

Broadcasting Feb 18

Reaching over 117,000 readers every week

60th Year 1991

TELEVISION / 38

Fox gears up in-house production; network chiefs bemoan sponsor skittishness

RADIO / 43

Operators endorse NAB's DAB objectives, question its methods

BUSINESS / 54

Emmis Broadcasting on a financial tightrope

TECHNOLOGY / 64

Fiber-satellite pact: Vvxx to backhaul sports for IDB-Hughes

LIBRARY
FEB 19 1991



F&F Team Scores A Super Bowl "Three-Peat."

F&F remote facilities teams have gone to the last three Super Bowls ... and come away with a winner every time. From editing and support equipment to Jumbotron production to live feeds overseas, F&F scored every time.

So whenever you need mobile units or location facilities for sports, entertainment, or teleconferencing, call the F&F team. You'll get a super production.



Productions, Inc.

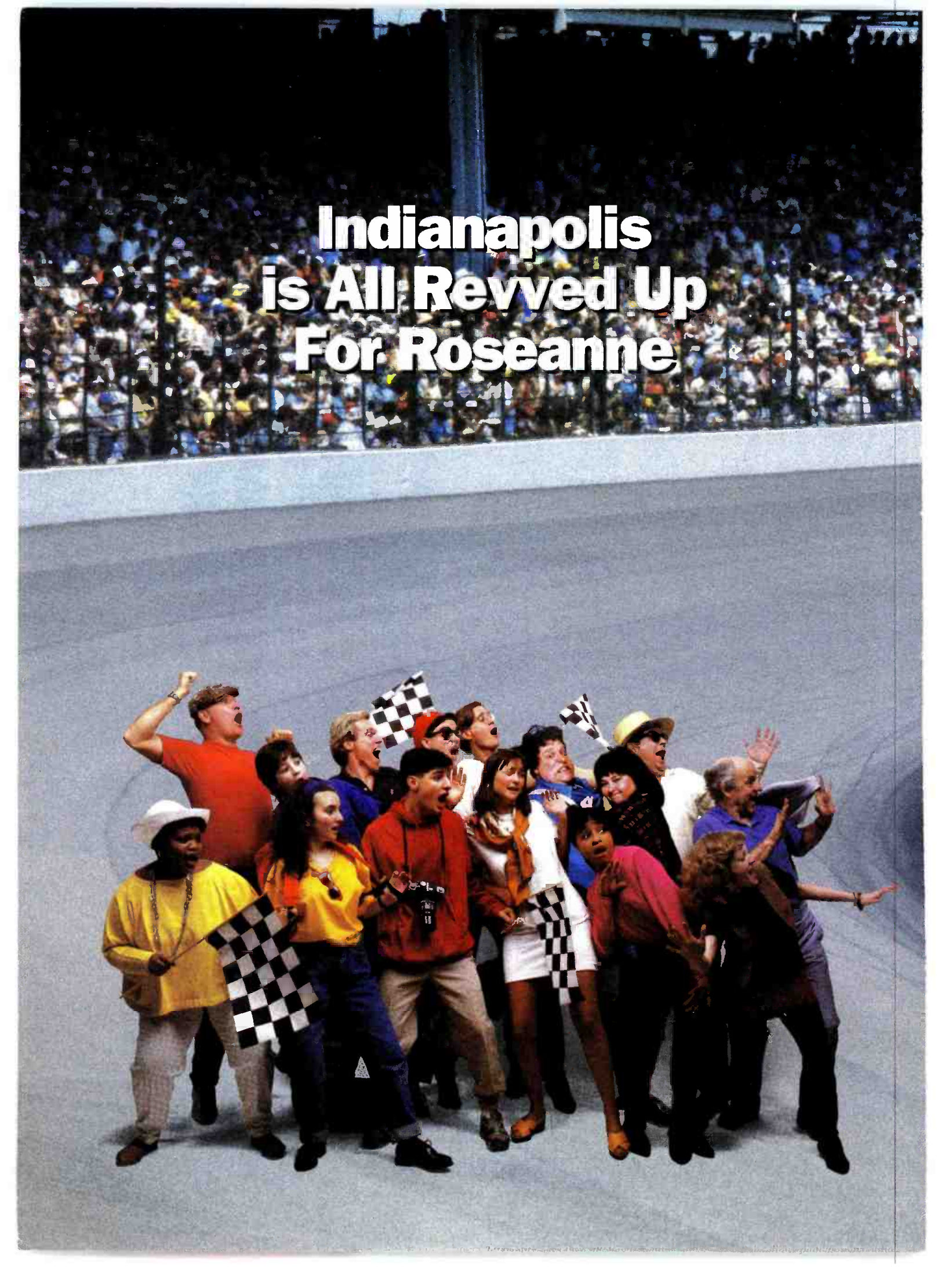
A subsidiary of Hubbard Broadcasting, Inc.

9675 4th Street North, St. Petersburg, FL 33702 813/576-7676 800/344-7676

*****3-DIGIT 478
4780SERIAB3034 LUK MAR/91
SERIALS
INDIANA STATE U
CUNNINGHAM MEM LIB
IN 47809

Vol. 120 No. 7 \$2.50

24 DAYS TO GO ON FIN-SYN
Who's on first?
The unraveling
of DBS

A large crowd of spectators fills the upper portion of the image, seen from behind a dark metal fence. Below the fence, a group of about a dozen people are posing on a light-colored, possibly concrete, surface. They are all cheering, with their mouths open and hands raised. Several individuals are holding checkered racing flags. The group is diverse in age and appearance, dressed in casual clothing like t-shirts, jeans, and a hoodie. The overall scene conveys a sense of excitement and anticipation for a race.

Indianapolis is All Revved Up For Roseanne



Indianapolis Just Got Real. WXIN Got Roseanne.

VIACOM

VIACOM is a registered trademark of Viacom International Inc. ©1991 Viacom International Inc. All rights reserved.

THIS WEEK

27 / MORE INPUT ON FIN-SYN

White House Chief of Staff John Sununu weighs in on the fin-syn battle, underscoring President Bush's interest in a deregulatory solution to the issue.

29 / SQUARE ONE

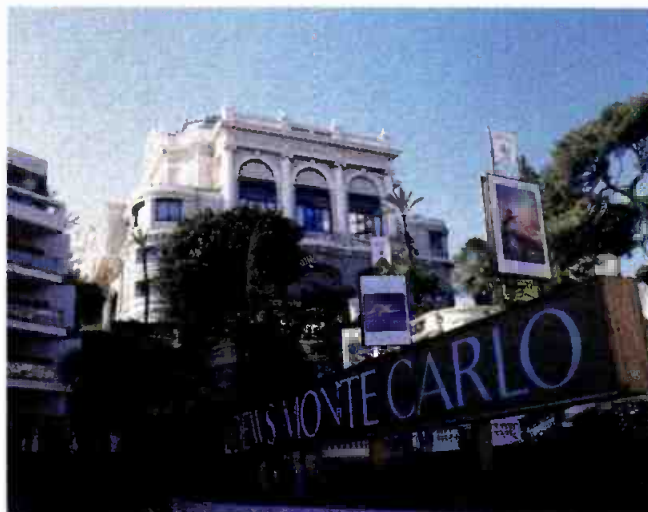
In February 1990, one of the largest satellite operators and three of the largest media companies in the world promised to launch a 108-channel satellite TV service to antennas so small that U.S. consumers could mount them on their window sills. A year later, in a different economy, Hughes Communications is pitching a 1994 Sky Cable launch to a new set of parties.

31 / CBS NEWS CHANGES

Amid intense industry speculation about the future of its struggling evening newscast, CBS News replaced *CBS Evening News* executive producer Tom Bettag with *CBS This Morning* executive producer Erik Sorenson. Some view the move as a first step toward a revamped evening newscast for CBS.

33 / FNN SOLD?

A joint venture of Dow Jones and Group W have agreed in principle to purchase the assets of the financially troubled Financial News Network. But NBC, which found itself outbid for FNN, may not be ready to walk away yet.



Gulf war, economy blamed for low Monte Carlo turnout (page 65)

35 / GOLDENSON PERSPECTIVE

Leonard Goldenson, who sat at the top of ABC for virtually all of its history, talks about what he is doing now, his views on the industry and about his new book, "Beating the Odds," which is reviewed on page 37.

38 / CHAO SETS SIGHTS

Fox Television Stations Productions, the in-house production division of Fox Television Stations Inc., is setting its sights on the launch of two new half-hour series under the guidance of FTSP's vice president, Stephen Chao. *Studs*, a new half-hour strip, and *Mother Love*, a late night talk show strip hosted by a former KFI(AM) Los Angeles radio personality, are both slated for March tests on Fox O&O KTTV(TV) Los Angeles. If successful, a wider test on the other six Fox O&O's, Twentieth (Fox) Television

syndication or a series order from Fox Broadcasting Co. is possible.

39 / COLLECTING THE FRAGMENTS

According to a British Broadcasting Corporation panel session held in New York, attitude and innovation in programming are keys to attracting the young adult audience.

