Bros.' *Jenny Jones* and Viacom's *Realities with David Hartman*.

Viacom had originally proposed the Hartman program as a cash-plus-barter show for early fringe to compete with

the likes of *Oprah Winfrey*, *Donahue* and others, including the new *Maury Povich Show*.

"It was an easy decision to change the marketing plan," said Michael Gerber, president of Viacom's first-run division. "In early fringe you have to go on a cash-plus basis. But when we saw how crowded it was there, and given the present state of the broadcast station environment, we felt we'd increase our chances of getting the show launched by repositioning it in daytime and all barter."

The strategy behind the all-barter projects for next season is simply to get launched and hopefully survive what most expect will be a very tough year for new shows.

Although it's a little early in the game for such projections, Gerber believes if *Realities* launches and can sustain an average 3 household rating, the show could break even the first year. But even if the show were to lose money the first year, it's a risk Gerber said he is willing to take. "Running a deficit the first year on a show you believe in I look at as a building block and well worth the investment."

Warner Bros. Domestic Television Distribution has a similar view of the market, and is offering *Jenny Jones* for straight barter (7 minutes local, 7 national). "There is more upside for us doing it on a cash basis," said Scott Carlin, Warner Bros. senior vice president, first-run programming. "But a survey of the market told us the amount of cash stations had to put up was pretty insubstantial."

But, like Viacom, Warner is betting it has the right personality and format to attract viewers. "We're at the mercy of the ratings and Madison Avenue," said Carlin. "But we think we can get close to where we need to."

Orion Television, which went into the marketplace with the all-barter *Chuck Woolery Show*, recently sweetened the terms, so that stations will get 8 minutes of time to sell locally, while Orion will have 5 minutes to sell nationally.

At deadline, the program was cleared in 50% of the country. "We think we'll get 75%," said Bob King, president of domestic television distribution for Orion. "We think we'll do a 2.4 rating or a 2.5. If we achieve that we'll do fine. Whether you make a huge profit is another matter, but you won't lose money."

-SM

SYNDICATORS, STATIONS PONDER CHILDREN'S BILL LIMITS

Some see possible depressing effect on one of few strong program categories

Since the passage of the Children's Television Act of 1990 just over two months ago (BROADCASTING, Oct. 22), syndicators and station executives have been cautiously optimistic that the bill's advertising limits will not drastically alter their bottom-line advertising revenues.

(In the FCC's notice of proposed rulemaking, which it released at the end of November, the commission is seeking comments [by Jan. 30, 1991] and replies [Feb. 20, 1991] on just how the government agency is going to police stations and syndicators on new advertising limits that will likely take effect in fall 1991.)

However, some dissenting voices—particularly those from producers of animated programming—expressed concern that the newly imposed advertising limits could have a long-term effect on “laboratory” half-hour weekly animated programs introduced by independent program suppliers in hopes of logging enough episodes for eventual stripping.

The issue of ad limitations is an especially sensitive one to producers and broadcasters, one of whose only tastes of good fortune over the last three seasons has been the consistent growth in ratings for shows targeted to children ages 2-11. In fact, it's the only market segment in syndication exhibiting consistent growth. Advertiser-Supported Television Association (ASTA) estimates that syndicators will gross a record \$165 million in national upfront barter advertising revenues, 25% higher than its 1989-90 upfront market figures. ASTA also acknowledged reports that the 1990-91 figure—when fully tallied—could reach \$180 million.

Under the new law, “commercial matter” in children's programming is limited to 10½ minutes per hour on weekends and 12 minutes per hour on weekdays. According to sources surveyed by BROADCASTING, almost all weekday half-hour children's programming is “cut” for six minutes of advertising time (or 24 minutes of program content) and will be largely unaffected by the new hourly ad limitations, while weekend children's programs will lose up to 1½ minutes of commercial time.

Peter Keefe, president of Zodiac Entertainment, which produces and distributes the children's programs *Mr. Widget* and the upcoming *Mr. Bogus*, believes the bill was misguided. “I believe stations should have the right to set their

own commercial time,” Keefe said. “I am a big believer in the First Amendment, and would have preferred to see no legislation at all directing commercial and program content. I think it would have been more to everyone's, especially children's benefit, if Congress would have passed tax credits or incentives to improve the amount of educational programming.”

Instead, Keefe and Claster Television President John Claster, whose independent *Bucky O'Hare and the Toad Wars* will be introduced into weekly syndication next fall, feels that the loss of up to one minute of national barter time could slow or altogether threaten the survivability of what Claster calls the “weekly launching pad.”

“Will the weekly mill keep going in light of the reduced barter fees?” Claster questioned. “Stations have continued to look for new and creatively fresh product, but the whole thing depends on the demand for available advertising inventory. If the market is strong, the unit prices could go up and make up for the loss of inventory. However, if the economy continues to weaken as it has, there could be a scarce number of new program offerings.”

If the producer and syndicator are going to stay in the game, John Walden, senior vice president, marketing and sales, Turner Program Services (TPS), estimates the cost of national spots would have to go up 10% by the time sales are mounted for the fourth quarter upfront ad market. TPS currently is offering the weekly *Captain Planet and the Planeteers*, an environmentally-driven and educational half-hour, but Walden acknowledged that “profitability is a reach,” at least until enough episodes are in the can for daily stripping. “We're creating a franchise over the long-term, but it would help if market conditions, as proposed by the FCC, were more amenable to helping producers launch product on the weekends.”

A typical half-hour animated program, by Walden's estimates, costs \$350,000 per episode to produce while a lower quality Korean-produced program could be budgeted at \$250,000. Zodiac's Keefe, who directed the successful launch of *Mr. Widget* as a weekly this season, said it helps that his parent company, Central Television of London, has been financing some of *Widget's* production, making the decision to strip the half-hour for 1991-92 an “economically

feasible” proposition. “What Peggy Charren (president of Action for Children's Television) has done is to create a Doppler boomerang effect on the smaller syndicators who can't afford to lose 30 seconds of national barter for the weekend, while the bigger mega-financed toy-driven animators can afford to absorb such a loss,” Keefe charged.

Charren dismissed that scenario, saying that syndicators “whine and rant at every opportunity.” She said the “most important” provisions of the bill are directed to empower the FCC to “determine if the local programmer is meeting the needs of children with a balance of educational and entertainment programming.”

However, Keefe suggested that smaller producers or stations may find ways to skirt what, so far, is vague language regarding enforcement of the hourly advertising limits. He asked if the 10½ limit applies to a show that is “an island” within a block of adult programming, or if stations will be able to obtain an older half-hour children's program on a cash license and then “stack” one or two minutes extra in the first-run kids program following it.

In the FCC rulemaking, it is suggested in a footnote the FCC could “count” commercial minutes by program segment (half-hour), and Regina Harrison, a senior attorney with the FCC, acknowledged that it's “an issue open for comment.” Harrison implied if the “commercial limits” of a proposed “count” of commercial time by the half-hour segment were implemented, it would close the doubts about stations placing kids' programming next to adult programming or older cash license cartoons.

Kevin O'Brien, vice president and general manager of KTVU(TV) San Francisco, a Fox affiliate that programs the Fox Children's Network programming six days a week in addition to syndicated kids programming, says he feels that independent and affiliate stations will follow the “letter of law.” He added that syndicators “cut” the half-hour programs so a set number of minutes of commercials (six minutes and sometimes 6½) can be inserted, making any attempt to “stack” commercials futile. Even ACT's Charren said that “if stations were to stack eight minutes of commercials together, it would be a disaster because of the diminished value of the spots to advertisers.”

-MF

THE WHO, WHAT, WHEN AND WHERE AT INTV

Wednesday, Jan. 2

Noon-9 p.m. Registration opens. California lounge; 3 p.m.-7 p.m., board of directors meeting, Cypress room.

Thursday, Jan. 3

7:30 a.m.-6 p.m. Registration.

7:30 a.m.-8:45 a.m. Public policy power breakfast club: Santa Monica room. Featuring: senior FCC, congressional and Bush administration staff. *Moderator:* Shaun Sheehan, vice president/Washington Tribune Broadcasting Co.

9 a.m.-10:15 a.m. Opening session; Los Angeles room. *Welcome:* John A. Serrao vice president and general manager, WATL-TV Atlanta, 1991 convention chairman. *Chairman's report:* Randall E. Smith, executive vice president and general manager WPHL-TV Philadelphia, chairman, INTV board of directors. *President's report:* James B. Hedlund, president, INTV.

"Independent station values and financial performance in the 90's." *Speaker:* Thomas J. Buono, president, Broadcast Investment Analysts Inc., and Frazier, Gross & Kadlec. *Keynote address:* The Rev. Jesse L. Jackson.

10:15 a.m. Break.

10:30 a.m.-noon. "Programing the 90's: Feast or Famine?" Beverly Hills room. *Moderators:* Rick Feldman, vice president, station manager, KCOP-TV Los Angeles; Raymond Schonbak, executive vice president/broadcasting, Kaplan Communications Inc. *Panelists:* Mel Harris, president, Paramount Television Group; Leonard Hill, owner, chief executive officer, Leonard Hill Films; Michael King, president, CEO, King World Productions Inc.; Al Rush, chairman, MCA TV Group; Brandon Tartikoff, chairman, NBC Entertainment Group.

12:15 p.m.-2 p.m. *Keynote luncheon:* "FutureScope: Success Strategies for the 1990's and Beyond," Los Angeles room (underwritten by Paramount Domestic TV). *Speaker:* Joe Cappel, publisher, *Advertising Age*, columnist, *Crains Chicago Business* and corporate vice president and group publisher.

2 p.m.-6 p.m. Program screening suites open (5th and 6th floors).

10 p.m.-1 a.m. Worldvision's party. 20/20 (in ABC Entertainment Center, concourse level). Board of directors' dinner (underwritten by MCA TV), by invitation only.

Friday, Jan. 4

7:30 a.m.-6 p.m. Registration. Concurrent sessions.

7 a.m.-9 a.m. Sales managers breakfast and "ideo tables," Beverly Hills

room. *Presiding:* Lana King, vice president/marketing INTV.

7:30 a.m.-9 a.m. General managers' breakfast. Century room. *Featuring:* Peter M. Fannon, executive director, Advanced Television Test Center; James Joyella, president, Television Bureau of Advertising.

Program directors' breakfast. Santa Monica room. *Host:* Charlie Rose, *Producer:* Farrell Meisel, vice president/programming WWOR-TV New York.

9 a.m.-9:15 a.m. Break.

9:15 a.m.-10:30 a.m. "Robo-Rep—successful sales strategies for the 90's." Los Angeles room. *Moderator:* Ronald C. Inman, vice president/marketing, Act III Broadcasting. *Participants:* John B. Friend, general sales manager, WUTV Buffalo; Joseph Koff, general manager WNUV-TV Baltimore; James Murtaugh, vice president/marketing, Seltel; Tom Parkinson, general sales manager, WDKY-TV Lexington, Ky.

10:30 a.m.-10:45 a.m. Break.

10:45 a.m.-noon "Indie" promotion awards. Los Angeles room. *Emcee:* Comedian and impersonator Fred Travalena. *Producers:* Steven A. Bell, senior vice president, general manager, KTLA Los Angeles; Tom Kounelis, director of promotion, WATL-TV Atlanta; John A. Serrao, vice president, general manager WATL-TV Atlanta.

Noon-6 p.m. Program screening suites open (5th and 6th floors).

6:30 p.m.-9 p.m. *The Blueprint Blast.* Los Angeles room. *Sponsored by:* Buena Vista Television, Connell Distribution, Claster Television Inc., Group W Productions, King World Productions, LBS Communications Inc., Media Incentive Marketing, Sachs, Finley & Co., Select Media Communications, Twentieth Television, Viacom International Inc., Worldvision Enterprises Inc.

Saturday, Jan. 5

7:30 a.m.-9 a.m. Breakfast with FCC commissioners. Santa Monica room. FCC Commissioners James H. Quello, Sherrie P. Marshall, Andrew C. Barrett, Ervin S. Duggan. *Panelists:* Ron Alridge, vice president, editor and publisher, *Electronic Media*; Steve Brennan, TV writer, *Hollywood Reporter*, Dawson (Tack) B. Nail, executive editor, *Communications Daily and Television Digest*; Donald V. West, senior vice president, editor, BROADCASTING.

9:15 a.m.-10:30 a.m. "If you are programing for kids, are you really independent?" Beverly Hills room. *Moderator:* Michael Eigner, executive vice president, general manager, WPIX Inc., New York. *Panelists:* John Claster, president, Claster Television Inc.; Michael Finkelstein, CEO, Renaissance Communications Corp.; Robert Jacquemin, president, Buena Vista Television; Harry Pappas, president, CEO, Pappas Telecasting; Richard T. Robertson, president, Warner Bros. Domestic Television; Jerry Sachs, president, Sachs, Finley & Co.

IN THE SCREENING ROOMS

All rooms are on 5th and 6th floors of Century Plaza Hotel, Los Angeles.

*New for 1991

Company **Booth**
Buena Vista Television **655-659**
Animation 2D-4, 500 So. Buena Vista St.
Burbank, Calif. 91521

Staff: Carole Black; Joanne Burns; Tom Cerio; Jim Engleman; Helen Faust; Rich Frank; Sabrina Ironside; Bob Jacquemin; Rick Jacobson; Howard Levy; Mort Marcus; Mike Mellon; Randy Reiss; Sal Sardo; Julia Van Hees; Mark Zoradi. **Programs:** *Dark Wing Duck.

Cannell Distribution Co. **519,521**
1925 Century Park East, #2140. Los Angeles
90067

Staff: Patrick Kenney; Maury Lanken; Ed Youngmark; Chuck Velona; Patti Mark. **Programs:** *Off-network series:* 21 Jump Street; *Carol Burnett & Friends; Greatest American Hero; Tenspeed and Brownshoe. *First-run series:* 21 Jump Street.

Claster Television Inc. **656-660**
9630 Deereco Rd., Timonium, Md. 21093

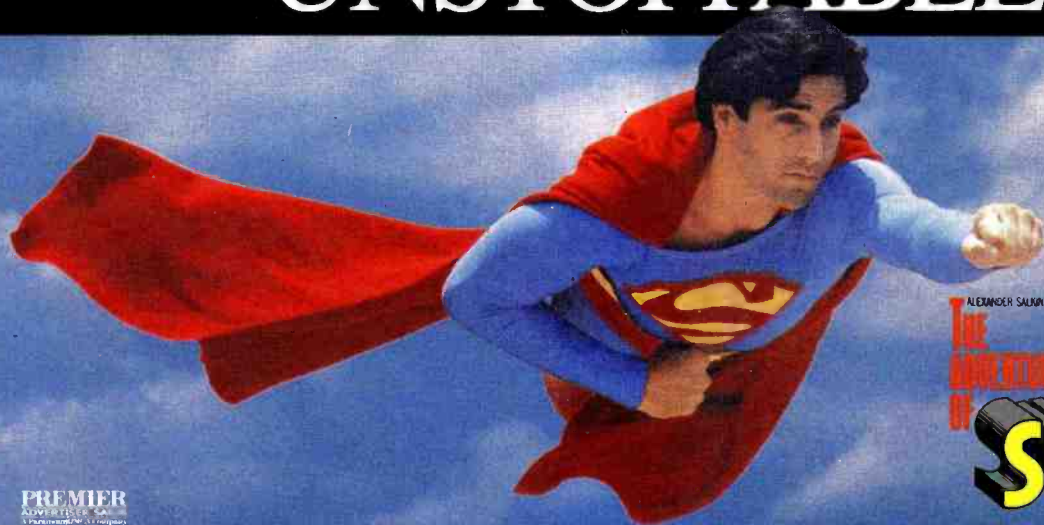
Staff: John Claster; Sally Claster; Janice Carter; Terri Akman; Peggy Powell; Ann Vickers; Dana Feldman. **Programs:** *Animated:* Bucky O'Hare and the Toad Wars; James Bond Jr.; Jim Henson's Muppet Babies; G.I. Joe. *Children:* Romper Room.

Columbia Pictures Television **601-607**

3400 Riverside Dr., Burbank, Calif. 91505

Staff: Barry Thurston; Ed Wilson; Robert Cook; David Mumford; Terry Mackin; Leslie Tobin; Joe Kissack; John Weiser; Alan Daniels. **Programs:** *Off-network comedy series:* All in the Family; Archie Bunker's Place; Barney Miller; Benson; Carson's Comedy Classics; Carter Country; Diff'rent Strokes; The Facts of Life; Fish; Good Times; The Jeffersons; *Married...with Children; Maude; My Two Dads; One Day at a Time; Punky Brewster; Sanford & Sons; Silver Spoons; Soap; That's My Mamma; The Three Stooges; 227; Who's the Boss? *Off-network drama series:* Charlie's Angels; Fantasy Island; Hart to Hart; Hunter; Police Story; Police Woman; S.W.A.T.; Starsky and

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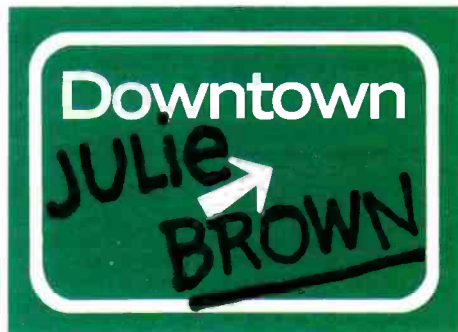
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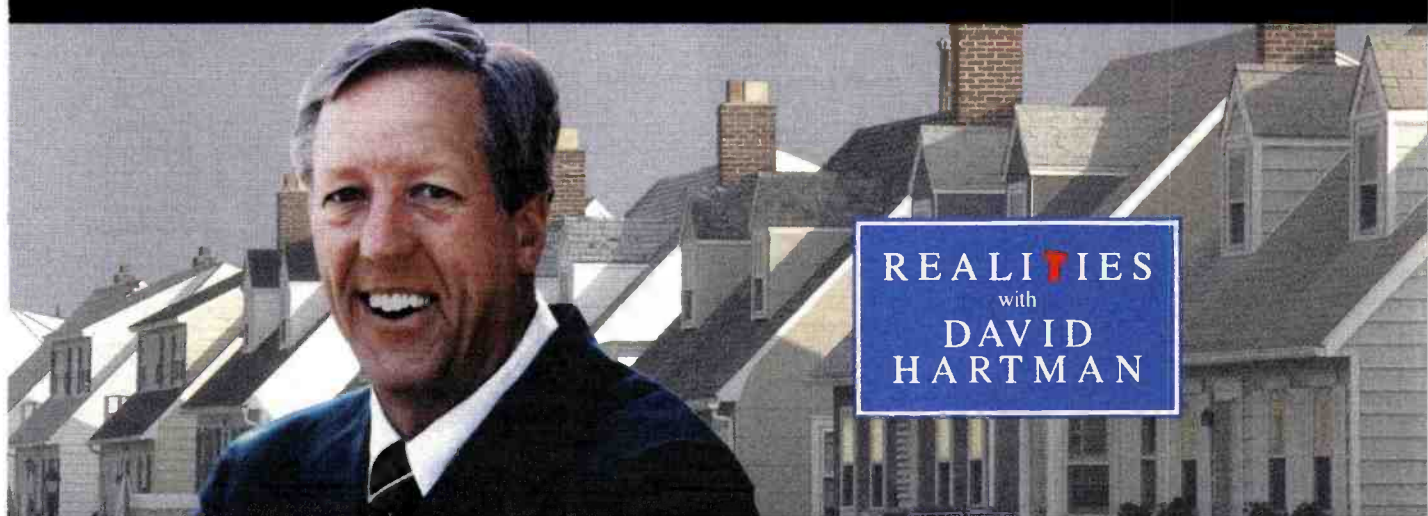
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Hutch; T.J. Hooker. *Features, packages:* Columbia Night at the Movies; Tri-Star Showcase; Columbia Gems I; Columbia Showcase I; Entertainer of the Year; Embassy II, III; TV 1, TV 20; Volume IV, V, VI; Pegasus I, II.

Direct Response Marketing 517
17609 Ventura Blvd., LL-06, Encino, Calif. 91316

Staff: Elaine Roth; Regina Moore; Lucy Goodenow; Charon Jackson. **Services:** Aid in maximizing stations' profits on unsold inventory.

Donald D. Lewis Advertising Inc. 516
405 Riverside Dr., Burbank, Calif. 91505

Staff: Gene Williams; Leeann Johnson. **Programs:** "Paycheck Hawaiian Style; Personal Money Machine; How to Get a 2nd Paycheck; "How to Train Your Dog in 10 Minutes a Day; Super Memory; "How to Start a Million Dollar Business; "Miracle Search; Mervé; "Freedom Now.

Genesis Entertainment 526,528
30501 Agoura Rd., #200, Agoura Hills, Calif. 91301

Staff: Gary Gannaway; Wayne Lepoff; Douglas Friedman; Steve Saltman; Steve Smooke; Richard Firth; Leslie Gershman; Marcia Boyd; Karen Vinocor; J. Philip Oldham; Barry Wallach; Stanley Sherman; Diane Galella; Mitch Turner; Jerry Weaver. **Programs:** *Specials:* Best of the National Geographic Specials; Birobidjan; Ode to Joy & Freedom: The Fall of the Berlin Wall. *Variety, music:* Classic Country Featuring Stars of the Grand Ole Opry. *First-run series:* "Grudge Match; The Byron Allen Show; The Judge; El Juez. *Off-network series:* Highway to Heaven.

International: Specials: Rain Forest Imperative; A Twentieth Century Medicine Man; Birobidjan; The Search for Herod's Harbor; Mark. *Variety, music:* Classic Country Featuring Stars of the Grand Ole Opry. *First-run series:* Grudge Match; The Judge; El Juez; The Byron Allen Show; The Great Escape.

Group W Productions 611-615
3801 Barham Blvd., #200, Los Angeles 90028

Staff: Derk Zimmerman; Richard Sheingold; Dan Cosgrove; Peter Gimber; Jeff Hoops; David Jacquemin; Barry Urick; Paul Eagleton; Kevin Kroger. **Programs:** "Scrabble; "On Scene; Teenage Mutant Ninja Turtles; Missing/Reward; Home Again with Bob Vila; Group W Newsfeed; The Entertainment Report.

ITC Entertainment 562
12711 Ventura Blvd., Studio City, Calif. 91604

Staff: Wm. Christopher Gorog; Ritch Colbert; Tony Dwyer; Brett Cervantes; Richard Easthouse; Daniel Menzel; Sam Peck; Jim Ricks Jr.; Mike Russo; Henry Urick; Paul Eagleton; Kevin Kroger; Jim Marrinan; Lynden Parry; Armando Nunez; Doralea Rosenberg; Lori Bardwill. **Programs:** *Domestic: Features:* "Movie of the Month Network; "Volume 10; Volume 9, 8. *International: Features:* "Aftermath; "The Brave Little Toaster; "Fatal Sky; "Kill Me Again; "The Last to Go; "Last Warrior; "Lethal Charm; "Rainbow Drive; "San Antonio Cops; "Stepfather II; "Toxic Effect; "UFO Cafe; "Welcome Home Roxy Carmichael; "Whispers; "Zandalee; "Zapped Again. *Mini-series:* "Night of the Fox; "People Like Us; "Touch and Die. *Series:* "Shark Island; "Time of Your Life; Captain Scarlet and the Mysterons; Cloppa Castle; Joe 90; Munch Bunch; Secret Service; Stingray; Supercar; Thunderbirds 2086.

King World Productions 522
12400 Wilshire Blvd., Los Angeles 90025

Staff: Roger King; Michael King; J. Scott Towle; Randy Hanson; Stu Stringfellow; Steve Hirsch; Christopher Pearce. **Programs:** Candid Camera; Inside Edition; Instant Recall; Wheel of Fortune; Jeopardy!; Oprah Winfrey Show; Classics; Top-

per; Little Rascals; Guns of Will Sonnett and Branded; Mr. Food.

Larry Harmon Pictures Corp. 616
7080 Hollywood Blvd., #202, Hollywood, Calif. 90028

Staff: Larry Harmon; Susan Harmon; Jerry Digney; Marc Rashba. **Programs:** Bozo Show; Bozo's Schoolhouse; Bozo Cartoons; Laurel & Hardy Cartoons.

LBS Communications Inc. 529-534
TV Horizons (ad sales rep)
875 Third Ave., 9th floor, New York 10022

Staff: Henry Siegel; John Storrer; Paul Siegel; Jon Nottingham; Michael Weiden; Tony Intelisano; Rand Stoll; Steven Leblang; Louise Perillo; Joanne DeRocco; Bill Smith; Alan Winters; Lou Israel; Carl Dietze; Vincent Turco. **Programs:** *First-run series:* Family Feud; Memories—Then and Now; Baywatch; Club America; Pet Pals; TravelAmerica. *Children:* Spumoni; Police Academy: The Series; The Real Ghostbusters; The New Adventures of He-Man; Heathcliff; Mask; Inspector Gadget; Dragon Warrior. *Specials:* The Elvis Files; Mark Spitz: Return to Munich; 10th Annual Country Showdown; Test Series; Medal of Honor: True Stories of America's Greatest War Heroes. *Features, packages:* LBS World Premiere Movies; It Nearly Wasn't Christmas; It Came Upon the Midnight Clear; Hope Diamonds. *Off-network series:* Peter Gunn (colorized); What's Happening!; Crazy Like a Fox; LBS Classics.

Marketing Resources Plus/BMP/SNAP 548
1451 California Ave., Palo Alto, Calif. 94304

Staff: SNAP: Dale Smith; Rob Smith; Peter Chislett; John Willey; BMP: Brian Brady Roger Cooper; Chuck Bolkcom; Rollin Wood; Peter Wickwire. **Products:** BMP sales research, avails, proposals; CaliberPlus; Snaptrac, Snapline.

MCA TV 622-628
100 Universal City Plaza, Universal City, Calif. 91608

Staff: Al Rush; Shelly Schwab; James Kraus; Mort Slakoff; Steve Rosenberg; Arthur Hasson; Paul Hoffman; Tom Maples; Bill Trotter; Mark Forgea; Tony Fasola; Ken Arber; Sara Rutenberg; Bobbi Fisher. **Programs:** "Up Late with Ron Reagan; "Roggin's Heroes; "Hollywood Premiere Network: She Wolf of London, They Came from Outer Space, Shades of L.A.; "Harry and the Hendersons; Amen; Out of This World; The New Lassie; Charles in Charge; The Munsters Today; The New Adam 12; The New Dragnet; My Secret Identity; My Talk Show: What a Dummy.

New World Television 547
115 East 57th St., 11th floor, New York 10022

Staff: John Feltheimer; Bob Peters; Tony Brown; Sandy Lang; Dorothy Hamilton; John Hess. **Programs:** "The Three Musketeers; "New World Premiere Movies; New World One-Four; New World Presents; Pretty Smart; Kid Pix Six-Pak; TV Gold; LCA Classics; Sledge Hammer; Life of Riley.

Northern Lights Communications Inc. 506
601 Lakeshore Parkway, #1275,
Minnetonka, Minn. 553423

Staff: Rick Fons; Jason Gould; Dennis Whitt; Jan Baaden Gee. **Programs:** People's Pick; People's Dialogue; Classic TV Trivia; Greatest Moments in American Sports History Trivia; Christian Growth Program.

Pandora International Entertainment Group Inc. 617
1010 Washington Blvd., Stamford, Conn. 06901

Staff: Tim Newman; Ray Yinger. **Programs:** Hot Tickets feature films.

Quantum Marketing International 631
550 Pinetown Rd., #300, Fort Washington, Pa.

19034

Staff: Kevin Harrington; Tim Harrington; Carl Dai-keler; Earl Greenber. **Programs:** Daily Mixer; Mega Memory Program; Chinese Wok; Solid Gold Rock and Roll; Don Kirschner's Music of the 60's; "Jet Stream Oven; "Food Dehydrator.

Republic Pictures 621
12636 Beatrice St.,
Los Angeles 90066-0930

Staff: Chuck Larsen. **Programs:** All Nite Movie; Beauty and the Beast; Color Movies III.

Sachs, Finley & Co. 508, 510
12301 Wilshire Blvd., #611, Los Angeles 90025

Staff: Shelly Hirsch; Jerry Sachs; Suzie Sachs. **Programs:** *Animation:* Toxic Crusader; Beany and Cecil; Little Dracula. *Live action:* The Littlest Hobo; Disaster Watch; Ultra Man. *Special:* Marilyn.

Select Media Communications 638
885 Third Ave., #1220, New York 10022

Staff: Mitch Gulkowski; Claire Scully; Marc Juris; Carol Blank; Linda Yaccarmo; Michael Haigney; Paul Fiore; Pam Politano; Heidi Torpey; Joe Sanguillo. **Programs:** *Inserts:* Today in Music History; Whodunnit?; Intermision; Quick Schtick; Breathing Moments; Healthbreak; Ask Professor Nutrition; Seaside; My Favorite Book; The Real Scoop; "The Inside Scoop; "Behind the Wheel; Music Quiz; "Earth News; "How Sweet It Is. *Magazine, talk:* "The Soap Show; Insport. *Specials:* The Horror Hall of Fame.

Synchronal Media 623
1515 Broadway, 50th floor, New York 10036

Staff: Gerald Baldwin; E. Lawrence Dawley. **Programs:** "Incredible Breakthroughs—Sisan Steam Iron; "Neutra-Plak; "Incredible Breakthroughs—The Punch Connection; Straight Talk—Free Your Body from Cellulite; Magic White; Super Snacker; International Cuisine—Wally's Wok; Play the Piano Overnight.

Television Program Enterprises 523
875 Third Ave., New York 10022

Staff: Al Masini; Philbin Flanagan; Mary Jane Hastings; Noreen Donovan; Harvey Gamm; Richard Goldman. **Programs:** *First run series:* Preview: First Look at the New; Preview: The Next Seven Days; Lifestyles of the Rich and Famous; Run-away with the Rich and Famous; Star Search; Entertainment Tonight. The Byron Allen Show; Video Power; Video Challenge; Amazing Love Stories. *Off-network:* Fame, Fortune & Romance. *Animated:* Widget. *Specials:* International Star Search 1991; The Rich and Famous 1991 World's Best; United States Air Show; Supermodel of the World 1991; The Magic of Music; International Auto Show; SFM Holiday Network. *Mini-series:* Operation Prime Time; Blood Feud; Emma: Queen of the South Seas; Ford: The Man and the Machine; Hold the Dream; Jenny's War; Hoover vs. the Kennedys; The Second Civil War; The Key to Rebecca; Sadat. *Specials:* Strong Medicine; A Woman of Substance.

Tribune Entertainment Co. 602,603
435 No. Michigan Ave., Chicago 60611

Staff: Sheldon Cooper; Don Hacker; David Sifford; Jim Corboy; Bob Cambridge; Ron Johnson. **Programs:** "Now It Can Be Told. *Series:* Soul Train; Monsters; Tales from the Darkside; U.S. Farm Report; Charles in Charge. *Magazine, talk:* Gerald; The Joan Rivers Show. *Movies, mini-series:* A Child Called Jesus; Columbia Night at the Movies; Pegasus II; Tribune Premiere Network: Voyage of Terror: The Achilles Lauro Affair, Night of the Fox, "Vendetta, "To Catch a Thief. *Specials:* Hollywood Christmas Parade. *Variety, music, comedy:* Soul Train Music Awards; The Stellar Awards; A Gospel Music Tribute to Dr. King.

Sports: Chicago Cubs Television Network. **Animated:** G.I. Joe. **Game show:** *Puzzle Game.

Turner Program Services 630,632
One CNN Center, P.O. Box 105366, Atlanta 30348-5366

Staff: Jack Petrik; Henry Gillespie; W. Russell Barry; John Walden; David Skillman; Robert Schuessler; Ken Christensen; Bob Rierson; Terez Kiely; Cliff Matis; Bob Morris; Paul Williams; Dennis Juravic; Steve Orr; Carol Bomberger; Karen Louque-Sands; Fred Burrows; George Case. **Programs:** *Features, packages:* Turner Pictures I—Legends; Color Classic Network Four, Five; Best of Color Classics, Two; Premiere One, Two, Three, Four; Turner Entertainment; Theatre 15; Extra-Extra; 10 More Extra-Extra; 13 Tailor Mades; MGM Pre-48 Library; RKO Film Library; Warner Bros. Library. *Off-network:* The Wonder Years; Gilligan's Island; Medical Center; CHiPs; The Courtship of Eddie's Father; The Man from U.N.C.L.E.; The Girl from U.N.C.L.E.; Please Don't Eat the Daisies; Daktari. *First-run:* Captain Planet & the Planeteers; NWA Wrestling; CNN News Service; National Geographic "On Assignment"; Couteau's Rediscovery of the World. *Cartoons:* Captain Planet & the Planeteers; Tom & Jerry and Friends; Popeye; Warner Bros. Cartoon Library; MGM Cartoon Library.

Twentieth Century Fox Television 501-509
10201 West Pico Blvd., Los Angeles 90035

Staff: Barry Diller; Jonathan Doigen; Michael Lambert; Leonard Grossi; Fred Bierman; Benson Begun; Robert Fleming; Patricia Jennings; George Gubert; J. Mathy Wasserman; Kenneth Richards; Stephen Friedman; David Grant; David Witus; Anthony Bauer; Matthew Jacobson; Timothy Mudd; Daniel Greenblatt; Joseph Mirabella; Edward Seslowsky; Barbara Van Buskirk; Paul Franklin; Jeff Stern; Michael Newson; David Ozer; John Campagnolo; David Campbell; James Griffiths; Douglas Lee; Lucy Hood; Sam Weinstein; William Saunders; Tom Warne; Paul Herbert; Elie Wahba; Maurice Aghion; Gerard Grant; Randall Broman; Gustavo Montaudon; Malcolm Vaughan; Stephen Cornish; David Jackson. **Programs:** *First run:* A Current Affair; A Current Affair Extra; Personalities; Pump It Up!; Kick It! *Off-network:* Mr. Belvedere; Small Wonder. *Catalogue series:* Animal Express; Audubon Wildlife Theater; Batman; Daniel Boone; Dobie Gillis; Fall Guy; Green Hornet; Land of the Giants; Lost in Space; M*A*S*H; That's Hollywood; Trapper John; Vega\$; 9 to 5. *Movie packages:* Big 36; Carry On; Century 5-12; Century 13, 14, 15; Charlie Chan; Fox IV, V, VI, VII; Fox Mystery Theatre; Golden Century; Laurel and Hardy; Mark I, II, III; MPC-20; Planet of the Apes; Premiere Two, Three, Plus; Special 41; Super 41, 65; Time Tunnel.

Specials: Anatomy of a Crime; Assassins Among Us; Blind Alley; The Cancer Confrontation; Charles Dickens Classics; Divorce, Kids in the Middle; Fox Movietone News; Future shock; Goldonov; Hollywood: The Gift of Laughter; Inside Russia; Jane Goodall and the World of Animal Behavior; The Making of M*A*S*H; The President's Command Performance; Sex, Teen-age Style; Summer Solstice; Time of Man; The Undersea World of Jacques Cousteau; War to End All Wars. *Mini-series:* The Far Pavilions; Fox Mini-series I; Flying Doctors; Jamaica Inn; Mussolini & I; Roughnecks; Sara Dane; Springfield's Daughter; Wild Times. *Children's:* Crusader Rabbit; Doctor Doolittle; Fantastic Voyage; The Hardy Boys; Journey to the Center of the Earth; Return to the Planet of the Apes.

