

Broadcasting Jan 21

Reaching over 117,000 readers every week

60th Year 1991

RADIO / 50

Value-added selling
in radio adds more
marketing dimensions

IN THE EYE OF DESERT STORM / 23

Television and radio are eyes and ears for
world focused on war in Middle East; CNN is
only link to Baghdad in conflict's early hours

WASHINGTON/ 42

Tough cable reregulation
bill introduced
in Senate

This Team Consistently Beat the NFL's Toughest.



DESIGNING Women

The #1 Monday Night Show.

Source: NTL 1990-91 STD
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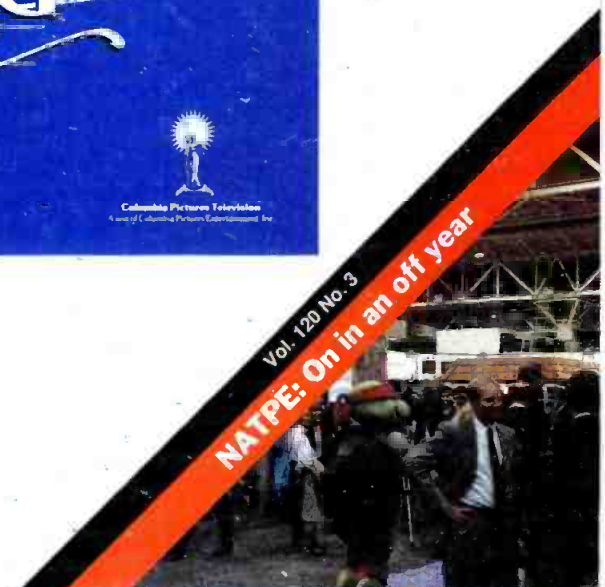
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PU DRAWER 896

Vol. 120 No. 3

NATPE: On in an off year



**ALREADY REVIEWED
IN OVER 60% U.S.!**

Can't To

- 1. A Current Affair has more access clearances (107) than any show except Wheel of Fortune.**

(NSI 11/90, Wheel of Fortune - 185, Entertainment Tonight - 95, Inside Edition - 39, Hard Copy - 31)

- 2. A Current Affair is the #1 access magazine show.**

(Ranked by NSI HH Share, 11/90, avg. of all access clearances)

- 3. A Current Affair beats Entertainment Tonight in most head-to-head situations.**

(NSI HH Share, 11/90, equal facility matches)

- 4. A Current Affair beats Inside Edition in most head-to-head situations.**

(NSI HH Share, 11/90, equal facility matches)

- 5. A Current Affair is the only magazine show to improve over its lead-in on most of its stations.**

(NSI HH Share, 11/90)

- 6. No other magazine show performs better than A Current Affair following news.**

(NSI HH Share, 11/90, avg. of all instances leading out of news)

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uch This!

7. Every time **Entertainment Tonight** replaces **A Current Affair**, **shares drop** – 33% on average.

(NSI HH Share, 11/90 v. 7/90 TP)

8. No station replacing **A Current Affair** with **Inside Edition** has improved; **stations drop** an average of 20%.

(NSI HH Share, 11/90 v. 7/90 TP)

9. **A Current Affair** **beats Hard Copy** in access.

(By 50% in HH, by 46% in Women & Men 18-49, and by 43% in Women & Men 25-54;
NSI Share, 11/90, avg. of all access clearances)

10. **A Current Affair** **counterprograms Wheel of Fortune** better than any other magazine show.

(Ranked by NSI HH Share, 11/90, avg. of all instances v. Wheel of Fortune)



**A
Current
Affair**

The Original. Still The Best.

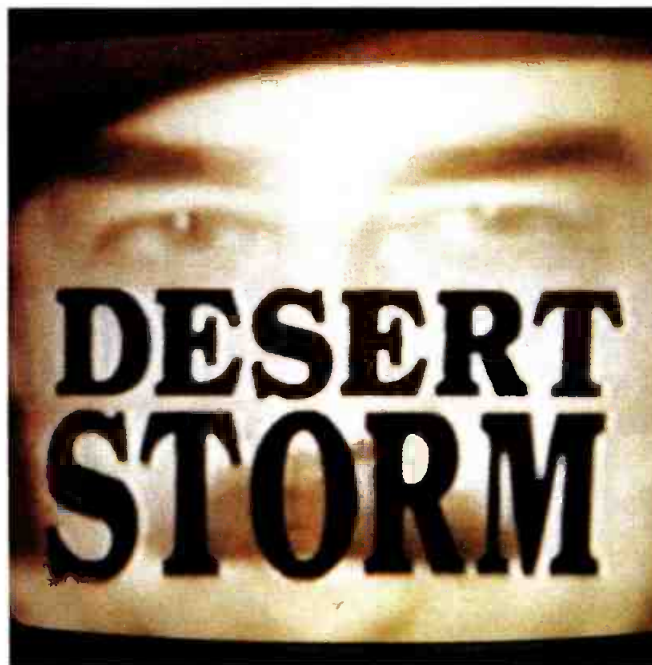
THIS WEEK

23 / FOLLOWING THE WAR

If there was any doubt that CNN is on par with the other three networks, it was dispelled last week, as the 24-hour cable network dominated the news—and the ratings—during the first nights of the Gulf War. (At least 18 network affiliates aired parts of CNN's coverage instead of the coverage of their own networks.) By the second night broadcast networks caught up by being the first to report a missile attack on Tel Aviv (CBS), and by airing smuggled videotape of the United States's bombing of Baghdad (ABC).

26 / ADVERTISERS PULL OUT OF WAR COVERAGE

Several major television advertisers, including the big three domestic auto manufacturers, decided to pull their spots when the networks went to their all-news coverage of the war. The networks hope that the lost spots will be placed elsewhere and perhaps even tighten up an otherwise loose scatter market. For now, it is too early to determine what the negative financial impact the extended war coverage and lack of ads will have on the networks. There had also been talk of commercial-free coverage by the networks for at least the first day of war, but that did not happen; the three networks and CNN all ran spots within the first 24 hours of their coverage.



The world at war: bringing the images home (page 23)

27 / NATPE 1991

The outbreak of war in the Middle East, and the anticipation of war, was on everybody's mind at the NATPE convention in New Orleans last week. In fact, some felt the prospect of armed conflict made the convention more businesslike, with many general managers looking to cut deals in the first day or two of the show, in case they had to leave early.

31 / TIGHTER BELTS IN 1990

Paramount studio chief Frank Mancuso said during his NATPE International convention keynote address that "swashbuckling" was to the 1980's management style what "belt buckling" is to the 1990's. Hence, given the

present conservative economic climate, he said Paramount will put fewer TV and theatrical film projects into development each year.

34 / ECONOMIC OBSTACLES

There seemed to be a consensus at one NATPE panel session that there is no dearth of creative programing ideas available. Instead, the economy appears to be an overriding factor in controlling program risk taking.

36 / FOLLOWING RADIO'S LEAD

Television stations faced with a fragmenting audience should look to radio for ways of dealing with the growing competition. According to some

broadcasting executives, TV stations need to apply many of the same principles that AM stations developed to compete with the growth of the FM band in the 1970's, including programing to a consistent demographic and repeatedly researching that demo.

40 / WAR GIVES CBS SHOW SECOND CHANCE

The threat of war in the Gulf brought about the rebirth of CBS's late night news vehicle, *America Tonight*, said Howard Stringer, president, CBS/Broadcast Group, during the television critics press tour last week. The formerly canceled series would remain in the 11:30 p.m. time slot indefinitely, he said. Television critics also heard about prospective projects for the summer, including series by Stephen King, Rob Reiner and Carrie Fisher.

43 / RETURN OF FAIRNESS DOCTRINE?

House and Senate communications policymakers have renewed their quest to see the fairness doctrine become law.

45 / PCS COMMUNICATIONS

Several high-ranking cable system operators met in Boulder, Colo., last week for a two-day tutorial seminar on personal communications services,

which many believe are likely to become a major revenue source by the mid-1990's.

46 / SNN LAUNCH DELAYED

Landmark's launch of Sports News Network is delayed as it waits for approval from the U.S. Bankruptcy Court in Manhattan. Landmark is buying the assets for \$7 million from bankrupt Mizlou Communications, but if the deal is not closed soon, the purchase price will start to drop.

48 / HAVES DROPS BID FOR TLC

Hearst/ABC-Viacom Entertainment Services, which owns Lifetime Television, has backed out of its plan to buy Infotechnology's The Learning Channel.

50 / VALUE ADDED SALES

As the number of commercial messages reaching the average American consumer continues to grow, radio stations and advertisers increasingly are looking for ways to maximize advertising dollars. To do this, veteran advertisers and newcomers alike are looking to value-added marketing, a concept that merges the traditional spot schedule with a marketing campaign.

53 / RAB HEADS TO NASHVILLE

The Radio Advertising Bureau will hold its 11th annual Managing Sales Conference in Nashville this week, the setting for the unveiling of the RAB's new, industry-wide marketing plan.



NATPE in New Orleans (page 27)

55 / WESTWOOD OFFER EXPIRES

Westwood One's offer to exchange its 9% convertible subordinated debentures for its 6¼% convertible subordinated debentures expired Jan. 14 with just over 84% of its bonds converted. The 9% debentures initially are convertible into 114.29 shares of common stock for each principal amount, at a price of \$3.50 per share, whereas the 6¼% debentures are convertible into 40.68 for each \$1,000 principal amount, representing a conversion price of \$24.58 per share.

59 / SBCA IN VEGAS: READYING FOR CHANGE

If the coming of Ku-band direct broadcast satellite services—and the smaller, more affordable antennas associated with them—were not enough to shake up the home satellite TV industry, "smart card" scrambling technology and the entrance of major consumer electronics retailers into the business may also come within the next year. The ramifications of those and other changes afoot will be the subject of a three-day Satellite Broadcasting & Communications Association trade show in Las Vegas this week.

60 / NABET AND NBC REACH TENTATIVE AGREEMENT

The National Association of Broadcast Engineers' agreement on a new four-year contract could bring its nine-month-old contract dispute to an end. A vote is scheduled for Jan. 30. NABET members have been working under an imposed contract since Aug. 15, 1990.

61 / OLYMPIC EFFORT

Although the current advertising picture is bleak, NBC and CBS O&O's are successfully selling the 1992 Olympics. Both groups are said to have already sold 65% to 75% of their respective inventories. The emphasis is on selling the advertiser, not just the spots.

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CLOSED CIRCUIT

NEW YORK

Casualties of war

Networks won't be only ones reeling from lost advertising because of extended war coverage (see page 26). For example, Fox-owned WNYW-TV New York lost about \$250,000 in advertising on Jan. 16. Other New York independents probably lost similar amounts. In St. Louis, stations were losing upwards of \$90,000 because of preemptions. Although some advertisers have pulled ads completely and January billings will be hurt, reps are confident that much of that money can be replaced in February and that make-goods will be provided. On radio side, most stations went without commercials by choice. Radio network executives contacted by BROADCASTING said that there were few requests by advertisers that their spots be pulled.

Down to wire?

FNN is expected to file "planned" Chapter 11 this week after choosing winning bid for network. Six bids were received late last Friday, and FNN expects to narrow field to one or two today (Jan. 21). It wants \$18.5 million for Learning Channel, \$125 million-\$150 million for FNN Broadcast Network and \$20 million for three subsidiaries. FNN received \$4 million in credit from Security Pacific and Toronto-Dominion banks. It's believed banks will get proceeds from Learning Channel sale.

DAVENPORT, IOWA

Big hit

Rare glimpse of TV network compensation cuts recently appeared in Lee Enterprises' financial statement. Five-station group owner said it would lose \$225,000 in current fiscal year, ending Sept. 30, as result of 20% comp cut recently announced by CBS (BROADCASTING, Nov. 26, 1990). In prior year even greater loss, \$500,000, occurred, about half that as result of CBS totally eliminating compensation for Lee's KGMB(TV) Honolulu. Vice president, broadcasting, Gary N. Schmedding said next largest comp cut was at Lee's NBC affiliate,

TWO-PRONGED ATTACK

Most cable operators will attack two structural elements of FCC's newly proposed "effective competition" standard, which would determine which systems will be subject to municipal rate regulation. They will argue that 50% penetration test of six-signal element should be eliminated or, at least, significantly raised, and penetration tests of multichannel-competition element should be significantly lowered. First round of comments is due Jan. 31. Consensus on what to say about third, or so-called "good actor," element has so far eluded industry. Element would spare from municipal regulation cable systems that provide basic tier at rates along lines of yet-undefined benchmarks and that adhere to NCTA customer service guidelines. Although most operators like element in theory, many have concerns about it in practice. One fear is that franchising authorities will use "good actor" benchmarks as caps in rate-setting proceedings. Another is that authorities will dispute systems' customer-service certification so they can regulate.

WSAZ-TV Huntington-Charleston, W. Va., with remaining reductions occurring at CBS affiliates KOIN-TV Portland, Ore., and KMTV(TV) Omaha. Network actions could effectively reduce Lee's 1991 operating income from broadcasting by more than 5%.

ATLANTA

Hot ticket

Not all broadcast stations that carried small or large portions of CNN's Gulf coverage were authorized to do so. Some cable operators reported new CNN broadcast affiliates in their markets overnight. CNN has 220 broadcast affiliates, with some markets having four or five affiliates. CNN also has agreements with broadcast and newspaper newsrooms for use of CNN internally, but not for broadcast, which is how many unauthorized stations aired feed, it is believed. Still, Tele-Communications Inc. said because of international situation and promotional value of broadcasters carrying CNN, it did not object to unauthorized use as long as it was short term.

Turner Program Services' Russ Barry said at NATPE that Turner had verbal agreements with six more broadcast stations to become affiliates and interest from 30 more.

Sharing the wealth

Cox Broadcasting has had some early discussions on developing cable news talk channel in Atlanta, featuring talent from Cox's WSB-AM-FM-TV Atlanta,

Atlanta Journal and Constitution. Success would likely lead to same set-up in Dayton, Ohio, where Cox owns WHIO-AM-TV-WHKO(FM), Daily News and Journal/Herald.

NEW ORLEANS

Game's over

Planned fall 1991 launch of syndicated *Scrabble* by Group W Productions is "not going to happen," following limited interest by stations at NATPE, according to informed source. In effort to sell show, Group W even added 900-number interactive element which would pay all revenue to stations. But many stations, hesitant to buy new game shows after casualties of 1990 season, failed to show strong interest in program.

One more chance

Rumor circulating NATPE convention last week that Warner Bros. Domestic Television Distribution would kill proposed new magazine project, *Getting Even*, may be premature. Late last week, high-level Warner source said effort was being made to save show by funding it through venture with Warner and consortium of broadcast stations. Source at CBS Owned Stations division confirmed group was talking with Warner about becoming involved with project. Show has been well received by program analysts and station executives who have seen pilot. But many stations have resisted paying cash license fees for which Warner Bros.

The Next Step In Reality T.V.

*Beyond the rescue...
Experience real people saving lives.*



When Entertainment hits us on reality TV, it suddenly becomes compelling. This has been proven with Cops, Rescue 911, America's Most Wanted, and On Scene.

Syndication is cluttered with old formats...viewers are looking for something new and EMERGENCY CALL delivers like no other!

That's because EMERGENCY CALL offers a key element appealing to viewers of the nineties...relationships. We not only take you to the emergency, we open the door to the rescuers' lives--real people--forming a bond with brave men and women who risk their own safety for folks like you and me.

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Face To Face W

RENEWED IN 60% OF

New York	WNYW	Fox
Los Angeles	KTTV	Fox
Chicago	WFLD	Fox
Philadelphia	KYW	Group W
San Francisco	KPIX	Group W
Boston	WFXT	Boston Celtics
Washington	WTTG	Fox
Detroit	WJBK	Gillett
Dallas	KDAF	Fox
Cleveland	WKYC	NBC
Houston	KRIV	Fox
Atlanta	WAGA	Gillett
Tampa	WTSP	Great American
Seattle	KCPQ	Kelly

Miami	WTVJ	NBC
St. Louis	KTVI	Times Mirror
Phoenix	KPNX	Gannett
Sacramento	KOVR	Anchor Media
Hartford	WVIT	Viacom
Indianapolis	WRTV	McGraw Hill
Portland, OR	KGW	King
Cincinnati	WKRC	Great American
Kansas City	WDAF	Great American
New Orleans	WDSU	Pulitzer
Grand Rapids	WWMT	Busse
Salt Lake City	KSTU	Fox
San Antonio	KSAT	H&C Comm.
Norfolk	WTKR	Narragansett



This season **Personalities** has brought you face to face with some of the most intriguing people of our time. We've grown consistently since our debut. And now, with over 60% of the country already renewed, **Personalities** is the choice of excellence for Fall '91.

ith Excellence.

THE U.S. FOR FALL '91

Louisville	WAVE	Cosmos
West Palm Beach	WPBF	Phipps & Potamkin
Albuquerque	KOB	Hubbard
Dayton	WKEF	KT Comm.
Jacksonville	WJKS	Media General
Mobile	WEAR	Heritage
Flint	WEYI	TV Station Partners
Shreveport	KTBS	KTBS, Inc.
Fresno	KSEE	Meredith
Syracuse	WTVH	Meredith
Honolulu	KITV	Tak Comm.
Lexington	WTVQ	Shamrock
Spokane	KAYU	KAYU TV Partners
Springfield, MO	KSPR	Davis-Goldfarb

Chattanooga	WDEF	Park
Tri-Cities	WKPT	Home News
Las Vegas	KVVU	Meredith
Ft. Myers	WINK	Ft. Myers Bdcstg.
Colorado Springs	KOAA	Evening Post
Fargo	KXJB	North American
Monterey	KNTV	Granite
Santa Barbara	KEYT	Smith
Corpus Christi	KRIS	Gulf Coast
Beaumont	KBMT	McKinnon
Boise	KTRV	Blade
Odessa	KTPX	James T. Taylor
Twin Falls	KKVI	Western Telecstg.

PERSONALITIES

TM

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has asked. However, CBS source said its interest was for 1992 launch of program, not fall 1991. One station executive also reported that Group W Broadcasting was interested in participating in consortium, but that could not be confirmed at deadline.

Up in the air

At least one major—Warner Bros.—has adopted “wait and see” approach to presence at Monte Carlo TV market next Feb. 10-15. According to studio’s international TV distribution head, Michael Solomon, company will make final decision within about a week on attending elite annual Riviera gathering, citing continued uncertainty over fallout of Gulf war. Talk last week among internationally minded attendees at NATPE reflected numerous concerns about safety of travel and region’s proximity to conflict, although canceled plans and pullouts remained only rumors.

WASHINGTON

On tap

Likely successor to Capital Cities/ABC’s Stephen Weiswasser as general counsel, David Westin, is both expected and unexpected. That he is partner at Wilmer, Cutler & Pickering is not surprising since law firm does much legal work for company; Weiswasser himself is alumnus. However, Westin is little known in communications law circles, specializing instead in international law. Appointment thus may reflect company’s widening vision. Westin, who is expected to start in mid-February, clerked for former Supreme Court Justice Lewis Powell. Last month Weiswasser was named executive vice president of ABC Television Network Group (BROADCASTING, Dec. 24, 1990).

Where the action is

Thomas Goodgame, president emeritus of Group W’s TV division, and former chairman of National Association of Broadcasters television board, has moved to Washington. Goodgame will work out of Group W’s Newsfeed office on “acquisitions and industry things.” He is expected to run for NAB’s joint board chairmanship, but says he has not made final decision. Living in Washington will make Goodgame “readily available” to carry out NAB duties. At same time Good-

game emphasized that he is not interested in running association on day-to-day basis.

Lining up Bell

Government Affairs Policy Council of Regional Bell Operating Companies is among Tom Tauke’s new clients. Tauke, former Republican congressman from Iowa who ran for Senate, and Doug Walgren, Pennsylvania Democrat who lost re-election last year, have opened Washington lobbying firm (BROADCASTING, Jan. 14). Tauke, prominent member of Telecommunications Subcommittee, was key sponsor of bill to lift restrictions on BOC’s that kept them from manufacturing equipment and providing information services.

Theatrics

FCC staged bit of what Commissioner Ervin Duggan likes to call “kabuki theater” at Jan. 10 open meeting when it pulled from agenda proposal to start license revocation proceeding against WXFL(TV) Albany, Ga., and denied licensee Timothy Brumlik opportunity to sell under distress sale policy. Brumlik is in federal prison, serving time for drug money laundering

SIGN OF THE TIMES

Underachiever and sole male offspring of *The Simpsons* clan, Bart Simpson, was honored when New Orleans City Council proclaimed Jan. 17-18 Bart Simpson Days and proclaimed him an “an international icon for both adults and children.” According to several Twentieth (Fox) Television sources there, the city picked up the tab for Bad Bart’s street signs, which replaced Convention Boulevard for the two days.



conviction. At meeting, Mass Media Bureau Chief Roy Stewart asked to withdraw item from consideration, saying that bureau had received information that might have bearing on case. That’s true enough. According to FCC sources, agency received affidavit last week making further “serious allegations” against Brumlik. But what neither Stewart nor anybody else mentioned was that all commissioners other than Sikes had reservations about way item was written, and at least two wanted item yanked until some of legal underpinnings could be firmed up. In particular, they wanted to strengthen case for denying distress sales and did not wish to run afoul of congressional mandate against tampering with distress policy, which allows licensees in trouble at FCC to sell out to minorities at below market price. Using affidavit as reason for pulling item was convenient way of deferring matter so item could be rewritten. According to one source, FCC will vote to begin revocation within next couple weeks “on circulation.”

LOS ANGELES

Encouraging words

In impromptu appearance at Fox affiliate board and general affiliates meetings at close of INTV convention Jan. 5, News Corp. CEO Rupert Murdoch assured affiliates that debt refinancing on reported \$8 billion long-term debt with banks has been completed without hitch. One affiliate board member said Murdoch restated that Fox Broadcasting Co., Fox Television Stations’ seven stations and Twentieth Television syndication remain “strong profit centers” of News Corp. and that “everything is on track” for continued expansion of FBC.

AMARILLO, TEX.

Texas turnover

Fox affiliate KCIT(TV) Amarillo, Tex., has been sold by Ralph C. Wilson Industries Inc. to KCIT Acquisition Co. for price confirmed to be in excess of \$2 million. Sale, brokered by Kalil & Co., gives F. Lanham Lyne, principal owner of KCIT, second Fox station (other property is KJTL(TV) Wichita Falls, Tex.) For Wilson, owner of NFL’s Buffalo Bills, it’s second sale in less than year; his KICU-TV San Jose, Calif., went to KICU Inc. for \$34 million last April.



GET YOUR FEET WET and, maybe, change your life

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TV News Video Education
March 17–22, 1991
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HEAVY LOSSES REPORTED!

Stations replacing M*A*S*H watched
their shares decline sharply!

MARKET/ STATION	M*A*S*H Replaced By:	% HH Share Change
Philadelphia/WTXF	Hard Copy	-18%
Dallas/KTXA	21 Jump Street	-43%
Orlando/WCPX	Who's The Boss?	-14%
San Diego/KFMB*	Golden Girls	-22%
Providence/WNAC	Growing Pains	-40%
Dayton/WHIO	Preview	-19%
Charl.-Hunt./WVAH	Three's Company	-36%
Tulsa/KJRH	Challengers	-50%
Des Moines/WOI	Cheers	-20%
Tri-Cities/WKPT*	People's Court	-8%
Colo. Springs/KOAA	Cheers	-7%
Sioux Falls/KSFY	Amen	-41%
La Crosse/WKBT	Cosby	-32%
Rockford/WIFR	Night Court	-31%
Sioux City/KCAU	Into The Night	-23%
Rapid City/KOTA	Cheers	-18%
Topeka/KTKA	News	-58%
Erie/WJET	Cheers	-4%
Binghamton/WICZ	Growing Pains	-33%
Clarksburg/WDTV	CBS Late Night	-57%

Source: NSI (*ARB) 11/89 M*A*S*H vs. 11/90 Time Period.

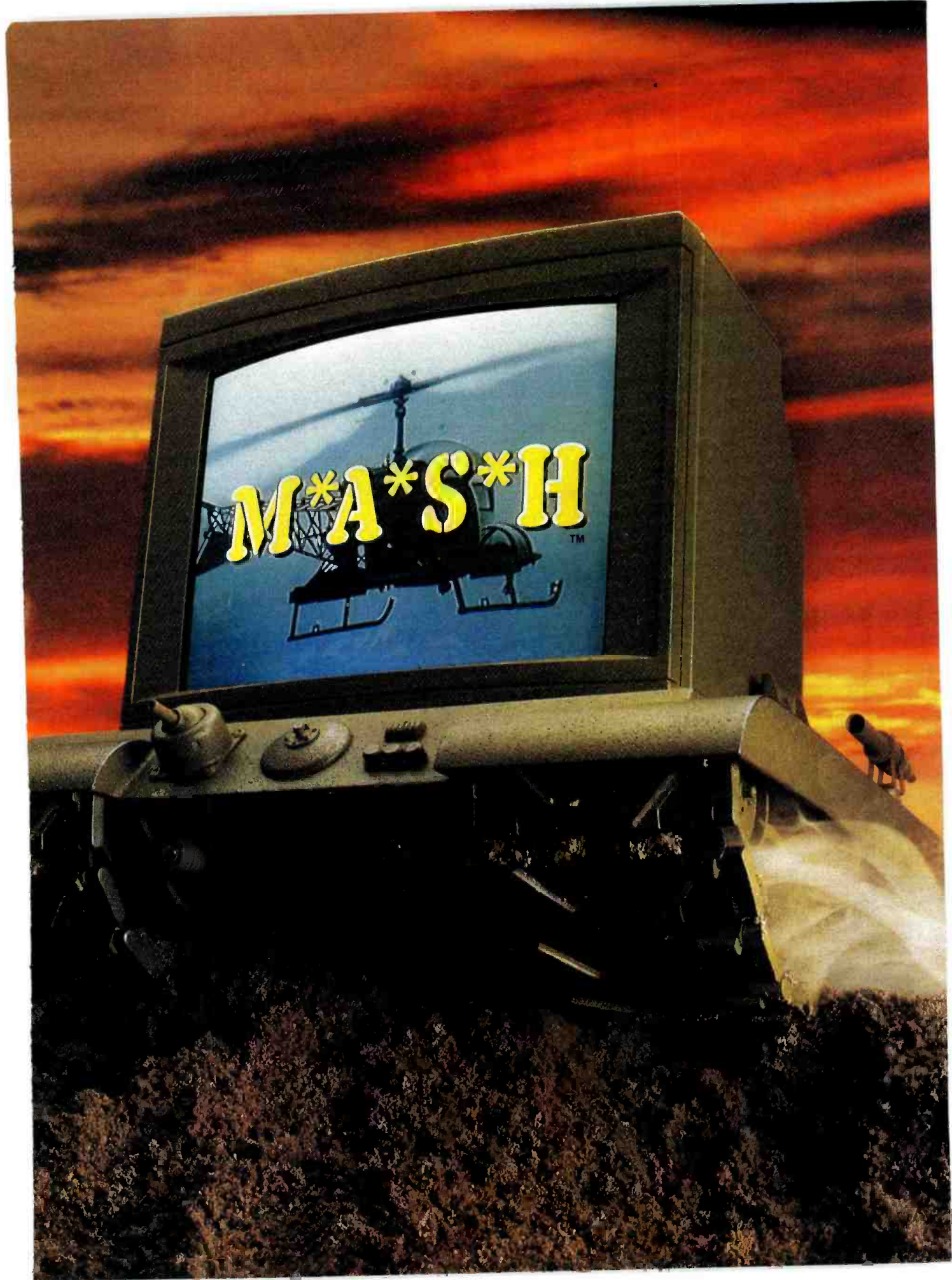
M*A*S*H TO THE RESCUE!

Stations adding M*A*S*H saw
immediate growth!

MARKET/ STATION	M*A*S*H Time Period	% HH Share Change
San Francisco/KTVU*	11:30 PM	+25%
Tampa/WFTS	7:30 PM	+60%
Pittsburgh/WPGH	7:30 PM	+29%
St. Louis/KDNL	10:00 PM	+17%
Sacramento/KRBK*	10:30 PM	+67%
Baltimore/WBFF	7:00 PM	+67%
Indianapolis/WTTV	11:00 PM	+100%
Cincinnati/WXIX*	11:30 PM	+120%
Columbus, OH/WTTE	7:00 PM	+140%
Buffalo/WUTV	6:30 PM	+60%
Jacksonville/WAWS*	10:00 PM	+100%
Little Rock/KTHV	11:00 PM	+56%
Wichita/KSAS	6:30 PM	+60%
Paducah/KFVS	10:30 PM	+46%
Madison/WISC	11:00 PM	+71%
Evansville/WEVV	6:30 PM	+33%
Wichita Falls/KJTL	6:30 PM	+140%
Abilene/KTAB	10:30 PM	+7%

Source: NSI (*ARB) 11/90 M*A*S*H vs. 11/89 Time Period.

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DATEBOOK

■ Indicates new listing or changed item.

THIS WEEK

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**—Extended deadline for entries in *Radio-Television News Directors Association* awards competition. Information: (202) 659-6510.

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

Jan. 22—Deadline for entries in *Education Writers Association's* Awards for Education Reporting. Information: (202) 429-9680.

Jan. 22—*Federal Communications Bar Association*,

New York chapter, winter luncheon. Speaker: FCC Commissioner Sherrie Marshall. Association of the Bar of the City of New York, New York.

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. 23—*Illinois Broadcasters Association* "Great Idea Exchange." Bradley University, Peoria, Ill.

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 pro-

MAJOR MEETINGS

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

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

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.

Feb. 1-2—*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—Texas Cable Show, sponsored by *Texas Cable TV Association*. San Antonio Convention Center, San Antonio, Tex.

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

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

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

April 15-18—*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—*MIP-TV*, international television program marketplace. Palais des Festivals, Cannes, France. Information: (212) 750-8899.

April 21-24—*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—*American Association of Advertising Agencies* annual convention. Greenbrier, White Sulphur Springs, W.Va.

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

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

May 22-23—*NBC-TV* annual affiliates meeting. Marriott Marquis, New York.

May 29-31—*CBS-TV* annual affiliates meeting. Waldorf Astoria, New York.

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

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

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

June 13-18—17th International Television Symposium and Technical Exhibition. Montreux, Switzerland.

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

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

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

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

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

Sept. 25-28—*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—*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—*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—*Association of National Advertisers* 82nd annual convention. Biltmore, Phoenix.

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

Nov. 20-22—Western Cable Show, sponsored by *California Cable TV Association*. Anaheim Convention Center, Anaheim, Calif.

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■ **Jan. 25**—*American Women in Radio and Television, Houston chapter*, Hispanic media breakfast seminar. Stouffer Presidente Hotel, Houston.

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. 26—*Radio-Television News Directors Association* region two conference. Universal City, Calif. Information: (213) 462-6053.

ALSO IN JANUARY

■ **Jan. 28-Feb. 5**—Fourth annual *International Teleproduction Society* President's Retreat. Ritz Carlton Mauna Lani, Kohala, Hawaii. Information: (212) 877-5560.

Jan. 29—"Building Even Better Retail Partnerships," retail marketing workshop sponsored

by *Television Bureau of Advertising and Retail Marketing Board*. Chicago Hilton & Towers, Chicago. Information: (212) 486-1111.

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

Jan. 29—*Federal Communications Bar Association, Continuing Legal Education Committee*, seminar, "FTC and FCC Oversight and Industry Self Regulation of Television Advertising Practices." Washington Marriott, Washington. Information: (202) 833-2684.

Jan. 29-30—*Alfred I. duPont Forum*: "TV as Superpower," featuring keynote speaker Dan Rather of CBS and panelists Rev. Jesse Jackson, Shadow Senator and National Rainbow Coalition; John Laurence, ABC News; David Gergen, *U.S. News & World Report*; Peter Vesey and Pamela Hill, CNN; Janos Horvat, Hungarian TV, and Bill Leonard, Alfred I. duPont-Columbia University Awards. Also, on Jan. 30: "Winning Broadcasts," featuring winners of Alfred I. duPont-Columbia University Awards. Kellogg Conference Center, Columbia University, New York. Information: (212) 854-5047.

Jan. 29-30—"The 1990 Census: Drawing a New Portrait of America," conference for journalists sponsored by *Washington Journalism Center*. Watergate hotel, Washington. Information: (202) 337-3603.

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



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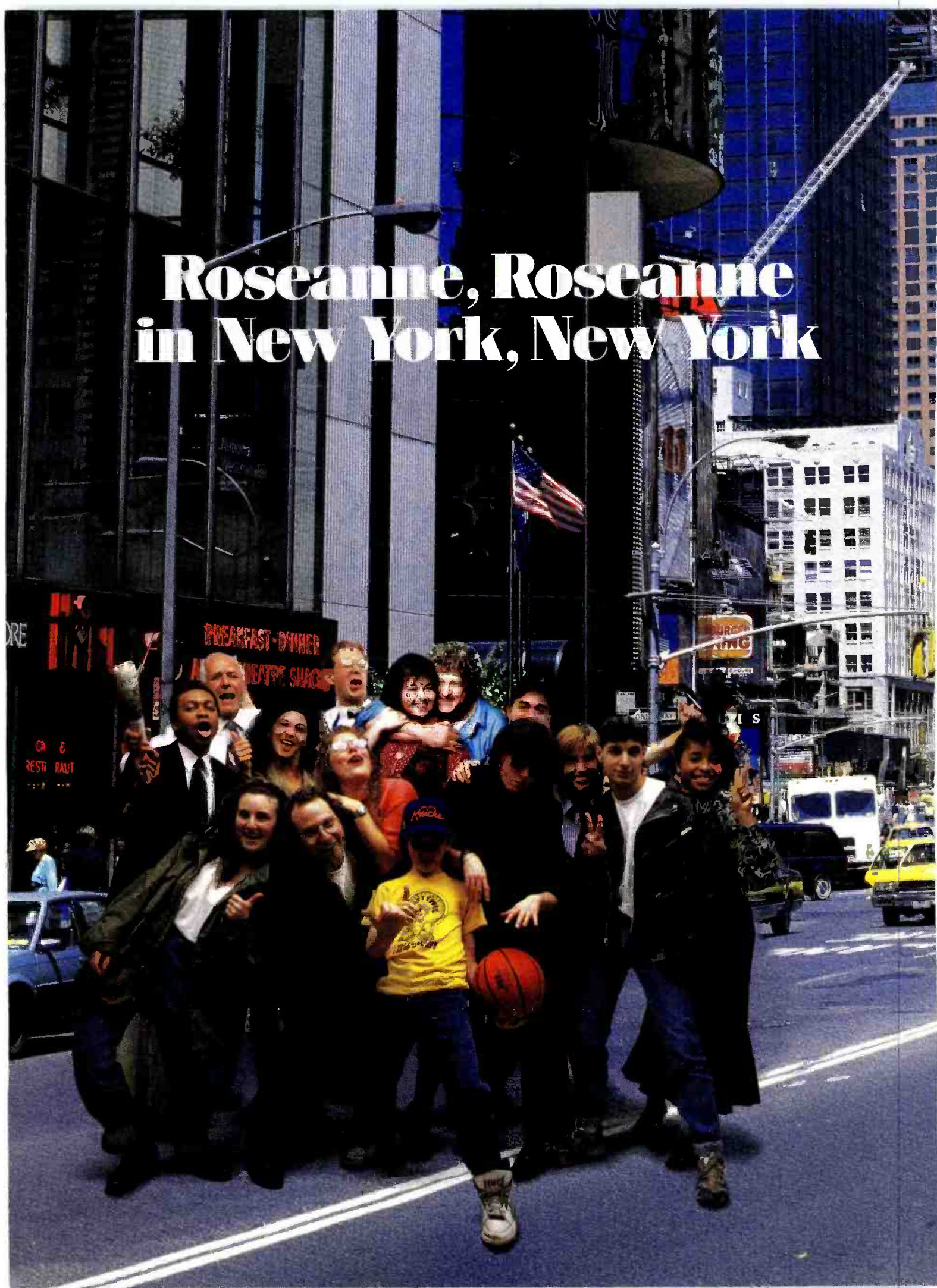


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MONDAY MEMO

A First Amendment/obscenity commentary from Michael Drayer of Mintz, Levin, Cohn, Ferris, Glovsky & Popeo, Washington

From a federal court judge's ruling that 2 Live Crew's album "As Nasty As They Wanna Be" is legally obscene and a Fort Lauderdale, Fla., record store owner's criminal conviction on a misdemeanor charge for selling the album, to the trial and acquittal of Cincinnati's Contemporary Arts Center and its director for exhibiting the works of photographer Robert Mapplethorpe, the obscenity controversy held its own in the national consciousness in 1990. There is one obscenity case, however, that has received far less attention than it deserves.

Like the other cases, the case involving Home Dish Satellite Networks Inc. (HDSN) is infused with the potent mixture of sex and politics. Its facts are as follows: In February 1990 a Montgomery County, Ala., grand jury handed down criminal indictments against the X-rated backyard satellite dish program service American Exxtasy, its satellite carrier GTE Spacent Corp. (GTE) and United States Satellite Corp. (USSC), which "uplinked" HDSN programming to satellites. The indictments were the result of an investigation by District Attorney Jimmy Evans, who was running for attorney general of Alabama. HDSN, the owner of American Exxtasy, also owned a second programming service, the Tuxedo Network. Tuxedo was an R-rated program service primarily offered via cable systems on a pay-per-view basis. The indictments led GTE to pull the plug on American Exxtasy. Moreover, Hughes Communications Carrier Services, the satellite carrier of Tuxedo, chose to terminate carriage of that programming service, too.

Today HDSN and both of its programming services are out of business without ever having been found obscene by a court of law. (After HDSN went out of business the charges against it were dismissed as part of a plea agreement. HDSN entered into similar plea agreements shortly thereafter in response to felony obscenity charges in two federal courts.) Thus, one crusading district attorney was able to shut down two programming services, one of which (Tuxedo) reached an estimated 1.2 million cable households nationwide, by obtaining an indictment against one of the services. This result subverts the principles underlying freedom of expression.



Obscenity is one of very few categories of expression not entitled to First Amend-

ment protection. The clear intent of the law is undermined when, by government fiat, one community can censor what other communities see and hear.

The most disturbing aspect of this case is that the obscenity standard would have been subverted even had American Exxtasy or Tuxedo been adjudged obscene before HDSN went belly up.

The blame for this state of affairs, however, cannot be laid solely at the doorstep of opportunistic politicians, who have a right to enforce community standards within their jurisdictions under existing law. Nor can one lay the blame solely at the feet of the satellite carriers and uplinkers, which are not only concerned with the bottom line, but also claim that being a good corporate citizen (which is, of course, related to the bottom line) requires them to respect community standards and to refuse carriage of objectionable programming.

A third party also must share in the blame for the death of HDSN's programming services: the FCC. Communications common carriers are required by law to hold out their services to potential customers on a first come, first serve basis without regard to content. Carriage may only be denied or terminated if a customer intends to use or does use satellite capacity for unlawful purposes.

The FCC has ruled that a multipoint

distribution service (MDS) common carrier which offers video programming services will be immune from adverse agency action unless put on notice that a program it offers has been adjudicated obscene. The FCC stated that it was not prohibiting MDS common carriers from acting unilaterally to restrain the transmission of program content they believe to be unlawful; however, any common carrier which takes such unilateral action may be subject to legal action if the program content is subsequently determined not to be unlawful. Thus Hughes, GTE and USSC were not prohibited from ending carriage of Exxtasy and Tuxedo at their own risk.

The FCC should extend its MDS order

to all common carriers transmitting video programming until it has been ruled unlawful to remove individual public officials' unbridled power to determine what programming is available through interpretive rulings.

This result would clarify common

carriers' obligations under federal law and provide them legal protection against local indictments through the application of federal preemption doctrine. As it stands now, the carriers also face legal exposure from the programmers they put out of business to protect themselves against local indictments. More important, this statement of policy would prevent R-rated program services from being forced out of business by their carriers' decisions to terminate carriage due to political pressure.

This solution still leaves one gaping hole, however. If a programmer is convicted under a local obscenity law in one community, how can other citizens be ensured that this decision will not restrict their access to programming? Congress certainly cannot be expected to act to protect alleged "pornographers," at least until a mainstream programmer such as HBO is attacked. It appears the courts ultimately will have to revisit the thorny problem of reconciling First Amendment principles with restrictions on obscene expression because technology (this time satellite communications instead of medical technology) has once again outpaced the law.

"Courts will have to revisit the thorny problem of obscene expression because technology has once again outpaced the law."

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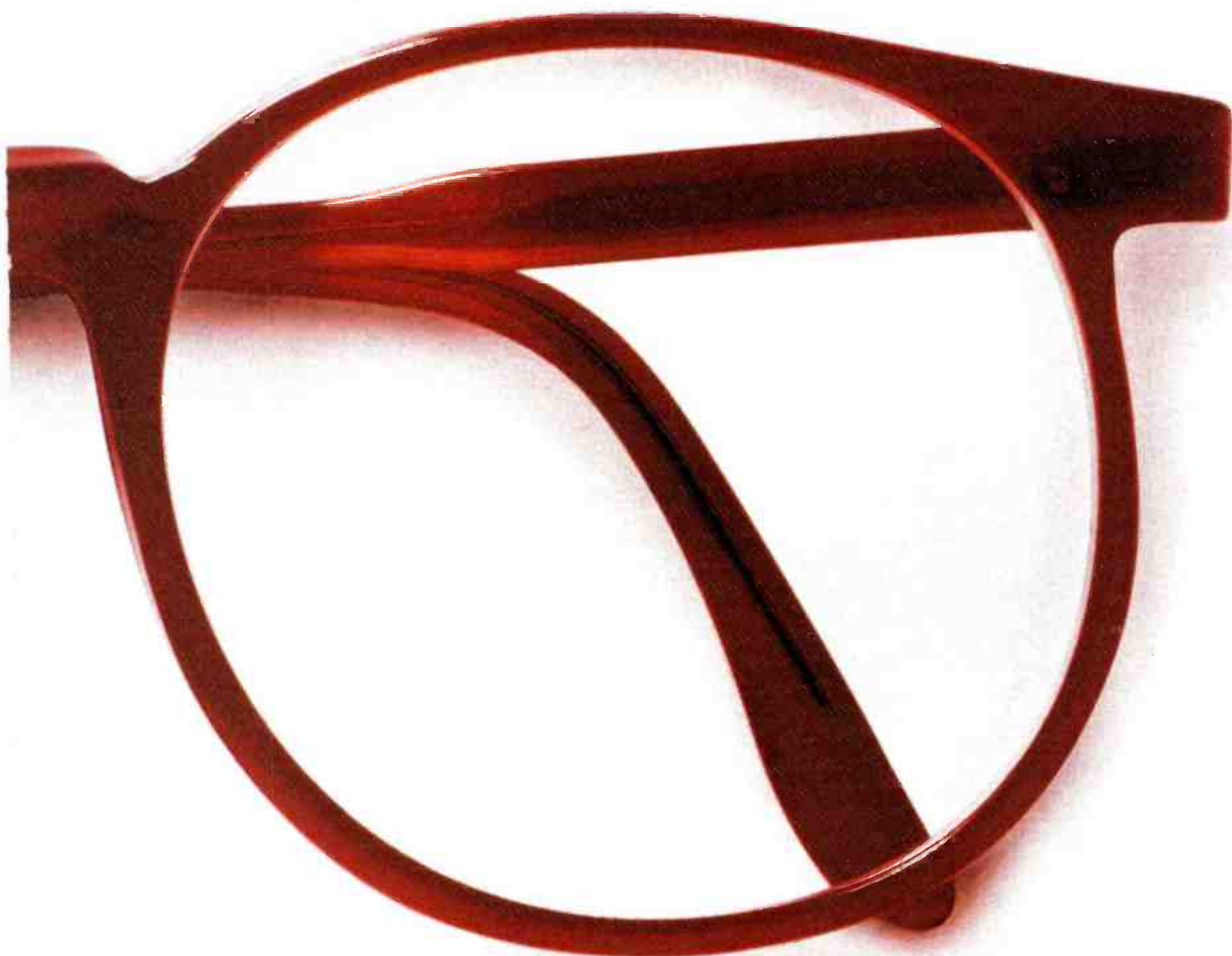
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TOP OF THE WEEK



TELEVISION'S WAR, AND CNN'S

*Medium mobilizes to cover life/death conflict in Persian Gulf;
Cable News Network comes into its own as world force in journalism*

I am looking directly west from the hotel and through the entire sky, there are flashes of light. It appears to be some sort of anti-aircraft fire. Couple of flashes on the horizon, something is definitely under way here."

So reported ABC News's Gary Shepard at 6:35 p.m. (Eastern Standard Time) last Wednesday evening, Jan. 16—during that network's regular evening news—from the Al-Rashid Hotel in downtown Baghdad during the first minutes of the U.S. air attack. Minutes later, Shepard described the scene: "It's like fireworks on the Fourth of July, multiplied by 100." Thus began the marathon broadcast coverage of what President Bush would call Desert Storm, the war against Iraq.

The first 16½ hours belonged to CNN, in part because all the other major U.S. radio and TV networks lost their telephone connections from the hotel, while CNN, with the approval of the Iraqi government, maintained a four-wire line and became perhaps the world's only link to

Baghdad for several hours. Three CNN correspondents ensconced at the Al-Rashid—Bernard Shaw, John Holliman and Peter Arnett—took turns staying by the phone while the others gathered information in the city.

The other three TV networks managed sporadic telephone connections during the night (Wednesday), but CNN was the only network to air constant updates on the situation in Baghdad.

Iraq ended all telephone communications by journalists, including the CNN line, at 11 a.m. the following morning, out of fear, it is believed, that information sensitive to its strategic position was coming out of the CNN reports.

The conventional network coverage appeared to have caught up to CNN Thursday evening. CBS is credited with being the first to report the missile attack on Tel Aviv at 7:05 p.m. and ABC was the first to air video of the first bombing of Baghdad at 10 p.m. Those pictures matched Shepard's Fourth of July imagery. NBC claimed its announcement of the attack aired at 6:38 p.m. and CBS would only say its report aired between 6:35 p.m. and 6:40 p.m.

Nielsen numbers released on Friday for the first hour after the attack showed CNN with a 20.7 rating among U.S. cable households, against first-hour total television households for ABC (17.2/27), NBC (15.2/22) and CBS (12.6/19). (Nielsen officials emphasized that total television universe numbers for CNN were



Man of the hour: Bernard Shaw from Baghdad



ABC's Peter Jennings



CBS's Dan Rather



NBC's Tom Brokaw

unavailable Friday.)

If any network could be called a loser on Wednesday night, it would be CBS, which came off third among the big three (ABC and NBC were first and second, respectively, in top 25 market ratings). Nielsen's list of the 20 highest-rated network affiliates that night included only two CBS affiliates—WCCO-TV Minneapolis (third at 27.4/37) and WAGA-TV Atlanta (19th at 18.3/25). Both of those confirmed they made heavy use of the CNN feed.

Shaw, Holliman and Arnett's reporting held the attention not only of U.S. television viewers but high-ranking officials of the Pentagon as well. "The best reporting I've seen on what transpired in Baghdad was on CNN," said Defense Secretary Richard Cheney during a Wednesday evening press briefing in response to a reporter's question about the damage to Baghdad from the first wave of bombing. "It would appear, based upon the comments that were coming from the CNN crew in the hotel in Baghdad, that the operation was successful in striking targets with high precision."

General Colin Powell, chairman of the Joint Chiefs of Staff, answered a similar question the next morning: "The best source of how careful we have been is listening to the CNN reporters who were watching it unfold."

Another reporter asked Powell whether Iraqi broadcast transmitters had been targets. "We have done some considerable damage to that ability—at least according to what Bernie Shaw tells me," Powell said.