49 / DBS, PPV SUPPORTERS DOWNSIZE AMBITIONS

Competitive pressures and the hard realities of a worsening economy—at least for the first half of this decade—will slow the development of DBS and PPV, according to major cable and DBS executives at last week's Future of DBS and Pay Per View seminar in Beverly Hills.

43 / DAB CONCERNS

While the NAB radio board enthusiastically has

endorsed the association's plan to back the Eureka 147 DAB system and to serve as U.S. licensing agent, other broadcasters have reservations about the action. Last week, at two separate meetings in Washington—the Radio Operators Caucus and a Group Fly-In—broadcasters applauded NAB's efforts, but voiced concerns over potential conflict of interest, AM-FM parity, the capabilities of the Eureka system to broadcast in the L band, and whether other systems might actually better serve the industry. While most radio operators support adoption of an industrywide DAB standard, many suggest that prudence is a necessary first step in that direction.

44 / PIRATE SHIFTS COURSE

Westwood One last week fired Station Group Executive Vice President Michael Kakoyiannis and KQLZ(FM) morning host/programer Scott Shannon. Westwood Chairman Norm Pattiz said the change would move control of the company's radio stations to Los Angeles, cut "extraordinary" operational costs incurred by "Pirate Radio," and better position the station against other Los Angeles AOR outlets by eliminating its CHR hybrid sound.

45 / GENDER GAP

Women account for about four times as many radio sales managers as TV sales managers, and almost half of all radio account executives are women,

ON THE ROAD TO NAB



Looking ahead to NAB (page 62)

according to a new study released by the Radio Advertising Bureau. Also revealed in the study: some 27% of all radio sales managers are women, versus 7% in television, while 48% of all radio salespeople are women, compared with 39% in TV.

50 / THE WARNER ROADSHOW

Warner Bros. executives are visiting top MSO's across the country, trying to convince them just how profitable pay per view can be.

51 / CABLEVISION PLAYS FOR TOPS

Cablevision Systems has signed up for Showtime's Total Optimization of Pay Services plan, which provides the premium network with a fixed base revenue and Cablevision with the flexibility to package Showtime as it likes. But other MSO's aren't yet ready to follow suit.

54 / SELLS FEW TO SAVE MANY

Emmis Broadcasting, one of the radio industry's fast climbers during the 1980's, has rejoined the rest of the industry in reevaluating its structure for the 1990's. Ongoing asset sales have helped reduce debt but a weak operating environment keeps focus on the company's future.

58 / FAMILY FEUD

The long-standing friction between the FCC and the FAA over control of spectrum management and use has heated up considerably since the FAA announced a rulemaking proceeding that would expand its ability to deny clearance to broadcasters and other spectrum users because of potentially hazardous electro-

magnetic interference to avionics. Some in both agencies say there is more to the feud than policy differences. What is certain is that the FAA has for the past few years made it very difficult for broadcasters, especially FM's, to build new stations or improve existing facilities.

61 / MOVE TO BOYCOTT CNN

The Victory Committee, a coalition of "pro-American" organizations, including Accuracy in Media, has launched a major campaign to force CNN to move its reporter, Peter Arnett, out of Baghdad. The group has called for a boycott of the cable network until Arnett leaves.

62 / BOUND FOR LAS VEGAS

BROADCASTING begins its annual "On the Road to NAB" series, focusing on the new equipment introductions and technology issues expected to take center stage at the National Association of Broadcasters convention in Las Vegas, April 15-18. Over the next eight weeks some of the ground the "Road" will cover includes video graphics and effects, DAB and other radio issues, videotape

recorders and formats and HDTV. This week: flyaway newsgathering systems and other satellite equipment and services.

64 / FIBER-SATELLITE BACKHAUL BOND

Beginning this spring, IDB Broadcast Group and its

Hughes Television Network (HTN) division will transmit some baseball games and other events over the Vyvx National Video Network fiber optic system. HTN praised the video quality of Vyvx transmissions, but both HTN and Vyvx say fiber's lack of point-to-multipoint capability will initially limit its use.

65 / MONTE CARLO OUTLOOK

The Gulf war may have been only one reason for the lower-than-usual turnout at the annual Monte Carlo Television market last week, with diminishing buying power among some overseas broadcasters and harsh weather also raised as factors. Nevertheless, every major distributor was represented and some participants said business remained active.

INDEX

Advertisers Index.....	86
At Large.....	35
Business.....	53
Cable.....	49
Cablecastings.....	52
Changing Hands.....	55
Classified Advertising.....	75
Closed Circuit.....	6
Datebook.....	14
Editorials.....	90
Fates & Fortunes.....	82
Fifth Estate.....	87
Focus on Finance.....	56
For the Record.....	69
In Brief.....	88
International.....	65
Journalism.....	61
Masthead.....	20
Monday Memo.....	22
Open Mike.....	20
Programing.....	38
Radio.....	43
Ratings Roundup.....	42
Riding Gain.....	48
Technology.....	62
Top of the Week.....	27
Washington.....	58

Founded in 1931 as *Broadcasting*, the News Magazine of the Fifth Estate. *Broadcasting-Television** introduced in 1946. *Television** acquired in 1961. *Cablecasting** introduced in 1972. *Broadcasting/Cable* introduced in 1989. *Reg. U.S. Patent Office. Copyright 1991 by Broadcasting Publications Inc.

The Fifth Estate TELEVISION Broadcasting Cable

Broadcasting (ISSN 0007-2028) is published 52 Mondays a year by Broadcasting Publications Inc., 1705 DeSales Street, N.W., Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue \$2.50 except special issues \$3.50 (50th Anniversary issue \$10). Subscriptions: U.S. and possessions: one year \$85, two years \$160, three years \$225. Canadian and other international subscribers add \$40 per year. U.S. and possessions \$400 yearly for special delivery, \$100 for first-class. Subscriber's occupation required. Annually: *Broadcasting* □ Yearbook \$115, *Across the Dial* \$9.95. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (1-800-521-0600). Postmaster, please send address corrections to *Broadcasting*, 1705 DeSales St., N.W., Washington, D.C. 20036. © 1991 by Broadcasting Publications Inc.

CLOSED CIRCUIT

TAMPA-ST. PETERSBURG

Buyout

Gillett Holdings is planning to buy out majority voting interest in WTVT(TV) Tampa-St. Petersburg currently held by station's chairman and chief executive officer, Clarence McKee. Plan would have McKee sell all but 2% of 51% voting stake and 1% of 21% equity stake to new Gillett-owned corporate entity. Although consideration is not known, original agreement allowed Gillett to buy out McKee for \$1 million. McKee's participation in 1987 station acquisition allowed then-seller Gaylord Broadcasting to obtain certificate that deferred taxes on gains worth tens of millions of dollars. Buyout plan is part of still-to-be-completed debt restructuring GHI is negotiating with creditors.

ATLANTA

Money back

Three Georgia television stations have returned \$212,000 to Georgia politicians, according to Robert Kahn, attorney for group of Georgia politicians including Governor-elect Zell Miller that is suing WXIA-TV Atlanta and investigating several other stations for al-

legedly overcharging them for campaign spots. Kahn told BROADCASTING that he is currently in negotiations with several other Georgia stations over lowest unit rate discrepancies. Meanwhile, WXIA-TV, which is not one of three stations to refund money, has filed to have case moved to Federal Court and also has filed motion to dismiss charges. Since Georgia case, Kahn says his firm has been retained in six other states to handle similar suits.

Going to strip

Turner executives say company's weekly pro-environment cartoon, *Captain Planet*, will go to strip in 1992-93 season. Show, going into its second year next fall, will have 65 episodes in can by that time, to be packaged for stripping. Whether program, venture of Turner and animation producer DIC Enterprises, Los Angeles, continues original production beyond next season is decision to be made later, executives said. In related news, Tiger Toys has acquired rights to market line of action figures (dolls) based on characters in *Captain Planet*. Tiger has \$3 million advertising budget for toy line, due to hit stores this summer. Executives talked proudly last week of fact that figures will come in biodegradable

packaging (although dolls themselves are made of nonbiodegradable plastic).

Not likely

Although Turner Broadcasting System executives continue to have discussions with MSO's about voluntary CNN contributions to offset war coverage costs, it's now considered unlikely to happen, at least in near term. Growing number of MSO's expressed reservations about plan, with Times Mirror Cable logging in with "no for now" last week. Although Turner secured substantial support, including TCI, Time Warner, Cablevision Systems and Jones, several other major MSO's, including Continental, Comcast, Cox, Century and Sammons, had reservations about contribution.

LOS ANGELES

Go for 'Julie'

According to Viacom Enterprises president of first-run syndication, Michael Gerber, *Downtown Julie Brown*, Viacom's hour weekly variety show featuring MTV video jockey, is firm go for 1991-92, having cleared 40% of country. Sales, he says, are being done on "methodical" market-by-market basis, but Gerber expects above 90% coverage for its September 1991 launch. Gerber also said half-hour, late night talk show, *Johnny B... On the Loose*, has over 50% coverage and is firm go for June 24 launch. "Preproduction is going to begin May 1, and the program, when it goes into production, will be day-and-date," Gerber said.