Other: The Ann Sothern Show; Bracken's World; Broken Arrow; Circus; Expedition Danger; The Ghost & Mrs. Muir; Incredible World of Adventure; Judd for the Defense; Julia; Lancer; Miller's Court; The Monroes; Movin' On; Nanny and the Profes-

sor; Peyton Place; Room 222; The Untamed World.

International: A Current Affair; Alien Nature; America's Most Wanted; Anything But Love; Attack of the Killer Tomatoes; Babes; Bobby's World; Cop Rock; COPS; Doogie Howser, M.D.; Dynasty; Fall Guy; Fantasy Island; Fox's Peter Pan & the Pirates; Good Grief; Hooperman; In Living Color; L.A. Law; M*A*S*H; Mr. Belvedere; Nine to Five; Piggsburg Pigs; Sister Kate; Small Wonder; The Kennedys of Massachusetts; The Simpsons; Those Were the Days (Movietone News); Totally Hidden Video; Tracey Ullman; Trapper John; True Colors; Working It Out; Zazoo U; Voyage to the Bottom of the Sea.

Unidyne Target Marketing 629
2250 Columbia St., San Diego 92101

Staff: William P. Alfredo; Christopher Conway; Jim Johnson; Donald L. Tool. **Product:** AD-Vents Quick Cash Cards; promotions; station marketing plans.

Viacom Enterprises 537-543
1515 Broadway, New York 10036

Staff: Betsy Vorce; Michael Gerber; Dennis Gillespie; Dennis Emerson; Frank Flanagan; Elissa Lebeck; Howard Berk; Sean Deneny; Ellen Eisenberg; Douglas Knight; Scott Kolber.

Programs: *First run series:* "Realities with David Hartman; *Lightning Force; Mighty Mouse & Friends; Superboy; Super Force; Super Mario Bros. Super Show; This Morning's Business. *Off network series:* *Matlock; *Roseanne; A Different World; All in the Family; The Andy Griffith Show; The Beverly Hillbillies; The Bob Newhart Show; Cannon; Clint Eastwood in Rawhide; Rawhide; The Cosby Show; The Dick Van Dyke Show; Family Affair; Gomer Pyle U.S.M.C.; Gunsmoke; Have Gun Will Travel; Hawaii Five-O; Hogan's Heroes; The Honeymooners; I Love Lucy; The Life and Times of Grizzly Adams; Marshall Dillon; The Mary Tyler Moore Show; My Three Sons; Perry Mason; Petticoat Junction; The Phil Silvers Show; The Rockies; The Twilight Zone; The Wild, Wild West. *Animated:* Terrytoons; Harlem Globetrotters; The Alvin Show. *Feature Packages:* Viacom Features I-14; *Black Magic; Exploitation, III, 4; Family Entertainment; Guts and Glory; Gasp; The Legend Group; Movie Greats; Perry Mason Features; Thematics: Young and Reckless; TV Net (Tonight Only).

Warner Bros. Domestic TV Dist. 502, 504
4000 Warner Blvd., Burbank, Calif. 91522

Staff: Dick Robertson; Scott Carlin; Keith Samples; Vince Messina; Jim Burke; Jeff Brooks; Bill Hart; Leon Luxenberg; Jim Moloshok; Yelena Lazovich; Richard Klein. **Programs:** *First-run series:* *Jenny Jones; *Getting Even; Tiny Toon Adventures; Merrie Melodies Starring Bugs Bunny & Friends; The Jesse Jackson Show; Trump Card; The People's Court; Love Connection; Best of Love Connection; Alvin & the Chipmunks.

Off-network series: *Murphy Brown; Full House; A.L.F.; Growing Pains; Head of the Class; The Hogan Family; Night Court; Perfect Strangers; Mama's Family; It's a Living; Knot's Landing; Dallas; Eight is Enough; The New Dick Van Dyke/Mayberry R.F.D.; More Real People; My Favorite Martian; Here's Lucy; The Blue Knight; Matt Houston; Private Benjamin; The Dukes of Hazzard; Alice; Welcome Back, Kotter; Chico and the Man; F-Troop; Superman; Batman/Superman/Aquaman; Harry O; Wonder Woman; Kung Fu; The Waltons; The FBI; Tarzan; Maverick. *Mini-series:* Hollywood Wives; Bare Essence; The Thornbirds.

Features, packages: *Volume 29; *Premiere Edition Two; *Encore One; Volume 28; Premiere Edition; Volume 13-22, 24-27; TV 1-4; The FBI Story; Volume 1-A, 2-A. 13 Classic Thrillers, II; Tarzan Features; The Bowery Boys; Starlite 3-6; Bugs

Bunny & Friends; Easy Eight; Mint Edition; Ultra 4; 22 Karat; Lorimar I, II; Telepictures 1,2,3; Lorimar Family Classics; Sci-Fi Horror; Cowboys and Indians Artists Film Library; Bomba the Jungle Boy; Masters of Fury.

World Events Productions Ltd. 642
4935 Lindell Blvd., St. Louis 63108

Staff: Edward J. (Ted) Koplar; Susan Cho; David Luttrell. **Programs:** *First Encounters; *Starfire Champion; *Vulcano: Tales of the Killer Whale.

World Wrestling Federation 525
Distributed, produced by Titan Sports Inc., 1055 Summer St., Stamford, Conn. 06905

Staff: Edward O'Donnell; Joseph Perkins. **Programs:** *Sports:* WWF Superstars of Wrestling; WWF Wrestling Challenge; WWF Wrestling Spotlight. *Specials:* Saturday Night's Main Event.

Worldvision Enterprises Inc. 641, 643, 645
660 Madison Ave., New York 10021

Staff: John Ryan; Bert Cohen; Lawrence Gottlieb; Robert Sigman; Elliot Abrams; Tony Colabraro; Gary Montanus; Robert Raleigh; Charles Quinones; Bill Baffi; Mitch Black; Jacqueline Comeau; Robert Dahill; Jerry Kaufer; Philip Marella; Donald Micallef; Rita Scarfone; Dan Willis; Alan Winnikoff; Frank Browne; Tim Davis; Doreen Muldoon; Andy Samet; Gary Butterfield; Brian O'Sullivan; Karl Middelburg; Paul Danylik; Ed O'Brien; Martin Weisman.

Programs: *Domestic: first run weekly series:* Tarzan; *theatrical feature films:* Worldvision I; Fantastic Fantasies; *children's:* Wake, Rattle & Roll; Rambo; Centurions; Chuck Norris Karate Dommandos; Saturday at the Movies; Banana Splits; World of Super Adventure; Fun World of Hanna-Barbera; Discovery; George of the Jungle; Jackson Five; Jerry Lewis; Josie and the Pussycats; Josie and the Pussycats in Outer Space; King Kong; Milton the Monster; Professor Klitzel; Reluctant Dragon & Mr. Toad; Smokey the Bear; Top Cat; Wait Till Your Father Gets Home. *Mini-series:* Against the Wind; Holocaust; Return to Eden.

Specials: Shark's Paradise; A Christmas Carol; Amahl & the Night Visitors; Bay City Rollers; Children of the Gael; Echo 1; Herbie Mann/Roland Kirk; Fabulous Sixties; Irish Rovers Special; Is It Christ?; Jack Nicklaus at Home of Golf; Last Nazi; Musical Ambassadors; New Fangled Wandering Minstrel Show; The Night the Animals Talked; Raphael; Roberta Flack/Donny Hathaway; Ron Luciano's Lighter Side of Sports; Russian Festival of Music & Dance; Sunshine Specials; A Little Bit of Irish (Bing Crosby); World of Miss World; The Bobby Vinton Show; An Evening with Irish Television. *Animated:* Hanna-Barbera Superstars 10; The Greatest Adventure: Stories from the Bible; Fantastic World of Hanna-Barbera; The Jetsons. *Series:* Starring the Actors; Shark's Paradise; Return to Eden; Starting from Scratch. *Mini-series:* Voice of the Heart; Sword of Honour. *Animated holiday special:* Yogi's First Christmas. *Off-network:* The Streets of San Francisco; The Love Boat; The Love Boat II; Little House on the Prairie; Barnaby Jones; Douglas Fairbanks Presents; Dark Shadows; The Doris Day Show; N.Y.P.D.; Ben Casey; The Mod Squad; Combat; The Rebel; Wendy and Me; People's Choice; The Invaders; One Step Beyond; Flying "A" Series; Man from Atlantis. *Features, packages:* Hollywood Mavericks; Prime Time, All the Time; Prime I-VIII; Hanna Barbera Superstars 10.

Zodiac Entertainment 552
4121-23 Radford Ave., Studio City, Calif. 91604

Staff: Kevin Morrison; Brian Lance; Peter Keefe; Andy Spitzer; Linda McMann; Judith Bernat. **Programs:** *Widget (strip); *Mr Bogus; *Gossip and Fame Show.

AT LARGE



THE FCC'S JIM QUELLO

LIFE AS A WASHINGTON MONUMENT

After a long and successful first career in broadcasting, James Henry Quello joined the FCC 16 years ago and, in that span, has never forgotten his roots.

Time and again, the 76-year-old Michigan Democrat has stood up at the agency for what he calls, in this interview with BROADCASTING editors, the "all-important, free, universal, over-the-air broadcast service." Given his druthers, he'd keep on promoting the medium for the next five years to insure its place in the electronic communications mix of the 21st Century.

You surprised some people a few months back by letting it be known that you would like to be reappointed to another five-year term when your current term ends in June. Why do you want to come back?

A lot of reasons. I've served in the job; I'm comfortable with it; I feel I'm very useful; I think I'm useful in forming a consensus, and I bring institutional memory to a commission

with [four relative newcomers].

I'm also active physically and mentally and want to stay that way. My last physical exam was about a month ago and it was so good, I'm afraid to tell friends about it. Usually when your cardiogram is normal, your blood pressure is 120-over-80 and you have low cholesterol, it triggers some kind of perverse mechanism and...within a week you're gone with a stroke or

something. So as long as I can play tennis and I have that kind of a physical report, I think I'm fit physically and mentally for the job.

As I've said before, I believe I have 70% of my marbles—a good local norm in Washington—and I have delusions of adequacy. And a lot of people share that delusion apparently. I do have a lot of support going for this reappointment, which is very gratifying.

That's the next question. How is the campaign going?

I'm not going to say how my campaign is going. It's up to the people who think that I deserve another term to do their own campaigning for me, and I think it's in good hands. I've had a lot of people volunteer.

Has any competition emerged?

Not that I know of.

By making the early announcement, do you hope to preempt any competition?

Yes. What happened, quite frankly, is another magazine, *The National Journal*, actually forced my hand. I wasn't thinking of announcing until probably February, but they asked me the question and it came out. And as a result of the article I have had a lot of people saying: "You're a must, stay on," and a lot of people volunteering. And I'd rather not mention them right now.

In government?

Yes, there are some in government who were very glad to see that article, and a lot of them in the business.

Capitol Hill?

Capitol Hill and broadcasting and public broadcasting. The National Religious Broadcasters and the American Women in Radio and Television were kind of glad to see the article.

You mentioned that four of the five members are relative newcomers. How would you assess this FCC and what are the dynamics of the decision making?

Well, of course, [Chairman] Al Sikes is an old pro. He was head of [the National Telecommunications and Information Administration], he bought a couple of stations in Missouri, he understands the business, he has a good background in it. And on a lot of the contentious issues that come down, we're pretty close. You have three very bright new commissioners who are very aware of their individual prerogatives as commissioners, they don't want to be taken for granted. They all want to be brought into the process.

Because I've been here a long time and I usually don't have a confrontational approach, when I see the others I don't ask them for a vote. I never do. I say, "Vote anyway you want. That's up to you. I'm going to tell you what I am voting for."

Do Commissioners Andrew Barrett, Sherrie Marshall and Ervin Duggan operate as a block up here?

It makes a very dramatic and intriguing story for the press to say so, but I don't see them operating as a block. If the three of them happen to vote one way or think one way on an issue, it's because they arrive at that and not because they want to be rebels against two of the more established commissioners. [They worked together on last July's cable report], but eventually we came to a [five-member] consensus. There was a solid vote. It took a little doing. Every line in the cable report was reviewed and edited by every legal assistant and reported back to us. Overall, they realized that we all have to vote for whatever constitutes reason and justice and common sense, and there might be different ways of approaching them. But I don't see any "us against them" here at all.

Duggan has complained that the FCC is not collegial—not

democratic enough, that too much power is concentrated in the office of the chairman. What do you think?

Well, in the case of the Sunshine Law, I think the chairman is disadvantaged—all chairmen are—because of the restrictions of the rule. I think it's a silly rule that an administrative head of an agency can't call in the four commissioners and say, "Here's what we're doing, give us your best shot." He can't do it.

I think the whole thing could be corrected if he were able to call all four of us in at one time. Right now, I think Chairman Sikes is making an effort to go around talking to all the commissioners [one-on-one], and we have had meetings of legal assistants. If the commissioners can't get together, at least the legal assistants can. They can get together and it seems to work out pretty well.

But there's always been a little more power vested in the chairman than in other commissioners, and that's why he's appointed chairman.

You have a reputation as the broadcaster's commissioner, ready to go to bat for the industry on just about any issue. Is that fair?

Well, I'd like to talk to you about that because it's fair to a limited extent. I've been able to [criticize broadcasters] and still have a lot of broadcasters' support. But on things that really count, I'm with them in a lot of ways. We have to preserve localism.

I'm very good at raising hell with the broadcasters when they're wrong, and they'll listen to me. I've been on three different panels now where I say we're desensitizing society to violence and too much sex is available to people that are too young. Most broadcasters are concerned, too, and are wondering what to do about it because the American people tune in violence and sex. It makes it tough. [Broadcasters] want the cost per thousand and the demographics, but sometimes I think you have to have a goal that's a little higher than cost per thousand and demographics.

And I'm glad to see initiatives like Senator Paul Simon's [D-Ill.], encouraging broadcasters: "OK, we'll give you an [antitrust] exemption now, you find some code [of conduct] that makes sense, so we're not desensitizing society to everything." I mean pretty soon the way it's going, murder and rape will get to be misdemeanors. It bothers me, it worries me.

Doesn't your support for the broadcasters sort of undermine new services. For instance, you helped defeat proposals to turn FM translators into low-powered FM stations—a new service to the public.

Yes. I opposed that. The only people who supported it were those who were going to profit from it. There wasn't any demand for that added service. The fact is we were satiated with radio stations out there, and 35% of the AM's can't even make money and some are being turned in.

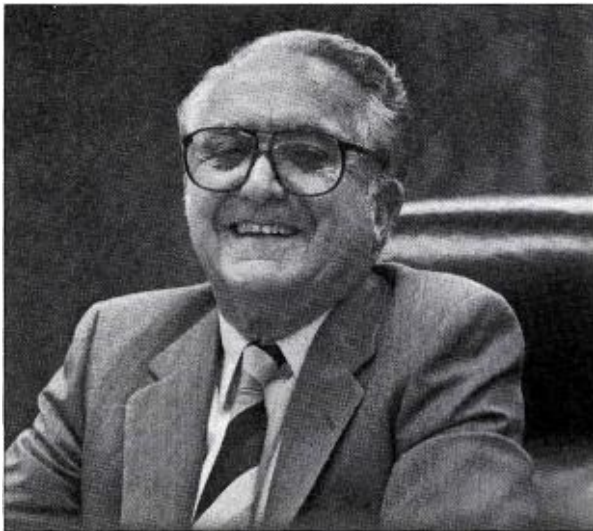
The idea of serving the public interest with more service can be carried too far. There is a little responsibility to make sure that the services are economically viable so they can keep on providing that service.

There was no need for 2,000 or 3,000 more radio stations out there.

But where is it written that every person with a broadcast license has a right to make money? You suggest the FCC has a responsibility to make sure all stations are economically viable.

Sure. They have to [be economically viable so] they can provide the local news, public affairs and public service announcements and other things.

You're not going to do well with companies that are barely marginal or that are going bankrupt.



So you're going back to the traditional deal: "We'll protect you to a certain extent, but you have to provide these special services."

I'm a great believer in the public interest concept. That's the price you pay; you provide the services and you conduct your business with a good deal of social consciousness.

Does this foreclose any kind of spectrum fee in your mind? Are you dead set against a spectrum fee, in spite of the mounting \$3 trillion debt and annual deficits?

A spectrum fee isn't going to solve the debt. I mean that's just going to be a small speck. It'll contribute a little bit. It all depends on what the exchange would be. I mean, if you're paying a fee for it, are you through with all the government regulations that no other media have? Are you through with having to come up with a license? Are you through with your obligations? Are you through with equal time?

If it were up to you then, you would swap a fee for no regulation?

Or reduced regulation. Yes, I think that would be fair.

You just had your big en banc hearing on fin-syn and conventional wisdom has it that you and Sikes are prepared to relax significantly the fin-syn rules if you can find a third vote. Is the conventional wisdom correct?

I'll tell you, this is only the start. There's a lot to it. If you're allowing the networks to bid for financial interest [in network programs], is it a two-step [negotiating] process? What kind of a two-step process—one week apart, or only after it's already been scheduled? That hasn't been decided yet. I was the only one who voted against repealing the rules in 1983. They had a tentative decision [that was never affirmed]. I had two reasons for voting against repeal. One, the independent stations felt threatened that if the networks were controlling off-network product, they would withhold it from the independent stations that were competitors. I thought the independent stations were providing a very necessary separate news and public affairs service that the people need. Two, the networks still had considerable power.

Since that time, by any reasonable standard, the network audience power has eroded. We now have 60% of the homes with cable. In those homes, cable decides what to put on and what not to put on. It decides what to carry and what not to carry. It's becoming more and more the dominant transmission

carrier.

You have VCR's, you have more independent stations, you have cable networks and you have some of the cable services owned by the studios. You have all these things.

Well, then, who needs to be protected from the networks? Is their power so eroded that nobody needs to be? Do independents still need to be protected?

I think independents need some protection. But this time, with oncoming direct broadcast satellite and fiber optics and cable, free television itself is on the line. You need income in order to be able to bid competitively against cable and everyone else for key sports and big entertainment programs. Cable with a dual [revenue stream from advertising and subscriptions] has the capability of outbidding broadcasting. The only reason they don't is there'd be a lot of complaints from the Congress or from me or the FCC. So free television is also at stake here down the line.

You seem to be suggesting that the burden is on Hollywood and independent stations. If they want to preserve some kind of regulation, they've got to show you why.

Things have changed so dramatically since the rules were first promulgated. It's been such a difference that I think it's time to allow networks to negotiate for financial interest and probably syndication. Maybe in syndication, the networks [might have] to syndicate it through a third party.

Allow a free marketplace to work that serves the public. If it didn't serve the public, then sometimes you might need some kind of regulation. But I think it's time to allow the networks a considerable degree of financial interest in the programs that they make popular.

What bearing do you think the foreign ownership of some of the major Hollywood studios, which benefit greatly from the rules, will have on the fin-syn debate?

I think it's a major development and certainly we have to look at it. As I mentioned at the hearing, it is somewhat perverse that foreign companies can purchase major American studios with full syndication rights, which are denied to American-owned networks by the rules. I don't see it because eventually, any way you want to cut it, the profits Columbia, MGM, MTM and even Fox make from syndication are going to foreign companies and foreign banks, and you're keeping the networks that are more and more under siege from a big variety of cable offerings and first-run syndication and VCR's from getting the business. So I think it's among the things that have to be considered. It has some influence on me. As a lawyer might say, I don't think it isn't dispositive, but, yes, it is a consideration.

What about the prime time access rule? That's sort of been injected into this whole thing. Columbia Pictures wants a waiver, Disney wants relaxation, First Media wants to get rid of it all together. Is that going to fall also?

No. I don't see it falling at this time. I've said that if anyone files a petition, we have to consider it. I'm not saying we ought to get rid of the rules. That's going to be a very hard and tough fight. I don't think the support is there to get rid of the rules because they seem to be serving the public. However, if you want to you can argue it the other way—that they're not serving the public the way they were intended. The idea first was that this would be a great vehicle for public affairs and for local programming. But it's turned into very popular game shows. So it hasn't quite actually fulfilled its initial purpose.

The other argument that was made was that in the 51st to 100th markets where PTAR is not, only 23% of the programs in access are off-network. That's pretty good. So there's an

argument for it, but I don't think the timing is right. I just say if you have good arguments, we'll consider them. As I said, it's going to be a long, hard fight.

In cable, the FCC proposed a tough new standard that would in essence return cable systems that do not hold rates below a certain national average to local regulation. How do you justify such a severe measure just a few years after you voted to set a standard that exempted most systems from local regulation? What's changed in the last five years to cause you to go from one extreme to the other?

[The vote for the original standard] was a very reluctant vote on my part. I didn't think it was going to be that important. It developed so that it practically deregulated cable. And at the time I voted for it, must-carry and channel positioning were definitely in place.

Now after I voted for it, all of a sudden because we weren't able to demonstrate a compelling government interest, there was no must carry. So what kind of a standard do you have that you have effective competition if you have three stations or six stations that cable doesn't even have to carry? It's ludicrous.

It just doesn't serve its purpose. Now that's one way of looking at it. The other is that there's been a history of a lot of municipality demands on cable that were unreasonable. If you want to get the franchise, you have to do a lot of other related things, and I think there are some of us here who have been through this and have seen the development of cable and want to give it a certain amount of freedom.

So I have great hopes for what we call the "good actor clause." If you are providing a service at a basic competitive price than it can be assumed that you have "effective competition" and [you can avoid local regulation].

The danger is if we allow the basic services to consist of maybe the stations you get off the air plus C-SPAN and a few government channels, and if we allow a free enterprise rate for all the other services, you have the possibility that you end up with a higher rate than you have now and that isn't the Congressional intent or the FCC intent.

So a lot of it depends now on what we can come up with in crafting this "good actor" clause. Can we say, if you want to be a good actor, you will have to provide X number of channels, say 14 or 18 or whatever you work out?

So we're in the process of trying to work that out now.

I understand you deserve credit for getting a question in "effective competitive" rulemaking about the nexus between the new standard and must carry.

Yes. We decided that that should be added, saying OK, if you want to make carriage of six stations effective competition, at least have it with a must-carry provision. Otherwise, it's ineffective.

Is this a way of trying to bring back some kind of must carry?

Absolutely.

Will must carry be a part of the good actor standard?

You don't need must carry in that aspect of it. The aspect where we'll assume that you have effective competition is the six-stations standard. If that's the one that is eventually adopted, you have to have must carry with that.

If you go ahead with your effective competition and your tougher standard—some people are calling that a price cap—do you think Congress will lose interest in reregulating cable?

I'm not sure. No one is sure. What happened with me, I was perfectly happy with cable. I like cable; it's a good service. I pay more and it's worth it. I was perfectly willing to let the

rates alone, and all of a sudden someone in Port Huron [Mich.] wrote that there was a Michigan man on the commission and in about three weeks I got over 50 letters, very well written, from responsible people saying: "Aren't you there to protect the public? Our cable systems have raised the rates 80% in two years. This is unreasonable. You should be doing something about it."

And then I realized that this was a small county next to Detroit's Wayne County. What if this had been Wayne County or Oakland County? I would have been flooded with letters, and if I'm a Senator and I'm getting this from 25-30 counties, I'm going to get concerned and I'm going to take corrective action.

So there is always a possibility that if cable isn't completely successful in reining in some of the excesses that they will be under continuous scrutiny. The big thing is the price has gone up too far and the service is poor.

It was self-inflicted and I think it's being self-corrected. In all, I've got to give credit to cable. But in the areas where it isn't self-corrected, they're going to be asking for problems for themselves from Congress and the FCC.

Do you think, as Duggan does, that adherence to some set of customer service standards should be a criterion for meeting the "good actor" test?

I don't know. It sounds like a good idea. It's getting very intrusive. I think cable ought to do that in its own self interest. I've got to think about it.

You flip-flopped on the question of whether telcos should be allowed to compete with cable systems? You voted tentatively to recommend telco entry to Congress at one point and then you came back later and refused essentially to confirm that decision. Where are you today?

Today I would favor telcos as common carriers, and not in the programing.

Just keep them out all together?

For the time being, yes. [But] this is an evolutionary process. It looks like someone will have to be able to provide fiber to the home or else we're actually keeping advanced technology from the American home. I don't know how much demand there will be for it. There isn't that much demand now, but fiber can provide more than phone service. You'll have a picture phone. You can have electronic newspapers. You'll have interactive TV. You can have data processing, homework by accessing every library. I mean you can have banking, shopping, the whole thing. Fiber has that capability, and how long can we vote against this kind of capability for the public? I don't think there is a big demand for it yet. How much will it cost when it does come? Right now I think giving the phone companies status as common carriers is fine. I also think that a lot of these services can be provided without the phone companies getting into cable.

Digital audio broadcasting is threatening to turn radio broadcasting on its head in the next decade. Do you favor authorizing a national satellite DAB service; do you think that's a good idea?

For the time being, I'm for terrestrial service. I don't see any big demand for satellite service. It isn't as big a threat as people think. How many people are equipped to receive digital radio right now? They don't have any receivers out there.

But the idea is to have some terrestrial service and some satellite service and radios able to receive both. When one service comes, so could the other.

I think we've got to work it out if we're going to preserve that

Continues on page 84.

RADIO

MINNESOTA PUBLIC RADIO BUYS EMMIS FM

Classical music would replace FM CHR format; MPR news would move from AM to FM; commercial broadcasters association there objects to 'expansion'

Minnesota Public Radio agreed last week to purchase Emmis Broadcasting's WLOL(FM) Minneapolis-St. Paul for \$12 million. Emmis said it intends to market its contemporary hit programming and remaining physical assets to "other Minneapolis-St. Paul radio stations." MPR said the purchase will improve the strength of its two signals in the market.

But the Minnesota Broadcasters Association, which expressed concern over the expansion of MPR, said it will seek to block the move at the FCC.

Saying that commercial broadcasters in Minnesota "want a level playing field," James Wychor, executive director of the Minnesota Broadcasters Association, said MPR now covers "every square inch of Minnesota with overlapping signals." With a statewide total of 19 stations, he said, MPR's "concentration of control is frightening."

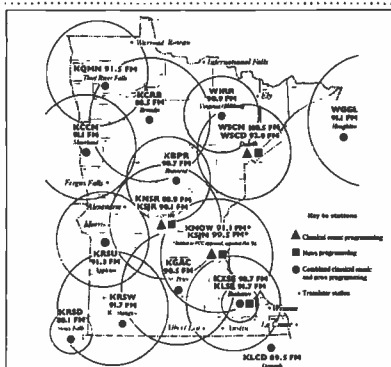
Saying that MPR operates 4.3% of Minnesota radio stations, MPR President Bill Kling said he was surprised by the MBA's alleging "frightening" concentration of control. MPR and the MBA, he said, have initiated discussions and expect to continue meeting to address the latter's concerns. "The FCC knew exactly what it was doing when it set up the rules...giving [noncommercial radio] certain advantages. The rules are set up differently to encourage the growth of one and to control the other."

Pending FCC approval—expected in February, said MPR—the purchase will set in motion a multiple switch of MPR formats, call letters and frequencies in Minneapolis-St. Paul.

Listener demand in the Twin Cities for a stronger signal to receive MPR's news and information programming—now heard over KNOW(AM)—drove the decision to purchase the station and move local, national and international news programming from KNOW(AM) to an FM frequency, said Kling. As a "bonus," he said, classical music programming now aired with the aid of a subcarrier on MPR-owned KSJN(FM) at 91.1 will be moved to WLOL's stronger signal at 99.5. Kling said the purchase

will also enable MPR to make music and news services now aired together on KSJN(FM) completely discreet from each other on separate stations.

If the FCC approves the sale, contemporary Minnesota Public Radio



porary hits-formatted WLOL(FM), to be renamed KSJN(FM), will be home for classical music and such programs as MPR-produced *Garrison Keillor's American Radio Company*; KSJN(FM), to be renamed KNOW(FM), will carry news—including MPR-produced local news, as well as national and international news from National Public Radio and the BBC—and KNOW(AM) will be put up for sale at the "firm price" of \$2 million, said Kling.

According to Wychor, a total of five MPR signals would cover the Twin Cities market, if the sale goes through: KNOW; KSJN; KGAC(FM) St. Peter; KLSE-FM Rochester and KSJR-FM Collegeville, all Minnesota. That market reach, he said, leaves the commercial broadcasters no "level playing field" and demon-

strates that MPR is "a privately owned nonprofit that does not answer to the Minnesota or federal governments nor to anybody else."

MPR, said Kling, is "doing exactly as instructed" in a Minnesota governor's report on public radio that encouraged the establishment of multiple station markets. An Oct. 20 MBA resolution criticizing "the continued unchecked...expansion" of MPR objected then to MPR applications for stations in four other Minnesota cities.

Until it decided to make the purchase, MPR "parent support organization," Minnesota Communications Group (MCG), had channeled some profits from its wholly owned commercial radio, magazine and direct marketing subsidiary, The Greenspring Group, into an endowment for MPR. That money will now be redirected toward the purchase of WLOL. MCG said financing the \$12 million purchase will call for the \$2 million sale of KNOW(AM), \$7 million in MCG payments over 10 years and a \$3 million special fund-raising effort.

Wychor said the MBA is preparing a statement objecting to MPR's intention to raise the additional \$3 million from Minnesota taxpayers who already support MPR with state and federal funds.

"The purchase is a risk for MPR because it will slow the rate of growth of our endowment fund, which is an important base of our financial security," said MCG board Chairman Conley Brooks Jr. "However, we're willing to take the risk because of the advantages this purchase provides for...MPR's largest news and classical audiences."

Emmis Radio Division President Doyle Rose said Emmis is hopeful that "we can find a home for [WLOL's] people and the programming on another frequency. We plan to initiate discussions with other potential outlets immediately." Emmis described the sale as "part of a financial restructuring plan" that includes the sales of KXXX-FM San Francisco (to Bedford Broadcasting next month) and WCDJ-FM Boston (no buyer yet).

-PDL

NOVEMBER REVENUE

Network radio revenue for November was \$35.6 million, down 11.1% over the November 1989 figure, according to numbers compiled by Ernst & Young. The year-to-date figure was \$399.9 million, a 2.2% increase over the same period in 1989.

RIDING GAIN

TOO SOON

The National Association of Broadcasters said in comments to the Copyright Office of the Library of Congress that it is premature to consider how digital audio broadcasting implementation will affect copyrights of prerecorded materials. The Copyright Office initiated a proceeding to study whether digital audio transmissions received from terrestrial, satellite or cable sources and taped on digital audio tape recorders would harm copyright holders. "At this point in time there is virtually no way accurately to assess what unique impact, if any, the advent of digital audio technology will have on the interest of the owners of copyrighted material which might be transmitted by broadcasters," NAB said. The association said that technical standards, spectrum issues and other unanswered questions should be settled by the FCC and the world broadcasting community before DAB's impact on copyrighted materials is judged.

L.A. SPENDING

The top 16 advertisers in the Los Angeles radio market spent more than \$36.4 million in the first nine months of 1990, according to numbers compiled by Miller, Kaplan, Arase & Co. and the Southern California Broadcaster's Association for L.A. Radio X-Ray.

The top 16 ranked in order of expenditures and percent change over the same period in 1989: California lottery, \$3.724 million, up 79%; Lucky Stores, \$3.34 million, up 10.6%; Anheuser-Busch, \$3.143 million, down 25%; Broadway department store, \$2.66 million, up 30%; Southern California Chevrolet dealers, \$2.59 million, up 11.3%; Chrysler, \$2.29 million, up 108%; Pacific Bell, \$2.22 million, up 20.6%; Nutri/System, \$2.13 million, up 29%; McDonald's, \$2.08 million, up 26.4%; Southland 7-11, \$2 million, up 9.3%; Thrifty Drug, \$1.94 million, up 19.4%; Miller Brewing, \$1.84 million, up 10%; Pepsi Cola, \$1.7 million, down 2%; Von's Supermarkets, \$1.62 million, down 2.7%; Ralph's Supermarkets, \$1.6 million, down 27%; and Southern California Mazda dealers, \$1.5 million, up 32%.

RMLC, ASCAP EXTEND LICENSE AGREEMENTS

The Radio Music License Committee (formerly the All-Industry Radio Music License Committee) and the American Society of Composers, Authors and Publishers have agreed to extend existing ASCAP radio license agreements past today's (Dec. 31) expiration date. License fees for the period beginning Jan. 1, 1991, will be subject to retroactive adjustment when new terms are reached. David Fuellhart, RMLC executive director, said that the two groups will work out details sometime in February and "will remain seated until we have this thing finalized." Fuellhart said he is satisfied that most of the major issues have been resolved and "hopefully, we won't be disappointed when it comes time to dot the I's and cross the T's."

ASCAP's managing director Gloria Messinger said that no date for talks has yet been set, but she noted that "Progress in negotiations with broadcasters has been satisfactory so far." She said ASCAP was "willing and desirous" to finalize a license agreement with the RMLC as soon as possible.

IN THE NEWS

Washington-based Zapnews launched statewide news services in West Virginia and Louisiana, said James Hood, company founder and president. In Louisiana, syndicated columnist Leonard Johnson will coordinate operations from his base in New Orleans. In West Virginia, Zapnews affiliates include MetroNews, the state radio network of the West Virginia Radio Corp. News reports for both states will be offered to stations for \$49 a month for morning drive and \$39 a month for an afternoon drive package.

BUCK FLASHBACKS

Jack Buck, CBS Television and Hall of Fame broadcaster, will be the new host of Olympia Broadcasting Network's *Sports Flashback*, beginning today, Dec. 31. Buck has broadcast St. Louis Cardinals baseball for 35 years,

has called the World Series and Monday Night Football for CBS Radio, and last year was named play-by-play man for CBS Television. Buck will replace Bob Costas, who has hosted the show since its debut in 1985.

The program is a daily 90-second show that includes play-by-play broadcasts of the greatest moments in sports history. *Sports Flashback* is available on a barter basis.

NPR'S YEAR-END CELEBRATION

National Public Radio's *American Jazz Radio Festival* and *Bluestage* will co-host a live, coast-to-coast New Year's Eve party from New York, New Orleans and Los Angeles today, Dec. 31, starting at 10 p.m. ET. *Festival* host Michael Bourne will emcee the New York event, while *Bluestage* producer Felix Hernandez will host the activities from New Orleans. Performances from jazz and blues notables include vocalist Nina Simone and vibraphonist Lionel Hampton with his orchestra from the Grand Hyatt Hotel in New York; from Tipitina's, New Orleans, George Porter and His Band, guitarist Snooks Eaglin, singer Johnny Adams and blues legend Earl King. Closing out the festivities in Los Angeles is Freddie Hubbard and His Quintet with saxophonist Bob Sheppard.

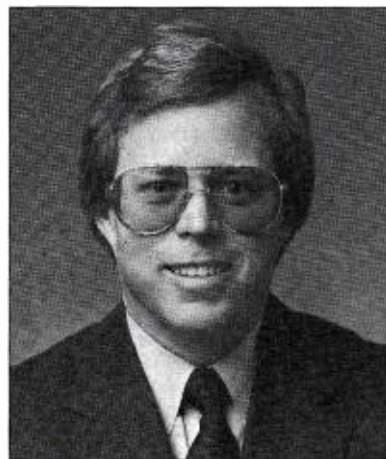
FAMILY TIES

Starting April 1 and running through April 5, National Public Radio will take a look at the new definitions of the American family and how changes are affecting U.S. youth. *Class of 2000: Family Stories*, will air on NPR's news magazines *Morning Edition* and *All Things Considered*. This is the second presentation of NPR's Specials Project examining issues of concern to young people. The first, "Class of 2000: The Prejudice Puzzle," looked at prejudice in young people's lives. A national call-in show will allow listeners to discuss series issues. The project is funded in part by a grant from the Corporation for Public Broadcasting.