NBC was the one network to pick up CNN coverage. At about 10 p.m., Tom Brokaw cued "the very enterprising Bernard Shaw representing the very enterprising CNN." Shaw, Holliman and Arnett spoke for several minutes, each giving NBC viewers summaries of the destruction they had seen in Baghdad. "The next time we see each other, it's on me. Trust me," Brokaw told Shaw after the report. "CNN used to be called the little network that could. It's no

longer a little network," Brokaw said.

NBC affiliate KING-TV Seattle used a three-box graphic to keep the pictures from local, NBC and CNN feeds on the screen at all times and randomly switched audio among them. CNN's coverage was "absolutely" the best, said Andy Beers, KING-TV assistant news director. "We had been monitoring

"We have done some considerable damage to that ability [of the Iraqis to transmit]—at least according to what Bernie Shaw tells me."

**—Joint Chiefs of Staff
Chairman Colin Powell**

CNN all day [before the attack] because I had noticed that they were staying with Bernie Shaw as often as they could. It seemed to be obvious that their strategy was to keep the phone line open so that if the bombs started dropping, they would be the first to know."

WCCO-TV Minneapolis interrupted the CBS Evening News with Dan Rather to switch to CNN's feed, said the station's news director, John Culliton. Throughout the night, WCCO-TV did "quite a bit of flipping" among CBS, CNN and their own local coverage. Culliton called the switch to CNN "a reflex decision...it was clear that CBS was not ready. The first night was not a good night for CBS." On the second night, he said, WCCO-TV used CBS's coverage the majority of time, with occasional CNN use.

CNN correspondents and staff moved to the basement of the Al-Rashid after its

line was cut Thursday morning. By the following morning, only censored taped audio reports were allowed out of Baghdad by Iraqi officials. CNN kept three people—Arnett, producer Robert Weiner and technician Nick Robinson—in Baghdad. NBC's Tom Aspell also stayed on with a crew; NBC would not say how large. CBS's Allen Pizzey and ABC's Shephard were out of Baghdad and reporting from Amman, Jordan, on Friday morning.

Focus on the region shifted from Baghdad to Tel Aviv on Thursday night after reports of Scud missile strikes. The next several hours saw waves of confusion and unconfirmed reports. At 7:40 p.m., CNN reported two missiles had landed on Tel Aviv. ABC's Peter Jennings cited AP reports of three explosions. NBC reported at 7:51 p.m. that "at least one" missile had landed. Subsequent reports had up to 12 Scud explosions.

Scattered telephone reports came in from Tel Aviv and fewer pictures after the missiles landed. Networks attempted to get as much detail as possible from live contacts with Jerusalem-based correspondents in gas masks.

Amid the confusion on the Tel Aviv attack came ABC's footage of the bombing of Baghdad. Sebastian Rich, cameraman for Independent Television News (ITN), told Ted Koppel during Thursday night's *Nightline* that ABC cameraman Fabrice Mourssous shot the images. Rich then smuggled the tape with him in a car convoy out of Iraq to Amman, where it was uplinked by ITN. (Mourssous left Baghdad in a later convoy.) CBS, an ITN client, aired the same report at 10:19 p.m., several minutes after ABC.

Due to confusion over whether the footage belonged to ITN or ABC, it was denied to NBC and CNN on Thursday night. "We appealed to ITN, which we are not a client of, and they rejected our appeal...ABC was so upset they called us [Thursday morning] and said 'Go ahead and use it; it's our material, not

theirs," said Don Browne, NBC executive news director. NBC attempted to smuggle its own video of the bombing out in the same car as the ABC report, but it was confiscated by an Iraqi patrol enroute.

At 10:30 Wednesday night, NBC aired some of the video that it was able to save and some BBC footage, although it was admittedly not as good as ABC's. CNN also did not have the ABC report until Thursday morning.

The first pool video from Saudi Arabia of the war was not fed to the networks until one minute after midnight on Thursday morning, five and a half hours after the offensive began. Before the pool footage, coverage on all networks (besides CNN's Baghdad reports) consisted mainly of live reports from the International Hotel in Dhahran, Saudi

Arabia, and interviews with experts. The first pictures showed only incoming and outgoing U.S. jets and interviews with pilots returning from the first sorties. No major disputes over censorship or details of the pool rules occurred during the first days.

"The pools have not, cannot and it was never anticipated that they would be able to cover an air war in Iraq," said George Watson, ABC News Washington bureau chief. No reporters were on any of the planes over Iraq. "The crucial test of this pooling system and the restrictions under which it operates haven't come yet," Watson said.

The best pictures of the first operations were expected to come from the cockpit recorders on some of the planes. The networks were waiting expectantly for those pictures from the Pentagon all

day Thursday. "On the edge of frames of the pictures, there were marks they thought could be used to identify the camera or somehow expose classified or sensitive information," Watson said Thursday afternoon. "We, of course, have no interest in broadcasting marks that convey no information to the viewer." The networks were waiting for the marks to be blacked out and the video to be released.

The military released its edited video from cockpits the next morning at 7 a.m. during its regular daily briefing in Riyadh. The pictures seemed to confirm the earlier reported precision of the laser-guided bombing. (The Pentagon claimed to have hit over 80% of its targets.)

The three commercial networks went back to entertainment programming brief-

HOW THE COVERAGE WAS

Last week's coverage of the Persian Gulf War was, in the words of one observer, "overwhelming;" it drew praise as well as criticism. The networks were faulted for rushing to judgment and for misinforming the public. But at the same time, network war correspondents were recognized for their courage and enterprise. And it was evident that both the public and government leaders were relying on television and radio newscasts for the latest word on the situation in the Gulf.

■ "Television is so powerful," said *Los Angeles Times* TV critic Howard Rosenberg, that it has "almost become part of the war." Indeed, Rosenberg thinks war itself has been redefined. To Rosenberg, the admission by Defense Secretary Dick Cheney that he has been getting his information from CNN is the most telling example of the impact of television on war.

■ *Detroit Free Press* television critic Marc Gunther said the war has brought out the "best and worst" in network news. On the "best" side, "network correspondents have displayed incredible courage." And television, he said, "has kept the country together." Conversely, Gunther thinks the networks, in their haste to report the news, misled the public. "You had NBC and ABC reporting chemical attacks and CBS saying that Israel had retaliated. To me, that was network news at its worst."

■ John Splaine, education policy professor at the University of Maryland specializing in critical TV viewing and a consultant to C-SPAN, said the coverage was like "watching a Nintendo game at night. The whole thing is dehumanizing and hyped—the 'showdown-in-the-gulf' kind of stuff. It just seems to be more sensationalism."

■ Accuracy in Media's Reed Irvine also criticized the coverage: "What is achieved by all of this business of having your people right on the spot and reporting directly from the front row to the battle? What is accomplished by it other than boosting the ratings? It doesn't give the people necessarily accurate information. It can serve the enemy purposes and, in fact, it may misinform us."

■ "In the first 24 hours, the Pentagon and the military

really controlled this thing. That's what they intended to do and they succeeded," said C-SPAN Chairman Brian Lamb. "The military has had total control over this information process and we are only getting what they want us to get, which is normal under a military operation," he said. Lamb also observed that the primary news source the first day of the war was essentially radio reports from CNN's John Holliman and Peter Arnett. Otherwise, he said, "there really hasn't been much news."

■ "Contrary to expectations, this is not a pictorial war," said George Watson, Washington bureau chief for ABC News, who thinks there may be more footage in days to come. "There is always a tendency to think that if there are not good pictures, it's not a story," he said, but "when the U.S. launches a major war, that's a good story."

■ Given the conditions, said David Bartlett, president of the Radio-Television News Directors Association, the networks have done a "remarkable job." However, CNN deserves "special commendation for enterprise," he said.

■ Defense Secretary Richard Cheney's only criticism of the press seemed to be that it predicted success too early. But CNN's Ed Turner said his people had gotten a sense that the Pentagon believes CNN's coverage has been "cruel and dispassionate."

■ Charles Sherrill, Washington bureau chief of Bonneville International Corp., said pool reports and news from the Middle East have been "amazingly good." Sherrill praised CNN's coverage (Bonneville's KIRO-TV Seattle, a CBS affiliate, dropped CBS coverage for that of CNN) and said that "as the evening wore on, CBS kind of got its act together. ABC was on top of it."

■ Said Hubbard Broadcasting's Stanley S. Hubbard: "Ted Turner is making suckers out of the cable systems. What happened to exclusivity? What advantage is there to carry CNN, if when the biggest story of the decade hits, anyone in town can carry it?" He said CNN's live coverage was "pretty compelling... people were not willing to turn away from that." But overall, Hubbard said, "ABC has done the best job from day one."

—KM, HAJ, PJS

ly around 1 p.m. Friday before going back to cover unconfirmed reports of a second missile attack on Israel. That would be the way it was in broadcast news, 'til forbid.

□

It was radio's war, too, with a number of journalistic breakthroughs on the aural side. "I am convinced Jon Bascom broke the story," said Bart Tessler, vice president of news for Mutual/NBC Radio. As the pool reporter at an air base in Saudi Arabia, ABC correspondent Bascom filed a report at 6:28 p.m. that planes had taken off for targets in Iraq. Mutual/NBC, the pool network at the time, fed the other networks and

then put out its own bulletin at 6:40, followed by another at 6:58 from Baghdad by stringer Don Kirk.

Tessler believes Mutual/NBC's bulletin was the first report. The network aired continuous coverage from then, broke for several hours on Thursday, and then resumed its around-the-clock coverage and expected to stay with it at least through the weekend. Similar measures were taken by other networks:

National Public Radio, with two reporters in Dhahran and one each in Amman and Jerusalem, went immediately to 24-hour coverage with expanded editions of regular newscasts and hourly updates from the BBC in London.

Within 10 minutes of its first 6:40

report, AP Network News began continuous live anchor coverage on its second channel, AP Hotline. A network spokesman said U.S. service personnel in the Persian Gulf are receiving their information from AP through the Armed Forces Radio and Television Service.

Unistar Radio Networks drew heavily on its relationship with CNN Radio for reports from Bernard Shaw, John Holliman and Peter Arnett. Unistar entered into a pre-arranged special report mode, providing music-oriented affiliates news four times an hour. Stations that broke format received feeds of CNN news for editing purposes only, as CNN Radio affiliates had exclusive rights to live coverage. -RMS

WAR TAKES TOLL ON NETWORK ADVERTISING LOAD

Extended war coverage by networks has many advertisers pulling out; losses from pulled ads could reach several million dollars per network; second quarter options again delayed, massive make-goods possible; NFL to play

Well before the first bomb was dropped on Baghdad, the three broadcast networks were determining just how long they would run news without commercials. Once that was decided, the networks were faced with the larger task of finding advertisers willing to run spots during war coverage.

As it turned out, none of the networks went more than 16 hours without a commercial. However, several major advertisers, including the big three U.S. auto manufacturers (Ford, General Motors and Chrysler), U.S. airlines and the oil companies, sent word to the networks that they did not want any spots running during network coverage of the war in the Gulf. Other advertisers that have also chosen to pull ads, according to network executives and media buyers, include beer, wine and soft drink manufacturers, as well as some fast food restaurants.

It is still far too early to guess what the financial impact of extended advertiser pullout and programing preemptions will be on the three major networks' bottom lines. Any extended loss of advertising or massive preemptions will most likely prove costly to the networks, who are said to be spending upwards of \$1.5 million a week on news coverage and whose revenues from advertising average about \$8 million a day each. That could cost the networks anywhere from \$5-\$9 million in losses a day for each day they go without commercials or with a lighter commercial load.

The networks will offer make-goods for

preempted spots, or advertisers can "take credit," which means canceling the contract and a loss of revenue to the networks. However, some media buyers have said that when a crisis such as the current one arises, there is an "unwritten rule" that advertisers do not take credit. Network and agency executives contacted last week by BROADCASTING were confident that most advertisers would take make-goods. Said one media buyer: "In a time of crisis, everybody has to be flexible."

For those advertisers that choose to run spots during the coverage, the networks are going out of their way to make sure the spots are appropriately placed. ABC, for example, sent a memo to clients saying that "no [commercial] breaks will be scheduled immediately before or after scenes of action." CBS and NBC are doing the same.

The war in the Middle East has also caused advertisers to delay further the decision to pick up options on second-quarter upfront buys. Some think that if the networks are able to convince preempted advertisers to take make-goods, the second quarter scatter market could tighten, driving what is considered to be a soft market higher. "That's a fair statement," said Peter Lund, executive vice president, CBS/Broadcast Group, and president, CBS Marketing. Lund added that there still will be a "negative financial impact" on the networks.

As for ratings performance guarantees, advertisers that keep their upfront

commitments will also most likely be covered by the same guarantee. Advertisers who made purchases in the scatter market and thus are not covered by a performance guarantee may receive special consideration if there is a major under-delivery of audience during news coverage versus regular programing. However, that may not be a problem, according to Nielsen, for primetime January 16th, when the three networks delivered a combined 45.2/63, up 15% from the ratings for Jan. 9th.

Although there had been talk of the networks possibly going two or three days without commercials or sponsored news coverage, none went more than 16 hours without an ad from the time the story first broke at 6:35 p.m., Wednesday, Jan. 16.

ABC ran its first commercial at 7:45 p.m. that night; NBC waited until about 6:30 a.m., Jan. 17, and CBS waited until 10:15 a.m., Jan. 17. As of last Friday, Jan. 18, the networks were running significantly fewer spots than in normal programs.

Several radio networks and radio stations also went commercial-free during the initial 24 hours of war.

The breakout of war also left many wondering whether the National Football League would consider canceling or delaying the conference championships and/or the Super Bowl scheduled for Jan. 27. However, the league has stated since early last week that it is planning to complete the remaining post season games as scheduled. -JF

PROGRAMING



NATPE: PERSIAN GULF CO-STARS WITH NEW ORLEANS

War brings 'real-world pall' to nation's largest programing convention, but business goes on; production of some first-run programs may be affected

For the first time in many years, a surprise program took the NATPE convention by storm. Unfortunately, it was the one show no one wanted to see produced: CNN's breaking coverage of the war in the Middle East.

The war, which broke last Wednesday (Jan. 16), and the anticipation of war, was on everybody's mind at the convention. In fact, some felt the prospect of war made the convention more business-like, with many general managers looking to cut deals in the first day or two of the show, in anticipation of having to leave the show early in case hostilities broke out.

Traffic was noticeably lighter at this year's convention, although many distributors reported brisk business the first three days. War broke at roughly 5:35 p.m. New Orleans time, on Wednesday, with about an hour left in the second day of the program marketplace. At the time, floor activity seemed to cease abruptly, as people darted to the nearest monitor carrying the CNN feed. Monitors with the news feed were scattered throughout the New

Orleans Convention Center, which housed NATPE exhibitors.

Perhaps Henry Schleiff, chairman and CEO, Viacom broadcast and entertainment groups, put it best when he said the war and its prospect had cast a "real-world pall" over the convention.

The convention itself continued with few alterations to the agenda. About the only change in the official schedule was the elimination of scheduled games and prizes in the conference ending the "big bash" on Friday. Instead, monitors were installed for executives still left at the show to monitor news events. Some companies, sponsoring big parties at the show, scaled back somewhat after word of war. Others did not.

At deadline, most exhibitors appeared ready to remain through Friday, the last scheduled day of the convention. However, at least one distributor, Claster Television, called it quits after the close of business Thursday night. "I think others will follow Claster's lead," said one station executive. "The floor is only open for a couple of

hours Friday [9 a.m. to 1 p.m.] and, obviously, floor traffic will be very minimal."

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The outbreak of war may affect production of some first-run programs. Affiliates across the nation last week preempted entertainment schedules to broadcast the networks' continuous news coverage. (Most first-run program licenses contain preemption clauses for breaking news coverage of important events.)

Speculation last week was that syndicators would discontinue first-run production of some programs if it became clear those programs would be widely preempted over a sustained period of time. At NATPE last week, Paramount issued a press release indicating it was suspending all make-good requirements that might apply to its programs through today (Jan. 21). The company said the make-good requirements would take effect again Tuesday, Jan. 22, "unless conditions at that time require a different approach."

Paramount said it would then formulate a "fair and reasonable approach to our mutual concerns." Sources said Paramount officials were deliberating whether to halt production temporarily on such day-and-date shows as *Entertainment Tonight*, *Hard Copy* and *Arsenio Hall* in the event of a protracted war.

Total attendance at the show, as of last Friday morning, was 8,538, about the same as last year. However, NATPE offi-

cials conceded there were significantly fewer station executives in attendance this year, while the presence of foreign broadcasters and programmers was markedly greater. Many U.S. broadcasters left the show early. In fact, most general managers of network-owned station groups were called back to their stations half way through the show.

A sense of gloom and fatigue appeared to envelop the last two days of the market.

"Life goes on and business goes on," said Australian producer/distributor Reg Grundy. "But it's hard to get people to concentrate on a pitch."

But Viacom's Schleiff said he thought the war's impact on the convention was "psychological more than anything else. We came here with great concerns about the recession and the conservative station outlook. But there is still a demand for good product."

-SM

NATPE SELLER'S SCORECARD

There were few surprises in the sales activity at the NATPE International marketplace in New Orleans last week, although reps were impressed with the 35 clearances Warner Bros. collected in just two weeks of selling *Love Stories*, including WCBS-TV New York and KNBC-TV Los Angeles. Warner also said Emma Samms was signed to host the series.

It was a good convention for the companies selling talk shows. Warner declared *Jenny Jones* a go the day before the convention opened and was at 75% clearance by last Thursday (Jan. 17). Orion said *Chuck Woolery* was a go, with 72% of the country cleared. Para-

mount's *Maury Povich* was a go two months ago.

In the magazine category, Tribune made a strong showing with the Geraldo Rivera produced and hosted *Now it Can Be Told* clearing 50% by day three of the convention.

King World's *Candid Camera* was reportedly selling well at the convention, clearing 40% by day three.

In the weekly genre, Worldvision's *Tarzan*, LBS's *Baywatch*, Viacom's *Lightning Force*, MTM's *WKRP* and Blair's *Stuntmasters* all seemed to have momentum coming out of the show.

Two new weekly cartoons, Claster's *Bucky O'Hare* and *the Toad Wars* and

Zodiac's *Mr. Bogus* were selling well.

"This year NATPE was a very good, business-like convention," said John Von Soosten, vice president and director of programming, Katz Television. "Stations were here to do business."

One genre stations appeared to be avoiding was game shows. The pickings were pretty slim. Group W did not appear to have much news to share about clearances. Innoventions officials were not available to talk about what clearances, if any, it had for its *Critical Decisions*.

A company-by-company rundown of activity follows.

The big news from Columbia Pictures Television last week was the announcement that MTV Networks would sell the barter time in *Married...with Children*. The one minute of barter time per episode is expected to generate \$100 million or more in ad sales over the next three years. "MTV is the best at selling programs targeted to adults 18-34 and adults 18-49," said CPT syndication president Barry Thurston. Thurston also said the company had formed a sales advisory council, headed by CPT executive vice president Ed Wilson. The council will include six to eight sales managers and general managers from various markets. They will meet to help map out an overall sales strategy for the show, said Thurston. CPT will also hold sales seminars to help stations maximize dollars from the property, said Thurston. "We hope to draw new TV advertisers and new access advertisers," he said.

Thurston also confirmed that CPT will unveil the marketing plan for *Designing Women*—and begin selling the show—within the next month. No word yet on whether the show will have barter.

Viacom started selling the back end of *Superboy*, which enters its fourth season next season. The strip version, already picked up by *Superboy* affiliates in San Francisco and Detroit, will be available in fall 1992. Companion program *Super Force* has been renewed for year two, and company executives say privately that a new weekly show, *Lightning Force*, is likely to be declared a go shortly after NATPE. Little information was available about two other proposed new shows, one with Chicago disk jockey Jonathon Brandmeier, and the other with MTV's Julie Brown. But interest was said to be high for both shows.

Buena Vista Television President Robert Jacquemin reported last week that *Live! With Regis and Kathie Lee* has been renewed for 1991-92 in 65% of the country. "In

the near term," said Jacquemin, BVT will focus on the packaging and marketing of feature films (from Touchstone, Disney and Hollywood Pictures), animation programs and *Unsolved Mysteries*. BVT recently picked up the rights to the NBC show and will announce a marketing plan in the next 30 days. Jacquemin said BVT will offer a major film package, or packages, in the next three to six months. "Every window is up for grabs," he said, including syndication, basic cable and network television. BVT recently announced new programs to be introduced into the Disney Afternoon block over the next couple of years: *Dark Wing Duck* and *Goof Troop*. BVT is currently renewing the afternoon cartoon block for 1993-95. Among those stations signing on through that period, said Jacquemin, are 12 Fox affiliates. Jacquemin said he is "prepared to move forward" for a second season of the game show *Challengers* if the program shows "positive signs" in the February or May books.

LBS said it had multiple offers in all of the top-30 markets for the new first-run *Baywatch*, outside the previously announced deals with WWOR-TV New York and the Chris-Craft United station group. *Memories*, the weekly nostalgia magazine, has also been renewed for year two. NBC News Productions, which produces *Memories*, will also produce an LBS live special targeted for next fall on Amelia Earhart. *Family Fued*, going into its fourth season, has been renewed in 53% of the country, the company said.

All American Television President George Back said *The Howard Stern Show* has generated interest, but that many stations have said they would prefer to take the show on a straight barter basis, as opposed to the cash-plus-barter terms initially proposed. "We're open to discussing straight barter" deals, said Back. The company also announced that it acquired the U.S. and Canadian rights to the entire Harmony Gold library (*Shaka Zulu*, *Man Who Lived at the Ritz*,

et al.), as well as two Sherlock Holmes TV movies currently in production. The two companies also expect to collaborate on new co-venture projects, according to All American President Joseph Kovacs.

GGP brought 30 hours of programming to NATPE, including its two pre-Olympics series of specials, *Barcelona '92* and *Alberville '92*. The company has signed 15 of the top 20 markets for the Dick Enberg-hosted *Barcelona* and 16 of the top 20 for the Tim Ryan-hosted *Alberville*, giving both 60% coverage, according to Robert Horowitz, vice president and general manager. Marketing efforts for the two series of six, one-hour specials have focused on affiliates of Olympics rightsholders CBS (*Alberville*) and NBC (*Barcelona*). Clearances include WCBS-TV New York and KCBS-TV Los Angeles for *Alberville* and WNBC-TV and KNBC-TV Los Angeles for *Barcelona*. The all-barter deals carry roughly a 50-50 split. The *Alberville* specials debut in August, *Barcelona* kicks off in February 1992.

Hearst Entertainment Distribution has cleared about 25 markets with 20% coverage for its *Family Works*, a two-year campaign featuring a series of dramas, documentaries and vignettes. Hearst has guaranteed *Family Works* sponsor Heinz U.S.A. at least 60% of the country for its fall 1991 debut, according to Bruce Paisner, chairman. Stations have been receptive to the project because of its flexible barter arrangement and its emphasis on family values, he said. Paisner said an existing series distributed domestically by Hearst, *Neon Rider*, has a "very good" chance for renewal next season. The action-adventure series currently has about 70% coverage. Paisner said Hearst is also in the final stages of preparing a new animation project to follow up its 26 animated half-hours of *Prince Valiant*.

Tribune Entertainment signed about 35 markets for its latest Geraldo Rivera entry, *Now It Can Be Told*, a half-

hour investigative news strip. Stations signed for a fall 1991 debut in access and fringe slots include KTLA(TV) Los Angeles, KRON-TV San Francisco and WCVB(TV) Boston, according to David Sifford, executive vice president, marketing and sales.

One of the fast movers at the Orbis Communications booth was its Carolco 3 action movie package, which came to NATPE with 30% coverage and left with 58% (46 stations). The TVX and United/Chris Craft groups were among those picking up the cash package, which includes "Platoon" and "Rambo II." Orbis' \$100,000 Pyramid, one of the few new game shows at NATPE, arrived at the show with about 40 markets and closed with about 55 markets, or 50% coverage, said Robert Turner, president and CEO. Among additional clearances at NATPE were early fringe slots at WCAU-TV Philadelphia and KARE(TV) Minneapolis. The game show, which debuted on Jan. 7, is available for cash with a barter minute from Procter & Gamble. Another Orbis game show, *Joker's Wild*, now has about 80% coverage in 90 markets, down from 105 markets on its premiere. Turner said Orbis, which recently fine-tuned the show, remains committed to the low-rated program "at least through the end of the season."

Multimedia Entertainment offered no newcomers, although the company is mulling over a new talk show for debut among a presumably smaller crop of new competition next year, said Thomas Shannon, vice president of syndication sales. *Sally Jesse Raphael* picked up four additional small markets, bringing coverage up to 176 stations (94%). *Donahue* remains in more than 200 markets with virtually 100% coverage. Multimedia currently has more than 120 stations with 84% coverage nationally for *Big Break*, the Natalie Cole-hosted weekly music-variety show that debuted last September.

Group W is positioning its 30-minute strip version of *On Scene* as having "real potential" for a go for early fringe, access and late fringe debut in fall 1991, according to Richard Sheingold, senior vice president, marketing and sales. But a decision is still one to two months away, he said. The weekly half-hour version of *On Scene* debuted in September 1990 and is now in 125 markets. Group W also introduced *Way Cool*, a weekly children's series produced by Scholastic Inc. Stations committed to the show include all the Group W stations as well as WRC-TV Washington and WPMR(TV) Chicago.

Select Media Communications offered *The Soap Show*, a weekly half-hour soap opera magazine co-hosted by Linda Dano and Matt Lauer. Select President Mitch Gutkowski said the show would be a firm go once it hits 50% clearance, which he was confident would be some time after NATPE. The barter program has signed Hunt-Wesson as a sponsor. In other developments, the company has 30% renewals on its second annual Halloween special, *Horror Hall of Fame II*, hosted by Robert Englund.

Fries Distribution unveiled its *Soap Talk* half-hour strip, which the company is making available on a syndication or cash basis. The soap opera newsmagazine is being targeted for a June or September start, according to Ave Butensky, executive vice president, domestic. "We can rev up production with four to five weeks notice," said Butensky, adding he is prepared to launch the conservatively budgeted show with a limited number of stations. Fries also has cleared 50 markets with 65% coverage for its latest barter movie package, the 18-picture Fries Frame 6.

New World Entertainment has received two offers in each of the top three markets for *The Three Musketeers*, according to Tony Brown, president. The weekly half-hour is available with a 3-3 barter split. The company has also signed 17 of the top 20 markets for its New World Premiere Movies, said Brown, including WWDN(TV) Secaucus, N.J. (New York) and KCOP(TV) Los Angeles.

SFM Entertainment has reached 94% coverage for the 13th year of its SFM Holiday Network, according to President Stanley H. Moger. The oil-barter 12-title package has reached its highest clearance since its October 1978 launch, said the executive.

"James Bond" and "Rocky" are part of a film package now being put together by Turner Program Services, according to TPS President Russ Barry. Turner had purchased the films, along with hundreds of others, from MGM's new owner Pathe for use on cable channel TNT, but the deal apparently includes a sub-distribution deal that will allow Turner to market the library to U.S. cable and broadcast stations. Also from Turner: off-network half-hour comedy *Wonder Years* has cleared 14-15 markets, including New York (WPXI-TV) and Fox stations in Los Angeles and Chicago. The company's 24-film package, *The Legends*, including TNT-made movies and "Gone with the Wind," has also cleared 90% of the U.S.

Worldvision's *Tarzan*, the new weekly, half-hour live-action first-run series has cleared some two dozen additional markets at NATPE, according to Bob Raleigh, senior vice president of domestic sales. Philadelphia, Cleveland and Cincinnati were added to a station list now totaling 45 (52% coverage). Also, Worldvision is weighing two offers in Los Angeles, and has cleared New York and Chicago. The show launches next fall. *Tarzan*, with a 3-3½ national-local barter split, is being targeted for a weekend slot. Also in the works at Worldvision is the animated *Young Robin Hood*, which will premiere as the fourth half-hour of *The Fantastic World of Hanna-Barbera*. If successful, said Raleigh, the program, which may benefit from the release of a theatrical "Robin Hood" with Kevin Costner this summer, would launch as a strip in fall 1992.

Blair Entertainment's *Stuntmasters*, a weekly one-hour adventure series has cleared close to 60% of the country, including KCAL(TV) Norwalk, Calif. (Los Angeles), WPMR-TV Gary, Ind. (Chicago) and stations in Philadelphia and San Francisco, according to Michael Weiser, senior vice president, general sales manager. The program has a 6½-6½ national-local barter split. Also for sale by Blair was *Studio 22*, the half-hour weekly entertainment magazine produced by KCBS-TV Los Angeles since fall 1989 and picked up by CBS-owned stations last fall. The show, which has been averaging over a 5 rating airing in a combination of weekend access and late fringe time periods, had signed up a dozen or so additional stations mid-way through the market, said Weiser.

Television Program Enterprises brought two just-developed weekend series and a pair of specials to the market on the heels of cancellation of its strip magazine *Preview*. Arising from *Preview*'s ashes is *First Look*, a half-hour weekend magazine on new technologies and products. A pilot, completed on the eve of NATPE, was screened at the market, but Masini said just a handful of markets—none in the top 10—had signed. No clearances were announced for TPE's weekly half-hour *Amazing Love Stories*, but its special *Celebrity Home Videos* has cleared 15-20 markets, said Masini. WABC-TV New York will take the show for 7-8 p.m., according to Rich Goldman, TPE senior vice president and general manager of program sales. The show, if successful, could help launch either a series of one-hour specials or a half-hour or hour series, said Masini. Goldman said an additional special, *The Magic of Music*, which aired in 1989 on WBS-TV New York, has been picked up by WPXI there and is being targeted for prime clearances on affiliates, particularly CBS affiliates. Another project in development is a travel minute with Robin Leach focusing on a single destination and its top hotels, restaurants and must-see spots using "post-card" style footage gathered during *Lifestyle* location shoots. TPE is seeking an advertiser to tie in for 90-second units.

John Claster, president of Claster Television confirmed that 65 markets, representing 61% of the U.S. has renewed *G.I. Joe* for the 1991-92 season. Top renewals came from WPXI-TV New York, WFLO-TV Chicago, KBHK-TV San Francisco, WGBS-TV Philadelphia and WKBD-TV Detroit. Also, Disney Co.-owned KCAL-TV, Claster said, has picked up the half-hour animated strip from KCOP-TV. Claster's *James Bond Jr.* (fall 1991 launch) has signed over 100 stations (85% coverage). Weekly *Bucky O'Hare* and *The Toad Wars* has been sold in 52 markets (64%). WPXI-TV New York, KCOP-TV Los Angeles, WPMR-TV Chicago and WLN-TV Boston are among the top-10 market stations buying *Bucky*. The revived version of Claster's *Romper Room & Friends* has been sold in 44 markets, while Claster said *Casper* has just entered the market.

Genesis Entertainment pronounced *Grudge Match*, its new half-hour weekly food fight, a firm go for fall with 64 stations signed up (61% coverage); 23 of those closed at NATPE. Top-10 market stations on board: WNBC-TV New York, KABC-TV Los Angeles, WPHL-TV Philadelphia, KXAS-TV Dallas, WXON-TV Detroit and KTXH-TV Houston. The Los Angeles-based syndicator also made a major program unveiling, with *Emergency Call*, a weekly behind-the-scenes look at paramedics, police forces and rescue workers. Wayne Lepoff, Genesis president, says that *Emergency Call* will differ from Group W's current weekly offering, *On Scene: Emergency Response*, which will become a strip next season. *Call* has been sold to WMAQ-TV Chicago, KTVU-TV San Francisco, WQW-TV Detroit and WCBW-TV Milwaukee. A Richmel Production in association with Genesis, *Emergency Call*, is being offered on a 4-3 local-national barter split.

Goodman Entertainment, a privately-held distributorship formed late last year by President David Goodman with funding from Acama Films, has cleared weekly half-hour *Wide World of Klds* in just over 40% of the U.S. Goodman said WWOR-TV New York has bought the show with a preliminary commitment to air it at 11 a.m. Sunday. Others on board: WLN-TV Boston, WUSA-TV Washington, WSB-TV Atlanta, KTVU-TV St. Louis and KPHO-TV Phoenix. The half-hour children's and teens magazine, which is hosted by Jason Hervey (of *The Wonder Years*), is being offered to stations on a 3-2½ local-national split. Although Goodman Entertainment has just introduced the late night half-hour weekly *The Bottom Line with Adam Curry* (3½-3½ local-national), Goodman said he has had strong interest from several groups, but no sales yet. Goodman said a \$50,000-\$80,000 radio campaign is planned to attract "core" 18-34-year-old rock 'n' roll enthusiasts who know Curry best as host of a top-10 music video countdown program on MTV.

King World Productions has worked up sales of half-hour revival comedy strip, *Candid Camera*, selling it in 35 markets (more than 40% coverage), and eight of the top-10 markets, a KWP spokeswoman said. Sales include WBS-TV New York, KABC-TV, KTVU-TV Philadelphia, KBHK-TV San Francisco, WBZ-TV Boston, WPMR-TV Detroit and KXAS-TV Dallas. Also, KWP's *Inside Edition* has been renewed in 60 markets, and top-ranked game shows, *Wheel of Fortune* and *Jeopardy!* have been renewed in 56 markets through the 1993-94 season.

MCA TV President Shelly Schwab said his company's joint production with Fox Television Stations Inc. of a planned 1991-92 late night strip, *Up Late with Ron Reagan*, reached 57% coverage and 19 of the top-25 markets. Initial group clearances on all seven Fox O&O's, ACT III's 10 stations and five Chase Broadcasting stations, have been joined by WFTX-TV Boston, WATL-TV Atlanta and KXNY-TV Phoenix. Schwab also said that incumbent weekly, *Lassie*, has been renewed in 90% of the U.S.

Tony Lynn, MGM/UA syndication's recently installed presi-

dent of distribution, declined to reveal station sales of newly launched hour off-network dramas, *In the Heat of the Night* and *thirtysomething*, because the newly acquired Pathe Communications division has just started pitching both for fall 1992 launches. Previously, there had been widespread speculation that *thirtysomething* would be destined for basic cable, but Lynn said it would be "against the odds" that MGM/UA would split the yuppie-driven drama into separate half-hours for syndication. Lynn said that MGM Premiere 5, a new movie package with "Dry White Season," "Roadhouse," "Blue Steel," "Stanley and Iris" and "Mighty Quinn," has been cleared in 50% of the country. The all-barter package has been sold to the Gaylord Broadcasting Group, WLVI-TV Boston and KPHO-TV Phoenix.

MTM Television Distribution Group President Kevin Tannehill said that he is close to pronouncing the high-profile first-run revival of *WKRP* a firm go with more than 70 stations sold (over 70% coverage). He estimated that just over 50% of those stations have committed to picking up Plan A, a formula that offers just the first-run show on a one-year, 3½-3 local-national contract, while 25% have signed for Plan B (four-year barter front-end and five-year cash back-end for revival) and the remaining 25% opting for Plan C (same as Plan B but also includes a 10-year cash license to original *WKRP* in Cincinnati off-network episodes).

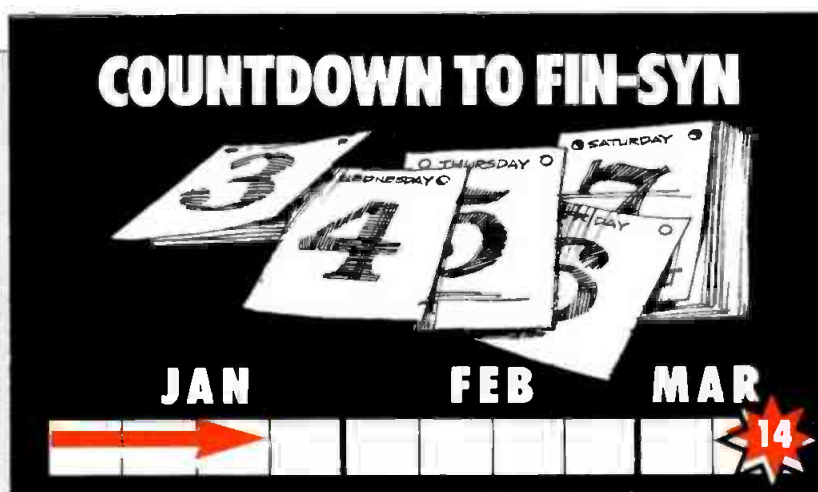
Fall 1991 talk vehicle, *The Maury Povich Show*, which had a big headstart with an early sales launch last year, has built up its sales to 107 stations (83%), according to **Paramount Domestic Television Distribution** President Lucie Salhany. According to her latest estimates, *Povich* has commitments from 70% of those stations to air the hour talk show in early fringe, while the remaining 30% will give it daytime play. *Povich* is being offered to stations on a cash license with two minutes of national barter tagged on.

Republic Pictures Domestic Television Distribution unveiled *Republic Premiere Two*, a 12-title movie package of theatricals and telefilms. Recently completed telefilms for CBS in the package, which triggers in January 1992, are *Bare Essentials* and *Lucy & Desi: Before the Laughter*. Theatricals include "Time to Kill" and "Fatal Woman." *Premiere Two* is being offered on a straight barter basis, and if stations contract for two runs, Republic is offering a free cash back-end of three runs over a three-year period like its *Premiere One* package. *Premiere One* airs on 120 stations (85%).

Twentieth (Fox) Television's fall 1991 dance hour, *Kick It with The Fly Girls*, a spinoff from Fox Broadcasting Co.'s *In Living Color*, worked its clearances to 31 markets at NATPE, representing 42% coverage. The seven Fox O&O's have already signed up, while other commitments have come from WFXT-TV Boston, KPQ-TV Seattle-Tacoma, WOIO-TV Cleveland, KUTN-TV Minneapolis and WPXI-TV Pittsburgh. Twentieth's other surprise late development season entry, *Not Just the News*, according to Twentieth spokeswoman, had just entered the market and there was no information on sales. The half-hour children's show is produced by Fox O&O WTTG-TV Washington. Twentieth's incumbent half-hour magazine strips, *A Current Affair* and *Personalities* have been renewed with 76 (74% coverage) and 65 stations (65%), respectively.

Fox Lorber acquired the rights to WNYW-TV New York's children's program wrap-around *D.J. Kat Club*. The puppet-like D.J. Kat offers safety tips and other information to children in the 12-minute daily wrap-around (four minutes an hour). —SM,MF,AAG

**ADDITIONAL NATPE
COVERAGE ON
PAGES 31-39 AND 88**



Is FCC Commissioner Andrew Barrett the key to the fin-syn battle?

NBC must think so. The network confirmed late last week it has retained the Chicago-based law firm Winston & Strawn, whose newest partner is Jim Thompson, former governor of Illinois, and, more important to fin-syn watchers, a long-time friend and mentor of Barrett's.

After four terms and 16 years as governor, Thompson relinquished the post just last Monday (Jan. 14) to fellow Republican Jim Edgar. Thompson was unavailable for comment on his new client last week, having flown to Mexico with his wife for a vacation shortly after Edgar's inauguration.

Upon his return at the end of the month, Thompson told the *Chicago Sun-Times*, "I'm going to throw myself into my new job."

NBC General Counsel Rick Cotton stressed the firm had not been retained solely because of Thompson. Three other partners, he said, may be active on fin-syn: Daniel Webb, of the Chicago office, and John Kirtland and Michael Lemov, of the Washington office.

Asked last Friday about NBC's hiring of the firm, Barrett said he wasn't surprised. Barrett said he spoke last Tuesday to his friend, who mentioned that he was working on fin-syn for the network. "I congratulated him and told him: 'I'm sure you are being paid very well' and 'Cash the check quick,'" Barrett said. "I'm glad to see my friends pick up good clients."

Barrett worked for the Thompson administration in the late 1970's prior to Thompson's appointing him to the Illinois Commerce Commission in 1980.

Barrett has yet to reveal—publicly or, apparently, privately—which way he's leaning on fin-syn. He says he hasn't even discussed it much with any of the other commissioners.

According to Barrett, he is insisting on a full range of options in the so-called "options papers" that FCC staff expects to deliver to each of the commissioners this week. "No changes, minor changes, major changes, complete abolishment: I want to see a scenario for all of them," he said.

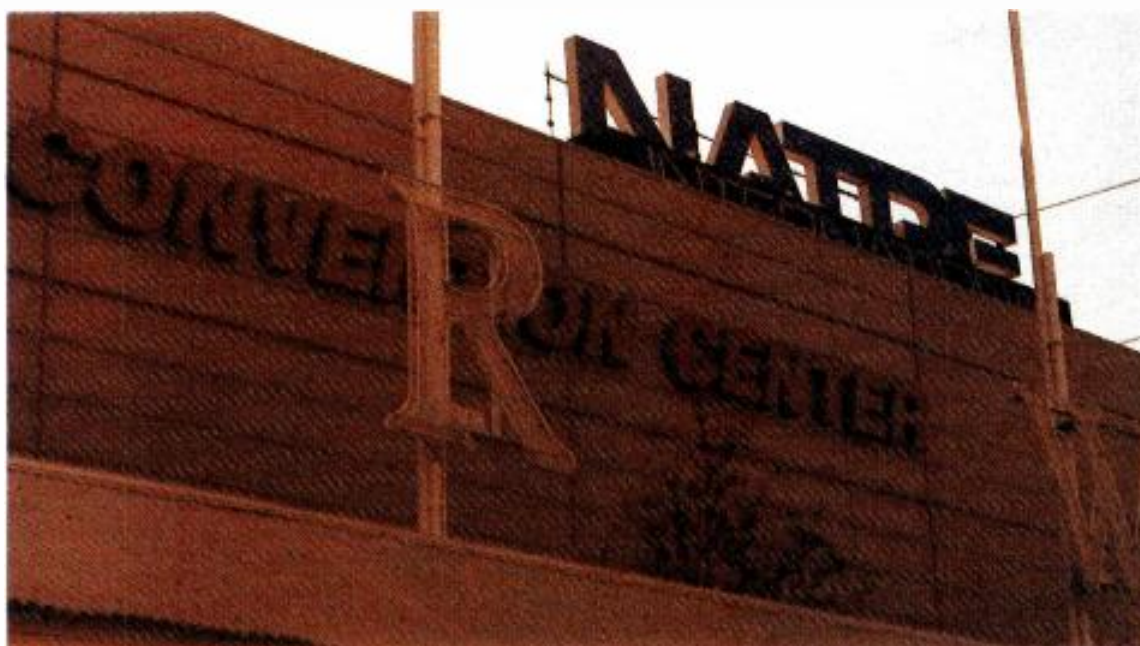
NBC President Robert Wright made a fin-syn foray into Washington last week, visiting offices on Capitol Hill and at the FCC.

At 1919 M Street, he reportedly scored some points with Commissioner Ervin Duggan, who has been privately critical of NBC and CBS for their unwillingness to compromise on the issue despite his repeated admonitions that the final solution will be "between the polar extremes."

According to FCC sources, Wright, in his meeting with Duggan, talked for the first time about approaches short of total repeal of the rules. Specifically, they said, he discussed reporting requirements on the networks as a way of mollifying Duggan's fear and that of others that the networks would "extract" rights from producers for less than their full market value.

Wright was also unusually accommodating in a meeting with other FCC officials, said one of those on hand. Wright indicated a willingness to accede to "reasonable" safeguards on the networks' participation in the program syndication business. "It was real good, positive movement," he said.

Others found little new in the Wright presentation, however. He was "humming the same tune," said an aide to one commissioner. —HAJ



MANCUSO PREACHES BELT TIGHTENING FOR 1990'S

As part of the company's effort to be more efficient in the current conservative economic climate, Paramount will put fewer television and theatrical film projects into development each year, said studio chief and NATPE convention keynoter Frank Mancuso.

The speculation leading up to last Tuesday's NATPE speech by Mancuso was that the Paramount studio chairman would focus on the need to alter the financial interest and syndication rules. Surprisingly, Mancuso spent little time on the subject. Instead, his remarks focused on the notion that "leadership" will be the key to achieving downsized goals in the sluggish economy of the early 1990's.

Mancuso's one reference to the ongoing fin-syn debate was almost in passing. He was talking about the fragmented video marketplace: "No single channel will again dominate viewer attention." But, he added, the Big Three networks will "continue to be the nation's prime time gatekeepers," which is why, he claimed, "we must maintain the policy objectives of the financial interest and syndication rules." The applause that followed was sparse, to say the least.

Mancuso quickly got back to his main theme that the 1990's are ushering in a new era of conservative, more efficient managing of the entertainment industry.

"Television's environment is now vastly different than a few years ago,"

he said. "Swashbuckling" was to the 1980's management style as "belt buckling" is to the 1990's management style, he said. "We let expectations and costs get ahead of our audiences." It's time now to "strengthen foundations and set reasonable goals," he said.

Mancuso said the industry learned a great deal this season, or should have, from the success of the Public Broadcasting Service's *The Civil War*. That series demonstrated that quality programs can be produced and draw large

audiences at modest cost, he said.

"Sustained quality will continue to hold an audience," said Mancuso. "Viewers want more value for their investment of time. They want to laugh, cry, be informed, and most important, be respected."

Mancuso cited the cable industry as a prime example of what can happen when companies raise prices without providing comparable value. "Quality can be achieved without spending a lot of money. We must learn to live within our means. The free spending style of the 1980's is over."

The era of the couch potato is also over, said Mancuso. Leisure time is becoming more scarce and thus more valuable. Consumers "won't sit still" for anything less than totally compelling programming. "The audience is pressured and restless and wants quality products for their quality time."

Mancuso also said programmers have to accept the reality of the multichannel environment. "It is here to stay, and the majority of viewers have 50 or more channels and they are using them. As a result, the audience is tougher to get and tougher to keep."

Also, he said, the demographically targeted program should be a priority for producers and exhibitors. Many channels are often "number one" during any given hour in television, said Mancuso, because they appeal to different age and gender groups.

-SM



Paramount's Frank Mancuso

DAYTIME SUCCESS: NEWS, LOCAL PROGRAMING, MOVIES

NATPE panelists report success with variety of programs

The highlight of a panel session last Wednesday, "Daydreaming About Daytime," was a power outage at the New Orleans Convention Center that brought darkness to the assembly room. One panelist, unidentified in the darkness, suggested the panel discuss late-night programing instead.

When electricity was restored, a half hour into the panel, John Kueneker, vice president and general manager of KCRA-TV Sacramento, Calif., detailed the NBC affiliate's bold expansion of its weekday overnight (2-6 a.m. PT) and weekend morning (2-11 a.m.) newscasts for the last two seasons. Kueneker said his Saturday newscasts have averaged a five rating, 30% higher than when the station aired NBC children's programming in those slots.

"Our station, like KCPQ-TV Seattle-Spokane, Wash., is part of Kelly Broadcasting, which asked both stations to develop 10-year plans," said Kueneker. "It took us over a year to complete [the plan], but it ended up resulting in an expansion of our audience and revenue bases and, most importantly, our local news identity."

Irwin Starr, an independent broadcast consultant (who has also served as general manager of CBS and NBC affiliates), said his concern is how stations are "wasting opportunities" by scheduling paid programing on weekends following single network football or basketball telecasts. Starr said the NBC radio network used to broadcast *NBC Monitor*, which travelled to large and small cities to cover festivals and other events.

However, Scott Michels, district manager of affiliates, CBS, rejected Starr's suggestion to create more locally originated live programing. He said networks and affiliates enjoy better success with traditional big-event sports programing.

Independent broadcaster Randy Smith, executive vice president, Taft Broadcasting, who is also general manager of Taft independent WPHL-TV Philadelphia, among other Taft holdings, said he wanted to "thank" Kueneker and Michels for programing news and sports on weekend days while his station counter-programing with "big-ticket" feature films.