Road show

Fox Broadcasting Co. President Jamie Kellner and other senior company executives will be taking their act on road next month to meet with affiliate owners and general managers across country. Fox executives will be reviewing program development and other affiliate concerns at seven regional meetings, set for March 25-29. Scheduled stops include New York, Los Angeles, Chicago, Dallas, Atlanta, Cincinnati and New Orleans. Fox has

More than 200 guests were in attendance at a party Saturday, Feb. 9, given by Twentieth Television to celebrate the 100th episode of *L.A. Law*. The cast and creative staff of the series, including show creator Steven Bochco, were joined by NBC executives, including NBC Chairman Bob Wright and NBC Entertainment President Warren Littlefield. The episode will air March 28. Shown below: Bochco; Littlefield; Wright; David Kelley and Rick Wallace, executive producers, *L.A. Law*, and Harris Katleman, president, Twentieth Television.



WHEN YOU'VE GOT

Love

YOU'RE ALWAYS A WINNER!



Hosted by Jill St. John



Grace Kelly & Prince Rainier



Ingrid Bergman &
Roberto Rossellini



The Duke & Duchess of Windsor

Now, with **Amazing Love Stories**, you can take advantage of the ratings power that only love can deliver!

Each half-hour of this weekly series recreates three extraordinary romances: a celebrity love story... a legendary love story from the past... and a love story involving an ordinary couple who have a unique story to tell!

Available September 1991 on an advertiser-supported basis.

AMAZING Love
STORIES

TPE[®]

Television Program
Enterprises

A Division of
TeleRep Inc.

ARBUS & ROSS
PRODUCTIONS

**A REAL
AMERICAN HERO**

GI JOE 

**RETURNS FALL '91
WITH 20 NEW EPISODES**



GI Joe is a trademark of Hasbro, Inc.
© 1991 Hasbro, Inc. All Rights Reserved.

Sales by:



**TRIBUNE
ENTERTAINMENT**
Company

THE G.I. JOE TEAM

- | | | |
|----------------------|-----------------------|-----------------------|
| ★ New York WPIX | ★ San Diego XETV | ★ Jacksonville WAWS |
| ★ Los Angeles KCAL | ★ Indianapolis WTTV | ★ Tulsa KOKI |
| ★ Chicago WFLD | ★ Portland KPTV | ★ Little Rock KLRT |
| ★ Philadelphia WGBS | ★ Milwaukee WVTM | ★ Fresno KMPH |
| ★ San Francisco KBHK | ★ Cincinnati WXIX | ★ Richmond WRLH |
| ★ Boston WLVI | ★ Charlotte WCCB | ★ Wichita KSAS |
| ★ Washington WDCA | ★ Nashville WZTV | ★ Mobile WPMI |
| ★ Detroit WKBD | ★ Raleigh WLFL | ★ Roanoke WJPR |
| ★ Houston KTXH | ★ Greenville WHNS | ★ Honolulu KHNL |
| ★ Cleveland WUAB | ★ New Orleans WGNO | ★ Rochester WUHF |
| ★ Atlanta WGNX | ★ Buffalo WUTV | ★ Omaha KPTM |
| ★ Seattle KCPQ | ★ Memphis WPTY | ★ Lexington WDKY |
| ★ Minneapolis KMSP | ★ San Antonio KRRT | ★ Spokane KAYU |
| ★ Miami WBFS | ★ Norfolk WGNT | ★ Tucson KTTU |
| ★ Pittsburgh WPGH | ★ Harrisburg WPMT | ★ Chattanooga WDSI |
| ★ St. Louis KPLR | ★ Greensboro WNRW | ★ Las Vegas KRLR |
| ★ Denver KWGN | ★ Louisville WDRB | ★ Baton Rouge WGMB |
| ★ Phoenix KUTP | ★ Albuquerque KGSW | ★ Ft. Wayne WFFT |
| ★ Sacramento KRBK | ★ Dayton WRGT | ★ Charleston, SC WTAT |
| ★ Hartford WTXH | ★ Charleston, WV WVAH | ★ Lafayette, LA KADN |

WIRE(LESS) FRAUD

One indication that wireless cable may be heading for big time is dramatic rise in fraudulent MMDS applications. Wireless Cable Association is expected to file petition with FCC shortly to help stem tide. Problem, as WCA and FCC see it, is that mills have flooded FCC with applications (with hopes of financial settlement from earnest wireless operators) causing severe delays in processing legitimate applications. It was believed October 1990 change from 60-day filing window to one-day filing window would put end to mills, but loophole has allowed for filing of multiple, mutually exclusive applications for MMDS licenses. Mills in business are allegedly telling applicants that post-filing settlement guarantees them share of new license that can, in turn, be sold to operators. WCA petition would prohibit "out-of-FCC" settlement of any kind at any time. There is growing belief that mill practice circumvents federal and state securities laws. Mississippi Department of State has launched investigation into practice of company WCA considers mill. Applied Telemedia Engineering & Management. U.S. Federal Trade Commission also is believed to be investigating mills. Word also has it that several states are paying closer attention to firms specializing in marketing of wireless applications.

also scheduled regional meetings with local affiliate salespeople in 15 cities, set for March 5-14.

NEW YORK

Business as usual

There appears to be little bad blood between Tele-Communications Inc. and Hearst/ABC-Viacom Entertainment

Services over TCI's position on Learning Channel carriage that caused H.A.V.E.S. to back off its bid for service. That move made way for Discovery Channel, 49% owned by TCI, to purchase TLC. TCI, which "suggested" to its systems that they drop TLC and put on Mind Extension University, and later saying systems themselves could decide on carriage, "didn't do anything somebody else in the same po-

sition wouldn't do," said one source close to situation. But source also said TCI was helped by fact that Washington's attention was turned elsewhere because of war, allowing it to maneuver more freely in effectively quashing H.A.V.E.S.'s buy of TLC.

New post

Rep firm Katz Communications is expected to name Jay Friesel vice president and general manager, Katz Continental Television. Friesel is currently vice president and national sales manager, Continental Southeast Group.

DENVER

Doing deal

Twentieth Century Fox and Tele-Communications Inc. hope to sign agreement this week covering must carry, channel positioning and white area carriage of Fox programming on TCI systems. Deal would bring Fox programming to more than 700,000 TCI subscribers in areas where there is no Fox affiliate, and solidify Fox station channel carriage on TCI cable systems. Separate Fox cable feed is targeted for launch April 1.

CONFLICTING INTERESTS: AKIN GUMP VS. GARDNER

A dispute between Washington communications lawyer Mickey Gardner and Akin Gump Strauss Hauer & Feld, the firm with which he served for eight years, broke into the open last week in connection with allegations that Gardner received \$1.5 million in fees from former S&L tycoon Charles Keating that were unreported to the firm.

Principals were reluctant to discuss the matter publicly. Keating was an Akin Gump client in the mid-1980's, until a conflict developed over his attempt to buy Gulf Broadcasting stations. Gulf was an Akin Gump client in Texas. The firm says it continued to represent Keating on other matters; Gardner, however, says the break between Keating and Akin Gump was clear cut at the time, and that his own association with Keating was as a consultant and not as a lawyer.

The income to Gardner from Keating during that period is in dispute. Gardner contends that Akin Gump partners are allowed to handle clients on their own, and that the firm's bylaws are deliberately silent on the matter in order to allow such outside representation. Akin Gump agrees that the document is silent but says it's a "given" that partners cannot hold back income for any professional service without specific prior approval.

Gardner says he decided to leave Akin Gump because of continued difficulties over client conflicts. In addition to the Keating matter, he was forced to refuse a telephone account because of AT&T and to turn aside independent producers because of Akin Gump's representing the Motion Picture

Association of America.

According to Akin Gump, Gardner voluntarily disclosed the Keating payments to the firm in April 1990, then left in June to open his own law firm representing, among others, the coalition of Hollywood producers opposing changes in the financial interest and syndication rules. Akin Gump has never sought to recover the fees in question. "That would have been preposterous," Gardner said, because of the firm's practices as he understood them to be regarding senior partners.

The allegations concerning Gardner first broke in the *San Francisco Chronicle* Feb. 6. Writer George Williamson said Gardner interceded in behalf of Lee Henkel's candidacy for the Federal Home Loan Bank Board, an appointment backed by Keating. The checks by Keating to Gardner were said to have been written during that period. Gardner denies ever approaching the White House or the Hill in Henkel's behalf, although he admits to advising him, as a long-time personal friend (since 1972), about his desire to become the board's chairman. One former White House official familiar with the Henkel nomination process told BROADCASTING he knew of no Gardner involvement in the candidate's behalf.