DIGITAL AUDIO BROADCASTING: CHOOSING A

Different views: EZ Communications' Alan Box

Alan Box is president of EZ Communications, a member of NAB's radio board and chairman of NAB's digital audio and satellite sound broadcasting task force. He acknowledges that satellite delivery of digital audio would pose a significant threat to the radio industry and is a strong proponent of implementing a terrestrial-only DAB system that would replicate current radio allocations. He argues that a satellite DAB system would destroy the "longstanding tradition" of localism that has made the U.S. "the global leader" in radio broadcasting and says that continuing this system would not place U.S. broadcasters at a competitive disadvantage, as many satellite proponents suggest.



Alan Box

Why do NAB and the broadcasters on its Digital Audio Task Force believe that DAB should be the sole province of existing broadcasters, and that any implementation of DAB should be to replicate a terrestrial-based system?

We feel that because of the longstanding tradition and service of local radio broadcasters that a terrestrial-based DAB system should prevail. Since most of the markets in the country are covered by numerous signals and there's no one who has suggested that there's not enough service, that's enough.

Do you think the FCC shares this view of tradition?

It's always difficult to tell what the commissioners think. In this case we're just going on a few comments from a few commissioners. But, at this point, there clearly seems to be a leaning toward terrestrial. But we don't hear them saying "exclusively terrestrial" or "not exclusively terrestrial."

Under what guidelines, and with what intent, should the FCC consider spectrum space and allocations?

It's a complicated issue...but not impossible. The FCC—and all broadcasters—have to take some time and look at this very thoroughly. The NAB is conducting a spectrum analysis and the results should be back any day now, but it's a little early to comment on how much spectrum is needed, what's likely to happen, or where it's likely to be.

Are you proceeding under the assumption that enough spectrum exists to accommodate existing broadcasters, or are you anticipating a shakeout?

I haven't seen anything yet that would suggest there would have to be a shakeout. Of course, until we get the spectrum information back, it's hard to say absolutely everybody fits. But we're working under the assumption that we can fit existing broadcasters into a digital system as long as new spectrum can be located.

Who should get priority if it turns out that not all broadcasters can be accommodated?

I doubt the NAB or broadcasters would support a plan that didn't include all existing broadcasters.

NAB flatly opposes any implementation of a satellite DAB system. Is this strictly a protectionist pose or does the association genuinely feel that a satellite system would be of little

public value?

NAB opposes the satellite proposals for a number of reasons.... To suggest that all of a sudden there'd be 100 signals in almost every market, and these satellite companies generously would give almost a third of those signals to the terrestrial guys, seems awfully selfish and preposterous. [Every] broadcaster in the country [would] jump up and down and question how anybody could survive with that amount of service in a market.

Beyond the competitive factors, what other economic impact might broadcasters feel from implementation of a national satellite transmission service?

It would be difficult to do an economic impact report under the conditions we currently have—and who knows how long those will go on. We can't even reasonably estimate how business will be without satellite. The industry is going through some extremely tough times, and to consider satellites on top of that makes it worse.

As a broadcaster, how threatened do you feel by the implementation of satellite DAB?

I am keenly interested in seeing improved quality in radio. Digital represents perhaps the most dramatic technical improvements we'll ever be able to make. As a broadcaster I certainly consider it a threat, but I chose to serve on the NAB task force because of my interest in digital, not because of a fear of satellites.

Might DAB take so much time to implement that it will stagnate, as did AM stereo and FM quad?

No. Digital is here to stay. FM quad was fun, but it was a fun gimmick. AM stereo is interesting and we have some, but it was a bandage.

Could DAB create parity between AM and FM?

I believe it would. It might make it easier for some AM broadcasters and tougher for some. There's no question that a move to digital in which there are more signals might create "parity" by virtue of AM and FM becoming equal, and that certainly would prove challenging for everyone. All of a sudden AM's would have new life to them, and FM's would

Alan Box continues on page 62.

TERRESTRIAL OR SATELLITE-BASED SYSTEM?

and Strother Communications Inc.'s Ron Strother



Ron Strother

Ron Strother is president of Strother Communications Inc., one of several firms that has filed proposals at the FCC outlining a U.S. DAB system. Unlike some of these "maverick" players, Strother favors a terrestrial-based DAB service, complemented by limited satellite program transmission and re-transmission of land-based broadcast programming. SCI has finalized a "feasibility study" of six different DAB models exploring questions of DAB spectrum usage vs. availability, as applied toward replicating existing radio broadcast coverage. While acknowledging that he does not speak for other satellite DAB proponents, Strother addresses some industry concerns.

As the digital audio debate takes focus, lines are being drawn between the terrestrial-only proponents and those parties who favor satellite implementation. Where does Strother Communications stand on the issue?

We view digital broadcasting as an exciting new technology, and our priorities lie in a terrestrial application of that technology, giving the broadcasting industry a preference. However, in a hybrid system, we recognize the need for satellite as well as terrestrial usage of this technology. In this regard we propose a primarily terrestrial implementation of DAB with complementary satellite usage, whereas the National Association of Broadcasters is proposing no satellite whatsoever, and [other firms] are proposing a reverse of our position, in that satellite would be primary delivery with terrestrial-only [being] complementary.

The U.S. system of broadcasting long has been heralded as the model on which emerging broadcast systems are based. Why change a system that seems to be a global leader?

There are broader issues at work here. The issues we've put on the table with our models will make the broadcaster at least aware of his options. Further, he's got to understand the interrelated issues, the most critical being the amount of spectrum available. We have created six models for different ways that a terrestrial implementation plan could be introduced in the U.S. These models make certain assumptions about the amount of spectrum and the type of system that could be used. From this study we have concluded that it is unrealistic to think there is enough spectrum to accommodate everyone in the lower frequencies. That's unfortunate, because that's where a terrestrial system would propagate best. However, it's clear that the path of least resistance and the international consensus is moving toward near 1500 MHz. In any case, the broadcaster must understand that the method of implementation will depend largely on the propagation characteristics at that frequency and the amount of spectrum that can be relinquished. That is at the heart of the issue.

Is a full replication of today's AM and FM radio broadcasting possible, given spectrum limitations?

Certainly this can be accomplished terrestrially—with limited satellite coverage to complement commercial broadcasting and

to cover the wide areas. The purpose of this new technology is to deliver to the U.S. a new and improved audio delivery system in the form of digital, and move us into the next generation of audio. What we're proposing is analogous to today's clear channel radio broadcasters, who long have been recognized by the NAB and FCC as a public interest need. In a new digital system, to complement the local stations, we maintain there could be either regional satellite commercially delivered stations, or perhaps some broader application that is not what the broadcaster fears would be some sort of super rock national station that would usurp his local format.

Your position is to implement a terrestrial-based system with "limited regional or national duplication of commercial broadcasting," plus some "limited satellite spectrum to accommodate international and short-wave communication." How does this conflict with the longstanding tradition of broadcast localism?

Our intent is to replicate the broadcasting industry and to protect the concept of localism to the extent that the spectrum allows, and complement it with satellite usage. We have already seen a need for niche programming. If someone wanted to broadcast the Portuguese Top 40, there is no reason to think that people who listened to that programming in any way would impact or destroy the U.S. broadcast industry.

Isn't it a little premature to think that commercial satellite implementation of DAB would deliver Portuguese music when a rock format would be a lot more competitive and profitable?

It could be possible that these signals could carry Top 40 radio, but if those are limited, you could have all sorts of variations. Under our plan, DAB is an opportunity for us to get back to localism. Radio stations today carry programming that's coming from satellite. And while they break away for news and weather, they're basically [offering] satellite-delivered programming. If this sort of thing is limited in its application, I don't see how it will destroy the U.S. broadcaster.

The industry seems to be concerned with the needs of the radio broadcasters and satellite proponents, but won't the digital communications issues ultimately be decided by the audio consumer?

Ron Strother continues on page 62.

Alan Box...

Continued from page 60.

have some new competitors. Most of us in the industry believe it would be good for programming and business operations.

Given this possible AM-FM parity, what effect might DAB have on station prices?

It's very difficult to accurately predict what will happen. This entire process might take seven to 10 years to evolve, and another four years to get significant penetration in digital receivers. Because of this, the impact on pricing will be gradual.

Through the NAB, broadcasters are arguing that localism must be protected, but ultimately shouldn't the needs of consumers dictate policy?

Listeners in the long run dictate what the product needs to be, and they will continue to do so. In the case of local versus satellite, we already have national services that are broadcast by satellite and are retransmitted terrestrially. There's nothing wrong with that system and I think that's the way to do satellite transmission. There's some rules that have to change about local news and public affairs and [such], but that can all be done terrestrially. I just don't see a reason to do it from satellite.

Will we see digital radio by the year 2000?

I don't think so; that's too soon. I'd like to see it happen, and

it's to the industry's benefit to grab the reins and say "let's do it and do it right and support it, and bringing about a new transmission method makes a lot of sense." But given the complications of the World Administrative Radio Conference and politics and the FCC, it's really hard to predict. I think seven-to-10 years is probably the right window for saying we could begin digital transmission, but certainly it will take a lot longer than that to replace the demand for current AM-FM receivers.

Plus all the lawsuits?

Probably. New things always come up. I hear from a lot of broadcasters, with a wide range of sometimes self-serving interests, and I try to take all of those into consideration. Still, I really believe that the plan we're working on is solidly on track. There's no question that the Eureka system is a fully developed, operating system. People who've heard it think it's terrific. Other than new technical developments I don't see a lot of things coming out that haven't already surfaced.

And there's no way the two systems can exist?

I think terrestrial is the key. I try to have an open mind, but as a broadcaster I would feel the impact of a satellite service. The task force has talked this question through for hours, and I honestly don't see why there has to be satellite. It seems that the terrestrial, cellular-like approach is the logical way to do it.

-REB

Ron Strother...

Continued from page 61.

Absolutely. It's always the listener who makes the decision. But first we all have to understand that digital audio broadcasting is a technology, and we have to begin to view communications technology as a social as well as cultural extension of ourselves. DAB is a new technology that is here. It's the missing link in communications. To say we're going to isolate ourselves with this technology and make it all terrestrial with no satellite usage is an impractical position to take.

You favor a terrestrial based implementation, but your DAB models suggest that too much spectrum is needed to replicate the current U.S. radio system in a new band. Don't broadcasters have a right to be concerned, and to protect themselves against what ultimately could change the way they do business?

Broadcasters have a right to be concerned and ask a lot of questions, and so far we have few answers. We do know the issues, however, and we have to begin to address those. Clearly, communications technology is becoming an international issue for policy and enforcement, as indicated by the upcoming World Administrative Radio Conference in 1992. Communications isolationism is impractical, and to think that "limited" satellite commercial delivery would destroy the U.S. broadcasting industry, and localism, is untrue. That's the same argument the little 250 watt station used against 50 kw clear channel, but clearly NAB and the FCC have seen a need for the type of clear channel localism that covers 16 states.

Technologically speaking, aren't clear channel stations and satellite implementation of DAB an apples-and-oranges situation?

No. As an industry, we have to acknowledge the existence of new technology. We have to address and to ascertain the real issues. That's what we've attempted to do with our various models. We have to take a look at all sides and then make some tough choices. There's no easy way to integrate new technology and have it be absolutely nondisruptive. What we've tried to do is to minimize that. There's nothing wrong with local terrestrial broadcasting; there's nothing wrong with a satellite DAB system. We feel it is impractical to isolate ourselves with this new technology when the entire world is going to have a satellite application of DAB.

Who is going to have to make the greatest sacrifice in implementing a digital audio broadcast system?

We prefer to think of it as compromise. There's a quote on the last page of our FCC filing that states: "We must...move on to the next generation of audio. We must keep pace with the remainder of the world in developing new technology. It is unfortunate that while America set the pace in its unparalleled use of radio, as a communications medium DAB has to be demonstrated first in this country as a foreign technology. The challenges facing the FCC in regulating emerging technology is a difficult one and issues raised by DAB will require cooperation and compromise to resolve. If the U.S. is to again take the lead in global technology, however, these challenges must be overcome, and those compromises be made."

Technologically, there's no longer any sort of particular country or boundary in this new arena of global communications. The three booming areas are North America, the European Community and the Far East. Whether we like it or not, that is today's market and these are the people we're competing with—and we must be able to keep up and communicate with those regions.

-REB

CABLE

GROUP W: MAKING THE BROADCAST/CABLE CONNECTION

Veteran broadcaster, led by chairman Burt Staniar, is among most visible proponents of media synergy in service of people and profit

In some major media companies, there are executives who believe the lines between broadcasting and cable will blur over time. At Westinghouse Broadcasting, that belief has translated into action that both anticipates and contributes to that goal. A former cable operator itself, Group W has lit a fire under its local and national cable programming and advertising efforts in the past two years, putting greater emphasis on drawing advertisers and viewers than on drawing distinctions between the media used to attract them.

Leading the charge is Burt Staniar, chairman and chief executive officer of Westinghouse, who all but promises more of the same. "What drives Group W is to satisfy our customers, (which is) our viewers, our advertisers and the communities in which we operate. That drives you to all sorts of innovative combinations with cable."

On the national front in the past 18 months, Group W has:

- Purchased 50% of the Request PPV service.

- Expanded its regional sports ownership by taking a reported 10% stake in Prime Network parent, Affiliated Regional Communications, in exchange for a reported 30% interest in Group W's Home Team Sports.

- Created a sports marketing arm to sell time on regional sports networks.

- Created a "seamless communications" plan allowing advertisers to reach across media using Group W broadcast and cable properties as well as other properties.

- Agreed to purchase a minority stake in Country Music Television—due to close in January—which creates an advertising demographic complement with the Nashville Network, for which Group W provides sales and marketing support.

- Launched programs to provide news and information updates on USA Network and Discovery.

On the local front:

- WBZ-TV Boston is wholesaling a small amount of news spots to local ca-



Staniar

ble operators, who in turn sell the time to local advertisers.

- KYW-TV Philadelphia has created a local news insert, "CityCast," that overrides the station's regular feed in certain city cable systems.

- KPIX(TV) San Francisco produced election night updates on the local cable system and other station-produced programming is being carried on the Pacific Sports Network.

"We see the businesses [broadcasting and cable] as basically being the same," said Staniar. "We are out there delivering local audiences to advertisers and we're trying to reach them however we can...I think it makes all the sense in the world for broadcasters to be as much involved in cable as they can, and for cablecasters to be as much involved in broadcasting as they can. These busi-

nesses will inevitably become more and more intertwined as time goes by."

Locally, said Staniar, "we've turned our people loose," with orders to "be innovative and figure out things that make sense." With the WBZ-TV experiment, "we're providing a unique service to the advertiser" by combining the higher ratings of broadcast with the targeted reach of cable. If the advertiser is satisfied, he said, "it's going to be good, long-term, for business. We believe that stimulates demand, which helps all of us." Staniar believes the program will bring in new advertisers, or those who have used other media, and cause existing advertisers to spend more in areas where their outlets are concentrated, just as national advertisers emphasize certain local markets. Even if demand isn't stimulated from adverti-

Monitoring 'Monitor'

The Monitor Channel, which has released its programming schedule, will provide a wealth of free launch support to cable operators who begin carrying the service when it is scheduled to debut on May 1, 1991.

The Monitor schedule will be dominated by programs drawn from its Boston television station. At 7 p.m., the service will carry *Today's Monitor*, a one-hour look at the news stories from *The Christian Science Monitor*, taped in the newspaper's newsroom. *Worldwatch*, the service's "signature news presentation" on world events, will be carried at 8 p.m. *One Norway Street*, a one-hour interview and information program hosted by Schulyer Sackett, will be carried at 9 p.m. The half-hours *Feature Story*, *Opinion Page*, *50 Years Ago Today* and *El Monitor de Hoy*, will run from 10 p.m. to midnight.

Jack Hoagland Jr., chairman and chief executive officer of the channel, outlined the free support materials operators would receive, including customized direct mail to nonsubscribers, one-year subscriptions to *World Monitor* magazine, television and radio spots, newspaper ad slicks and copies of *The Christian Science Monitor* to students who use the network's "World Classroom" materials and cross-promotion through other *Monitor* media.

Hoagland also announced the members of the service's editorial advisory board, which will meet quarterly in Boston: *World Monitor* commentator Hodding Carter; Ambassador Diana Lady Dougan; Peggy Charren, president of Action for Children's Television; Sanford Socolow, former CBS Evening News executive producer; Stephan Salyer, president of American Public Radio; and Herb Victor, ABC executive and past NATPE president.

TIME	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
6:00	THE CHILDREN'S ROOM					THE CHILDREN'S ROOM	
6:30	THE CHILDREN'S ROOM					THE CHILDREN'S ROOM	
7:00	TODAY'S MONITOR					THE CHILDREN'S ROOM	
7:30						THE CHILDREN'S ROOM	
8:00	WORLDWATCH					THE GOOD GREEN EARTH	
8:30						LETTERS FROM...	
9:00	ONE NORWAY STREET					MONITOR FORUM	
9:30							
10:00	50 YEARS AGO TODAY					ROD MacLEISH'S WEEK	
10:30	FORUM	THE GOOD GREEN EARTH	FORUM	THE GOOD GREEN EARTH	FORUM		
11:00	MORT SAHL	INNER CITY	LETTERS FROM...	MONITOR	ROD MacLEISH'S WEEK	CONGRESS THIS WEEK	
11:30	LETTERS FROM...	BEAT	TBA	FORUM			
12:00P	WORLDWATCH					MONEY AND YOU	
12:30							
1:00	TODAY'S MONITOR					TODAY'S MONITOR THIS WEEKEND	
1:30							
2:00	ONE NORWAY STREET					WEEKEND MONITOR	
2:30							
3:00	CONGRESS THIS WEEK	ROD MacLEISH'S WEEK	THE GOOD GREEN EARTH	INNER CITY	MONEY AND YOU	LETTERS FROM...	
3:30			LETTERS FROM...	BEAT		TBA	
4:00	THE CHILDREN'S ROOM					THE GOOD GREEN EARTH	
4:30	THE CHILDREN'S ROOM					MUSKETIERS FORUM	
5:00	AFTER SCHOOL					MONEY AND YOU	
5:30							
6:00	ROD MacLEISH'S WEEK	LETTERS FROM...	CONGRESS THIS WEEK	MONEY AND YOU	THE GOOD GREEN EARTH	INNER CITY BEAT	
6:30		TBA			LETTERS FROM...		
7:00	TODAY'S MONITOR					ELDRIDGE ON SPORTS	
7:30							
8:00	WORLDWATCH					CONGRESS THIS WEEK	
8:30							
9:00	ONE NORWAY STREET					SOVIET TELEVISION	SILK ROAD
9:30							
10:00	FEATURE STORY					THIS WEEKEND WITH MORT SAHL	
10:30	OPINION PAGE						
11:00	50 YEARS AGO TODAY					ROD MacLEISH'S WEEK	
11:30	EL MONITOR DE HOY					LETTERS FROM...	
12:00M						TBA	
12:30	WORLDWATCH						
1:00	ONE NORWAY STREET					CONGRESS THIS WEEK	
1:30							
2:00	TODAY'S MONITOR					INNER CITY BEAT	
2:30							
3:00	50 YEARS AGO TODAY					THIS WEEKEND WITH MORT SAHL	
3:30	EL MONITOR DE HOY						
4:00	ROD MacLEISH'S WEEK	LETTERS FROM...	CONGRESS THIS WEEK	MONEY AND YOU	THE GOOD GREEN EARTH	WEEKEND MONITOR	
4:30		TBA			LETTERS FROM...		
5:00	WORLD CLASSROOM					MONEY AND YOU	WORLD CLASSROOM
5:30							
5:55	DAILY RELIGIOUS ARTICLE					BIBLE VERSE	

ers, it may stimulate cable operators to buy more time from WBZ-TV, he said. There are those broadcasters who feel WBZ-TV is aiding the enemy—cable, but Staniar said: "It is shortsighted to see it the other way."

The news and sports ventures could lead to greater local advertising involvement by Group W stations. Could a broadcaster help run or own a local cable interconnect? "It's questionable," he said "whether [involvement] will be an equity kind of sharing," but "in terms of involvement, I think its highly possible."

On the news side, Group W is starting slowly. "We're starting with the kind of efforts seen so far," said Staniar in referring to KYW-TV's "CityCast." "It is difficult to make the full blown 24-hour deal work," he said. "It's probably way premature and maybe never the ideal model, but we definitely think that there is a need that can be satisfied by cooperative efforts, and it's often different for different markets."

KYW-TV has not yet begun selling advertising specific to "CityCast." But Staniar said "It's a clear opportunity, [and] that is the goal." From what he's seen, Staniar is a believer. "I definitely think it's going to work."

Neither would Staniar be surprised "to see local broadcast programming syndicated on cable channels." Asked whether Group W stations would ever program second channels in their own markets, Staniar said "as channel capacity increases, we see real opportunities for significantly greater cooperation between broadcasters and cable operators to provide additional programming." That programming, he said, could be segmented geographically or by subject matter and "you could be talking about multiple channels." Even if those channels were more narrow in scope, they would have the advantage of being both advertiser- and subscription-supported, he said.

As to Group W's national efforts, it may be highest on the regionals. "We love regional sports," Staniar said. "HTS is a fabulous success for us." Group W has options to increase its stake in Prime Network and is looking for other opportunities. "I think you'll see more consolidation" in that field, he said.

Staniar said he's "quite pleased" with the sports marketing arm. A potential problem for the sports sales company, however, is that MSG is considering dropped some of its Prime Network programming, which would leave Group W without a New York outlet. "Obviously, we'd like to see Prime carried in all the major markets," said Staniar, but

losing New York wouldn't be a death blow.

Group W is also high on PPV, but like others it is waiting on the big breakthrough. "PPV will eventually come," Staniar said. "It's a business that's already proven that there's a market. More channels will help it enormously."

That tight channel capacity also presents major hurdles for new programmers. Although Staniar said "we have looked at original stuff, as a practical matter today, channel capacity is fairly tight, so the opportunity to start up brand new items are slim." Staniar said that doesn't mean Group W won't participate

in new ventures, but will do so on a more selective basis.

As Group W steers a middle ground on programming issues, it also is doing the same on political issues, taking stands that are somewhat more cable-friendly than those of other broadcasters. For instance, Staniar said "there is a certain logic to having a retransmission fee, [but] on the other hand we recognize that the best way for something like this to come about is over time, as a compromise that meets the needs of both broadcasters and cable operators. I am of a mind that rightminded folks sitting down and recognizing their needs and under-

standing that they really are both in the same business, there may be some common ground that makes sense that would include a retransmission fee."

On the telcos, he said: "We're not at all sure it's in the public interest" to allow them into the cable business. "We think it's very hard to have a realistic separation and not have cross-subsidization."

In the future, said Staniar, "I think it is likely that we will become involved in more cable programming ventures both on a national and local level." Cable-related ventures are "a significant part of our earnings," said Staniar, and "the fastest growing part of our business." -MS

CABLECASTINGS

NEW YORK PPV SERVICE

Time Warner Cable's New York City Queens-Brooklyn division is ringing in the new year with the unveiling of its three-channel pay-per-view service, Time Warner Home Theatre. Available to all of the division's 300,000 subscribers, the standalone service will be experimentally programmed with the "Movie of the Week" concept that co-owned Warner Bros. is testing with Viewer's Choice on a single channel in eight markets.

The 70-plus-channel systems are dropping Viewer's Choice II and Request I to make room for the new service, but will still air Viewer's Choice I. Hugh Panero, vice president, customer operations and pay-per-view, said the systems plan to promote VC I as an event channel, emphasizing wrestling, and also as a catch-up screening channel. One of the TWHT PPV channels will air adult programming at night, with movies provided by Graff Pay-Per-View on a standalone basis.

The films will cost \$4.95, standard with PPV network prices. Panero would not speculate on what buy rates the new arrangement would achieve, saying only that it is expected to do better than the current 25% to 30% monthly buy rate the systems do now. While concentrating on blockbuster movies, the standalone PPV service will also allow the systems to program movies, such as Spike Lee's "Mo' Better Blues," scheduled for February, that don't "play in Peoria," said Panero.

PROMOTION PRIZEWINNERS

United Cable of Oakland county, Mich., won E! Entertainment Television's promotion contest, helped, in part, by the above. A United Cable employee sports an E! Mohawk-style skull-cap similar to that which Lee Masters, E!'s president and chief executive officer, has worn to draw attention to the network. The system took the \$50,000 first prize for most heavily promoting E! this summer.

Kingvideo Cable's Brooklyn Park, Minn., system picked up a stretch limousine as a special bonus prize. Four systems won \$10,000: American Cablevision of St. Louis; Storer Communications of Clinton, Conn.; US Cable of Merrillville, Ind.; and Comcast of Tallahassee, Fla.

The 10 \$2,500 winners are United Artists, Scottsdale, Ariz.; Prime Cable, Anchorage; San Bruno Cable TV, San Bruno, Calif.; UA Cable, Greeley, Colo.; Columbia Cable, Woodbridge, Va.; Southwestern Cable, San Diego; Erie Cablevision, Erie, Pa.; Storer, Venice, Fla.; Kingvideo, Brooklyn Park, Minn.; and Cable TV North Central, Roseville, Minn.

INSTRUCTIONAL TV

C-SPAN has designated January as "Education Month" to spur interest in its Cable in the Classroom project. The project includes visits by 35 C-SPAN employees to middle schools, high schools and cable systems beginning Jan. 15, in an effort

similar to past local C-SPAN visits. At those locations, the staffers will teach a class on the use of C-SPAN.

The campaign will also include educational seminars in Washington, trade and consumer advertising, network-wide employee education workshops, and on-air promotion.

MSG STANDARD TIME

Madison Square Garden Network will standardize its sign-on and sign-off times beginning Jan. 1. On weekends, MSG will run from noon to 2 a.m.; weekdays the network will be seen from 7 p.m. (or earlier if live events dictate) to 2 a.m. The change will mean an additional 400 hours of programming in 1991. MSG also said its *MSG SportsDesk* will remain in its new half-hour format.

GET A JOB

The Job Channel is expected to launch on Jan. 13 with approximately 400,000 subscribers carried on Simmons Cable in Long Beach, Calif., and United Artists Cable in San Fernando Valley, Calif. The one-hour program will air at least three times daily, Sunday-Thursday, giving viewers employment information.

WBA AWARD

Showtime has been named 1990 Boxing Network of the Year by the World Boxing Association (WBA). The award will be presented at a WBA dinner to be held Feb. 1, 1991, at the Trump Plaza in Atlantic City.

BUSINESS

ADVERTISER REPORT: TOUGH YEAR AHEAD FOR BREWERS

Increased federal excise tax and potential ad warning legislation may affect advertising plans; more brewers may follow industry leader Anheuser-Busch's lead into more promotions and less television

Coming off a year that saw the biggest sales gains in a decade, the beer industry may be hard pressed to match that growth in the coming years in part because of the unknown effects on consumers of the recently doubled federal excise tax on beer. Of course, anything bad for the beer industry is potentially bad for the broadcasting industry, which depends on brewers for a significant portion of advertising revenue. Brewers and broadcasters could also be stung by proposed legislation that would require health warnings on all television and radio ads for beer and wine.

The beer industry, unlike the broadcasting industry, has consolidated over the last 10 years with four brewers now controlling 82% of the market. According to *Beer Marketer's Insights*, Anheuser-Busch Co. continues to be the dominant force controlling 42% of the industry with Miller Brewing Co. a distant runner-up at 22%. Adolph Coors

Co. (Coors), which currently controls 9.6% of the industry, has come on strong in the last five years and saw year-to-date improvement in sales of 11.2%, the highest of any brewer. Stroh Brewery continues to lose market share and is off in sales by 12.7% through the third quarter, compared to a year ago, and controls 8.3% of the industry.

As a television advertiser, the beer industry has spent \$371.6 million on the Fifth Estate through the third quarter of 1990, according to Arbitron's Broadcast Advertiser Reports (BAR). Almost 40% of that figure was spent by Anheuser-Busch, whose brands include Budweiser, Busch and Michelob. Miller Brewing, whose products include Miller Lite and Genuine Draft, and Coors accounted for 27% and 22%, respectively, and Stroh accounted for only 2%. Some industry analysts expect Strohs and other smaller breweries such as Heileman and Pabst to be merged with one of the "big three" brewers.

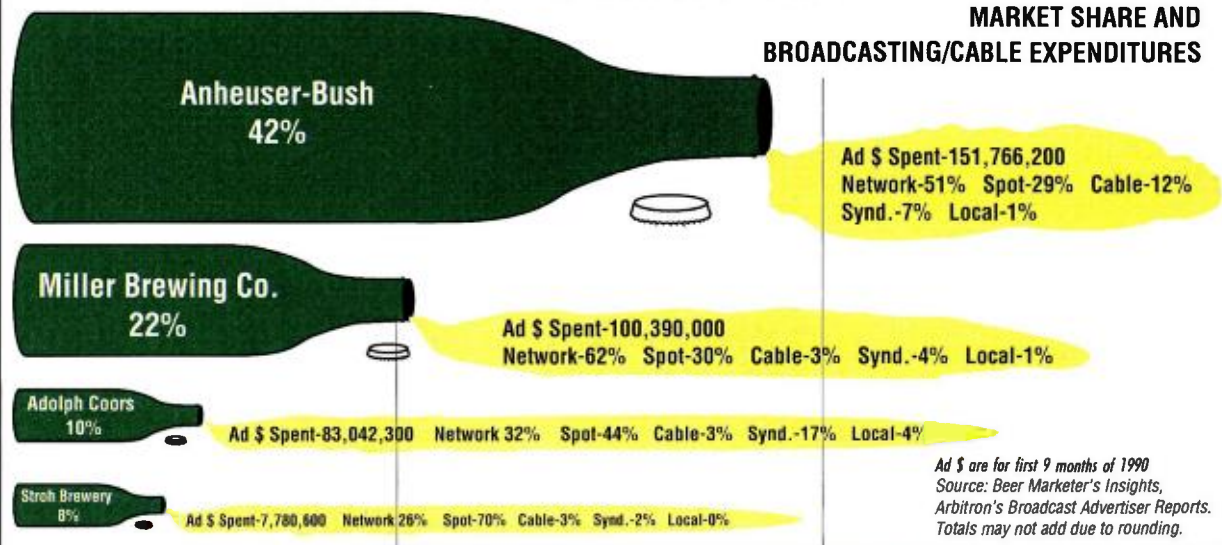
Of the \$371.6 million ad total, \$169.8 million or 45.7% was spent on the three networks. National spot accounted for \$117.4 million or 31.6%. Syndication, which includes Fox, accounted for almost \$31 million or 8.3% and cable, with \$24.6 million, accounted for 6.6%. Local advertising, with only \$5.8 million, totalled less than 2%. The local totals do not include distributor advertising which, according to industry sources, does not total much more than the BAR figures.

Just as excise taxes and possible advertising regulations have made predicting sales difficult, the same is true for advertising budgets. Anheuser-Busch sent ripples through the broadcasting industry last February when it announced it was cutting back its TV and radio advertising to focus on its in-store productions (BROADCASTING, Feb. 26). In 1989, Anheuser-Busch spent about \$280

Continues on page 69.

WHERE THE BEER MONEY FLOWS

MARKET SHARE AND BROADCASTING/CABLE EXPENDITURES



CHANGING HANDS

This week's tabulation of station and system sales (\$250,000 and above)

■ **WCOA(AM)-WJLQ(FM) Pensacola, Fla.** □ Sold by Norman S. Drubner to Brem Broadcasting for \$2.23 million. Price includes \$2.03 million cash at closing, a noncompete covenant and a \$200,000 escrow deposit. **Seller** is headed by Norman S. Drubner who has interests in KXYQ(AM)-KZRL(FM) Portland, Ore.; KIVA(AM) Santa Fe and KZRQ(FM) Albuquerque, both New Mexico. **Buyer** is headed by Edmond J. Muniz (80%) and Barry Richards (20%). Muniz has 33% interest in WLTS-FM Slidell, La.; 100% interest in WYAT(AM) New Orleans, and 65% interest in WGCM-AM-FM Gulfport, Miss. AM is fulltimer with adult contemporary and talk format on 1370 khz and 5 kw. FM has contemporary hit format on 100.7 mhz with 100 kw and antenna 1,555 feet above average terrain.

■ **WSIX(AM) Nashville, Tenn.** □ Sold by Capstar Communications Inc. to Bible Broadcasting Network Inc. for \$600,000. Price includes \$550,000 cash at closing and \$50,000 escrow deposit. **Seller** is headed by R. Steven Hicks, David Manning and Kim Borrow and is licensee of WJDX(AM)-WMSI(FM) Jackson, Miss., and WSSL-AM-FM Greenville, S.C. **Buyer** is headed by Lowell L. Davey, Georgeanna Davey, Keith Wohlenhaus and H. Ron White. Bible Broadcasting is a nonprofit, nonstock corporation which is licensee of 17 FM's and 1 AM. WSIX is fulltimer with country format on 980 khz with 5 kw.

■ **KITM(FM) Mission, Tex.** □ Sold by KITM Inc. to RGV Broadcasting Inc. for \$505,000. Price includes \$10,000 cash at closing, \$10,000 to be paid 30 days after closing, \$395,000 five-year promissory note at 12% and \$90,000 six-year promissory note at 12%. **Seller** is headed by Lino Canales and has no other broadcast interests. **Buyer** is headed by Kevin D. Pagan, Leo Marroquin and Mark Kach and is a wholly owned subsidiary of RGV Media Ministries Inc. KITM has Spanish format on 105.5 mhz with 3 kw and antenna 300 feet above average terrain.

■ **WDKC(AM) Fort Pierce, Fla.** □ Sold by Treasure Coast 1330 Corp. to Fairbanks Communications Inc. for \$365,000. Price includes \$315,000 cash at closing and \$50,000 escrow deposit. **Seller** is headed by Daniel W. Wallace and has no other broadcast interests. **Buyer** is headed by Richard M. Fairbanks, Richard C. Hinds, George E. Mills and James R. Cande and is licensee of WJNO(AM) West Palm Beach and WRMF(FM) Palm Beach, both Fla., and

PROPOSED STATION TRADES

By volume and number of sales

Last Week:

AM's □ \$2,230,000 □ 12

FM's □ \$507,390 □ 5

AM-FM's □ \$1,803,000 □ 2

TV's □ \$0 □ 0

Total □ \$4,540,390 □ 19

Year to Date:

AM's □ \$107,427,754 □ 377

FM's □ \$492,607,921 □ 240

AM-FM's □ \$362,562,727 □ 215

TV's □ \$829,676,900 □ 91

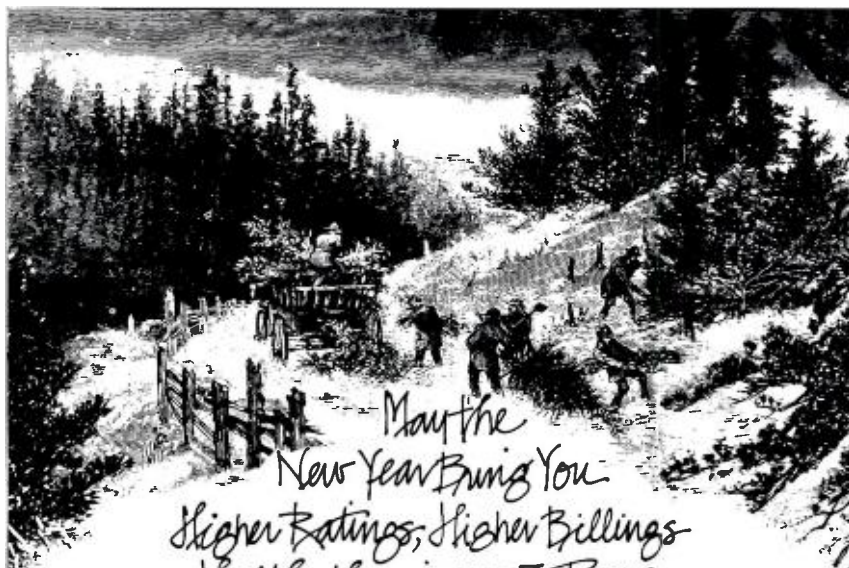
Total □ \$1,792,275,302 □ 923

For 1989 total see Feb. 5, 1990 BROADCASTING.