"During the November sweeps, we knew we could run a movie like 'Jason and the Argonauts' to a solid 8 rating," Smith said. "Viewers know what they'll find on our station every Saturday and Sunday—independent stations can pro-

gram with much more consistency."

Matt Chan, creative services director, KXTV-TV Sacramento, Calif., said the key to daytime and other dayparts is localism, programs that "strictly focus" on the market's local identity. Giving two examples of programing the station produces for syndication, Chan also said such programing can be tailored for national audiences.

KXTV-TV's weekly half-hour urban street magazine, *Scratch*, has been picked for national distribution by Multimedia Entertainment, while its women's weekly medical magazine, *Pulse*, will be distributed by Fox/Lorber Associates. Chan estimated each episode of both programs costs in the \$50,000 range.

Scott Kobler, vice president of market strategy for Viacom Enterprises, said research has shown that cable network The Family Channel does earn double its normal ratings during daytime on weekends with Western action-adventures. With such trends pointing to an audience underserved and starved for action-adventures, Kobler said Viacom has a priority to develop series in that genre. He said the payoff has been that *Superboy* has consistently ranked among the top 15 syndicated programs. He also said rookie entry *Super Force* is the "number-one rated first-run weekly action program in syndication." Viacom will also roll out *Lightning Force*, a third half-hour series for weekend early fringe or access.

—MF

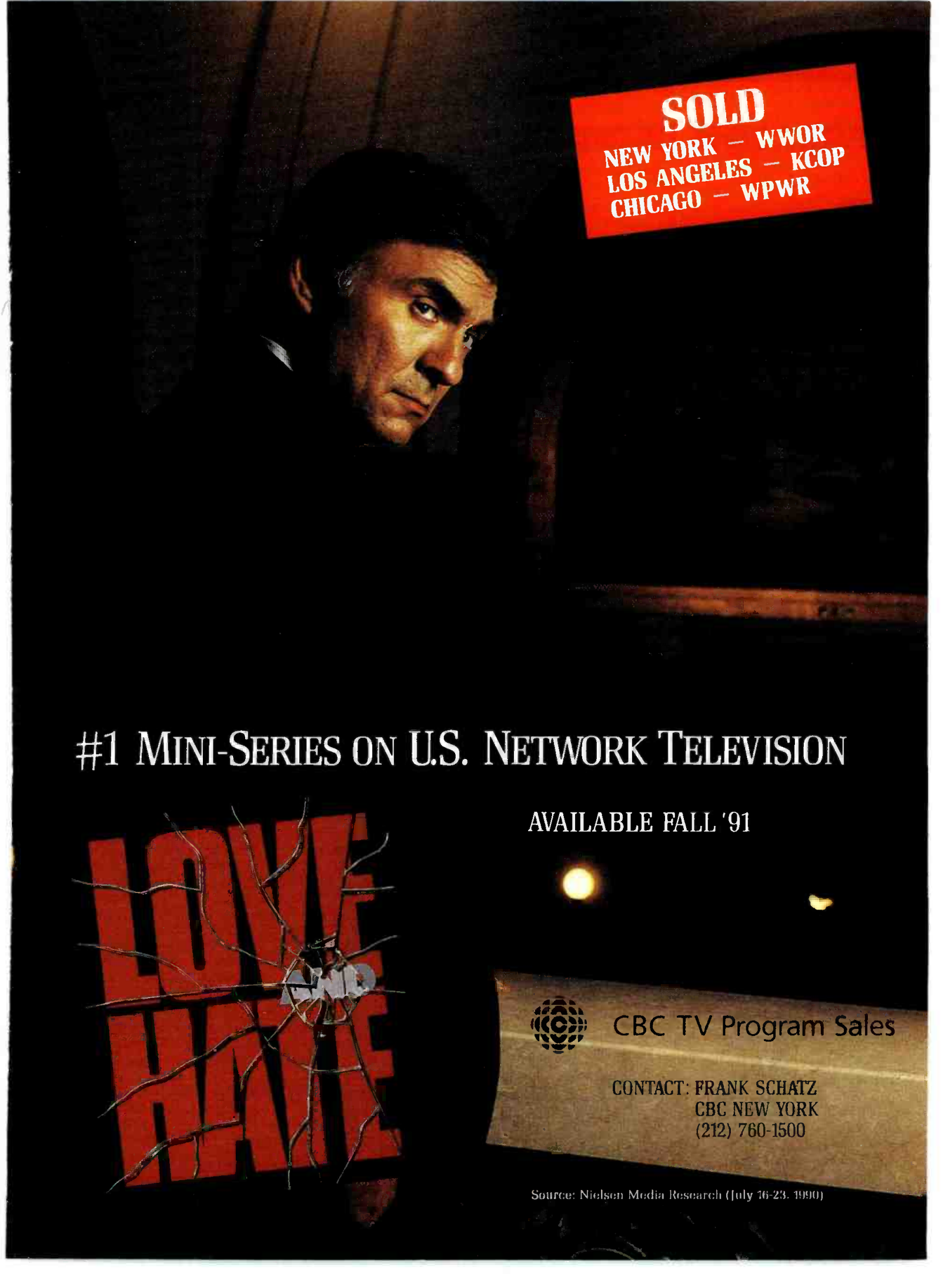


NO CHANGE IN PTAR LIKELY

The hopes of an increasing number of broadcasters that the FCC might reconsider its prime time access rule were dashed last week by a majority of the commissioners attending NATPE. Speaking most vigorously was Commissioner Ervin Duggan, who declared: "This is a rule that has worked. If it lies on the floor for months and months that should tell you something." Moreover, he said: "This is a rule we're not eager to take up and destabilize in any way."

Commissioners James Quello and Sherrie Marshall were similarly reluctant to deal with PTAR. Marshall put it in the category of something that isn't broken and thus shouldn't be fixed. In the process she committed a minor gaffe by saying: "Once we change..." the rules on financial interest, a phrase she changed to "Once we conclude..."

Later, at a reception, Duggan engaged in an exchange with Rich Frank, president of the Disney Studios, which has petitioned for relaxation of PTAR component so that network affiliates in the top 50 markets may air off-network programs in the access period. During his panel remarks Duggan had said Disney could persuade his children that they could shake hands with a mouse but that, at this time, he could not be persuaded to change this rule.



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PETRY GIVES THUMBS UP TO 'POVICH,' 'MATLOCK'

Rep firm also very bullish on 'Roseanne,' which goes into syndication next year

Paramount's *Maury Povich Show* and Viacom's *Matlock* received the strongest recommendations from Petry Television among first-run and off-network programs, respectively, debuting in 1991. Petry was also very bullish on *Roseanne*, which will debut in syndication in 1992.

"We are high on the concept," of the Povich show, said Dick Kurlander, vice president, programming, Petry Television. Unlike most of the current crop of talk shows, Povich will address several topics each day, instead of just one.

As for *Matlock*, Petry commended Viacom for "being responsive to an industry need" for hours in syndication, and for not bypassing stations for a sale of the show to cable. The combination of the ever-popular *Andy Griffith Show* and the courtroom drama setting should give the show a leg up in syndication, Kurlander said.

Roseanne, a powerhouse in network prime time, should perform excellently in syndication, by Petry's account. The company was critical of the 30 seconds of barter time in the show, however.

Among new talk shows, Petry is recommending three others: Warner's *Jenny Jones* (described as a "breath of fresh air"), Orion's *Chuck Woolery Show* ("good entertainment"), and MCA's late night entry, *Up Late with Ron Reagan*.

Among the proposed new magazine strips, Petry recommended three: Warner's *Getting Even*, Tribune's *Now It Can Be Told* and Group W's *On Scene*. A footnote on *Getting Even*: Warner Bros. was considering possibly pulling the show from the market (see update, page 37).

Among other reality shows, Warner's new *Love Stories* strip for daytime, in which people recount their romances, was also high on Petry's list. The company also recommended King World's *Candid Camera* strip. Petry said KWP decided to reduce the number of original episodes to 26.

Petry gave what seemed to be a half-hearted recommendation to the only traditional-type new game show in the market, *Scrabble*, from Group W. "It has done fairly well on the network," said Petry's Jack Fentress. "You pay your money and you take your chances."

Among off-network sitcoms, Petry recommended *Wonder Years*, although not very enthusiastically. "It's an average show that should perform average



Maury Povich

[in syndication]," said Kurlander. Petry expressed reservations with the program's terms, which include a minute of

barter time per episode. "It's too tough a deal," said Kurlander.

In the children's program arena, Petry recommended two new weekly shows: *Mr. Bogus*, from Zodiac, which combines various animation techniques, and *Bucky O'Hare and the Toad Warriors*, from Cluster Television.

In the weekly half-hour category, Petry recommended Muller Media's teen-targeted magazine, *Scratch*, as well as Worldvision's new *Tarzan*, the new version of *WKRP* from MTM and Viacom's new *Lightning Force*.

Among new hour weeklies reaching Petry's recommended list: *Stuntmasters*, from Blair Television and the new *Baywatch* from LBS.

-SM

ECONOMY PUTTING DAMPER ON PROGRAM RISK TAKING

Producers agree they are not as willing to gamble on new concepts as in the past

Some producers last week were bemused by the NATPE convention panel session on risk taking in program development. The session took place at a time when few producers are willing to take a gamble on a new concept. But there's a chicken-and-egg syndrome at work, because stations are acting conservatively in their programming moves and do not appear to be receptive to risky program concepts.

"Syndication has gone from a place where you could take a risk, to everybody having a *Jeopardy!* ripoff or 18 talk shows," said Stu Billett, a partner in Stu Billett Ralph Edwards Productions, Los Angeles.

"Why is everybody doing the same thing?" asked Billett. "And why are [stations] letting it happen?"

There seemed to be a consensus among those on the panel that there is no dearth of creative programming ideas. Instead, the economy appears to be an overriding factor.

"The economics are going to be forced to be changed," said Jamie Kellner, president, Fox Broadcasting Co. "Programs have to be produced for less money per episode," he said. "And I think we'll see more projects that are produceable on a 52-week basis."

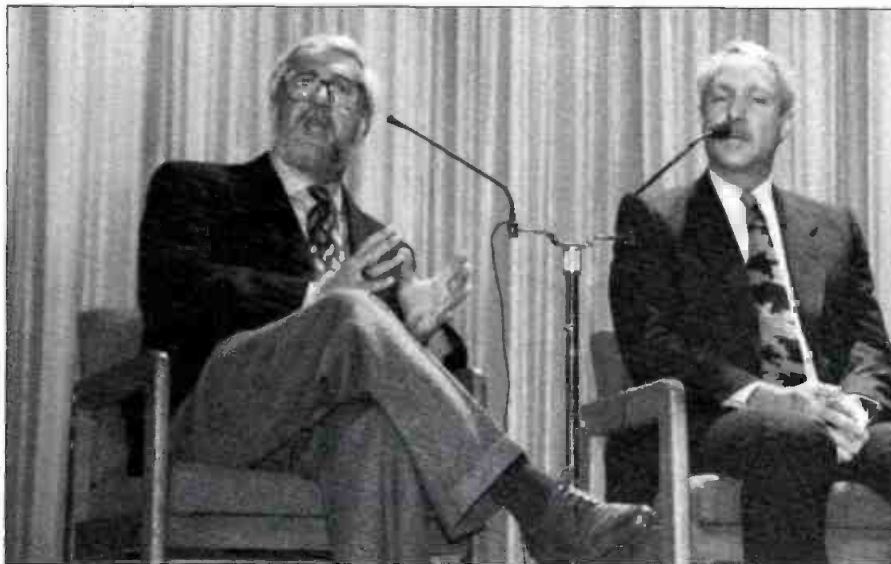
Chuck Fries, an independent producer, agreed. "We're dealing with an

economy in which syndication can absorb only so many costs," he said. Certain genres dominate the business, he said, such as game and talk shows, because the costs are more readily containable. "The small distributor has a hard time functioning" today, said Fries. "They have to develop, produce and distribute. It takes deep pockets."

Billett said risk takers are often stifled by distributors or exhibitors who control the airwaves and demand that programs conform to their vision. "Time magazine called Fred Silverman a genius," said Billett. "He then went from someone who put programs on the air to being a 'creator.'"

Billett recalled developing a show for NBC called *Fantasies Fulfilled*, in which people could go on the air and literally have their dreams come true. Silverman, then at NBC, wanted to add a *Let's Make a Deal* element to the show. "I said no," said Billett. "The biggest risk I ever took was saying no to Fred Silverman. I never worked for him again."

Silverman is now producing traditional whodunit fare for television. "The big guys who run the business think they're producers. Where are all these great new ideas they forced on us now that he is a producer?" asked Billett, to a hearty round of applause.



Panelists Vin Di Bona and Arnold Shapiro

Moderator John Palmer put Don Ohlmeyer on the line by asking him why *Cop Rock*, the musical cop show from Steven Bochco, failed to captivate viewers this season. (Bochco, initially scheduled to participate, was unable to at-

tend.)

Ohlmeyer's response was that "any show that does work in the ratings is either not promoted or in the wrong time period or too far ahead of the audience." Ohlmeyer also said that only the top

producers, such as Bochco himself, have an opportunity to get such risky projects to air.

"If it had not been Bochco, that show would not have made it to air," as the producer envisioned, said Ohlmeyer. "Somebody [at the network] would have 'fixed' it so that his vision would not have made it to air."

Fox's Kellner commented that it is a "real danger when networks impose their view on shows. I think at Fox we do it less."

Billett challenged that notion. "It's success that hurts people," he said. "It used to be you could go to Fox with anything a network would turn down. Now the word is: If you take a project to Fox, they are doing it themselves."

Kellner bowed out of the session and was not present to rebut.

Anthea Disney gave up a successful print career last spring to become executive producer of *Current Affair*. So far, the risk has paid off. *Affair* still dominates the tabloid news wars. "We're all terrified of failure," said Disney. "But failure is good for the soul, if not for the ego." -SM

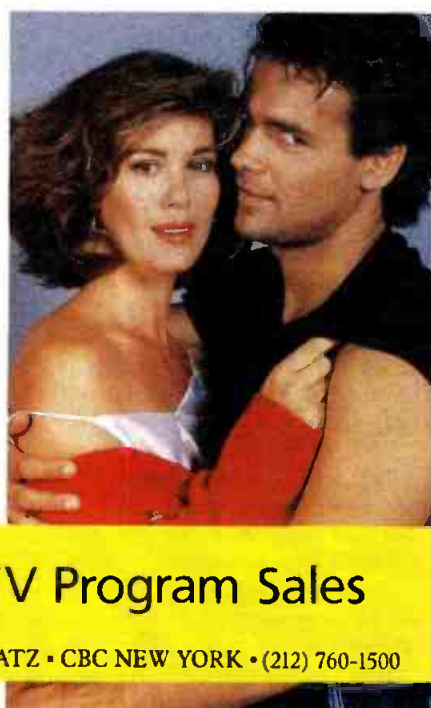
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TV SHOULD CONSIDER RADIO WAYS

NATPE panel says television stations need to apply many of same principles AM's developed to compete with FM in 1970's, including finding niche and developing strong local news, talk and sports programming

Television stations faced with a fragmenting audience should look to radio for ways of dealing with the growing competition, according to a panel discussion of "What TV Can Learn from Radio."

"What worked before is not going to be enough right now," said Nicholas Trigony, Cox Broadcasting, a veteran radio executive now overseeing the company's television stations. "You've got to throw out the old rules and experiment," he said.

Participating panelists agreed television stations need to apply many of the same principles that AM stations developed to compete with the growth of the FM band in the 1970's. Key principles call for stations to be different and local, said Trigony, adding that strong local news, talk and sports programming is critical to those stations. "If viewers can only get it on your station, you'll continue to win," said Trigony.

Trigony also advised that TV stations adopt the AM strategy of programming to a consistent demographic and repeatedly researching that demo. He pointed to the success of all-news and other narrowcast AM radio formats. "We are entering an era where you can't be all things to all people," he said.

TV stations might also want to consider such standard radio promotional tools as direct mail and tie-ins with concerts and other events, he said. "We're no longer selling spots," said Trigony. "We've gone far beyond that. We need to add value."

In the area of research, television stations should borrow from radio in segmenting audience by program preference, said John Wood of the Gallup Organization. His company's research has shown, for example, that a hit show such as *Roseanne* can rank lower in viewer preference to less-celebrated programs when moved into various time slots.

"You've got to throw out everything you've learned about that show in a once-a-week time slot," said Wood. "Separate your audiences by program preferences versus the competition, and never change your programs on air before doing it on paper."

Also emphasizing research was Michael Craven of Group W Radio, whose

stations, he said, have learned to make their programming "listener sensitive, rather than programmer-driven."

Television stations need to focus more on listening and understanding their target markets, added Gallup's Wood. "Some stations tend to be a little too ivory towerish," he said.

Panelist Tony Quin of Film House, a company that creates radio station advertisements for television, told broadcasting executives that radio executives have long realized the importance of creating a station identity. Television stations, he said, are "essentially another brand in a huge entertainment warehouse."

"Positioning has been the foundation of radio marketing for years," said Quin. "Once you've established this im-

age, all you have to do is reinforce it every now and then."

To stress the importance of creating a station identity through promotion, Quin drew a comparison to the fast food business: "When McDonald's offers a deal on a Big Mac, they don't have to create value. It's already there."

Creating "brand development" will be particularly important for television stations as cable TV networks set their sights on developing their own brand development in 1991, said Cox's Trigony.

"What can television learn from radio? Well, to begin with, survival," said moderator Larry Wexler of Philadelphia-based Wexler General Management, a veteran radio consultant. "We adapted, we modified and we avoided annihilation," he said.

HBO OLÉ TARGETTED TO LATIN AMERICA

Company, in 50-50 joint venture with Venezuelan company, will launch pay service via PanAmSat bird to cable and SMATV systems

Home Box Office—following the directive from parent Time Warner to go global and at the same time looking for a movie channel foothold in a region plagued by video piracy—plans to launch a Latin American version of its service next quarter in a 50-50 venture with the Venezuelan firm Omnivision.

The Spanish-language service, dubbed HBO Olé, will blend theatrical releases, sports, event and other programming and bring the signal via the PanAmSat satellite to cable operators and SMATV systems throughout Latin America and the Caribbean.

The Caracas-headquartered venture will focus not only on the Spanish-language market, but is also close to a deal to bring a Portuguese-language track to Brazil.

The companies, in announcing the partnership at NATPE, said they are negotiating with a variety of program sources, although none, outside of HBO sister company Warner Bros., is yet

lined up to provide product.

Michael Solomon, Warner Bros. International TV Distribution president, explained that given the complex layers of existing nation-by-nation movie deals into which the region-wide pay channel would be inserted, HBO Olé would initially rely on older films.

Omnivision Director Hernan Perez Belisario emphasized the service would be "tailor-made" for Latin America and plans to use approximately 10% Latin American-originated programming, including motion pictures and sports such as boxing and soccer.

Latin America has some 2.5 million cable subscribers in its 40 million TV households, said Belisario. Mexico, Argentina, Columbia and the Caribbean represent the largest cable markets, but other nations, such as Chile, could present promising growth in new delivery media in coming years, Belisario added.

And according to Steve Rosenberg, vice president, HBO International, just

as HBO acted as a "locomotive" for U.S. cable, the new service should spur cable penetration in the region. The Pan-AmSat satellite to be used already has U.S. programmers TNT, CNN and ESPN aboard or signed to go.

Although the principals would not say what they expect to spend on establish-

ing the service, they acknowledged costs would be substantial and breakeven was at least three to four years away.

If profitability is years off, however, Solomon said the service could help Hollywood fight the rampant piracy in the region that now costs them millions of dollars in lost revenue each year by

giving cable operators greater incentive to fight pirates locally.

Omnivision, a Caracas-based pay-TV company with a single pay channel and plans to expand to an eight-channel MDS service, is principally owned by Belisario, President Rafael Urbini and Enrique Cusco. —AAG



AMERICAN PRODUCT STILL DOMINATES EUROPEAN TV

Television programming that works across Europe's diverse cultural and language barriers may be highly desirable, but European media executives at a NATPE international seminar last Tuesday, Jan. 15, agreed the only such product now available may be from U.S. producers.

At least two panelists at the seminar, which was moderated by Michael Solomon, president of Warner Bros. International Television Distribution, noted that national airwaves rarely carry product from other European nations.

Panelist Helmut Thoma, program director of German satellite channel RTL Plus, for instance, said there is "very little French production on German television [and that] for one reason; it doesn't work."

Agreeing was Daniele Lorenzano, chief buyer for Silvio Berlusconi's networks in Italy and Spain, who noted that there are no French programs on Italian TV, only two German shows and little or no Spanish and English programming.

Lorenzano also pointed out, however, that American shows, which at one time did exceptionally well with Italian viewers, more recently have declined in viewership. A notable exception, he said, is *Twin Peaks*, which premiered in Italy in early January with a 40 share (and which has done as well or better in Spain and the UK).

One reason American programming does do as well as it does overseas, said Patrick Dromgoole, chief executive officer of UK commercial broadcaster HTV, is because it already appeals to a broadly ethnic U.S. audience.

The impulse to create pan-European programming remains great, said Dromgoole. In the UK, for instance, the economic benefits of European and other co-productions would go far for commercial broadcasters whose program budgets would be squeezed by a weak ad market and the instabilities of an impending auction of regional commercial franchises. BBC, too, remains on a "bread and water diet," said Dromgoole.

Marc Tessier, general manager of Canal Plus International, expressed the hope that European co-productions might be further spurred by the merger of rival UK satellite services Sky and British Satellite Broadcasting, which he called the most important media development in Europe of 1990.

But while Tessier argued that the unified satellite service could now turn its attentions from the damaging rivalry toward cooperative projects with the content, Dromgoole disagreed, arguing the service would still have its hands full in the UK. Building a new media service in the UK today, he said, is like "trying to build a little shack in the middle of a burning building." —AAG

BLAIR SAYS BEWARE BARTER DEALS

Rep firm also warns stations and syndicators that viewers want 'hard edge,' not 'dull' first-run shows that failed in 1990

Blair Television used a sizable chunk of its NATPE presentation to warn stations not to readily jump into barter agreements, despite the attraction of such deals in difficult economic times.

"What seems expedient in a soft sales marketplace can come back to bite [as business conditions improve]," said Mike Levinton, Blair vice president and director of programming.

Levinton also warned stations and syndicators to beware of the type of advertiser-friendly, "viewer dull" first-run programs that failed in 1990. "The hard edge is clearly what the viewers want," he said.

Blair Television is forecasting eight first-run syndicated shows to be launched in 1991, down from 13 in 1990. The company projects the number of new off-network half hours to be launched into syndication this year will drop to three shows (from seven in 1990). Two off-network hours are expected to be launched in 1991, compared with four in 1989 and one in 1990.

Blair Television also offered assessments of some of the new crop of shows, including the following comments by John Rohr, vice president, associate director, programming:

Among talk show hosts, high points went to Maury Povich, host of *The Maury Povich Show*, which should have the "hardest edge" of the new shows and is expected to be fairly evenly split between early fringe and morning clearances.

Chuck Woolery (*The Chuck Woolery Show*) is "likeable," but the program's

"Tonight Show appearance" could make the show look like a late-fringe show lost in its intended morning slot, according to Rohr.

Jenny Jones (host of her own show, *Jenny Jones*), is also "likeable," but is the least known of talk show hosts and faces "very tough" competition.

David Hartman (*Realities with David Hartman*) is at a "real disadvantage" because of the show's late start, but it could have a new life with an extra hour on NBC and additional CBS preemptions.

Nia Peeples and her *The Party Machine with Nia Peeples*, has shown some "very encouraging" numbers on the air.

In the reality category, the Geraldo Rivera-hosted *Now It Can Be Told* has a harder edge that should appeal to reality viewers, but its host "carries a lot of baggage that could create station resistance and the dreaded advertiser unfriendliness."

The daily *On Scene* might "tire" audiences with its steady diet of emergency situations.

Getting Even scored points as a possible companion to *People's Court* and other reality shows in early fringe.

Candid Camera is a "risky proposition" because its type of show has not been stripped before.

Among off-network sitcoms, *Married...with Children* has "strong potential" in syndication and *Roseanne* makes "a lot of sense" for the right station, as does *Murphy Brown*. Question marks hover over *Dear John*, *Designing Women*, *Empty Nest* and *The Wonder Years*. —BS

SELTEL UPBEAT ON TALK/VARIETY OFFERINGS

Janeen Bjork, vice president and director of programing for New York-based rep firm Seltel, sounded a positive note on talk/variety shows in Seltel's 1991-92 programing presentation to client station executives last Monday (Jan. 14). During the portion of the presentation dealing with adult strips, Bjork and Seltel's associate director of programing, Lainie Shankman, cited the past November sweeps performances of Buena Vista Television's *Live with Regis & Kathie Lee* in "drawing an increasing share" of the daytime audience and Paramount Domestic Television's *The Party Machine with Nia Peeples* making an "auspicious ratings debut" in January, which could bode well for new talk strips looking to make headway in those dayparts next season.

Shankman said that Paramount's *The Maury Povich Show* is not going to "throw" top-rated incumbent *The Oprah Winfrey Show* for an early rating loss, but still can be "competitive" counter-programing. Bjork concurred, saying that stations could "expect Povich to be a long-term franchise, but it will be a slow build."

Presenting a clip from Warner Bros. Domestic Television's *The Jenny Jones Show*, Bjork noted that few men in the audience laughed while Jones was firing one-liners about women who fake orgasms, but went on to say the hour talk show has "possibilities" on independents and affiliates targeting the female-dominated 25-54 audience in daytime.

Orion Television's *The Chuck Woolery Show* has already cleared over 60% of the U.S. by offering generous nine-minute local/five-minute national barter splits, but Shankman said that Woolery's principal audience appeal as host of *Love Connection* lies with women 18-34, while older female audiences in daytime may be lukewarm toward the show.

Among the talk shows targeted for late night, neither Bjork or Shankman expressed optimism for the prospects of MCA TV's *Up Late with Ron Reagan* and Viacom Enterprises' *The Jonathan Brandmeier Show*. Bjork described *Up Late* as a "one-note" comedy show that keeps the same guests on the set through the entire show, while Viacom's half-hour *Brandmeier* barter vehicle (3½ local/3½ national) is still "lacking" a pilot and is "too late out of the blocks" for a September 1991 launch.

Shankman said Viacom's original *Realities with David Hartman* (now retitled simply *David Hartman*) pilot was "panned" by station executives, and the retooled pilot is coming back too late to catch up with the Woolery, Povich and Jones shows.

Among reality-based strips Bjork doled out praise for Tribune Entertainment's *Now It Can Be Told* as a possible "exposé" for the 90's; Shankman said an expanded strip version of Group W's *On Scene: Emergency Response* may be "too gritty" for early fringe and access, possibly better as a late night news adjacency, and Bjork said that she heard Warner Bros. is "probably" pulling *Getting Even* from the market and recommended that it be dropped from further consideration. Shankman, however, said Warner Bros.' late entry, *Love Stories*, may work as a lead-in to soap opera programing in daytime or as a companion to its *Love Connection*.

Despite the fact that all five new game shows introduced this season have failed "dismally," Shankman said that syndicators are again turning to "tried and true" game show concepts, especially in the case of Orbis Communication's January rollout of *The \$100,000 Pyramid*. However, she noted its lack of strong clearances. Adding to that, Shankman said stations should be "reluctant" to

give up early fringe or access time slots to Group W's revival of *Scrabble*, adding that host Steve Edwards performed strongly in a "well-produced" show. She and Bjork criticized Innoventions' *Critical Decisions* as being too complicated to be understood within the "critical" first five minutes of the show.

After showing a clip of King World's *Candid Camera*, the lone first-run comedy strip, Shankman questioned whether King World could come up with enough comedic situations to sustain it as a five-day strip while Bjork said *Candid* had high production values, but host Dom DeLuise's humor seemed "forced" at times. —MF

HRP ADVISES STATIONS TO BREAK THROUGH CLUTTER

The challenge to television stations is not just to promote new programs. It is to present them in a way that breaks through the clutter of network and cable premieres and station news publicity, such as that which crippled sampling for new syndicated programing last fall. So advised station rep firm executive Jim Curtin of HRP at a NATPE programing overview last Monday, Jan. 14.

Reviewing specific program areas, Curtin said HRP gave a qualified thumbs up to Warner's talk vehicle, *Jenny Jones*, which he said offered a "funny, fresh approach," but that it had a barter split too expensive for some stations.

Orion's talk vehicle, *The Chuck*

Woolery Show, could be successful, Curtin said, but not overnight.

Paramount's *Maury Povich* benefited by the former *Current Affair*'s host being a known quality, but was hurt by the lack of a pilot and the studio's demand for a two-year commitment, Curtin said.

No new talk shows were recommended in the late fringe, where Curtin warned stations: "Don't try to out-Arsenio Arsenio [Hall]."

Of games shows, Curtin said the one choice for next fall is Group W's *Scrabble*, but added that stations not already in game shows should not get in on the strength of that show.

The one reality show HRP believes has a good shot at breaking through, Curtin said, is the Geraldo Rivera program for Tribune, *Now It Can Be Told*, although Curtin also commended to station executives a reworked pilot for Viacom's *Realities with David Hartman*.

Among other programs, Curtin said Genesis Entertainment's *Grudge Match* was quirky and bizarre enough to work, while children's half hours to watch include *Camcorder Kids* from Behrens TV, *Wide World of Kids* from Goodman Entertainment and *Scratch* from Muller Media.

HRP also detailed findings from two studies on fractionalization, or the decline of broadcast TV viewership due to competition from basic and cable, VCR's and video games, and found that while there is a problem of fractionalization, it has been overstated.

"In certain markets, at certain time periods, there can be no doubt that cable and others are having a real impact," the report said. "But, the overall sweep of the data indicates that broadcasters still hold the lion's share of viewers and that the rate of fractionalization has, to a small degree, lessened from 1988."

The news expansion study found that an increasing number of stations are expanding local news programs in early fringe to combat the rising cost of syndicated programming and fight fractionalization. According to HRP, the last year has seen an "explosion" of news expansions, with 32 cases reported in the top 100 markets, four times the number from five years ago.

The study found rough going for most of the new news efforts, however, with only two cases premiering in first place in the time period, eight cases in second place and the remaining 22 in third. But HRP added that after a year's teething time for a new newscast, share growth can be anticipated in both the expansion newscast and in the station's 6 p.m. newscast.

-AAG

NATPE DEBATES PAID PROGRAMING

Armed with results from a NATPE survey taken late last year, Jonathan Rodgers, president of CBS Television Stations, opened a panel session on paid programming (also known as infomercials) titled "The Money We Hate To Make." Out of just over 300 respondents to the survey conducted by Bob Simone, program director of WFLD-TV Chicago, on the NATPE*Net computer system, over 90% of the stations said they carried paid programming, while 58% of those same respondents said the trend has had a "bad" effect on the industry. Only 6% of the respondents said paid programming was beneficial; the other 36% were neutral.

When Rodgers asked panelists to define what paid programming means to them, John Rohrbeck, vice president and general manager of KNBC-TV, echoed a feeling of some broadcasters present for the Tuesday (Jan. 15) session: "That programming which I don't take at all." In fact, David Fox, chief executive officer and co-founder of independent syndicator Fox/Lorber Co., criticized "misleading" advertising practices, from get-rich-quick real estate programs to fire-resistant car wax demonstrations.

Rohrbeck said his NBC-owned station and competing Los Angeles stations have been offered \$10,000 to air half-hour paid advertisements for early morning slots on weekdays, and up to \$40,000 for an hour of Saturday or Sunday daytime or early morning air time. However, the "interruption" of his regular program flow, he said, would cost the station \$2 million yearly in lost revenue.

"I am in the same situation as other station executives across the country; it is our job to make stations meet our full revenue potential, especially in the uncertain ad market today," said Rohrbeck, who said NBC does not currently have guidelines regarding the sale of air time to advertiser-driven paid programming. "I am not a high-brow zealot, but it is a simple fact that [paid] programs are limited in their audience appeal and can have overall negative impact on our programming flow—lead-in and lead-out programming. I would like to think that most broadcasters maximize their audience and not exchange [it] for a few extra quick bucks."

Even if paid programs, in most circumstances, air in 1 a.m. to 6 a.m. time slots on stations, Rohrbeck said his repeats of the 11 p.m. KNBC-TV news at 2 a.m. and *Entertainment Tonight* at 2:30 a.m. have the station on top of the 2

a.m. to 6 a.m. ratings among competing Los Angeles stations. "[Viewers] may just be grazing channels [with remote controls], but if others wake up to paid programming, we have lost them."

However, Ray Schonbak, executive vice president of Koplar Communications, countered Rohrbeck's claims, saying that General Electric (NBC's parent company) "does not have to pay taxes and \$200 million in the bank for its owned stations," eliminating the need for paid programming.

Schonbak said the argument about paid programming weakening the flow of a station's program lineup is mute since people who watch late night or early morning TV "graze" with their remote controls, more so in those respective dayparts.

"What we are saying is that we can get [stations] to sell inventory in leaner dayparts," Schonbak said. "As I look at the changing environment, paid programming is going to be there, and broadcasters will have to take a hard look at each show to make sure the claims are credible enough to merit time on their lineups."

That remark prompted Fox to say that newspapers print disclaimers for paid advertising sections, but no such national guidelines have been implemented for paid TV programs. However, Fox noted that cigarette manufacturers are still able to run print ads while TV ads have been banned since 1970, "so we have to assume that the Federal Trade Commission sees TV as a more powerful sight-and-sound medium." Fox suggested that on-air graphic disclaimers be inserted every five minutes during the airing of paid programming.

Alfred Evans, executive vice president of New York-based agency Laurence, Charles, Free & Lawson, said the FTC and Congress have been "suggesting" guidelines that should be followed in screening for false or misleading advertising claims.

Rodgers emphasized that all seven of CBS's O&O general managers are required to watch paid programming that in isolated circumstances they may accept.

Jerry Baldwin, CEO of Synchronal Media, who is a member of The National Infomercial Marketing Association (NIMA), released what he said the organization has prepared as a "comprehensive" set of guidelines for broadcasters and NIMA advertising members to follow. Baldwin said station executives can obtain the proposed marketing guidelines through NIMA's Washington, D.C. office (202-952-8342).

-MF

PLANS FOR WAR COVERAGE DOMINATE CBS PRESS TOUR

Television critics also hear about projects in works for summer, including series by Stephen King, Rob Reiner and Carrie Fisher for mother Debbie Reynolds

The threat of war has caused the rebirth of CBS's late-night news vehicle, *America Tonight*, according to Howard Stringer, president, CBS/Broadcast Group, who said the series, which was previously cancelled, would remain in the 11:30 p.m. time slot indefinitely. Stringer said the length of the show would either be a half hour or hour depending on what the news division feels is justified.

Also, like the other networks, CBS will suspend entertainment programming indefinitely should war break out, said Stringer last Tuesday before the nation's television critics attending the Television Critics Association press tour in Marina del Rey, Calif. In addition, affiliates will be given a seven-minute cutaway every half hour to fill with conflict coverage from a local aspect. The news opening will be scheduled at 23 minutes after the hour and seven minutes before the hour. "We will continue coverage through that period, but we will give a cutaway signal to affiliates so they can report the war from their angles," said Stringer.

As a result of the decision to bring back *America Tonight*, the debut of the five action-adventure series that were to make up CBS's late-night schedule has been postponed and the producers notified. Stringer emphasized the action-adventure projects will air eventually during late night as planned, when the crisis in the Gulf has abated.

Because the CBS portion of the press tour fell on the deadline day given by President Bush to Iraq, much of the discussion by and questions to CBS executives was pointed to the network's scheduling and operating policies should war break out. As for competition among the networks and CNN for coverage of the crisis, Stringer said: "Covering a war or covering the potential war is a moment for reflection and not a moment for competition. It's not a moment for grandstanding. It's not a moment for rivalry. It's a moment for getting the story right and covering this kind of event with the majesty that it demands," he said.

Stringer's remarks were echoed earlier in the day by CBS News President Eric Ober, who said: "I'd like to downplay the competitive nature of this event. I think the competition here is with pro-



Howard Stringer

viding the American public with full, thorough coverage of what's happening. I do not look at, nor do I think my colleagues in those other news organizations look at, a numbers game vis-a-vis each other or the competitiveness of getting the story vis-a-vis each other, other than how it relates to journalism."

Ober also registered another protest to what he called the "now notorious Pentagon press coverage rules or guidelines." "What we don't agree with is the group-accompaniment situation, which we think provides little more than a photo opportunity with sound in totally controlled groups. And that leads to pack-journalism in its most negative sense and the most limited form of journalism there is," he said.

Ober said he does not object to two guidelines that he said were in place during the Vietnam War and that were adhered to by the networks during that conflict. The two rules were not reporting troop movements until the troops had been engaged and not naming casualties until families had been notified. "In talking to Vietnam veterans, of



Jeff Sagansky

which there are a number in this organization, nobody recalls any instance where an American news organization violated those two principal guidelines, with which we totally agree," said Ober. Despite the networks' disagreement with the Pentagon guidelines, Ober said, "As of now, we haven't gotten any indication they are going to change the rules." However, he added, "wherever you have reporters, you will find reporters trying to get around restrictions that they feel restrict their ability to do free journalism. At this time, we intend to adhere to the requirement of the military restrictions as stated to us."

In addition to the suspension of entertainment programming should hostilities break out, Stringer also said commercials would not air. Like the prime time entertainment programming, Stringer said the network's coverage of the National Football League's playoff games would likely be interrupted as well. He said sports programming would not be treated any differently than series programming. He would not give a deadline for how long the schedule would be interrupted,

saying that in this situation, the network would need to remain flexible.

□

Jeff Sagansky, president, CBS Entertainment, speaking to the critics Tuesday night during dinner, outlined four projects the network is developing for the summer schedule.

Stephen King's Golden Years is a serialized version of a novel written by King and is set to be produced by Laurel Entertainment. Sagansky said the project "is a combination of great characters with a fantasy premise in it." He said King would write the first five episodes and stay with the project to develop the long-term story arc.

The Verdict is a half hour which will examine one criminal trial and the aspects of the proceeding. Andrew Hey-

ward and CBS News will produce the series. The project was inspired from a segment that aired on *48 Hours* last month.

True Detectives, another half hour from Arnold Shapiro and CBS Productions, which may be paired with *The Verdict*, is about normal people who solve mysteries in their life. *True Detectives* played as an hour special last month on the network, and the series will remain similar in look to the special.

The fourth project, *Partners in Life* (working title), is from Rob Reiner and his Castle Rock Productions. Sagansky described the project as "Rob's very ambitious attempt to do the old Laurel and Hardy, Mack Sennett two-reelers. Very physical comedy, and it's going to be shot on one-camera film."

Sagansky also revealed a project in development for fall which is being developed by actress Carrie Fisher for her mother Debbie Reynolds to star in. The series is about the relationship between a grandmother, her daughter and a granddaughter. Janis Hirsch, executive producer of ABC's *Anything But Love*, will co-produce the series with Fisher.

Sagansky also said CBS will not experience any cutback in their development, at least not due to any corporate budgetary considerations. Two weeks ago, Bob Iger, president, ABC Entertainment, said due to the declining network television industry, fewer pilots produced would be one of the effects of the changing economics. Sagansky said if fewer pilots are produced, it will be because CBS has fewer needs this fall compared to last fall. —SC

Week 17

RATINGS ROUNDUP

Jan. 7, 1990-Jan. 13

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

1	23.4/35	N	Cheers
2	20.6/32	C	60 Minutes
3	▲ 20.0/30	C	Murphy Brown
4	▲ 19.9/30	C	Designing Women
5	19.4/29	N	A Different World
6	▲ 19.3/32	N	Golden Girls
7	▲ 19.1/28	A	Amer. Funniest Videos
8	18.8/28	A	Roseanne
9	18.1/31	N	Bob Hope/Saudi Arabia
9	▲ 18.1/29	A	Family Matters
9	▲ 18.1/29	A	Full House
12	18.0/26	A	Amer. Funniest People
12	▲ 18.0/27	A	Doogie Howser, M.D.
14	▼ 17.8/27	N	The Cosby Show
15	▼ 17.0/26	N	Unsolved Mysteries
16	▲ 16.8/28	N	L.A. Law
17	16.6/25	C	Movie: Witness
18	16.5/25	N	Matlock
19	▲ 16.4/26	N	Movie: Shoot To Kill
20	16.3/25	N	Heat Of The Night
20	▲ 16.3/24	C	Major Dad
22	▼ 16.1/25	N	Wings
23	15.8/24	A	Coach
24	▲ 15.6/25	N	Hunter
25	▼ 15.5/23	C	Rescue: 911
26	15.4/24	A	Who's The Boss?
27	▲ 15.1/24	A	Perfect Strangers
28	▲ 15.0/23	C	Evening Shade
29	▼ 14.7/22	A	Growing Pains
30	▼ 14.6/23	N	Dark Shadows, Pt. 1

30	▲ 14.6/26	A	20/20
32	▲ 14.5/22	A	Married People
32	▲ 14.5/22	F	The Simpsons
32	▼ 14.5/22	A	Wonder Years
35	14.2/21	A	Head Of The Class
36	▼ 14.1/23	C	Knots Landing
37	13.6/21	N	Fresh Prince Of Bel Air
38	13.4/23	N	Law And Order
39	▼ 13.3/21	C	Movie: Bare Essentials
39	13.3/20	A	MacGyver
41	▲ 13.0/21	A	Going Places
42	■ 12.6/19	N	Blossom
43	▲ 12.4/21	C	Trials Of Rosie O'Neill
44	▼ 12.0/19	A	Movie: Held Hostage
45	▼ 11.5/19	C	Dallas
45	▼ 11.5/17	F	Married...With Children
47	▼ 11.3/17	C	48 Hours
48	▲ 11.2/16	N	Exposé
48	■ 11.2/17	C	Good Sports
50	▼ 11.0/17	C	Guns Of Paradise
51	▼ 10.8/18	N	Fanelli Boys
51	▼ 10.8/16	A	Father Dowling
53	▼ 10.7/16	F	In Living Color
54	▼ 10.5/18	N	Amen
54	10.5/19	C	Designing Women/Sun
56	10.4/16	N	News Sp.: Amer./War
57	▼ 10.3/16	C	Jake And The Fatman
57	10.3/18	A	thirtysomething
57	▼ 10.3/18	A	Young Riders
60	▼ 10.1/16	N	Night Court

60	▼ 10.1/17	A	Primetime Live
62	9.9/16	A	Movie: Under Cover
62	▼ 9.9/16	A	Life Goes On
64	▲ 9.8/15	A	Gabriel's Fire
65	▲ 9.7/14	N	Real Life w/ J. Pauley
65	▼ 9.7/17	C	Sons & Daughters
67	■ 9.6/17	A	Equal Justice
68	▲ 8.7/13	C	Flash
69	8.6/15	N	NAACP Image Awards
70	▼ 8.5/13	C	Top Cops
71	▲ 8.1/14	F	Cops 2
72	▲ 7.7/12	F	Babes
72	▼ 7.7/11	F	Get A Life
74	▼ 7.5/13	C	WIOU
74	▼ 7.5/13	C	You Take The Kids
76	▼ 7.4/12	F	America's Most Wanted
77	▼ 7.3/11	F	Good Grief
78	▲ 7.2/11	F	Parker Lewis
79	▼ 7.0/12	C	Movie: Nick Night
79	7.0/12	F	Cops
81	▼ 6.9/11	N	Quantum Leap
81	6.9/12	A	Twin Peaks
83	■ 6.8/11	A	Under Cover
84	▼ 6.3/11	C	Lenny
85	▼ 6.2/11	F	Totally Hidden Video
86	▼ 6.1/10	F	True Colors
87	▼ 5.8/9	F	Beverly Hills, 90210
88	▼ 5.2/9	F	Comic Strip Live
89	▼ 5.1/9	F	Haywire
90	▼ 3.7/6	F	Against The Law

WASHINGTON

SENATE MEMBERS INTRODUCE BILL TO REREGULATE CABLE

Among other aspects, S. 12 strengthens city authority in franchise renewal process; White House will probably reaffirm its opposition to reregulating industry

Efforts to reregulate the cable industry are back underway in the Senate. Last week a comprehensive bill, S. 12, was introduced by the Commerce Committee's Ranking Republican John Danforth (Mo.), Chairman Ernest Hollings (D-S.C.), Communications Subcommittee Chairman Daniel Inouye (D-Hawaii) and Al Gore (D-Tenn.).

It is comparable to a bill the committee passed last year, one that died after the Bush administration threatened a veto. It is believed the White House will reaffirm its opposition to reregulating the industry. Indeed, cable was viewing this new legislation as more regulatory than the one adopted by Commerce last year.

Like last year's committee bill, S. 12 would give cable competitors such as wireless cable, DBS, SMATV and TVRO, guaranteed access to cable programming, which was a major point of contention. And the new measure strengthens city authority in the franchise renewal process.

It is the National Cable Television Association's hope to persuade lawmakers to hold off on any action until the FCC has a chance to complete its effective competition rulemaking, which would subject most cable systems to municipal rate regulation. "We would urge Congress not to move forward with a cable bill," said an NCTA spokesman.

While cable was not pleased with S. 12, others thought it was a step in the right direction. Bob Schmidt, president of the Wireless Cable Association, thought the early introduction of the measure and its sponsorship by the committee leadership was "quite significant." He said WCA welcomed the strong access to programming provisions.

Jim Hedlund, president of the Association of Independent Television Stations, endorsed the measure. He said his organization would "re-double" its efforts to see S. 12 become law.

The National Association of Broadcasters refrained from actually endorsing the bill. "While we're pleased to see the cable problem addressed this early, we

can't comment on the specifics of the bill until NAB's board completes its review of a wide range of policy issues, including those involving cable carriage," said an NAB spokeswoman.

House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.) has promised to introduce a cable reregulation bill early this year.

Under the Senate measure:

The FCC could set basic cable rates in the absence of "effective" competition. It also could oversee "unreasonable" rates for programming services. And it would give the commission greater flexibility in regulating cable operators' reentry efforts.

Vertically integrated cable programmers, including those who distribute their product nationally and regionally, would be barred from "unreasonably refusing to deal" with cable competitors and from discriminating in price, terms and

conditions. And no cable operator could require a financial interest in programming as a condition of carriage.

Cable systems would have to carry most local broadcast signals as well as all nonduplicated noncommercial stations. Local broadcasters can choose either their over-the-air channel position or stay where they are.

The FCC would establish rules limiting MSO size and the number of channels offered by vertically integrated operators.

The commission would set customer service standards but the franchising authority could also adopt its own standards.

Cable operators would be prohibited from owning MMDS or SMATV systems in their service area. When DBS penetration reaches 10%, the FCC would adopt DBS-cable crossownership rules.

-JRM



Studds



Kostmayer



Harris



Lehman

FOUR DEMOCRATS ADDED TO HOUSE COMMITTEE

Four Democrats have joined the House Energy and Commerce Committee, which has jurisdiction over broadcast and cable issues. Representatives Gerry Studds (Mass.), Peter Kostmayer (Pa.), Claude Harris (Ala.), and Richard Lehman (Calif.) are taking seats left vacant by Thomas Luken (D-Ohio), Doug Walgren (D-Pa.) and Jim Bates (D-Calif.). Luken retired, Walgren and Bates were not re-elected. Because of changes in the overall ratio of Democrats to Republicans in the House, Democrats gained an extra seat on the committee.

Studds was elected in 1972 to represent Massachusetts' 10th district, which includes Cape Cod. Kostmayer, who came to Congress in 1982, is from Bucks County, Pa. Elected in 1986, Harris is from Tuscaloosa, Ala. Fresno, Calif., is Lehman's hometown. He was elected in 1982.