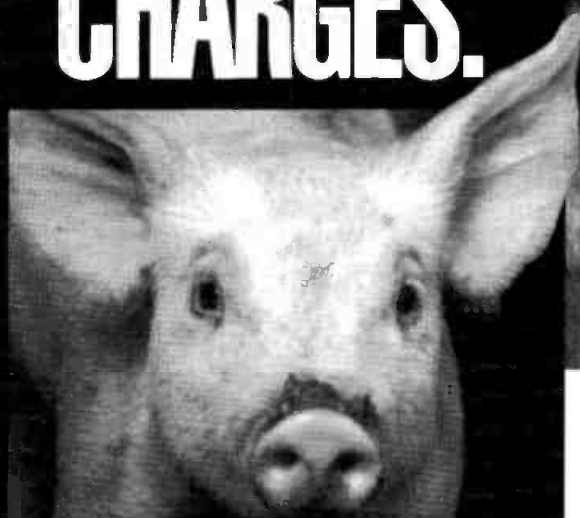
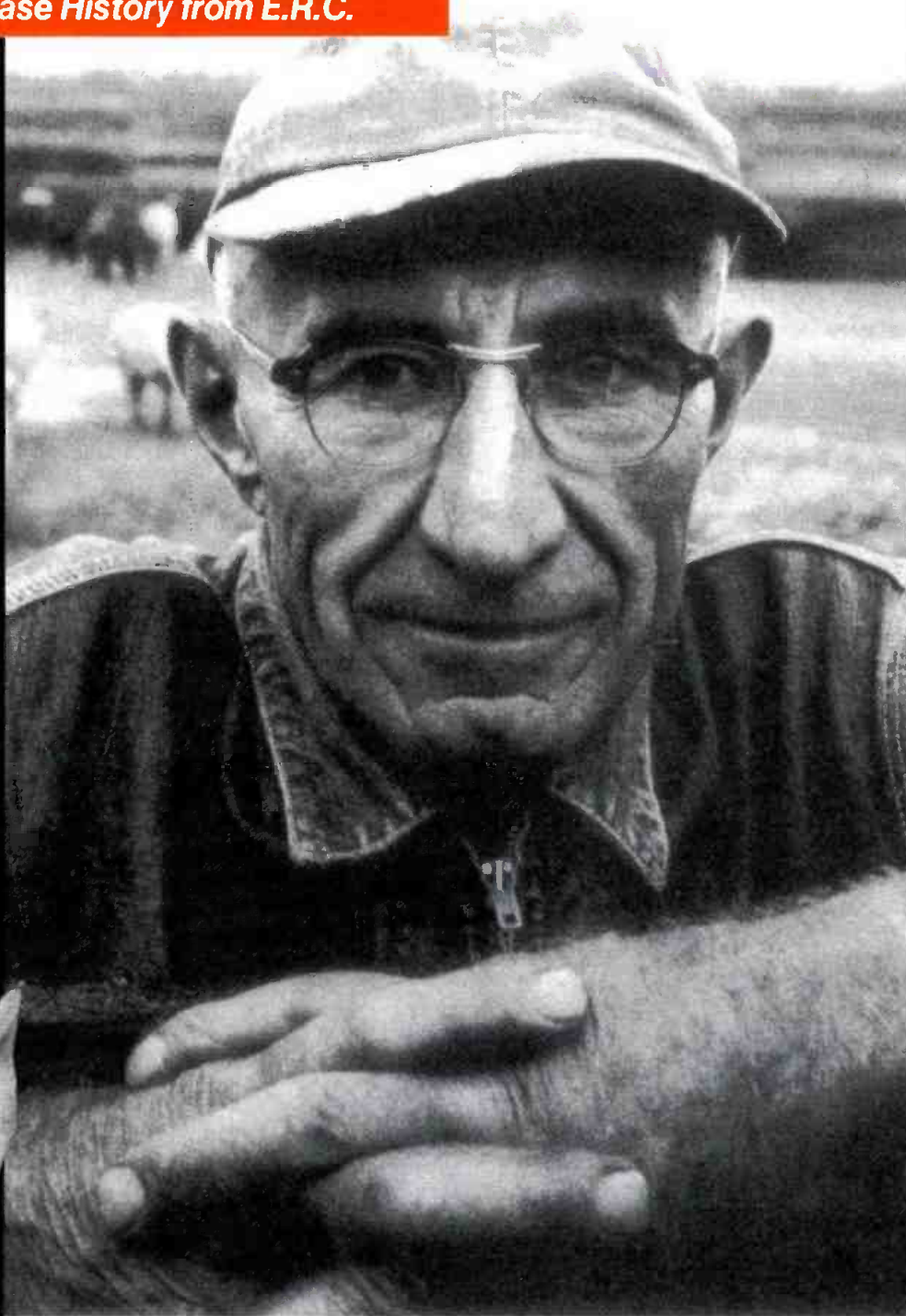
FCC Commissioner James Quello, asked about Gardner's effectiveness on the eighth floor, said: "He's always been very open, candid and honest with me. I'd give him a high grade for ethical and effective conduct. There is no hanky-panky with this guy."

Media Liability

STORY

True Case History from E.R.C.

FARMER PIGHEADED WHEN IT COMES TO ANIMAL ABUSE CHARGES.



*"He may live in a pigsty,
but he doesn't bully his boars,
or harm his hogs."*

When someone squealed to the small town District Attorney's office that a local pig farmer was wallowing in animal rights violations, the DA's office told the press.

The newspaper carried the story. The farmer wasn't calling hogs when he said sue, but fortunately the paper also carried ERC libel insurance. While the alleged sow slapper didn't receive a fat settlement, ERC paid most of the other expenses.

ERC pioneered libel insurance over 60 years ago, so it stands to reason they'll stand squarely behind you when it comes to "All rise." Have your insurance agent call Employers Reinsurance Corporation at 1-800-255-6931 (ext. 5325) for a distributor near you.

 **Employers Reinsurance**

5200 Metcalf, Overland Park, Kansas 66201

A General Electric Financial Services Company



B

READY

It's a firm go!

Premieres June 24th.

JOHNNY B. ON THE LOOSE

STARRING
JONATHON
BRANDMEIER

A first run half-hour variety strip. Where would you **B** without it?

 **NBC
PRODUCTIONS**

© 1991 Viacom Enterprises. Viacom is a registered trademark of Viacom International Inc. © 1991 Viacom International Inc. All rights reserved.

VIACOM™

DATEBOOK

■ Indicates new listing or changed item.

THIS WEEK

Feb. 17-20—Advertising Agency General Management Program, sponsored by *American Association of Advertising Agencies*. The Lodge, Ponte Vedra Beach, Fla. Information: (212) 682-2500.

Feb. 17-21—Technology studies seminar for educators, sponsored by *Gannett Foundation Media Center*. Columbia University, journalism building, Gannett Center, New York. Information: (212) 280-8392.

Feb. 18—Deadline for entries in Charles E. Scripps Awards of National Journalism Awards, sponsored by *Scripps Howard Foundation*, open to newspapers, television and radio stations and local cable systems for outstanding efforts to combat illiteracy in their communities. Information: (513) 977-3035.

Feb. 19—Seminar exploring "critical issues in black radio," music format, sponsored by *Museum of Broadcasting*, Museum, New York. Information: (212) 752-4690.

■ **Feb. 19**—"What Coverage of the Persian

Gulf Has Knocked Off the Front Page," brown bag lunch with Meg Vaillancourt, reporter, WGBH-TV Boston, sponsored by *Harvard University's John F. Kennedy School of Government, Joan Shorenstein Barone Center on the Press, Politics and Public Policy*. Taubman 275, Harvard, Cambridge, Mass. Information: (617) 495-8269.

Feb. 19-20—*North Carolina CATV Association* winter meeting. Sheraton Imperial Hotel, Research Triangle Park, N.C. Information: Kelly Edwards, (919) 821-4711.

■ **Feb. 19-24**—*Museum of Broadcasting* presents "Vladimir Horowitz at Carnegie Hall" and "In Celebration of the Piano." Museum, New York. Information: (212) 752-4690.

Feb. 20—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Topic: "Programming for the Niche of the 90's." Speaker: Brooke Bailey Johnson, vice president, programming and production, Arts & Entertainment Network. Copacabana, New York.

Feb. 20—"Triple Demo Power," local ad sales workshop sponsored by *A&E, ESPN and Lifetime*, basic cable networks, to "demonstrate dynamic, innovative and creative ways in

which local advertising sales professionals can take advantage of complementary demographics to enhance their sales revenues." San Francisco. Information: Mark Mersky, (212) 210-9714.

■ **Feb. 20**—"The Role of the Media in the Persian Gulf War," featuring Marvin Kalb and Gordon Manning, consultants to NBC News, sponsored by *Harvard University's John F. Kennedy School of Government, Joan Shorenstein Barone Center on the Press, Politics and Public Policy*. Taubman 275, Harvard, Cambridge, Mass. Information: (617) 495-8269.

Feb. 20-24—"Harry Porterfield: Broadcast Journalist," screenings at *Museum of Broadcast Communications*, including "An Afternoon with Harry Porterfield," on Feb. 23. Museum, Chicago. Information: (312) 987-1500.

Feb. 21—*Federal Communications Bar Association* monthly luncheon. Speaker: Peter Jennings, ABC's *World News Tonight*. Washington Marriott, Washington. Information: (202) 833-2684.

Feb. 21—*Broadcast Pioneers* Golden Mike Award dinner. Recipient: WOAI(AM) San Antonio. Plaza Hotel, New York. Information: (212) 586-2000.

MAJOR MEETINGS

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. Information: (213) 465-3777.

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.

■ **Jan. 7-10**—*Association of Independent Television Stations* annual convention. San Francisco.

Jan. 31-Feb. 1, 1992—*Society of Motion Picture and Television Engineers* 26th annual television conference. Westin St. Francis, San Francisco.