WKOX(AM)-WVBF-FM Framingham, Mass. WDKC has country format on 1330 khz with 5 kw day, 1 kw night. Broker: Blackburn & Co.

■ **WLPM(AM) Suffolk, Va.** □ Sold by Suffolk Broadcasting Corp. to Johnson Media Inc. for \$345,000. Price includes \$10,000 escrow deposit, a seven-year \$290,000 promissory note up to a maximum of 15% and \$45,000 five-year noncompete covenant. **Seller** is headed by Hubert H. Young and has no other broadcast interests. **Buyer** is headed by James W. Johnson Jr., who is an officer and 10% shareholder of Johnson Communications Inc., licensee of WDAO(AM) Dayton, Ohio. WLPM is fulltimer with oldies format on 1450 khz with 1 kw.

For other proposed and approved sales see "For the Record," page 76.



May the
New Year Bring You
Higher Ratings, Higher Billings
Health, Happiness & Peace.

BLACKBURN & COMPANY
INCORPORATED

Media Brokers & Appraisers Since 1947

WE BROKER BROADCASTING'S BEST

Washington • Atlanta

FOCUS ON FINANCE

The stock market was generous over the holidays, finding more media stocks to like. Capital Cities/ABC continued to gain, finishing last Wednesday at \$470. The company recently sold \$250 million of 10-year notes priced to yield 8.983%. Another network stock up in recent weeks is Telemundo, which has climbed more than 25% to 5 1/2. Majority owner Reliance Capital Group LP said it intends to buy 500,000 shares of Telemundo "from time to time in the open market, depending on market conditions." Several stocks apparently responded to favorable investor impressions from the annual PaineWebber media conference several weeks ago (BROADCASTING, Dec. 17). Among them were Park Communications, up roughly 25% from two weeks ago to \$16, and Viacom,

which gained 7% to \$26. Lee Enterprises was up 7% to 25 1/2. The company said it placed \$110 million in long-term debt with four insurance companies for the purpose of replacing short-term financing. Multimedia has gained in recent weeks, and was one of only two stocks added to the "recommended" list of Donaldson Lufkin & Jenrette. Tribune Co. was down, possibly because it is a producer of newsprint whose pricing may be under pressure now that the paper mill worker's strike appears settled. News Corp. fell 18%, to 7 1/2, possibly due to continued worrying about the company's refinancing and because of a documentary questioning recent trading in News Corp. shares and the company's tax payments (BROADCASTING, Dec. 24).

	Closing Wed Dec 26	Closing Wed Dec 12	Net Change	Percent Change	P/E Ratio(000,000)	Market Capitali- zation
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BROADCASTING

A (BHC) BHC Comm.	44	44	3/8	-	3/8	-00.84	11	1,288
N (CCB) Cap. Cities/ABC	470	450		20		04.44	16	8,146
N (CBS) CBS Inc.	174	1/4 175	1/2	- 1	1/4	-00.71	13	4,125
A (CCU) Clear Channel	10	3/4 10	5/8		1/8	01.17	-119	61
O (JCOR) Jacor Commun.	2	1	1/2		1/2	33.33	-1	19
O (OSBN) Osborn Commun.	6	1/2 6		1/2		08.33	-9	45
O (OCOMA) Outlet Comm.	8	7/8 8	7/8			00.00	10	58
A (PR) Price Commun.		3/16	5/16	-	1/8	-40.00		1
O (SAGB) Sage Bcsg.	1	1				00.00	-1	3
O (SCRIP) Scripps Howard	41	35	1/2	5	1/2	15.49	15	423
O (SUNNC) SunGroup Inc.		3/4	3/4			00.00	-1	5
O (TLMD) Telemundo	5	1/8 3	1/2	1	5/8	46.42	-2	117
O (TVXGC) TVX Group	9	3/8 9	5/16		1/16	00.67		68
O (UTVI) United Television	28	1/2 28	3/4	-	1/4	-00.86	3	309

PROGRAMING

O (IATV) ACTV Inc.	2	1/4 2	1/8		1/8	05.88		1
O (ALLT) All American TV	2	5/8 2	1/8		1/2	23.52		5
N (CRC) Carolco Pictures	8	3/8 7	3/4		5/8	08.06	13	253
O (DCPI) Dick Clark prod.	3	3				00.00	18	24
N (DIS) Disney	101	1/2 103	1/2	- 2		-01.93	17	13,497
O (FNNIE) FNN	2	3/8 2	3/8			00.00	7	43
A (FE) Fries Entertain.		3/8	5/8	-	1/4	-40.00		1
A (HIIIH) Heritage Ent.		3/4	7/8	-	1/8	-14.28	-1	6
N (HSN) Home Shop. Net.	3	3/4 3	3/4			00.00	10	338
O (IBTVA) IBS	1	3/8 1	3/8			00.00	17	4
N (KWP) King World	24	1/8 23	7/8		1/4	01.04	11	916
O (KREN) Kings Road Ent.		3/32	15/16	-	27/32	-90.00		0
N (MCA) MCA	67	7/8 66	1/2	1	3/8	02.06	25	5,103
A (NNH) Nelson Holdings	3	1/4 3	1/2	-	1/4	-07.14	-2	14
O (NNET) Nostalgia Net.		9/16	9/16			00.00		3
N (OPC) Orion Pictures	13	7/8 12	1/2	1	3/8	11.00	34	312
N (PCI) Paramount Comm.	42	41		1		02.43	28	4,951
N (PLA) Playboy Ent.	3	3/4 4		-	1/4	-06.25	19	70
O (QNTXQ) Qntex Ent.		1/8	1/8			00.00		26
O (QVCN) QVC Network	4	4				00.00	-10	69
O (RVCC) Reeves Commun.	6	3/4 6	3/4			00.00	-16	85
O (RPICA) Republic Pic. 'A'	6	1/2 6			1/2	08.33	36	27
A (SP) Spelling Ent.	3	5/8 3	7/8	-	1/4	-06.45	24	120
O (JUKE) Video Jukebox	5	7/8 6		-	1/8	-02.08	-45	55
O (WONE) Westwood One	1	3/4 2		-	1/4	-12.50	-1	25

	Closing Wed Dec 26	Closing Wed Dec 12	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	28	1/2	1	1/2	05.26	23	560
A (AK) Ackerly Comm.	2	5/8 3	1/4	-	5/8	-19.23	-3	40
N (AFL) American Family	19	1/8 18	1/4		7/8	04.79	14	1,556
O (ACOMA) Assoc. Comm.	28	1/2 24	1/2	4		16.32	73	531
N (CCN) Chris-Craft	25	1/8 27	1/8	- 2		-07.37	2	640
O (DUCO) Durham Corp.	28	1/2 27	1/4	1	1/4	04.58	14	241
N (GCI) Gannett Co.	36	7/8 37	3/4	-	7/8	-02.31	15	5,826
N (GE) General Electric	57	3/8 57		3/8		00.65	12	50,984
O (GACC) Great American	1	3/4 2	3/8	-	5/8	-26.31		61
A (HTG) Heritage Media	3	3	3/8	-	3/8	-11.11	-4	135
N (JP) Jefferson-Pilot	37	7/8 39		- 1	1/8	-02.88	9	1,353
N (LEE) Lee Enterprises	25	1/2 23	7/8	1	5/8	06.80	14	595
N (LC) Liberty	41	40	7/8		1/8	00.30	9	320
O (LINB) LIN	62	61	7/8		1/8	00.20	-17	3,185
N (MHP) McGraw-Hill	52	5/8 50	3/4	1	7/8	03.69	111	2,561
A (MEGA) Media General	18	3/4 17	1/8	1	5/8	09.48	22	474
N (MDP) Meredith Corp.	23	3/4 24		- 1/4		-01.04	-19	427
O (MMEDC) Multimedia	67	1/2 63	7/8	3	5/8	05.67	17	764
A (NYTA) New York Times	20	3/8 19	7/8		1/2	02.51	45	1,551
N (NWS) News Corp. Ltd.	7	5/8 9	1/4	- 1	5/8	-17.56	4	2,047
O (PARC) Park Commun.	16	12	3/4	3	1/4	25.49	17	331
O (PLTZ) Pulitzer Pub.	18	1/4 19	1/4	- 1		-05.19	7	191
O (STAUF) Stauffer Comm.	120	120				00.00	48	144
N (TMC) Times Mirror	26	1/4 26	3/4	-	1/2	-01.86	16	3,373
N (TRB) Tribune Co.	34	1/2 38	3/4	- 4	1/4	-10.96	13	2,272
A (TBSA) Turner Bestg. 'A'	12	1/2 13		- 1/2		-03.84	-83	1,864
N (WFO) Washington Post	194	205	1/2	-11	1/2	-05.59	12	2,334
N (WX) Westinghouse	28	5/8 27	3/8	1	1/4	04.56	8	8,332

CABLE

A (ATN) Acton Corp.	3	3/4 4	1/4	-	1/2	-11.76	-3	5
O (ATCMA) ATC	36	1/4 34	3/4	1	1/2	04.31	34	3,953
A (CVC) Cablevision Sys. 'A'	15	1/8 14	3/4		3/8	02.54	-1	335
A (CTV) Century Comm.	6	7/8 6	1/4		5/8	10.00	6	449
O (CMCSA) Comcast	12	1/2 12	1/2			00.00	-8	1,411
A (FAL) Falcon Cable	7	3/8 8	5/8	- 1	1/4	-14.49	-5	47
O (JOIN) Jones Intercable	7	1/4 5	7/8	1	3/8	23.40	-4	90
N (KRI) Knight-Ridder	45	5/8 46	3/8	-	3/4	-01.61	13	2,289
T (RCI.A) Rogers 'A'	7	1/2 7	1/2			00.00	-17	349
O (TCAT) TCA Cable TV	13	1/2 13			1/2	03.84	58	326
O (TCOMA) TCI	13	3/8 12	3/4		5/8	04.90	-19	4,761
N (TWX) Time Warner	87	7/8 84	3/4	3	1/8	03.68	-6	5,050
O (UAECA) United Art. 'A'	12	7/8 12	1/2		3/8	03.00	-18	1,808
A (VIA) Viacom	26	24	1/4	1	3/4	07.21	-86	2,775

million on television (broadcast and cable). Through third quarter 1990, the brewer had spent \$151.7 million on broadcast and cable television and appears unlikely to top 1989's figure. However, it seems that for now, Anheuser-Busch's competitors have not played follow the leader. Both Miller and Coors appear to be on track to top last year's broadcast/cable totals of \$126.6 million and \$103 million. Stroh will be down significantly from last year's \$24.3 million, probably more a factor of the brewer's declining market share than of advertising trends.

Industry analysts are unsure what effect the increase in the federal excise tax—from 16 cents per six pack to 32 cents that goes into effect Jan. 1—will have on the industry. Some are concerned there may be a buyer revolt of sorts and are looking for brewers to advertise more to counteract any ill will.

Jay Nelson, analyst, Brown Brothers Harriman & Co., said the excise tax increase coupled with the industry's normal price increase should pull total sales volume for 1991 down 2%. Otherwise, he said, the industry would have been flat to up a half percent. Said Nelson: "The timing of the excise tax puts pressure on the

industry early in the year. Brewers will discount or offer promotions to talk to the loud consumer voice, especially with the upcoming sticker shock." He is not looking for any "big explosion" in ad spending. Instead, he said, brewers may turn more towards promotions.

Ben Steinman, associate publisher of *Beer Marketer's Insights*, said the excise tax may make some brewers rethink their marketing philosophies. On a positive note, Steinman said the federal excise tax increase may give brewers some leverage in fighting any state excise tax increases.

The growing cost of advertising on television may also be turning some brewers towards promotions. Robert Weinberg, a St. Louis-based industry consultant, said that as TV advertising has become more expensive, a handful of brewers have bid the market up. Said Weinberg: "I'm not so sure the media companies have not killed the goose."

There is also new legislation pending from Senators Ted Kennedy (D-Mass.) and Albert Gore (D-Tenn.) that would require health warnings to be aired with all beer advertisements. That, most industry experts say, would end all 15-second spots and possibly all 30-second spots.

Although most industry watchers ex-

pect the bill to die again in committee, there is concern. David Becker, vice president, alcohol issues, The Beer Institute, said the bill is a "bad piece of legislation," which, if passed, "would cause a severe drop in advertising."

One plus for brewers is that Representative Tom Luken (D-Ohio), who as chairman of the subcommittee on Commerce, Consumer Protection and Competitiveness, Transportation and Hazardous Materials, a major critic of beer, wine and tobacco advertising, retired from Congress. His likely successor on the subcommittee, Al Swift (D-Wash.), is said not to have supported the Kennedy-Gore bill.

There are also some nonregulatory issues facing the industry. Although the fourth quarter is expected to keep up the excellent pace, more shakeouts among the brewers are expected. Analysts expect that G. Heileman Brewing will restructure. Stroh, also at times considered a restructuring candidate, reportedly got an infusion of cash from the recent sale of a Spanish brewery, which will keep the brewer afloat. And Coors, which has reported the biggest sales gains through the third quarter, has, according to Nelson, lost some momentum during the fourth quarter.

-JF

STOCK INDEX (CONT.)

	Closing Wed Dec 26	Closing Wed Dec 12	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
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EQUIPMENT & MANUFACTURING

N	(MMM) 3M	86 1/4	86 1/8	1/8	00.14	14 19,144
N	(ARV) Arvin Industries	16 3/8	16 5/8	- 1/4	-01.50	15 307
O	(CCBL) C-Cor Electronics	3 5/8	4 1/4	- 5/8	-14.70	3 15
O	(CTEX) C-Tec Corp.	15 5/8	14 7/8	3/4	05.04	-30 257
N	(CHY) Chyron	5/16	13/32	- 3/32	-23.07	3
A	(COH) Cohu	10 1/4	9	1 1/4	13.88	7 20
N	(EK) Eastman Kodak	41 7/8	41 1/2	3/8	00.90	43 13,585
N	(HRS) Harris Corp.	19 7/8	20 1/8	- 1/4	-01.24	6 797
N	(IV) Mark IV Indus.	8 7/8	7 3/4	1 1/8	14.51	2 120
O	(MATT) Matthews Equip.	1 5/16	1 1/8	3/16	16.66	65 7
O	(MCDV) Microdyne	2 3/4	3 1/4	- 1/2	-15.38	39 11
O	(MCOM) Midwest Comm.	1 1/16	1 1/2	- 7/16	-29.16	3 3
N	(MOT) Motorola	53 1/4	52 1/2	3/4	01.42	13 7,003
A	(PPI) Pico Products	5/16	3/16	1/8	66.66	1
N	(SFA) Sci-Atlanta	13	12 5/8	3/8	02.97	7 291
N	(SNE) Sony Corp.	44 1/4	45 1/8	- 7/8	-01.93	23 14,687
N	(TEK) Tektronix	18 3/8	18 7/8	- 1/2	-02.64	-6 534
N	(VAR) Varian Assoc.	31 1/4	32 1/2	- 1 1/4	-03.84	-148 598
O	(WGNR) Wegener	3/8	1/2	- 1/8	-25.00	-2 2
N	(ZE) Zenith	7	6 3/4	1/4	03.70	-2 187

	Closing Wed Dec 26	Closing Wed Dec 12	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
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SERVICE

O	(AFTI) Am. Film Tech.	3 1/2	4 1/8	- 5/8	-15.15	11 34
O	(BSIM) Burnup & Sims	9 3/8	9 5/8	- 1/4	-02.59	104 118
A	(CLR) Color Systems	2 3/8	1 5/8	3/4	46.15	-2 22
N	(CQ) Comsat	22 3/8	23 5/8	- 1 1/4	-05.29	7 418
N	(CDA) Control Data	8 3/4	9	- 1/4	-02.77	-2 372
N	(DNB) Dun & Bradstreet	42 1/8	41 7/8	1/4	00.59	15 7,686
N	(FCB) Foote Cone & B.	18 3/4	18 5/8	1/8	00.67	9 202
O	(GREY) Grey Advertising	130	120	10	08.33	11 146
O	(IDBX) IDB Commun.	6 3/4	6 3/4		00.00	75 42
N	(IPG) Interpublic Group	35 1/4	33 1/8	2 1/8	06.41	15 1,205
N	(OMC) Omnicom	22	21 5/8	3/8	01.73	10 577
O	(RTRSY) Reuters	37 3/4	39	- 1 1/4	-03.20	17 16,273
N	(SAA) Saatchi & Saatchi	1 3/4	1 7/8	- 1/8	-06.66	-1 277
O	(TLMT) Telemet	3/8	1/4	1/8	50.00	1
O	(TMCI) TM Commun.	1/4	7/32	1/32	14.28	-1 5
A	(UNV) Unitel Video	5 3/4	5 7/8	- 1/8	-02.12	-9 8
O	(WPPGY) WPP Group	2 1/4	2 7/8	- 5/8	-21.73	92

Standard & Poor's 400	387.09	386.28	+0.81	+0.2%
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WASHINGTON

FEDERAL COURTS CHOSEN FOR CAMERA EXPERIMENT

Three-year test allows videotaping, tape recording, photographing of court events

The U.S. Circuit Courts of Appeals in New York and San Francisco, and U.S. District Courts in New York, Washington, Pennsylvania, Massachusetts, Michigan and Indiana, have been chosen as the guinea pigs in a three-year test of cameras in the courtroom.

The Judicial Conference of the United States' ad hoc committee on cameras in the courtroom delivered its final report, choosing the courts from among a number of volunteers and providing guidelines for the experiment. The test, to begin July 1, 1991, and sunset June 30, 1994, was approved at the conference's September meeting, and permits videotaping, tape recording and photographing of court events. It requires the media to use a pool to limit the number of cameras and recorders and to make written requests for coverage on a case-by-case basis, with individual judges having broad discretion to deny such requests (BROADCASTING, Sept. 17).

The committee, which was discharged after delivering the report, said that case studies and surveys will be used to assess the impact on the proceedings. According to the committee, the pilot courts must keep detailed records of all requests for media coverage (evaluation material and standardized forms will be issued) and provide reasons for refusing, limiting or terminating media coverage. Also, each court must specify participants in the media pools and be given copies of the actual footage.

The Second Circuit Court in New York and the Ninth Circuit Court in San Francisco were chosen from among six volunteers. The Second Circuit Court of Appeals hears cases originating in the District Courts of New York, Connecticut and Vermont. The Ninth hears cases from Alaska, Arizona, California, Hawaii, Idaho, Montana, Nevada, Oregon and Washington.

(The conference had expressed its desire that the experiment take place in large metropolitan areas where there would be a greater number of judges, cases and media attention.)

The Southern District of New York (New York City) and the Western Dis-

trict of Washington (Seattle and Tacoma) were chosen because the experiment called for cameras in a district court from each of the Circuits picked. Also chosen: the Eastern District of Pennsylvania (Philadelphia); the District of Massachusetts (Boston); the Eastern District of Michigan (Detroit, Ann Arbor, Bay City, Flint and Fort Huron), and the Southern District of Indiana (Indianapolis, Evansville, Muncie, New Albany and Terre Haute).

In all, 13 district courts volunteered. Although a spokesman for the administrative office of the United States courts declined to name the courts not chosen,

it is almost certain that one of them was the western district of Wisconsin ("Closed Circuit," Sept. 17). It had been considered a leading candidate because it sits in the U.S. congressional district formerly held by Robert Kastenmeier (D-Wis.), a long-time proponent of opening up the federal courts to cameras. The relatively small size and case load of the western district (compared to the eastern district of Michigan), however, are said to have been the main factors mitigating against it, and some observers added that the defeat of Kastenmeier in last November's elections (BROADCASTING, Nov. 12) sealed its fate. —PJS

FRIENDS IN HIGH PLACES

The Supreme Court has received a friend of the court brief filed jointly by The City of New York, the National League of Cities and the United States Conference of Mayors that supports taxing cable systems differently than magazines and newspapers. In *Medlock v. Pledger*, the Court will decide whether or not the First Amendment protects cable operators from paying state taxes. The Arkansas Supreme Court ruled last February that such a tax was unconstitutional. The joint brief said: "A taxing authority may impose different tax requirements on communications media, where such requirements are not content-related and are rationally related to differences in the media themselves." It said the basis for taxing cable differently than newspapers is that cable "makes substantial use of public resources...[such as] nontransient and disruptive access to public rights-of-way and the exercise of eminent domain powers...which are made available to cable operators at nonmarket clearing prices." The Arkansas tax applies to all cable operators, video store owners, movie theaters and any providers of video or radio services "with or without the use of wires provided to subscribers or paying customers or users."

The National Association of Broadcasters and the Association of Independent Television Association, in an earlier joint filing, said, "While cable systems may not be entitled to the same degree of First Amendment protection as newspapers or magazines...cable, as part of the press, is entitled to the protection of the First Amendment from discriminatory taxes." (The National Cable Television Association and others have already filed briefs supporting the unconstitutionality of the tax ["In Brief," Nov. 19].)

The Supreme Court also received a friend of the court brief from the Reporters Committee on Freedom of the Press, RTNDA, The Society of Professional Journalists and American Newspaper Publishers Association in support of Janet Malcolm and the *New Yorker* magazine, who are defendants in a libel suit filed by Jeffrey Masson, a psychologist who claims Malcolm made up quotes attributed to him. The brief said: "The inaccurate or altered quote is not a goal of good journalists. But standing alone, a change in words without a change in meaning is not sufficient basis to strip the reporting and editorial process of the protections accorded speech.... The First Amendment does not protect only 'ethical' journalists." —PJS

TECHNOLOGY

AMSC PICKS HUGHES, SPAR TO BUILD MOBILE SATELLITE

Digital audio broadcasting is one of the services to be transmitted over \$100-million satellite; spring 1994 launch is expected; Telesat Mobile Inc. will launch duplicate satellite for Canada

The chances of satellite-delivery of digital audio broadcasting (DAB) have increased. The American Mobile Satellite Corp. (AMSC), Washington, awarded Hughes Aircraft Co., El Segundo, Calif., and Spar Aerospace Ltd. of Canada, the contract to build its "MSAT" satellite, which will provide DAB and several other mobile satellite services to consumer and industrial customers. The contract is worth about \$100 million.

"This is the beginning of a new era in communications," said George Tellmann, AMSC vice chairman and chief executive officer, of the new class of satellite that will provide broadcast, voice and data communications to mobile receivers and to remote areas not easily wired for telephone or other communications. "This is what we're providing, universal service," he said.

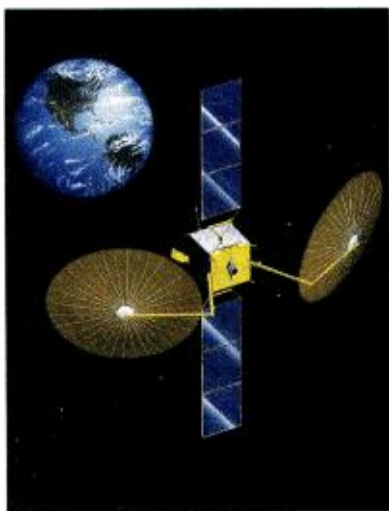
Radio Satellite Corp. (RadioSat), Long Beach, Calif., is arranging to lease part of AMST's capacity on the MSAT to broadcast 10 compact disk-quality digital radio services. "We are real," said Gary K. Noreen, chairman and chief executive officer of RadioSat, following a Washington press conference to announce the Hughes-TMI contract. The satellite is tentatively scheduled for launch in March 1994. RadioSat could begin broadcasting by the following summer, he said.

Noreen is a member of AMSC's board. Among AMSC's partners are Hughes, McCaw Cellular, the largest U.S. cellular telephone company, and Mtel, the largest paging company.

The spectrum to deliver mobile radio, cellular phone, paging and several other services was awarded to AMSC by the FCC in 1989. The services will be delivered in the frequencies around 1600 mhz, commonly called the L band.

"We have our license and we're going forward," Noreen said.

RadioSat emerged last spring as one of a handful of proponents of satellite DAB in an application to the FCC for



authorization to build a control center for the audio service in Pasadena, Calif. (BROADCASTING, June 4). Noreen said an announcement concerning the control center will be made in January, but would not say what the nature of the announcement would be.

RadioSat's original goal was to have RadioSat car radios available to consumers by Christmas 1993. But the delay in the launch of the AMSC satellite has pushed that goal back by six months. The introductory price for the receivers is expected to be "a few hundred dollars more than normal car radios," according to a RadioSat fact sheet. The receivers will also be able to pick up conventional AM and FM signals.

In addition, RadioSat receivers may offer other features, such as a pager, a display for map location and navigation, a fax machine and a keyboard for two-way data transmissions. Emergency signals and pager message acknowledgment are two-way features RadioSat might add to its digital audio receivers.

Tellmann said financing for the overall mobile satellite project will not be a problem. "We are getting some debt financing from Canadian Export and

some from other banks," but the shareholders are picking up about two-thirds of the total expense, he said.

Simultaneous with the AMSC announcement, Telesat Mobile Inc. (TMI), Montreal, announced a contract with Hughes and Spar to build an MSAT identical to AMSC's. The two craft will be launched about the same time, cover about the same area and will back each other up in case of failure. If AMSC's 1994 launch is delayed, for example, RadioSat and other services in the U.S. could share space with Canadian services until both satellites are in orbit.

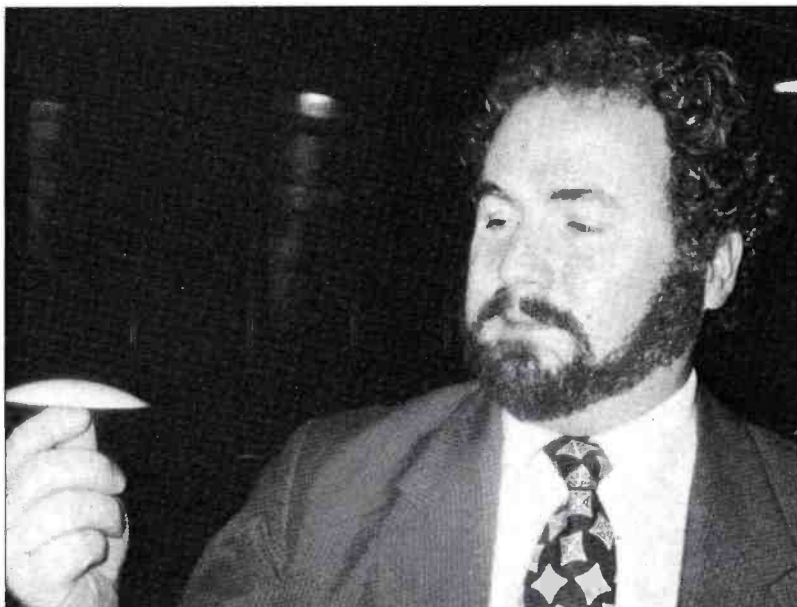
The two units will be "the most powerful mobile satellites in the world," according to Carson Agnew, a Hughes vice president. The company began its MSAT program in 1987 and has sold seven others similar to it worldwide, he said.

The AMSC satellite will reach the entire United States, including Alaska, Hawaii, Puerto Rico and the Virgin Islands. Some services may also be offered to Mexico, Tellmann said. The reach of both the AMSC and TMI satellites will extend to 200 miles beyond the U.S. and Canadian coasts to cover maritime applications.

The good thing about AMSC's license from the FCC "is that it does not limit how the spectrum is used. On the contrary, the FCC's intention is that we optimize the space," said AMSC President Brian Pemberton.

The National Association of Broadcasters is leading the fight against any form of national or regional satellite DAB service, in part because of the competitive damage it could do to its local radio station membership. RadioSat is among the satellite DAB services NAB opposes ("Closed Circuit," July 23). But the wording of the AMSC license makes it unlikely the FCC would intervene to halt MSAT digital audio.

"There is a finite amount of spectrum available for such purposes. Other countries divided [applications] into air, sea



RadioSat's Gary Noreen holding an omnidirectional digital radio antenna

and land uses," Tellmann said. "Our country decided that was not appropriate because no company would put the funds into a system that would serve just land, just air or just sea. So the U.S. government applied a generic label to these frequencies and stated that it would be available for companies that wanted to put up private systems."

Mobile satellites will be used for a number of other purposes beyond what RadioSat has in mind. Before the MSAT's are launched, AMSC plans to lease transponder time from current L-band satellites to start fleet management tracking services for ocean shipping, rail, passenger bus and trucking companies in the first quarter of 1991. Law enforcement and other public service agencies have expressed interest in using MSAT. A large amount of air traffic control communications will employ mobile satellites by 2000, it is expected. Oil companies are considering MSAT for pipeline monitoring.

Perhaps the most important MSAT application will be mobile telephone service. "We believe our relationship with cellular is complementary," Pemberton said. Many low-population areas of the country are not served by cellular service and probably never will be. "By the year 2000 there will be approximately 35 million cellular subscribers," Pemberton said. If less than 2% of that business is delivered over mobile satellite, AMSC will oversubscribe a second satellite, he said.

MSAT could also complement per-

sonal communications networks (PCN's), the low-power digital radio

technology that may replace much of the cellular and wired telephone technology in the next 10 years (BROADCASTING, Dec. 17). One of the features developers of PCN have not yet worked out is how to transfer calls from cell to cell for cars on the open highway. Supplemental satellite capacity could solve that problem.

The satellite will transmit at three different power levels, depending on the type of service. Low power services fleet tracking for example will be received with 20-inch diameter directional dish antennas. A 3-inch diameter dish will receive higher power, more expensive services. RadioSat will require the highest power transmission and will be receivable with tiny omnidirectional antennas installed on top of cars.

It will cost \$50 million-\$60 million to launch the AMSC satellite. A barter arrangement has been made with NASA, which will handle the launch. The U.S. government will get about 15% of the satellite's capacity in return. Tellmann called the deal "a visionary example of what can be done between government and industry." The launch vehicle has not yet been decided upon. -RMS

BIGGER BUDGET FOR CABLELABS

Cable Laboratories Inc. (CableLabs), Boulder, Colo., approved a budget of \$11 million for fiscal 1991 during its annual December meeting. The lab, which is co-funded by large multiple system operators in the U.S. and Canada, increased its overall budget by \$4.75 million over its 1990 budget.

Nearly \$4.5 million has been set aside to fund research projects, \$2.5 million more than was allocated in 1990. Among the key research projects for 1991 will be personal communications network (PCN), a two-way voice technology that some analysts say could eventually replace much of today's wired telephone service and be a source of billions of dollars of revenue for the cable industry if it gets heavily involved in the business (BROADCASTING, Dec. 17). Other 1991 goals for the lab include the building of a test cable system for experiments on new video technologies and the development of an interactive program guide.

John C. Malone, president and chief executive officer, Tele-Communications Inc., was reelected chairman of CableLabs during the meeting. Also reelected were James Doolittle, president and chief operating officer, American Television & Communications Corp., as treasurer, and Brian Roberts, president, Comcast, as secretary. James Kingsdale, president, Paradigm Communications, and James O'Brien, president, Jones Intercable, were new members elected to the board.

Bradley Johnson, senior vice president, service operations, and Tom Eliot, CableLabs vice president, science and technology, were appointed to head a new task force searching for ways to eliminate cable outages. The group will catalog the causes for outages and the ways to reduce their occurrence. It will also develop a method for tracking outages throughout the cable industry. There will be six working groups within the task force specializing in plant powering, equipment reliability, protecting outside plant and headends, detecting and tracking outages, system reliability and preventative maintenance.

CableLabs also announced that its president, Richard Green, has been appointed chairman of task force 1 of the International Radio Consultative Committee's (CCIR) Study Group 11. That group is working to develop world standards for high-definition television studio production equipment and program transfer. -RMS

SATELLITE

Compression confirmation. A two-and-a-half-hour live field test conducted last month has convinced Private Satellite Network (PSN) that a single Ku-band transponder can carry eight digital television signals (compressed via Compression Labs Inc. (CLI) digital compression technology) and that digital and analog video signals can be fed over a Ku transponder simultaneously.

Conducted Nov. 20 as a prelude to fuller tests of CLI technology next spring, the test was carried out by PSN (provider of private business TV networks), San Diego-based ComStream Corp. and the Ford Motor Co. using GE Americom's Satcom K-1 satellite and a 1.8-meter receiving dish. In addition to confirming the 8-to-1 ratio, said Bill Rowse, senior vice president for PSN engineering, in a prepared statement, "We also demonstrated a practical transition strategy for moving from analog to digital transmission of broadcasts that could be used for business television."

PSN said its tests of the "latest generation of CLI and ComStream digital video transmission equipment" determined operating parameters including digital carrier threshold, operating margins, transponder loading levels and frequency separation.

SkyPix, which proposes to launch an 80-channel, Ku-band mid-power direct broadcast satellite (DBS) service next summer, claims exclusive license to entertainment and commercial broadcasting applications of CLI compression technology. Away for the holidays, executives at PSN, ComStream and CLI could not be reached for further comment.

Invitation only. SkyPix has begun taking reservations to witness live demonstrations of its Compression Labs Inc. 8-to-1 digital video compression technology at the Consumer Electronics Show, Jan. 10-12 in Las Vegas.

Falling Starion. Starion Premiere Cinema, the pay movie channel for home satellite subscribers only, will go dark Jan. 31, 1991. Attributing the death of the service to slow growth and tough movie licensing competition from HBO and Showtime, United Video and Amway Corp., co-operators of Starion, said current Starion subs could arrange to receive Cinemax in Starion's place at no extra charge. "The subscription growth was not up to the level needed to continue providing a quality movie service to the home satellite dish market," said Ray Duffy, vice president and general manager of Superstar Connection, United Video's program marketing and distribution arm.

Newcomer Norris Satellite: Ka or KO? The FCC's Common Carrier Bureau and Office of Science and Technology last week extended until Jan. 7, 1991, the deadline for comments on Norris Satellite Communications' application to offer a "general satellite service" aboard one Ka (30-20 GHz) bird in the fixed-satellite service (FSS) arc. So far, GTE Spacenet has filed a petition to deny Norris's application, arguing that a grant would constitute inefficient use of spectrum. Norris's new deadline for responses is Jan. 21.

Spacenet said it opposes amending FCC rules to allow a general satellite service to encompass Ka-band DBS, MSS and FSS services from a single satellite. In addition to arguing that Norris—whose principal, John Norris, is presi-

dent and general manager of WGSB-TV Red Lion, Pa.—has failed to demonstrate its financial wherewithal, GTE suggested that use of the satellite to offer higher-powered DBS services would interfere with future Ka services offered on satellites within nine degrees of the 100 degree slot proposed by Norris. Two of Spacenet's own orbital slots, at 103 and 105 degrees West Longitude, fall within that distance. Leslie Taylor, Washington attorney for Norris, said Norris and Spacenet will meet to discuss the latter's technical concerns.