FAIRNESS DOCTRINE LEGISLATION RE-EMERGES

Both House and Senate leaders say law is needed to protect public access to airwaves; spectrum reallocation measures also introduced

House and Senate communications policymakers last week renewed their quest to see the fairness doctrine become law. House Commerce Committee Chairman John Dingell (D-Mich.) and Senate Commerce Committee Chairman Ernest Hollings (D-S.C.) introduced H.R. 530 and S. 217, respectively, that would reimpose the doctrine abolished by the FCC in 1987.

Hollings said fairness is still an issue especially when public interest groups have tried to gain access to the airwaves to express their opposition to the war in the Persian Gulf. For example, he said, "Everyday, the airwaves are filled with the voices of those who believe that we should go to war to protect Kuwait. However, there are members of the viewing public who feel that there is not sufficient coverage of the views of those opposed to the war."

Dingell said the fairness bill is a "minimal safeguard against abuse by those who have been given broadcast licenses by the government and is a policy supported by many broadcasters themselves." Dingell said he hoped to "put this issue behind us this year and move on to deal with the many other important issues that face telecommunications policymakers."

In other Hill activity last week, legislation (H.R. 531 and S. 218) was introduced in both chambers that would reallocate 200 mhz of spectrum from the government to the private sector. Dingell and House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.) are the authors in the House; Senate Communications Subcommittee Chairman Daniel Inouye (D-Hawaii) and Hollings are the key Senate sponsors.

The House passed a similar measure last year but it died in the Senate after the administration objected to the idea of relinquishing substantial government spectrum and said the measure should include spectrum auctions. Neither bill specifically addresses auctions.

The spectrum reallocation measures require the Commerce Department, within 24 months of enactment, to submit to the President and Congress a report identifying and recommending for reassignment 200 mhz of spectrum, all below 5 ghz.

The spectrum would be used for new technologies such as high-definition television and digital audio broadcast-

ing. The bill, said Markey, "encourages the government to employ more efficient spectrum management techniques and to free some of the unused and underutilized spectrum for reassignment to emerging commercial technologies." Markey also said the bill allows the President to substitute or reclaim any government frequency for a national de-

fense emergency or other reason.

Under the measure, a portion of the identified spectrum will be reserved for later distribution over a 15-year period. It also allows for establishment of a private sector advisory committee that would submit to the Commerce Department and Congress recommendations for reforms in reallocating spectrum. —KM

SENATE CAMPAIGN BILL CALLS FOR FREE TIME

One proposal would require broadcasters to provide five hours of free air time to Senate candidates; another plan would mandate stations to sell fixed spots at their lowest preemptible rate

Campaign finance reform legislation resurfaced in the Senate last week. Bills sponsored by Democratic and Republican leaders would, among other things, force broadcasters to give Senate candidates five hours of free air time and would require broadcasters and cable operators to sell candidates fixed spots at their lowest preemptible rate.

"These are the first in what is likely to be a series of bills," said a spokeswoman for the National Association of Broadcasters. "We intend to work with Congress to come up with legislation that is fair to broadcasters and candidates," she said. Just how far these initiatives will get is uncertain. Proposals to reform the current system of campaign financing have been debated during previous sessions of Congress, but Democrats and Republicans have failed to reach a consensus on the issue.

The measures's broadcast provisions are considered the least controversial and are similar to those offered in the last session of Congress. Among the new measures are: S. 3 by Senate Majority Leader George Mitchell (D-Me.), Wendell Ford (D-Ky.), David Boren (D-Okla.) and others, and S. 7, by Senate Minority Leader Robert Dole (R-Kan.) and Alan Simpson (R-Wyo.).

"Many candidates spend the last few weeks of the campaign in nonstop fundraising simply to turn the money over to television stations," said Mitchell in a

statement accompanying S. 3. Under this measure, candidates could purchase broadcast time at 50% of the lowest unit charged for the same amount of time for the same time of day and day of the week. Broadcast vouchers would be provided to candidates to buy prime-time advertising "of at least one minute but not more than five minutes. Broadcast stations would be required to make these longer time periods available to candidates."

"I expect this proposal will be resisted by many in the broadcast industry, but campaign advertising is a very minor part of their overall advertising—less than 1% of total television ad revenues," said Mitchell.

In an attempt to address the issue of so-called negative political advertising, the Mitchell bill requires candidates to appear at the end of the political ad "conveying the message that the advertisement was paid for by the candidate." And stations would have to give free response time to candidates attacked by independent political action committees.

The Dole legislation mandates free broadcast time as well as a discount for nonpreemptible time. During every two-year election cycle, stations would have to provide five hours of free time to be shared among "eligible" Senate candidates. "That's 300 minutes over two years—a small price for broadcasters with lucrative licenses to use the public airwaves," said Dole. —KM

BONNEVILLE CALLS FOR PTAR RELAXATION

Like Disney and ABC and CBS affiliates, group broadcaster asks FCC to consider dropping ban against affiliates airing off-network programs in access periods

Bonneville International has joined the growing ranks of those calling on the FCC to relax the prime time access rule to allow television stations in the top-50 markets to air off-network programs in the early evening prime time access period.

"As the operator of two network affiliated stations [KIRO-TV Seattle and KSL-TV Salt Lake City], we have repeatedly had our programing and business judgments frustrated by the off-network restrictions of the rule," said Bonneville President Rodney Brady in a letter that arrived at the FCC last Monday (Jan. 14).

"Our stations compete today in a marketplace radically different from that which existed when the...rule was adopted. Moreover, we face the possibility of competing in the future with Fox network programing and Fox affiliates, both of which will benefit from special exemptions that may be grafted onto the rule."

The 20-year-old rule prohibits network affiliates in the top 50 markets from airing any more than three hours of network or off-network programing during prime time. News programing is exempted from the limit.

Walt Disney Co., a major syndicator of off-network programs, asked the FCC last November to open a rulemaking aimed at relaxing the rule to permit affiliates to air off-network programs. The affiliate groups of ABC and CBS seconded the request a month later.

Ben Tucker, chairman of the government relations committee of the CBS affiliates group and executive vice president, KJEO-TV Fresno, Calif., said the rule's provision prohibiting the airing of off-network programing "really has worn out its welcome." It no longer "makes any sense," particularly in light of the fact that the rule does not apply to independent stations.

"It was legitimate five to 10 years ago, [but it is] less legitimate in today's marketplace," Tucker said. "Stations should be able to program for themselves."

John Behnke, chairman of the government relations committee of the ABC affiliate group and president and chief executive officer of KOMO-TV Seattle, said "most affiliates would appreciate" it if the rule were relaxed to allow off-network programing.

Both Tucker and Behnke added that the affiliates do not want to see the complete elimination of the rule—that is, they want to preserve the limit on network programing during prime time.

First Media Corp., licensee of WCPX-TV Orlando, Fla., petitioned the FCC to repeal the rule last year, but the agency

has yet to act on it.

Despite the push, the FCC commissioners have shown no inclination to eliminate or relax PTAR. At the NATPE convention in New Orleans last week, Commissioner Ervin Duggan underscored the agency's attitude: "This is not a rule we're eager to take up or destabilize in any way" (see story, page 32). —NAJ

FCC UPHOLDS KQEC REASSIGNMENT, CONSIDERS KEEF-TV DISTRESS SALE

KQED Inc. may appeal; hurdles remain in way of first TV distress case since Supreme Court upheld policy in 1990

Separate rulings by the FCC this month affirmed the decision not to renew the ownership of one non-commercial television station in California and opened another avenue—under minority distress sale rules—to end three years of confusion about the ownership of another.

In the first case, the commission rejected the appeal of KQED Inc., whose license for its second station in the San Francisco market was taken away by the FCC last year. KQED President Anthony Tiano said no decision on whether to take the commission to court over the ruling would be made until after the full text of the FCC decision is received by KQED, probably not until mid-February.

In earlier proceedings, KQED Inc. claimed that technical problems forced it to temporarily pull KQEC-TV San Francisco off the air. But the FCC Review Board found KQED had deactivated KQEC primarily to save money. The license to KQEC was awarded to Minority Television Project (MTP).

In upholding that ruling, the commissioners agreed that denying renewal of KQED's license to KQEC, but renewing its license to KQED-TV and KQED-FM, was an "appropriate sanction on the record presented and an adequate deterrent to future misconduct." At the same time, the commission denied a request forwarded by MTP and The California Public Broadcasting Forum that KQED turn over to MTP all assets associated with KQEC.

In another unrelated case, the commissioners directed the Mass Media Bureau to consider the distress sale of KEEF-TV Los Angeles from Black Television Workshop (BTW) of Los Angeles Inc. to Hispanic Christian Communications Network (HCCN). According to several FCC staffers, it is the first distress sale in either TV or radio considered since the Supreme Court found the policy constitutional last summer (BROADCASTING, July 2, 1990).

The decision all but settles the disputed ownership of KEEF and puts back in motion a request to sell the station under a distress sale policy ruled unconstitutional in 1989 by the U.S. Court of Appeals in Washington. Last year's reversal of that ruling allowed BTW to renew the request.

The dispute over control of BTW between its President Booker Wade and one original board member, Mary Woodfork, led in 1987 to an alleged "armed takeover" of the station; subsequently, the FCC found the station had tested its signal in an unauthorized manner and ordered that BTW show cause why its construction permit should not be revoked (BROADCASTING, Dec. 28, 1987).

The appeals court ruling stood at the time, barring the FCC from granting BTW's March 1989 request for reassignment of license. And the commission faced an added dilemma: Wood-

continues on page 66

CABLE

GETTING THE LOWDOWN ON PCS

CableLabs sponsors two-day seminar on new mobile communications technology and its possibilities for cable industry

The cable television industry is coming to believe that personal communications services (PCS) are likely to become a major revenue source by the mid-1990's. Several high-ranking system operators, including 12 chief executive officers, met in Boulder, Colo., last week for a two-day (Jan. 15-16) tutorial seminar sponsored by Cable Laboratories Inc. (CableLabs).

"I would characterize the group as very enthusiastic. You have to realize, they're entrepreneurs. There were very upbeat feelings about all of this," said CableLabs President Richard Green at a press conference immediately after the seminar. "But I think you have to recognize this is a very early stage. We're still talking about generalities and finding a role for the industry, and we're not very far down that line."

PCS is a digital, low-power mobile telephone technology that could potentially replace much of today's wired and cellular telephone service. A personal service network would have a configuration similar to a cellular network with several electronic transmit and receive devices installed in neighborhoods and business districts and linked by fiber optics, copper or microwave to the public switched telecommunications network. However, the outdoor cells and the hand-held consumer receivers are expected to be smaller and less expensive to build than cellular equipment. Very high-speed computer systems would be set up in central switching hubs to route numerous calls (BROADCASTING, Dec. 17, 1990).

Four cable system operators—Cox Enterprises, Cablevision Systems Corp., Continental Cablevision and Comcast Corp.—have requested experimental licenses from the FCC to test PCS. In addition, CableLabs has begun its own investigation of the potential consumer acceptance and profits PCS could bring its membership. It is believed the existing cable TV system copper and fiber optic infrastructures could form the ideal return system from the many PCS cells.

"Essentially, cable and personal communications networks could be a very good fit," said Nick Hamilton-Piercy, vice president, engineering and technical services, Rogers U.S. Cable-systems Inc., Ontario, one of the main participants in the CableLabs seminar.

But most of the attendees appeared to be willing to wait for the PCS/cable tests to be completed before investing large sums of money in the technology and predicting large returns from the new technology. "These things all have to be looked at, but right now we're in a learning stage," Hamilton-Piercy said. That is why the PCS seminar was the most heavily attended CableLabs tutorial to date, Green said. About 110 people from about 50 different MSO's attended.

Green announced at the press conference that CableLabs has agreed to exchange PCS information with Millicom Inc., a provider of cellular telephone and paging services. Last May, Millicom was the first company to be awarded an

experimental PCS license by the FCC. "What we're really trying to do there is develop an information base," Green said. CableLabs needs to work with a company with the cellular and early PCS experience of a company such as Millicom to enhance the quality of its own studies, he said.

Hamilton-Piercy listed two essential goals on which future PCS development will be focused: "First of all, we know that if you provide any telecommunications service either as a telecommunications service provider or infrastructure provider, reliability is necessary... The second part is a sufficient bi-directional capacity."

Among the most important elements of the system to be built to fill both of those needs, he said, are the high-speed microprocessors that will route several calls at once. Those computers must also have the ability to process the signals from a PCS phone in a moving car as it passes several PCS cells at high speeds.

—BMS

NCTA WARNS FCC: TELCOS COULD BLOCK PCS DEVELOPMENT

The National Cable Television Association, in response to an FCC inquiry, supported the establishment of proposed personal communications services (PCS) and said the cable TV industry will have an important role in the development of the new telecommunications service. But "local telephone companies have the incentive and ability to thwart the full development of PCS," NCTA warned.

"There can be little doubt that spectrum should be allocated to PCS," NCTA said. "However, there is insufficient information to determine precisely which frequencies should be allocated...and which transmission standards should be adopted." The association said the commission should wait for the results of the cable industry's PCS tests before making a decision. (Several organizations outside the cable industry have also requested and been granted PCS experimental licenses.)

Local telephone companies are likely to block PCS licensees from the switched public telephone network "by engaging in protracted interconnection negotiations and charging excessive rates for interconnection or by denying requested interconnection outright," NCTA said. It asked the FCC to require that telephone companies "provide any reasonable and technically feasible form of interconnection requested by any such licensee."

SNN RELAUNCH AWAITS COMPLETION OF SALE TO LANDMARK COMMUNICATIONS

Deal contingent upon decision of U.S. bankruptcy court

Cable systems waiting for the re-launch of Sports News Network under Landmark Communications will have to wait a little longer. Instead of a launch as early as February, as was initially expected, plans are to re-launch the channel in late second quarter. The delay is likely related to the still unfinished purchase of SNN from Mizlou Communications, which filed for chapter 11 in December, the week following its announcement that SNN was being sold to Landmark. Mizlou's bankruptcy filing brief anticipates closing the deal in advance of Feb. 26, since following that date the purchase price begins to drop.

The deal is still contingent upon the decision of U.S. Bankruptcy Court in Manhattan, which scheduled the first of two hearings on the matter last week (the final one is set for Feb. 1). Landmark will pay \$6 million for the assets of the channel and \$1 million in return for a noncompete clause signed by Mizlou executives Mark Wenzel, Vincent Piano and Victor Piano. Wenzel agreed to the clause for six months and the Pianos have agreed to it for three months. None of the individuals receives the \$1 million compensation fee. Gone are the payments of \$300,000 a year for five years and contingent payments of up to \$25 million Landmark had agreed to before Mizlou filed for bankruptcy.

This price is only in effect through Feb. 26, 1991, giving the court incentive to approve the transaction and to let the deal be closed quickly. The purchase price is reduced by between \$33,333.33 and \$100,000 a day after Feb. 26, depending on the closing date, because filing documents declare that since Mizlou has ceased operation, the assets are "wasting" and diminish in value with time. If the closing occurs after April 12, 1991, the purchase price is reduced to \$3 million.

The hearing last week, among other matters, was held to schedule competitive bidding procedures. While it seems unlikely another bidder will come forth, any new bid must be more than \$7.2 million. In its filing documents, Mizlou acknowledged the unlikelihood of another bidder, stating prior to filing for chapter 11, it had been "communicating with 70 prospective buyers." If another buyer is found, Landmark will be paid \$175,000 for its out-of-pocket expenses.

The brief also states that Mizlou in-

tends to file for chapter 7, and has no plans for reorganization. According to Mizlou attorney Mitchell Levy of Salomon Green & Ostrow, the intention is to file a procedure for liquidation, although no formal plan has been proposed.

By not launching until sometime around June, Landmark expects some distribution loss, although with only 2.6 million subscribers, Landmark executives concede there is not too much to lose. For those operators who have carried SNN and wish to keep the channel available, Landmark will provide Prevue Network's Sports Tracker free of

charge. It is still unclear whether the channel will use the name Sports News Network, although Landmark has said the channel will retain its commitment to sports information and show no sporting events.

The hiring of Paul FitzPatrick to take over Landmark's other cable network, The Weather Channel, will have no affect on SNN, said one executive (see below). The sports service will have its own manager, said the executive, noting that the decision to hire FitzPatrick predated Landmark's interest in acquiring SNN.

-SDM

WEATHER CHANNEL TAPS FITZPATRICK

In one fell swoop, the Weather Channel has gained a new president and chief operating officer, and cable operators have lost one of two talk television service entrants.

Paul FitzPatrick, former president of Talk Television Partners, is the new president and chief operating officer of the Weather Channel, taking over the duties of Michael Eckert, who was promoted to chief executive officer and who is also president of Landmark Communications' broadcast and video enterprises division.

FitzPatrick's move means the MSO's who were backing his talk venture have, for the moment, abandoned the idea of launching a talk network. That leaves Ed Cooperstein's Talk TV Network as the lone entrant in the field. Cooperstein,

who was at NATPE last week, said FitzPatrick's announcement "is [a] somewhat pleasant surprise" and provided a new launch for his network of this fall.

Cooperstein said the network planned to complete its marketing plans in the next two months. "Those plans include many advertising, merchandising, promotion and marketing techniques of a multimedia nature unmatched in the launching of a new program service in the cable industry," he said. They include benefits for subscribers and cable operators who emphasize new subscribers, "anti-churn aspects and the sharing of profits from a number of Talk TV Network profit centers designed for sharing with local cable systems."

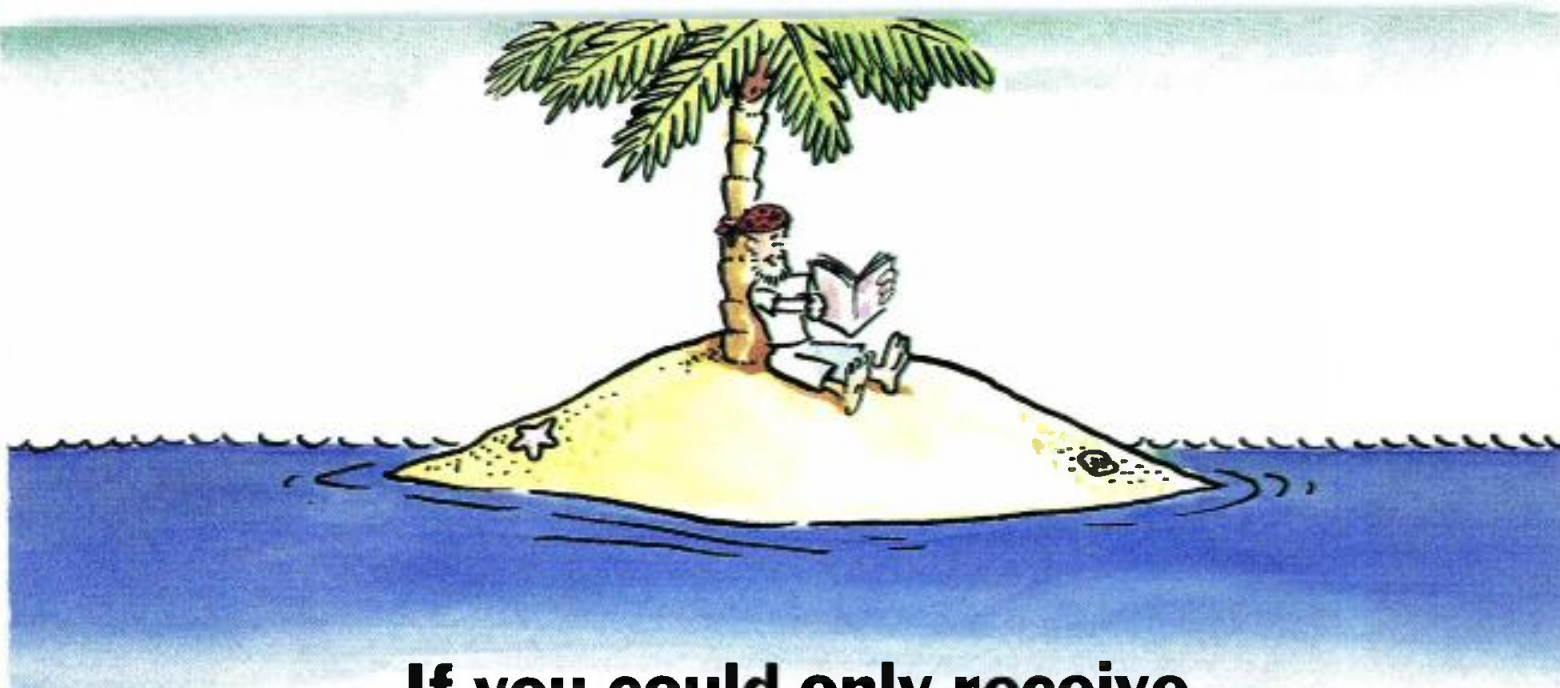
FitzPatrick said the outlook of channel capacity opening up had grown bleaker in the past several months, and although the MSO's still like the talk idea and would have continued to back him, it wasn't clear how soon a network could be launched. "The temperature for channel capacity was far more positive six months ago," said FitzPatrick. Additionally, the cable operators have concerns about the general economy and rate regulation, thus curtailing the amount of free cash flow they have for other ventures.

FitzPatrick began discussions with Landmark last September, he said. Six companies—Cox, Newhouse, Continental, Group W, Scripps Howard and Centel—help fund Talk Television Partners, which totalled to the high end of several hundred thousand dollars.

-MS



Paul FitzPatrick



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

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

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

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

Timeliness and accuracy?

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

Once again. First again.

Broadcasting

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

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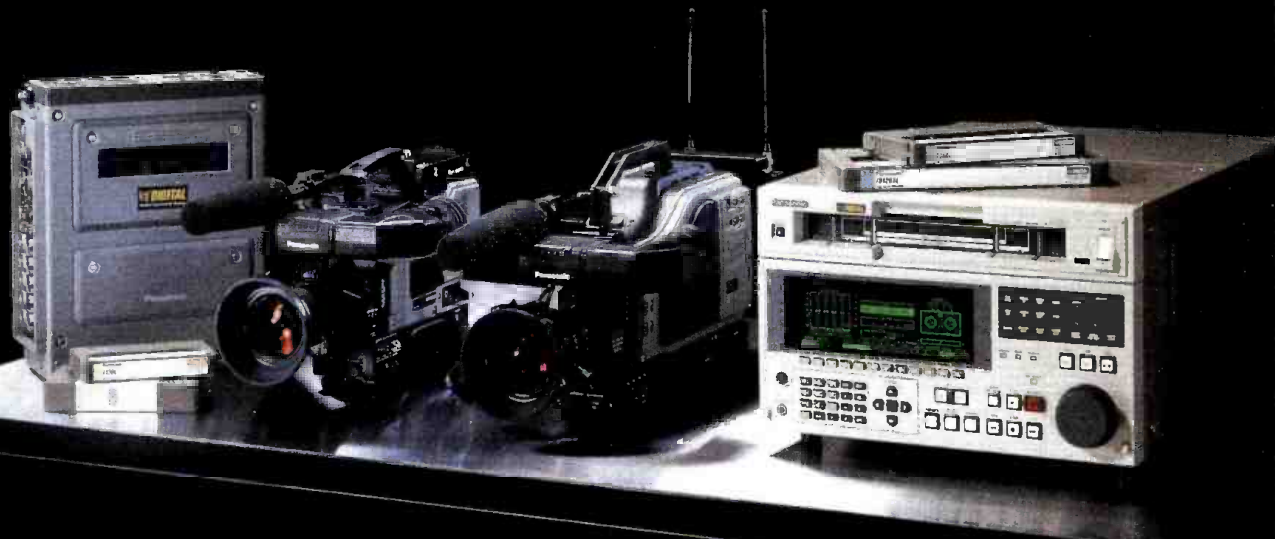
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Adrian Cronauer is one of the most famous broadcasters around today, thanks in part to Robin Williams' award-winning portrayal of him in the movie *Good Morning Vietnam*. Cronauer now has written a book for both professional announcers and aspiring broadcasters: *How to Read Copy: Professionals' Guide to Delivering Voice-Overs and Broadcast Commercials*. This book, Cronauer states, "points out in great detail the most important aspect of DJ work (and almost all kinds of broadcasting): how to do a good job reading copy and sounding natural on the air."

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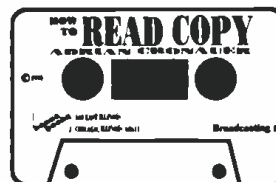
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Cronauer gained world fame as an Armed Forces DJ in Vietnam. He has also worked as an anchorman (WIMA-TV), operations manager and program director (WFRT-TV), and station manager (WPVR-FM). Mr. Cronauer spent many years in New York City with station WQXR and as a freelancer.

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CABLECASTINGS

C-SPAN II EXPANDS ITS REACH WITH DEBATE

The historic congressional debate over authorization of military force in the Persian Gulf two weeks ago has expanded the reach of C-SPAN II by at least 450,000 homes.

In a move that was equal parts public service and marketing, C-SPAN on Jan. 10 invited cable systems carrying C-SPAN, but not C-SPAN II, to pick up the latter so they could offer their subscribers the debate in both houses of Congress.

The response was overwhelming, according to C-SPAN. Some 240 systems serving 9.3 million homes picked up C-SPAN II, it said.

After the debate ended Jan. 12 with a vote to authorize force, C-SPAN affiliate relations staffers began contacting the systems that had added C-SPAN II. By last Wednesday evening, said Lisa Kerr, director of affiliate marketing, they had talked to about a quarter of the systems and found a dozen serving between 450,000 and 500,000 homes that said they had added the service permanently.

COUNTRY COUSINS

Opryland USA and Group W Satellite Communications closed last week on the purchase of Country Music Television. David Hall, general manager of TNN, will become president of CMT, while

Robert Baker, manager of planning and development, TNN, will become director of operations for CMT and oversee the day-to-day operations of the service.

NOTES FROM ALL OVER

Nielsen said cable penetration reached 59% in November, with a 0.1% increase over July's figure, the smallest on record. For November 1989 to November 1990 period, penetration rose from 57.1% to 59%. ■ ALLNEWSO, Allbritton Communications' 24-hour cable news service set to launch in Washington this spring, has completed carriage agreements with all area cable operators, including TCI-owned District Cablevision.

ACE WINNERS TOPPED BY HBO



Top left: Valery Moorhead, wife of Representative Carlos Moorhead (R-Calif.), who was in Washington for the congressional debate on Kuwait; Pam Turner, vice president, government relations, NCTA; NCTA President Jim Mooney, and his wife, Louise. Above: Jane Fonda and Ted Turner. Top right: James Earl Jones. Bottom right: MTV VJ Martha Quinn and MTV Chairman Tom Freston. Bottom left: Larry Wangberg, president, Times Mirror Cable; Joan Goddard and husband, John Goddard, president, Viacom Cable.



HBO once again dominated the National Academy of Cable Programming competition, taking home 25 ACE's, triple the number of its nearest competitor. HBO was led by *Billy Crystal: Midnight Train to Moscow*, which won four ACE's, including best comedy special, and *Tales From the Crypt*, which won three ACE's, including best dramatic series.

Following HBO, Arts & Entertainment won eight ACE's, as did Showtime; ESPN won seven; Disney and TNT six; CNN, Discovery and Lifetime four; Bravo, MTV and VH-1,

two, and TBS, USA, CNBC and FNN won one each.

In addition to Crystal's special, two other programs won four awards: TNT's *Heat Wave* which starred James Earl Jones and won for best movie or mini-series, and Showtime's *It's Garry Shandling's Show*, which won best comedy series.

NACP presented the Governor's Award to Tom Freston, chairman and chief executive officer of MTV Networks. The Weather Channel won the Golden Ace award for its coverage of Hurricane Hugo.

FUTURE OF TLC UNCERTAIN

In an unsurprising move, Hearst/ABC-Viacom Entertainment Services (HAVES), the owners of Lifetime Television, have canceled plans to purchase The Learning Channel (TLC), 51% owned by Infotechnology. With no other buyers leaping forward, TLC's future now remains uncertain.

HAVES withdrew its bid following a meeting in Denver with Tele-Communications Inc. officials. The objective of the meeting had been to get TCI to commit to continue carrying TLC, and at the current subscriber fee, for the next two years, giving HAVES time enough to improve the channel. When that objective was not met, according to Raymond Joslin, group head, Hearst Entertainment Group, HAVES decided to back out.

HAVES had counted TLC's subscriber base at 16.2 million and ascertained that TCI controls 3.7 million of those subscribers. Losing those subscribers was deemed unacceptable, said Joslin, since "we felt we had to get to 20 million homes quickly."

TCI's decision and HAVES' pullout was not unexpected, given the course of events over the last weeks and months. HAVES, which had expressed interest in the channel for nearly three years and which emerged as the winning bidder over The Discovery Channel in November, had stalled the sale process over the last several weeks due to uncertainty over Infotechnology's financial situation and TLC's subscriber contracts. And TCI several weeks ago had informed HAVES that it was sending a letter to TLC cautioning that it might drop the service, with which it held a contract renewable on a month-to-month basis ("Closed Circuit," Dec. 10, 1990).

HAVES's initial winning bid was in the neighborhood of \$50 million, half of which would have gone to financially strapped Infotech. A source said that price had dropped to about \$30 million in recent weeks. So far, there is little indication that Discovery wants to rekindle its interest in the channel. Discovery had planned to work with the Public Broadcasting Service and affiliates WGBH-TV Boston and WNET(TV) Newark, N.J., to program the service, but the recent partnership between PBS and those same affiliates to supply programming to outlets such as cable indicated that they had given up on TLC. Still, PBS and Discovery have not shut the door on

creating a full time cable service (BROADCASTING, Jan. 14).

It seems unlikely that TLC will simply cease to exist, given its channel capacity. While it is possible it could be thrown in with the sale of FNN, which is

expected to be completed in the next couple of weeks, it might be difficult to do at such a late date. Hearst/ABC, however, remains an interested buyer in FNN, and for the right price, could still conceivably buy both services. —SDM

TURNER MAKES MANAGEMENT CHANGES

Turner Broadcasting System announced a series of management realignments last week that reflect the mark of Terry McGuirk, executive vice president, and number two executive under Ted Turner.

Paul Beckham, who was senior vice president, finance and administration, and who also served as president of the 1990 Goodwill Games, was named president of Turner Cable Network Sales. He will report to McGuirk and will also become a corporate vice president.

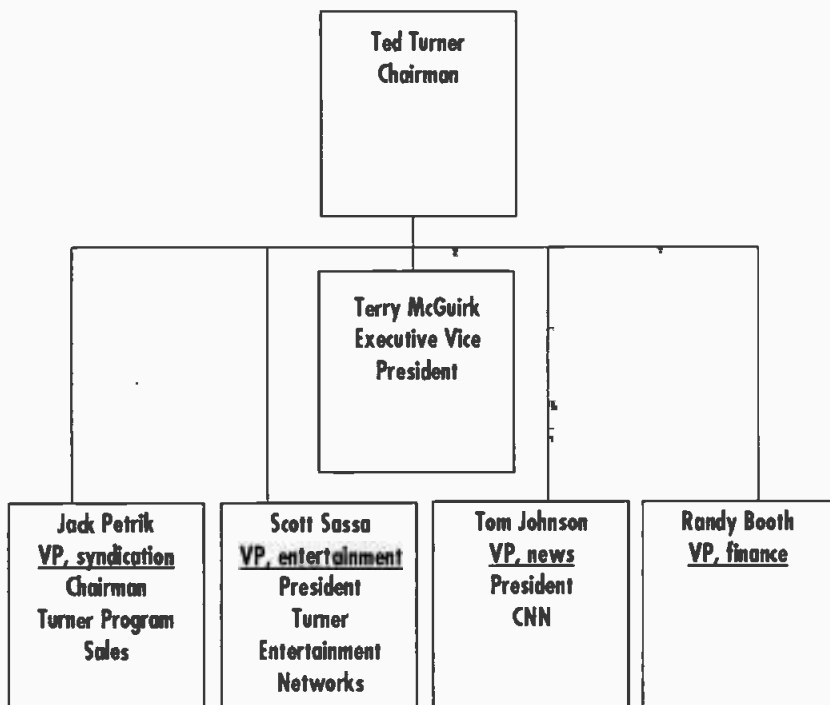
William Grumbles Jr., who was executive vice president at TCNS under then president McGuirk, has been named president of Turner Program Services International. He will be responsible for marketing Turner's programming services overseas, principally CNN and Turner Network Television, and will report to Turner Program Services Chairman Jack Petrik.

Randy Booth, vice president of finance, who is credited with the refinancing moves that have put the company on solid financial footing in the past several years, will take on additional responsibilities supervising accounting, business affairs and management information departments. He reports directly to Turner.

William Shaw moves from vice president of human resources to vice president of administration, with additional responsibilities over Turner real estate. He also reports to McGuirk.

McGuirk said the changes were "very good for the company." He said "the company is definitely trying to streamline management and make it more efficient." The company now has five executives reporting directly to Turner (see below), a vast change from when a host of executives reported directly to him. The changes will provide a training ground for senior executives, said McGuirk, allowing them to broaden their skills.

The departments reporting to McGuirk include cable sales, advertising sales, sports, marketing, administration, government affairs, public relations and business development.





C-SPAN in the Classroom — Call On Us

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Today, C-SPAN and C-SPAN II together offer 48 hours of programming each day. Teachers can lead their students on electronic field trips through the halls of Congress, the British House of Commons and to live call-in programs with the nation's top journalists.

As an active member of Cable in the Classroom, C-SPAN continues to support the use of cable television as an educational tool. In 1987, the network added a free service to teachers called "C-SPAN in the Classroom." Offered at no cost to educators, "C-SPAN in the Classroom" provides a toll-free educator's hotline, special seminars and more — all part of our commitment to education.

Education Month

Our commitment continues. This January, we plan an entire month of activities and programming aimed at bringing the strength of that commitment directly to students, teachers, viewers and the cable television industry. C-SPAN employees will visit individual cable systems in order to explore together the unique opportunity C-SPAN's programming offers to teachers and students.

Call on us to help spread the word about using C-SPAN as an educational resource. Together we can offer your community a world of opportunities in the classroom.

For more information about "Education Month" or "C-SPAN in the Classroom," contact your C-SPAN marketing representative at (202) 737-3220.

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VALUE-ADDED SELLING: AN EXTRA MARKETING DIMENSION

Heightened competition is leading more advertisers to seek 'more-bang-for-the-buck' sales and marketing opportunities in radio

The old days of transactional selling are gone. As the number of commercial messages reaching the average American consumer continues to grow, especially in a tight economic climate, radio stations and their clients increasingly are looking for ways to maximize ad dollars.

Veteran advertisers and newcomers alike are looking beyond traditional spot sales to the growing field of value-added marketing. This concept merges the traditional spot schedule with a marketing campaign often involving product giveaways through on-air contests, sponsorship tie-ins with regular program features or promotional events built around a specific product or service.

In fact, according to Lee Carter, president of Cincinnati-based Local Marketing Corp., the more-bang-for-your-buck value-added concept is bringing back to radio some of the "major national advertisers that radio hasn't seen since

1953 when they discovered television."

Carter told BROADCASTING that, with the fragmentation of television, radio has "a tremendous opportunity to grab business it hasn't had for a long time."

These national advertisers are acting on knowledge that many local advertisers have understood for some time. "This is relatively new in national radio, but locally it's quite common," said Jeff Dashev, regional executive for Interep Radio Store in Los Angeles. "We're trying to make the national arena more like the local arena, because our goal is to generate new business, and this is a proven way to do that." Dashev said that Interep's objective (as stated in its Radio 2000 marketing plan) is to increase radio's share of total ad dollars from 7% to 9%. He suggested that the best way to do this is to go after advertisers who haven't spent money in radio for a long time and demonstrate to them the "added value" of radio.

"New advertisers will take advantage of this value-added selling because it offers something extra, above and beyond reach and frequency, and people getting back into radio will be attracted because they're going to see radio offers more opportunities than they can find elsewhere," Dashev said. Rather than focusing on stations selling against each other, value-added marketing more effectively sells radio's benefits, he said.

CBS Radio Networks has been using the value-added concept for "a number of years" to customize specific programs or develop internal incentives to meet an advertiser's marketing requirements, according to Deb Reno, director of marketing. Much of CBS's value-added marketing requests are tied to its sports programming. "We work with advertisers by offering them on-air promotions, in-house sales incentives or contests, philanthropic events, or other imaging opportunities" beyond their regular schedule of spots, Reno said.

Whether on a national or local basis, LMC's Carter believes that added value selling is on the rise, and radio stations need to organize to deal with what he terms an "avalanche of promotions." As more advertisers request product tie-ins, contests or giveaways, stations are inundated with numerous requests for on-air events that easily could "sound like garbage," said Carter. He listed three levels of promotions usually requested by value-added advertisers: ticket or product giveaways, fitting a client into an ongoing station promotion, and tailoring a promotion specifically for the advertiser. Carter suggested that an overabundance of the first two would clutter the station's sound and recommended that the station create a special event in cooperation with the advertiser whenever possible.

"Stations need to put together a program that will solve the client's objectives and still sound good on the station," Carter said. Likewise, stations should "beware of advertisers who tell the station 'I've got this bundle of mon-

UNISTAR CANCELS 'MUSIC OF YOUR LIFE'

Unistar Radio Networks has given stations 90 days to find an alternative to its satellite-delivered *Music Of Your Life* programming before the network ceases distribution of the 24-hour format. Unistar had entered into a joint venture with Indianapolis-based Fairwest Satellite Programming to distribute the nostalgia-based format two years ago and was distributing the service to some 50 AM stations. Unistar President Gary Fries told BROADCASTING that the decision to cancel distribution of *Music Of Your Life* was made because "the format just is not economically viable for satellite delivery."

Fries said the move "in no way is a reflection of the health of Unistar or the quality of *Music Of Your Life*." Instead, demographic shifts are necessitating constant monitoring—and occasional cancellation—of radio programming, he said. "As people move into the older demographics they're bringing their formats with them and are pushing out the formats that already were in place," he said, adding: "People who are 10 years older than they were 10 years ago are not going to listen to a nostalgia format just because they're 10 years older." This trend has already manifested itself in beautiful instrumental music and will continue to play a role in future programming efforts, he said.

Jeff Basch, Fairwest president, said that *Music Of Your Life* stations will be offered the format programming on tape. He said that a handful of stations had not yet converted to satellite, and between 10% and 20% of the satellite-fed stations also are indicating their intentions to revert back to tape "because certain markets love the music and the stations don't want to lose the format."

Fries said Unistar is helping stations locate alternative programming, including its *AM Only* and *CNN Headline News* formats. Additionally, SMN has contacted several stations regarding its *Stardust* format.

ey and I want this set promotion that may sound lousy on your station.” he said.

A more positive approach would be to develop cooperation between the sales, promotion and programing departments to determine guidelines for what will work and what won't, Carter added. "One of the key players is the program director, because he's the person who really says 'I'll run that promotion or I won't.' Our best success is when we can work with the program person to see how we can do it together, working in a team effort or partnership rather than a dictatorial situation."

This system of checks and balances helps to insure that stations aren't handling promotion requests on an ad hoc basis. Kathy Lawrence, national sales manager at KOY-FM Phoenix, and a value-added veteran, said that communication between departments is vital to keep the station from reaching the value-added "saturation point." A good relationship with the program director and personalities is especially important, she said. "Programing has to be very involved, because if we're going to execute this properly we need the support of everyone who's involved with the station's sound, including the morning man. These people need to get excited so they feel they're offering the customers—the advertisers and listeners—something fun. Then, everybody wins."

Lawrence said that stations also have to know what is right for both the client and station, and "maybe put the client on the street instead of on the air" if the delicate balance might be compromised. "We can't just throw their prize into a pre-existing feature and say we've served them or us," she said.

Tom Peace, assistant promotion director at WYHY(FM) Nashville, said stations should avoid the glut of product giveaways or risk earning the label of "sponsorship radio." "That's a quick way to shoot yourself in the foot," he said. "We don't like to take the seventh caller to give away a six pack of Pepsi, because listeners probably already have some in the refrigerator at home and they aren't going to want to come down to the station to pick it up." In situations where an advertiser provides a lot of product for listener sampling, Peace said, the station includes it as part of its ongoing "prize patrol," giving it away on the streets. "That sort of prize certainly isn't big enough to create excitement in the listeners' minds," he said.

Creativity and instinct are crucial to the success of the value-added marketing plan, and stations that are willing to

SOUP, CHIPS, ANTACID ADD VALUE TO SALES

Value-added marketing opportunities exist with virtually every product and demographic target. Some examples include:

CBS Radio Networks, which broadcasts the play-by-play of some 45 NFL games, worked with Campbell's Chunky Soup to develop the "Chunky Souper Lineman of the Game" and the year-end "Souper Lineman of the Season." CBS director of marketing Deb Reno said this "added philanthropic dimension" enhances the company's image and benefits NFL Charities, which receives a donation in the player's name. Also, for the 1990 NFL season, Campbell's asked if a promotion event could be developed through Armed Forces Radio Network, which carries the CBS NFL broadcasts without ads. Campbell's and CBS negotiated with AFRN officials to develop a promotion whereby a military service person would win a trip for two to the Super Bowl in Tampa, Fla., Jan. 27. The contest was promoted during regular season games; the contest winner was announced on the air in December. Last week, however, CBS was not sure whether the winner, who was stationed in Okinawa, Japan, would be permitted to attend the game.

Local Marketing Concepts worked with Maalox, which LMC President Lee Carter said might appear difficult to promote "in a fun way," but by extending the "Maalox Moment" ad slogan, "stations conducted wonderfully fun stuff." Stations relieved "Maalox Tax Moments" by handing out tax preparation kits, or "Maalox Traffic Moments" with alternate route maps.

Interp Radio Store's Los Angeles office worked with Laura Scudders, a regional snack food account, in its first radio campaign in 15 years. Interp's Jeff Dashev said Interp worked as intermediary between Laura Scudders' promotional agency and eight or nine stations to create individual marketing plans.

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—Peter Grey, KCEO-AM, San Diego

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Lee Carter

take the creative lead are those that are winning new business in the 1990's, KOY-FM's Lawrence said. "You have to take the ratings and mix in the gut feeling and listening and personality and creativity to win," she said. "The days of picking up the phones and getting orders are gone. Today it's that extra creative mile that often will lead someone to buy you over someone else."



Kathy Lawrence with
KOY-FM listener

Steve West, general manager at KXRX(FM) Seattle, said that stations can reduce the threat of on-air clutter by developing features designed to do just that. For example, clients who seek extra exposure for a concert or other event in addition to a regular spot schedule are included in a weekly "Box Office Blitz" feature that disburses tickets to contest winners, he said. "This way we



Jeff Dashev

tie in a lot of advertisers to an existing programming feature, which we try to do wherever we can," West said.

Other times an advertiser "wants to bring something to the party that's so big, or time something so well that you can build an entire station feature around it," West said. In such cases, the station and client must work together, planning a strategy far enough in advance "to match things up." At all costs, all parties must avoid on-air clutter or risk "dying in the ratings," he said.

Also, the salesperson must not get so carried away with value-added selling that he or she loses sight of their primary responsibility—to sell the value of commercial time. "The other things are nice and fun, but the real emphasis comes in that 60-second increment of time that the advertiser is buying," West said.

Lawrence offers three suggestions: understand the client's needs, feel free to veto his requests, and pay strict attention to details. "You have to know what the advertiser needs to achieve with his marketing plan, so don't sell him a booth at the state fair if he's selling diamond-studded earrings," she said. "He'll come away with a sour feeling toward radio and he very well may never come back." Likewise, if a client wants a morning drive promotion but is looking for strong teen numbers, it is probably better off advertising at night.

The worst thing, according to Lawrence: promising something and not delivering. "Never let anything fall through the cracks," she warned. "The salesperson has to make sure all the elements are in place and actually serves as the producer of the event. But don't work as an island or things can get out of hand. Get the promotion and programming people involved and you can have a lot of fun with this sort of thing." —REB

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RAB MANAGING SALES: THREE POINT FOCUS IN NASHVILLE

Radio Advertising Bureau meeting will center on new curriculum, marketing plan, results of industry-wide study of sales executive compensation; Allen Neuharth to give keynote address

The Radio Advertising Bureau's 11th annual Managing Sales Conference will get underway this week at the Opryland Hotel in Nashville. More than 800 radio sales executives are expected to attend the conference, which will be highlighted by a keynote address by Allen Neuharth, former chairman of the Gannett Co., and the unveiling of the RAB's marketing plan for the 1990's.

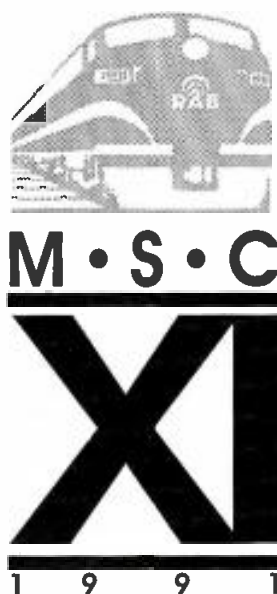
The emphasis at the Managing Sales Conference, said George Hyde, RAB executive vice president, will be directed at three areas: a newly structured curriculum, the marketing plan and the results of an RAB-commissioned, industry-wide study of sales executive compensation.

"We are excited about the introduction of a radically new curriculum concept this year," said Hyde, "which we developed with the help of a very active and very participatory steering committee." The RAB steering committee was chaired this year by Dean Sorenson, president, Sorenson Broadcasting. The new format for the meeting has five study tracks as the core: "Hands-On Sales Management;" "Teaching the Fundamentals;" "The Competition: a Two-Way Mirror;" "The Sales Manager's Toughest Challenges," and "Developing New Radio Revenue."

The RAB hopes that the new format will be more useful to executives, as well as more immediate. "These are the times when we have to be intense," said Hyde. "When we have to meet the challenge of coming up with things which people can apply at their radio stations when they get back to the office on Monday morning." Added Hyde: "This is not a time to be talking about broadly ethereal issues."

"We developed a set of five study tracks which will form a core of the curriculum during the sessions—each one consisting of four or five separate sessions, linked to one common theme." During the course of a day, he added, anyone wanting to delve into a particular issue will be afforded the opportunity to do so with the study track format.

The tracks are as follows: Track 1, "Hands-On Sales Management"—*Recruiting and Hiring High Potential Sales*



Talent; Training New Hires: The First 30 Days; Evaluation, Compensation and Reward Systems; Managing Experienced Sales People, and Support and Corrective Action: What to Do When It's Not Working. Track 2, "Teaching the Fundamentals"—*Teaching the Science of Prospecting; Developing a Consultancy Sales Environment; Upgrading Your Sales Staff's Presentation Skills; Coaching on Closing, and Stressing the Importance of Account Maintenance;* Track 3, "The Sales Manager's Toughest Challenges"—*Creating High Interest Sales Meetings; Coping with the Commercial Promotions Avalanche; Planning to Avoid Sales Turnover; Managing Conflict within the Station, and How to Make Your Station a Client Dictate.* Track 4, "Developing New Radio Revenues"—*Developing a New Business Department; Identifying the Best*

January, 1991

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New Business Prospects; Multi-Level Selling; Structuring an Effective Presentation, and Coordinating a Successful New Business Campaign, and Track 5, "The Competition: a Two-Way Mirror"—Competitive Sales Strategies—Newspaper; Competitive Sales Strategies—Television; Competitive Sales Strategies—Outdoor Advertising, and Competitive Sales Strategies—Cable Television.

Track 5 should be of particular benefit to radio operators, according to Hyde. "We are coming out of the sales era into the marketing era," he said, "and part of being better marketers is better knowledge, not only of our clients' businesses, but also of our competitors' businesses."