Jan. 20-24, 1992—29th *NATPE International* convention. New Orleans Convention Center, New Orleans.

CANDID FACT

It takes
top stations
and great
time periods
to make a

MEGAHIT

Feb. 21—*National Academy of Television Arts and Sciences* trustees awards dinner and ceremony. Recipient of Trustees Award: Ted Turner, Turner Broadcasting System. Marriott Marquis Hotel, New York. Information: Trudy Wilson, (212) 586-8424.

Feb. 21-23—*Louisiana Association of Broadcasters* annual convention. Embassy Suites Hotel, Baton Rouge, La. Information: (504) 383-7486.

Feb. 21-23—*Society of Broadcast Engineers* regional conference. Sportsmen's Lodge, Los Angeles. Information: (213) 871-4660.

Feb. 21-28—*C-SPAN* invitational seminar for general managers and managers in community relations, government relations, marketing and programming. C-SPAN, Washington. Information: Pat Daniel, (202) 626-4853.

Feb. 22—"Triple Demo Power," local ad sales workshop sponsored by *A&E*, *ESPN* and *Lifetime*, basic cable networks, to "demonstrate dynamic, innovative and creative ways in which local advertising sales professionals can take advantage of complementary demographics to enhance their sales revenues." Dallas. Information: Steve Raymond, (303) 740-8940.

Feb. 22-23—*National Academy of Television Arts and Sciences* trustees meeting. Marriott Marquis Hotel, New York. Information: Trudy Wilson, (212) 586-8424.

Feb. 22-24—"Oil, Foreign Policy and the Economy," economics conference for journalists sponsored by *Foundation for American Communications* and *Ford Foundation*. Asilomar Conference Center, Pacific Grove, Calif. Information: (213) 851-7372.

ALSO IN FEBRUARY

Feb. 24-26—*Cable Television Administration and Marketing Society* leadership conference. Washington. Information: (703) 5494200.

■ **Feb. 25**—*Academy of Television Arts and Sciences* forum luncheon. Speaker: Tom Freston, chairman-CEO, MTV, on "Globalization and Television." Beverly Hilton, Los Angeles. Information: (818) 953-7575.

Feb. 25—"Spotlight: NBC's New York Hit, *Law & Order*," drop-in dinner sponsored by *National Academy of Television Arts and Sciences*, *New York chapter*. Copacabana, New York. Information: (212) 768-7050.

Feb. 26—"Changes in Television Network News Coverage in the 1990's," course offered

as part of *Smithsonian Resident Associate Program's* "The Media and Society." Speaker: Tom Brokaw, NBC News. Smithsonian, Washington. Information: (202) 357-3030.

Feb. 26—"Acquisition Financing and Workout of Broadcast Properties," seminar sponsored by *Federal Communications Bar Association*, *Continuing Legal Education Committee*. Washington Marriott, Washington. Information: (202) 833-2684.

Feb. 26—Deadline for entries in 18th annual Daytime Emmy Awards competition, sponsored by *Academy of Television Arts and Sciences* and *National Academy of Television Arts and Sciences*. Information: Trudy Wilson or Nick Nicholson, (212) 586-8424.

Feb. 26—"Televised Retailing New Business Expo," sponsored by *Cable Television Administration and Marketing Society*. San Antonio, Tex. Information: (703) 549-4200.

■ **Feb. 26**—A brown bag lunch with Robert Novak, CNN, sponsored by *Harvard University's John F. Kennedy School of Government*, *Joan Shorenstein Barone Center on the Press, Politics and Public Policy*. Taubman 275, Harvard, Cambridge, Mass. Information: (617) 495-8269.

■ **Feb. 26-27**—"The Business of Sports: Ethics, Economics and Academics," conference for journalists sponsored by *Washington Journalism Center*. Watergate Hotel, Washington. Information: (202) 337-3603.

Feb. 26-28—The 13th international "Sport Summit" conference and exhibition, sponsored by *American Specialty Underwriters* and held in cooperation with *Los Angeles Sports Council*. Among speakers: Seth Abraham, president, Time Warner Sports, and John Severino, president, Prime Ticket Network. Beverly Hilton, Los Angeles. Information: (301) 986-7800 or (212) 502-5306.

Feb. 26-28—Pay-per-call 900 programming, conference and expo sponsored by *Virgo Publishing*, Scottsdale, Ariz. Speakers include Paul FitzPatrick, Weather Channel; J.C. Sparkman, TCI Cable Management; Scott Campbell, Home Shopping Network; Brian Lamb, C-SPAN; Chris Mosley, The Discovery Channel; Elizabeth Farho, Turner Broadcasting and Janis Thomas, Black Entertainment Network. Inter-Continental Hotel, Miami. Information: (602) 483-0014.

■ **Feb. 26-March 2**—*Museum of Broadcasting* presents "ASCAP and Carnegie Hall Celebrate Irving Berlin's 100th Birthday," "Excerpts from 'WOR Live From Carnegie Hall,'" "U.S. Steel

Hour: 'The Thief'" and "General Electric Theater: 'I'm a Fool.'" Museum, New York. Information: (212) 752-4690.

Feb. 27—*National Press Foundation* annual awards dinner, including presentation of Sol B. Taishoff Award for excellence in broadcasting to Roone Arledge, president, ABC News and Sports. Sheraton Washington Hotel, Washington. Information: (202) 662-7350.

Feb. 27—*National Academy of Television Arts and Sciences*, *New York chapter*, drop-in luncheon. Topic: "Entering 'The Wonder Years': Turner Program Services Status in the Grand Scheme of Syndication." Speaker: Russ Barry, president, Turner Program Services. Copacabana, New York. Information: (212) 768-7050.

Feb. 27-March 1—*Texas Cable Show*, sponsored by *Texas Cable TV Association*. San Antonio Convention Center, San Antonio. Information: (512) 474-2082.

Feb. 27-March 3—"Visions From the Twilight Zone," screenings at *Museum of Broadcast Communications*. MBC, Chicago. Information: (312) 987-1500.

Feb. 28—"Things to Say or Not To Say to a Casting Director," drop-in breakfast sponsored by *National Academy of Television Arts and Sciences*, *New York chapter*, featuring Vince Liebhart, casting director, *As the World Turns*. New York Television Academy, New York. Information: (212) 768-7050.

■ **Feb. 28**—"Lotteries and Gambling: The Betting Fever Gets Hotter," conference for journalists sponsored by *Washington Journalism Center*. Watergate Hotel, Washington. Information: (202) 337-3603.

Feb. 28-March 1—"Cable Television Law: Living with Reregulation," program sponsored by *Practising Law Institute*. PLI Training Center, New York. Information: (212) 765-5700.

MARCH

March 1—Deadline for entries in *Guillermo Martinez-Marquez Photojournalism Award*, open to Hispanic journalists. Information: (202) 783-6228.

■ **March 1**—"Creative Media Financing in the 1990's," seminar sponsored by *FCC*, *Broadcast Capital Fund*, *National Telecommunications and Information Administration*, *New York Law School* and law firm of *Verner, Lipfert, Bernhard, McPherson and Hand*. New York Law School, New York. Information: (212) 431-2160.

■ **March 1**—Deadline for entries in *Food Science Journalism Award*, sponsored by *Institute of Food Technologists*, for "outstanding coverage on television of stories about food science and/or nutrition." Information: (312) 782-8424.

March 3-6—*Arbitron Television Advisory Council* meeting. Palm Springs, Calif. Information: (212) 887-1344.

March 4—*The Museum of Broadcasting's* Eighth Annual Television Festival cocktail reception. Ahmanson Building Atrium, Los Angeles County Museum of Art, Los Angeles. Information: (818) 777-2580.

March 4-8—Basic Videodisk Design/Production Workshop, sponsored by *Nebraska Videodisk Group*, *University of Nebraska-Lincoln*. Nebraska Educational Telecommunications Center, Lincoln, Neb. Information: (402) 472-3611.

March 5—*Radio Advertising Bureau* radio mar-

THE POWER OF GLOBAL ACCESS

- ▼ Satellite Uplinking/Downlinking
- ▼ Full Arc (C-Band or Ku-Band)
- ▼ Direct International Satellite Access
- ▼ Fiber and Microwave Interconnects
- ▼ Transponder Coordination
- ▼ Rate Stability
- ▼ Worldwide Traffic Management

WASHINGTON INTERNATIONAL TELEPORT
5600 General Washington Drive, Suite B-210
Alexandria, Virginia 22312
(703) 914-0014 Fax (703) 658-4919
24 HR. OPERATION / TRAFFIC
(703) 750-0010



Smile! We've got them coast-to-coast.

WCBS New York
KABC Los Angeles
KYW Philadelphia
KBHK San Francisco
WBZ Boston
WRC Washington, DC
WDIV Detroit
WAGA Atlanta
WFTS Tampa
KCPQ Seattle
WCCO Minneapolis
KDKA Pittsburgh
KMOV St. Louis
KXTV Sacramento
WCPX Orlando

WTMJ Milwaukee
WLWT Cincinnati
KCTV Kansas City
WYFF Grnvl/Spartnbrg
WTVB Buffalo
KWTV Oklahoma City
KTVX Salt Lake City
WXII Greensboro/W Sa
WDTN Dayton
KTUL Tulsa
KATV Little Rock
WFRV Green Bay
WOI Des Moines
WHEC Rochester, NY
WKYT Lexington

KHQ Spokane
KYTV Springfield, MO
WSBT South Bend
KTHI Fargo
WJFW Wausau/Rhinelan
WVII Bangor
KRBC Abilene
KACB San Angelo



CANDID CAMERA

MEGASTATIONS!
MEGAHIT!