Government green light. Several key decisions made by domestic and international regulatory bodies this month and last bode well for international news operations. U.S. TV networks stand to save \$100,000 to \$200,000 each annually, if the FCC approves a Comsat request to institute Intelsat rate cuts—from \$8 to \$6.50 per minute—for occasional TV use. And they expect substantial savings from AT&T's proposal to add 100 non-Intelsat 64-kilabit-equivalent phone circuits between the Soviet Union and U.S. via Intersputnik.

The State and Commerce Departments advised FCC Chairman Alfred Sikes that the U.S. government has "no national or foreign policy objection" to AT&T's proposed public switched networks (PSN) service. State's approval of the service became possible when the Intelsat Assembly of Parties approved a maximum 100 64-kilabit-equivalent PSN circuits offered by separate, non-Intelsat systems. The plan, said State, would make three times the current number of circuits available to networks, which spend tens of thousands of dollars per month keeping in touch with Moscow bureaus and often fail to find open lines, said one network source. Said a Dec. 14 letter to Sikes co-signed by Deputy Secretary of Commerce Thomas Murrin and Deputy Secretary of State Lawrence Eagleburger: "The administration views this action as an important step in promoting business development and commerce between the U.S. and the Soviet Union."

High road. John Grayson, president of Sidney, British Columbia-based DecTec International, has asked for a chance to demonstrate personally to the Satellite Broadcasting and Communications Association that "there is nothing illegal, unethical or immoral about our product or intentions" to introduce its Secure Universal Norm (SUN) scrambling system into the United States early next year. In a Dec. 17 letter to SBCA President Chuck Hewitt, Grayson requested a meeting with the SBCA board, retailers council and Anti-Piracy Task Force for an opportunity to dispel perceptions that SUN—which DecTec claims can emulate VideoCipher II and other encryption system software—is a "black box VCII." At press time, Hewitt said he had received the request but would not reply before Jan. 1, 1991.

Grayson's apparent nothing-to-hide approach faces some skepticism among satellite industry officials, many of whom believe DecTec has only been forced to take the high road by General Instrument's ongoing upgrade toward VC-II Plus. Several programmers said they fear SUN units will flood the market in 1991. Grayson said his company's intent never was to sell pirate boxes but rather to create a universal decoder able to receive signals encrypted by any system.—PDL

INTERNATIONAL

GEARING UP FOR RADIO'S INTERNATIONAL GATHERING

Planning is underway for '92 convention in Switzerland by NAB and Montreux

The radio industry's first full-fledged international gathering, scheduled for 1992 in Montreux, Switzerland, is beginning to take shape following a Dec. 10-11 meeting between representatives of the National Association of Broadcasters and the city of Montreux, joint sponsors of the event.

NAB, which runs the U.S. broadcast industry's largest annual convention each spring, and Montreux, which sponsors the biennial Montreux TV Symposium, a leading international technical conference, agreed last summer to back the June 10-13, 1992, radio symposium and exhibition.

The European Broadcasting Union is being courted to join the effort as a sponsor, as are other U.S. and European organizations.

According to NAB's John Abel, executive vice president for operations, who attended the Montreux meeting, conservative estimates are for attendance of between 500 and 1,000, with commitments made to the city for 1,000 hotel rooms. Most attendees will come from the private radio sector in Europe, with attendees also expected from the U.S., Japan, North Africa and Eastern Europe, he said.

Although no plans have been made for a followup radio meeting after the 1992 conference, Abel said, if successful, the gathering could be held every other year. A decision on 1994 would have to be made in early 1992, however, prior to the first event.

The initial meeting of the convention's international executive committee, which includes executives from NAB and the city of Montreux, and broadcasters from the U.S., Europe and Japan, focused on organizing the symposium program. The symposium will cover management, programing and technology subjects.

Abel explained the management program will cover marketing and advertising sales, economics and legal/regulatory issues; the programing track will cover such areas as formats and network and local station programing, and the technical track will focus on radio data

systems, digital audio broadcasting, digital satellite radio and cable audio, as well as on technical training. The symposium sessions will run concurrently, although Abel said with no more than two tracks at a time.

Next on the agenda for the committee,

NAB
Radio
MONTREUX
JUNE 10-13, 1992

which will hold its second meeting April 14 during the NAB's annual convention in Las Vegas, will be to identify an industry figure for an overall keynote address, as well as three others for keynotes in each of the three program tracks and three more to act as the major organizer of each segment, said Abel.

Several European and Japanese executives have already been identified as possible organizers for the management and technology tracks, while an American is likely to be chosen to help organize the programing track.

Abel said the committee expects to complete the program plans by summer 1991, to begin promotion of the event by that fall.

Coinciding with the symposium will be an extensive equipment exhibition, expected to cover 2,000-2,200 square meters, or approximately 22,000 square feet. Abel said the exhibit will be about half the size of that of the association's fall radio conference in the U.S.

The exhibit will be housed in a new, three-story, 15,000-square-meter center under construction by the city of Montreux and to be completed in time for its Television Symposium scheduled next June.

Abel said NAB will handle exhibition arrangements for U.S., Japanese and certain European companies, while Montreux will handle details for most European exhibitors. Among companies

expected to take stands will be not only technical and equipment firms, Abel said, but programing and service-related companies in audience research, consulting, computer software, program networking and sports rights.

Although no other single radio gathering currently provides the planned show's combined management-oriented symposium and equipment focus, Abel said several exhibitions do have some radio representation, while the annual music industry-oriented MIDEM market in Cannes, France, has a growing radio program.

The MIDEM organization, which also sponsors two international television markets each year in Cannes—MIP-TV and MIPCOM—at this year's music market will include its most extensive radio sessions ever, Jan. 21-23. Planned are 13 programing, advertising, research, marketing and technical panels, as well as keynote addresses from European Community Commissioner Jean Dondelinger, NAB's Abel and CBS France President Henri de Bodinat.

Abel said while the MIDEM program may be in some respects competitive, the organization also had approached NAB and Montreux about the possibility of working together, possibly by co-sponsoring a MIDEM event at the Montreux meeting.

Co-chairs of the NAB-Montreux convention's organizing committee are NAB Joint Board Chairman Lowry Mays and Swiss Broadcasting Corp.'s Daniel Kramer. Also on the committee are NAB Radio Board Chairman David Hicks of Hicks Broadcasting, radio board member Dick Harris of Group W Radio, NAB President Eddie Fritts, NAB's Abel, Hikoji Ueda of Tokyo FM Broadcasting, Martin Brisac of Europe 2 in Paris and Dietrich Schwarze of South German Broadcasting Corp. in Stuttgart. In addition, the committee includes Michel Ferla and Xavier Kiempf, both with the Montreux Television Symposium.

Abel said additional members, including British radio industry representatives, are expected to be added to the group in time for the April meeting. —AAG

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FMBC-2

FOR THE RECORD

As compiled by BROADCASTING from Dec 12 through Dec 26 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.—licensee; 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

Applications

- **WVCA(FM) Selma, AL** (BAPH901205GZ; 105.3 mhz; 5 kw; ant. 492 ft.)—Seeks assignment of license from Broadcasting Co. of Selma Inc. to FM 103 Corp. in exchange for WIMV(FM) Madison, of which buyer is licensee (see below). Filed Dec. 5.
- **WNDB(AM)-WWLV(FM) Daytona Beach, FL** (AM: BAL901126GV; 1150 khz; 1 kw-U; FM: BALH901126GW; 94.5 mhz; 100 kw; ant. 1600 ft.)—Seeks assignment of license from Chapman S. Root Revocable Trust to Chapman S. Root 1982 Living Trust for no consideration in share transfer. Sale includes WLKF(AM)-WEZY(FM) Lakeland, FL (see below). Transferee is headed by Susan Spear Root, Charles L. Caravati, Charles I. Moore, Jr. and Chapman J. Root II, and is 100% owner of KMYT Broadcasting Inc., licensee of KMVT(TV) Twin Falls, ID. Filed Nov. 26.
- **WLKF(AM)-WEZY(FM) Lakeland, FL** (AM: BAL901126GX; 1430 khz; 5 kw-D, 1 kw-N; FM: BALH901126GY; 94.1 mhz; 100 kw; ant. 500 ft.)—Seeks assignment of license from Chapman S. Root Revocable Trust to Chapman S. Root 1982 Living Trust for no consideration in share transfer. Sale includes WNDB(AM)-WWLV(FM) Daytona Beach, FL (see above).
- **WLBE(AM) Leesburg, FL** (BTC901130EB; 790 khz; 5 kw-D, 1 kw-N, DA-N)—Seeks assignment of license from WLBE 790 Inc. to Ben Griffin for assumption of all legal debts of corporation. Seller is headed by Donald Kane, Iris E. Lindstedt and Charles R. Carrell. Lindstedt and Carrell have interests in Hawaii Radio Inc., licensee of KPUA(AM)-KXWW-FM Hilo, HI, and North Shore Radio Inc., permittee of KXDS(AM) and application for new FM (BPH900418ML) both at Princeville, HI. Buyer is headed by Ben Griffin, Winnifred H. Griffin, and Zera Nash, and has no other broadcast interests. Filed Nov. 30.
- **WIMV(FM) Madison, FL** (BAPLH901205HA; 102.7 mhz; 3 kw; ant. 91 ft.)—Seeks assignment of license from Fm 103 Corporation to Broadcasting Company of Selma Inc. in exchange for WVCA(FM) Selma, AL (see above), of which buyer is licensee. Seller is headed by Levi E. Willis Sr. and Hortense

Willis, husband and wife. Levi Willis is president, director and 100% shareholder of Willis Broadcasting Corp., which owns Crusade Broadcasting Corp., licensee of WIMG(AM) Ewing, NJ; Christian Broadcasting Corp., licensee of WBOK(AM) New Orleans; Big Ben Communications Inc., licensee of KFTH(FM) Marion, AR; FM 96 Corp., licensee of WPZZ(FM) Marshall, AR; Charlotte Christian Radio Inc., licensee of WGSP(AM) Charlotte, NC; Edenton Christian Radio, licensee of WBXB(FM) Edenton, NC; Columbia Christian Radio Inc., licensee of WKWQ(FM) Batesburg, NC; Durham Christian Radio Inc., licensee of WSRC(AM) Durham, NC; Belhaven Christian Radio Inc., licensee of WKJA(FM) Belhaven, NC; Birmingham Christian Radio, Inc., licensee of WAYE(AM) Birmingham, AL; Gospel Broadcasting Corp. of Montgomery Inc., licensee of WSFU-FM Union Springs, AL; Philadelphia Christian Radio Inc., licensee of WURD(AM) Philadelphia; Willis also holds 100% voting stock of 6 other licensee corporations. Buyer is headed by Randolph W. Williams, and is licensee of WVCA(FM) Selma, AL. Filed Dec. 5.

■ **WPAD(AM)-WDDJ(FM) Paducah, KY** (AM: BAL901207HH; 1560 khz; 10 kw-D, 5 kw-N; FM: BALH901207HI; 96.9 mhz; 100 kw; ant. 340 ft.)—Seeks assignment of license from Radio Paducah Inc. to Purchase Broadcasting Inc. for \$1.8 million. Seller is headed by William H. Beremen, J. T. Carneal, Edward B. Fritts, Kenneth Shively, Patricia Shively, Eugene Edwards and Ann Edwards. Beremen is 51% owner, president and director of Radio New Mexico Inc., licensee of KUSF(AM)-KNYN(FM) Santa Fe, NM. Buyer is headed by R. Lee Hagan, 60%, and Gene W. Edwards, 40%. Edwards has 2.1% interest in the assignor. Filed Dec. 7.

■ **WMQQ(FM) Springfield, KY** (BTCH901207HG; 102.7 mhz; 3 kw; ant. 328 ft.)—Seeks a transfer of stock within Washington-Marion Sound Corp. Transaction is a share-for-share exchange between partners of existing non-voting stock held by Henry G. Lackey for newly issued voting stock. Corporation is headed by H. Edward O'Daniel Jr. and Margaret D. O'Daniel, husband and wife, and Henry G. Lackey. Lackey is licensee of WSON(AM) Henderson, KY. Filed Dec. 7.

■ **WBCM(AM) Bay City, MI** (BAL901203EK; 1440 khz; 5 kw-D, 2.5 kw-N)—Seeks assignment of license from Kathi Broadcasting Co. to Nicholas Communications Corp. for \$117,500. Seller is headed by Alvin R. Umans, Howard N. Gilbert, Robert C. Haag and Avis Cohn Primack, who have interests in Sharon Broadcasting, licensee of WNLN(AM) Charlotte, MI. Haag, Gilbert and Umans also have a 36%, 15% and 7.3% interest, respectively, in Monroe Communications Corp., applicant for new TV on ch. 44 in Chicago. Application (BPCT821101KH) is involved in comparative renewal proceeding with Video 44, current licensee of WSNS(TV) Chicago; decision released is presently under review by courts. Buyer is headed by Paul E. Nicholas, and has no other broadcast interests. Filed Dec. 3.

■ **WKNN(AM) Pascagoula Moss Point, MS** (BAL901129EC; 1580 khz; 5 kw-D, 50 w-N)—Seeks assignment of license from Southern Starr of Mississippi Inc. to Barkley Evangelistic Association Inc. for no cash consideration, assignment is donation. Seller is headed by Peter H. Starr, Robert E. Long, William P. Motter, Kathleen Renyo and Alan Siegel, and is wholly owned subsidiary of Southern Starr Broadcasting Group Inc., which owns Southern Starr of Arkansas Inc., licensee of KOLL(FM) Pine Bluff, AK; and General Communications Corp. Inc., which owns General Broadcasting of Connecticut Inc., licensee of WPLR(FM) New Haven, CT and General Broadcasting of Florida Inc. Buyer is headed by Bronson Barkley, Darlene Barkley, Kent McDonald and George

McNerlin, and has no other broadcast interests. Filed Nov. 29.

■ **WUMI(FM) State College, MS** (BAPH90119GF; 104.3 mhz; 3 kw; ant. 328 ft.)—Seeks assignment of license from Marshall R. Magee to PDB Corporation, State College for \$4000. Seller is headed by Marshall R. Magee, and has no other broadcast interests. Buyer is headed by Donald B. Brady, and has no other broadcast interests. Filed Nov. 19.

■ **WQIZ(AM)-WKQB(FM) St. George, SC** (AM: BAL901207HJ; 810 khz; 5 kw-D; FM: BALH901207HK; 107.5 mhz; 100 kw; ant. 984 ft.)—Seeks assignment of license from Trident Communications Corp. to Barton Broadcasting Corp. for \$1.5 million. Seller is headed by Thomas J. Greiner and Robert O'Leary, and are permittees of KMCE(FM) Rancho Cordova, CA. Buyer is headed by Charles A. Barton, who is 50% stockholder in Mid-Carolina Communications Inc., licensee of WSSC(AM) Sumter, SC, and has 40% interest in Sumter Radio Partnership, which has application for CP pending (BPH880310NM) at Sumter, SC. Filed Dec. 7.

■ **WMTS(AM) Murfreesboro, TN** (BAL901130EA; 810 khz; 5 kw-D)—Seeks assignment of license from McCreery Broadcasting Corp. to Colonial Broadcasting of Tennessee Inc. for \$95,700. Seller is headed by John T. McCreery III, and has controlling interest in LPTV W27AN at Murfreesboro, TN. Buyer is headed by Robert Ewing Corlew III and Mary Catherine Corlew, brother and sister. Robert Corlew is husband of Beverly Ann Krauss Corlew, who has 96% interest in Woodbury FM Radio Broadcasting, applicant for new FM on 104.9 at Woodbury, TN. Filed Nov. 30.

Actions

■ **WXVI(AM) Montgomery, AL** (BAL900725EC; 1600 khz; 5 kw-D, 1 kw-N)—Granted app. of assignment of license from RFB Radio of Montgomery Inc. to New South Communications Inc. for \$300,000. Seller is headed by Robert F. Bell and has no other broadcast interests. Buyer is headed by F.E. Holladay, Ann S. Holladay and Clay E. Holladay, and is licensee of WZHT-FM Troy, AL, and KJLO-AM-FM Monroe, LA. F.E. Holladay owns 50% of New South Broadcasting Corp., licensee of WALT(AM)-WOKK(FM) Meridian, MS. Action Nov. 5.

■ **KJOP(AM) Lemoore, CA** (BAL900711EA; 1240 khz; 1 kw-U)—Granted app. of assignment of license from Carol Willis, receiver, to Goodwill Broadcasting Co. for \$376,942. Seller has no other broadcast interests. Buyer is headed by John H. Pembroke and Ophelia Beckwith. Pembroke is licensee of WONG(AM) Canton and WOTA(AM) Vicksburg, both Mississippi. Action Dec. 7.

■ **KXXX-FM San Francisco** (BTCH901002GQ; 99.7 mhz; 45 kw; ant. 1,241 ft.)—Granted app. of assignment of license from Emmis Broadcasting Corp. to Bedford Broadcasting for \$18.5 million. Seller is headed by Jeffrey H. Smulyan and has interests in WENS(FM) Shelbyville, IN; WFAN(AM)-WQHT(FM) New York; WLOL(FM) Minneapolis; KSHE(FM) Crestwood, MO; KPWR(FM) Los Angeles; WAVA(FM) Washington; WJIB(FM) Boston and WKQX(FM) Chicago. Buyer is headed by Peter B. Bedford, President, Director and 100% stockholder of Bedford Broadcasting Co., licensee of KSSK(AM) Honolulu and KSSK-FM Waipahu, both Hawaii. Bedford also publishes nine weekly newspapers in Southern California. Action Dec. 3.

■ **KSCO(AM) Santa Cruz, CA** (BAL901023EB; 1080 khz; 10 kw-D, 5 kw-N)—Granted app. of assignment of license from Fuller-Jeffrey Broadcasting Corp. of Santa Cruz San Jose to Michael L. Zwertling for \$600,000. Seller is headed by Robert F. Fuller, Joseph

N. Jeffrey and Rober L. Caron, and has interests in KSCO(AM) Santa Cruz, KRCX(AM) Roseville, KRXQ(FM) Sacramento, KFMF(FM) Chico, KHOP(FM) Modesto, KSRO(AM) and KHTT(FM) Santa Rosa, all California; KJJY(AM) and KJJY-FM both Des Moines, Iowa; WBLM(FM) Portland, ME, and WOKQ(FM) Dover, NH. Buyer has no other broadcast interests. Action Dec. 6.

■ **KGLR(FM) Bettendorf, IA** (BTCH901017HA; 93.5 mhz; 3 kw; ant. 91 ft.)—Granted app. of assignment of license from Eternity Broadcasting Inc. to David L. McNally and Jeffrey D. Lyle for \$507,595 in stock sale. Seller is headed by Larry L. and Aleta Lewis, husband and wife, and has no other broadcast interests. Buyer has no other broadcast interests. Action Dec. 5.

■ **WYRE(AM) Annapolis and WBEY(FM) Grasonville, both Maryland** (AM: BAL901010HF; 810 khz; 250 w-D; FM: BALH901010HG; 103.1 mhz; 3 kw; ant. 300 ft.)—Granted app. of assignment of license from Anna-Del Broadcasting Co. Inc. to Vision Broadcasting Co. Ltd. for \$1.15 million. Seller is headed by Thomas W. Wilson, Thomas Neal Heaton and William E. Blasier, and has no other broadcast interests. Buyer is headed by Richard A. Winn, David J. Robkin, Eric J. Cohen, Lawrence M. Goldfarb, Thomas G. Pless and Derek A. Noyes. Pless has interests in PCA Communications Corp., non-profit corporation which is licensee of WHVY(FM) Baltimore, MD. Action Dec. 6.

■ **WBIV(AM) Natick, MA** (BAPL900522EA; 1060 khz; 25 kw-D, 2.5 kw-N)—Granted app. of assignment of license from Boston SRN Inc. to International Communications Group for \$1.3 million. Seller is subsidiary of Satellite Radio Network (SRN), and is headed by Michael B. Gliner. SRN is parent company of Houston SRN Inc., licensee of KGOL(AM) Humble, TX, and Detroit SRN Inc., licensee of WLQV(AM) Detroit. Gliner has interest in Voice of Charlotte Broadcasting Co., licensee of WQCC(AM) Charlotte, NC; is permittee of new AMs in Fairview, NC and Florence, SC. He is licensee of LPTV W29AC Charlotte, NC. Buyer is headed by Antonio Molina, Ruben P. Moreno, Fradeque A. Rocha, David Cortiella and Jose M. Perez, and has no other broadcast interests. Action Nov. 30.

■ **KBJJ-FM Marshall, MN** (BALH900816HU; 107.1 mhz; 3 kw; ant. 242 ft.)—Granted app. of assignment of license from Garamella Broadcasting Co. to CD Broadcasting Corp. for \$250,000. Seller is headed by Todd J. and Joseph J. Garamella and has interest in KMSR(FM) Sauk Center and KSCR-AM-FM Benson, both Minnesota, and KJUG-FM Spencer, IA. Buyer is headed by Christopher T. Dahl, Russell Cowles, Richard W. Perkin, Lance W. Riley and S. Mel Paradis, and has interest in KJJQ(AM)-KKQQ(FM) Volg, SD; KKBJ-AM-FM Bemidji, KLGR-AM-FM Redwood Falls and KQHT-FM Crookston, all Minnesota, and KRRZ(AM)-KZPR(FM) Minot, ND. Action Dec. 3.

■ **KLKT(FM) Incline Village, NV** (BALH900914HR; 100.1 mhz; 700 w; ant. 630 ft.)—(Recently changed to KZAK) Granted app. of assignment of license from North Lake Tahoe Broadcasting to New World Enterprises Inc. for \$1.33 million. Seller is headed by James King, and has no other broadcast interests. Buyer is headed by David T. and Linda P. Newman, husband and wife, and Carlton J. Whitehead, and has no other broadcast interests. Action Dec. 6.

■ **KBOM(FM) Los Alamos, NM** (BTCH900828GX; 106.7 mhz; 15.5 kw; ant. 1,948 ft.)—Granted app. of assignment of license from Kathleen McRee to Virgil C. Arner for \$206,000. Seller is headed by Kathleen McRee and Lance Arner, and has no other broadcast interests. Buyer has no other broadcast interests. Action Dec. 5.

■ **WOKG(AM) Warren, OH** (BAL901011EA; 1570 khz; 500 w)—Granted app. of assignment of license from Geri Taczak Media Inc. to W-A Broadcasting Inc. for \$47,000. Seller is headed by Geri Taczak, Barbara Wilkes and Linda Snyder, and has no other broadcast interests. Buyer is headed by Craig Waffan and Jack N. Alpern. Waffan has interest in WNRB(AM)-WNCB(FM) Niles, OH. Action Nov. 30.

■ **KEYB(FM) Altus, OK** (BTCH900926GW; 107.9 mhz; 3 kw; ant. 190 ft.)—Granted app. of assignment of license from Fred R. Morton Jr. to Paul E. Wilmes for undisclosed amount. Seller is headed by Morton, wife Evelyn Morton and Raymond Klotz. Fred Morton is 25% stockholder of Broadco of Texas Inc., licensee of KMGZ(FM) Lawton, OK. Klotz is 56% stockholder of Lake Isabella Broadcasting Inc., licensee of KKRK(FM) Kernville, CA. Buyer is headed by Wilmes, Scott E. Wilmes, Jo Anne Wilmes and Lynna Wilmes, and has no other broadcast interests. Action Dec. 6.

■ **WJTL(FM) Lancaster, PA** (BALED900831HG; 90.3 mhz; 4.7 kw; ant. 198 ft.)—Granted app. of assignment of license from Joy Public Broadcasting Corp. to Creative Ministries Inc. for \$500,000. Seller is headed by Lowell Bush, Mary Lou Denbleyker, Joyce Bush and George Douglas, and is licensee of WJTY(FM) Lancaster, WI; KJTY(FM) Topeka, KS; WJTL(FM) Lancaster, PA and WJTG(FM) Fort Valley, GA. Buyer is headed by Timothy N. and Cheryl Landis, John Smucker, Paul K. Logson and Harry L. Thomas Jr., and has no other broadcast interests. Action Nov. 30.

■ **WVOC(AM)-WCEZ(FM) Columbia, SC** (AM: BAL901009HP; 560 khz; 5 kw-U; FM: BALH901009HO; 93.5 mhz; 3 kw; ant. 300 ft.)—Granted app. of assignment of license from Banking Services Corp., debtor in possession, to Clayton Radio Inc. for \$2.55 million. Seller also manages and operates WETT(AM) Ocean City, MD, WWTR(FM) Bethany Beach, DE, and WSVS-AM-FM Crewe, VA. Buyer is headed by Richard Dames, Stephen Bunyard and Richard Fitzner. Action Nov. 30.

■ **WYOR(AM) Brentwood, TN** (BAL900927EC; 560 khz; 500 w-D)—Dismissed app. of assignment of license from Adoni Communications Inc. to Media Resource Group Inc. for \$57,000. Seller is headed by Ade Oni. Buyer is headed by A.K. and Elisa O. Upadhyaya, husband and wife, and have interests in WJN(AM), Ashland City, TN. Action Dec. 5.

■ **WETB(AM) Johnson City, TN** (BAL890724EE; 790 khz; 5 kw-D)—Granted app. of assignment of license from Alpha-Omega Broadcasting Inc. to Mountain Signals Inc. for no financial consideration. Seller

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

SERVICE	ON AIR	CP's ¹	TOTAL ²
Commercial AM	4,984	242	5,226
Commercial FM	4,372	929	5,301
Educational FM	1,438	298	1,736
Total Radio	10,794	1,469	12,263
Commercial VHF TV	552	18	570
Commercial UHF TV	563	184	747
Educational VHF TV	125	3	128
Educational UHF TV	229	16	245
Total TV	1,469	221	1,690
VHF LPTV	185	165	350
UHF LPTV	594	1,056	1,650
Total LPTV	779	1,221	2,000
FM translators	1,863	318	2,181
VHF translators	2,714	97	2,811
UHF translators	2,248	382	2,630

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.

is headed by Trevor Swoyer, who has no other broadcast interests. Buyer is headed by Paul S. Gobble, Jonathan E. Gobble (father and son), and Robert H. Morrison. They have interest in WMCT(AM) Mountain City, TN. Action Dec. 5.

■ **WLTP(AM) Parkersburg, WV and WNUS(FM) Belpre, OH (AM: BTC901009GR; 1450 kHz; 1 kw-U; FM: BTCH901009GS; 107.1 mhz; 23 kw; ant. 370 ft.)**—Granted app. of assignment of license from The Somerset Group Inc. to TRBC Inc. for \$100,000. Seller is headed by Robert H. McKinney and E. Kirk McKinney, Jr. and have no other broadcast interests. Buyer is headed by Joel M. Thrope and John O. Reynolds. and has no other broadcast interests. Action Nov. 29.

NEW STATIONS

Actions

■ **Buckley, AZ (BPH880728MZ)**—Granted app. of Arthur A. Mobley for 106.9 mhz; 6 kw; ant. 280 ft. Address: 4329 E. Woodland Dr., Phoenix, AZ 85044. Principal has no other broadcast interests. Action Sept. 19.

■ **Paynesville, MN (BPH880826MH)**—Granted app. of Patrick M. McCabe for 98.9 mhz; 50 kw H&V; ant. 492 ft. Address: 37101 Riviera Rd., St. Cloud, MN 56303. Principal has no other broadcast interests. Action Nov. 28.

■ **Columbus, OH (BPED880809MX)**—Granted app. of Brightness Ministries Inc. for 91.5 mhz; 3 kw; ant. 328 ft. Address: P.O. Box 1462, Jeffersonville, IN 47131. Principal is headed by John W. Smith II, John W. Smith, Darlene Smith, Mary Smith and Carl Lord. and has no other broadcast interests. Action Dec. 6.

■ **Murrysville, PA (BPED900606MC)**—Returned app. of He's Alive Inc. for 88.1 mhz; 1 kw; ant. 220 ft. Address: 1000 Springs Rd., Grantsville, MD 21536. Principal is headed by James Dewayne Johnson, Sharon Faye Johnson and Roger Brenneman, and is licensee of non-commercial educational WJII(FM) Grantsville and WLIC(FM) Frostburg, both Maryland, and WRJ(FM) Masontown, PA. Action Dec. 6.

■ **Isabel Segunda, PR (BPED891006MO)**—Returned app. of Cristiano de la "A" a la "Z" Inc. for 89.3 mhz; 3 kw-V; ant. 246 ft. Address: P.O. Box 323, Puerto Real, Fajardo, PR 00740. Principal is headed by Eric A. Smith. and has no other broadcast interests. Action Dec. 6.

■ **Stamford, TX (BPED890413NE)**—Dismissed app. of Perez-Lone Star Educational Foundation Inc. for 92.1 mhz; 3 kw; ant. 328 ft. Address: P.O. Box 90277, Long Beach, CA 90809. Principal is headed by Diane R. Perez. and has no other broadcast interests. Action Dec. 6.

FACILITIES CHANGES

Actions

■ **Wynne, AR KWYN(FM) 92.7 mhz**—Dec. 3 application for CP to change freq.: 92.5 mhz; ERP: 25 kw (H&V); ant.: 328 ft.; TL: approx. 4.1 miles SW of Wynne on rural rd. 131; degrees change to Class C3 (per docket 89-529).

■ **Wilmington, DE WJBR-FM 99.5 mhz**—Nov. 29 application (BPH900228IB) granted for CP to change from directional to non-directional antenna system.

■ **Washington WGMS-FM 103.5 mhz**—Nov. 27 application (BPH900205IG) dismissed for CP to change ERP: 44 (max-DA) kw H&V; ant.: 518 ft.; and to replace directional antenna.

■ **Marshall, IL WMMC(FM) 105.9 mhz**—Nov. 29 application (BMPH900809ID) granted for mod. of CP (BPH870909MD) to change ERP: 2.8 kw H&V; ant.: 338 ft.; TL: N side of 40, Clark Center, IL.

■ **Oak Grove, LA KWCL-FM 96.7 mhz**—Nov. 28 application (BPH900816IE) granted for CP to change ERP: 25 kw H&V (per docket #89-192).

■ **Rayville, LA KTJC(FM) 92.1 mhz**—Nov. 28 appli-

cation (BPH900801ID) granted for CP to change freq: 92.3 mhz; change ERP: 26 kw H&V; ant.: 492 ft.; TL: 10.02 km at 98 degrees (T) from Rayville, LA; change to class C2 (per docket #88-532).

■ **Mendota, IL WGLC-FM 100.1 mhz**—Nov. 28 application (BPH900904IB) granted for CP to change directional antenna and increase ERP: 6 kw (max) H&V.

■ **Van Buren, IN WCJC(FM) 99.3 mhz**—Dec. 3 application (BMPH900724II) granted for mod. of CP (BPH850711IML) to change antenna supporting-structure height.

■ **Winterset, IA KTDG(FM) 95.7 mhz**—Nov. 30 application (BMPH900702IE) granted for mod. of CP (BPH881118MB) to change ERP: 6 kw H&V; and TL: off SR G4R, approximately 12 km @ 45 degrees (T) from Winter Set, IA: 41 24 02N 93 54 58W.

■ **York Center, ME WCOL-FM 95.3 mhz**—Nov. 28 application (BPH900214IB) granted for CP to change ERP: 2.9 kw H&V.

■ **Gladstone, MI WENL(FM) 105.5 mhz**—Nov. 29 application (BMPH900208IC) granted for CP to change ERP: 6 kw H&V; ant.: 255 ft.; TL: 3 km W of mouth of Escanaba River; existing tower owned by Range Communications.

■ **Ontonagon, MI WUPY(FM) 101.1 mhz**—Nov. 21 application (BMPH900816IC) granted for mod. of CP (BPH881214IB) to change antenna supporting structure height to 325 ft.

■ **Paynesville, MN (BPH880826MH)**—Granted app. of Patrick M. McCabe for 98.9 mhz; 50 kw H&V; ant. 492 ft. Address: 37101 Riviera Rd., St. Cloud, MN 56303. Principal has no other broadcast interests. Action Nov. 28.

■ **Cape May Court House, NJ WBNJ(FM) 105.5 mhz**—Nov. 29 application (BMLH900117KE) granted for mod. of license to increase ERP: 3.30 kw H&V (pursuant to docket #88-375).

■ **Columbus, OH (BPED880809MX)**—Granted app. of Brightness Ministries Inc. for 91.5 mhz; 3 kw; ant. 328 ft. Address: P.O. Box 1462, Jeffersonville, IN 47131. Principal is headed by John W. Smith II, John W. Smith, Darlene Smith, Mary Smith and Carl Lord. and has no other broadcast interests. Action Dec. 6.

■ **Marysville, OH WNRJ(FM) 105.7 mhz**—Dec. 4 application (BPH900705IB) granted for CP to change ERP: 6 kw H&V.

■ **Murrysville, PA (BPED900606MC)**—Returned app. of He's Alive Inc. for 88.1 mhz; 1 kw; ant. 220 ft. Address: 1000 Springs Rd., Grantsville, MD 21536. Principal is headed by James Dewayne Johnson, Sharon Faye Johnson and Roger Brenneman, and is licensee of non-commercial educational WJII(FM) Grantsville and WLIC(FM) Frostburg, both Maryland, and WRJ(FM) Masontown, PA. Action Dec. 6.

■ **North East, PA WRKT(FM) 100.9 mhz**—Nov. 30 application (BPH900109IA) granted for CP to increase ERP: 6 kw H&V.

■ **Isabel Segunda, PR (BPED891006MO)**—Returned app. of Cristiano de la "A" a la "Z" Inc. for 89.3 mhz; 3 kw-V; ant. 246 ft. Address: P.O. Box 323, Puerto Real, Fajardo, PR 00740. Principal is headed by Eric A. Smith. and has no other broadcast interests. Action Dec. 6.

■ **Karns, TN WCKS(FM) 93.1 mhz**—Nov. 26 application (BPH900214ID) granted for CP to change ERP: 1.84 kw H&V; change ant.: 584 ft.; TL: .25 km E of Jackson Rd.

■ **Parsons, TN WKJQ(FM) 97.3 mhz**—Nov. 29 application (BMPH900829IC) granted for mod. of CP (BPH880815MU) to change ERP: 6 kw H&V; ant.: 256 ft.

■ **Hereford, TX KPAN-FM 106.3 mhz**—Nov. 27 application (BPH900723IF) granted for CP to change ERP: 25 kw H&V; change ant.: 220 ft.; class: C3 (per docket #89-272).

■ **Houston KTRU(FM) 91.7 mhz**—Nov. 29 application (BPED891003ME) granted for CP to change ERP: 50 kw H&V; change ant.: 492 ft.; change site coordinates.

■ **Lufkin, TX KLDN(FM) 88.9 mhz**—Nov. 30 appli-

cation (BMPED900809IA) granted for mod. of CP (BPED900110MD) to change ERP: 50 kw H&V; change ant.: 656 ft.; change directional antenna.

■ **Stamford, TX (BPED890413NE)**—Dismissed app. of Perez-Lone Star Educational Foundation Inc. for 92.1 mhz; 3 kw; ant. 328 ft. Address: P.O. Box 90277, Long Beach, CA 90809. Principal is headed by Diane R. Perez. and has no other broadcast interests. Action Dec. 6.