On Friday, Rick Buckley, president, Buckley Broadcasting, and chairman of the RAB board of directors, and Warren Potash, RAB president and chief executive officer, will unveil the RAB's marketing plan for the industry for 1990. The plan, developed by Dallas-based The Richards Group, developers of the successful "Motel 6" radio campaign, cost the RAB \$450,000, and is, in Potash's estimation, the "most aggressive marketing campaign in the RAB history." The presentation will be made during the Friday luncheon.

Also on Friday, the RAB will offer a special forum focusing on the automotive industry: *Everything You Always Wanted to Know About the Automotive Industry*. The panel will be moderated

by Bill Burton, president, Detroit Radio Advertising group, and will feature Laurence Orjean, RAB senior vice president, national sales and marketing; Irwin Pollack, president, Irwin Pollack Institution Sales Training; Dick Orkin, president, Dick Orkin's Radio Ranch; Judy Pugsley, president, Try J. Advertising, and Tony Taylor, western account supervisor, Scali McCabe Sloves. The discussion will center on improving radio marketers's understanding of the automotive business, and their ability to attract new and larger radio advertising investments from auto dealers, dealer groups and manufacturers.

The conference's closing session will feature humorist C.W. Metcalf and singer-guitarist Tim Bays. —LC

RAB IN THE 1990'S: THE POTASH REPORT

Association president details direction Radio Advertising Bureau is taking, accomplishments during last two years

After two years as president of the Radio Advertising Bureau, Warren Potash detailed for BROADCASTING the direction he has set for the RAB, and how far along that road it has come.

Membership has decreased in the RAB over the last two years, mainly attributable to the economic situation, said Potash. "The number of member stations, by units, isn't growing. We have lost member stations for 1991—we'll probably lose some more, depending on how tough this crunch is," he said, adding: "This isn't easy for us either."

Determined that the RAB will not only weather the tough times, but continue to improve, Potash set for himself in 1989 the task of streamlining and upgrading RAB operations. To date, he has reduced the bureau's staff from 70 to 39, a task he has accomplished, he said, "without any loss in service to member stations."

In an effort to modernize the organization's technology, the RAB has invested in a new phone system that will enhance the capabilities of the On-Line Express system.

"Slowly but surely, the pieces are beginning to come in," said Potash. "The first is the phone, On-Line will be in-house soon, and by the end of next year, I think we will be able to say that we have crashed into the 20th Century."

By the middle of this year, the RAB



Warren Potash

TOWER TOLL

MTD Inc., permittee of KWMW(FM) Maljamar, N.M., has forfeited \$10,000 to the FCC for failing to light its tower. MTD sought a review, claiming that the Federal Aviation Administration considered the tower lights acceptable and that Transmission Structures Ltd. was responsible for noncompliance. The FCC said the MTD contract does not relieve it of permit obligations.

plans to purchase a computer and hardware for On-Line Express. "We will have our own database—then a Management Information System—so that we can have an idea of what is going on in this business. We don't have an idea now," said Potash.

Among the technological enhancements that have been added to the RAB is a computer filing system for the RAB's library of tapes. "If a station called and wanted tapes, we had thousands of shelves of tapes, and no idea if we had what a member station was requesting," he said, adding that the cataloging has reduced the search time for tapes to less than five minutes.

A major thrust for the RAB in the past year or so has been the targeting of urban-formatted and Hispanic stations with task forces. The urban task force has progressed under the leadership of Skip Finley, president and general manager WKYS(FM) Washington. "The urban task force presented sales strategies at the NAB convention in April to NABOB, National Association of Black Owned Broadcasters and will continue to be active. "The effort has resulted in new members," said Potash.

The Hispanic task force is inactive for now, said Potash. The RAB is not sure what they can do for them and will consider carefully whether they will dedicate resources to Hispanic broadcasters, or include them in the general mainstream. —LC

WESTWOOD ONE DEBT REDUCED BY SOME \$50 MILLION

Westwood One's offer to exchange its 9% convertible subordinated debentures, due in the year 2002, for its 6¾% convertible subordinated debentures, due 2011, expired last week (Jan. 14) with just over 84% of its bonds converted. Approximately \$83 million principal amount of the 6¾% debentures was tendered, effectively reducing the company's debt load by some \$50 million.

The conversion offer, announced Nov. 19, 1990, and amended Dec. 24, 1990, permitted holders of WW1's 6¾% debentures to exchange each \$1,000 principal amount for \$400 principal amount of 9% debentures. The 9% debentures initially are convertible into 114.29 shares of common stock for each principal amount, at a price of \$3.50 per share, whereas the 6¾% debentures are convertible into 40.68 for each \$1,000 principal amount, representing a conversion price of \$24.58 per share. Westwood One stock traded last Wednesday (Jan. 16) at \$24.25 per share.

William Battison, Westwood One president and chief financial officer, told BROADCASTING that the company was extremely satisfied with the response to its offer. "The people who took advantage of this conversion opportunity basically believe in the company and are investing in the growth of the stock," he said. He explained that a bondholder who holds a debenture at \$400 principal after the conversion (40% of what he previously held) could convert that principal into 114.29 shares and subsequently sell them for \$1,142.90, if the company's stock rose to \$10 per share.

Battison said the conversion offer was the last part of a three-pronged approach to "make the company more effective both financially and operationally." By also trimming staff by 10% and eliminating some unprofitable network programs, Westwood One "has done a substantial job in reducing costs and restructuring our balance sheet, getting our debt more manageable," he said.

"Our current financial performance is different than our historical growth, because we bought a lot of assets that were start-ups and turnarounds," Battison said. "The debt we took on didn't look bad in 1988, but by 1989 many broadcasting companies were hemorrhaging." He claimed an overall "media malaise" has had a negative effect on the company's stock, but insisted it also afforded the company "the opportunity to take \$50 million of the balance sheet."

In an attempt to dispel ongoing rumors, Battison reiterated Westwood One's disclaimer that the company has no plans to sell any property or acquire any asset. "At a price, anything is for sale, but right now nothing is for sale," he said. "We have a nice set of assets that we like. We like the businesses

we're in, we like the markets we're in and we do pretty well with what we've got. We had to borrow some money to turn some of these assets around and that hurt for awhile, but we just got rid of a lot of that debt without costing us any cash. Right now we're pretty happy."

-RBB

HISTORY LESSON

February is Black History Month, and to celebrate, American Public Radio will offer four programs: *Malcolm X: A Retrospective*, is from the Pacifica Tape Archives and was produced after his assassination in 1965. The one-hour program combines narration, speeches and interviews to examine the life of the black revolutionary.

Roland Hayes: One Voice features the tenor Hayes's 1940 recital at the Library of Congress commemorating the 75th anniversary of the Emancipation Proclamation.

The Ninth Annual American Negro Spiritual Festival is an hour broadcast produced by WGUC-FM, Cincinnati. The competition includes selections sung by choirs from Fayetteville State University, Florida A&M, North Carolina State and Rust College.

David Carradine, Blair Underwood and James Whitmore headline *The Orangeburg Massacre*, which reenacts the story of the killing of three black college students and the wounding of 27 others by South Carolina Highway Patrolmen at South Carolina State College in 1968.

January, 1991

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RIDING GAIN

RAB ROLLS OUT CHASSIES

The Radio Advertising Bureau and the National Automobile Dealers Association have announced the 11 winners of the 14th annual Chassie Awards, which are presented for "excellence in radio commercial production" in the automotive industry. Top honors went to the Washington, D.C., Area Honda Dealers Association, which won three awards, including "Best Overall."

Chassie Award winners include:

Single ads: "Facts Of Life," David Bruce Auto Center, Bourbonnais, Ill. (small market); "Service," Kayser Ford, Madison, Wis. (medium market); "Gorilla," Jim Paul's Valley Olds, Minneapolis (large market); "Dear Fred," Washington Area Honda Dealers (dealer associations).

■ **Campaigns:** "Plastic Rednecks"/"Nacho Cheese"/"Jose," Eddie Wiggins Ford/Mazda, Warner Robins, GA (small market); "Dollface"/"Slug Boy"/Sgt. O' Irish," Fran-Kal Lincoln Mercury, Rockford, Ill. (medium market); "Gorilla"/"Selling to Women"/"Let the Games Begin," Jim Paul's Valley Olds, Minneapolis (large market); "Quotes," Northern California Toyota Dealers, Oakland, Calif. (dealer associations).

■ **Best Humor:** "Dear Fred," Washington Area Honda Dealers.

■ **Best Music:** "Shopping with a Friend," Acura 101 West, Calabasas, Calif.

■ **Best Overall:** "Dear Fred," Washington Area Honda Dealers.

THOUGHT PROVOKING

Orlando-based The Imagination Stations received more than 9,000 phone calls from children during December. The satellite-delivered network, programed for children under age 12 and their families, features interactive programing via 800-number phone lines.

The network signed its second affiliate in October, KKDS(AM) Salt Lake City and expects to sign affiliates in St. Louis and Springfield, both Missouri, and Jacksonville and Tampa, both Florida. The network will also be carried by Superadio, cable audio programmer reaching 5 million cable homes.

CBS COMMEMORATES BLACK HISTORY MONTH

Remembering The Dream is a 20-part black history special being produced by the CBS News Special Broadcasts Unit for CBS Radio Networks. *60 Minutes* and *CBS News* correspondent Ed Bradley will serve as host. The 90-second report features interviews with noted black Americans such as New York Mayor David Dinkins, House Majority Whip William Gray, the Rev. Jesse Jackson and author Maya Angelou. The series will be available to CBS Radio Network affiliates between Jan. 22 and Jan. 23 for their Black History Month programming.

COUNTRY RADIO SHOW

MCA country recording artist George Strait will perform at the Country Radio Seminar's annual

"Super Faces Show," sponsored by the Academy of Country Music, Thursday, March 7, 1991, during the 22nd annual Country Radio Seminar. The seminar, set for March 6-9 at the Opryland Hotel in Nashville, will include education panels, workshops and keynote addresses on a number of topics geared toward country-formatted radio stations and the record and music industries.

NEW DIGS

WVTF(FM) Roanoke, Va., will begin broadcasting at 89.3 mhz from a new tower and transmitter in the Charlottesville, Va., area, which until now has been served by a one-watt translator of a Roanoke signal. The noncommercial station, a broadcast service of Virginia Tech Foundation, has been bringing noncommercial radio programming to the area for more than 15 years. WVTF has a classical/jazz/talk format, and airs National Public Radio's *Morning Edition* and *All Things Considered*.

TEXAS SIZE SALES

According to the just-released 1991 edition of Broadcast Investment Analysts' "Investing in Radio," Texas leads the U.S.A with six of the top 25 radio markets expected to grow in retail sales during the next four years.

Dallas-Fort Worth retail sales are expected to grow a projected 9.1%, from \$33.4 billion in 1989 to \$51.6 billion in 1994. Other Texas radio markets expected to grow are Austin, 9.7%; Tyler, 8.8%; El Paso, 8.2%; Bryan, 8.1%, and San Antonio, 8.0%.

CAT FOOD FOR THOUGHT

Listeners can help their pets live longer and healthier lives thanks to a national campaign by The Cat Fanciers' Association Inc. CFA is offering radio stations five free 30-second public service announcements covering such subjects as choosing the right cat, adopting from pet shelters and veterinarian care. The spots are narrated by veteran broadcaster George F. White and television's *Living With Animals* host Gale B. Nemec. For information: call CFA at (908) 528-9797.

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TECHNOLOGY

SMPTE PREPARES FOR 25TH TV CONFERENCE

This year's event in Detroit will focus on all-digital TV studios, high-definition issues; SMPTE and Audio Engineering Society to share management of technical paper session

The Society of Motion Picture and Television Engineers' annual television conference is now a quarter century old. The conference has been held every winter since 1967 to focus on TV's coming technologies. The topics dominating this year's conference, at the Detroit Westin Hotel, Feb. 1-2, will be all-digital television studios, high-definition recording and post-production issues and advancements in TV sound.

The 25th SMPTE TV conference could also signal the start of a new era of cooperation for SMPTE and the Audio Engineering Society (AES), a standards organization for TV and film sound technologies. AES is co-sponsoring the final session of the SMPTE conference on Saturday afternoon (Feb. 2) and is holding a tutorial session on car audio systems on Sunday open to SMPTE attendees staying in Detroit after the TV conference ends.

Some SMPTE members have advocated merging the annual SMPTE and AES conferences and technical exhibitions (BROADCASTING, Oct. 29, 1990). Both organizations hold their conferences at about the same time each year on opposite coasts. In 1990, for example, just two weeks before SMPTE held its conference in New York, the AES conference was in Los Angeles. Merging the two shows could increase attendance for both societies and reduce the costs for many attendees and exhibitors traveling to both shows.

The TV conference will open on Friday morning with a general technical session on technology's significance in TV's future. The session will include a paper on the uncertain economic future and its effect on TV technology and production planning by Charles H. Jablonski, managing director, engineering, NBC operations and technical services. Irv Rosner of Rosner Television Systems Inc., New York, will discuss the changing role of the television engineer. Other papers will deal with recent advances in videotape recording, video routing with fiber optics and computer controlled video cart machines.

Engineers for Japan Broadcasting Corp. (NHK) will present papers on refinements in charge-coupled device (CCD) camera design and the development of the "Super-Harp" tube camera during the Friday afternoon session. Also during the session, Keith R. Field of the Canadian Broadcasting Corp. (CBC) will address the principles of TV colorimetry. High-definition related papers will be given by Ed Wardzala of Tektronix Inc., Beaverton, Ore., on accuracy improvements in the measurement of HDTV signals, and by engineers from Hitachi Ltd. of Japan on its half-inch HDTV videocassette recorder.

TV's adjustment to digital technology in the studio will be a central topic of the Saturday morning session. Kevin J. Prince, president, Alph Image Inc., Stamford, Conn., will talk about the proposed SMPTE serial digital interface for the TV studio, designed to replace the conventional parallel interface, which was among the main topics of SMPTE's fall conference (BROADCASTING, Oct. 22, 1990). Sony engineers have prepared a paper on general plan-

ning for an all-digital TV studio. Larry Thorpe, vice president, production technology, Sony Advanced Systems, Montvale, N.J., will speak on the digitization and extended dynamic range of HDTV and film images. There will also be a digital technology panel discussion.

Two of the AES papers on Saturday afternoon will be on HDTV sound given by D.J. Meares of the BBC and Gunther Theile of Germany's Institut fur Rundfunktechnik. Two of the SMPTE-sponsored papers there will be on video display technologies. Engineers from the Massachusetts Institute of Technology, Cambridge, Mass., will discuss the concept of the open-architecture TV set. Tom Buzak of Tektronix will report on a new type of flat panel display, plasma-addressed liquid crystal (PALC).

Between the two Friday sessions, SMPTE will hold a luncheon with guest speaker Fred Remley, staff video technology specialist, University of Michigan, Ann Arbor. Remley has been with Michigan for 40 years and was technical director, broadcasting, there from 1958-1988.

-RMS

RITCHIE LEAVES PRESIDENCY OF AMPEX

Ronald J. Ritchie, president and chief executive officer of Ampex Corp., Redwood City, Calif., resigned last week. Ed Bramson, owner of Ampex's parent, Sherborne Corp., said no replacement will be named. Bramson will hold the titles of president and CEO and will divide Ritchie's duties among himself and other Ampex executives. Sherborne acquired the company, which invented the first practical videotape recorder in the 1950's, in a 1987 \$479-million leveraged buyout.

Ampex also announced that 150 layoffs (completing a phase of 350 layoffs announced last November), will be made by the end of the month. These layoffs are in addition to about 350 layoffs by Ampex about a year ago (BROADCASTING, Dec. 11, 1989).

Ritchie joined Ampex in 1988 as vice president and manager of the recording systems division from Canaan Computer Corp., Trumbull, Conn., a mini-computer manufacturer, where he was president and CEO. Bramson appointed him president and CEO of Ampex in December 1989. Ritchie refused to comment on his resignation last week.

According to Ampex spokesman Dave Detmers, the company is expected to record about \$700 million in revenue for 1990 when the books are settled, about the same as in 1988 and 1989. Ampex projects revenue for 1991 will continue to be flat at \$700 million.

INTERACTIVE TV SERVICE PROPOSED

FCC votes to reallocate 500 mhz of spectrum in response to TV Answer petition

The FCC has proposed to reallocate 500 kHz (218-218.5 mhz) to establish a radio frequency-based interactive television service. The commission acted on a petition from TV Answer Inc., Reston, Va., an interactive TV system developer. "It's very exciting to be on the threshold of the age of interactivity," said FCC Commissioner Ervin Duggan in voting for the spectrum switch.

TV Answer originally proposed its system to the FCC in 1987. The National Association of Broadcasters, Association for Maximum Service Television (MSTV) and almost all other organizations commenting in a subsequent rule-making proceeding on the system opposed TV Answer's proposal because possible interference placement of the system could cause interference to TV ch. 13, on 210-216 mhz (BROADCASTING, March 28, 1988). In authorizing the second rulemaking, the FCC said TV Answer has revised its system to protect against interference to ch. 13.

The TV Answer system is to be operated in the home from a set-top receiver-transmitter interconnected to a central TV Answer headquarters by low-power RF impulses. A series of "TV Ask" impulses are sent from TV Answer to the home while an interactive program is being aired. A question appears on-screen. A viewer responds by pulling the trigger on a remote control unit (see picture) sending an RF signal to an outdoor relay over 218 mhz. The relay links the answer back to the TV Answer computer by microwave or satellite. Applications for the system could include impulse pay per view, home shopping, home banking and polling.

The company's president, Fernando Morales, said TV Answer is financed by a group of Mexican businessmen which has already invested \$20 million and will have to raise another \$100 million to roll out service on a national scale.

At a press conference in Washington following the action, TV Answer officials were delighted the FCC had proposed reallocation, but were disappointed TV Answer had not been awarded an exclusive, national allocation. The commission proposes awarding two 250 kHz channels in each market and using a lottery to choose among competing applicants.

TV Answer deserves preference in licensing, said former FCC Chairman



Mark Fowler, a TV Answer board member and the company's Washington counsel, because it worked the system for 10 years and pressed the FCC for the allocation. Without the preference, the "Zorros of the Xeroxes" with no intention of using the channels and without money to install their own system will file competing applications, forcing TV Answer to buy them out, Fowler said. He also said a national license is "vital" to TV Answer's business plan, which is based on getting one of the two channels in every market.

TV Answer's petition faces much better odds for eventual FCC approval in 1991 than it did three years ago because most of the broadcast disapproval appears to have been lifted. MSTV has withdrawn its objections after approving of the methodology and results of TV Answer's most recent interference tests, released last summer.

"We've spent a lot of effort on this one since 1987 and a lot of money trying to articulate our interference concerns," Victor Tawil, MSTV, vice president, engineering, said last week. MSTV and TV Answer had conducted sporadic and sometimes rancorous discussions through early 1990. "In early spring of '90 they decided to bend most of their work in [the interference-elimination] area and we sat down and we talked about reasonable criteria for protection

for the television receiver," he said.

In the interference elimination plan approved by MSTV, TV Answer would provide inexpensive (\$1 each) notch filters operating at 18.25 mhz to viewers complaining of interference to ch. 13. The filters are said to be easy to install by consumers to their home TV Answer boxes. Consulting engineers A.D. Ring & Associates, Washington, said in an engineering statement to the FCC last summer notch filters have been "found suitable for this purpose" in tests on "Model III," the latest version of the TV Answer system.

NAB said it will wait for all the specifics of the new rulemaking to be published before it decides whether to support the proposal. Besides the potential interference to ch. 13, NAB will look at the potential privacy issues raised by the TV Answer system. Approval of the system would be "the first time that the commission has authorized a device in the home that would be sending information about what is happening in the home to a central computer without the knowledge of the viewer," said Michael Rau, NAB senior vice president, science and technology.

"The other side of the issue is that I think that TV Answer does provide some additional business opportunities for TV broadcasters that the industry needs to explore," Rau said. —RMS, NAB

SATELLITE

SATELLITE TV PREPARES FOR SMART CARD, KU DBS

Encryption 'crossroad,' DBS and potential entry of electronics retailers into home dish community to shape three-day SBCA trade show in Las Vegas

Hoping to maintain momentum gained from home satellite demonstrations at the Consumer Electronics Show two weeks ago, the Satellite Broadcasting and Communications Association will begin its first of two annual trade shows at Bally's Las Vegas hotel today, Jan. 21.

In the same city two weeks ago, Seattle-based SkyPix used the consumer show to announce that Macy's, Electric Avenue/Montgomery Ward, The Wiz and half a dozen other chains had agreed to carry consumer systems to receive its proposed 80-channel, 41-watt Ku-band service. Those retailers will be required to pay for the units ordered only after holding them for 30 days. SkyPix has raised no more than 10% of the \$200 million it says it needs, and the manufacturer of the consumer unit and designer of the receive antenna have not been named.

Several sources also noted last week that SkyPix's Las Vegas demonstration used a four-foot antenna, not the 24- to 36-inch dish it claims it will reach. But demonstration witnesses were unanimously impressed that SkyPix indeed had the digital video compression hardware to squeeze eight quality video channels into one Ku transponder.

In any case, said SBCA President Chuck Hewitt, the actual launch of a Ku midpower service, Primestar, last fall (BROADCASTING, Oct. 29, 1990), the purported progress of SkyPix and the entrance of major retail chains are not the only indications that the new year marks the "first step in a new era" for direct-to-home satellite broadcasting.

The coming, he said, of additional and upgraded signal encryption systems, video compression, high-power 240 watt DBS designed to reach 18-inch dishes, as well as midpower Ku services to three-foot dishes, higher-powered next-generation C-band satellites and educational satellite services are all destined to reshape the industry during the "decade of the dish."

In theory, smaller, more affordable

Ku dishes will create a larger consumer base than the current three million C-band dish owners, and video compression will open satellite capacity for more program services. That is the up side.

But, Hewitt conceded, the "new era" will also bring a transition fraught with "danger" for elements of the industry unprepared for change—particularly changes in satellite scrambling systems.

Of equally broad and perhaps more immediate impact than DBS is the proposed conversion from the piracy-plagued VideoCipher II encryption system, now used by more than 50 C-band satellite programmers, to 'smart card' scrambling technology that promises to be too expensive to break. Smart card systems proposed by several manufacturers would be inserted into a consumer's integrated receiver-decoder. Given a breach of the system, they say, replacement cards would be distributed at a cost much lower than required to replace or upgrade entire decoders.

Apparently referring to General Instrument's stated intention to introduce a smart card version of VC-II-Plus, perhaps within the year, Hewitt said: "I think we are at the crossroads with the VideoCipher situation."

Abuse of VC-II led the SBCA's Anti-Piracy Task Force to estimate last fall that 5,120 out of 6,404 equipment dealers were directly or indirectly involved in piracy (BROADCASTING, Sept. 24, 1990). The show will feature a "born again dealer" once convicted of piracy, now gone straight and ready to testify to a better business on the legal side of the street, said Hewitt. If smart card technology and continued APTF law enforcement efforts succeed in making altering and realtering decoders too expensive, the question of how many other potential converts might populate the pirate community, said one insider, remains a mystery.

A panel designed to look specifically at the VC-II upgrade—entitled "VC II Plus Profits: Conversion Programs"—will feature GI's DBS Center Director of

Operations Jim Shelton; APTF Director of Investigations Alan Burgess, and two retailers.

If, as one source said, the cable industry's heavy investment in VC-II likely insures GI's C-band franchise into the future, the Ku-band field has already been opened to VideoCipher competitors. Primestar eschewed VC-II and adopted Scientific-Atlanta's B-MAC encryption system. Primestar believes it can control piracy by tracking leased equipment and repossessing any unauthorized units. And SkyPix believes its Compression Labs Inc. digital system will prove itself secure, as do high-power DBS proponents now considering digital delivery beginning in 1994.

Concern over multiple decoder compatibility will be addressed at 11:30 a.m., Jan. 21 in "Multiple Encryption Systems in the Home Satellite Television Marketplace: Confusion or Competition?" That panel will include J. Lawrence Dunham, president of GI's VideoCipher Division, Brian McCauley, president of SkyPix, and Stan Moote, executive vice president for Leitch.

Also indicating significant change, the show will see the first keynote speech to be delivered by a cable programmer, HBO President E. Thayer Bigelow Jr. (at 9 a.m., Jan. 21)—a choice in line with the election last fall of the SBCA's first programmer chairman, HBO Satellite Services President Robert Caird. After at least five years of conflict with a home dish community that had received programming for free until HBO scrambled its feeds in 1986, cable programmers have moved to the center of the SBCA.

Other seminars will include "Video Compression Technology and Applications in the 1990's" and "Marketing Home Satellite Television Programming," both on Monday. On Tuesday, Jim Ramo, vice president for high-power DBS permittee Hughes Communications will join McCauley and Primestar's general manager David Beddow for a "New DBS Services" session.

—PDL

BUSINESS

NABET-NBC REACH TENTATIVE AGREEMENT

The National Association of Broadcast Engineers & Technicians (NABET) and NBC have reached a tentative agreement on a new four-year contract that contains modifications in wage structures and layoff policies. The offer comes after renewed negotiation efforts by the union and the network. NABET workers have been working under an NBC-implemented contract since Aug. 15. Their previous contract with the network expired March 30, and the union twice rejected NBC offers.

The latest offer is no shoe-in because the four NABET locals are split on the contract. NABET staff in New York and Washington are recommending ratification while the Chicago and Los Angeles staffs are advising that members vote against the offer. The negotiating committee has unanimously voted to bring the agreement to the membership for a vote that is set for Jan. 30. A vote against the new contract, according to NABET, is a vote authorizing a strike.

The modifications in the agreement call for NBC to guarantee that if layoffs are necessary, "it will first offer buy-outs before it lays off any regular employee." If a sufficient number of employees refuse the buy-outs, the company may lay off, but layoffs cannot exceed 4% of NABET staff on the regular payroll at each location for a two-year period, retroactive to Aug. 15.

The latest and final offer also calls for first-year wage increases of 3%, effective as of Jan. 5, 1991. Another 3% increase is set for Aug. 19 of this year; a 5% bonus is scheduled for Aug. 15, 1992, and a 4% increase for Aug. 14, 1993.

A NABET spokesperson is looking for a "more affirmative" vote than in previous elections but is unsure whether there will be enough votes to approve the contract.

Should the contract pass, NABET's charge of unfair labor practices that the union filed with the National Labor Relations Board would be dropped as well as the union's boycott of NBC-parent General Electric.

AREAS OF DOMINANT REVENUE: TV DOLLARS FLOW TO TOP

Recently released market data on per-TV-household-revenue show a skewing of advertising to the top markets. The survey results from a National Association of Broadcasters study show that the top-25 markets are particularly favored by national advertisers: "If they [advertisers] are on a limited budget, buying only in these markets still allows them to reach nearly 50% of the U.S. television households." The study may even understate the degree of national dollars going to top markets since, especially in the top-10 markets, many national buys are counted as local dollars, said Mark Fratrick, NAB vice president/economist. The 50-page study details national and local advertising per TV household for 111 markets.

TOP 10 MARKETS REVENUE PER TV HOUSEHOLD*

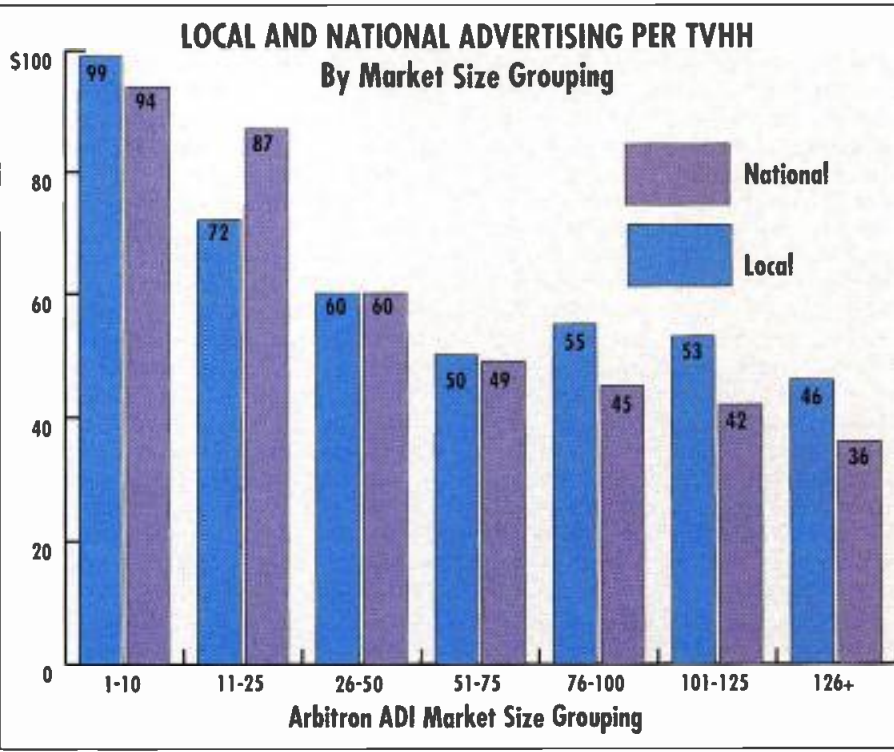
National/regional advertising

Market (Rank)	\$ Per TV HH
Boston (6)	\$127.56
Miami (14)	\$115.46
Houston (10)	\$112.22
San Francisco (5)	\$111.59
Dallas-Ft. Worth (8)	\$110.47
Washington (9)	\$101.23
Sacramento-Stockton (21)	\$99.70
Baltimore (22)	\$95.29
Atlanta (12)	\$93.68
Philadelphia (4)	\$93.23

Local advertising

Market (Rank)	\$ Per TV HH
Los Angeles (2)	\$157.77
Chicago (3)	\$122.13
Las Vegas (94)	\$120.21
New York (1)	\$116.08
San Francisco (5)	\$116.01
Salinas-Monterey (111)	\$96.33
Miami (14)	\$91.62
Atlanta (12)	\$91.17
Columbus (33)	\$90.11
Dallas-Ft. Worth (8)	\$88.21

*Based on annual survey of TV stations by National Association of Broadcasters and Broadcast Cable Financial Management Association, conducted by Price Waterhouse. Only those TV markets where all "major" stations responded are included.



CBS, NBC O&O'S LOOK AHEAD TO 1992 AND OLYMPICS

From 65% to 75% of inventory said to be sold; emphasis on selling the advertiser, not just the spots

The turmoil in the current economic environment has not stopped advertisers from thinking ahead to 1992 and the Olympics. Both the CBS and NBC network-owned station groups have, according to agency and network sources, sold between 65% and 75% of available inventory. NBC has owned and operated stations in New York, Los Angeles, Chicago, Washington, Denver and Miami. CBS owns stations in New York, Los Angeles, Chicago, Philadelphia and Miami.

For the two network-owned station groups, selling the Olympics is more than just selling spots. The buzz words around the agencies and networks are

70% sold. That effort is being headed by Phil Press, vice president, sales and marketing, and Lynell Antonelli, executive director, Olympic marketing and sales.

Both owned and operated groups are offering various packages that, as Press put it, "enable large advertisers to be involved on a high level or local regional advertisers to become involved on a lower level." In other words, advertisers can limit their purchases to one or two markets where they are strong and avoid markets in which they may have little interest.

Also, depending on what package an advertiser chooses, there are certain bo-



ALBERTVILLE 92

"value-added" or "value-enhanced" packages that go beyond buying a certain number of spots in certain markets. They include various promotional packages geared both toward an advertiser's retail customers and the clients or partners that an advertiser does business with on a nonretail basis.

"We are way ahead of our 1988 pace," said Montelle Newman, NBC vice president, sales. Newman is selling the 1992 summer Olympics in Barcelona, Spain. Heading up that effort is Bud Hirsch, vice president, sales and marketing, NBC-owned stations.

Sales for the CBS owned and operated stations for the 1992 winter Olympics in Albertville, France, are said to be over



nuses for the client that can be used any way they desire. Said Newman: "For advertisers that have purchased certain sized packages, we are providing them with an offer to go to Olympics. The clients can use them any way they want." Advertisers also may receive various types of "Olympic merchandise" that they can, in turn, give to their clients.

CBS, too, is offering various bonuses for advertisers that include hospitality trips and in-house specially produced videos for the client's internal use about the Olympics and the client's role in it.

Although the obvious goal is to sell as

continues on page 63

CLOSED!

The sale of KHFI-FM, Austin, Texas from Red River/Joyner Broadcasting, Tom Joyner, President to KHFI Venture Limited Partners, Jay Jones, President for \$3,850,000.

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CHANGING HANDS

WYDE(AM) Birmingham, Ala. □ Sold by Wyde Broadcasting Co. Inc. to Guardian Communications Inc. for \$1.05 million cash at closing. **Seller** is headed by American General Media of Texas Inc., holding company, which is headed by Lawrence Brandon and Anthony S. Brandon, father and son, and is licensee of WWWG(AM) Rochester, N.Y.; KQXR(AM)-KERN(FM) Bakersfield, Calif., and KGEE(FM) Monahaws and KLLF(AM) Wichita Falls, both Texas. **Buyer** is headed by Mark McNeil (69.6875%) and Richard David (7.8125%). Guardian Communications is licensee of KFEL(AM) Pueblo, Co.; KKIM(AM) Albuquerque, N.M.; WCCD(AM) Parma, and WTSJ(AM) Cincinnati, both Ohio, and WFEL(AM) Towson, Md. WYDE has Christian music format on 850 khz with 50 kw day and 1 kw night. *Broker: David Eshelman.*

KDEN(AM) Denver □ Sold by Karen J. Ma-

PROPOSED STATION TRADES

By volume and number of sales

Last Week:

AM's □ \$2,950,000 □ 11

FM's □ \$776,250 □ 7

AM-FM's □ \$0 □ 3

TV's □ \$50,000 □ 1

Total □ \$3,776,250 □ 22

Year to Date:

AM's □ \$2,950,000 □ 11

FM's □ \$26,576,650 □ 18

AM-FM's □ \$7,600,000 □ 8

TV's □ \$1,285,000 □ 4

Total □ \$38,411,650 □ 41

For 1989 total see Feb. 5, 1990 BROADCASTING.

this, receiver to Cashel Inc. for \$575,000. Price includes \$25,000 cash at closing, \$175,000 payable within 30 days of FCC approval, and \$375,000 promissory note. **Seller** has no other broadcast interests. **Buyer** is headed by John J. and Shirley A. McGuiness, husband and wife, and has no other broadcast interests. KDEN is fulltimer with news format on 1340 khz and 1 kw.

KBTO(FM) Bottineau, N.D. □ Sold by D&H Broadcasting Inc. to Standef Broadcasting Corp. for \$330,000. Price includes \$80,000 cash at closing, \$60,396.76 10-year, 10¼% loan (assumption of debt) and \$189,603.24, eight-year promissory note at 10%. **Seller** is headed by Alan Henning, and has no other broadcast interests. **Buyer** is headed by Edward F. Stanley (75%), Donna M. Stanley (15%) and Jeffrey P. Stanley (10%), and has application for new FM at Jeffersonton, N.Y. KBTO has C&W format on 101.9 mhz with 51.5 kw and antenna 492 feet above average terrain.

KNAF(AM) Fredericksburg, Tex. □ Sold by Fritz Broadcasting Co. to Jayson and Janice Fritz for \$320,000 in stock purchase agreement. Price includes \$10,000 cash at closing, \$70,000 promissory note at 9% payable in monthly installments of \$1,453.09, \$240,000 promissory note at 9% payable in quarterly installments of \$6,230.77. **Sellers** are Norbert and Alene Fritz, husband and wife, and Sharon Fritz, their daughter. **Buyers** are Jayson Fritz, son of Norbert and Alene, and Janice Fritz, his wife. Fritz's also have interests in Gillespie Broadcasting Co., headed by Norbert Fritz (60%), Alene Fritz (20%), Jayson Fritz, Sharon Fritz (20%) and Janice Fritz, and is licensee of KFAN(FM) Fredericksburg, Tex. KNAF has C&W format on 910 khz with 1 kw day and 174 w night.

KTAP(AM) Santa Maria, Calif. □ Sold by Buenos Diaz Broadcasting Inc. to Leo Kesselman for \$300,000 promissory note, which was owed to buyer and is being cancelled. **Seller** is headed by Eduardo and Rodolfo Diaz, brothers, and has no other broadcast interests. **Buyer**, Kesselman, has 41.5% interest in KPIG(FM) Freedom, Calif.; 21.2% interest in KIDI(FM) Albuquerque, N.M.; 49% owner of LPTV KO4NT Indio, Calif., and owner of LPTV's K58DJ Bakersfield, Calif.; K21DB Santa Fe, N.M., and K06MB Indio, Calif. KTAP has adult contemporary

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Continues on page 63.

Continued from page 61

many spots as possible, clearly the networks are also going out of their way to meet advertiser needs beyond the TV screen. For example, advertisers may use hospitality trips to the Olympics as performance incentives for employees or clients. Videos promoting the Olympics featuring an advertiser may be presented to an advertiser's clients or business associates as a way of showing a commitment to business. The videos can also serve to enthuse the client's own employees by letting them know how involved they are with the Olympics. Said CBS's Press: "Value-added means more than just giving away hats, horns and canvas bags."

Viewer guide magazines are also being offered to advertisers by the network station groups. Because of concern over competition, both networks are reluctant to go into much detail about their respective plans. NBC is said to be working on

a viewer guide for consumers; CBS may be working on a guide for clients. Once again, the focus is on the advertiser's nonretail clients. The hypothesis behind this, according to one industry theorist, is that a client—an auto dealer, for example—can buy a large spot package with a network. The dealer could get hospitality trips that he could offer to his employees, other clients or perhaps customers. The dealer also gets mentioned as a sponsor in a viewer guide. The guide can be given out (or mass-mailed) to the people that dealer does business with, including his bank, leasing company or supplier. Said one network executive: "This provides high visibility not only to retail customers, but to the people they do business with on a nonretail basis."

The strategy appears to be working. Executives at both networks are very pleased with the results so far. Media buyers confirmed that sales for the CBS and NBC owned and operated

groups have gone well. That's no small feat, considering that spot is usually placed quarterly and the O&O stations are for placement 12 to 18 months in advance.

Whether the current ad situation will rub off on Olympics sales remains to be seen. Some media buyers have suggested that the real challenge will start now. Said one media buyer: "The middle of the race is the hardest. Out of the box you have the people who have advertised on the Olympics in the past or are looking to tie-in to specific promotions. The next six to nine months will be a tougher time to sell."

Most industry speculators were looking for the economy and the advertising situation to improve by mid-1991. Obviously, until the Middle East situation is resolved, all bets are off. However, with 1992 being both an Olympics and an election year, many in the industry feel that selling out the remaining 30% to 35% will not be a major problem. —R

Changing Hands

Continued from page 62.

and Spanish format on 1600 khz with 500 w day and 26 w night.

WGEZ(AM) Beloit, Wis. □ Sold by Seehafer Broadcasting Corp. to Great Radio Broadcasting Group for \$300,000. Price includes \$65,000 cash at closing, \$10,000 four-year promissory note at 12% and \$225,000 five-year promissory note at 12%. **Seller** is headed by Donald Seehafer and owns WOMT(AM)-WQTC-FM Manitowoc; WXCO(AM)-WYCO(FM) Wausau, both Wisconsin, and KWEB(AM)-KRCH(FM) Rochester, Minn. **Buyer** is headed by Stephen P. Walrath (50%), Elroy A. Voigt (25%), Lana S. Voigt (25%), and has no other broadcast interests. WGEZ is fulltimer with oldies format on 1490 khz with 1 kw.

KPOS(AM) Post, Tex. □ Sold by American Indian Broadcasting Group Inc. to James G. Boles for \$250,000. Price includes five-year noncompete covenant. **Seller** is headed by Jack W. Bursack and Lynwood H. Eaton, and is permittee of KKLK(FM) San Angelo, and licensee of KFXJ(FM) Abilene, both Texas. Bursack is 98.6% shareholder of Smyrna Broadcasting Corp., licensee of WKXB(AM) Smyrna, Tenn. Eaton is 100% shareholder of Wilson County Broadcasting Inc., licensee of WCOR(AM) Lebanon, Tenn. **Buyer** is headed by James G. Boles (100%), owner of KSEL-AM-FM Portales, N.M. KPOS has C&W format on 1370 khz with 1 kw day.

For other proposed and approved sales see "For the Record," page 68.



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FOCUS ON FINANCE

War-related swings affected media stocks along with overall market, various indices of which edged up for week ending last Wednesday. News about newspapers seemed to be cause of both News Corp. and Tribune ending up among most active stocks last Wednesday as percentage of average daily volume. Former stock was down, with coincident protest strike at some of company's Australian newspapers. Latter stock was up 12% for week, two-thirds of that gain coming on Wednesday when company said it would attempt to find buyer

for strike-ridden New York *Daily News*.

Pinelands edged up slightly, to 17 1/4, coincident with filing by 10.6% holder, David Geffen, who said he had received government approval, under the Hart-Scott-Rodino Act, to purchase up to 15% of WWOR-TV parent company's stock. Among other noticeable moves: Outlet Communications, which recently announced new chairman, was up 1 1/2, to \$10. American Film Technologies continued decline, down 1/4 to 2 1/2.

Stock Index Notes: T-Toronto, A-American, N-NYSE, O-NASDAQ. Bid prices and common A stock used unless otherwise noted. P/E ratios are based on earnings per share for the previous 12 months as published by Standard and Poor's or as obtained by Broadcasting's own research.

	Closing Wed Jan 16	Closing Wed Jan 9	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
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BROADCASTING

A (BHC) BHC Comm.	45	3/8	45	1/8	1/4	00.55	11	1,329
N (CCB) Cap. Cities/ABC	414	1/2	426		-11 1/2	-02.69	14	7,184
N (CBS) CBS Inc.	166		168	3/4	- 2 3/4	-01.62	13	3,930
A (CCU) Clear Channel	10	5/8	10	1/2	1/8	01.19	-118	60
O (JCOR) Jacor Commun.	2	1/8	2	3/16	- 1/16	-02.85	-1	21
O (OSBN) Osborn Commun.	5	1/2	5	3/4	- 1/4	-04.34	-8	38
O (OCOMA) Outlet Comm.	10		8	1/2	1 1/2	17.64	12	65
N (PL) Pinelands	17	3/8	17		3/8	02.20		293
A (PR) Price Commun.		5/16		1/4	1/16	25.00		2
O (SAGB) Sage Bcsg.	1		1			00.00	-1	3
O (SCRIP) Scripps Howard	44		44	1/2	- 1/2	-01.12	16	454
O (SUNNC) SunGroup Inc.		3/4		3/4	-	-00.00	-1	5
O (TLMD) Telemundo	5		5			00.00	-2	114
O (TVXGC) TVX Group	9	5/16	9	5/16		00.00		68
O (UTVI) United Television	28		28	1/4	- 1/4	-00.88	3	304

PROGRAMING

O (IATV) ACTV Inc.	2		2	1/4	- 1/4	-11.11		1
O (ALLT) All American TV	2	5/8	2	3/4	- 1/8	-04.54		5
N (CRC) Caroleo Pictures	6	3/4	7	3/4	- 1	-12.90	10	204
O (DCPI) dick clark prod.	3	1/4	3		1/4	08.33	20	26
N (DIS) Disney	96	1/8	94	1/2	1 5/8	01.71	16	12,783
O (FNNIC) FNN	2	1/8	1	1/4	7/8	70.00	6	38
A (FE) Fries Entertain.		1/2		9/16	- 1/16	-11.11		2
A (HH) Heritage Ent.		9/16		5/8	- 1/16	-10.00		4
N (HSN) Home Shop. Net.	4		3	3/4	1/4	06.66	11	360
O (IBTV) IBS	1	3/8	1	3/8		00.00	17	4
N (KWP) King World	24		22	3/8	1 5/8	07.26	11	912
O (KREN) Kings Road Ent.		3/32		3/32		00.00		0
N (MC) Matsushita	116	1/8	114		2 1/8	01.86	15	241,567
A (NNH) Nelson Holdings	2		2	1/8	- 1/8	-05.88	-1	8
O (NHT) Nostalgia Net.		9/16		9/16		00.00		3
N (OPC) Orion Pictures	11		11	3/4	- 3/4	-06.38	27	247
N (PCI) Paramount Comm.	40	1/8	41	3/4	- 1 5/8	-03.89	27	4,730
N (PLA) Playboy Ent.	4	3/8	4	1/4	1/8	02.94	23	82
O (QNTXQ) Qintex Ent.		1/8		1/8		00.00		26
O (QVCN) QVC Network	3	3/8	3	1/2	- 1/8	-03.57	-8	58
O (RVCC) Reeves Commun.	6	3/4	6	3/4		00.00	-16	85
O (RICA) Republic Pic.'A'	6	1/4	6	1/2	- 1/4	-03.84	34	26
A (SP) Spelling Ent.	3	1/2	3	3/4	- 1/4	-06.66	23	115
O (JUKE) Video Jukebox	4	3/8	4	1/2	- 1/8	-02.77	-33	41
O (WONE) Westwood One	1	3/4	2		- 1/4	-12.50	-1	25

	Closing Wed Jan 16	Closing Wed Jan 9	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
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BROADCASTING WITH OTHER MAJOR INTERESTS

N (BLC) A.H. Belo	26	3/4	28	3/4	- 2	-06.95	20	499
A (AK) Ackerly Comm.	2	3/8	2	5/8	- 1/4	-09.52	-3	36
N (AFL) American Family	18	5/8	18	5/8		00.00	13	1,515
O (ACOMA) Assoc. Comm.	24		25		- 1	-04.00	61	447
N (CCN) Chris-Craft	23		24	1/4	- 1 1/4	-05.15	2	586
O (DUCCO) Durham Corp.	27	1/4	27		1/4	00.92	13	230
N (GCI) Gannett Co.	38		36		2	05.55	15	6,004
N (GE) General Electric	54	3/4	54	1/8	5/8	01.15	11	48,651
O (GACC) Great American	1	1/2	1	3/4	- 1/4	-14.28		52
A (HTG) Heritage Media	3	1/4	3	1/4		00.00	-5	146
N (JP) Jefferson-Pilot	35		36		- 1	-02.77	8	1,250
N (LEE) Lee Enterprises	23	1/2	24		- 1/2	-02.08	13	548
N (LC) Liberty	39	1/8	40	1/4	- 1 1/8	-02.79	8	306
O (LIN) LIN	56	5/8	55	3/4	7/8	01.56	-15	2,909
N (MHP) McGraw-Hill	51	3/8	50	1/4	1 1/8	02.23	109	2,500
A (MEGA) Media General	17	3/4	17	7/8	- 1/8	-00.69	21	449
N (MDP) Meredith Corp.	22	1/8	22		1/8	00.56	-17	398
O (MMEDC) Multimedia	58	1/2	61		- 2 1/2	-04.09	15	662
A (NYTA) New York Times	20	3/8	19	7/8	1/2	02.51	45	1,551
N (NWS) News Corp. Ltd.	5	5/8	7	5/8	- 2	-26.22	3	1,510
O (PARC) Park Commun.	15		15	1/2	- 1/2	-03.22	16	310
O (PLTZ) Pulitzer Pub.	19		18	3/4	1/4	01.33	7	199
O (STAUF) Stauffer Comm.	120		120			00.00	48	144
N (TMC) Times Mirror	27	1/2	26	3/4	3/4	02.80	16	3,534
N (TRB) Tribune Co.	37	1/4	33	3/8	3 7/8	11.61	14	2,453
A (TBSA) Turner Bcsg.'A'	13		11	1/4	1 3/4	15.55	-86	1,939
N (WPO) Washington Post	196	1/4	197		- 3/4	-00.38	13	2,361
N (WX) Westinghouse	25	1/8	24	7/8	1/4	01.00	7	7,133

CABLE

A (ATN) Acton Corp.	4	3/4	5		- 1/4	-05.00	-3	7
O (ATCMA) ATC	31	5/8	31	1/2	1/8	00.39	30	3,448
A (CVC) Cablevision Sys.'A'	12	7/8	13	1/8	- 1/4	-01.90	-1	285
A (CTY) Century Comm.	6	3/8	6	5/8	- 1/4	-03.77	6	416
O (CMCSA) Comcast	12	7/8	11	1/8	1 3/4	15.73	-8	1,453
A (FAL) Falcon Cable	6	3/4	7	1/4	- 1/2	-06.89	-5	43
O (JOIN) Jones Intercable	6		6	3/4	- 3/4	-11.11	-3	75
N (KRI) Knight-Ridder	45	3/4	44	1/2	1 1/4	02.80	13	2,295
T (RCL) Rogers 'A'	8	1/2	8	1/2		00.00	-17	349
O (TCAT) TCA Cable TV	14	7/8	13	1/2	1 3/8	10.18	64	360
O (TCOMA) TCI	13	1/4	11	3/4	1 1/2	12.76	-19	4,716
N (TWX) Time Warner	81	3/4	83	5/8	- 1 7/8	-02.24	-5	4,698
O (UAECA) United Art.'A'	10	7/8	11	5/8	- 3/4	-06.45	-15	1,527
A (VIA) Viacom	25	3/4	25	5/8	1/8	00.48	-85	2,748

STOCK INDEX (CONT.)