NATIONAL ADVERTISING BY
CAMELOT
A KING WORLD COMPANY

© 1991 King World. All rights reserved.

PRODUCED AND DISTRIBUTED BY

KINGWORLD
THE CLEAN AIR ACT OF THE 90's™

keting workshop. Ramada Inn (McClellan Highway), Boston. Information: (212) 254-4800.

March 5—*West Virginia Broadcasters Association* call on Congress. Washington. Information: (304) 344-3798.

March 6—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Topic: "The Nashville Network and the Flip Side of Country...Country Music Television." Speaker: Lloyd Werner, senior vice president, sales and marketing, Group W Satellite Communications. Copacabana. New York. Information: (212) 768-4510

March 6—*Radio Advertising Bureau* radio marketing workshop. Ramada Inn/Seminary Plaza, Arlington, Va. Information: (212) 254-4800.

March 6—"Triple Demo Power," local ad sales workshop sponsored by *A&E, ESPN* and *Lifetime*, basic cable networks, to "demonstrate dynamic, innovative and creative ways in which local advertising sales professionals can take advantage of complementary demographics to enhance their sales revenues." Hartford, Conn. Information: April Reitman, (203) 585-2252.

■ **March 6**—"Cable Challenge" tournament, sponsored by *New York Women in Cable*. Time-Life Building, New York. Information: (212) 632-3600.

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

FOR SUB LEASE

21,000 sq. ft.
network operations
facility, Laguna
Niguel, 65 miles south
of L.A. Simultaneous
multiple operations: 2
satellite uplinks,
network operations,
prod, post-
prod/editing.
Renovated top to
bottom. 100 kw
generator backs air
and studio operations.
Good arterial access,
hotels, restaurants.

Contact Greg Long,
Univision,
816-274-4240.

ERRATA

NYCOR Inc., public company involved in proxy battle for control of Zenith Electronics Corp., Glenview, Ill., **says Zenith's investment in high-definition television research is not issue in its disagreements with Zenith management** (BROADCASTING, Feb. 4). NYCOR says it would increase funds for HDTV research if it takes control of company.

■ **March 6-23**—*Museum of Broadcasting's* Eighth Annual Television Festival. Leo S. Bing Theater of Los Angeles County Museum of Art, Los Angeles. Information: (212) 752-4690.

March 6-24—"Son of Rock 'N' Roll on Television," screenings at *Museum of Broadcast Communications*. MBC, Chicago. Information: (312) 987-1500.

March 7—*Radio Advertising Bureau* radio marketing workshop. Ramada Inn/Crabtree, Raleigh, N.C. Information: (212) 254-4800.

March 7—*National Association of Black Owned Broadcasters* seventh annual communications awards dinner. Sheraton Washington, Washington. Information: Ava Sanders, (202) 463-8970.

March 8—Deadline for applications for summer faculty workshop in communications policy, sponsored by *Annenberg Washington Program*. Information: (202) 393-7100.

March 8—Deadline for entries in Hometown USA Video Festival, sponsored by *National Federation of Local Cable Programers*. Information: (916) 456-0757.

March 8—"Triple Demo Power," local ad sales workshop sponsored by *A&E, ESPN* and *Lifetime*, basic cable networks, to "demonstrate dynamic, innovative and creative ways in which local advertising sales professionals can take advantage of complementary demographics to enhance their sales revenues." Tampa, Fla. Information: Mark Mersky, (212) 210-9714.

March 8-10—*Society of Professional Journalists, Atlanta chapter*, region three conference. Atlanta. Information: (404) 496-9957.

March 9—Green Eyeshade Southeastern regional journalism awards banquet of *Society of Professional Journalists, Atlanta chapter*. Hotel Nikko, Atlanta. Information: (404) 496-9957.

March 9-10—Third annual West Coast regional conference of *National Association of College Broadcasters*. University of Southern California, Los Angeles. Information: (401) 863-2225.

March 10-13—Conference of local television ratings for advertisers, agencies, broadcasters, reps and researchers, sponsored by *Electronic Media Rating Council*. Sheraton Bonaventure, Fort Lauderdale, Fla. Information: (212) 754-3343.

March 10-14—"Broadcast Journalism," seminar sponsored by *Smithsonian National Associate Program*. Speakers include: NPR's Daniel Schorr and Cokie Roberts, *MacNeil-Lehrer's* Judy Woodruff and CBS's Don Hewitt. Dillon Ripley Center, Washington. Information: (202) 357-4700.

March 11-13—*North Central Cable Television*

Association annual convention and trade show. Hyatt Regency, Minneapolis. Information: (612) 641-0268.

March 12—*American Advertising Federation* government affairs conference. Willard hotel, Washington. Information: (202) 898-0159.

March 12—*Ohio Cable Television Association* annual meeting. Hyatt on Capital Square, Columbus, Ohio. Information: (614) 461-4014.

March 13—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speakers: Terence McGuirk, executive vice president, Turner Broadcasting System, and co-chairman, National Cable Month, and Brian Roberts, president, Comcast Corp., and co-chairman, National Cable Month. Copacabana, New York. Information: (212) 768-7050.

March 13—"Triple Demo Power," local ad sales workshop sponsored by *A&E, ESPN* and *Lifetime*, basic cable networks, to "demonstrate dynamic, innovative and creative ways in which local advertising sales professionals can take advantage of complementary demographics to enhance their sales revenues." Charlotte, N.C. Information: Pamela Post, (718) 482-4119.

March 13—*Long Island Radio Broadcasters Association* third annual radio day. Marriott Wind-watch Hotel and Golf Resort, Hauppauge, N.Y.

March 13-16—*Native American Journalists Association* seventh annual conference. Landmark Inn, Denver.

March 14—16th annual presentation of Commendation Awards, sponsored by *American Women in Radio and Television*. Waldorf-Astoria, New York. Information: (202) 429-5102.

March 14-15—*Radio-Television News Directors Association* program at First Amendment Congress regional meeting. St. Paul. Information: Penny Parrish, (612) 925-4636.

■ **March 14-15**—*C-SPAN* invitational seminar. C-SPAN, Washington.

March 15—Deadline for entries in Clarion Awards, sponsored by *Women in Communications*. Information: (703) 528-4200.

March 15—"Triple Demo Power," local ad sales workshop sponsored by *A&E, ESPN* and *Lifetime*, basic cable networks, to "demonstrate dynamic, innovative and creative ways in which local advertising sales professionals can take advantage of complementary demographics to enhance their sales revenues." Chicago. Information: Pamela Post, (718) 482-4119.

March 16—Addy Awards presentation, recognizing excellence in advertising, sponsored by *Advertising Club of Metropolitan Washington*. Sheraton Washington, Washington.

March 16—*Radio-Television News Directors Association* meeting in association with *Oklahoma AP*. Tulsa, Okla. Information: Stuart Kellogg, (817) 654-6333.

March 16-21—Supercomm '91, international conference and exhibition co-sponsored by *U.S. Telephone Association* and *Telecommunications Industry Association*. Included will be two separate conferences sponsored by *Pacific Telecommunications Council* and *Caribbean Telecommunications Council*. George Brown Convention Center, Houston. Information: (202) 835-3100.

March 19—*Radio Advertising Bureau* radio mar-

"Datebook" continues on page 68.

**IN SEPTEMBER 1990,
THERE WERE 15
GAME SHOWS
ON THE AIR.**



Broadcasting

Founder and Editor
Sol Talshoff (1904-1982)
1705 DeSales Street, N.W., Washington, D.C. 20036
Phone: 202-659-2340
Editorial Fax: 202-429-0651 • Administrative Fax:
202-331-1732 • Advertising Fax: 202-293-3278

Lawrence B. Talshoff, publisher

Editorial

Donald V. West, editor.
Mark K. Miller, managing editor.
Harry A. Jessell, senior editor.
Kira Greene, John S. Eggerton,
assistant managing editors.
Susan J. Dillon, associate editor.

Washington

Matt Stump, Kim McAvoy, A. Adam Glenn (international),
associate editors.
Randall M. Sukow (technology), Peter D. Lambert,
assistant editors.
Patrick J. Sheridan, Janet Sullivan, staff writers.
Marsha L. Bell, editorial assistant.
David R. Borucki, art director.
Todd F. Bowie, editorial production supervisor.
Denise P. Smith, production.

New York

630 Third Ave., 10017, 212-599-2830; Fax: 212-599-2837
Geoff Folsie, chief correspondent.
Stephen McClellan, chief correspondent (programming)
Lucia Cobo, radio editor (East Coast).
Rich Brown, Joe Flint, Sharon D. Moshavi, staff writers.