■ **Pennington Gap, VA WSWV-FM 105.5 mhz**—Nov. 30 application (BMLH900126KB) granted for mod. of license to increase ERP: 3.5 kw H&V (pursuant to docket #88-375).

■ **Raymond, WA KSWW(FM) 97.7 mhz**—Nov. 29 application (BPH900816IG) granted for CP to change ERP: 3.1 kw H&V; change to class C3.

■ **Ashland, WI WJHH(FM) 95.9 mhz**—Nov. 28 application (BPH890626IG) granted for CP to change ERP: 50 kw H&V; change ant.: 407 ft.; class: C2; TL: 24th st. & State Hwy. 13, Ashland, WI.

Applications

■ **Florence, AL (no call letters) 96.1 mhz**—Nov. 21 application for mod. of CP (BPH870327KH) to change ERP: 2.45 kw H&V; change ant.: 518 ft.; TL: 4 mi S of Tusculumbia, AL. on Milk Springs Rd.

■ **Roanoke, AL WELR-FM 95.3 mhz**—Nov. 14 application for CP to change ERP: 9 kw H&V; ant.: 544 ft.; change TL: 1.1 km SW of Stroud, AL. Change channel from class 272CA to 272C3 (per docket #89-442).

■ **China Lake, CA KSSI(FM) 102.7 mhz**—Nov. 26 application for mod. of CP (BPH870313NW) to change ant.: -22 ft.; TL: on S side of Ridgecrest-Inyokern Rd., .35 km E of N Downs St., Ridgecrest, CA.

■ **Gilroy, CA KWSS(FM) 94.5 mhz**—Nov. 21 application for CP to change ERP: 1.23 kw H&V; ant.: 2,535 ft.; change TL: Loma Prieta Peak Electronics site, 17.7 km W of Morgan Hill, CA; correction of geographic coordinates & antenna radiation center.

■ **Walnut Creek, CA KKIS-FM 92.1 mhz**—Dec. 4 application for CP to change ERP: 1 kw H&V; ant.: 807 ft.; change TL: N side of Kirker Pass Rd., 3.8 km SW of Pittsburg, CA.

■ **Weed, CA KWHO(FM) 100.9 mhz**—Nov. 30 application for CP to change freq: 102.3 mhz; ERP: 5.5 kw H&V; change ant.: 438 1,437 ft.; class: C1 (per docket #88-28).

■ **Trenton, GA WBDX(FM) 102.7 mhz**—Nov. 21 application for mod. of CP (BPH870917MD) to make change ant.: 807 ft.

■ **Kaneohe, HI KANY(FM)*104.3 mhz**—Dec. 5 application for mod. of CP (BPH850712RG) to change ERP: 100 kw H; 81 kw V; ant.: 1,965 ft.; TL: Palikea Rd., .4 km SE of Palehua, City and County of Honolulu, HI.

■ **Lewiston, ID KOZE-FM 96.5 mhz**—Nov. 28 application for mod. of CP (BPH890621ID) to change ERP: 25.1 kw H&V; change ant.: 741 ft.; Other: modify BMPH890621ID to reduce ERP and HAAT.

■ **Covington, IN WCDV(FM) 103.1 mhz**—Dec. 6 application for CP to change ERP: 6 kw H&V; ant.: 328 ft.; TL: on County Rd. 2030E, approximately 1.5 mi N of Voorhees Rd. in Vermilion County, IL.

■ **Webster City, IA KQWC(AM) 1570 khz**—Dec. 5 application for CP to reduce power to .147 kw and make changes in antenna system.

■ **Hiawatha, KS KNZA(FM) 103.9 mhz**—Nov. 21 application for mod. of CP (BPH900518II) to change ant.: 492 ft.; change TL: 4.5 km from Muscotah, KS, at a bearing of 128.4 degree.

■ **Louisa, KY 92.3 mhz**—Nov. 21 application for mod. of CP (BPH880420ME) to change ERP: 4.48 kw H&V; change ant.: 377 ft.; TL: 4 km E of Fallsburg, 7 km N Louisa, KY.

■ **Pineville, KY WZKO(FM) 106.3 mhz**—Nov. 26 application for CP to change ERP: 1.045 kw H&V; ant.: 768 ft.

■ **Clinton, LA WQCK(FM) 92.7 mhz**—Nov. 30 ap-

plication for CP to change ERP: 32 kw H&V; ant.: 604 ft.; change TL: off State Hwy. 10. 4.5 km W-SW of Clinton. E Feliciana Parish, LA: class: C2 (per docket #89-392).

■ **Ludington, MI WKLA-FM** 106.3 mhz—Nov. 23 application hereby reinstated nunc-pro-tunc.

■ **Traverse City, MI WGTU(TV)** ch. 29—Dec. 6 application for CP to change ERP: 2,000 kw (vis): ant.: 1,309 ft.; Hagni Rd., Excelsior Township. 6 mi E of Kalkaska, MI: Ant: Andrew ATW 31H3-HTX-29S (DA)(BT): 44 44 54N 85 04 08W.

■ **Gulfport, MS WXLX(FM)** 107.1 mhz—Dec. 5 application for CP to change ERP: 4 kw H&V.

■ **Lexington, MS WLTD(FM)** 106.3 mhz—Nov. 23 application for CP to change freq: 105.9 mhz: ERP: 18.83 kw H&V; ant.: 114.4 m H&V: TL: approximately 8 km NW of Pickens, MS. N from Pickens on U.S. Hwy. 51 approximately 3 km. turn left on MS Hwy. 17. approximately 7 km turn left on Hwy. 14. approximately 4 km turn left on dirt rd., approximately 2.5 km. site on right (West) of Rd: class: C3 (per docket #89-373).

■ **Lucedale, MS** (no call letters) 106.9 mhz—Dec. 5 application for mod. of CP (BPH880728NA) to change ERP: 6 kw H&V; change ant.: 258 ft.

■ **Branson, MO KRZK(FM)** 106.3 mhz—Nov. 30 application for CP to change ERP: 8.7 kw H&V; ant.: 168 m H&V; change TL: .4 mi E of intersection of State Hwy. 176 & U.S. Hwy. 160. Site located on U.S. 160, just S of roadway: class: C3 (per docket #89-408).

■ **Columbus, NE KWMG(FM)** 93.5 mhz—Nov. 26 application for CP to change ERP: 95.3 kw H&V; ant.: 981 ft.; change TL: 7.6 km N of Hwy. WW on Town Rd., 11.2 km NE of Genoa, NE: change class: 228C1 (per docket #89-163).

■ **North Syracuse, NY WEZG(FM)** 100.9 mhz—Nov. 30 application for CP to change ERP: 6 kw H&V.

■ **Watertown, NY WTNV-FM** 93.5 mhz—Dec. 4 application for CP to change ERP: 4.5 kw H&V.

■ **Mansfield, OH WVNO-FM** 106.1 mhz—Nov. 2 application for CP to change ERP: 40 kw H&V; ant.: 544 ft.; change TL: W of Mansfield, OH, approximately .4 km N of U.S. Rte. 30 and .5 mi E of Lewis Rd. in Richland County, OH.

■ **Jersey Shore, PA WRKK(FM)** 97.7 mhz—Nov. 27 application for CP to change ERP: 6 kw H&V; ant.: 295 ft.

■ **Shippensburg, PA WSYG-FM** 88.7 mhz—Dec. 3 application for CP to change TL: Prince St., Shippensburg, Cumberland, PA: 40 04 30N 77 31 15W.

■ **Rockport, TX KPCC(FM)** 102.3 mhz—Dec. 6 application for CP to change ERP: 50 kw H&V; ant.: 490 ft.; change TL: 1.85 km NW of Gregory-Portland High School: class: C2 (per docket #87-42).

■ **Big Stone Gap, VA WAXM(FM)** 93.5 mhz—Nov. 23 application for CP to change ERP: 2,528 kw H&V; ant.: 1,883 ft.; change TL: 11.21 km. 298 D.T. from Big Stone Gap, VA: class: C2 (per docket #87-494).

■ **Earlysville, VA WKTR(AM)** 840 khz—Dec. 6 application for mod. of CP (BP830121AG) to modify daytime standard radiation pattern.

■ **Kewaunee, WI WAUN(FM)** 92.7 mhz—Dec. 6 application for CP to change ERP: 6 kw H&V; ant.: 293 ft.: Other: change to DA.

Actions

■ **San Francisco KXXX-FM** 99.7 mhz—Dec. 6 application (BPH900504IC) dismissed for CP to change ERP: 39.5 kw H&V; ant.: 1,299 ft.

■ **Apopka, FL WTLN(AM)** 1520 khz—Dec. 5 application (BP900405AP) returned for CP to change freq: 700 khz. increase day power to 10 kw and make changes in ant. system.

■ **Cypress Gardens, FL WGTO(AM)** 540 khz—Dec. 6 application (BMP900405DH) granted for mod. of CP (BP880706AB) to make changes in ant. system & modify daytime & nighttime standard radiation pattern and antenna.

■ **Buford, GA WLKQ(FM)** 102.3 mhz—Dec. 6 application (BMLH900118KE) returned for mod. of license to increase ERP: 3.3 kw H&V (pursuant to docket #88-375).

■ **Fairfield, IA KIK-FM** 95.9 mhz—Dec. 5 application (BMLH900126KC) returned for mod. of license to increase ERP: 4.2 kw H&V (pursuant to docket #88-375).

■ **Oskaloosa, IA KBOE(AM)** 740 khz—Dec. 4 application (BP900803AD) granted for CP to reduce night power to 10 watts and make changes in ant. system.

■ **Waite Park, MN KXSS-FM** 103.7 mhz—Dec. 4 application (BMPH900716IC) granted for mod. of CP (BPH880826MI) to change TL: 3.3 km from Waite Park, MN. at a bearing of 61.6 degrees.

■ **Hamilton, MT KBMG(FM)** 95.9 mhz—Nov. 4 application (BPH900618ID) granted for CP to change ERP: 16 kw H&V; change to class C3 (per docket #89-186).

■ **Eden, NC WEDE(AM)** 830 khz—Dec. 6 application (BP900404AF) granted for CP to increase day power to 5 kw; add night power with 250 watts; make changes in ant system and change TL: to Bowles Farm, Dick Bowles Rd., 2 mi NW of Eden, NC: 36 32 00N 79 47 50W.

■ **Mooreville, NC WHIP(AM)** 1350 khz—Dec. 4 application (BP900514AC) granted for CP to correct coordinates to: 35 36 04N 80 48 51W remove tower painting & lighting requirements & make changes in ant. system.

■ **Toledo, OR KZUS(FM)** 107.1 mhz—Dec. 7 application (BMLH900718KE) returned for mod. of license to increase ERP: 2.5 kw H&V (pursuant to docket #88-375).

■ **Philadelphia WYBE(TV)** ch. 35—Nov. 30 application (BMPET901116KE) granted for mod. of CP (BPET830801KP) to change ERP: 1,918 kw (vis): ant.: 932 ft.

■ **Tyrone, PA WTRN(AM)** 1340 khz—Dec. 11 application (BP900405AR) granted CP for experimental AM station at Altoona, PA to operate simultaneously with primary WTRN facility at Tyrone, PA on same freq: 1340 khz, but with .250 watts non-DA, day & night.

■ **Penuelas, PR WENA(AM)** 1330 khz—Dec. 4 application (BMP901204AD) granted for mod. of CP (BP860929AD) to change TL: approximately 1 km SW of Central Yauco, PR: 18 01 49N 66 51 10W.

■ **San Juan, PR WAPA(AM)** 680 khz—Dec. 4 application (BP900405BB) granted for CP to make changes in ant. system and change TL: .75 mi E of Pajora on Rte. 861 at site of station WVOZ, PR: 18 22 18N 66 12 21W.

■ **Watertown, SD KSDR(FM)** 92.9 mhz—Dec. 4 application (BMPH900907IA) granted for mod. of CP (BPH880428MN) to change ant.: 977 ft.; TL: Grant County Hwy. 5, .5 km S of Grant County Hwy. 14 8.9 km NW of S Shore, SD.

■ **Collierville, TN WCRV(AM)** 640 khz—Dec. 11 application (BP900405CT) granted for CP to increase day power to 50 kw and make changes in ant. system.

■ **Lawrenceburg, TN WCMG(AM)** 1520 khz—Dec. 4 application (BP900404AE) granted for CP to change City of license to Columbia, TN: make changes in the ant. system & change transmitter location to 615 E End St., Columbia, TN: 35 36 24N 87 01 30W.

■ **Paris, TN WMUF(AM)** 1000 khz—Dec. 4 application (BP901003AB) granted for CP to make changes in ant system.

■ **Salt Lake City KISN(AM)** 570 khz—Dec. 6 application (BP891204AE) granted for CP to make changes in ant. system and modify daytime pattern.

■ **Lewisburg, WV WKCI(FM)** 105.5 mhz—Nov. 28 application (BPH900830IE) granted for CP to change ERP: .54 kw H&V; change ant.: 781 ft.; TL: Glen Andrew Rd. on Greenbrier Mountain, White Sulphur Springs, WV.

■ **Morgantown, WV WCLG-FM** 100.1 mhz—Dec. 4 application (BPH900518IH) granted for CP to change ERP: 6 kw H&V.

■ **Neenah-Menasha, WI WROE(FM)** 94.3 mhz—Dec. 7 application (BMLH900924KD) returned for mod. of license to increase ERP: 5.6 kw H&V (pursuant to docket #88-375).

■ **Platteville, WI WSUP(FM)** 90.5 mhz—Dec. 4 application (BPED900524IB) granted for CP to change ERP: 1 kw H&V.

ACTIONS

■ **Form 301** Upheld imposition of new Form 301 filing requirements on all persons with pending Form 301 applications. (Gen. docket 88-328 by MO&O [FCC 90-396] adopted November 20 by Commission.)

■ **FCC Report DC-1772** Limited amount of payments that can be made to settle competing applications for CPs for new broadcast stations or modifications to facilities of existing stations. (MM docket 90-263 by R&O [FCC 90-411] action December 13 by Commission.)

■ **FCC Report DC-1774** Proposed alternative tests for effective competition standard for cable systems. (MM docket 90-4 by further NPRM [FCC 90-412] action December 13 by Commission.)

■ **FCC Report DC-1778** Amended rules to make amateur service more accessible to amateur operator licensees who, because of severe handicaps, are incapable of passing higher speed Morse code telegraphy examinations. (MM docket 90-356.)

■ **Orange Beach, AL** Denied applications of Pleasure Island Broadcasting, Inc. and Pete Wolff, III for authority to construct new FM on channel 298A at Orange Beach. (MM docket 89-292 by Initial Decision [FCC 90D-46] issued November 26 by ALJ Sippel.)

■ **Fresno, CA** Denied request by Fresno FM Ltd. to file an application for review of Review Board interlocutory ruling in proceeding involving five competing applications for new FM at Fresno. (MM docket 88-21, by MO&O [FCC 90-397] adopted November 20 by Commission.)

■ **Yountville and Marina, CA** Reaffirmed prior ruling granting application of Heritage Communications for new AM at Yountville, CA, and denying competing application of Alegria I Inc. for new station at Marina, CA. (MM docket 84-159 and 84-160 by MO&O [FCC 90-401] adopted November 26 by Commission.)

■ **Pueblo, CO** Affirmed decision by Mass Media Bureau denying Sangre de Cristo Communications Inc.'s acquisition of unbuilt TV KPCC channel 32 Pueblo, from TVUSAPueblo Ltd., and Sangre's accompanying request to operate KPCC as satellite of its KOAA-TV channel 5 Pueblo. (By MO&O [FCC 90-358] adopted October 25 by Commission.)

■ **Key West, FL** Upheld Review Board decision upholding an ALJ's dismissal of application of South Star Communications Inc. for new FM on channel 300C1 at Key West. (MM docket 89-540 by MO&O [FCC 90-406] adopted November 27 by Commission.)

■ **Orlando, FL** Upheld grant of application of Reece Associates, Ltd. for new TV at Orlando, FL over objections of Highland Communications Ltd. (MM Docket 85-216, by Order [FCC 90-409] adopted December 3 by Commission.)

■ **Kansas City, MO** Granted application of T.V. 32 Inc. for new UHF station on channel 32 at Kansas City: denied competing applications of Channel 32 Broadcasting Company, Mid-Continent Communications Inc., Kansas City Skywave, Inc., Holt Ltd. and Kansas City Television Ltd (KZKC(TV)). (MM docket 87-86 by Decision [FCC 90R-105] adopted October 26 by Review Board.)

■ **Blanco, TX** Dismissed appeal by Opal Chadwell regarding MO&O. FCC 89M-1568 released June 2, 1989, dismissing Caldwell's application for new TV on channel 52 at Blanco, TX. (MM Docket 85-269 by MO&O [FCC 90R-116] adopted November 27 by Review Board.)

■ **Norris Satellite Communications Inc.** Granted motion by Norris for extensions of remaining pleading dates in its applications to construct, launch and oper-

ate communications satellites in Ka-band and to amend rules to establish a general satellite service in Ka-band: new dates are January 7 for filing replies and January 21 for filing responses. (By Order [DA 90-1789] adopted December 3 by chief, Domestic Facilities Division, Common Carrier Bureau, and Chief, Spectrum Engineering Division, Office of Science and Technology).

ALLOCATIONS

- **Translator Stations** Effective March 1 amended FM translator rules to provide a supplementary service to areas in which direct reception of radio broadcast stations is unsatisfactory due to distance or intervening terrain barriers. (MM Docket 88-140 by R&O [FCC 90-375] adopted November 8 by Commission.)
- **Show Low, AZ** Effective January 11 substituted channel 228C3 for channel 228A: modified license for KVWM-FM accordingly. (MM docket 89-157 by R&O [DA 90-1661] adopted November 8 by assistant chief, Policy and Rules Division.)
- **Berryville, AR** Effective January 22 substituted channel 296C3 for channel 296A and modified license of KSCC(FM) accordingly. (MM docket 90-104 by R&O [DA 90-1729] adopted November 15 by assistant chief, Policy and Rules Division.)
- **Rosamond and California City, CA** Effective January 24 allotted channel 295A (106.9 mhz) to California City as its first broadcast service, and channel 228A (93.5 mhz) to Rosamond as its second FM service. Filing window for both communities: January 24-February 25. (MM docket 89-344 by R&O [DA 90-1732] adopted November 15 by assistant chief, Policy and Rules Division.)
- **Durango and Telluride, both Colorado, and Kirtland, NM** Effective Jan. 25 allotted channel 259C2 (99.7 mhz) to Durango: allotted channel 285C1 (104.9 mhz) to Telluride and allotted channel 275C (102.9 mhz) to Kirtland: filing window: Jan. 28-Feb. 27. (MM docket 88-456 by R&O [DA 90-1748] adopted November 18 by assistant chief, Policy and Rules Division.)
- **Bethany Beach, DE** Effective January 11 allotted channel 278A: filing window: January 14-February 13. (MM docket 89-498 by R&O [DA 90-1658] adopted November 8 by assistant chief, Policy and Rules Division.)
- **Defuniak Springs and Freeport, both Florida** Effective January 28 substituted channel 276C2 (103.1 mhz) for channel 276A at Defuniak Springs and modified license of WQUH(FM) accordingly. (MM docket 89-332 by R&O [DA 90-1795] adopted November 30 by assistant chief, Policy and Rules Division.)
- **Hilo and Kealahou, both Hawaii** Effective January 7 amended FM Table to substitute channel 241C for channel 221A at Kealahou and modified license for KOAS(FM) accordingly: allotted channel 240C2 to Hilo: filing window for Hilo: January 8-February 7. (MM docket 89-490, by R&O [DA 90-1627] adopted November 5 by assistant chief, Policy and Rules Division.)
- **Waukon, IA** Effective January 28 substituted channel 278C2 ((103.5 mhz) for channel 280A (103.9 mhz) and modified license for KNEI-FM accordingly. (MM docket 89-257, by R&O [DA 90-1751] adopted November 19 by assistant chief, Policy and Rules Division.)
- **Emporia, Fort Scott and Independence, all Kansas** Effective January 22 substituted channel 269C2 for channel 269A and modified license of KEGS(FM) at Emporia accordingly: substituted channel 284A for channel 269A and modified license of KVCY(FM) at Fort Scott accordingly: and substituted channel 275A for channel 269A and modified license of KIND(FM) at Independence accordingly. (MM docket 90-65 by R&O [DA 90-1727] adopted November 15 by assistant chief, Policy and Rules Division.)
- **Larned, KS** Effective Jan. 25 substituted channel 295C1 (106.9 mhz) for channel 295A and modified CP for KYSG accordingly. (MM docket 90-390 by R&O [DA 90-1737] adopted November 14 by assistant chief, Policy and Rules Division.)
- **Leesville, LA** Effective January 22 substituted channel 289C3 for channel 288A and modified license of KVVP(FM) accordingly. (MM docket 89-378 by R&O [DA 90-1723] adopted November 8 by assistant chief, Policy and Rules Division.)
- **Big Rapids and Whitehall, both Michigan** Effective January 11 substituted channel 272C3 for channel 272A at Big Rapids: modified license for WAAQ(FM) accordingly: substituted Channel 248A for Channel 273A at Whitehall: modified CP granted to Pyramid Broadcasting accordingly. (MM docket 89-579 by R&O [DA 90-1662] adopted November 8 by assistant chief, Policy and Rules Division.)
- **Traverse City, MI** Effective January 28 allotted channel 283A (104.5 mhz): filing window: January 29-February 27. (MM docket 90-407 by R&O [DA 90-1793] adopted November 30 by assistant chief, Policy and Rules Division.)
- **North Mankato, MN** Effective Jan. 28 substituted channel 244C3 (96.7 mhz) for channel 244A, modified license of KDOGF(FM) accordingly. (MM docket 89-394 by R&O [DA 90-1752] adopted November 19 by assistant chief, Policy and Rules Division.)
- **Birch Tree, MO** Effective January 28 substituted channel 296C3 (107.1 mhz) for channel 296A and modified license of KBMV-FM accordingly. (MM docket 90-411 by R&O [DA 90-1792] adopted November 30 by assistant chief, Policy and Rules Division.)
- **La Monte, MO** Effective Jan. 25 substituted channel 246C3 (97.1 mhz) for channel 246A and modified CP for channel 246A accordingly. (MM docket 90-391 by R&O [DA 90-1736] adopted November 14 by assistant chief, Policy and Rules Division.)
- **Sparta and Saint Robert, MO** Effective January 24 substituted channel 243C2 (96.5 mhz) for channel 243A at Sparta, and conditionally modified license of KLTQ: and substituted channel 255A (98.9 mhz) for vacant channel 243A (96.5 mhz) at Saint Robert. (MM docket 89-499 by R&O [DA 90-1730] adopted November 15 by assistant chief, Policy and Rules Division.)
- **Alamogordo, NM** Effective January 24 substituted channel 232C3 (94.3 mhz) for channel 232A at Alamogordo, and conditionally modified license of KYEE accordingly. (MM docket 89-171 by R&O [DA 90-1733] adopted November 15 by assistant chief, Policy and Rules Division.)
- **Ruidoso, NM** Effective Jan. 25 substituted channel 228C3 (93.5 mhz) for channel 228A and modified license of KBUY-FM accordingly. (MM docket 89-164 by R&O [DA 90-1738] adopted November 14 by assistant chief, Policy and Rules Division.)
- **Monticello, NY** Effective January 14 allotted channel 259A: filing window: January 15-February 14. (MM docket 90-389 by R&O [DA 90-1670] adopted November 7 by assistant chief, Policy and Rules Division.)
- **La Grande, OR** Effective Jan. 28 substituted channel 260C1 (99.9 mhz) for channel 261A (100.1 mhz) and modified license of KWRL(FM) accordingly. (MM docket 89-226 by R&O [DA 90-1749] adopted November 19 by assistant chief, Policy and Rules Division.)
- **Lebanon, Molalla and Tillamook, all Oregon** Effective January 7 amended FM Table by substituting channel 279C for channel 279C1 at Lebanon and modified license of KIQY accordingly. (MM docket 88-542, by R&O [DA 90-1624] adopted November 5 by assistant chief, Policy and Rules Division.)
- **Nyssa, OR** Effective January 24 allotted channel 254C1 (98.7 mhz) to Nyssa, and conditionally modified construction permit of KGZH accordingly. (MM docket 90-304 by R&O [DA 90-1735] adopted November 14 by assistant chief, Policy and Rules Division.)
- **Sweet Home, OR** Effective January 14 substituted channel 296C1 for channel 296C2 and modified CP of KSKD accordingly. (MM docket 90-334 by R&O [DA 90-1673] adopted November 7 by assistant chief, Policy and Rules Division.)
- **Greenwood, SC and Gibson, GA** Effective January

10 substituted channel 278C3 for channel 278A at Greenwood, and conditionally modified the license of WMTY-FM accordingly: and allotted channel 234A to Gibson as its first FM service. Filing window for Gibson: January 11-February 10. (MM docket 89-404 by R&O [DA 90-1667] adopted November 8 by assistant chief, Policy and Rules Division.)

■ **South Congaree and Batesburg, both South Carolina** Effective January 28 allotted channel 237A (95.3 mhz) to South Congaree: substituted channel 226A (93.1 mhz) for channel 237A at Batesburg and modified license of WKWQ, Batesburg, accordingly: filing window for South Congaree: January 29-February 28. (MM docket 89-19 by R&O [DA 90-1750] adopted November 19 by assistant chief, Policy and Rules Division.)

■ **Summerville, Summerton and Bowman, all South Carolina** Effective Jan. 28 substituted channel 227C2 (93.3 mhz) for channel 228A (93.5 mhz) at Summerville and modified license of WWWZ-FM accordingly: allotted channel 233A (94.5 mhz) to Bowman and channel 238A (95.5 mhz) to Summerton: filing window: January 28-February 28. (MM docket 88-145 by R&O [DA 90-1753] adopted November 27 by assistant chief, Policy and Rules Division.)

■ **Jackson, TN and Caruthersville, MO** Effective January 22 substituted channel 276C2 for channel 276A at Jackson and substituted channel 286A for channel 276A at Caruthersville: modified licenses of KLOW(FM) Caruthersville and WMXX(FM) Jackson, accordingly. (MM docket 89-522 by R&O [DA 90-1722] adopted November 19 by assistant chief, Policy and Rules Division.)

■ **Exmore, VA** Effective January 24, 1991, substituted channel 291B1 (106.1 mhz) for channel 291A at Exmore, and conditionally modified construction permit of WPHG(FM) accordingly. (MM docket 90-371 by R&O [DA 90-1734] adopted November 15 by assistant chief, Policy and Rules Division.)

■ **Rainelle, WV** Effective Jan. 25 substituted channel 237A (95.3 mhz) for channel 244A (96.7 mhz) and modified license of WRRL-FM accordingly. (MM docket 90-387 by R&O [DA 90-1747] adopted November 21 by assistant chief, Policy and Rules Division.)

■ **Tomahawk, WI** Effective January 22 substituted channel 223C3 for channel 224A and modified license of WJJQ-FM accordingly. (MM docket 90-393 by R&O [DA 90-1728] adopted November 15 by assistant chief, Policy and Rules Division.)

CALL LETTERS

Applications

Existing AM's

- WJUB(AM) WPLY Jubilation Ministries Inc.: Plymouth, WI
- WYYW(AM) WYOR Media Resource Group Inc.: Brentwood, TN

Existing FM's

- KALK(FM) KYKM Parker-Hill Communications Inc.: Winfield, TX
- KBCD(FM) KOZN Acacia Amusement Corp.: Imperial, CA
- KRDS-FM KTIM-FM Interstate Broadcasting Systems of AZ Inc.: Wickenburg, AZ
- KTCM(FM) KAPH Alpha Broadcasting Inc.: Kingman, KS
- WFGY(FM) WFBG-FM Logan Broadcasting Inc.: Altoona, PA

Grants

New FM's

- KCHT(FM) Elgee Broadcasting: Bakersfield, CA
- KEDR(FM) Family Stations Inc.: Ione, CA
- KEBR-FM Family Stations Inc.: N. Highland, NC
- KGAL-FM Eads Broadcasting Corp.:

Brownsville, OR
 KHIW(FM) KRXX Inc., Essex, CA
 KKRC(FM) John Linder, Granite Falls, MN
 KZPX(FM) The Bellfonte Co., Nisswa, MN
 KZPY(FM) Patricia Bennis Komorowski, Los Linas, NM
 KZPZ(FM) Southern Twin Cities, Lakeville, MN
 WAIV(FM) Illinois Valley Radio, Spring Valley, IL
 WBCY(FM) Summit Christian College, Archbold, OH
 WCCG(FM) Dr. James E. Carson, Hope Mills, NC
 WEIB(FM) Cutter Broadcasting Inc., Northampton, MA
 WMJC(FM) WMRI Inc., Bremen, IN
 WROU(FM) Ro Nita Bernice Hawes-Saunders, W. Carrollton, OH
 WRSK(FM) Slippery Rock University Broadcast Trust Student Government, Slippery Rock, PA
 WSMK(FM) Marion R. Williams, Buchanan, MI
 WVBI(FM) Tim Gordon English, Block Island, RI
 WWGO(FM) Silver Springs Communications, Silver Springs, FL
 WZKT(FM) Robert M. Mason, Farmington, IL
 WZXS(FM) Topsail Broadcasting Inc., Topsail Beach, NC
 WZXU(FM) WSKG Public Telecommunications Council, Oneonta, NY
 WZXV(FM) Palmyra Broadcasting Corp., Palmyra, NY
 WZYG(FM) Katieco Inc., Ellettsville, IN
 WZYH(FM) Conner Media Corp., New Bern, NC
 WZYI(FM) Tri County Radio, Point Pleasant, WV
 WZYJ(FM) Dublin County Broadcasters, Rose Hill, NC

New TV
 KWOK(TV) North Bay TV Inc., Novato, CA

Existing AM's

KCNR(AM) KLZX Citadel Association Ltd., Salt Lake City
 KEYF(AM) KFVR Unicom Broadcasting Inc., Dishman, WA
 KKCS(AM) KWES Walton Stations-Colorado Inc., Colorado Springs
 KKSO(AM) KJJY Fuller-Jeffrey Broadcasting Corp.-Greater Des Moines, Des Moines, IA
 WAVJ(AM) WONO Master Media Inc., Black Mountain, NC
 WFXA(AM) WNTA Davis Broadcasting Inc., Augusta, GA
 WGAB(AM) WJJN Newburg Broadcasting Corp., Newburg, IN
 WHBT(AM) WBGM HVS Partners, Tallahassee, FL
 WLKW(AM) WWAZ Tele-Media Broadcasting Co., Providence Ltd., Providence, RI
 WPNT(AM) WXEZ Century Chicago Broadcasting Ltd., Chicago
 WRJL(AM) WHZI ROJO Inc., Hanceville, AL
 WTKZ(AM) WINX Montgomery County Broadcasting Co. Inc., Rockville, MD
 WVTI(AM) WRXK Beasley Radio Inc., North Fort Myers, FL
 WWGZ(AM) WDEY Covenant Communications Corp., Lapeer, MI

Existing FM's

KBUY-FM KDJW-FM KDJW Inc., Amarillo, TX
 KCHQ(FM) KPMA Western States Broadcasting Inc., Altamont, OR
 KCOZ(FM) KSOZ School of the Ozarks, Point Lookout, MO
 KGAR(FM) KUKU-FM One Hundred and One Communications Inc., Willow Springs, MO
 KGDN(FM) KUKU West Pasco Fine Arts Radio, Pasco, WA
 KIOX-FM KXGC-FM North Star Communications Inc., El Campo, TX
 KJLT-FM KSRZ-FM Tri-State Broadcasting Associates Inc., North Platte, NE
 KMXI(FM) KMJK-FM Rouge Broadcasting Corp., Lake Oswego, OR
 KQCS(FM) KGLR Eternity Broadcasting Inc., Bettendorf, IA
 KSEG(FM) KROY Great American Television/Radio Co. Inc., Sacramento, CA
 KSJZ(FM) KSJM Chesterman Communications Inc., Jamestown, ND
 KSTT-FM KLZZ Stratosphere Broadcasting Ltd., Los Osos-Baywood Park, CA
 KTMC-FM KZBX Trayne Communications Inc., McAlester, OK
 KVET-FM KHFI-FM Spur Austin Ltd., Austin, TX
 KWES(FM) KBUY-FM Walton Stations-New Mexico Inc., Ruidoso, NM
 KZHE(FM) KMSL La Pesteque Inc., Stamps, AR
 KZRK(FM) KVRV Kevin H. and Patricia W. Wodlinger, Cassville, MO
 WBAR-FM WZBR John Anthony Bulmer, Lake Luzerne, NY
 WBOP(FM) WJNA Peter Wayne Lechman, Churchville, VA
 WCKO(FM) WAQT Vintage Broadcasting Corp., Carrollton, AL
 WCOL-FM WXGT Great Trails Broadcasting Corp., Columbus, OH
 WDCK(FM) WQSF Keymarket of Virginia Inc., Williamsburg, VA
 WEBZ(FM) WLPB Robert Kerrigan, Mexico Beach, FL
 WFXU(FM) WTLL Frank A. Baker, Live Oak, FL
 WHP-FM WxBB WKP Inc., Harrisburg, PA
 WJIB(FM) WOCB-FM Patch-Dunn Association of Cape Cod Inc., W. Yarmouth, MA
 WKDE-FM WKHV Fernbrook Broadcasting Corp., Altavista, VA
 WKJR(FM) WSAK Superior Broadcasting Inc., Sullivan, IL
 WKSX(FM) WQTI John W. Pittman, Marion, SC
 WMNX(FM) WMFD-FM Wilmington Radio Co., Wilmington, NC
 WMTX(FM) WNLTV Metroplex Communications Inc., Clearwater, FL
 WMXH(FM) WGRT Goodrich Broadcasting, Inc., South Bend, IN
 WNNK-FM WNNK Keymarket Communications of PA, Harrisburg, PA
 WOBG-FM WXKI Salem Broadcasting Inc., Salem, WV
 WPNT-FM WXEZ-FM Century Chicago Broadcasting Ltd., Chicago
 WQLS(FM) WNER Sunrise Broadcasting Corp., Ozark, AL
 WRGI(FM) WLAZ H&D Communications Ltd., Naples, FL

WRIP(FM) WOVF-FM B. N. Herlong, Versailles, IN
 WVMX(FM) WRFB Sage Broadcasting Corp. of Vermont, Stowe, VT
 WVZX(FM) WXML Kayser Broadcast Ministries Inc., Upper Sandusky, OH
 WWFN(FM) WQTR Wiggins Broadcasting, Lake City, SC
 WWGZ-FM WWGZ Covenant Communications Corp., Lapeer, MI
 WXKT(FM) WOKD-FM Gulf Dunes Broadcasting Inc., Arcadia, FL
 WYNQ(FM) WXME Karen S. Klehamer, Avon, NY

Existing TV's

WTLK-TV WAWA-TV TV 14 Inc., Rome, GA
 KMTR(TV) KMTR-TV KMTR Inc., Eugene, OR

The following clarifies and corrects previous reports:

New FM

KRNE-FM Nebraska Educational Telecommunications Commission, Merriman, NE

KZPD(FM) Ash Grove Inc., Ash Grove, MO

New TV

WPCT-TV AW Broadcasting, Danville, VA

Existing AM's

KITY(AM) KRMD AmCom of Louisiana Inc., Shreveport, LA

WQAI(AM) WHOG B&L Broadcasting Inc., Fernandina Beach, FL

Existing FM's

KIOX-FM KXGC-FM North Star Communications Inc., El Campo, TX

KMIO(FM) KMYK Enchantment Media Inc., Espanola, NM

WTKZ(FM) WDJY United Broadcasting Co. Inc., Washington

WVMX(FM) WRFB Sage Broadcasting Corp. of Vermont, Stowe, VT

Existing TV

WFXU(TV) WTLL Frank A. Baker, Live Oak, FL

Call letters that have been withdrawn at applicant's request or by FCC:

New FM

WXSE(FH) Carroll, Carroll & Rowland, Calhoun, TN

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DATEBOOK

Continued from page 26.

video." Information: Sue Edelman, (617) 876-6620.