	Closing Wed Jan 16	Closing Wed Jan 9	Net Change	Percent Change	P/E Ratio	Market Capital- ization (000,000)
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EQUIPMENT & MANUFACTURING

N (MMM) 3M	81	1/8	78	1/2	2	5/8	03.34	13	18,007
N (ARV) Arvin Industries	16	5/8	16	5/8			00.00	15	312
O (CCBL) C-Cor Electronics	3	5/8	3	7/8	-	1/4	-06.45	3	15
O (CTEX) C-Tec Corp.	13		13				00.00	-25	214
N (CHY) Chyron	9/16		7/16		1/8		28.57	-1	6
A (COH) Cohu	9	5/8	9	7/8	-	1/4	-02.53	7	18
N (EK) Eastman Kodak	37	7/8	39	3/8	-	1/2	-03.80	39	12,288
N (HRS) Harris Corp.	19	7/8	19	7/8			00.00	6	797
N (IV) Mark IV Indus.	8	1/4	8	3/8	-	1/8	-01.49	2	112
O (MATT) Matthews Equip.	1	9/16	1	7/16		1/8	08.69	7/8	9
O (MCDY) Microdyne	3	1/8	3			1/8	04.16	44	13
O (MCOM) Midwest Comm.	1	1/8	1	3/16	-	1/16	-05.26	3	3
N (MOT) Motorola	49	5/8	49			5/8	01.27	12	6,526
A (PPI) Pico Products	5/16		5/16				00.00		1
N (SFA) Sci-Atlanta	11	3/4	12		-	1/4	-02.08	6	263
N (SNE) Sony Corp.	43		43	1/4	-	1/4	-00.57	23	14,272
N (TEK) Tektronix	18	3/8	17	7/8		1/2	02.9	-6	534
N (VAR) Varian Assoc.	30	3/8	30	1/4		1/8	00.41	-144	581
O (WGNR) Wegener	5/16		3/8		-	1/16	-16.66	-1	2
N (ZE) Zenith	6	1/8	6	5/8	-	1/2	-07.54	-2	163

	Closing Wed Jan 16	Closing Wed Jan 9	Net Change	Percent Change	P/E Ratio	Market Capital- ization (000,000)
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SERVICE

O (AFTI) Am. Film Tech.	2	5/8	3	1/2	-	7/8	-25.00	8	25
O (BSIM) Burnup & Sims	7	3/4	7	5/8		1/8	01.63	86	97
A (CLR) Color Systems	2	1/2	2	1/4		1/4	11.11	-2	23
N (CQ) Comsat	23	1/2	23	3/8		1/8	00.53	7	439
N (CDA) Control Data	8	3/8	7	1/8		1/4	17.54	-2	356
N (DNB) Dun & Bradstreet	41	5/8	39	5/8		2	05.04	14	7,595
N (FCB) Foote Cone & B.	19	1/8	19	3/4	-	5/8	-03.16	10	206
O (GREY) Grey Adv.	130		130				00.00	11	146
O (IDBX) IDB Commun.	6		5	1/4		3/4	14.28	66	38
N (IPG) Interpublic Group	34	1/2	33	3/4		3/4	02.22	15	1,180
N (OMC) Omnicom	21	3/8	22	1/4	-	7/8	-04.00	560,730	
O (RTRSY) Reuters	40	1/8	39			1/8	02.88	19	17,297
N (SAA) Saatchi & Saatchi	1	3/8	1	7/8	-	1/2	-26.66	-1	217
O (TLMT) Telemation	1/4		1/4				00.00		1
O (TMCI) TM Commun.	1/4		1/4				00.00	-1	5
A (UNV) Unitel Video	6	1/2	6	1/8		3/8	06.12	-11	9
O (WPPGY) WPP Group	2	7/8	3	1/8	-	1/4	-08.00	1	118

Standard & Poor's 400	372.30	364.90	+7.4	+2.0%
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RENAISSANCE AGREES TO SELL WPGH-TV FOR \$55 MILLION

Proceeds to be used to pay down debt; Buyer will spin-off co-located WPTT-TV

Sinclair Broadcasting last week signed a definitive agreement to buy WPGH-TV Pittsburgh, a Fox affiliate, for roughly \$55 million. The price is thought to be 12 times trailing cash flow and is about \$23 million more than the seller, Renaissance Communications, had paid two years ago. Sinclair, a Baltimore-based group owner, currently owns co-located WPTT-TV and last week said it had an agreement in principle to sell the station to its community affairs manager, Edwin (Eddie) Edwards, for an undisclosed price. The spin-off would reportedly qualify for a minority tax certificate, allowing Sinclair to defer a tax on the proceeds from WPTT-TV.

Renaissance President Michael Finkelstein said proceeds from the sale of WPGH-TV would be used to retire debt: "I think that the industry is looking at some pretty hard times...the less leverage we have the better." The company, begun in 1989, currently has about \$140 million in long-term debt, roughly \$90 million of that bank debt and \$50 million in privately-placed subordinated notes,

with the latter paying 15% interest, 10% cash and 5% deferred.

Renaissance owns four other independent stations and is 90%-owned by Warburg, Pincus Capital Co., with most of the remainder held by Finkelstein.

The Renaissance president said the group was not under pressure to sell. Pro-forma results for the nine months ending September 1990 show Renais-

sance had revenue of \$64 million, up 14.5% from the prior-year's period. During that period it had an operating loss of \$5.4 million after expenses that included \$9 million in non-cash charges for depreciation and amortization. That is down from a \$15.2 million operating loss during the same nine months in 1989. Communications Equity Associates brokered the deal.

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fork, who claimed that Wade had illegally manipulated the makeup of the BTW board of directors, asked that the FCC rule on KEEF ownership before granting any sale. The armed takeover charges brought the question of control into Los Angeles Superior Court and threatened to complicate revocation proceedings initiated at the FCC in 1988.

The latest FCC decision on BTW's

renewed distress sale request fell short of directly deciding ownership. However, citing BTW's demonstration that a majority of BTW's original board members had signed a resolution supporting the distress sale to HCCN, the commission found that resolution "represented a bona fide expression of the permittee's intent to sell."

Nevertheless, two other "impediments to an immediate grant" remain in the way of finally getting KEEF on the

air, said the commission. The FCC ruled this month against BTW's request that it be allowed to sell the permit for 75% of its market value; because KEEF remains unbuilt, it said, BTW may ask only to cover "BTW's reasonable and prudent expenses." Also, according to the commission, HCCN has yet to demonstrate "adequately" that it will operate KEEF on a noncommercial educational basis required to retain channel 68 in the Los Angeles market. —PBI

PINELANDS WINS RENEWAL CHALLENGE FOR WWOR-TV

Owner says it has no intention of selling station, acquired in wake of MCA purchase by Matsushita

With the FCC's approval of the settlement of a three-year-old license renewal challenge for WWOR-TV New York (Secaucus, N.J.), Pinelands Inc., the owner of the independent VHF, will be free in early March to sell the station to the highest bidder.

But despite persistent industry speculation to the contrary, Pinelands says it has no intention of selling. In fact, says Cynthia Harrison, vice president, public relations: "Our intent is absolutely to remain an [independently owned] station."

According to Harrison, Pinelands will seek to acquire other stations or form joint ventures in broadcast-related businesses. "Our balance sheet is substantially debt free," she said, "so that provides us with a fair amount of flexibility to pursue new businesses."

(A story in the Jan. 14 issue of BROADCASTING saying that Pinelands had indicated an interest in selling was incorrect.)

Pinelands is comprised of the former shareholders of MCA. Prior to Matsushita's acquisition of MCA last month, the station was spun off to the shareholders to comply with the FCC's ban on foreign ownership of broadcast properties.

At the time of the spin-off, the station's license was encumbered by the license renewal challenge of Garden State Broadcasting Ltd., which alleged that the station had failed to adequately serve New Jersey.

In September 1990, MCA had agreed to a settlement with Garden State, under which the challenger would withdraw its competing license application in exchange for \$2 million. But FCC Administrative Law Judge Richard Sippel declined to approve the settlement until he

had a chance to explore MCA's charges that Garden State was not a legitimate applicant—that it was, in fact, controlled by Washington lawyers and not general partner Jean Wells.

Sippel held a hearing in October on the "real-party-in-interest" question. And in a decision released Jan. 11, the ALJ ruled Garden State was a "bona fide" applicant and qualified to be a party to a settlement. It approved the settlement agreement and renewed Pineland's license.

Striking down other allegations against Garden State, Sippel also ruled "the preponderance of evidence fails to prove that Garden State...filed its application...for the purpose of reaching or carrying out a settlement agreement or that the applicant abused the [FCC's license renewal] process."

The judge's decisions become effective 50 days from the release date. That will likely put the closing in the first week of March.

"We are obviously happy to have our license," said Harrison, adding that the station has not ignored New Jersey viewers as Garden State had alleged. "We feel confident we have served

them very well through our programming and public affairs efforts."

Harrison passed on an opportunity to characterize Garden State or its license challenge. "At this point, it's a fait accompli," she said.

She also declined comment on which company is liable for the \$2 million in settlement money, the Matsushita-controlled MCA or Pinelands. "I'm not at liberty to say."

In addition to talk of Pineland's selling, there also has been speculation that someone might try to take control of the station by simply buying up its publicly traded and widely held stock. But Harrison downplayed the possibility. "There are various poison pills imbedded in the charter of the station," she said.

Mort Berfield, of the Washington-based law firm of Cohen & Berfield, which represented Garden State and which was alleged to have controlled the applicant, said he thought Garden State had a shot at capturing WWOR-TV's license if the case had moved into the comparative stage. "Who knows what the outcome would have been if we hadn't settled, but this concludes it." —MAJ

CABLE ON HIS MIND

FCC Commissioner Andrew Barrett told a group of cable engineers that cable's concerns about cross-subsidization will weigh in his review of whether the statutory prohibition against telephone companies providing cable service along with telephone service should be repealed. In a speech before the Society of Cable Television Engineers in Orlando, Fla., Barrett said he will also consider the "economics of fiber deployment" and cable's interest in providing telephone services through personal communications networks. The telephone industry is expected to make a major effort this year to strip the prohibition from the Cable Communications Policy Act of 1984. For its part, the FCC plans to reopen an inquiry to make recommendations to Congress on whether to keep, modify or repeal the ban.

QUOTES AT ISSUE IN 'MASON V. NEW YORKER'

Ruling would have 'considerable' impact on broadcasters, says lawyer filing brief on behalf of 'New Yorker' and on behalf of NAB, other media organizations

The Supreme Court heard arguments last Monday (Jan. 14) in a case—*Masson v. The New Yorker*—that may determine whether publishers and broadcasters can be dragged into court to litigate libel allegations before a jury whenever a reporter misquotes a public figure.

The high court is reviewing an opinion of the U.S. Court of Appeals for the Ninth Circuit in San Francisco that held, in essence, that even if a quotation attributed to a public figure were made up, no basis for libel exists as long as the quotation did not "alter the substantive content" or is a "rational" interpretation of the source's remarks.

If the court reverses the Ninth Circuit and sends the case back to district court for a jury trial, said Roslyn A. Mazer of Dickstein, Shapiro & Morin, who filed a brief for the *New Yorker* on behalf of the National Association of Broadcasters and other media organizations, "the football coach, the high school principal or the city council president could get a jury trial merely by alleging a difference in the quoted words, which they believe to be defamatory."

Such a ruling would have "considerable impact" on broadcasters, Mazer said. "Television broadcasts routinely report the words of public figures, routinely edit the words of public figures and sometimes place on the screen the words spoken by them, between quotation marks."

The case goes back to 1984 when Jeffrey Masson, the one-time director of the Sigmund Freud Archives, sued journalist Janet Malcolm and *The New Yorker* for Malcolm's unflattering 1983 article on Masson and the controversy that erupted at the archives during his tenure. The suit also names Alfred A. Knopf Inc., which turned the article into a book in 1984.

Masson has alleged several quotations attributed to him in the article, including one in which he describes himself as an "intellectual gigolo," were fabricated, defamatory and, thus, libelous. Although the quotations are not found in the 40-odd hours of taped interviews, Malcolm maintains they are accurate.

On a motion of the defendant's, the district court dismissed the suit and the Ninth Circuit affirmed.

In libel cases involving public figures, plaintiffs must not only show that statements were false, but also they were

printed or aired with "actual malice"—that is, with knowledge of the falsity and with reckless disregard for the truth.

To avoid dismissal of libel suits involving public figures by the trial court, case law requires plaintiffs to show that "evidence in the record could support a reasonable jury finding...[of] actual malice by clear and convincing evidence."

Before the Supreme Court last week was the question of whether an inaccurate quote, in and of itself, could meet the dismissal standard.

Charles Morgan, a San Francisco lawyer representing Masson, argued the "inference of malice" in a misquotation is sufficient to warrant a jury trial.

But Bartow Farr, representing Malcolm and *The New Yorker*, countered: "The First Amendment protects a writer

accused of misquotation unless it can be shown he knew [there was a] substantial misrepresentation." The misquotation "does not, by itself, raise an inference of malice."

During spirited questioning by the court, Justice Sandra Day O'Connor challenged Morgan's assertion that his client's action was not aimed at "the poor reporter who has to get a quote in a hurry." Allowing libel suits based on alleged misquotations would put all reporters at risk, she said.

On the other hand, Chief Justice William Rehnquist seemed to reject Farr's argument that for purposes of libel inaccurate quotes and paraphrases are indistinguishable. "Putting words in someone's mouth...[rather than paraphrasing] can hit a lot harder," Rehnquist said.

A decision is expected in July. —HJ

WASHINGTON WATCH

With the National Cable Television Association gearing up for a major public relations push that could cost more than \$10 million, industry watchers have been wondering what is to become of the year-old public relations initiative of the Community Antenna Television Association, which was funded in large part by contributions from NCTA's largest members. CATA has been wondering also, but is fairly certain it will have a substantial, possibly increasing, role under the NCTA umbrella. Rob Stoddard, one of just five people who constitute CATA's front office, says CATA voted last September to raise dues to continue the association's PR initiative. "Our future is probably enhanced by all the homage suddenly being paid to public affairs and public relations," Stoddard said. "We've been leading the charge," he continued, and "we think the rest of the industry has come around to our way of thinking on public relations." Stoddard conceded that NCTA may yet cut CATA out of its plans, but one of NCTA's goals is to foster industry unity. "They're bending over backwards to bring everybody on board."

□

The "most contentious" issue likely to face U.S. delegations at the World Administrative Radio Conference in February 1992 involves digital audio broadcasting, according to FCC Chief Engineer Tom Stanley. "We want to keep all our options open," he told a group of lawyers last week at a session in Washington sponsored by the Federal Communications Bar Association. But other countries are pushing a plan for turning DAB into a primarily satellite-delivered service, he said. The "toughest" job for the FCC, which is chiefly responsible for the U.S.'s WARC planning, is to develop a position on DAB and other mobile radio issues by the July WARC deadline. In an effort to meet that deadline, he said, the FCC plans to issue a further notice of inquiry in March and make its final recommendations in June. DAB promises to provide CD-quality audio via satellite or terrestrial transmitters to a new generation of receivers in cars and homes. Most U.S. broadcasters are wary of the satellite-delivered service; they favor a terrestrial one, mimicking the current AM and FM services.

FOR THE RECORD

As compiled by BROADCASTING from Jan. 10 through Jan. 16 and based on filings, authorizations and other FCC actions.

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

OWNERSHIP CHANGES

Applications

■ **WYDE(AM)** Birmingham, AL (BAL901228ED; 850 khz; 50 kw-D, 1 kw-N)—Seeks assignment of license from Wyde Broadcasting Co. Inc. to Guardian Communications Inc. for \$1.05 million. Seller is headed by American General Media of Texas Inc. (holding company), headed by Anthony S. Brandon and Lawrence Brandon, father and son, and is licensee of WWWG(AM) Rochester, NY; KQXR(AM)-KERN-(FM) Bakersfield, CA, and KGEF(AM) Monahaws and KLLF(AM) Wichita Falls, both Texas. Buyer is headed by Mark and Joann McNeil (69.6875%), Leonard and Dolores Koltiska (7.8125%), Richard and Debra David (7.8125%), David McNeil (4.0625%), Daniel and Leslie McNeil (4.0625%), Charles T. Lucas Jr. (3.125%), Pamela Anne Parker and Phyllis W. Spates (3.125%) and Jeff Oberholtzer (3.125%). Guardian Communications is licensee of KFEL(AM) Pueblo, CO, KKIM(AM) Albuquerque, NM; WCCD(AM) Parma, OH; WFEL(AM) Towson, MD, and WTSJ(AM) Cincinnati. Filed Dec. 28, 1990.

■ **KYAK(AM)-KGOT(FM)** Anchorage, AK (AM: BAL901227EC; 650 khz; 50 kw-U; FM: BALH901227ED; 101.3 mhz; 26 kw; ant. -66 ft.)—Seeks assignment of license from KGOT Corp. to Harbor Broadcasting Corp. for \$5.25 million. Purchase includes KIAK(AM)-KQRZ(FM) Fairbanks, AK, and KTRW(AM)-KZZU(FM) Spokane, WA (see below). Filed Dec. 27, 1990.

■ **KIAK(AM)-KQRZ(FM)** Fairbanks, AK (AM: BAL901227EA; 970 khz; 5 kw-U; ant. -89.5 ft.)—Seeks assignment of license from KQRZ Corp. to Harbor Broadcasting Corp. for \$5.25 million. Purchase includes KYAK(AM)-KGOT(FM) Anchorage and KTRW(AM)-KZZU(FM) Spokane, WA (see above). Seller is headed by James Ireland. Buyer is headed by William J. Glasgow, Gary L. Capps and Glen F. Pickell. Inner Pacificorp Inc. is parent of Pacificorp Financial Services Inc., which is parent of Pacific Harbor Capital Inc., 80% shareholder of Harbor Broadcasting Corp. Inner Pacificorp holds 87% interest in Pacific Telecom Inc., parent of Pacific Telecom Nonregulated Holdings Inc., which in turn is parent of PTI Broadcasting Inc., licensee of KDUK(AM) Eugene and KLCX(FM) Florence, both Oregon; KUCL(AM) Boise and KZMG(FM) New Plymouth, both

Idaho; KQLQ(AM) Reno and KWNZ(FM) Carson City, both NV. Filed Dec. 27, 1990.

■ **KBCN(AM)** Fairbanks, AK (BAL901224EH; 1300 khz; 1 kw-U)—Seeks assignment of license from Great Alaska Electric Radio Co. Inc. to Cobb Communications Inc.; consideration is payments previously made by Cobb for indebtedness of Great Alaska. Seller is headed by Howard S. Trickey and has no other broadcast interests. Buyer is headed by Thomas C. Tierney and Patricia M. Tierney, and owns KZXX(AM) Kenai, KLAM(AM) Cordova, KRXA(AM) Seward, KVOK(AM)-KJJZ-FM Kodiak, all Alaska. It has consent to acquisition of KVAK(AM) Valdez, AK, but cannot consummate until license is renewed, pursuant to commission order. Thomas Tierney also owns TCT Communications Inc., licensee of KENI(AM)-KBFX(FM) Anchorage, AK. Filed Dec. 24, 1990.

■ **KPRC(AM)** San Francisco (BAL901130EC; 610 khz; 5 kw-U)—Seeks assignment of license from South Jersey Radio Inc. to Bedford Broadcasting Co. for undisclosed amount. Seller is headed by Howard L. Green and Donald M. Simmons, and is licensee of WOND(AM) Pleasantville, WMGM-FM Atlantic City and WMGM-TV Wildwood, all New Jersey, and permittee of LPTV W07CE Atlantic City. Green and Simmons are also stockholders of WENY Inc., licensee of WENY(AM)-WCEZ(FM)-WENY-TV Elmira, NY, and permittee of LPTV's W06AR Hornell and W07BJ Ithaca, both NY. Buyer is headed by Peter B. Bedford (100%). Bedford is president and 100% stockholder of Bedford Broadcasting, licensee of stations KSSK(AM) Honolulu and KSSK-FM Waipahu, both HI, and is proposed transferee of KYUU Inc., licensee of KXXX-FM San Francisco. Filed Nov. 30, 1990.

■ **KTAP(AM)** Santa Maria, CA (BAL901231EA; 1600 khz; 500W-D, 26W-N, DA; ant.)—Seeks assignment of license from Buenos Diaz Broadcasting Inc. to Leo Kesselman for \$300,000. Seller is headed by Eduardo and Rodolfo Diaz, brothers, and has no other broadcast interests. Buyer, Kesselman, has 41.5% interest in KPIG(FM) Freedom, CA; 21.2% interest in KIDI(FM) Albuquerque, NM; 49% owner of LPTV KO4NT Indio, CA, and owner of LPTV's K58DJ Bakersfield, CA; K21DB Santa Fe, NM, and K06MB Indio, CA. Filed Dec. 31, 1990.

■ **KGIW(AM)-KALQ-FM** Alamosa, CO (AM: BAL901207EA; 1450 khz; 1 kw-U; FM: BTCH901207EB; 93.5 mhz; 2.8 kw; ant. 130 ft.)—Seeks assignment of license from Community Broadcasting Corp. to Dale K. Burns for no cash consideration; Darrell K. and Hazel Burns, husband and wife, are transferring their stock interest to son, Dale, as gift. Community Broadcasting Corp. is headed by Darrell K. and Hazel L. Burns, Dean K. and Gayle Burns, husband and wife, and Dale K. and Marilyn Burns, husband and wife, and is licensee of KRSN(AM) Los Alamos, NM (see below). Dean Burns is 100% shareholder of Torjaq Radio Inc., licensee of KNLA(FM) White Rock, NM. Filed Dec. 7, 1990.

■ **KDEN(AM)** Denver (BAL901228EC; 1340 khz; 1 kw-U)—Seeks assignment of license from Karen J. Mathis, Receiver to Cashel Inc. for \$575,000. Seller has no other broadcast interests. Buyer is headed by John J. and Shirley A. McGuinness, husband and wife, and has no other broadcast interests. Filed Dec. 28, 1990.

■ **KKSI(FM)** Eddyville, IA (BTCH901220HW; 101.5 mhz; 50 kw; ant. 150 ft.)—Seeks transfer of control from "O"-Town Communications Inc. to Don Linder for \$1,240 in transfer within company. Transferor is Mark McVey. Transferees are Don and John Linder, father and son. "O-Town" is headed by Don Linder (60%), John Linder (20%) and McVey (20%). Linder is 92.34% voting shareholder of Minnesota Valley Broadcasting Co., licensee of KTOE(AM)-

KDOG(FM) Mankato, MN, and 100% owner of KMHL Broadcasting Co., licensee of KMHL(AM)-KKCK(FM) Marshall, MN; and 80% voting shareholder of Linder Broadcasting of Fort Dodge Inc., licensee of KRIT(FM) Clarion, IA. Filed Dec. 20, 1990.

■ **WHQO(FM)** Skowhegan, ME (BAPH901231GK; 107.9 mhz; 1.3 kw; ant. 680 ft.)—Seeks assignment of license from Dark Communications Inc. to Robert R. Harvey for \$185,000. Seller is headed by Dennis A. Tallyn, Diane Saltzman and Donald Martin, and has no other broadcast interests. Buyer has no other broadcast interests. Filed Dec. 31, 1990.

■ **WMJT(FM)** Pinconning, MI (BALH901221GG; 100.9 mhz; 3 kw; ant. 500 ft.)—Seeks assignment of license from BC Communications Inc. to P&G Media Corp. for \$55,000. Seller is headed by Floyd Bemat and has no other broadcast interests. Buyer is headed by Thomas J. Beauvais (50%) and Gregory P. Theokas (50%), and has no other broadcast interests. Filed Dec. 21, 1990.

■ **KRSN(AM)** Los Alamos, NM (BTC901207EC; 1490 khz; 1 kw-U)—Seeks assignment of license from Community Broadcasting Corp. to Dean K. Burns for no cash consideration; Darrell K. and Hazel Burns, husband and wife, are transferring their stock to son, Dean, as gift (see above). Filed Dec. 7, 1990.

■ **WABY(AM)-WKLI(FM)** Albany, NY (AM: BAL901220HR; 1400 khz; 1 kw-U; FM: BALH901220HS; 100.9 mhz; 3 kw; ant. 300 ft.)—Seeks assignment of license from Paul N. Bendat to Bendat Communications & Broadcasting Inc.; Bendat is exchanging assets of stations for common stock in his company. Purchase includes WUTQ(AM)-WOUR(FM) Utica, NY (see below). Buyer is headed by Paul N. Bendat (50%) and Laura Ann Machlin (50%), brother and sister, and has no other broadcast interests. Filed Dec. 20, 1990.

■ **WUTQ(AM)-WOUR(FM)** Utica, NY (AM: BAL901220HT; 1550 khz; 1 kw-D; FM: BALH901220HU; 96.9 mhz; 16 kw; ant. 790 ft.)—Seeks assignment of license from Paul N. Bendat to Bendat Communications & Broadcasting Inc.; Bendat is exchanging assets of stations for common stock in his company. Purchase includes WABY(AM)-WKLI(FM) Albany, NY (see above). Filed Dec. 20, 1990.

■ **WRQR(FM)** Farmville, NC (BTCH901221GE; 94.3 mhz; 1.95 kw; ant. 407 ft.)—Seeks assignment of license from WRQR Inc. to William Matchak for \$10. Seller is headed by Sam E. Floyd, Greg W. Floyd, Ronald E. Stone, Don Kimbell, E. Roy Ruston and J. Guy Ratcliff. Sam Floyd has interests in Beasley Broadcasting Co., ultimate licensee of WFAI(AM) Fayetteville and WKML(FM) Lumberton, both North Carolina; WYNG-FM Evansville, IN; New South Broadcasting, licensee of WASC(AM) Spartanburg, SC; United Communications Inc., licensee of WAAJ(AM) Huntsville, AL; and WSJC Inc., licensee of WSJC(AM) Magee, MS. Buyer is also headed by Matchak (25%), Kyong Ja Matchak (28%), John Park (6%), Kyong Do Park (6%) and Kenneth Park (6%), and have no other broadcast interests. Filed Dec. 21, 1990.

■ **WTHP(FM)** Thomasville, NC (BTCH901224GI; 98.3 mhz; 1.68 kw; ant. 429 ft.)—Seeks transfer of control from Hi-Toms Broadcasting Inc. to Eugene H. Bohi for \$200,000. Seller is headed by William C. Boyce Jr., Charles A. Poole, P. A. Thomas Sr. and John W. Thomas III. Boyce has 33.4% interest in Stanley County Communications Inc., licensee of WWWX(AM) and WABZ-FM Albemarle, NC. Thomas Sr., Thomas III and Poole have interest in Club Towers Broadcasting Inc., licensee of WOKX(AM) High Point, NC. Buyer has no other broadcast interests. Filed Dec. 24, 1990.

■ **KBTO(FM)** Bottineau, ND (BALH901231GJ; 101.9 mhz; 51.5 kw; ant. 492 ft.)—Seeks assignment of license from D&H Broadcasting Inc. to Standef Broadcasting Corp. for \$330,000. Seller is headed by Alan Henning and has no other broadcast interests. Buyer is headed by Edward F. Stanley (75%), Donna M. Stanley (15%) and Jeffrey P. Stanley (10%), and has application for new FM at Jeffersville, NY. Filed Dec. 31, 1990.

■ **KBIX-FM** Wagoner, OK (BAPH901220HX; 102.1 mhz; 3 kw; ant. 328 ft.)—Seeks assignment of license from Bix Broadcasting Co. to RJR Broadcasting Inc. for \$75,000. Seller is headed by David E. Webb and Lloyd Watson, and has no other broadcast interests. Buyer is headed by Ronald L. Jones, and has no other broadcast interests. Filed Dec. 20, 1990.

■ **WCRO(AM)** Johnstown, PA (BAL901219EA; 1230 khz; 1 kw-U)—Seeks assignment of license from Tschudy Communications Corp. to Eagle Broadcasting Group Inc. for \$80,000. Seller is headed by Earl Judy Jr., Robert S. Janney and Joyce Jenkins. Judy is 51% stockholder of Shenandoah County Broadcasting Corp., licensee of WSVG(AM) and WSG(FM) Mount Jackson, VA. Buyer is headed by J. Richard Lee (70%), Dorothy K. Lee and Jane Allison Lee (30%), and has no other broadcast interests. Filed Dec. 19, 1990.

■ **WIEC-TV** Ponce, PR (BALCT901231KF; ch. 48; 100 kw-V; ant. 858 ft.)—Seeks assignment of license from Canal 48 Inc. to Angel O. Roman-Lopez for \$50,000. Seller is headed by Joseph Murphy and Jema Vazquez. Murphy is father of Linda F. Estevez, whose husband, Anthony J. Estevez, has interests in WRWR-TV San Juan and WTRA-TV Majaguez, both Puerto Rico. Buyer has no other broadcast interests. Filed Dec. 31, 1990.

■ **KNAF(AM)** Fredericksburg, TX (BTC901206EA; 910 khz; 1 kw-D, 174 w-N)—Seeks transfer of control from Fritz Broadcasting Co. to Jayson and Janice Fritz for \$320,000 in stock purchase agreement. Sellers are Norbert, Alene and Sharon Fritz. Buyer is headed by Jayson and Janice Fritz. Fritz's also have interests in Gillespie Broadcasting Co., headed by Norbert Fritz (60%), Alene Fritz (20%), Jayson Fritz, Sharon Fritz (20%) and Janice Fritz, and is licensee of KFAN(FM) Fredericksburg, TX. Filed Dec. 6, 1990.

■ **KPOS(AM)** Post, TX (BAL901218EE; 1370 khz; 1 kw-D)—Seeks assignment of license from American Indian Broadcasting Group Inc. to James G. Boles for \$250,000. Seller is headed by Jack W. Bursack and Lynwood H. Eaton, and is permittee of KKLK(FM) San Angelo, and licensee of KFXJ(FM) Abilene, both Texas. Bursack is 98.6% shareholder of Smyrna Broadcasting Corp., licensee of WKXB(AM) Smyrna, TN. Eaton is 100% shareholder of Wilson County Broadcasting Inc., licensee of WCOR(AM) Lebanon, TN. Buyer is headed by James G. Boles (100%), owner of KSEL-AM-FM Portales, NM. Filed Dec. 18, 1990.

■ **WFAD(AM)** Middlebury, VT (BAL901221EA; 1490 khz; 1 kw-U)—Seeks assignment of license from Straus Communications in the Champlain Valley Inc. to Pro-Radio Inc. for \$75,000. Seller is headed by R. Peter Straus, Jeanne H. Straus, father and daughter, and Errol C. Hanson. R. Peter Straus is president and sole shareholder of Straus Communications in New York Inc., licensee of WELV(AM)-WWWK(FM) Ellenville, NY. Straus, Jeanne and Hanson have interests in WFTR-AM-FM Front Royal, VA. Buyer is headed by Mark T. Brady (50%) and Mary T. Brady (50%), and is licensee of WMNM(FM) Port Henry, NY. Filed Dec. 21, 1990.

■ **KTRW(AM)-KZZU(FM)** Spokane, WA (AM: BAL901227EE; 970 khz; 5 kw-D, 1 kw-N, DA-N; FM: BALH901227EF; 92.9 mhz; 81 kw; ant. 2,080 ft.)—Seeks assignment of license from Highsmith Broadcasting Corp. to Harbor Broadcasting Corp. for \$5.25 million. Purchase includes KIAK(AM)-KQZ(FM) Fairbanks and KYAK(AM)-KGOT(FM) Anchorage, both Alaska (see above). Filed Dec. 27, 1990.

■ **WGEZ(AM)** Beloit, WI (BAL901220EA; 1490 khz; 1 kw-U)—Seeks assignment of license from See-hafer Broadcasting Corp. to Great Radio Broadcasting

Group for \$300,000. Seller is headed by Donald See-hafer, and owns WOMT(AM)-WQTC-FM Manitowoc; WXCO(AM)-WYCO(FM) Wausau, both Wisconsin, and KWEB(AM)-KRCH(FM) Rochester, MN. Buyer is headed by Stephen P. Walrath (50%), Elroy A. Voigt (25%), Lana S. Voigt (25%), and has no other broadcast interests. Filed Dec. 20, 1990.

Actions

■ **KJNO(AM)-KYKU(FM)** Juneau, AK (AM: BTC900806EC; 630 khz; 5 kw-D, 1 kw-N; FM: BTCH900806ED; 105.1 mhz; 3.84 kw; ant. -1,057 ft.)—Granted app. of transfer of control from Alaska Broadcast Communications Inc. to Media Ltd. for undisclosed amount (purchase includes KTKN(AM)-KGTW(FM) Ketchikan and KIFW(AM) Sitka, both Alaska). Seller is headed by Craig McCaw and Roy Paschal. McCaw has interest in Comco Broadcasting Group, licensee of KYMG(FM) Anchorage, AK. Buyer is headed by E. Roy Paschal and is 25% shareholder in Alaska Broadcast Communications. Action Jan. 3.

■ **KTKN(AM)-KGTW(FM)** Ketchikan, AK (AM: BTC900806EE; 930 khz; 5 kw-D, 1 kw-N; FM: BTCH900806EF; 106.7 mhz; 4 kw; ant. -308 ft.)—Granted app. of transfer of control from Alaska Broadcast Communications Inc. to Media Ltd. for no financial consideration (includes KJNO(AM)-KYKU(FM) Juneau and KIFW(AM) Sitka, both Alaska). Seller is headed by Craig McCaw and Roy Paschal. McCaw has interest in Comco Broadcasting Group, licensee of KYMG(FM) Anchorage, AK. Buyer is headed by Dennis Egan and is 25% shareholder in Alaska Broadcast Communications. Action Jan. 3.

■ **KIFW-AM** Sitka, AK (BTC900806EG; 1230 khz; 1 kw-U)—Granted app. of transfer of control from Alaska Broadcast Communications Inc. to Media Ltd. for no financial considerations. It includes KTKN(AM)-KGTW(FM) Ketchikan and KJNO(AM)-KYKU(FM) Juneau, both Alaska. Seller is headed by Craig McCaw and Roy Paschal. McCaw has interest in Comco Broadcasting Group, licensee of KYMG(FM) Anchorage, AK. Buyer is headed by Dennis Egan and is 25% shareholder in Alaska Broadcast Communications. Action Jan. 3.

■ **KIUL(AM)** Garden City and KWKR(FM) Leoti, both Kansas (AM: BAL901115EF; 1240 khz; 1 kw-U; FM: BAL901115EF; 99.9 mhz; 60 kw; ant. 395 ft.)—Granted app. of assignment of license from KIUL Inc. to Ronald C. Isham for \$450,000. Seller is headed by Isham, Elton E. Jewell and John G. Harris. Harris has interests in Harris Enterprises, licensee of KGRI-AM-FM Grand Island, NE. Buyer, Isham, is president of KIUL Inc., the assignor. Action Jan. 2.

■ **WYMC(AM)** Mayfield, KY (BAL901115EE; 1430 khz; 1 kw-U)—Granted app. of assignment of license from Purchase Sound Inc. to JDM Communications Inc. for \$277,649. Seller is headed by Ron and Judy Gentry, and is licensee of WYMC-FM Wickliffe, KY. Buyer is headed by James Robert Moore and Deborah B. Moore, husband and wife, and has no other broadcast interests. Action Dec. 31, 1990.

■ **KSLA-TV** Shreveport, LA (BALCT900910KH; ch. 12; 316 kw-V; 40.7 kw-A; ant. 1,070 ft.)—Dismissed app. of assignment of license from VSC Communications Inc. to KSLA-TV Ltd. for \$2.3 million. Seller is headed by Henry S. Schleiff and is subsidiary of Viacom Inc., headed by Frank Biondi. Viacom has interests in WJIT(TV) New Britain, CT; WMZQ-FM Washington; WLIT-FM Chicago; WLTK(FM) Detroit; KMOV(TV) St. Louis; WNYT(TV) Albany, NY; WLTW(FM) New York and WHEC-TV Rochester, all New York; KIKK(AM) Pasadena and KIKK-FM Houston, both Texas; WMZQ(AM) Arlington, VA and KBSG(FM) Tacoma, WA. Buyer is headed by Birney and Nancy Imes Jr., husband and wife. Birney Imes III, Nancy Musso, Eugene B. Imes, Stephen B. Imes, George S. Imes and Frank B. Imes, and has interest in Columbus Television Inc., licensee of WCBI-TV Columbus, MS. Birney and Nancy Imes Jr. own 90% of WMUR-TV Inc., licensee of WMUR-TV Manchester, NH. Imes Jr. is principal stockholder of WBOY-TV Inc., licensee WBOY-TV Clarksburg, WV, and has interest in KDBC-TV Acquisition Ltd., licensee of KDBC-TV Shreveport, LA. Action Dec. 31, 1990.

■ **KOKH-TV** Oklahoma City, OK (BTCCT901106KH; ch. 25; 1410 kw-V; 141 kw-A; ant. 1,540 ft.)—Granted app. of transfer of control from Busse Broadcasting Corp. to KOKH Acquisition Corp. for \$7 million. Seller is owned by Lawrence A. Busse, James C. Ryan and Oscar David, and has interests in WEMU-TV Eau Claire, WI; WWMT(TV) Kalamazoo, MI; KOLN(TV) Lincoln and KGIN(TV) Grand Island, both Nebraska. Buyer is owned by George N. Gillett Jr., David Ramon and Stephen D. Spears. Gillett owns 100% of stock of GNG Corp. and Gillett Holdings Inc. GNG Corp. owns 100% of outstanding class A stock of SCI Television Inc. SCI Television Inc. is 100% owner of Gillett Communications of Atlanta Inc., licensee of WAGA-TV Atlanta; Gillett Communications of Boston Inc., licensee of WSBK-TV Boston; Gillett Communications of San Diego Inc., licensee of KNSD(TV) San Diego and TV translator K62AK La Jolla, both CA; Gillett Communications of Ohio Inc., licensee of WJW-TV Cleveland; Gillett Communications of Detroit Inc., licensee of WJBK-TV Detroit, and Gillett Communications of Milwaukee Inc., licensee of WITI-TV Milwaukee, WI. Action Dec. 28, 1990.

■ **KIKR(AM)** Conroe, TX (BAL901114EE; 880 khz; 10 kw-D, 1 kw-N)—Granted app. of assignment of license from Family Group Enterprises Inc. to U.S. Radio Ltd. for \$750,000. Seller is headed by Rigby Owen and Rigby Owen Jr., and has no other broadcast interests. Buyer is headed by Ragan Henry, Michael O. Driscoll, Sheila Weiss, Patricia M. Hussey, Robert J. Hughes, Robert A. Woodward, Donald L. Kidwell, Peter Ferrara and John Broomfield, and is licensee of WBSK(AM) Portsmouth, WQOK(FM) South Boston and WOWI(FM) Norfolk, all Virginia; KJOJ(FM) Conroe, KGLF-FM Freeport and KHEY-AM-FM El Paso, all Texas; WAKR(AM)-WONE-FM Akron, OH; WCOS-AM-FM Columbia, SC, and WRAW(AM)-WRFY-FM Reading, PA; and is proposed assignee of WRXJ(AM)-WCRJ-FM Jacksonville, FL, and WAYV(FM) Atlantic City. Action Dec. 31, 1990.

■ **KLIF(AM)** Dallas (BAL901031EE; 1190 khz; 50 kw-D, 5 kw-N)—Granted app. of assignment of license from KLIF Co. to Greystone Broadcasting Inc. for \$2 million. Seller is headed by Louis Appell Jr. and Arthur W. Carlson. KLIF Co. is a subsidiary of Susquehanna Radio Corp., licensee of 10 FM's and six AM's. Buyer is headed by William R. Johnson, Susan Porter Johnson, Michael K. Russell and Carol Russell. Greystone Broadcasting Inc., formerly Johnson Broadcasting Inc., has interests in KCBR-AM Ltd., licensee of KNHN(AM) Kansas City, KS. Action Jan. 4.

NEW STATIONS

Actions

■ **Hutchinson, KS** (BPED890620MB)—Granted app. of Kansas-Nebraska Christian Broadcasting Inc. for 91.7 mhz; 100 kw; ant. 784 ft. Address: 1018 N. Jackson #2, Hutchinson, KS 67501. Principal is headed by Thomas J. Russell, Kenneth R. Kohler, Larry R. Miller, Terry Drouhard, Patricia Alice Foss and Ron G. Sorenson. Action Dec. 28, 1990.

■ **Asbury Park, NJ** (BPED880606MY)—Granted app. of Evangelical Crusades of Fisher Men Inc. for 88.1 mhz; 1 kw H&V; ant. 98 ft. Address: 1488 New York Ave., Brooklyn, NY 11210. Principal is headed by Rev. Philius Nicolas, Jean A. Rejouis, Ismene Aurelius and Marc Mareus, and has no other broadcast interests. Action Dec. 28, 1990.

FACILITIES CHANGES

Applications

AM

■ **Laurel, MD** WILC(AM) 900 khz—Dec. 28 application for mod. of CP (BP880204AD) to make changes in ant system and reduce day power to 1.9 kw.

FM's

■ **Lake Arrowhead, CA** KBON(FM) 103.9 mhz—

Teach Your Kids a Lesson They'll Never Forget.

With all the benefits of fitness — stronger heart and lungs, reduced stress, increased energy — isn't it time you started a regular exercise program with your children? The good fitness habits they develop now could give them a healthier, happier lifetime — a gift they'll appreciate long after their toys



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Dec. 19 application for CP to change ERP: .19 kw H&V; ant.: 1,751 ft.; change TL: 4 km ESE of Lake Arrowhead.

■ **Tahoe City, CA KRZQ-FM 96.5 mhz**—Dec. 24 application for CP to change ERP: 12 kw H&V; ant.: 2,181 ft.; change TL: approximately 12 km NE of Carson City, NV; class: C1; OTHER: change from a non-directional ant to a directional ant.

■ **Clewiston, FL WAFC-FM 106.3 mhz**—Dec. 24 application for CP to change ERP: 2.1 kw H&V; ant.: 551 ft.

■ **Ferriday, LA KFNV-FM 107.1 mhz**—Dec. 19 application for CP to change ERP: 18.5 kw H&V; ant.: 233 ft.; change class: C3.

■ **Winslow, ME WJBI(FM) 95.3 mhz**—Dec. 21 application for mod. of CP (BPH880122MS) to change ERP: 5.3 kw H&V; ant.: 348 ft.; change TL: 1.57 km N of Intersection of Oak Grove Rd. and Tabor Hill Rd., Vassalboro, ME.

■ **Gulliver, MI WTIO-FM 94.7 mhz**—Dec. 20 application for CP to change ant.: 659 ft.; change TL: 5.8 km N NW, Cooks, MI.

■ **Artesia, MS WZIX(FM) 100.1 mhz**—Dec. 27 application for CP to change ERP: 6.0 kw H&V.

■ **Franklin, NH WFTN-FM 94.3 mhz**—Dec. 26 application for mod. of CP (BPH900417ID) to change OTHER: specify change in orientation of directional antenna.

■ **Philadelphia WKDU(FM) 91.7 mhz**—Dec. 19-petition for reinstatement filed.

■ **Humboldt, TN WSLZ(FM) 105.3 mhz**—Dec. 20 application for CP to change ERP: 6 kw H&V.

■ **Electra, TX KWTB(FM) 95.1**—Dec. 24 application for mod. of CP (BPH880614MC) to change ant.: 420 ft.; change TL: One & One half mi NE of Haynesville, TX on Hwy. #25; OTHER: request short spacing by .7 km.

■ **Georgetown, TX KJWL(FM) 107.7 mhz**—Dec. 21 application for mod. of CP (BPH870701NA) to change ERP: 25 kw H&V; change ant.: 328 ft.; TL: 6 km W of Granger TX on N side of County Rd. 326, E County Rd. 320 and to change class: C3.

■ **San Angelo, TX KKLK(FM) 101.9 mhz**—Nov. 19 application for mod. of CP (BPH870921MB) to change ant.: 604 ft.

■ **Roosevelt, UT KBWL(FM) 98.5 mhz**—Dec. 17 application for CP to change ERP: 3.19 kw H&V; change ant.: 1,689 ft. TL: 16 km N 310 degrees E of Vernal, UT.

■ **Wheeling, WV WEEL-FM 97.3 mhz**—July 12, 1989 application for mod. of CP (BPH871103MC) to change ERP: 6.75 kw H&V; class: B1 (per docket #88-544).

■ **Casper, WY KCSP(FM) 106.9 mhz**—Dec. 24 application for mod. of CP (BPH890403IH) to change ant.: 1,824 ft.

ACTIONS

AM's

■ **Hilo, HI KPUA(AM) 670 khz**—Dec. 31 application (BP891113AH) granted for CP to increase day and night power to 50 kw DA-N-U make changes in ant system.

■ **Alliance, OH WDPN(AM) 1310 khz**—Jan. 3 application (BMP901025AB) granted for mod. of CP (BP880804AA) to modify nighttime standard pattern.

ACTIONS

■ **Vacaville and Middletown, both California**—Denied petition for reconsideration by Joe L. Gross and L. Ann Gross in proceeding which granted application of Quick Broadcasting Inc. to modify facilities of KUIQ(FM) Vacaville. (MM Docket 88-491 by MO&O [DA 90-1902] adopted Dec. 21, 1990, by Chief, Policy and Rules Division, Mass Media Bureau.)

■ **Minneapolis**—Denied Nationwide Communications

Inc.'s KITN(TV) Minneapolis petition for special relief seeking ruling that KITN, ind. ch. 29, is significantly viewed in Nicollet, Rice, and Watonwan counties, MN, on basis of county-wide audience, in lieu of ordinarily required community-specific audience survey data. (By MO&O [FCC 90-433] adopted Dec. 31, 1990, by commission.)

■ **Secaucus, NJ**—Approved joint request for settlement agreement; found Garden State Broadcasting Ltd. qualified to participate in monetary settlement in proceeding for construction permit to operate on frequency currently occupied by WWOR-TV Secaucus, in return for Garden States dismissal with prejudice of its application; and dismissed with prejudice, application for renewal of license of WWOR-TV. (MM Docket 88-382 by Partial Initial Decision [FCC 91D-1], issued Jan. 4 by ALJ Richard L. Sippel.)

■ **Maljamar, NM**—Ordered KWMW(FM) Maljamar, NM to forfeit \$10,000 for failing to light station's tower in manner required. (By MO&O [FCC 90-427] adopted Dec. 21, 1990, by commission.)