Hollywood

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

Business

Kenneth W. Talshoff, general manager.
Philippe E. Boucher, controller.
John M. Arena, assistant controller.
Tracy Henry, systems manager.
Albert Anderson, office manager.
Poli F. Noyes, personnel administrator.
Rhonda Moore, accounting assistant.

Advertising

Washington
202-659-2340
Robert (Skip) Tash, VP, advertising sales.
Doris Kelly, sales service manager.
Mitzi Miller, classified advertising manager.

New York

212-599-2830
Joseph E. Ondrick, East Coast regional sales manager.
Randi B. Teitelbaum, sales manager.
Lewis Edge & Associates, (Southern regional and East
Coast
equipment): 609-683-7900; fax: 609-497-0412.
Dave Berlyn & Associates: 914-631-6468.
Mattilyn Calloway, receptionist.

Hollywood

213-463-3148
John R. Russel, West Coast regional sales manager.
Sandra Klausner, editorial-advertising assistant.
Schiff & Associates (Western equipment
and engineering): 213-393-9285; fax: 213-393-2381.

Circulation

Kwentin K. Keenan, circulation manager.
Patricia Waldron, data entry manager.
Aretha L. Williams, Maureen Sharp, Thomas Simms,
Wayne Byers, circulation assistants

Production

Harry Stevens, production manager.
David N. Whitcombe, publishing consultant.

Corporate Relations

Patricia A. Vance, director.
Catherine F. Friday, secretary to the publisher.

The Broadcasting Yearbook

David Seyler, manager.
Joseph A. Esser, associate editor.
Francesca Tedesco, Amy Thewes, Angela Callahan,
editorial assistants.

Advertising Representative

Japan (06) 925-4452; fax: (06) 925-5005.

Broadcasting Publications Inc.
A Times Mirror Business Publication

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

OPEN MIKE

ENTRY LEVEL

EDITOR: The Jan. 14 "In Brief" column carried a Mass Media Bureau item that 227 stations have gone dark over the last two years, including 175 AM's and 17 FM's.

I notice that the National Black Media Coalition and others have just gone on record requesting that thousands of new stations be introduced and that the majority be made available for minority ownership. This would have disastrous consequences for all ownerships.

Perhaps I'm missing something, but stations are going dark and if large numbers of stations are for sale today, as I know they are, what prevents a minority from owning an existing station?

Are we suggesting that increased minority ownership means free stations or ones at very little cost? I do not believe that a case can be made today that radio stations are not available to any individual, regardless of race, creed or color, who is willing to take the same financial risks as the rest of us have done.

My first station was a small AM. Gathering the dollars to buy it was painful. There was no easy way. I suggest that the same should remain true today, regardless of race, creed or color.—*Tom Joyner, president, Joyner Communications Inc., Cary, N.C.*

PROBLEMS WITH EUREKA

EDITOR: The selection of the European Broadcast Union's Eureka 147 as the National Association of Broadcasters "best hope" digital audio broadcasting system ("NAB goes for the brass ring with DAB," Feb. 4) portends disaster for radio as we know it. Eureka 147 is a fine digital system for government sponsored satellite broadcasting, but in America Eureka 147 is a square peg in a round hole.

Eureka 147 requires the clustering of 14 programmes at each transmitter. All the programs will have identical coverage. A small market with four stations, for example, would have 10 "spare" channels. The FCC's longstanding policy of "more services are better" will require that the additional channels be filled with additional services. How are the four existing services to succeed if

the revenue base is to be divided 14 ways instead of four? If a market presently has 15 stations, then Eureka 147 will require that two transmitters be installed, producing a surplus of 13 channels. If these are then filled, the revenues available for the original stations may be almost halved.

Eureka 147 does not consider suburban services. Either these services must be included in the major market transmitter system, or a ring of suburban transmitters be established around each market. Since most DAB systems either provide perfect reception, or none at all, suburban stations will either be fully included or fully excluded from the central urban markets. There is no "weaker signal" with DAB.

Eureka 147 is a European development. Much of the equipment will be supplied by vendors such as Philips, Marconi and Telefunken, which are EBU associates and have a head start, not by Continental, Harris, QEI or BE. The receivers will be manufactured in the Orient. The small fraction of equipment that will be manufactured in the United States will require substantial royalties to be paid (through NAB) to the foreign patent holders. If the Eureka 147 system is used here, the licensor will easily recover the \$47 million invested by the Europeans just from the United States application of their inventions, while the Europeans' intention was to develop a government-broadcasting-by-satellite system for their own use.

With the investment of a couple of million dollars and two years' time, the United States (together with Canada and Mexico) can easily develop a DAB system properly suited to the needs of independent commercial broadcasters. The American system will equitably accommodate all existing stations, deliver the quality, convenience, and multipath immunity desired by the listener, not vastly increase the number of services in markets, and open up new business such as digital SCA, FAX and multipoint data.

This is not the time for American institutions to again sell out to foreign interests for a brass ring when we should go for the gold for ourselves.—*Edward A. Schober, consulting engineer, Had-don Heights, N.J.*

IN SEPTEMBER 1991,
THERE WILL BE FIVE:
WHEEL,
JEOPARDY,
FAMILY FEUD,
THE PRICE IS RIGHT,
AND ...



MONDAY MEMO

A TV direct marketing commentary from Frank Cannella, Cannella Response Television, Burlington, Wis.

The other day a rep from a nationally recognized television rep firm met with me over coffee. We were meeting for the first time. Because I am a TV direct marketer, he wanted to get to know me better in the hopes I would spend some money on his station list.

Before I had the mug to my lips, his questions started to fly:

What was my target market? What's my budget? What are my target's psychographics?

"Wait a minute!" I exclaimed. "Don't complicate things!"

Sales calls to television direct marketers are probably the simplest calls a rep can make. For the most part, we are not interested in ratings, cumes or even psychographics. We want a fair price and a low preemption rate. We want the times of the day and days of the week that are in the lowest demand from your general advertisers. None of this requires research, presentations or time consuming sales calls. We really aren't that demanding.

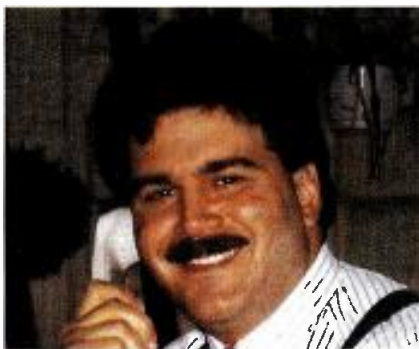
Instead, television direct marketers have a more specific and immediate goal—paying out. Simply, we must generate enough orders or leads to pay for the advertising or we cannot renew a schedule. There isn't any budget. As long as we pay out, we will continue to spend money on a station—any station.

Television marketers have a specific dollar amount reserved per unit, or per lead, for advertising. For example, a widget may sell for \$29.95, of which \$12 is reserved for advertising expense. A schedule consisting of 10 spots for a total cost of \$1,200 must generate 100 sales. If we sell the 100 (or more, if possible), the marketer has paid for all of the product costs, advertising expenses, telemarketing and administrative costs *and* made a profit.

Simply, the formula for television direct marketing success (evaluation) is: total dollars spent divided by the total orders received will result in a dollar value that must be equal to or less than our advertising budget per unit (or per lead).

Now you can better understand what I mean when I say we haven't any true budget to spend.

As far as dayparts are concerned, remember this simple analogy: consumers



watch TV for two reasons, entertainment and boredom.

Direct marketers want their message to air when consumers are watching television out of boredom. During these times we have found that consumers are less involved in the actual program content and more willing to make a telephone call.

Think about your own viewing habits. The boredom periods are never in prime time. The periods we want tend to be late night, weekends and late fringe. We're looking for old movies, syndicated sitcoms or drama series.

Entertainment programming is generally prime time, sports and news, all dayparts we tend to shy away from.

Our schedules also tend to be ordered ROS (run of station). However, some stations abuse this system and provide a poor rotation. So I recommend ROS but footnote it with suggested areas with a specific and reasonable number of spots to air within each.

Two words on preemptions—limit them! Schedules "blown out" are far too common. Reasonable preemption rates are tolerable, but anything over 35% is probably not worth my time or yours. It's better not to accept the order under those conditions.

At the end of each flight we need to know exactly which spots aired. This factor becomes essential for renewal. With it we calculate the advertising cost per unit (remember the formula described earlier) to determine if we can afford to renew.

This same philosophy holds true for infomercial time. This unique broadcast strategy has become increasingly popular, so much so that availabilities have gotten extremely tight and rates have skyrocketed. Just like the shorter-formatted direct response commercials, we're not looking for prime time access. Infomercials work very well in late fringe, late night and on weekends. And these infomercials are far more profitable to a station than most syndicated programs could ever be.

You see, stations don't pay program fees for infomercials, and all of the available spot inventory is immediately sold out with an infomercial. This is a very clean sale. In addition, since infomercials are usually less than 30 minutes long, this still leaves time for stations to air make-goods or station promos.

Infomercials work on the same "paying out" goals discussed earlier. Once enough orders or leads have been generated, the slot can be renewed. And because there isn't a budget, we can test another day or another daypart. This can lead from a single infomercial airing to several airings per week, per station.