Feb. 1—Deadline for entries in National Media Owl Awards for outstanding films, videotapes and TV programs that address issues of aging, capturing authentic images of older persons and illuminating the challenge and the promise of an aging society, sponsored by *Retirement Research Foundation*. Information: (312) 664-6100.

Feb. 1—Deadline for entries in Wilbur Awards competition, recognizing "excellence in the communication of religious values through a variety of media and to focus public attention

on the efforts of the religion writer, editor, producer and resource," sponsored by *Religious Public Relations Council*. Information: (215) 642-8895.

Feb. 1-2—25th annual Television Conference, sponsored by *Society of Motion Picture and Television Engineers*. Theme: "A Television Continuum—1967 to 2017." Westin Hotel, Renaissance Center, Detroit. Information: (914) 761-1100.

■ **Feb. 2**—"Minorities and the Press," seminar sponsored by *Associated Press Television-Radio Association of California-Nevada*. Hsi Lai Buddhist Temple, Hacienda Heights, Calif. Information: Rachel Ambrose, (213) 746-1200.

Feb. 3-4—Fourth annual local cable program-

ing seminar, sponsored by *National Academy of Cable Programming*. Hyatt Regency Hotel on Capitol Hill, Washington. Information: (202) 775-3629.

Feb. 5—"Changes in Television Network News Coverage in the 1990's," course offered as part of *Smithsonian Resident Associate Program's* "The Media and Society." Speaker: Dan Rather, CBS News, Smithsonian, Washington. Information: (202) 357-3030.

■ **Feb. 6**—Drop-in luncheon of *National Academy of National Arts and Sciences*, New York chapter. Speaker: Robert Wussler, president and chief executive officer, Comsat Video Enterprises, Copacabana, New York. Information: (212) 768-7050.

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Jim Quello 'At Large'

Continued from page 57.

all-important local service. Satellite isn't a local service; terrestrial has to be. That's where I am right now, subject to change with the evolving argument, the evolving technology.

Do you feel today's radio broadcasters should have first dibs on any new terrestrial DBS technology?

Absolutely. I think those who have invested substantially or pioneered in radio and TV broadcasting should have the first opportunity also to invest in DAB and in high-definition television, if that's the way it evolves. I'm very strong on that.

You have over the years helped preserve broadcast spectrum for broadcasters. Do you see mounting pressure to take away some of the spectrum, particularly UHF spectrum? Or do you think it's safe for now?

I see mounting pressure to take it away, but there have to be priorities. That's all. HDTV is going to be a very important priority, and if you need UHF spectrum for it, fine. I don't see putting people out of business that have already been allocated the spectrum. DAB can release a lot of spectrum for other uses. Right? Sixteen stations on one tower? Yes.

As I say, repeat, both the potential and the problems of all these new technologies—that's fiber optics, DBS, DAB and HDTV—are mind boggling. And I think what's going to be the best for the public is what kind of transition we make to get into advanced technology and still have a good service.

I think advanced technology has to serve the public, not advanced technology just for advanced technology's sake.

You mentioned HDTV on a number of occasions. Do you think the FCC can stick to its schedule and have a standard picked by late 1993?

I think so. We're going to have experiments now. [Richard Wiley, chairman of the FCC's industry advisory committee on HDTV] is very capable. We have a great group of engineers and industry leaders and administrative people.

Chairman Sikes wants to revisit all the structural broadcast regulations next year as part of his "attic-to-basement" review of the FCC mass media rules. Do you think that's a good idea? Do you think it's time to look at these things again?

I think it's a good idea. You've got to realize that Congress is going to be very much involved in it. But I think Sikes has made a good move. I don't know yet just where he's going to start on the thing, but I think it's a good idea.

Do you think Congress is going to let the FCC tamper with multiple ownership rules, the duopoly rules and the cable-broadcast crossownership rules? The House Telecommunications Subcommittee is already planning hearings on the public trustee concept, which some people see as some sort of preemptive move.

Of course, I am for the public trustee concept. As I've said, I think it serves the public and it also serves the broadcasters. I don't think you have much of a problem with the public trustee concept with this FCC. You've got the chairman who is a Republican who believes in it and you've got the senior Democrat who believes in it. Now as far as examining the whole mass media from top to bottom, I think it's a good idea and certainly Congress should play a part in it.

My attitude is that Congress are the elected representatives of the people and they are the ones who get most of the complaints. They see what's happening in their districts. I think they're in the best position really to be sensitive to what the public interest should include and what should be imple-

mented in the public interest.

So will Congress be a part of it? Absolutely. I expect them to. They're not going to abrogate their responsibility. But I think Congress will probably want our recommendations and say: "Where should we go?"

The Sikes FCC is building a reputation as one that is tough on enforcement in all areas. Given your stated willingness to criticize, I take it you encourage the tough enforcement against indecency or whatever?

All that stuff. As long as there's a congressional act, we have to enforce it. On the other hand, I know I've voted to take away over 90 licenses, and it bothers me. I don't think we should have the death penalty. Licensees ought to be fined. They ought to be jailed or they should have forced divestiture. There isn't a monopoly, there isn't a utility where if they're in violation, all they have is second-hand equipment to sell, and they take them right out of business. It's a little bit too drastic for a licensee that's been in business for 25-30 years and suddenly runs afoul of the FCC.

I think the RKO case is a good example of gross bureaucratic overkill. I said at the time, and I still do, and I think eventually that there ought to be forced divestiture, which would be enough of a threat. Most broadcasters want to do the right thing. But for the 1% or 2% that you have in any industry or any group, you have to take corrective action.

Many people believe the FCC's surprise inspection of stations last July to check for compliance with the political broadcasting rules was motivated primarily to curry favor with Congress. Do you think that's fair?

I don't think it's fair, and I don't think it was politically motivated. It's a tough question. I'd like to think that maybe if it were entirely up to me I would have warned the broadcasters: "Now we're going to enforce this thing, you better get your act together because the era of lax enforcement is over with." Broadcasters have so many things they have to watch. They have to watch EEO, they have to watch indecency, they have to watch political broadcasting. The opportunity for just human error at a station is pretty big. And most managers and most owners are just appalled when there is an error made. The person that makes it, if it's serious enough, is threatened or fired, and they try to correct it.

What's on your agenda for 1991? Do you have a personal agenda?

I believe preservation and enhancement of the all-important free universal over-the-air broadcast service is the mainspring of American mass communications. The FCC's challenge will be the orderly compatible implementation of the advanced technology services of HDTV, DAB, fiber optics and DBS—four big things. The potential and problems are mind boggling. How do we do it in a good practical way that serves the public and still provides people who have been serving the public for a long time the opportunity to be a part of the advanced technology?

I've heard that broadcasters and the phone companies are getting together. I think the phone companies are trying to give broadcasters a deal they can't refuse, with the idea of trying to get into programing. I have a problem with that. The potential for disruption is not hard to imagine. You can see what would happen: free sponsored programs direct into the home, bypass the stations and bypass the networks, bypass everything. What the hell do we do with that? That's on my mind, how do we have an orderly transition on this thing?

While protecting this idea of local service?

That's important. I'd like local to stick around.

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ENG engineer: Candidate should have 3-5 years exp in medium market television news operation, editing ability on Sony 800 system and should also be proficient with Sony BVW-505 camera/deck combination. The ability to work unsupervised is a necessity as well as a valid drivers license. Send resume to Peter Menkes, WABC-TV, 7 Lincoln Square, NY, NY 10023. No phone calls please. We are an equal opportunity employer.

TV station in small market has a full time opening for a master control operator. The applicant must have knowledge of television or radio operations. Duties will include M.C.R. switching, newscast switching, production, and legal operation of stations transmitter. Reply with resume and employment history to Box T-51. Job open January 1, 1991. Station is an equal opportunity employer.

Chicago TV station needs experienced persons whose responsibilities will include editing, switching and Betacam field and studio operation. Send resume to: WJYS-TV, 4255 Westbrook Drive, Aurora, IL 60504. Equal opportunity employer. Women/Men.

Television maintenance engineer: The George Washington University Television Department is recruiting for a television maintenance engineer with a minimum of two years of experience with installation, operation, and repair of TV broadcast equipment, including 2 GHz microwave gear. Ability to function independently, perform component-level repairs. Desire individual with FCC General Radiotelephone operator license and desire to grow with production facility involved in national teleconference feeds. Salary in low 30's. Comprehensive benefits package. Please apply in person M-F, 9-4 or send resume to GWU Personnel Services, 2125 G St., NW Washington, DC 20052. EOE/AEE.

HELP WANTED NEWS

News promotion producer: The leading station in one of the most vibrant cities in the Southwest is expanding its promotion department. If your work has flair and you welcome a creative challenge, this could be the job for you. Minimum two years on-air promotion experience with heavy emphasis on news required. Send resume and reel to: Stan Tealer, Promotion Director, KTBC-TV, 119 E. 10th, Austin, TX 78701. No phone calls please. EOE.

News director: WSAV, NBC affiliate in Savannah, Georgia, is seeking a news director who can provide leadership with the ability to coach and train. Must be willing to produce. Experience necessary with full service news operation including live trucks, and all associated ENG equipment. Send resume to General Manager WSAV-TV, PO Box 2429, Savannah, GA 31402. EOE M/F.

Executive producer to supervise production and content of all newscasts to assure on-going quality. Must be experienced newsroom manager, and have a strong background in live ENG and SNG field production. Excellent writing and interpersonal skills are required. Letter and resume (no calls) to Jim Prather, Assistant News Director, WMAR-TV, 6400 York Road, Baltimore, MD 21212. EOE.

News director. Imaginative manager for stable family-owned station. TV news management experience, strong editorial skills required. Letter/resume to Jeffrey Marks, WCSH-TV, 1 Congress Square, Portland, ME 04101. EOE.

News anchor: Anchor/reporter with a minimum of two years experience anchoring a primary newscast at a commercial television station needed. Must possess strong writing and reporting abilities. Send non-returnable 3/4" tapes only. No phone calls. News Director, WVEC-TV, 613 Woodis Avenue, Norfolk, VA 23510. EOE.

Producer: Minimum two years producing experience of a primary newscast. Strong writing, organizational and producing skills a must. Send 3/4" non-returnable tapes only. Phone calls accepted. News Director, WVEC-TV, 613 Woodis Avenue, Norfolk, VA 23510. EOE.

Nashville's NEWSCHANNEL 5 needs two outstanding professionals to work in one of the most competitive markets in the country. NEWS PRODUCER: Successful candidate will be responsible for one of our major evening broadcasts. We require a real leader who has excellent writing and organizational skills and a real working knowledge of contemporary production techniques. NEWSTAR computer experience a real plus! SNG and Beta experience also helpful. Three or more years producing experience required. CONSUMER REPORTER: A self-starter, experienced in this specific area, who can launch and maintain a high-profile consumer news segment. Solid live and on-set skills along with high production standards required. Send resumes, non-returnable tapes (Beta or 3/4"), references and salary requirements to: Mike Cavender, News Director, WTVF 474 James Robertson Parkway, Nashville, TN 37219. Absolutely no phone calls, please. EOE.

Photographer: After eight years, one of our best is moving to Germany to do TV news. It'll be a great life experience for him. He was a pro, great eyes. Great edit. Excelled at special projects/reports. We need another one like him. Minimum two years news photography experience at a network affiliate. Positive attitude. Heart of a champion. Willing to work long hours. Sense of humor and positive perspective on life. If you're mad about the future, forget it. Come play "Championship Newsball" with us. Send tapes and resumes to: Tim C. Gardner, KTBC-TV, 119 E. 10th, Austin, TX 78701. EOE/M-F. Don't call us; we'll call you.

Chief meteorologist wanted. Must have at least one year experience with a commercial television station. We have excellent equipment and a newsroom stormcenter. Applicant must be familiar with hurricanes. Send resume, non-returnable tape and salary requirements to Veronica Bilbo, EEO Officer, KPCL-TV, PO Box 1488, Lake Charles, LA 70602.

Anchor/reporter: Must have at least two years experience as a reporter and prior anchor experience is preferred. Position involves reporting five days a week and anchoring 5pm newscast. Excellent pay and two year commitment involved. Rush non-returnable tape and resume to Richard Howard, News Director, KTPX-TV, PO Box 60160, Midland, TX 79711. EOE.

News anchor: Midwest news team needs an aggressive, proven weeknight anchor for six and ten pm newscast. We're looking for someone to step into a competitive, competent newsroom. Our news department emphasizes writing and reporting skills. Must have 3 years experience. No phone calls. Send tape/resume to: News Director, WXOW-TV 19, PO Box C-4019, La Crosse, WI 54602-4019. WXOW is an equal opportunity employer.

CNN producer for Crossfire: Assist senior producer in structuring shows for daily broadcast. Supervise in absence of senior producer. Minimum two years public affairs, talk show and control room experience preferred. Working knowledge of Washington DC, current news, issues and players. The perfect candidate is innovative, creative and works well under pressure. Send resumes to: Rick Davis, 111 Massachusetts Ave., NW Washington, DC 20001. No phone calls please. EOE.

News director: #1 news station seeking mature leadership for staff of 28. Minimum 3 years experience as news director required. Need excellent people skills, fiscal responsibility, knowledge of newsroom production systems and journalism management experience. College degree required. EOE. Resume/tape to Barbara Wigham, WPTA-TV (ABC), PO Box 2121, Fort Wayne, IN 46801. EOE.

HELP WANTED PROGRAMMING PRODUCTION & OTHERS

Coordinating producer. Department of Communications, Miami University (Ohio) seeks qualified producer for the Mass Communication area of the department. Produce programs for broadcast on TV Cable Access Channel and Public Television Station. Includes Miami University sports, theatre, concert series and TV documentaries. Possibility of teaching course in TV production. BA or BS degree required. Also, experience in multi-camera productions in studio and remote environments. Experience in producing sports a big plus. Write letter of application, including vita, and have at least three references write directly to: Gerald H. Sanders, Department of Communication, Miami University, Oxford, OH 45056. Miami University is an affirmative action/equal opportunity employer.

Director of marketing & promotion: #1 television station looking for experienced marketing director who is knowledgeable in advertising, production and television marketing. Minimum of two years experience as marketing/promotion director or assistant in top 50 markets. College degree preferred. EOE. Send resume/tape to Barbara Wigham, WPTA-TV (ABC) PO Box 2121, Fort Wayne, IN 46801. EOE.

News promotion producer: We need a highly creative, motivated, organized promotion producer who can do it all. Will be in charge of writing, shooting and editing news promotional pieces. Send tape, resume and salary requirement to Linda Levy, News Director, WKBW-TV, 7 Broadcast Plaza, Buffalo, NY 14202. We are an EOE employer. No phone calls, please.

SITUATIONS WANTED MANAGEMENT

Top 20 sports reporter/anchor seeks #1 sports anchor position in smaller market. Very marketable personality & professional. 10 yrs experience. Call 314-261-2164.

Versatile TV journalist, knack for looking in the right places and finding things out, independent thinker, 15 years experience, major market, political science and journalism degrees, will relocate. Reply Box T-52.

SITUATIONS WANTED TECHNICAL

25 years broadcast engineering. 14 years as hands-on television chief engineer & director of engineering. Experienced with complete, full service news operations including live trucks, vehicles and all associated ENG & microwave equipment. Please reply to Box T-25.

Senior maintenance engineer, 20 years, D2, Betacart, Chyron, 1" TCR, BVW75SP, Ikegami, Calgary + Seoul Olympics, major market, post, studio + remotes. Resume 204-831-5249.

SITUATIONS WANTED NEWS

Excellent, experienced sportscaster looking for a fine station in which to work, also knowledgeable newscaster. 216-929-0131.

Emmy award-winning commentator known for light touch and broad subject matter wants commentator's role with local station in East. Wants possibility of syndicating to station group. Reply Box T-43.

MISCELLANEOUS

Make a better audition tape with help of independent consultant with major market experience. Call 713-776-1047.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Assistant/associate professor- For professionally oriented broadcast journalism program. Strong background in broadcast news writing, all aspects of limited news production including directing, audio, switching and ENG/video tape editing, and student advising. Ph.D. required. Professional and college teaching experience an advantage. Send resume and at least three references by Feb. 1, 1991 to: Dean, Hall School of Journalism, Troy State University, Troy, AL 36082. Position opens September 1, 1991. TSU is an AA/EO employer.

Video instructor/assistant professor. The Department of Communication Studies of Doane College invites applications for a full-time, tenure-track position teaching video production and other communication courses beginning August 1991 in a rapidly expanding program with state of the art equipment. An expanded production facility is in the planning stage. Seeking a dynamic individual with strong commitment to excellent undergraduate teaching at a vigorous, emerging college 25 miles from Lincoln, the state capitol and home of the University of Nebraska. Well-integrated theoretical and applied background, professional media experience and at least a master's degree required. Coordinate production facility/program. Salary competitive. Send application letter, resume, 3 current letters of reference with phone numbers, and evidence of teaching effectiveness by February 15, 1991, to Dr. Linda L. Mann, Vice President for Academic Affairs, Doane College, Crete, NE 68333. AA/EOE.

School of Journalism seeks candidates for two tenure-track positions in broadcast news: Position 1. Experience in professional broadcast news and production and college-level broadcast teaching required. Ph.D. or ABD preferred. Teaching assignments will include Intro to Broadcasting, Broadcast Regulation, TV news and production. Must also be competent to teach Mass Com and Society, media research methods and graduate-level courses. As Broadcast News sequence head, responsibilities will include maintenance of the curriculum, radio-tv equipment and facilities, broadcast news professional relations, and placement of interns and graduates in media positions. Rank and salary open. Position 2. Experience in professional broadcast news and production and college-level broadcast teaching required. Ph.D. or ABD preferred; M.A. acceptable if professional and teaching experience strong. Teaching assignments will include Intro to Broadcasting, radio news and production. Should also be competent to teach Mass Com and Society media research methods and graduate-level courses. Both positions require advising, teaching, service and research. Applications, to Dr. R. Ivan Pinnell, Chair, Search Committee, P.I. Reed School of Journalism, 112 Martin Hall, West Virginia University, Morgantown, WV 26506-6010, must be postmarked by March 15, 1991. Appointment begins August 15, 1991. West Virginia University is an equal opportunity/affirmative action employer. The School of Journalism at WVU, more than 50 years old, is one of 88 programs accredited by ACEJMC and is the site of the first campus chapter of RTNDA, established in 1986. The school has approximately 300 juniors and seniors and 35 graduate majors, 16 full-time and several part-time faculty.

Middle Tennessee State University: The Department of Radio-Television/Photography invites applications for three expected tenure track Assistant/Associate Professor positions beginning August 1991. (1) to teach beginning and advanced television production, small format video, and advise students. (2) to teach undergraduate courses in broadcast journalism, reporting, radio production and advise students (3) teach undergraduate courses in media management, programming, sales/advertising, announcing and advise students. Ph.D. (ABD considered) teaching/professional broadcast experience required. Competitive salary. Screening of applications will continue until the positions are filled. Send resume and three references to Dr. William D. Jackson, Chair Search Committee, Box 192, MTSU, Murfreesboro, TN 37132. EOE/AA.

Doctoral Assistantships. The University of Tennessee seeks outstanding candidates for doctoral study. Coursework emphasizes communication theory and research with broadcasting concentration. Degree leads to career in teaching, research, consulting, or mass media work. M.S. degree helpful, not required. Program requires minimum 2-3 years in coursework, depending on educational background, plus dissertation. Teaching/research assistantships possible. Application for fall 1991 due March 1. GRE required. Also, calendar-year M.S. program in media management for qualified applicants. Contact Dr. Michael W. Singletary, Communications, University of Tennessee, Knoxville, TN 37996-0347. EOE.

EMPLOYMENT SERVICES

Government jobs \$16,412 - \$59,932/yr. Now Hiring. Your area. Call 1-805-687-6000 Ext. R-7833 for listings.

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Intelligence jobs. All branches. US Customs, DEA etc. Now hiring. Call 1-805-687-6000 Ext K-7833.

Reporters: Are you looking for your first or second position in TV news? We can help. Call M.T.C. at 619-270-6808. Demo tape preparation also available.

Equipment donations needed for new 50,000 watt educational FM. Mobile, Alabama. Tax exempt organization. Call Wilbur Goforth at 205-432-8484.

Looking for a position in radio or television? If I can't find you the position you're looking for, nobody else can! Only \$150.00 for 1 year of service. Free information. Write: Bill Elliott, Consultant/ Headhunter, 48 Imperial Avenue, Pittsfield, MA 01201.

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).

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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" 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.

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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.

FM transmitters: Collins 831G2, 20KW (1975), Harris FM20H3 (1971), Harris FM20H3 (1972), RCA BT 20E1 (1973), Harris FM10K (1980), Wilkenson 10,000E (1983), CCA 2500R (1978), Transcom Corp., 800-441-8454, 215-884-0888, FAX 215-884-0738.

AM transmitters: Cont. 316F, 10KW (1980), RCA BTA 10U, 10KW (1972), RCA BTA 5L, 5KW (1977), CCA AM5000D (1972), McMartin BASK, 5KW (1980), Cont. 315B (1966), McMartin BA2.5K (1981), 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.

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.

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 videotape: Betacam, 3/4" & 1". Broadcast quality guaranteed and evaluated. Betacam \$4.99. 3/4" - 20 minutes \$5.99, 60 minutes - \$8.99. 1" - 60 minutes \$24.99 in quantity. Magnetically examined, cleaned and packaged. Guaranteed to perform as new. Sony, 3M, Fuji, or Ampex. Free shipping. For more info. call Carpel Video toll free, 1-800-238-4300.

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.

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.

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. 1-800-275-0185.

Strobe parts: We sell and install flash technology and EG&G parts at DISCOUNT. Parts in stock. Call Tower Network Service, 305-989-8703.

Batwing antenna repair parts. We stock feedlines. Tower Network Services 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.

RCA UHF transmitter, 110KW mid band, complete with 3 klystrons, diplexer, available immediately. \$135,000. Call Petracom 813-848-7629.

Refurbished transmission line - 20 ft. sections of 6-1/8", 75 ohm, EIA flange. 50 sections available @ \$500.00 each. Heavy duty hangers also available. Call 904-796-4531.

Television/video equipment. Studio, transmitters, microwave. Buyouts, liquidations, brokering. Since 1967. Maze Broadcast 205-956-2227 Fax 956-5027.

For parts and service on Townsend Transmitters, Call BMA, Inc. Gary Kenny, 417-451-1440. Over 20 years experience!

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All orders to place classified ads & all correspondence pertaining to this section
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Washington, DC 20036.

Payable in advance. Check, money order or credit card (Visa or Mastercard). Full
and correct payment must accompany all orders. All orders must be in writing by
either letter or Fax 202-293-3278. If payment is made by credit card, indicate card
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Deadline is Monday at noon Eastern Time for the following Monday's issue. Earlier
deadlines apply for issues published during a week containing a legal holiday. A
special notice announcing the earlier deadline will be published above this ratecard.
Orders, changes, and/or cancellations must be submitted in writing. NO TELEPHONE
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When placing an ad, indicate the **EXACT** category desired: Television, Radio, Cable
or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If
this information is omitted, we will determine the appropriate category according to
the copy. NO make goods will be run if all information is not included. No personal
ads.

Rates: Classified listings (non-display). Per issue: Help Wanted: \$1.20 per word, \$22
weekly minimum. Situations Wanted: 60¢ per word, \$11 weekly minimum. All other
classifications: \$1.30 per word, \$24 weekly minimum.

Word count: Count each abbreviation, initial, single figure or group of figures or
letters as one word each. Symbols such as 35mm, COD, PD, etc., count as one word
each. A phone number with area code and the zip code count as one word each.

Rates: Classified display (minimum 1 inch, upward in half inch increments). Per
issue: Help Wanted: \$90 per inch. Situations Wanted: \$50 per inch. All other classifica-
tions: \$120 per inch. For Sale Stations, Wanted To Buy Stations, Public Notice &
Business Opportunities advertising require display space. Agency commission only
on display space.

Blind Box Service: (In addition to basic advertising costs) Situations wanted: \$5 per
ad per issue. All other classifications: \$10 per ad per issue. The charge for the blind
box service applies to advertisers running listings and display ads. Each advertise-
ment must have a separate box number. BROADCASTING will not forward tapes,
transcripts, portfolios, writing samples, or other oversized materials: such materials
are returned to sender. Do not use folders, binders or the like.

Replies to ads with Blind Box numbers should be addressed to: Box (letter &
number), c/o BROADCASTING, 1705 DeSales St., NW, Washington, DC 20036.

The publisher is not responsible for errors in printing due to illegible copy—all copy
must be clearly typed or printed. Any and all errors must be reported to the Classified
Advertising Department within 7 days of publication date. No credits or make goods
will be made on errors which do not materially affect the advertisement.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII
of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter,
or reject any copy.

FATES & FORTUNES

MEDIA



Wagner

Carl J. Wagner, 31-year veteran with Taft Broadcasting Co. and successor Great American Broadcasting Co., retires (effective May 1, 1991), from position as president, broadcast group, Great American Communications Co., Cincinnati. Wagner is also stepping down as of today (Dec. 31), as chairman of the Radio Advertising Bureau. He recently completed term on National Association of Broadcasters board of directors.

Larry Carleton, VP, Tele-Communications Inc., Denver, named executive VP and chief operating officer, TCI Cable Management Corp.

Lewis G. Green, president, Transmedia Publishing Group, joins Keystone Broadcasting System Inc., New York, as president.

Stephen F. Stander, VP, law, NBC, New York, named senior VP, law.



Stander



Sheehan

DeAnne Sheehan, general manager, KUDA(FM) Pahump, Nev. (Las Vegas), joins KLTN(FM) Las Vegas as general manager.

Appointments at Jones Intercable Inc., Englewood, Colo.: **Kevin P. Coyle**, senior VP, financial services, Jones Group Ltd., named group VP, finance and chief financial officer; **Timothy J. Burke**, VP, taxation, named group VP, taxation and administration; **J. Timothy**

Bryan, assistant treasurer, named treasurer, and **Michael J. Bartolementi**, assistant controller, named controller.

Edwin M. Durso, senior VP and general counsel, ESPN Inc., Bristol, Conn., named executive VP, network marketing and general counsel.

Appointments at The Hearst Corp., New York: **Lorenzo Jones**, general auditor, named assistant treasurer and director of financial controls; **Jon D. Smith Jr.**, director of corporate financing, named assistant treasurer, and **Octavio Mangual Jr.**, deputy general auditor, named general auditor.

David Kenin, senior VP, programing, and **John Silvestri**, senior VP, advertising sales, USA Network, New York, named executive VP's.

John R. Laton, chief operating officer, Sunshine Group Broadcasting, Portland, Me., joins WFTX(TV) Boston, as executive VP and general manager.

Sarah W. Taylor, general sales manager, WTOPIAM-WASH-FM Washington, named station manager, WASH-FM.

Wes Longino, formerly from KSEA(FM) Seattle, joins KEZX-AM-FM there as operations manager.

Patrick Scott, VP and general manager, KOMO-TV Seattle, adds duties as executive VP, broadcast operations, of parent company, Fisher Broadcasting Inc.

J.B. Chase, assistant general manager and general sales manager, WCPO-TV Cincinnati, named general manager, succeeding **Frank Gardner**, named VP, news, of parent company Scripps Howard Broadcasting.

Rick Denton, former general manager, KONE(AM)-KOZZ(FM) Reno, joins KEYV-FM Las Vegas in same capacity.

Roland Broeman, executive VP, Gold Coast Advertising, joins WIRA(AM)-WOVV(FM) Fort Pierce, Fla. (West Palm Beach), as general manager.

Appointments at United Artists Cable Southeastern Division: **Blaine Randles**, general manager, Insight Communications, Franklin, Va., joins Coastal Cablevision, Hinesville, Ga., as general manager; **James Foody**, general manager, named to same capacity, United Artists Cable of Florida, Vero Beach, and **LaFawn Vannest**, customer service manager, Baltimore, named general manager, North Augusta-Thomson Cab-

levision, North Augusta, S.C.

Gregory H. Graber, from WDJT-TV Milwaukee, joins WQRF-TV Rockford, Ill., as VP and general manager.

Bob Green, VP and general manager, WYAY(FM) Gainesville, Ga., WYAI(FM) La Grange, Ga. (Atlanta), joins WSB-AM-FM Atlanta as station manager. **Bill Wise**, station manager, WYAY-WYAI, succeeds Green as general manager.

Christopher L. Murray, general sales manager, WYHY(FM) Lebanon, Tenn. (Nashville), joins WKXX(FM) Birmingham, Ala., as general manager, and VP of parent company SunGroup Broadcasting of Alabama Inc.

Appointments at American Television & Communications Corp.: **Scott Binder**, auditor, national division, named general manager, Madisonville, Ky.; **Maria Hartwig**, marketing and customer service manager, named general manager, Terre Haute, Ind., and **Terry Warren**, purchasing manager, named general manager, American Cablevision, St. Louis.

Will Davis, station manager, WTTV(TV) Bloomington, Ind., (Indianapolis), named VP and general manager.

Gregg Lindahl, VP and general manager, WSOC-AM-FM Charlotte, N.C., joins co-owned KKWM(FM) Dallas in same capacity. He is succeeded by **Todd Leiser**, general sales manager, co-owned WSUN(AM)-WWRM(FM) St. Petersburg, Fla. (Tampa).

Howard Nemenz, station manager, WSJS(AM)-WTQR(FM) Winston-Salem, N.C., named general manager.

John Heurtz, general manager, WSVH(FM) Savannah, Ga., joins KSO(FM) Wichita, Kan., in same capacity, succeeding **Billy G. Brant**, named general manager, KTPB(FM) Kilgore, Tex.

Skip Broussard, general sales manager, KAYI(FM) Muskogee, Okla. (Tulsa), joins WCAW(AM)-WVA(FM) Charleston, W. Va., as VP and general manager.

Appointments at Satellite Network Systems, St. Paul, Minn.: **Susan S. Broadribb**, office manager, named manager, network services; **Joshua F. London**, from Time Inc., named manager, marketing services, and **Donna J. Spence**, national sales manager, AEI Music, named sales manager, Chicago.

SALES AND MARKETING

Jon Spaet, local sales manager, WNBC-TV New York, joins WPIX(TV) there in same capacity.

Jamie Belo, general partner, Belo & Leventon, and **Walt Krupa**, owner, Krupa & Co., join WPGH-TV Pittsburgh as account executives.

Mark C. O'Brien, sales manager, WTOP(AM) Washington, named general sales manager, succeeding **Sarah W. Taylor**, station manager, co-owned WASH-FM Washington. **J. Christopher Broullire**, sales manager, WASH-FM named general sales manager.

Kyle Krebs, VP, marketing, Mathews & Co., Dallas, joins WAFB(TV) Baton Rouge, La., as national sales manager.

Stephen Morris, president, Matrix Communications, joins WNYT(TV) Albany, N.Y., as local sales manager, succeeding **Bob Gilbert**, named national sales manager.

Appointments at Katz Communications: Katz American Television: **Michael Morovich**, sales assistant, New York, named sales executive, stars team; **Jodi Rogaway**, manager, Portland, Ore., and **Robert Scutari**, manager, red sales team, New York, named divisional VP's; **Donna Fee**, marketing director, Katz Independent, New York, adds duties as divisional VP; Katz Continental Television: **Tom Olson**, president, named executive vice president, Katz Television Group. **John Cuddihy**, director, Katz Hispanic Television sales, New York, adds duties as divisional VP, and **Nicola Alperstein**, sales assistant, East Central station group, New York, named research analyst.

Matthew Bennett, from Blair Television, Los Angeles, joins TeleRep there as account executive.

Karen J. Hartley, manager of sales and marketing, Comcast Cablevision, joins United Artists Cable of Oklahoma, Tulsa, as marketing manager.

Alene Grevey, account executive, WEBN(FM) Cincinnati, joins WING(AM) Dayton, Ohio, and WGTZ(FM) Eaton, Ohio, as general sales manager.

Andy Comegys, national sales manager, WAWS(TV) Jacksonville, Fla., named general sales manager.

Ric Gorman, VP and general manager, WPXI(TV) Mobile, Ala., adds duties as director of sales, Clear Channel Television.

Jeffrey A. Johnson, assistant local sales manager, WHCN(FM) Hartford, Conn., joins WCIX(TV) Miami as account

executive.

Shawn Bartelt, national sales manager, WWSB(TV) Sarasota, Fla., joins WESH(TV) Daytona Beach, Fla., in same capacity.

Debra Roue Ryan, sales executive, Katz American Television, Minneapolis, named sales manager. **Thomas Fiore**, senior research analyst, Katz Continental Television, named research manager, West station group, New York. **Tony Albertini**, account executive, MMT Sales Inc., New York, joins Katz American Television there as sales executive.

Michael Scott, account executive, KYTV(TV) Springfield, Mo., named local sales manager.

Lois Hamelin, manager, Adam Young, Chicago, named VP.

Mort Roberts, senior account executive, KLTV(FM) Las Vegas, joins WHYN-AM-FM Springfield, Mass., as account executive and AM radio marketing specialist.

Gary Teaney, general manager, KIOC(FM) Orange, Tex., joins KLTR(FM) Houston as general sales manager.

Debbie Brizendine, general sales man-

ager, KVUE-TV Austin, Tex., named VP and general sales manager.

PROGRAMMING



Lefkon
CEO.

Appointments at Ventura Entertainment Group, Hollywood: **Roger Lefkon**, CEO, named president and chief operating officer, succeeding **Irwin Meyer**, now independent producer. **Harvey Bibicoff**, chairman, named

Brad Turell, senior VP, publicity and corporate creative services, Fox Broadcasting Co., Los Angeles, named senior VP, programming. **Joe Davola**, VP, creative development, Fox Broadcasting, Los Angeles, named senior VP, creative development.

Appointments at Paramount Communications, Hollywood: **Cindy Bell**, director of comedy development. ABC,

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named VP, creative affairs, Triangle Entertainment; **Dirk W. van de Bunt**, director, business affairs, named VP, business affairs, network television division.

Harold Samboy, controller, ITC Entertainment Group, Studio City, Calif., named senior VP, controller. **David Hope**, executive director, cash management and planning, ITC, named senior VP, treasurer.

Gerianne Geraci, VP, public affairs, Lorimar Television, Burbank, Calif., named VP, administration.

Robert Blattner, president, MCA Home Video, named VP, MCA Inc., Universal City, Calif.

Jayne Bower, anchor and reporter, KFWB(AM) Los Angeles, named morning anchor.

Carol Patrizi, morning traffic reporter, WMIL(FM) Waukesha, Wis. (Milwaukee), named morning air personality.

Michael O'Reilly, morning air personality, WAQX-FM Manlius, N.Y. (Syracuse), joins WFXF(FM) Indianapolis in same capacity.

Gary Drews, associate producer, Carol & Co., joins Walt Disney Television, Burbank, Calif., as production executive.