■ **Rochester, NY**—Affirmed decision by Mass Media Bureau which granted WKLY Inc. license for station WKLY(FM) Rochester, NY over objections of Stoner Broadcasting System Inc., licensee of WCMF(FM) Rochester. (By MO&O [FCC 91-3] action Jan. 2 by commission.)

■ **Arlington, McKinney, Celina, Terrell, Daingerfield, College Station, Caldwell and Howe, all Texas, and Durant, OK**—Granted request by Evergreen Media Corp. of Dallas, and severed from this proceeding its application to substitute ch. 235C for ch. 235C1 at Arlington, and modify license of KHYL, accordingly. (MM Docket 88-48 by MO&O [DA 90-1898] adopted Dec. 26 by Chief, Policy and Rules Division, Mass Media Bureau.)

■ **Dallas**—Denied petition by KXTX Inc., licensee of KXTX-TV Dallas, ch. 39, for special relief seeking ruling that it is significantly viewed in Fannin, Grayson, Hunt, Henderson, McLennan, Navarro and Parker Counties, TX. (By MO&O [FCC 90-432] adopted Dec. 31 by commission.)

■ **Gordonsville and Orange, both Virginia**—Dismissed petition to reallocate ch. 255A from Orange to Gordonsville and modify license of WJMA-FM, accordingly. (MM Docket 89-604 by R&O [DA 90-1892] adopted Dec. 26, 1990, by Acting Chief, Allocations Branch.)

ALLOCATIONS

■ **Glen Arbor and Scottsville, both Michigan**—Effective Feb. 25, substituted ch. 235C3 for ch. 240A at Scottsville, and conditionally modified license of WKZC accordingly; substituted ch. 238C2 for ch. 240A at Glen Arbor, and conditionally modified CP of WTHM accordingly. (MM Docket 89-385 by R&O [DA 90-1886] adopted Dec. 26, 1990, by acting chief, Allocations Branch.)

■ **Pickford, MI**—Effective Feb. 25, allotted ch. 288A to Pickford as its first FM service. Filing window: Feb. 26-March 28. (MM Docket 90-410 by R&O [DA 90-1893] adopted Dec. 24 by acting chief, Allocations Branch.)

■ **Garberville and Yuba City, both California**—Effective Feb. 25, allotted ch. 279C1 to Garberville as its second FM service; substituted ch. 280B1 for ch. 280A at Yuba City, and conditionally modified license of KXCL(FM) accordingly. Filing window for Garberville: Feb. 26-March 28. (MM Docket 90-233 by R&O [DA 90-1891] adopted Dec. 24, 1990, by acting chief, Allocations Branch, Mass Media Bureau.)

CALL LETTERS

Grants

Existing AM's and FM's

KLIF(AM) KKWM KLIF Company; Dallas, TX
KMZZ(AM) WAYL Entertainment Communications Inc.; Richfield, MN

KRBE(AM) KKZR KRBE Company; Houston, TX
KYII(AM) KLIF KLIF Company; Dallas, TX
WANR(AM) WOKG W-A Broadcasting Inc.; Warren, OH
WFXF(AM) WXTZ WIN Communications Inc.; Indianapolis, IN
WHOG(AM) WJOK Hobson City Broadcasting Company; Hobson City, AL
WMIZ(AM) WFHM Clear Communications Inc.; Vineland, NJ
WNBPI(AM) WNCG Damon Radio Inc.; Newburyport, MA
WNLS(AM) WYYN Arso Radio Corporation; Tallahassee, FL
WPMX(AM) WCFB Tupelo Broadcasting Corporation; Tupelo, MS
WRIT(AM) WPOG Gresham Communications of Walterboro, Inc.; Walterboro, SC
WRNE(AM) WFXP One Communications Inc.;

Pensacola, FL
WRTH(AM) WIL WIL Music Inc.; St. Louis, MO
WSSR(AM) WSEA Great Scott Broadcasting; Georgetown, DE
WSWL(AM) WPFA Miracle Radio Inc.; Pensacola, FL
KBEL-FM KWDG Curtis L. Cochran; Idabel, OK
KIOT(FM) KMIO Enchantment Media Inc.; Espanola, NM
KJMX(FM) KDOA Amburn Communications; Tulia, TX
KJOJ(FM) KGLF-FM US Radio Ltd.; Freeport, TX
KJZS(FM) KJOJ US Radio Ltd.; Conroe, TX
KKYZ(FM) KXHC Ana L. Zumano; Sierra Vista, AZ
KOQL(FM) KLTE Entertainment Communications Inc.; Oklahoma City, OK

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

SERVICE	ON AIR	CP's ²	TOTAL ³
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.

KPCY(FM) KUKC Carmen D. Dwight; Pearl City, HI
 KQLH(FM) KWDJ Riverside County Broadcasters; Riverside, CA
 KRDS-FM KTIM-FM Interstate Broadcasting Systems of Arizona Inc.; Wickenburg, AZ
 KSRD(FM) KUHA Puffin Public Broadcasting; Seward, AK
 KTCY(FM) KMKF-FM Sunbelt Wireless Company; Denison, TX
 KUEL(FM) KFDC Dodge Communications Company; Fort Dodge, IA
 KYTC(FM) KPLW Tri-Cities Broadcasting Ltd.; Northwood, IA
 KYTE(FM) KYQT Central Coast Broadcasting Company Inc.; Newport, OR
 KZNM(FM) KDYC Don Davis; Grants, NM
 WDOT-FM WSBH Nichols FM Broadcasting Corporation; Warren, VT

WDXR-FM WXZB Metro Media of Kentucky Inc.; Golconda, IL
 WFXF-FM WFXF WIN Communications Inc.; Indianapolis, IN
 WGMX(FM) WMUM The Great Marathon Radio Company; Marathon, FL
 WKIR(FM) WXZD Golden Triangle Radio; Columbus, MS
 WMHE(FM) WUIA Dickey Broadcasting Company Inc.; Delta, OH
 WMJT(FM) WLFS BC Communications Inc.; Pinconning, MI
 WMTC-FM WUMD Kentucky Mountain Holiness Association; Vancleve, KY
 WSQC-FM WZXU WSKG Public Telecommunications Council; Oneonta, NY
 WUMX(FM) WTHZ Dolcom Broadcasting Company Inc.; Tallahassee, FL
 WUNI(FM) WKKY Jackson County Broadcasting

Company; Moss Point, MS
 WWZZ(FM) WCKS WCKS Broadcasters Ltd.; Kams, TN
 WYXR(FM) WSNI KISS Ltd.; Philadelphia, PA
 WZCR(FM) WQEZ Justice Broadcasting L.P.; Fort Myers Beach, FL

Existing TV's

WFTE(TV) WXZA Kentuckiana Broadcasting Inc.; Salem, IN
 WGMB(TV) WPFT Galloway Media Inc.; Baton Rouge, LA

Withdrawals

KIOX-FM KXGC-FM North Star Communications Inc.; El Campo, TX
 WAZP(AM) WOKG W-A Broadcasting Inc.; Warren, OH
 WTKZ(AM) WINX Montgomery County Broadcasting Company Inc.; Rockville, MD

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Sand sun surf Virgin Islands GM/GSM 3 FMS. "No beach bums please." Solid provable sales background take charge person. Minorities and women encouraged. Send detailed resume, basic salary needs, over-ride desires and bonus goals by FAX to Chairman 809-775-6063. Note: No free trips just to enjoy the Caribbean. EOE.

General sales manager wanted for WILS/WKPP Lansing. We need energetic hard working leader who is streetwise. Resumes to Box 25008 Lansing MI 48909. EOE.

North Carolina medium market AM-FM combo, and Alabama AM-FM combo, seeks bright, articulate candidate for positions of general manager. Candidates should have minimum of five years experience as GM and should possess excellent skills in planning, leading, organizing and controlling the activities of station. Should be heavily sales oriented and understand budgeting, cost control, and bottom line results. Send resume with past history, references and salary requirements in confidence to Box A-9. EOE/MF

Successful deep South small market AM-FM combo needs sales oriented, take-charge general manager. AM Oldies/CHR Class C is profitable but needs further development. Solid group owner with TV affiliate in the market. If you can sell, build and lead a good staff and handle everything, this is your opportunity. Send resume, references and salary history to Box A-31. EOE.

GSM: for high rated CHR class C in Top 100 10m mkt. See Elinor Stephens @ MSC Nashville, Opryland Hotel. EOE.

General manager: Small market. South Georgia. Strong sales. Male or female. EEO employer. Have replies answer to Box A-32. EOE.

This is the opportunity of a lifetime. A highly respected radio group in a Top 20 in the Northeast is looking for you, if you are an experienced, major market GSM who is ready for the challenge of producing results and making your mark in the industry. Candidates must be solid pros with a proven track record who are prepared to take a station that sounds great to a station that bills great. EOE. Our employees are aware of this ad. Send confidential resume with references to Box A-33.

HELP WANTED SALES

GSM: Class C in great ND small market. Regional coverage. New owners take over in February. Unique take charge opportunity. 701-228-2483. EOE.

Account executive: Long Island's monster AC powerhouse and ratings leader, WALK FM/AM, has exceptional opportunity for an established radio sales professional. Join strong, progressive group at flagship station in nation's 13th MSA. Resumes to Tracy Soto, General Sales Manager, WALK FM/AM, PO Box 230, Patchogue, NY 11772. EOE M/F.

We need a marketing consultant for our CHR top-rated 50,000 Watt Milwaukee FM. Must have proven track record with new business development, both agency and direct. Must possess strong negotiation skills and ability to overcome objections through promotions and value added selling. Send resume to: HOT 102/WLUM-FM, 2500 N. Mayfair Rd. #390, Milwaukee, WI 53226. Attention: Bill McNulty, GSM. Equal opportunity employer.

Competitive Upper Midwest AM/FM seeks aggressive energetic leader who will accept nothing less than success. Manage 6-person local staff plus creative director. Must work with agencies, Arbitron, Tapsan, Equal opportunity employer. Reply to Box A-34.

Radio sales - Heavy hitter: Top-ranked AOR in Top 75 Midwest market needs heavy-hitter to find \$50,000+ we are missing. Solid company and strong benefits. Great opportunity. Experienced radio reps only. Send resume to Box A-35. Equal opportunity employer.

HELP WANTED ANNOUNCERS

Disc jockeys needed: We have jobs in all markets. Earn what you're worth. All formats. Call Radio Placement Services Now. 516-367-6273. EOE.

KXPR/KXJZ, Sacramento: We're not hiring right now but we will be in May. KXPR/KXJZ is an FM/FM combo featuring classical music, jazz music and in-depth news and public affairs. If you're talented, dedicated to the finest in non-commercial fine arts, jazz and news broadcasting and interested in exploring all the possibilities, send a non-returnable cassette that displays your finest radio talents, letter of interest and current resume to: KXPR/KXJZ, 3416 American River Drive, Suite B, Sacramento, CA 95864. We'll send you a job application and list of job descriptions when available. No phone calls will be accepted. Equal opportunity employer.

50,000 watt FM Christian station and 5,000 watt AM country station seeking versatile broadcaster to head copy and production department and do two person morning show on country station. Excellent pay and benefits. Work in smoke free environment. Females and minorities encouraged to apply. Call Rick Carson at 219-875-5166 mornings between 10 am & 12 noon. Equal opportunity employer.

HELP WANTED TECHNICAL

Chief engineer for Midcontinent Media's AM/FM combo in Madison, Wisconsin. Requires experience in AM DAs. Candidates must have strong people skills as well as a great technical background. Position offers base salary, incredible benefits and profit sharing. Send resume, six references and salary history to: David Graupner, GM, WTSO/Z-104, 5721 Tokay Blvd., Madison, WI 53719. Midcontinent Media is an equal opportunity employer and encourages women and minorities to apply for this and all positions.

HELP WANTED NEWS

News/PA position open at Northern California radio station. Must be able to collect, write and deliver news in a professional manner. Also have experience interviewing and producing PA show. Send resume to Neil Matthews, KCEZ, PO Box 7568, Chico, CA 95927. No phone calls please. EOE.

HELP WANTED PROGRAMING PRODUCTION AND OTHERS

Community relations director KFLT-AM Tucson, Arizona. Christian formatted station seeks individual with on-air and public relations experience. MINIMUM two years on-air and PR experience required. Send letter, resume, references and audition tape to Ed Phillips, KFLT Radio, Box 36868, Tucson, AZ 85740. No phone calls please. Women and minorities encouraged to apply. EOE.

Reporter/producers: Immediate openings in Anchorage, AK and Washington, DC for daily assignment radio reporting. Women and minorities encouraged. Send tape, resume, references to Steve Heimel, APRN, 4640 Old Seward Hwy., Ste. 202, Anchorage, AK 99503. 907-563-7733.

Producer: Challenging position preparing daily statewide morning and evening radio news programs. Must be experienced, skilled. Women and minorities encouraged. Send tape, resume, references to Steve Heimel, APRN, 4640 Old Seward Hwy., Ste. 202, Anchorage, AK 99503. 907-563-7733.

SITUATIONS WANTED MANAGEMENT

Top ratings = top dollars! 15+ years management/sales/programming. Cost efficient bottom line oriented. I deliver! Available now - Bill James 804-232-5197.

22 year programming, management and on-air professional with heavy promotion, programming and sales experience seeks first GM challenge. Bottom line oriented, creative, motivated, organized, community involved with people management degree. Will relocate to most markets for right opportunity. Mr. Franz 412-487-6984.

Winning programmer seeks group VP/Programming with solid company. Over 20 years experience at delivering group ratings like 11.6 to 18.4, 7.9 to 14.3 and start-up at 10.3. These ratings increased prior group revenue by \$1 million +. If your group can use my expertise call W.R. 412-487-6984.

Urban general manager: Major and small markets. Exceeded goals through unique marketing, research and strong motivational sales training. Bill Chatman 513-721-0058. 1111 Elm St., Suite 826, Cincinnati, OH 45210.

Forget the fluff! I'm damned good! Station sold and I'm seeking new GM position. Prefer Midwest. Over 25 years experience with just 4 owners. Call 813-772-3994.

Results! I don't settle for less and neither should you. Your next GM/GSM is a motivator, trainer, team builder and goal oriented tactician. Proven success record. I have never failed. Rod 719-520-1671.

Veteran radio pro, currently in cable, seeking metro/medium GM slot. Strong resume. SM, GSM, NSM experience. 55K minimum. 305-770-5149.

General manager with outstanding 20-year track record. Heavy experience in management; solid in sales, programming. Civically responsible, bottom line accountable. Looking for GM position in a family oriented community where full service radio plays an important and necessary role. Prefer Central US (including Midwest, Gt. Plains states) or Fla. Please reply Box A-10.

Money making manager: Major market pro seeking small/medium market permanency. Announcers, programs, promotes, trains, motivates, sells, sells, sells. Reply to Box A-36.

Sales oriented, bottom line ex-group GM/GSM looking for new challenge. Proven pro, references. Box 8103, Youngstown, OH 44505.

Music licensing problems? Fees too high? Too much redtape? Call me for help. Former BMI VP. I'll save you money, time and aggravation dealing ASCAP, BMI and SESAC. Bob Warner 914-634-6630.

Sales pro. Great management track record in Dallas, seeks GM/GSM major or medium market. Prefer Texas. Charlie Van 512-663-2892. Available now!

You're looking for one of the best all around radio people you can find. I'm looking for a position in a warm (preferably Pacific coast) climate. You'll get a steady family man with 33+ years of commercial and public radio: management; programming; production; classical music, news and talk experience; excellent writing and announcing skills; public radio fundraising; some engineering. We'll get out of this icebox!. Reply Box A-37.

Small market selling GM seeks new challenges. 16 years exp. 34 yrs. old. Presently managing successful small market AM. In addition to GM duties also host morning show & play by play sports. Past Chamber President. Active in local civic clubs & church activities. Married to nurse - 2 children. Prefer Southeast. Reply to Box A-38.

Aggressive bottom line GM/GSM available today! Proven sales record in large and small markets. Call Tim Bryan, CRMC 919-256-4019.

Currently employed VP/GM for a Mid-Atlantic AM/FM combo offers \$30,000-\$50,000 for equity position in radio property East Coast or South. Husband/wife expertise in management, programming, sales, traffic and business with solid 28 year track record. All inquiries answered. Reply Box A-39.

SITUATIONS WANTED ANNOUNCERS

Major league PBP talent. Triple "A" experience. Write Box A-40.

SITUATIONS WANTED NEWS

News director position sought at all news or news oriented station, preferably in the South. Great credentials. Box A-11.

Major market anchor, excellent background in Los Angeles and San Francisco, seeks large market anchor slot. Call 619-325-6642.

Seeking news directors position in Florida or South Georgia small or medium market. Over 25 years experience in all phases of radio. Call Bill 803-245-4902 or 803-245-2411 days.

Looking for new challenge! Small market news reporter/anchor with two years (plus) experience - seeking 20,000 or larger market for same or news director. Contact: Baaron Pittenger 319-242-6462.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

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Harmonicas, compact pocket binoculars or pocket folding magnifiers. Reasonable. Specify particulars. HANLON'S, 4317 Douglas, Toledo, OH 43613.

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HELP WANTED MANAGEMENT

National sales manager: Top 50 market ABC affiliate is looking for a top flight, aggressive, highly motivated individual to lead our national sales efforts. Position requires a self starter with a great sense of urgency, energy, and enthusiasm. Wonderful career opportunity with the number one station in market. Must have previous NSM experience. Resumes only please. Send to: Bill Lamb, GSM, WBRC-TV, Atop Red Mountain, Birmingham, AL 35201. EOE.

Vice president for development. Direct all fundraising activities of public TV and radio station. Requires a corporate officer with strong experience in planning corporate development initiatives and directing those plans to achieve revenue goals in a growing central Florida market, a team player with keen business sense, and membership and marketing skills. Responsible for staff of 17, including 3 department heads. Minimum five years' increasing responsible middle/senior management experience. Competitive compensation and benefits package. Resume to Personnel, WMFE-TV/FM, 11510 E. Colonial Drive, Orlando, FL 32817. Deadline 2/1/91. Women and minorities encouraged to apply. EEO.

General sales manager: ABC affiliate in mid-sized market seeks highly-motivated teambuilder with proven track record to oversee all facets of local, regional and national sales. Must be aggressive and capable of developing new and innovative sales strategies. Require broadcast sales management background. Send resume with history to: Personnel Director, KTUL-TV, PO Box 8, Tulsa, OK 74101. EOE/MF.

Associate director of finance: Major south Florida TV station. This position is responsible for all financial reporting functions of the station. Applicants must have thorough understanding of local television station operations and ability to interact with operating management. Applicants should have 2-3 years experience at a local station and have an accounting degree. MBA helpful. Forward resume to Box A-41. EOE.

Promotions director: Hawaii's independent seeks promotions director to create promotions that sell. Fax resume to Bryan Holmes. 808-842-4594. KFVE/Channel 5, 315 Sand Island Road, Honolulu, HI 96819-2295. EOE.

HELP WANTED SALES

National sales manager: BA/BS preferred in Marketing, Economics, Advertising, or any other business related field of study. At least three years sales and/or sales management experience at a television station or national representative firm. Developmental experience a must in vendor, co-op, Marshall Marketing, etc. Must also be well versed in television research, and developing and executing sales promotions. Send cover letter and resume to: Mr. Lyle Banks, WAVY-TV, 300 Wavy Street, Portsmouth, VA 23704. (No phone calls). EOE.

WHNS-TV, a strong Fox Broadcasting affiliate television station is looking for an energetic, persuasive salesperson for the Greenville office. Sales experience is preferred. Send resumes and any local promotions you have developed to Frank Savage, Local Sales Manager, 21 Interstate Court, Greenville, SC 29615. 803-288-2100. EOE M/F/H.

Wanted to live on the beach killer local sales manager. The person we seek will be an experienced LSM now at an independent TV station or a top biller ready to move up. Must lead by example and carry a list. Equal Opportunity Employer. Contact Addison Hawley at 904-438-4444.

WSVN-TV Miami is seeking a dynamic individual for local account executive. Responsibilities include: Developing new business, servicing existing accounts. In depth knowledge of ARB & NSI, and ability to perform rating analysis. Minimum: 1 year previous television experience required as well as reliable transportation. Send resume to WSVN-TV c/o Personnel Department, 1401 - 79th Street Causeway, Miami, FL 33141. EOE. No phone calls.

Local sales manager. Responsible for all local time sales. Maintain, direct and manage local sales team. Responsible for all local political activity. Develop, plan, and supervise new business and promotional opportunities. At least five years successful experience in local television sales. Thorough knowledge of television sales techniques, training, in management. Strong verbal and written communicator; background as a leader. Send resume to: Becky Strother, WVTM-TV13, PO Box 10502, Birmingham, AL 35202. An equal opportunity employer.

HELP WANTED TECHNICAL

Chief engineer: Excellent opportunity for a hands-on chief engineer at WZTV Nashville, Tennessee, a top 50 Fox UHF station. Must be experienced with UHF transmitter and related studio/production type equipment. Must have FCC general Radiotelephone license or SBE certified. Send resume to George Parniczka, V.P., ACT III Broadcasting, WVAH-TV, 11 Broadcast Plaza, Hurricane, WV 25526. Equal opportunity employer. M/F.

TV maintenance engineer needed for a national Christian studio post production satellite uplink facility. Three years component level maintenance experience. Ampex, AVC, ADO, VPR-3, Beta. Scientific Atlanta uplink. Positions available in San Diego and Dallas. Competitive salary and benefits (paid vacations, holidays, incentive programs, medical and dental insurance) with an exciting organization. Send your resume to: Personnel Dept., Word of Faith, PO Box 819099, Dallas, TX 75381-9099. EOE.

Maintenance engineer: Washington news facility has an opening for an engineer experienced in repair of U-matic and Beta recorders, ENG/EPF cameras and production systems. Three years troubleshooting and control room experience desired. Send resume and salary history to Potomac TV/Communications, Inc., 500 N. Capitol St., N.W., Suite 800, Washington, DC 20001. Attn: Engineering. EOE.

KOLN/KGIN-TV, Lincoln, Nebraska, is accepting applications for chief engineer to oversee staff, two transmitter sites and several translator installations. Please send resume to: Frank Jonas, KOLN/KGIN-TV, PO Box 30350, Lincoln, NE 68503. A Busse Broadcasting Co. EOE.

Chief engineer needed for growing Southeast FOX affiliate. Must possess in-depth technical knowledge, along with excellent organization, planning, management, and interpersonal skills. Send resume to General Manager, WFXI-TV8, PO Box 2069, Morehead City, NC 28557. EOE.

WDSU-TV in New Orleans, LA is seeking an engineering manager. The position requires good people skills, strong maintenance background and 5 years management or supervisory experience. Ground floor involvement in design of new building. Send resume to Carolyn Simmons, Personnel Coordinator, WDSU-TV, 520 Royal St., New Orleans, LA 70130. No phone calls, please. EOE.

Master control operator/maintenance engineer for UHF ABC affiliate. Must have technical schooling and minimum of 3 years experience. Ampex ACR-25 and VPR-6 experience helpful. FCC General or SBE certification desirable. Send resume to Chief Engineer, WAND-TV, 904 Southside Dr., Decatur, IL 62521. EOE.

HELP WANTED NEWS

Weekend anchor needed to compliment our established female anchor at top rated, award winning station in beautiful Northwest. Send resume/tape (no calls) to Robin Briley, KKLY-TV, W. 500 Boone Ave., Spokane, WA 99201. EOE.

Weather/anchor: Midwest news powerhouse looking for dynamic personality to do weather and co-host early morning newscast. Meteorologist preferred. Longterm commitment required. Experience a must. Send resume and non-returnable tape to Phil Supple, News Director, WEEK-TV, 2907 Springfield Road, East Peoria, IL 61611. EOE.

We are searching for a news director with on-air experience and superb skills in developing promising young reporters and photographers. A strong background in establishing a promotional strategy is a must. Credentials must be impeccable. Strong people skills with news people and other departments a must. Please include earning history. Send your resume to Box A-16. EOE.

KSWO-TV Lawton, Oklahoma is seeking a commercial/news director. Must be "Hands-On", with DVE experience. Minimum requirement - 1 to 2 years experience. You will work with clients, so appearance and personality are important. Resume and tape to: Mike Taylor, KSWO-TV, PO Box 708, Lawton, OK 73502. EOE.

6pm & 11pm co-anchor/producer: Minimum 3 years TV anchoring and producing experience. Needed energetic team player with strong writing, producing and live skills. Salary negotiable. Send tape and resume to: Ken Kolbe, WZZM-TV News Director, WZZM-TV, PO Box Z, Grand Rapids, MI 49501. Phone calls accepted: 616-784-4200. Applications accepted through January 31, 1991. EOE.

TV reporter: General assignment reporter. Minimum 3 years television reporting experience. Strong writing, reporting and live skills a must. Salary negotiable. Send tape and resume to: Ken Kolbe, WZZM-TV News Director, WZZM-TV, PO Box Z, Grand Rapids, MI 49501. Phone calls accepted: 616-784-4200. Applications accepted through January 31, 1991. EOE.

Producer wanted for top rated newscast on the Gulf Coast. I am looking for someone with solid news judgement, good writing skills and a take-charge attitude. Send resume, tape and salary requirements to Veronica Bilbo, KPLC-TV, PO Box 1488, Lake Charles, LA 70602. EOE.

Meteorologist: ABC affiliate in SW medium market is looking for a meteorologist for weekends and mornings. We're in a weather intensive market and are equipped with all the latest equipment. Send resume and references to Reply Box A-43. EOE/MF.

News director needed for mid-sized market; looking for right news director to take #3 news to #1; if you have had past successes in turning news departments around, send resume to us. Excellent compensation plan for the right person. Reply to Box A-44. EOE.

Promotion director needed for medium market affiliate with dominant news production. Strong background in on-air news promotion essential. Send resume to Box A-45. EOE.

Television news reporters wanted for news/magazine show pilot. Send tape, resume & salary requirements to: Astra Productions, 3434 Blair Dr., Los Angeles, CA 90068. No calls. No visits.

Television news anchors. All News Channel is growing. We are looking for experienced anchors who can write and produce. Send tape with resume to: Executive Producer, All News Channel, 3415 University Ave., Minneapolis/St. Paul, MN 55414. EOE.

Wanted - Director of newscasts in top 15 market. Must have minimum 3 years experience in directing daily newscasts. This director will be assigned to work almost exclusively with the news department in the daily production of its two major newscasts. Submit resume to Box A-42. Equal opportunity employer.

Accepting non-returnable tapes and resumes for the following positions: News producer, assignment editor, reporter. College degree and some experience preferred. EEO. Absolutely no phone calls accepted. Send tapes and resumes to: Gary Smith, News Director, WHSV, PO Box TV-3, Harrisonburg, VA 22801.

Meteorologist with strong on-air presence needed in April to replace retiring dominant weather anchor in competitive Boise market. Meteorology degree required, on-air experience necessary. Tape/resume to Dick Larsen, PO Box 2, Boise, ID 83707.

Weekend weather anchor for NBC affiliate in Charlotte, NC. Due to expansion in our news operation we are seeking an experienced weather professional for this part-time opening. Our ideal candidate has three years experience anchoring weathercasts and a college degree. AMS Seal is a plus. Send resume, references and a non-returnable tape showing your capabilities to Ken Middleton, News Director, WCNC-TV, PO Box 18665, Charlotte, NC 28218. EOE, M/F.

News photographer. NPPA oriented. Minimum two years experience. Working knowledge of field lighting and audio equipment. Betacam and 3/4 inch editing skills essential. Contact Mark S. Jacobs, KLAS-TV, PO Box 15047, Las Vegas, NV 89114. EOE.

WSYX-TV is looking for an experienced news photo journalist who is a team player able to shoot good pictures and turn them into great television. Qualified candidate should have at least two years experience in television news ENG, familiarity with live trucks and strong editing skills. Send resume and non-returnable tape to: PO Box 718, Columbus, OH 43216, Attn: Job #01119101B. Company is especially interested in seeking qualified minority and women applicants. EOE, M/F.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Event producer: The Capital Centre/Centre Vision is seeking an individual with 2 years experience in TV production/advertising and knowledge of basketball/ice hockey to develop In-Arena Event Presentations utilizing cameras, videotape, graphics, animations, lights and sound. Good people skills required. Must be available to work flexible hours. Excellent benefits package. Send resume and salary history with salary expectations to: Capital Centre, 1 Harry S. Truman Drive, Landover, MD 20785. Attn: Human Resources Department. EOE.

The Capital Centre/Centre Vision is seeking an individual with 2 years experience in TV production/advertising and knowledge of basketball/ice hockey to develop In-Arena Event Presentations utilizing cameras, videotape, graphics, animations, lights and sound. Good people skills required. Must be available to work flexible hours. Excellent benefits package. Send resume and salary history with salary expectations to: Capital Centre, 1 Harry S. Truman Drive, Landover, MD 20785. Attn: Human Resources Department. EOE.

TV Newscast director, M-F 6 and 10 for award winning ABC affiliate. Live remotes, special events, public affairs in state capital market with active news environment. Key position for positive, innovative and leadership motivated production ace. If you can think, switch and utilize top notch gear like the ACE 25 computer editing system and you enjoy working with terrific people, send demo tape and resume to Dale McCoy, Production Manager, KTKA-TV 49, Box 2229, Topeka, KS 66601. EOE.

Graphic artist needed for a national TV program. Two years experience with state-of-the-art 3D computer graphics, animation, and video post production. Competitive salary and benefits (paid vacations, holidays, incentive programs, medical & dental insurance) with an exciting organization. Send your resume to: Personnel Dept., Word of Faith, PO Box 819099, Dallas, TX 75381-9099. EOE.

TV and film producer: University Extension, University of Missouri System seeks shooter, editor, director, uplink producer for the production of magazine docs, PR and educational video. Travel, lifting, Bachelor's in appropriate field, three years experience required. From \$25,000. AA/EOE. Send resume and three references to: Frank Fillo, 9 Clark Hall, Columbia, MO 65211. EOE.

Creative producer w/strong writing, directing and production skills needed for a national Christian TV program. Three years spot and feature production a must. Competitive salary and benefits (paid vacations, holidays, incentive programs, medical & dental insurance) with an exciting organization. Send your resume to: Personnel Dept., Word of Faith, PO Box 819099, Dallas, TX 75381-9099. EOE.

High growth station in top 40 market needs experienced production manager, assistant business manager, and master control operator. We are an EEO employer and minorities are encouraged to apply. Reply to Box A-50.

Executive producer: WRTV, Indianapolis is looking for a responsible individual experienced at in-studio and remote production. Must be able to supervise and develop the creative abilities of the producer/directors as well as take an active role in daily production activities and special projects. Contribute and develop local programming ideas into commercially viable projects through the efficient use of station resources. Send resume, salary history, tape, and references to: Ken Ladage, WRTV, 1330 N. Meridian, Indianapolis, IN 46206. EOE.

WNPE-WNPI TV is looking for a producer-director with experience in outdoor program shooting and editing. Familiarity with hunting, fishing, and skiing desirable. Stamina and good physical condition a must. Salary range: \$15,500-\$27,500. Send resume to: H. Ross Ney, Dir. Operations/WNPE-WNPI TV, 1056 Arsenal St., Watertown, NY 13601. An equal opportunity employer.

Top 50 leading independent seeks experienced candidate for MCO supervisor and promotions producer. We actively recruit qualified minority candidates and support EEO. Reply Box A-49

SITUATIONS WANTED MANAGEMENT

Television general manager. Seeking new challenge. Excellent track record, top references. If your operation needs improvement in profits and prestige, let's talk. Confidential to: Box A-46.

Fourteen years as reporter/anchor/producer/AE and looking for management position. Award winning, team leader with solid, proven journalism/management/PR skills. Call Beth 504-833-1332.

SITUATIONS WANTED SALES

15+ years sales/management pro with excellent turn around record seeks challenging position that will utilize organizational, sales, training and promotional talents. Let me make 1991 your year! Please reply to Box A-47.

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 Box A-27.

Broadcast maintenance tech. Available. Sony - G.V.G. - IKE-TEK; Tim 614-898-9120.

Satellite transmissions, ENG, Earth Station, TOC, Microwave Young, energetic, hard working. T.J.S., 18550 Hatteras #38, Tarzana, CA 91356.

14 year broadcast engineer: In all aspects of broadcasting including 6 years as a chief engineer, 6 years International SNG/ENG. Special event planning & coordinating. Looking to get out of DC. Resume Box A-48.

SITUATIONS WANTED NEWS

Excellent, experienced sportscaster looking for a fine station in which to work, also knowledgeable newsperson. 216-929-0131.

Experienced sportscaster (4 yrs), 15 years sports journalism (10 radio & print) will consider any market. Salary negotiable. Can also do news, produce, special projects. Available NOW. 702-363-5219.

Award winning midwest news anchorman seeks sunbelt relocation. 15 years experience. #1 news ratings. Reply box A-29.

Former top 20 weekend weathercaster looking to return to TV weather, fulltime. 3 years TV experience. 20 total broadcasting. Will relocate for right opportunity. Mr. Richards 412-487-6984.

Reporter for lease: Five years experience. Grade A education, including advanced political science degree. Proven live shot ability, photographic memory, and anchor experience included. Stations desiring news-hunks need not apply. Reply Box A-17.

Meteorologist: 5+ years experience ready to join your winning news team. Have also produced and hosted two half-hour weather specials. Call Mark. 606-278-0221.

Mature self-starter seeks entry level TV reporter position. Can shoot, edit. Organized, efficient communicator. Experienced in series reporting. Have BS, will travel. Mark 203-792-5351.

10 years traffic/operations: Including special events planning and coordinating, SNG/ENG quality control, internationally and domestic 717-339-0120.

Hard working top 10 sports reporter/anchor seeking same responsibilities in top 30 market. 16 yrs. experience. 313-661-1194.

SITUATIONS WANTED PROGRAMMING PRODUCTION & OTHERS

Lighting director with 10 years experience in broadcast television and film lighting. Organized, motivated individual with excellent references has worked with both station and freelance clients and has supervisory, budgeting, designing, and planning knowledge in ENG, remote and studio production. Seeking lighting, studio supervisor or production manager position. Reply to Box A-18.

Producer/photographer looking for small-medium market which values creativity, initiative and drive. Experience in commercial, news, & feature production as well as a strong theatrical background and BS in Broadcasting. For resume call 417-869-2062 or write to 2526 W. Grand #51, Springfield, MO 65802.

MISCELLANEOUS

Talk show host in the Phil Donahue mode. Heavy on experience and personality. Call 212-877-3217. Radio too.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Television instruction. New Trier Township High School in Winnetka, Illinois is seeking applications for the recently developed position of Instructor/Coordinator of Television Production. Responsibilities include the development and implementation of a television production curriculum and the supervision of student produced programs to be aired on the New Trier cable channel. New Trier is located on Chicago's North Shore and is close to major colleges and universities. Applicants should have secondary school certification by Fall 1991. Inquiries should be addressed to Mr. Erie Lair, New Trier Township High School, 3013 Illinois Road, Wilmette, IL 60091. EOE

Head, University of Idaho Agricultural Communications Center. Moscow. Administrative and professional communications experience required. Tenure-track. Master's degree required, doctorate preferred. Available July 1; review process begins March 15. For complete description and application procedures, call 208-885-6436. AA/EOE.

University of New Mexico seeks broadcast journalism teacher for small, professionally oriented department, starting next August. Details *Broadcasting* advertisement December 10 or contact Charles Coates, Department of Journalism, UNM, Albuquerque, NM 87131. Applications close February 15. EOE.

Cameron University is accepting applications for a television broadcast instructor. Tenure track position. Rank and salary negotiable. MA required. PhD preferred. Responsibilities include teaching Television Production and other broadcast courses, supervising TV studio and labs, developing department programming for university cable TV channel, teaching basic Communications courses as needed. Send application to: Tony Allison, Chair of Search Committee, Cameron University, PO Box 16356, Lawton, OK 73505. Deadline April 15, 1991.

Graduate assistants (4): Miami University, 1991-92, WMUB-FM. Full time 30kw NPR affiliate, big band-jazz-news format. Graduate assistants are graduate students working towards a Masters degree in Mass Communication, who work 20 hours/week in a professional capacity at WMUB in the following areas: **NEWS:** 2 positions for work in our award winning news department in news reporting, writing and anchoring. Experience necessary. **OPERATIONS:** 1 position for general radio station operation/programming, including quality control, studio and remote production, traffic, promotion copy writing and board operation. **DEVELOPMENT:** 1 position to assist development manager in membership, membership campaigns, corporate underwriting promotion, monthly program guide, press releases and special events. Experience in desk top publishing desirable. Requirements: acceptance into Masters degree program in Mass Communication at Miami University, 3.0 GPA. Stipend at least \$6,395, plus fee waiver. Qualified only. No phone calls. Immediate letter of application necessary, deadline February 20, 1990. Contact GA Search Committee, WMUB, Miami University, Oxford, OH 45056. EOE/AA.

HELP WANTED SALES

New business executive, Broadcast Promotion Company, One of the country's hottest and largest TV promotion companies is looking for a self-starter who is well-connected and has some or preferably all of the following: 1) New business development skills; 2) TV syndication experience; 3) Cable TV or MSO experience. This person should know the mechanics of sales with at least 5 years sales experience. This is an excellent opportunity in a growing, exciting corporation for an individual with a strong desire to make money and advance their career. Resumes to Box A-30.

THIS PUBLICATION AVAILABLE IN MICROFORM

University Microfilms International

300 North Zeeb Road.
Dept. P.R., Ann Arbor, MI 48106

HELP WANTED TECHNICAL

Position title: Computer systems engineer, advanced audio/video computer engineer. Function of position: Systems/maintenance engineer for computer graphics post-production and field production facility. Main equipment: Abekas, BTS, Sony and Callaway Editing. Formats: D1, Betacam SP, 3/4" SP, s-vhs, Hi-8mm, 8mm and vhs. Digital and analog audio. Will work with computer staff to integrate media and computer environments, work on Apple Macintosh computers for documentation, educate operators, design new systems, and provide all maintenance including camcorders and a/v presentation equipment. Requirements: Bachelors degree in Electrical Engineering, Broadcast Engineering or related area. Minimum 5 years video engineering experience in a broadcast quality video facility, including 2 years component analog and 1 year digital. One year audio engineering experience in a professional audio or video facility. Working knowledge of rs232 and rs422 computer control formats. Working knowledge of CMX format video editing equipment. Experience using text or draw programs on personal computers preferred. This is a 12-month 100%-time appointment with regular university benefits. Salary commensurate with experience. Starting date as soon as possible. To ensure full consideration, please send letter of application, resume and the names of three references by February 1, 1990 to: Vincent Jurgens, National Center for Supercomputing Applications, Search #2829, 605 E. Springfield Ave., Champaign, IL 61820, 217-244-0072. The University of Illinois is an Affirmative Action/Equal Opportunity Employer.

SITUATION WANTED INSTRUCTION

Husband and wife with more than 20 years experience, in front of camera and behind, in network news and other national television, want faculty positions, she to teach writing and producing, he to teach more theoretical courses. Please reply Box A-28.

EMPLOYMENT SERVICES

Government jobs \$16,412 - \$59,932/yr. Now Hiring. Your area. Call 1-805-687-6000 Ext. R-7833 for listings.

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.

Intelligence jobs. All branches US Customs, DEA etc. Now hiring. Call 1-805-687-6000 Ext. K-7833.

One year job search only \$250.00. Info free. Bill Elliott, Radio & Television Consultant/Headhunter, 48 Imperial Avenue, Pittsfield, MA 01201.

Attention: Hospital jobs. \$13,600-\$79,230/yr. Now hiring. Your area. Details 1-805-962-8000 Ext 0-7833.

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).

Equipment donations needed for new 50,000 watt educational FM, Mobile, Alabama. Tax exempt organization. Call Wilbur Goforth at 205-432-8484.

WANTED TO BUY EQUIPMENT

Wanted: 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

Used 1" 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.

FOR SALE EQUIPMENT

50Kw AM: CCA-AM 50,000 (1976), excellent condition. Transcom Corp., 215-884-0888. Fax: 215-884-0738.

AM and FM transmitter, used, excellent condition. Guaranteed. Financing available. Transcom. 215-884-0888. FAX 215-884-0738.

1Kw AM transmitters: Cont 314R1 (1986), Harris BC1H1 (1974), Transcom Corp., 800-441-8454, 215-884-0888. FAX 215-884-0738.

FM transmitters: Collins 831G2, 20KW (1975), Harris FM20H3 (1971), Harris FM20H3 (1972), RCA BTF 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 BA5K, 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.

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.

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.

Used television production equipment: See us at the National Religious Broadcasters Convention January 27-29, Washington, DC now celebrating 10 years of service to our clients, call Media Concepts, Inc. 918-252-3600.

Used towers. Dismantled. Self-supporting and guyed. 502-826-8700, Nationwide Tower Company.

C-band Uplink truck, 5 meter dish, redundant electronics. \$120,000 Megastar 702-386-2844.

Blank videotape: Betacam 3/4" & 1" Broadcast quality guaranteed and evaluated. Betacam \$4.99, 3/4" - 20 minutes \$5.99, 3/4" - 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.

Four music libraries: Consisting of (1) Oldies; contains approximately 2300 oldies from 1954-1983, all hits, painstakingly dubbed to Scotchcart II. (2) Oldies library consisting of approximately 3300 tunes on Scotchcart II, many rare and hard to find. (3) Country library consisting of approximately 1500 songs on CD and Scotchcart II. (4) Adult Contemporary library consists of 66 "Gold-discs" with "AC Gold" and "Classic Hits" sets. Other CD's and carts included. Nearly new equipment at deeply discounted prices including: Radio systems R-Dat recorder; DYAXIS 320 Meg with Apple Mac II CX, Hi res monitor, 4 bit video card and apple keyboard; telos 10 telephone system; B&B AMB2 phascope; BE 5303C triple stack cart machines; ABCO 560 CD rack; ABCO LS500 rotary cart racks; audionics 1100DA6LC distributions AMPS with mainframes and power supplies; valley people 440 compressor/limiter; fidelipac CTR112 players; Gentner patch bays; Gentner GEC-10A program switchers; Henry interfaces and dub station; Sennheiser MKE4032 microphones; technics SP-10MKIIA and SP-15 turntables; and other miscellaneous studio equipment. Wegener SCPC Panda II uplink and downlink equipment; ARCHE rival 12 MHZ 286 computers with 40MB and 1.2MB floppy, EGA monitors and misc. office furniture, etc. For lists and pricing call Ernie Hopseker at 206-824-7168, or Don Reiman at 206-822-5914.

Invitation to bid: 1-116A-H. Sealed bids will be received by the University of South Florida, 4202 Fowler Ave., Tampa, FL until 3:00 pm, February 1, 1991 for the sale of sound proof booths. Description: Purchased in 1982 from the Industrial Acoustics Company of New York for tape recording. They are made of sheet steel, with four walls, ceiling and carpeted floor, fluorescent lights and ventilation. They each have a large window in one wall, a small one in the door. They can be re-configured as one or two larger rooms. They are in excellent condition and are being sold "as is", where they are. It will be the successful bidder's responsibility to have the booths disassembled, crated, shipped and re-assembled. Specifics: IAC Model no.: 65, 66, 67. Floor space: 6'x5', 6'x7'-4", and 6'x9' respectively. Ceiling height: 6'-6", 7'-0", and 7'-0". For more information, call John Young, 813-974-4890. Detailed specifications may be obtained from the Division of Purchasing at the above address. The University reserves the right to reject any and all bids. The University of South Florida is an "Equal Opportunity" Employer.

Two 23GHz Microwaves: MA-23CC double hop system. Two transmitters, two receivers, four 4ft antennas. Never used, still crated. Call Doug Price, First Baptist Church, Houston, 713-957-6740.

Used/new TV transmitters, full power-LPTV, antennas, cable, connectors, STL's etc. Save thousands. Broadcasting Systems. 602-582-6550.

Save \$\$\$. Demo, overstock, repo - modminder, composite clipper, cart machines, carts, mics, pre-amps, DA's, cassette decks, speakers, etc. - cash with order - 806-372-5130.

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RADIO

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Do you have a track record as an over-achiever with superior leadership, coaching, training, and recruiting skills for a customer-focus sales team? Your sales management experience must include a demonstrated history of creative sales plans, and leading others to achieve these goals as well as their own. This is an unusual opportunity with a quality broadcast operation. Please send letter, resume and compensation history to: James P. White, Vice President and General Manager...

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180 NORTH DIVISION AVENUE
GRAND RAPIDS, MI 49503-3186
EOE, M/F

Help Wanted News

WRC Radio Washington, DC

seeks qualified applicants for a news anchor/reporter position. Must have several years experience as a reporter and anchor in a major market. An all-news background helps. Send tape and resume to: Rita Foley, News Director, WRC Radio, 8121 Georgia Ave., Silver Spring, MD 20910. EOE.

Situations Wanted Management

GENERAL MANAGER AVAILABLE TODAY

I am a sales and bottom-line people-oriented manager. As former Owner, I have the knowledge and experience to handle any situation. Experienced in ALL SIZE MARKETS. Successful start-ups and turnarounds in my background. Work outs or sale transitions will be considered. Energy, knowledge and experience. CALL TODAY. David C. Weinfeld 508-394-4041.

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A major market, Southeast television station is seeking an Account Executive to generate Developmental and Vendor Fund Programs. Candidate should have at least two (2) years experience in this area.

He or She should also possess the following qualities:

- A Self-Starter
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- Spanish Speaking Preferred
- A Positive Attitude
- Good Writing Skills
- College Grad Preferred

Only qualified individuals should apply.
Send resume to Box A-22.
E.O.E.

Help Wanted Technical

DIRECTOR OF ENGINEERING

LIN BROADCAST owned VHF/NBC affiliate is looking for an energetic, motivated professional with proven management and technical skills to guide a first rate technical team into the 90s and beyond. You will join a group of goal-oriented, enthusiastic and supportive managers in an aggressive effort to move forward.

Successful applicant should possess a BSEE or equivalent plus a minimum of 5 years proven engineering management in a unionized network affiliate.

Forward resume to:

- ◆ C. Robert Ogren, Jr.
V.P. Engineering & Operations
Lin Broadcasting Corporation
% KXAS-TV
Dallas/Fort Worth
P.O. Box 1780
3900 Barnett Street
Fort Worth, TX 76101-1780



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Help Wanted News

PRODUCERS, ASSOCIATE PRODUCERS and RESEARCHERS

Network looking for broadcast journalists experienced in science news or nutrition news. Must have experience in TV production and science news or nutrition news. No calls. Send resume and salary history to box A-51

Help Wanted Programming Promotion & Others

FIFTEENTH MARKET Press Relations Director

KOMO TV, Seattle's ABC Network affiliate, is looking for a Press Relations pro with at least five years supervisory and organizational skills. Someone who writes well, has great interpersonal skills and experience working with broadcast trade and daily newspaper press. Candidates should have a college degree in Journalism or a related field. Qualified applicants should send resumes and work samples to: KOMO Human Resource Department, 100 Fourth Avenue North, Seattle, Washington 98109. EOE

KOMO TV 4



ON-AIR PROMOTION PRODUCER

KABC-TV, an owned station of Capital Cities/ABC, Inc., has an immediate need for a dynamic on-air promotion producer.

Position requires 3+ years experience producing fresh, effective spots at the local or network level, excellent writing skills, and a strong working knowledge in all aspects of production. Familiarity with animation and graphics is a plus.

We offer a competitive salary/benefits package. For immediate consideration, send your resume and tape to: Capital Cities/ABC, Inc., Personnel Department, 4151 Prospect Ave., Dept. PP/B, Hollywood, CA 90027. Equal opportunity employer.