Tom Merritt, production manager, World Video, joins Four Square Productions, National City, Calif., as production manager, commercial and corporate division.

Lee Keele, assistant to executive VP, World International Network, Los Angeles, named manager of sales administration.

Alan Arluke, director of marketing, *Nightly Business Report*, joins Maryland Public Broadcasting Foundations Inc., Baltimore, as VP, national program marketing.

Appointments at ESPN, Bristol, Conn.: **Dennis Deninger**, producer, *Scholastic Sports America*, named coordinating producer; **Bill Graff**, producer, SportsChannel America, and **Kevin Morrell**, sports producer, KCRA-TV Sacramento, Calif., named highlight supervisors; **Scott Hollowell**, producer, WPLG(TV) Miami, named producer; **Michael Stinton**, reporter, *Star* magazine and *Boston Herald*, named researcher, and **Suzanne Cottone**, program sales analyst, named program pricing analyst.

Lisa Bosak Lucas, associate producer features department, Medstar Communications, Allentown, Pa., named producer.

Inez M. Robinson, recent graduate, Stanford University, San Francisco,

joins KPBS-TV San Diego as associate producer, office of public affairs and ethnic issues.

Joan Lanigan, director of program acquisitions, Devillier-Donagan Enterprises, international television sales and production company, Washington, named VP, legal and business affairs.

Erin Scanlon, research manager, King World Productions, Short Hills, N.J., joins Tribune Entertainment Co., New York, as research manager.

Kurt C. Hall, director of finance, United Artists Entertainment Co., Denver, named VP and treasurer.

E. Roger Williams, senior VP, affiliate sales and marketing, ESPN Inc., Bristol, Conn., named senior VP, affiliate sales and consumer marketing.

Kathleen L. Amundson, VP, finance and chief financial officer, A.M.E., joins Consolidated Entertainment, Los Angeles, as VP, finance.

Maureen Sinton, program planner, Television New Zealand, Auckland, New Zealand, named manager, program acquisitions and senior program planner.

Paul Sanderson, director, post-production, West Glen Communications, New York, named VP, post production.

Mark Tepper, director, operations, West Glen, named VP, operations.

Tom Calderone, operations manager, WHFS(FM) Annapolis, Md. (Washington-Baltimore), joins WDRE-FM Garden City, N.Y. (Westbury), as director of programming and operations.

Matthew Fine, executive producer, broadcast services group, Private Satellite Network Inc. (PSN), New York, named manager, IBM account and services development. **Gail Ramos**, program manager, PSN Inc., named director, ICN program management.

Michael Cascio, executive producer, WPVI-TV Philadelphia, joins Arts & Entertainment Network, New York, as director of documentary production.

David L. Kline, national accounts director, Showtime, joins SportsChannel, Cincinnati, as general manager.

Ray Giacomelli, research analyst, USA Network, New York, named manager, research. **Mary Ann Plastino**, manager of sales promotion, USA Network, named director, events and merchandising.

NEWS AND PUBLIC AFFAIRS

Earl Casey, supervising producer and senior international assignment editor, CNN, Atlanta, named VP and managing

editor, domestic news, succeeding **Cissy Baker**, resigned.

Appointments at Associated Press: **Elaine Norton Hooker**, deputy director, corporate communications, New York, named general executive, newspaper membership department; **Allen G. Breed**, newsman, Louisville, Ky., named correspondent, Pikeville, Ky., and **Philemon Dopoulos**, correspondent, Athens, named bureau chief for Greece.



Palkot

Greg Palkot, correspondent, Financial News Network, New York, joins PBS European Television Service, Cologne, Germany, as correspondent and anchor, *European Journal*.

Gary Reals, criminal justice reporter, WJLA-TV Washington, joins WRC-TV there as street reporter.

Appointments at KRON-TV San Francisco: **Sandra Gin**, reporter and producer, KCRA-TV Sacramento, Calif., named general assignment reporter; **Jessica Abbe**, producer, *Bay Area Backroads*, named special projects producer; **Carl Bidleman**, producer and coordinator, WDIV(TV) Detroit, named producer, *Bay Area Backroads*; **Eric Cagen**, sports intern, named sports producer; **Mark Mano**, director, KING-TV Seattle, to same capacity; **Elmer Najarro**, senior accounts payable coordinator, Iteel Corp., named accountant, and **Chris Spain**, freelance associate producer, *For Those Who Care*, named associate producer, special projects.

Carl Ravech, weekend sports anchor, WBNG-TV Binghamton, N.Y., joins WHTM-TV Harrisburg, Pa., as weekend sports anchor and reporter. **Rob Dixon**, part time weekend meteorologist, WHTM-TV, joins station full time.

Joan Gregory Hendricks, director of human resources and public affairs, Sacramento Cable in California, joins Cablevision of Long Island (N.Y.), as regional director of public affairs.

Appointments at WHOI(TV) Peoria, Ill.: **Dawn Tongish**, reporter and anchor, KSWO-TV Lawton, Okla., named general assignment reporter; **Alice Hout**, anchor and reporter, adds duties as assistant news director; **Steve Kelso**, from WWMT(TV) Kalamazoo, Mich., named chief photographer, and **Sheldon Ripson**, acting news director, named news director.

Appointments at WLOS(TV) Asheville,

N.C.: **Alan Mason**, assistant news director, named news director; **Jan Dockery**, part time art assistant, moves to full time position; **Daryn Winter**, from WBGU-TV Bowling Green, Ohio, named production assistant, and **Kelly Rhodes**, from WHKY-TV Hickory, N.C., named part time production assistant.

Jill Hoelting, local sales manager, KENI-(AM)-KBFX(FM) Anchorage, named national sales manager. **Dan Larson**, local sales manager, KENI-KBFX named general sales manager.

Dale Munson, chief weathercaster, WOWT(TV) Omaha, retired.

Jim Lounsbury, anchor, United Press International Radio, Washington, resigned.

Dianna Rosborough, 5 p.m. producer, WBAL-TV Baltimore, joins WBFF(TV) there as 10 p.m. producer.

Bob Stuckey, assignment editor and associate producer, WCNC-TV Charlotte, N.C., joins WITF-TV Harrisburg, Pa., as reporter and producer, *The People's Business*.

Joseph DeFeo, producer, WTTG(TV) Washington, joins WBFF(TV) Baltimore, as executive producer.

Appointments at KOVR(TV) Stockton, Calif. (Sacramento): **Noel Nordquist**, formerly from KOMU-TV Columbia, Mo., and **Jonathan Elias**, from WRBC-TV Birmingham, Ala., named general assignment reporters; **Christina Mendonsa**, formerly from KRBK-TV Sacramento, Calif., named anchor; **Lori Aoki**, production assistant, named overnight anchor; **Teresa Telliano**, assignment editor, KRBK-TV Sacramento, Calif., named assignment editor; **Hilary Bacas**, 11 p.m. producer, named 5 p.m. producer, and **Bob McCarthy**, former traffic reporter, KRON-TV San Francisco, to same capacity, 5 p.m.

Jeff Renner, former weeknight meteorologist, KING-TV Seattle, returns in same capacity, succeeding **Shelly Monahan**, weekend meteorologist.

Don Shafer, news director, KNSD(TV) San Diego, Calif., resigned, succeeded by **Irv Kass**, assistant news director.

Pamela J. Smith, from public relations department, Little Rock [Ark.] City Hall, joins KATV(TV) there as general assignment reporter.

Llelwyn F. Grant, former captain in public relations, U.S. Air Force, joins United Artists Cable, Southeastern division, Atlanta, as public affairs coordinator.

Brian Dick, from WHP-TV Harrisburg, Pa., joins WPEC(TV) West Palm Beach, Fla., as assignment manager. **Donna Howell**, story coordinator and associate

reporter, *Inside Edition*, joins WPEC as 11 p.m. producer.

Ann Harris, news director and host, KNPR(FM) Las Vegas, joins KANU(FM) Lawrence, Kan., as morning host.

Beth Mack, morning news anchor and general assignment reporter, KOLR(TV) Springfield, Mo., named midday anchor.

Nesita Kwan, reporter, WDBJ(TV) Roanoke, Va., joins WVEC-TV Hampton, Va. (Norfolk), as general assignment reporter.

TECHNOLOGY

Ron Sommer, former president, Sony Deutschland and deputy president, Sony Corp. of America, Park Ridge, N.J., named president and chief operating officer, succeeding **Neil Vander Dussen**, named vice chairman.

Thomas E. Hankinson, manager, engineering and technical services, NBC, New York, joins Capital Cities/ABC Inc., Philadelphia, as assistant director of engineering, succeeding **William K. Dougherty**.

Kent J. Malinowski, sales manager, Scientific-Atlanta, Atlanta, named director, broadcast radio and data systems, Private Networks Business division, Melbourne, Fla.

Howard M. Ginsberg, founder and former chairman, general manager and chief engineer, WXXX(FM) South Burlington, Vt., joins WQHK(AM)-WMEF(FM) Fort Wayne, Ind., as chief engineer.

Debra Buck, broadcast accounts manager, Andrew Corp., Orland Park, Ill., named sales manager, distribution sales.

Raymond Barp, sales engineer, Sony Broadcast, Burbank, Calif., joins Rank Cintel Inc., Hollywood, as Western regional sales manager.

Dick Sweet, technical director, ESPN, Bristol, Conn., named supervisor, studio and technical operations.

Robert E. Swayze, Detroit branch manager, Midwest Communications Corp., joins Communications Systems Group, Oak Park, Mich., as VP.

Allan J. Behr, former president, Quanta and Cubicomp/Vertigo Corporations, joins Vistek Electronics Ltd., Palo Alto, Calif., as managing director.

Jim Rafferty, from MotionGraphics Group, Chicago, joins Digital Light Inc. computer graphics and animation company, Minneapolis, as executive producer.

Thomas Greaves, from Cubicomp, Mi-

crotime and CMX, joins Calaway Editing Systems, San Jose, Calif., as Eastern regional sales manager. **Sam Davisson**, from Quanta Corp., joins Calaway Editing as customer service representative.

Kenneth Miller, technical manager and director, engineering department, MTV Networks, joins Video One Inc., Los Angeles, as technical manager.

John J. Nevin, senior VP and general manager, Glenayre Electronics Ltd., and president and CEO, Plexsys Corp., joins Broadcast Electronics Inc., Quincy, Ill., as CEO.

PROMOTION AND PR



Brogliatti

Barbara S. Brogliatti, returns to Lorimar Television after two years heading own public relations firm, The Brogliatti Co. She returns as senior VP, publicity and promotion and will be responsible for publicity, promotion and advertising of Lorimar and publicity for Warner Bros. Domestic Television Distribution, Burbank, Calif.

Gary Clare, supervisor, program development, performance programs department, WNET(TV) New York, named director of creative development, performance programs. **Chelle Tutt**, associate producer, *Travels*, WNET named producer.

Rose Polidoro, assistant VP, promotions, Radio City Music Hall Productions, New York, named VP, promotions and publicity.

Janet Da Vega, advertising/television promotion coordinator, Samuel Goldwyn Co., Los Angeles, named manager of advertising/television promotion.

Rebecca Christensen, administrator of media services, Birdsell-Voss & Associates, Milwaukee, joins Cramer-Kraselt there as planner and buyer, media department.

Elizabeth LaBar, promotion coordinator, Great! marketing promotions and public relations firm, Atlanta, named promotion manager.

Leslie Hutchinson, news promotion writer and producer, KATV(TV) Little Rock, Ark., named assistant promotion director.

Rick Quintana, marketing producer,

The Family Channel, Virginia Beach, Va., named director of creative services, new business ventures, International Family Entertainment Inc., parent company of The Family Channel.

ALLIED FIELDS

New members at Radio-Television Correspondents Association, Washington: **Carolyn Gorman**, H&C Communications; **Virginia Moseley**, CBS News, and **Dan Erlenborn**, NBC News.

Nancy Woodhull, editorial executive, Time Warner, elected to Gannett Foundation board of trustees.



Platnik

Sharon Platnik, senior consultant, PRO Inc. international search firm, joins Lipson & Co. executive search firm, Los Angeles, as VP.

Ruth L. Otte, president and chief operating officer, The Discovery Channel, Lan-

dover, Md., honored by Hebrew Academy of Greater Washington for contributions to her industry.

Tom Cohen, senior counsel, Senate Commerce Committee and Communications Subcommittee forms Davison, Cohen & Co., telecommunications and strategic planning investment firm. **Antoinette Cook**, counsel to committee succeeds Cohen.

Jack Grossbart, partner, Grossbart Barnett Productions, Studio City, Calif., named member of Caucus for Producers, Writers & Directors.

Robert Flood, from N.W. Ayer, joins Dewitt Media Inc. advertising media consulting firm, New York, as associate network director. **Ikuo Komae**, from Lowe Marschalk, joins Dewitt Media, as planning supervisor.

Ernie Ford, assistant news director, KDFW-TV Dallas, named president-elect, Society of Professional Journalists, Greencastle, Ind.

Appointments at The Arbitron Co., New York: **Clara Carneiro**, market definition policy analyst, Advertiser Agency Services Customer Support, named manager, commercial monitoring methodology; **Kathy Koch**, general sales manager, WNOE-AM-FM New Orleans, named account executive, radio station services; **Mike Occhiogrosso**, VP, statistical services, named VP, statistical marketing support, Advertiser Agency Services, and **John Proffitt**, VP, McGraw-Hill Broadcasting and general manager, WRTV(TV) Indianapolis, named to television advisory council representing ABC affiliates in markets 1-50.

Theodore Dunn, president, Spagna Dunn Research, New York, named technical consulting director, The Advertising Research Foundation there.

Robert N. Dudelson, account executive, Turner Entertainment Networks, joins Network Ventures Inc., New York, as VP.

Jacqueline Gales Webb, producer, *22:26 with Maureen Bunyan*, WUSA(TV) Washington, joins Smithsonian Institution Office of Telecommunications, as producer of documentaries.

Annual American Society of Composers, Authors & Publishers Deems Taylor Broadcast Award winners presented: For television, **David Letterman**, **Paul Schaffer** and **Robert Morton**, NBC's *Late Night With David Letterman*. In radio, **William McGlaughlin** and **Mary E. Lee**, National Public Radio's *Saint Paul Sunday Morning*.

Phil Newmark, VP and general manager, KPWR(FM) Los Angeles, elected board chairman, Southern California Broadcasters Association.

Steven A. Smith, director of engineering and operations, WCCO-TV Minneapolis, elected to Administrative Committee, IEEE Broadcast Technology Society.

Michael A. Beindorff, VP and director of marketing planning, Coca-Cola USA, elected to board of directors, Association of National Advertisers Inc., New York.

Jady A. Wade, independent sales representative, Memphis, joins Southern Educational Communications Association, Columbia, S.C., as marketing coordinator.

DEATHS

Liz Nestel, 39, research director, KGO(AM) San Francisco, died of heart attack Dec. 7. Nestel joined KGO in 1983. Contributions in her name may be made to the Bonnie Chastain Scholarship Fund, College of San Mateo, 1700 West Hillsdale Blvd., San Mateo, Calif. 94402.

Sir Ian Trethowan, 68, former director-general, British Broadcasting Corp., and chairman, Thames Television, died Dec. 12 of motor neuron disease, London. From 1958 to 1963 he was deputy editor and political editor of Independent Television News and later joined BBC as commentator. He is survived by his wife and three daughters.

Sonya Selby-Wright, 54, producer, died Dec. 19 in Point Pleasant, N.J., of pulmonary embolism. Before joining *Good Morning America* in 1977 as associate producer, Selby-Wright worked for *The Mike Douglas Show*. She is survived by her husband, Julian Mueller; mother, Mary, and sister, Claire.

Peter Grant, 83, newscaster, died Dec. 10 in Silverton, Ohio. In 1932, Grant joined WLW(AM) Cincinnati, from KMOX(AM) St. Louis. Grant moved to WLWT(TV) Cincinnati in 1948. Additional broadcasting activities included announcing on WLWT's *50-50 Club* and WLW's *Moon River* music program.

Jerry B. Wheeler, 44, producer, died of AIDS Dec. 8 in Los Angeles. He worked for CBS variety series including, *The Carol Burnett Show*, *The Red Skelton Show* and *Smothers Brothers Comedy Hour*.

Edward Binns, 74, actor, died Dec. 4 of heart attack in Brewster, N.Y. Binns appeared in police series *Brenner*, from 1959 to 1964. Other television credits included *The Defenders* and *It Takes a Thief*. He is survived by his wife, Elizabeth; three daughters, Nancy, Judy and Bridgett; brother, John, and five grandchildren.

Hope Sansberry, 94, actress, died Dec. 14 in Laguna Hills, Calif. She portrayed colonel's wife, Nell Hall, in CBS's 1950's series, *The Phil Silvers Show*.

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FIFTH ESTATE

KEN SWETZ: MANAGING THE MEGAREP

Mention the name Ken Swetz and the Katz Radio Group pops immediately to mind. Swetz and Katz—they even sound as though they belong together—have had a 20-plus-year association that has brought him from a sales post to the helm of one of the industry's two megareps. "He is the reason we are what we are and we do what we do," says Gene Bryan, vice president and national sales manager for Katz Hispanic Radio Sales.

Swetz has had a hand in molding and guiding the Katz Radio Group since 1969, when he first joined the company as an account executive in the New York office. His route to the broadcasting business, however, was an indirect one.

After a two-year stint in the U.S. Army as a military policeman in Wurzburg, Germany, Swetz, an avid golfer, returned to the U.S. and joined *Golf Digest* magazine as a salesman. "I had decided to make an avocation into an occupation," says Swetz, "and I learned you cannot always do that."

It was while selling space in the magazine that Swetz first heard a magic word. "All the sales guys were talking about 'avails.' [in which agencies already have the advertiser money in hand and need only choose among stations in the target market.] When I found out what they were, I said: 'I've got to get into the broadcasting business.'"

Through agency contacts, Swetz learned about Katz Radio. "I interviewed on a Wednesday and by Monday I was working for them." The time was an exciting one for the medium and for Swetz. "It was as close as you could be to being an individual entrepreneur in that whatever you put into it, you got out of it."

Swetz did well at Katz from the beginning. In 1971 he was named assistant New York Sales Manager and in 1972 Sales Manager. In 1974, Swetz was named vice president and general manager of Katz Radio. "Upon joining Katz, I enthused myself in it and I enjoyed the business right from the get go. I quickly told the individual who hired me: 'I want your job, so teach me everything that you can as quickly as you can.'"

As Swetz was climbing the corporate



ladder, the radio rep industry was undergoing significant change. In the late 1960's, the industry boasted some 40 national rep companies. "Katz made a decision to go big when big was unpopular," remembers Swetz. "We felt that if we could represent all kinds of stations in all kinds of markets, we would be better able to service the agency and the advertiser."

With those objectives in mind, Katz undertook a major expansion of its client base, a plan aided by the FCC's move toward increased deregulation.

Katz decided to expand through acquisitions as well, purchasing rep firms Christal and Republic in 1984. By the time of that purchase, Swetz had been named president of the Katz Radio Group. He has been a member of the Katz executive council since 1981.

"Once again we looked to the future and asked, 'How can we increase our revenue base?'"

The answer for Swetz was in what he calls "super-serving" the client stations, the agency and the advertiser. "We are hired by our stations to do the impossible—to overachieve their audience levels and sell their station beyond its rat-

ings. We understand that and we accept that responsibility and we are paid well."

To achieve that goal, Swetz seeks out the motivated seller. "We try to hire the best people and then motivate, build, guide, and mold that winning attitude into those sales people," he says.

According to his employees, Swetz leads by example. "I learned a long time ago that it is easier to do a better job than it is to do a lousy one," says Swetz. "The idea is to utilize your talent to the best of your ability and not be afraid to make mistakes. I never suited up for second place, I don't believe in number two."

Swetz recently led Katz through the purchase of Eastman Radio and the dissolution of Republic and its incorporation into the other divisions. The company now has "four strong rep firms," (Banner, Eastman, Katz and Christal) says Swetz, plus a new business development team in place.

Of his decision to get out of magazine

sales, Swetz says: "I have been doing this for a long time. Looking back, I am glad I made that choice." And of his commitment to the radio rep business, he adds: "There is more creativity, imagination and initiative than there is in television."

Swetz hopes his energy and commitment to the company and the medium carries through the ranks of the Katz Radio Group. "Walk tall and be proud," Swetz tells his troops. "We are paid well so let's do the best job we can."

Among Swetz's

long-range goals is a heightened awareness of the radio medium among agencies and advertisers. In terms of national perception, he says "radio is a secondary medium, sometimes even tertiary. There is a lot of work left ahead of us and I am proud of what I do, and proud of the company that I work with." ■

Ken Swetz

President, Katz Radio Group; b. June 6, 1942, Rhinebeck, N.Y.; BA, History, Iona College, New Rochelle, N.Y., 1964; military policeman, U.S. Army, Wurzburg, Germany, 1964-1966; sales executive, Golf Digest, New York, 1966-1969; appointments, Katz Radio Sales, New York: account executive, 1969-1971; assistant New York sales manager, 1971-72; New York sales manager, 1972-74; vice president and general manager, 1974-79; president, 1976-1984; vice president, Katz Communications Inc., 1976; member, executive council, Katz Communications Inc., 1981; present position since 1984; single.

IN BRIEF

New restrictions have been placed on lawyers hoping to advertise with Florida Fifth Estaters by state's Supreme Court including use of testimonials, endorsements, dramatizations or celebrities. Additional prohibitions include use of more than one voice or lawyer, use of background music or noise other than instrumental music and use of special visual effects that cannot be recreated in print. Court voted last Wednesday (Dec. 26) to adopt restrictions proposed by Florida Bar. Howard Bell, president of American Advertising Federation, said rules are "questionable attempt to protect consumers from deceptive advertisements. The court's ruling will in fact harm consumers by suppressing their access to a free flow of information." Matt Leibowitz, Miami-based attorney representing Florida Association of Broadcasters, NAB and other media groups, said: "Court failed to recognize that broadcasters are entitled to the same First Amendment protection as print media...[and] failed to recognize the U.S. Supreme Court requirements that any proposed regulation of lawyer advertising must be narrowly drawn to eliminate false and misleading advertising."

ABC was first in prime time ratings (households) for week ended Dec. 23. Driven by dominating performances Monday, Tuesday and Friday, network averaged 12.6 rating/22 share. NBC was second, with 11.9/20, in close race with CBS, 11.6/20. Season to date, it's horse race, with NBC out in front, 12.9/22, followed by ABC, 12.6/21 and CBS, 12.3/21.

Management shakeup at British broadcaster Television South could result in sale of all or part of U.S. independent producer MTM. TVS bought MTM in 1988 for reported \$320 million, high price in wake of of subsequent shrinkage of U.S. syndication market and failure to find network slots for producer. In response to TVS board's continuing concern, last week TVS named British entrepreneur Rudolph Agnew chairman of TVS Entertainment in place of resigning director Lord Boston, while James Gatward, former group chief executive who forged MTM deal, will shed responsibilities to focus primarily on pending auction of

broadcaster's south and southeast UK regional franchise.

Mizlou Communications filed for Chapter 11 in U.S. Bankruptcy Court in Manhattan last Wednesday, Dec. 26. The company's cable channel, Sports News Network, went black Monday, Dec. 17, as Mizlou announced its intention to file for bankruptcy (BROADCASTING, Dec. 24). Filing came amid Landmark Communications' attempts to buy SNN's assets, and there's no word yet on how or if bankruptcy filing will complicate or delay sale.

FCC fined Dolcolom Broadcasting, licensee of WTHZ-FM Tallahassee, Fla., **\$18,000 for EEO violations and issued short-term renewal** subject to reporting conditions. Florida state NAACP filed petition to deny license renewal on Jan. 3, 1989 but subsequently withdrew petition. FCC nevertheless found station failed to comply with EEO rules. Dolcolom Broadcasting is headed by Lois and Howard Dolgoff, mother and son, and has application pending for transfer of license to Dolcolom Inc., for \$761,450 ("Changing Hands," July 9). Dolcolom Inc. is headed by Howard Dolcolom and his wife, Michelle.

TIME'S UP

The Wireless Cable Association's request to have the FCC's cable report to Congress modified has been denied by the commission. WCA sought to have program access for cable competitors assured even when system operators have an interest in the program provider. The FCC said that recommendations made in reports of this kind were not subject to reconsideration. The commission said the report accurately reflects the FCC's "factual assessment;" the report is not binding; it does not alter current FCC rules and policies; comment period for the report has passed, and review of the report was part of the legislative process.

FCC has levied \$350,000 in fines for infractions of regulations requiring adequate painting and lighting on communications towers. Rules are designed to boost visibility of towers located near airports. Towers often serve multiple FCC licensees including TV and radio stations and mobile radio systems. Sixteen percent of 1,031 towers inspected by FCC in November were in violation of painting and lighting rules (BROADCASTING, Dec. 17).

FCC has fined WZTA(FM) Miami \$2,000 for broadcasting indecency, citing airing of song "Penis Envy" two years ago during *Neil Rogers Show* in morning drive. Among lyrics: "If I had a penis, I'd take it to parties, stretch it and stroke it and shove it at smarties." Unlike most stations fined for indecency, Guy Gannett station challenged notice of apparent liability for indecency, which precedes actual fines. But in order released last week, FCC rejected its arguments. If Gannett now refuses to pay fine, Justice Department must take group broadcaster to court to collect. "We have not decided how much further to fight it," said Tim Williams, VP-GM of WZTA and co-located all-news WINZ(AM).

Prime Network suffered loss last week when Senior Professional Baseball League went out of business. Network had contract for 20 plus games, but league folded after midway point of season.

Beginning in 1991, **NAB is awarding two Engineering Achievement Awards**, one for distinguished TV engineer and one for radio. **Kerns H. Powers**, consultant with David Sarnoff Research Center, Princeton, N.J., is 1991 TV winner and **George W. Marti**, chairman, Marti Electronics, Cleburne, Tex., is radio winner. Powers was member of RCA Laboratories team that developed signal processing techniques for color television systems in early 1950's. Marti, former radio station owner, is credited as being first to use microwave transmitters for station remote control. Awards will be presented April 16, 1991, during annual engineering luncheon at NAB Convention in Las Vegas.

Vyvx National Video Network (NVN), Tulsa, Okla., has signed \$10 million con-

tract with Grass Valley Group for purchase of coder/decoder (codec) units to be installed throughout nationwide Vyvx fiber optic video network. With GVG Excalibur codecs, Vyvx NVN will raise specifications of its network to meet the digital TV transmission standards set by TI committee of the American National Standards Institute. Installations will begin in February and are expected to be finished in all Vyvx NVN transmission centers in 57 cities by May. Vyvx NVN provides switched video distribution service to TV clients including three major broadcast networks and CNN.

Prime Ticket, which was outraged over fee increases NBA instituted for outer market games, has decided it will absorb increase for this season. Fees will cost network additional several hundred thousand dollars this year, for which Prime Ticket said it had not budgeted. (NBA contends regionals were made aware earlier this year that fee would increase.) Network said passing along surcharge to affiliates would be unfair, as would yanking games from schedule. New fees will be incorporated into rate card discussions next year, network said.

National Public Radio will create new cultural programming "Hothouse Unit" with \$750,000 National Endowment for the Arts challenge grant for fiscal 1991. Unit will coordinate development, piloting and testing of new programs for broad strategy intended to "present an inclusive vision of American culture." Challenge grant requires NPR to raise \$3 for each NEA dollar.

Genesis Entertainment has given The Judge firm production commitment for 1991-92 season, largely based on basic cable's USA Network acquiring rerun rights to half-hour syndicated strip. Company stresses that stations will retain first-show rights, while USA Network will guarantee additional revenue stream to fund production for another season of *The Judge*, prior to repitching at the upcoming INTV and NATPE conventions.

SportsChannel America has added second cable system affiliate in St. Louis area, ATC's 12,000-subscriber system, which joins 100,000-subscriber Cencom system in carrying SCA. Elsewhere, Prime Sports Network Upper Midwest will be carried by WestMarc systems in Winona, Rochester and St. Cloud, all Minnesota (63,000 subscribers), beginning Feb. 1.

David E. Henderson died last Thursday (Dec. 27) in Providence, R.I., of heart attack. Outlet Communications chairman, president and chief executive officer was 62 years old and is survived by his wife, Joan, three sons and a daughter.



Henderson began in industry as public information specialist for Marine Corps in 1946 and his subsequent career included production, sales and management jobs. He joined Outlet in 1972 and was also past chairman of Television Bureau of Advertising.

LBS's new first-run version of Baywatch, prime time show canceled earlier this year by NBC, has been cleared by WWOR-TV New York and five Chris-Craft United stations, KCOP-TV Los Angeles, KBHK-TV San Francisco, KMSP-TV Minneapolis, KPTV(TV) Portland, Ore.,

and KUTP-TV Phoenix. Weekly show has been revived largely on strength of its international appeal. Show is top-rated U.S. program in United Kingdom, LBS said, where it airs on ITV. Show is being co-financed by LBS and Australia's Freemantle Corp., which sells show overseas, and is now seen in about 30 countries. Initial first-run production commitment is two-hour premiere, followed by 20 one-hour episodes.

Turner Network Television's Latin American service will be distributed in Mexico following agreement with cable system operator MVS Multivision. Also part of the deal are rights to CNN and Headline News. Movie service will be offered with Spanish and Portuguese translation over PanAmSat and Mexico's Morelos satellite.

David Poltrack, senior VP, research and marketing, CBS, and Steven Rattner, partner, Lazard Freres & Co., will be keynote speakers at Jan. 6-8 research conference of Cable Television Administration & Marketing Society in Scottsdale, Ariz.

Midwest Sports Channel said Tele-Communications Inc. will launch service in its North and South Dakota systems Jan. 1 and Minnesota systems Feb. 1, with both additions totaling 150,000 subscribers.

COMPUTER PROBLEMS

The FCC levied \$200,000 in fines at the recent Comdex computer trade show in Las Vegas. Emissions from uncertified home computers and other consumer video products can cause interference to radio, television and cellular frequencies (including emergency band) and therefore must meet FCC standards restricting them. Most American and Japanese manufacturers meet Class B standards that restrict interference emissions to 30 feet (Class A, for industrial and non-consumer products, limits emissions to 300 feet).

A.C. Ellington, an FCC market investigator, said that in 1985, two years after the standards were implemented, less than 10% of the models on the market complied. He said that a few larger companies (IBM, Compaq, Apple) make up about 75% of the models on the market and are manufactured in the U.S. and Japan, while the remaining 25% are mostly manufactured in other parts of Asia, including Korea and Taiwan. He said compliance is near 60% industry wide. At the Comdex show, 105 of approximately 250 vendors were not in compliance, the bulk of those being laptops models.

Although non-compliance is a misdemeanor, which makes it less attractive to pursue for U.S. Attorneys prosecuting more serious crimes, and the fine is little more than "a necessary regulatory expense," as Ellington said one company called it, the two to six month penalty (while the product is being tested and certified) can be costly in a rapidly changing, tightly competitive market. "Time is money...a lot of money in the computer" market, he said. But the commission's objective, Ellington said, is to ensure that all vendors are competing equally. The safeguards also protect computer software and disks from the effects of broadcast and cellular transmissions.

EDITORIALS

Committed to the First Amendment and the Fifth Estate

BEST FOOT FORWARD

The Fifth Estate has taken another step toward getting its cameras into federal courts with the United States Judicial Conference's choice of venues for its test of television coverage (see story, page 70). Beginning in July and sunsetting in July 1994, limited television and still photography will be permitted in civil cases upon request of the news media (it has been more than 53 years since broadcasters were shown the door following the blitz of radio coverage of the trial in the Lindbergh baby kidnapping and murder).

Although we are glad that broadcasters have the chance to win the courts back over, three years seems too lengthy a test period, especially since it means three more years of no cameras in all but the handful of test courts, and only pool coverage of civil trials there.

But that's the half empty read on the glass. The good news remains that electronic journalists have the chance to demonstrate the quality—and unobtrusiveness—of television coverage.

FANCIFUL FIGURE

There it was again. In a story (BROADCASTING, Dec. 10) about the Washington State Liquor Control Board's consideration of restrictions on alcohol advertising, Democratic Congressman Rod Chandler, in arguing for the new restrictions, spoke of the 100,000 beer commercials Americans see by the time they reach age 18. Chandler, a former broadcaster, ought to know better.

It is the holiday season, so let us reiterate that drinking and driving is potential suicide and abuse of alcohol is a national problem with wide ranging effects. But those remain issues distinct from ad bans. The latter is an issue of protecting commercial speech from those who wish to serve their agendas by muzzling the media.

In an editorial last May, this page warned that the 100,000 figure was gaining currency as a bombshell to be strategically dropped during arguments for increased limits on commercial speech. In the case of Washington State, it was accompanied by calls for banning ads that are "in bad taste" or that link the product with athletic prowess or professional or social achievement. We don't know who specifically would be applying the black and white sanction of a ban to those grey areas, but if it is the same people who have latched onto the 100,000 exposures line, commercial speech is in serious trouble.

In that last editorial, we said that common sense suggested the figure was "grossly inflated," and left it at that. Our error, apparently, was in overestimating the reserves of common sense in the ad ban camp. Since that inflated figure is still being used to make trouble for the Fifth Estate, let us elaborate:

On network television, there is virtually no alcohol advertising from early morning until late prime time on weekdays, or on Saturday or Sunday mornings. There is, of course, no

alcohol advertising in children's programming, and there is virtually none in "family" prime time programming—*Cosby*, *Family Matters* and *Full House*, for instance. Given that the average daily viewing to all dayparts for children ages 2-17 is about three and three-quarters hours (according to Nielsen), about half of which is more than likely not in programming that contains beer commercials at all, that leaves something under an average two hours per day in which to see all those beer commercials.

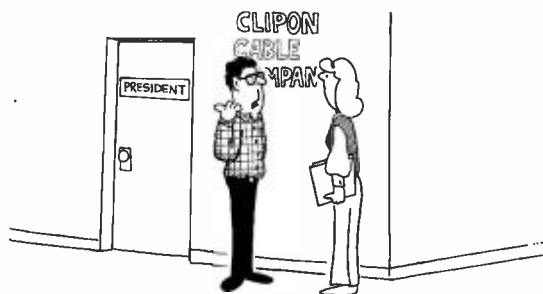
Doing some of our own number crunching, given that for all of 1989, for example, there were 4,943 beer commercials (according to Arbitron figures), 5,633 including wines and coolers, in all of network television, a child would have to watch every minute of television on all three networks simultaneously for almost 18 years to reach the 100,000 exposures figure.

The figure would be merely ludicrous if it weren't being used to justify censorship of commercial speech by playing off legitimate concerns about alcohol abuse. In their hunt for misleading information, the ad banners need look no further than their own rhetorical excess.

LEND 'EM A DICTIONARY

Broadcasters continue to suffer from odious interpretations of the "narrowly tailored" standard, a bone thrown to the media while the courts were giving the government leave to regulate speech. There was the "total ban as narrowly tailored" philosophy of FCC indecency regulation, and now there is the Florida Supreme Court finding that banning the use of testimonials, voice-overs, dramatizations and jingles in lawyer advertisements is justifiable (see "In Brief"). It is not. As one justice, dissenting in part, pointed out: those practices, while potentially misleading, are not inherently so, and thus "impermissibly infringe on First Amendment rights." As the same justice summed up: "It appears to me that the majority, out of frustration and annoyance, is swatting at a troublesome and persistent bar fly with a sledgehammer."

That sledgehammer is being passed around a lot these days.



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