**Help Wanted Programing
Promotion & Others Continued**

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We're KXAS, an aggressive NBC affiliate in Dallas/Ft. Worth, the 8th largest market in the country. We're quietly changing the way television is done in Texas. We've got support from the top, and we've got plans. We're going to be the best Marketing Department in America.

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Annette Herman.

DESIGNER: We are looking for a crazy, but responsible artist. Experienced in electronic graphics, and still eager to learn. Someone who loves news, and is a great designer. Regardless of equipment, we know good design when we see it. Your tape and portfolio will tell all. Send them to:
David Wells.



KXAS-TV
3900 Barnett Street
Ft. Worth, Texas 76103

No phone calls, please. EOE

Situations Wanted News

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Help Wanted News

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Cable News

CNBC, a service of NBC and one of the major national cable networks, currently seeks two (2) seasoned Reporters.

To qualify, you must have 3-5 years' major market reporting experience on a wide range of stories, strong writing skills and camera presence. Knowledge of longer form magazine pieces helpful.

These full-time positions command an excellent salary and benefits package. For immediate consideration, please send resume with salary history to: PERSONNEL ASSOCIATE, CNBC, 2200 FLETCHER AVE., FORT LEE, NJ 07024. We're an Equal Opportunity Employer.



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**Help Wanted Programing
Promotion & Others**

VIDEO PRODUCER/ WRITER/DIRECTOR

The Professional Education Division of The Arthur Anderson Worldwide Organization seeks a video producer/writer/director to join the development team at our Center for Professional Education in St. Charles, Illinois. The video producer/writer/director is responsible for writing, directing and producing effective instructional and informational video programs for an international audience.

Bachelor's degree with emphasis in video production and 2 years relevant experience OR Master's degree with emphasis in video production preferred. Ideal candidate has excellent interpersonal skills and the ability to work in project teams. Please send a resume and three script samples with spoken dialogue to: Director of Recruiting, ARTHUR ANDERSON & CO., Center for Professional Education, 1405 N. Fifth Avenue, St. Charles, Illinois 60174. EEO, M/F/H.

Help Wanted Management

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Nationwide communications company seeks attorney with minimum 2-3 years experience in radio or CATV. Excellent benefits. Send resume and salary history to: Greater Media, Inc., PO Box 859, East Brunswick, NJ 08816.



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AUCTION

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3 Story brick office & storage bldg. with 200' communications tower in Winter Haven, Florida — 2 Story brick Autovon Bldg., Large brick communications tower bldg. with 220' communications tower on 4+ acre security site in Polk City, Florida. Inspections: January 7 and 17 from 11am to 5pm at each site, each day. Free Brochure & information 813—644-6681 (Local) 1-800—330-2350 in FL or 1-800-468-6681 (USA) Martin E. Higgenbotham, CAI, FL Lic #AB158#AU305, 1666 Williamsburg Sq., Lakeland, Florida 33803.



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BROADCASTING'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1705 DeSales St., N.W., 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 number, expiration date and daytime phone number.

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 ORDERS, CHANGES, AND/OR CANCELLATIONS WILL BE ACCEPTED.**

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 classifications: \$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 advertisement 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

David J. Barrett, VP and general manager, WBAL-AM-TV-WIYY(FM) Baltimore, named deputy general manager of broadcasting for parent company, Hearst Broadcasting, New York.

Louis J. Slovinsky, VP, corporate communications, Time Warner Inc., joins Home Box Office Inc., New York, as senior VP, corporate communications.

Giles Lundberg, director of research and marketing, Fox Broadcasting Co., Los Angeles, named VP, research and marketing.

Lucille Luongo, VP, corporate relations, Katz Communications Inc., New York, named senior VP, corporate communications.



Utz

Ted Utz, station manager, WNEW-FM New York, named VP and general manager.

Appointments at Fox Broadcasting Company affiliates board of governors: **Kevin O'Brien**, president and general manager,

KTVU(TV) Oakland, Calif. (San Francisco), named chairman, affiliate board of governors; **Bill Jenkins**, VP and general manager, WXIX-TV Cincinnati, named chairman, Fox Children's Network oversight committee; **Ric Gorman**, VP and general manager, WPMI(TV) Mobile, Ala., **Steve Scollard**, VP and general manager, KLRT(TV) Little Rock, Ark., and **Gregg Filandinos**, VP and general manager, KDNL-TV St. Louis, appointed new members of board of governors.

Patricia S. Sachs, associate, entertainment section, Pryor, Cashman, Sherman & Flynn law firm, joins Reiss Media Enterprises, New York, as VP and general counsel.

Ken Roberts, general sales manager, KMGC(FM) Dallas, joins KBTS-FM Killean, Tex. (Austin), as VP and general manager.

Steve Rivers, program director, WZOU(FM) Boston, joins WXKS-FM Medford, Mass. (Boston), as VP, opera-

tions.

Jay Newman, VP and station manager, WCIX(TV) Miami, joins co-owned WCAU-TV Philadelphia, in same capacity, succeeding **Carl Wenhold**, resigned.

Edward R. Kupperstein, acting assistant general manager for radio, KUAT-AM-FM Tucson, Ariz., named assistant general manager for radio.

Nora L. Guzewicz, VP, Stainless Broadcasting Co., North Wales, Pa., named president.

Richard Sullivan, program director and operations manager, WOIO(TV) Shaker Heights, Ohio (Cleveland), named station manager.

Kirby Brooks, general manager, TeleCable Corp.'s Spartanburg TeleCable system, Spartanburg, S.C., named VP. **Brenda McNutt**, general manager, Beckley TeleCable system, Beckley, W.Va., named VP.

Pamela A. Burton, manager of national promotions, KBLCOM Inc., Houston, named director of field marketing.

Michael D. MacNeilly, former owner and operator, MacNeilly & Assoc., joins United Artists Cable South Central Region, as general manager, Evansville Cable Television Inc., Evansville, Tenn.

Christopher K. Ackerman, VP and general manager, WSHH(FM) Pittsburgh, joins WSTR(FM) Cocoa Beach, Fla. (Orlando), succeeding **Don Peterson**, general manager, KJZS(FM) Houston.

J. Brian Gault, director of affiliate relations, Cable Networks Inc., New York, named executive director.

John O. Wynne, president, Landmark's Newspapers and Broadcasting Group, Norfolk, Va., named president, Landmark Communications Inc., succeeding **Richard F. Barry III**, vice chairman, Landmark.

Brad A. Gordon, controller, Communications Equity Associates, Tampa, Fla., named chief financial officer.

Jack Davison, general manager, KYSM-AM-FM Mankato, Minn., joins KTMX(TV) Colusa, Calif., in same capacity.

Robert H. Baker, manager of planning and development, The Nashville Net-

work, Nashville, named director of operations, Country Music Television.

SALES AND MARKETING



Ganz

Michael Ganz, account executive, WNBC-TV New York, named sales manager.

Steven J. Pechman, regional account representative, WTBS(TV) Atlanta, for Turner Broadcasting System Sales Inc., named VP

and general sales manager, SportSouth, TBS Inc.

Appointments at WMAQ(AM) Chicago: **Pat Joyce**, sales manager, named sports sales manager; **Julie Kirby**, account executive, named sales manager; **Mark Garry**, account executive, WCKG(FM) Elmwood Park, Ill., to same capacity, and **Marna Spizz**, former account executive, WFYR-FM Chicago, to same capacity.

Chuck Cowdrey, national sales manager, WLVI-TV Cambridge, Mass. (Boston), joins co-owned WUSA(TV) Washington, as local sales manager, succeeding **Paul Trelstad**, named general sales manager, co-owned KPNX-TV Phoenix. **Brien Kennedy**, account executive, WUSA(TV) Washington, named national sales manager.

John K. McKay, local sales manager, KRON-TV San Francisco, joins KAKE-TV Wichita, Kan., as VP and general sales manager.

Michael Zucker, former senior VP, marketing for syndication and network, Columbia Pictures Television, joins Seiniger Advertising, Hollywood, as senior VP.

VP's elected at D'Arcy Masius Benton & Bowles, St. Louis: **Sharon K. Tettenhorst**, strategic planning and research director; **Bryce C. McTavish**, account supervisor; **James R. Fortune** and **Thomas K. Townsend**, creative directors, and **James F. Borchardt**, VP, associate creative director, D'Arcy Masius Benton & Bowles, St. Louis, named creative director.

EDITING IN PROGRESS FOR BROADCASTING YEARBOOK 1991

By now, your station or company should have sent back our questionnaire. We want to make sure that your listing in the most widely used broadcasting reference book is accurate and up-to-date. Every year, we mail questionnaires to more than 20,000 businesses. Every year, a few questionnaires fail to find the right desk; thus this call for entries.

Have we received the information we need to make sure your company is accurately represented in the next YEARBOOK?

IT IS NOT TOO LATE

Don't wait. Send (or fax) us your update today, before our database (which we can change) becomes a book (which we can't). Due to production schedules, we cannot guarantee editorial corrections on any information received after Jan. 24. Act now. Send your corrections to:

Broadcasting Yearbook 1991
Attention: Editorial Department
1705 DeSales St., N.W., Washington, DC 20036
Fax: (202)-429-0651

John Russo, account executive, Katz Independent Television, New York, and **Tish Markey**, media analyst, MMT Sales Inc., New York, join WTXN(TV) Waterbury, Conn., as account executives.

Caton Easterling, from WACH(TV) Columbia, S.C., joins WHNS(TV) Asheville, N.C., as account executive.

Paula Manings, VP, sales, Keystone Communications, joins Stars Productions Services Inc., New York, as account executive.

Terri Malcak, assistant account executive, HRP Television Station Representatives, named account executive, gold team, Chicago. **Jaimi McFarlin**, recent graduate, HRP training program, named account executive, red team, Los Angeles.

Ed Pincu, president, Promo-Tec Inc., joins Bozell Inc., Dallas, as creative director, direct services group.

Lorri Froehlich, general sales manager, McDonald Broadcasting, Lansing, Mich., joins KVOR(AM) Colorado Springs, as director of sales.

Appointments at Lawrence Butner Advertising Inc., New York: **Charles Mahon**, data processing manager, named VP, manager of information systems and computer services; **Dan McGillick**, account executive, named VP, account supervisor; **Robert Perez**, manager of internal controls, named VP, controller, and **Ross Quinn**, assistant account executive, named account executive.

Bill Acker, from Blair Television, New York, joins WFXT(TV) Boston, as national sales manager.

Hilary Greene, from WSSH-FM Lowell, Mass. (Boston), joins Herron Media Group, Manchester, Mass., as senior VP, sales and marketing.

Ned Greenberg, director, Eastern region, advertising sales, E! Entertainment Television, Los Angeles, named VP, marketing and advertising sales.

Kathy Clements-Hill, national sales manager, WFAA-TV Dallas, named general sales manager. **Yvette Cook-Harris**, account executive, WFAA-TV, named national sales manager.

Debra Marks, from Greater Rochester Cable, joins WHEC-TV Rochester, N.Y., as account executive.

Katie Corbett, local sales manager, WNCI(FM) Columbus, Ohio, named general sales manager, succeeding **Chris McMurray**, general manager, co-owned KMGC(FM) Dallas.

Kim Urbuteit, from WTVT(TV) Tampa, Fla., joins WWSB(TV) Sarasota, Fla., as national sales manager.

PROGRAMING



Slawson

Ruth Slawson, VP, mini-series, NBC Entertainment, Burbank, Calif., named senior VP, mini-series and motion pictures for television.

Barry Chase, VP, programing, Public Broadcasting Service, Alexandria, Va., resigns Feb. 15 to develop new programing and production products.

Glenn R. Weisberger, partner, Dubin & Weisberger law firm, Los Angeles, joins MCA TV there as director of legal and business affairs. **Arthur Hasson**, VP, domestic television distribution, Northeastern division, Orion Television Entertainment, New York, joins MCA TV there as division manager, Northeast region.

Carol Wonsavage, VP, creative services, Maryland Public Television, Baltimore, named VP, national and international production. **Janice Bross**, director of marketing, WJHU-FM Baltimore, joins MPT, as director of station relations and foundation services.

Louise Lo, independent executive producer and producer, KQED(TV) San Francisco, named director, cultural programing department.

Bert Bertolero, former host of gardening program, KCBS(AM) San Francisco, joins KGO(AM) there in same capacity.

Tim Brooks, senior VP and media research director, N.W. Ayer, joins USA Network, New York, as VP, research. **Peter Lasser**, executive VP, Senior Professional Baseball Association, joins

USA Network, as producer, *USA Tuesday Night Fights*.

Malcolm Klein, owner, Malcolm C. Klein & Associates Inc., Los Angeles, joins Interactive Network, Mountain View, Calif., as general manager.

C. J. Papa, former full time production assistant, SportsChannel America, Woodbury, N.Y., named anchor, *Sports Nightly*.

Rick Millikan, director of talent and casting, MGM/UA Television, joins Columbia Pictures Television, Los Angeles, as director, talent and casting.

Bob Burris and Michael Ware, executive story editors, ABC's *Growing Pains* and story editors, *Just the Ten of Us*, named producers, *Growing Pains*.

Bee Ottinger, senior staff editor, Sky-light Productions, Los Angeles, has been named to edit trailers and recaps for *Twin Peaks*, by Lynch/Frost Productions.

NEWS AND PUBLIC AFFAIRS

Pat Ciarrocchi, anchor and reporter, KYW-TV Philadelphia, adds duties as co-host, *Evening Magazine*. **Paul Gluck**, news director, WCAU-TV Philadelphia, joins KYW-TV as executive editor of news.

Andrea Brown, associate news producer, KSTP-TV St. Paul, Minn. (Minneapolis), joins WXYZ-TV Detroit, as production assistant.

Gary Reals, former reporter, WJLA-TV Washington, joins WUSA-TV there as general assignment reporter.

Peggy Keegan, director of public affairs, Viacom Cable, Pleasanton, Calif., joins California Cable TV Assoc., Oakland, Calif., as VP, public affairs.



Cassie Seifert, from BizNet News, Washington based organization which provides business news services to various television programs, joins *The Nightly Business Report*, New York, as co-anchor. **Paul Kangas**, financial commentator, *The Nightly Business Report*, named co-anchor, Miami.

Michael J. Bean, medical reporter, KSTP-TV St. Paul, Minn., joins WCCO-TV Minneapolis, in same capacity.

Oscar Minoso, acting chief, Creole service, Voice of America, United States Information Agency, Washington, named chief, Creole-language service. **Terry Hourigan**, acting director, VOA Europe, USIA, named director.

Terry Baker, former news director, WNBC-TV New York, and **Tom Yaroshuk**, executive producer, WBZ-TV Boston, join Cable News and Business Channel, Fort Lee, N.J., as supervising producers.

Appointments at WGRZ-TV Buffalo, N.Y.: **Carol Kaplan**, environment matters reporter, adds duties as morning anchor; **Steve Brown**, reporter, WGRZ-TV named night anchor, and **Renee Phillips**, weekend weather anchor, adds duties as overnight anchor, weeknights.

John McIntire, morning anchor, WLNE-TV New Bedford, Mass., adds duties as noon and 6 p.m. anchor.

Jim Farrell, meteorologist, WBBH-TV Fort Myers, Fla., joins WINK-TV and co-owned The 24 Hour News Station there in same capacity.

Larry Wentz, managing editor, WBAY-TV Green Bay, Wis., joins KTIV-TV Sioux City, Iowa, as anchor.

John Torre, correspondent and anchor,

Illinois News Network, Chicago, named news director.

TECHNOLOGY

Rick Post, director, studio operations, NBC-TV, New York, named director of technical engineering and maintenance.

Will Lohmann, maintenance supervisor, KBHK-TV San Francisco, named chief of maintenance.

Ann Watt, from Harold Friedman Consortium, joins Editel Graphics, New York, as account executive.

Kackie Mauder, from Nexus Productions, joins C&C Visual post production, New York, as director of operations.

Tim Roberts, from British Telecom, joins Tannoy-Audix designers and manufacturers, Essex, England, as managing director, succeeding **John Billet**, founder and executive chairman.

Linda Smith, managing director, European operations, Alpha Wire Co., named VP, sales, Elizabeth, N.J.

Russ A. Abernathy, director of techni-

Broadcasting

The News Magazine of the Fifth Estate

1705 DeSales St., N.W., Washington, D.C. 20036-4480

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cal operations and engineering, WYES-TV New Orleans, joins WKNO-FM-TV Memphis, as director of technical operations.

Henry Volpe, assistant chief engineer, WKBW-TV Buffalo, N.Y., joins WBAL-TV Baltimore, as director of engineering.

Garry M. Anthony, from Devlin Video-services, joins Edit Decisions Ltd., New York, as sales manager.

PROMOTION AND PR

Diane Hailey, story editor, MCA Television Entertainment Inc., Universal City, Calif., named director of creative affairs.

Melissa MacPherson, community relations manager, TKR Cable Co., joins *Inside Edition*, New York, as publicist.

Hope M. Straub, promotion coordinator, WCMH-TV Columbus, Ohio, joins WRTV(TV) Indianapolis, Ind., as creative director.

Kirk Swenk, broadcast producer and senior copywriter, Johnson & Dean Inc., joins WOOD-AM-FM Grand Rapids, Mich., as creative services director.

ALLIED FIELDS

Douglas J. Bennet, president, National Public Radio, Washington, named to Independent Sector board of directors, co-allocation of foundations, corporate giving programs and not-for-profit organizations whose mission is to create national not-for-profit initiative.

James Cassell, media associate, American Red Cross, joins Corporation for

Public Broadcasting, Washington, as director, external relations.

New officers and board members at NBC Radio Affiliate Executive Committee: **Paul Hedberg**, Hedberg Broadcasting Group, Spirit Lake, Iowa, chairman; **Allan Land**, WHIZ-AM-FM Zanesville, Ohio, vice chairman; **Greg Anderson**, WFBC-AM-FM Greenville, S.C.; **Tom Baker**, KPOP(AM) San Diego, Calif., and **Dan Griffin**, WHDH(AM) Boston.

Jack Valenti, chairman-CEO, Motion Picture Association of America, has been appointed by President Bush to U.S. Trade Representative's Advisory Committee for Trade Policy and Negotiations. Valenti will serve two-year term on 45-member advisory committee.

Molly M. Mannon, director of marketing, Electronic Industries Association, Washington, named president, succeeding **James Magee**, retired.

Larry King, host, the *Larry King Show*, Cable News Network, Washington, named honorary trustee, The Foundation of American Women in Radio and Television.

John A. Wyatt, director of technical programs, components group, Electronic Industries Association (EIA), Washington, named director, EIA engineering department.

DEATHS

Don C. Reeves, 75, veteran California broadcaster and broker, died of massive stroke Jan. 8 at his home in Sacramento. Reeves had built and operated numerous stations since putting his first one on air, KNGS-TV Hanford, Calif., in 1947. He sold his last stations, KPIP-AM-FM Rose-

ville (Sacramento), Calif., to Fuller-Jeffrey Group in 1984. He had also at one time headed West Coast office of broker Hamilton-Landis & Associates. He is survived by his wife, Edna Mae, son, Kenneth and daughter, Kathy.

Dr. Karen Gross Glenn, 64, HDTV contributor, died Jan. 7 in Fort Lauderdale of cancer. She and husband Dr. William E. Glenn, emeritus scientist and engineer, collaborated in 1980's on development of Vista Compatible HDTV transmission system. In addition to her husband, Glenn is survived by her daughter, Janet; four sons, Burton, Eliot, Doug and Ross. Memorial contributions may be directed to Dr. Herbert Lubs, University of Miami, Mailman Center, P.O. Box 01682, Miami, Fla. 33101.

Sven O. Swanson, 66, retired broadcast writer for RCA, died Jan. 2 of cancer in Mount Laurel, N.J. During Swanson's 30-year tenure with RCA, he was an advertising copywriter and former editor of broadcast systems division's external publication *Broadcast News*. He retired in 1985. Surviving him are his wife, Anna; two daughters, Janet and Karen; two sons, Bruce and Robert; mother, Linnea; two brothers, Eric and Harry, and three grandchildren.

Arthur Baum, 87, cable television pioneer, died Dec. 22, 1990, in New York. Baum concentrated on CATV heavily in 1960's and established a research and development group, and was part of development of push-pull amplifier and aluminum cable. He is survived by two sons, Robert and Theodore; two sisters, Elsie and Ruthie, and eight grandchildren.

Wilson Hall, 68, former NBC News correspondent, died Jan. 10 of renal failure in Jackson, Tenn. Hall joined NBC in 1951 and opened news bureaus in Cairo, Egypt and Middle East. He reported from Rio de Janeiro, covering South America for four years. At 1968 and 1972 national political conventions, Hall was floor reporter for NBC Radio Network and between two conventions, was based in Beirut, covering Middle East. His last assignment was in Washington covering Capitol Hill. He is survived by daughter, Kimberly; son, Kevin, and brother, Robert.

Russ Coughlan, 71, senior correspondent, KGO-TV San Francisco, died of heart attack Dec. 29, 1990, there. Before joining KGO-TV in 1957 he had stints at KHUB(AM) Watsonville, Calif., in 1940, KROW(AM) Oakland, Calif., and in 1945 joined KCBS(AM) San Francisco. Coughlan was executive VP, ABC Owned Television Stations until 1981 and returned to KGO-TV then. He is survived by two daughters, Colleen and Jill, and half sister, Phyllis.

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FIFTH ESTATE

RON TOWNSEND: FROM MAIL ROOM TO 27TH FLOOR

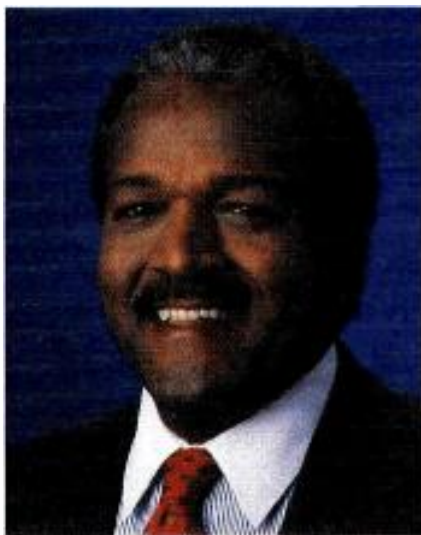
Ron Townsend's rise to president of the Gannett Television Group reads like a Horatio Alger story. The 49-year old executive started his broadcasting career in the CBS mail room lugging packages up 20 flights of stairs to the offices of Bill Paley and Frank Stanton. Today, Townsend sits on the 27th floor of Gannett headquarters in Arlington, Va., overlooking the Potomac River and, needless to say, has his mail brought to him.

Described by industry peers as "humble, private and a good example of what you see in a Gannett executive," Ron Townsend prefers to keep a low profile while overseeing the operation of the group owner's 10 television stations. His selection by Gannett in May 1989 to supervise the television group is probably the highpoint of a 30-year career that included stints in network news, business administration, public television and station management.

It was a fascination with news that first made Townsend consider broadcasting as a career. "I was 10 feet away from Walter Cronkite on Nov. 22, 1963, when he was announcing the Kennedy assassination," recalls Townsend, who spent four years with CBS News. "I was really fascinated by the big news events." And, as supervisor of news payroll, he also "gained an appreciation of the kind of money that could be earned" in broadcasting.

Townsend spent 10 years at the network and was, as he describes it, on the "fast track" there when he decided to leave the network and, in a move which some at the time questioned, joined the Children's Television Workshop (CTW) as director of field services.

Townsend stayed with CTW for five years and spent much of his time traveling around the country and visiting public TV stations. It was then that Townsend began thinking about station management. "I was really impressed with the way television stations were run, [although at the time] I did not really appreciate the difference between a commercial station and a public station." Townsend was hoping to get into station management in New York. Besides being raised there, Townsend met his wife Dorothy who worked at CBS News as Bill Leonard's assistant. "The



last thing I wanted was to leave New York but I was told about a job at WTOP-AM-TV Washington (now WUSA-TV) and came down and talked to the people and saw the area and said: 'Oh my God, what am I doing?'"

Townsend had a gut feeling that he should take the job and three months later he moved to Washington as the station's business manager.

He rose through the ranks at the station from business manager to station manager to eventually become president and general manager of WUSA-TV. Moving through the ranks in broadcasting is fairly common, however Townsend did it while the station endured three ownership changes. "The thing that drove me was fear. I did not want to fail."

Townsend spent more than 10 years at WUSA-TV before moving to the Gannett corporate offices and, after an adjustment period, enjoys his new duties and challenges. "It was a lot noisier at the station and [now] when the big news story happens I'm not even looking at a televi-

sion set." Now Townsend serves on the group owner's management committee and watches over Gannett's nine network affiliates and one independent. "I enjoy working with our other stations and have an appreciation for the fact that the smaller stations have the same problems that the larger stations have, but they just don't have as many people."

Townsend's predecessor and boss, Cecil Walker, now Gannett Broadcasting president and chief executive officer, is confident Townsend is the right man for the job. Says Walker: "Any time you pick someone [for an important position], you have to make sure you pick the right person. Ron makes you look good. He understands the business and picks up a lot that others may miss." Townsend and Walker work closely together plotting long-range plans for Gannett's television stations.

Although Townsend keeps a very low profile professionally, he gained national

attention last summer when he became the first black admitted to the Augusta Country Club in Georgia. Townsend, an avid golfer, took all the hoopla in stride. Although he feels "that it got more press than it deserved, it was breaking barriers and an opportunity for youngsters to see that there are still a few things left in our country in which you cannot participate." Augusta, he adds, is one of the finest golf experiences in the world. "Being chosen as a member made me feel good."

Townsend, who rarely misses a day of work, claims his mother is his biggest role model. He explains: "My mother worked

as an elevator operator in a hotel for 30 years and never missed a day and never was late. Talk about inspiration. Nobody worked harder and that drives me."

Ronald Townsend

President, Gannett Television Group, Arlington, Va.; b. Sept. 23, 1941, Jacksonville, Fla.; attended Baruch College, New York; mail room, CBS Inc., New York, 1960; administrator, CBS sports sales and spot sales coordinator, 1961-63; supervisor, news payroll, CBS News, 1963-64; manager, talent payroll and accounts payable, CBS News, 1965-67; senior financial analyst, CBS News, 1966-68; manager, CBS news program services, 1969; director of field services, Children's Television Workshop, New York, 1970-74; director of business affairs, WTOP-AM-TV Washington (now WUSA-TV), 1974-78; station manager, WUSA-TV 1977-86; president-GM, WUSA-TV 1986-89; current position since May 1989; married Dorothy Yearwood, June 24, 1972; children (from previous marriages)—Michelle, 29; Ronald Jr., 27, and Gina, 24.

FEWER TIERED DEALS FILL UPFRONT SALES MARKET

There are fewer tiered program deals—which caused so much havoc last year—in the current selling season, according to station and syndication executives on a NATPE panel.

The panelists said that last year a large supply of new programs, coupled with little demand, meant that stations essentially had enough leverage to pick up more shows than they needed at low cost and no commitment to air them.

Tiered sales are deals where the station picking up a show has several options on where to place the show. But, according to Judy Girard, director of programing operations, WNBC-TV New York, in years past, stations usually committed to air a show in a specific time period with options to move it if it did not meet certain rating levels. Last year, she said, tiered deals were taking a new twist: stations had multiple options upfront, without committing at first to a specific time period.

"What we experienced was extremely unhealthy," said Robert Jacquemin, president, Buena Vista Television, speaking of last year's first-run program sales market. "I think tiering does have

a place, but it was misdirected" last year, he said. "When a station makes a decision to acquire a program, it should make a [time period] commitment. Late night is not a commitment."

Such commitments ought to be made in the spring before the new season so that "all departments at the station can buy into the program" and make a coordinated effort to market and promote the show, he said. Last year, many stations were deciding where to put programs until mid or late August.

Dick Robertson, president, Warner Bros. Domestic Television Distribution, said he understood stations' desire to get as much flexibility as possible through tiered deals. "Our job is to give them as little flexibility as we can," he said.

Robertson said Warner would be less likely to enter frays like it did last year with *Trump Card*, which competed with about 10 other game shows to get launched. "We don't want to be in the business of losing \$2 million or \$3 million a year" on a project that won't work.

Larry Cazavan, operations manager, WATE-TV Knoxville, Tenn., said part of last year's tiering situation was due to

the early start of the program selling season. "Stations are forced to buy before they really know their needs," he said, adding: "I wonder how many stations really knew what their needs would be when they bought *Maury Povich* 18 months earlier" than the show's debut.

Barry Schulman, program director at WBZ-TV Boston, disagreed. "I'm not opposed to early launches of shows," he said. "*Oprah* was done 15 months ahead. It gives that much more planning, energy and time to put into it."

Girard suggested that distributors contributed to the problem by offering so many programs that were less than compelling. "I don't think stations felt strongly about any of the product from last year," she said. Girard also noted that with more shows working, the odds of launching a successful new show have increased. About 40% of existing syndicated product has been on the air more than two years, she said, and 20% of it has been on the air more than five.

Robert King, president of Orion's domestic syndication division, criticized stations for having too quick a trigger finger when it comes to cancelling shows that do not immediately take off in the ratings. Girard replied: "You're assuming that program departments have a free reign. Nine times out of 10, it is not a program decision but a sales decision."

Girard quipped that station general managers are "schizophrenic. They want higher ratings but they have a quarter by quarter [bottom line] report card."

The panel seemed to agree that the reason many new shows failed this season was that viewers were happy with similar shows already on the air. "Why should they change?" asked Robertson. There was some disagreement on how important syndicator pledges of paid promotional spots are in getting a new show launched.

Stations devote most or all of prime time promotion to their newscasts, Girard said. "So the question to the syndicator becomes: 'What additional time can you help me carve out to help make your show a success?'" Added Schulman of WBZ: "It's not based solely on that, but it's essential if the show is going to break through."

But King disagreed. "Promotional commitments are a disguise for purchasing time periods. We put big money into shows that are quite average and we want to pull them through the market."

—SM

NEW NATPE CHAIRMAN LOOKS TO 'PROGRAM DECISIONMAKERS'

Rick Reeves, new NATPE International chairman and chief executive officer, last week became the first station general manager to assume those posts. The organization's previous chairmen and women have all come from the program director ranks. But as Reeves observed, program directors no longer appear to be the key program decisionmakers. In remarks last week at the opening session of NATPE, he said that "in the best interest of this organization," stations should make their "program decisionmaker" the voting NATPE member. At many stations, he said, "program decisions have clearly fallen out of the hands of program directors." In some cases, he said, general managers have assumed such responsibilities; in others, it is an executive with duties beyond programing, such as marketing and promotion. And some owners have decided to call the programing shots themselves, said Reeves. Program directors began losing authority in the mid-1980's when distributors of certain successful first-run programs began to demand exponential hikes in license renewal fees, Reeves said. He said he would also urge the NATPE board nominating committee to name program decisionmakers to the board, which is about to be reduced from 20 to 17 television executives.

Reeves also said NATPE should expand its international membership, particularly in the Pacific rim area. And he said NATPE should pursue "closer working relationships" with other trade organizations such as the Broadcast Promotion and Marketing Executives, the National Association of Broadcasters and the Association of Independent Television Stations. "We have common interests that ought to be explored," he said. Reeves also said NATPE should expand its membership to newer and potential future program exhibitors including telephone companies, DBS and cable systems. "Our conference is a software conference that should serve all delivery systems," he said.

IN BRIEF

Comedy TV President Robert Kreek has managed to skirt rules of merger between HA! and Comedy Channel that state he cannot hire programing chiefs from either network to head programing at Comedy TV. Instead, **Kreek has hired both number-two programmers at each network, Mike Klinghoffer of HA! and Art Bell of Comedy Channel.** Kreek said two men will not be "co-chiefs," and titles will be based on how responsibilities are divided. He also said Comedy TV will employ about 115 staffers, taken evenly from HA!'s 60 employees and Comedy Channel's 200, meaning almost all HA! staffers keep their jobs, and three-quarters of Comedy's will either be back at HBO or looking for work.

Comsat Corp. eliminated approximately one-third of 200 positions in restructuring of Comsat Video Enterprises last week and will take \$90-\$100 million pretax charge (after tax loss of \$3.60 to \$4 per share) in fourth quarter of 1990. Comsat will report losses for that quarter and for year, to be detailed in mid-February.

David Bartlett, president of Radio and Television News Directors Association, said coverage of Persian Gulf War has been "fair and balanced." Bartlett was reacting to assertions by Senate Commerce Committee Chairman Ernest Hollings (D-S.C.) that fairness doctrine is still issue because antiwar groups have not had access to airwaves (see page 43). Hollings and House Commerce Committee Chairman John Dingell (D-Mich.) offered legislation last week to reimpose doctrine. "We have all seen and heard a great amount of news reporting on antiwar protestors. The effort to tie the current crisis to the prolonged and unsuccessful attempt to reinstitute the fairness doctrine is deplorable," said Bartlett.

General Motors Corp. has signed seven-year contract with CBS making automobile manufacturer exclusive domestic automotive sponsor of CBS Sports coverage of NCAA college Basketball. Terms of deal were not disclosed. GM reportedly spent about \$400 million in what is said to be longest and largest agreement involving one sports property.

Denver-based Echosphere Corp. will be exclusive distributor of SkyPix receive

equipment to home dish market, with purchase commitment of up to one million units in first year. Two companies will jointly demonstrate SkyPix's 8-to-1 video compression and midpower Ku-band home satellite service (scheduled to launch in "summer" 1991) at Jan. 21-23 SBCA trade show in Las Vegas (see page 59).

Stock price of Turner Broadcasting Systems rose 30% between Monday and mid-Friday, to \$15. Strong performance came on overall market gain of roughly 5% and perhaps reflected anticipation that CNN's ratings performance last week could be translated into future profits. Shares of Capital Cities/ABC gained 6.7%.

This week's meetings between CBS executives and television network affiliate board was canceled last Friday due to events in Middle East.

Tele-Communications Inc. will hold analysts meeting Wednesday to detail spinoff company, Liberty Media. New compa-

ny's officers attending are Dr. John Malone, Liberty and TCI chief executive officer; Liberty President Peter Barton, and Robert Bennett, Liberty chief financial officer.

TV Marti went off air Wednesday (Jan. 16) when balloon carrying antenna and transmitter broke free of its tether above Cudhoe Key in Florida and floated north-northwest towards Everglades National Park. Balloon was deflated by remote control and landed in dense forest within Everglades National Park. Coast Guard helicopter lowered inspection team to site where visual inspection deemed electronic equipment received "minimal damage."

Showtime and ASCAP have settled music licensing lawsuit, with Showtime paying organization \$4.7 million retroactive fee for 1982-1984. Ongoing suit between ASCAP and Turner Broadcasting-led cable coalition has yet to settle larger issue of whether ASCAP can license both cable programers and operators.

BARTER SALES COMPANIES GET JUMP ON UPFRONT MARKET

Barter sales got off to a pre-upfront start last week at NATPE with word that Group W's media sales arm, headed by Dan Cosgrove, sold a three-year, \$10 million-plus barter package to Procter & Gamble that will include spots in Orion's *Chuck Woolery Show*, the Goldwyn Theatre film package and Republic's *Beauty and the Beast*. The deal was done through the New York-based DMB&B ad agency. Other barter sales companies said they too would soon be set to get a jump on the upfront market.

Select Media sold a package of spots to Hunt-Wesson in the company's new weekly soap magazine, *The Soap Show*. "Nobody knows what is going on in the marketplace," said Select President Mitch Gutkowski. "Those that take a wait and see attitude may prevail. And they may not." Henry Siegel, chairman, LBS Communications, said his company would probably sell the first package of spots in the new first-run *Baywatch* as early as next week. But Siegel said the bulk of LBS's barter time would probably be sold in the upfront. "I could have done a deal with P&G at this convention," said Siegel. "But not at the price I want." As to the P&G sale made by Group W, Cosgrove said that *Woolery* has so much inventory to sell (50 spots a week), "the reality was, I had to do a deal with them to lay in a base." At least one other major new program will be offered to barter advertisers well before the start of the upfront season next summer. MTV Networks, which last week was awarded the rights to sell the barter time in Columbia Pictures Television's *Married...with Children*, will start selling the show in the first week of February, according to Doug Greenlaw, MTVN executive vice president, advertising sales. With only one minute of national barter time available in the show, said Greenlaw, "we have an attractive supply and demand situation here."

-SM

EDITORIALS

Committed to the First Amendment and the Fifth Estate

THE OLD ORDER CHANGETH

The last act of a dying organization, they say, is to design a new and improved rulebook. In television news, the last act may be to design a new and improved graphics package.

Last week, covering the war in the Persian Gulf, ABC, CBS and NBC beat the competition hands down, graphicswise. At least some of the time, CNN beat the competition hands down, newswise. It tells you something.

Among other things, it tells you that today's viewer is more interested in what's going on in the field than in hearing it talked about, and boiled down, in the studio. If it's a tradeoff, he or she may also be more willing to get the news from lesser-known reporters than from celebrity anchors.

Moreover, television may be shifting over to a 24-hour day—the cable model, if you will, that CNN followed from its inception, with specialization the name of the game. Many programmers on the conventional side of the medium today are predicting the demise of the existing three-network structure that has all three doing essentially the same thing at the same time. They believe that at least one of the big three (or four)—presumably the weakest—will go to some form of specialization, sports or otherwise, in the next five years.

It is that 24-hour specialization that has made CNN what it is today: truly, the first global network. It was the network that the American and the Iraqi leaders both watched last week, along with statesmen and the public in over 100 nations—the lengthened shadow of one man, Ted Turner, who has transformed the electronic communications universe in so many ways.

But the ongoing war coverage is more than a CNN story. It is a triumph for television itself, which became the focal point around which all the world rallied. Never before have the people at home been so close to the front, nor in such instant awareness of climactic events. In the United States, for example, the public apparently knew of the Iraqi attack on Israel before their own secretary of state. Awesome.

NATGM?

The National Association of Television General Managers? NATPE may not yet be ready to change the letterhead, but the message is clear. Top management is calling the programing shots. To that end, the shift of the association toward increased participation and input by station general managers has received something of an official imprimatur with the installation of Rick Reeves as chairman of the organization. Reeves, general manager of WTAJ-TV Altoona, Pa., and the first general manager to chair the organization, made that charter clear when he told an opening session audience that it was in the organization's "best interests" that the voting membership be made up of programing decision-makers, and that it was no longer true in many cases that the program directors were those decisionmakers. He urged

NATPE's nominating committee to reflect that fact when it makes up the nominations for the board of directors.

To report these facts is not necessarily to cheer them. It was the program director community that brought NATPE to the dance, and we're all for having a professional in full-time charge of a station's programing side—there is, after all, more to life than the bottom line. The same point of view that eliminates program executives may not be long in eliminating the trade association that has served them—and the industry—so well.

REPRESSION REVISITED

The fairness doctrine is back, at least in threat. Bills to restore that iniquity as a law of the land were introduced last week by Senator Ernest Hollings (D-S.C.) and Representative John Dingell (D-Mich.), who have been trying to resuscitate the doctrine ever since a unanimous FCC ruled it unconstitutional. Both are powerful and respected legislators, and broadcasters must take seriously this latest initiative.

They need not, however, quake in their boots. Presidential vetoes, and the threat of them, have kept Congress in line on this issue for over three years now. With each passing day it has become ever clearer that radio and television do not need muzzling to protect the body politic. It's almost embarrassing to note how seldom they stray from the middle of the road, or venture into the realm of opinion.

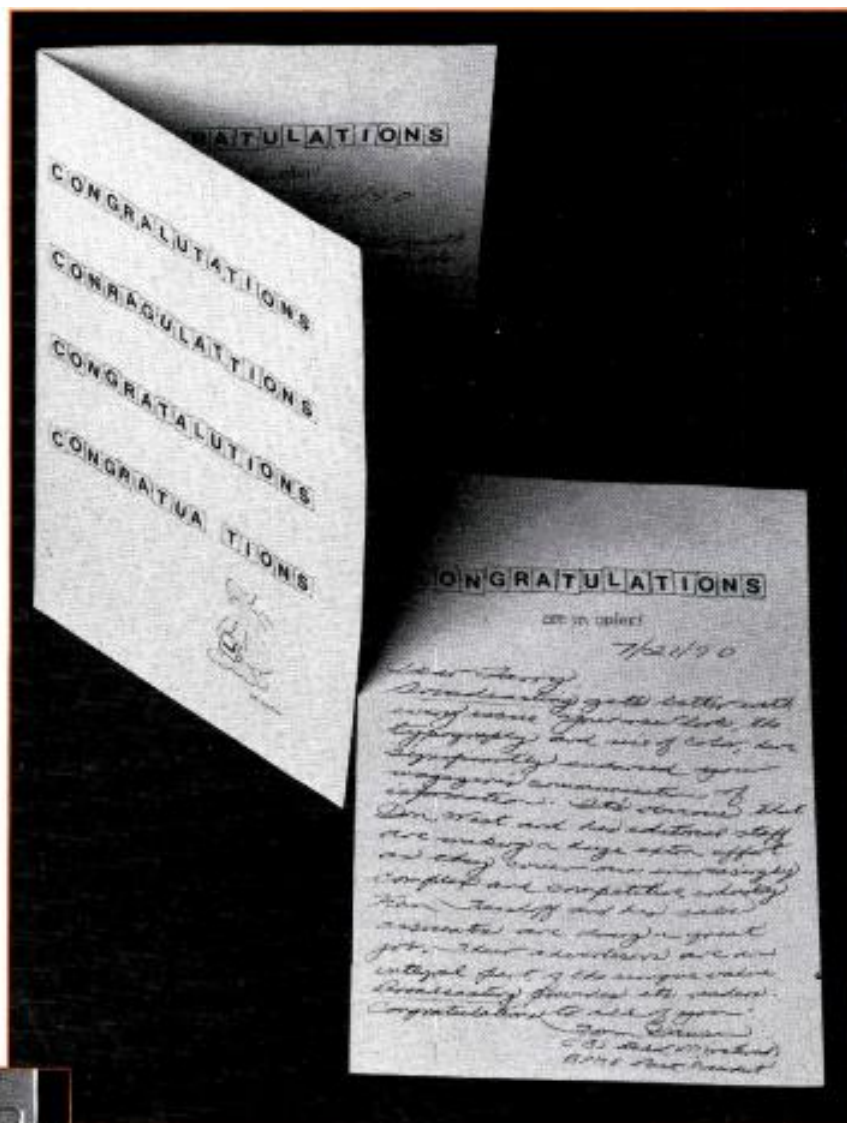
Slaves too long, perhaps.

In any event, the Fifth Estate will need a united front to avoid reimposition of the unfairness reins, and courage enough not to trade off its journalistic future for some short-range legislative goal. This time, when push comes to shove, we hope the National Association of Broadcasters will stand shoulder to shoulder with the Radio-Television News Directors Association in helping broadcasters elude the Hollings-Dingell corral.



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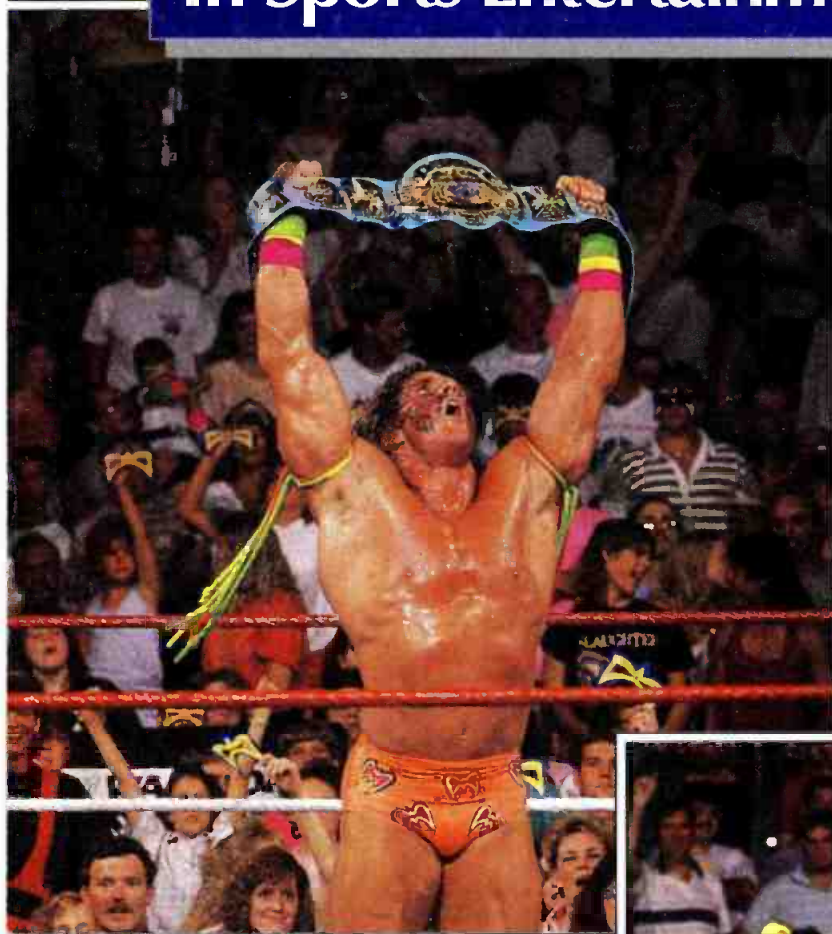
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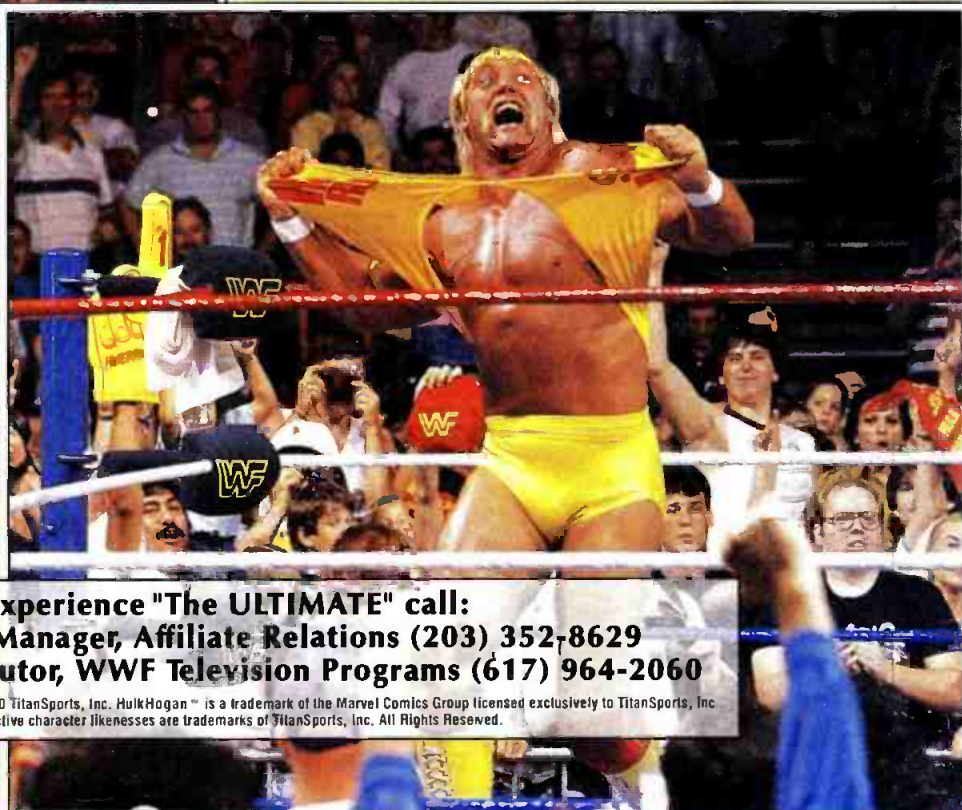
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