And now comes the really easy part...the easy money. The next time you call in the "big order" with a "big percentage" to one of your stations from a general advertiser client, take advantage of the moment. Make it a dual effort. Negotiate from strength—the national sales manager is on a high. So now is the time to call in a favor and ask for a "special" package or a couple of infomercial avails for your direct response client. This is the opportunity for all of us to test something new.

When using this dual-effort method, you don't need to make special calls. It's good time management.

Think about it...if we can get 10 of your stations to "pay out" and bill just \$1,500 per week on each of them, you'll be adding three-quarters of a million dollars to your annual billing. Now, isn't that much simpler than psychographics?

"Sales calls to television direct marketers are probably the simplest calls a rep can make."



**OUR NUMBERS
KEEP ADDING UP!**
Overnights through 2/8/91

THE PYRAMID MEANS REAL NUMBERS. REAL FAST!

MARKET/STATION	TIME	RTG/SHR	NOTES
WCAU - PHILADELPHIA	4:00 PM	4.8/11	+10% from Nov. '90 TP share ! Rank up from #3 to #2 !
KPIX - SAN FRANCISCO	9:00 AM	3.9/15	#1 in time period ! +67% from lead in !
WBZ - BOSTON	3:00 PM	3.6/11	+38% from Nov. '90 TP share ! Rank up from #3 to #2 !
WRC - WASHINGTON, D.C.	9:30 AM	2.2/9	+13% from lead-in !
KXAS - DALLAS	11:30 AM	4.1/11	+10% from Nov. '90 TP share ! Rank up from #4 to #3 !
WTSP - TAMPA	12:30 PM	2.9/9	+13% from Nov. '90 TP share ! Rank up from #4 to #3 !
KARE - MINNEAPOLIS	4:00 PM	5.2/14	+27% from Nov. '90 TP share ! More than double lead-in !
WTVJ - MIAMI	9:30 AM	2.6/10	+25% from Nov. '90 TP share !
KMOV - ST. LOUIS	8:30 AM	4.8/16	#2 in time period !

Numbers given denote pure program performance, unskewed by continuous or intermittent war coverage.
\$100,000 Pyramid premiere dates other than 1/7/91: San Francisco, St. Louis: 1/14. Minneapolis, Philadelphia: 1/28.
Source: NSI overnights 1/7 - 2/8/91 vs. November 1990 NSI.



NEW YORK
(212) 685-6699

LOS ANGELES
(213) 289-7180

CHICAGO
(312) 346-6333



© 1991 Hanna-Barbera
Productions, Inc.

© 1991 Hank Ketcham
Enterprises, Inc.

This season, tee off with some guys

The ratings game can often be as challenging as playing a round at Pebble Beach. With new and unproven shows littering the field like sand traps and water hazards, doesn't it make sense to play with

guys who know their way around? The Program Exchange features three perennial top-ten shows—*Dennis The Menace*, *The Woody Woodpecker Show*, and *The Flintstones*—all of which give you the solid



© 1991 Walter Lantz
Productions, Inc.

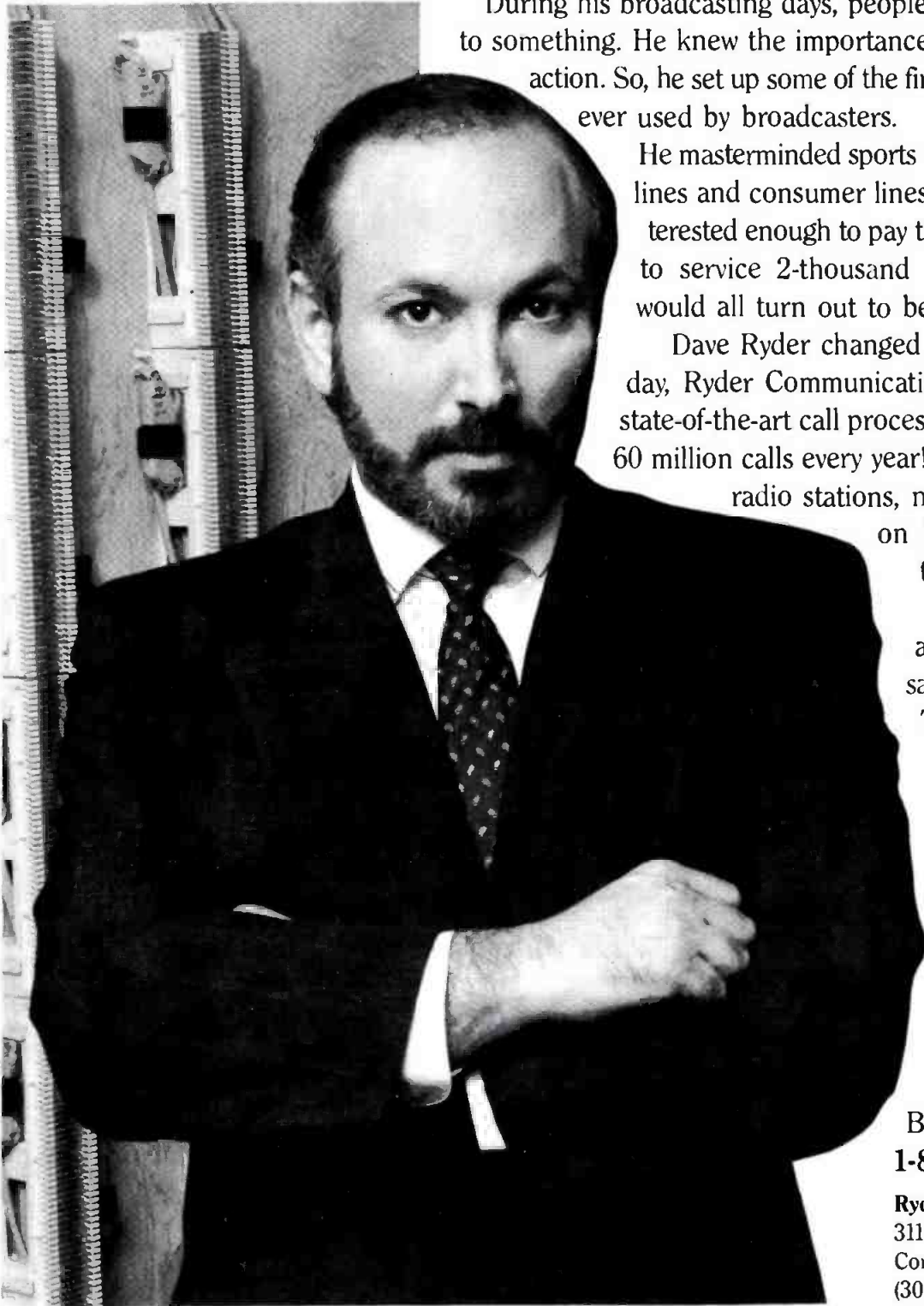
who really know the course.

ratings performance and dependable consistency
you're looking for. So this season, get right to the
green with The Program Exchange.



Evergreens Are Always In Season.

Improve Your Numbers With Our Numbers



During his broadcasting days, people thought Dave Ryder was up to something. He knew the importance of viewer and listener interaction. So, he set up some of the first telephone response systems ever used by broadcasters.

He masterminded sports information lines and business lines and consumer lines and got station sponsors interested enough to pay the freight. He figured out how to service 2-thousand callers simultaneously! This would all turn out to be "small potatoes".

Dave Ryder changed careers a few years ago. Today, Ryder Communications, Inc. owns and operates state-of-the-art call processing centers that handle over 60 million calls every year! America's top television and radio stations, networks and syndicators call on Dave Ryder to handle their telephone calls.

800 numbers, 900 numbers and local numbers are all the same to Ryder Communications. The same exceptional service. The same expertise. And Dave's unique understanding of broadcasters' needs.

Do you want numbers?
Call ours.

Ryder Communications, Inc.
The broadcasting industry's
telephone company.

Broadcaster demo line:
1-800-755-RYDER

Ryder Communications, Inc.
3111 University Drive
Coral Springs, FL 33065
(305) 753-6666

TOP OF THE WEEK

WHITE HOUSE SENDS LOUD AND CLEAR FIN-SYN SIGNAL

Sununu letter stresses President's desire for FCC to avoid 'unnecessary government interference' in new rules; Barrett forsakes Hollywood proposal

White House Chief of Staff John Sununu last Friday weighed into the raging battle over the financial interest and syndication rules, underscoring in a letter to Capitol Hill the President's interest in seeing the FCC resolve the issue in line with his "aversion" to government regulation of businesses.

"The President has repeatedly stated his aversion to unnecessary government interference with private markets and his desire to continue the deregulatory spin efforts he led in the Reagan-Bush administration," said Sununu in response to the letter from House Telecommunications member Michael Oxley (R-Ohio). "And he has made equally clear his opposition to the government's picking winners and losers—to regulatory or other policies that favor or protect particular competitors at the expense of competition.

"The President expects his appointees at the departments and agencies to carry out these principles in their particular spheres to the extent they can do so consistent with legal framework enacted by Congress," Sununu said.

The letter delivers a severe blow to Hollywood producers arguing for preservation of tough fin-syn regulations to protect them from what they see as the undue market power of the networks. At least that was the way the networks, which have been pushing for no regulation, were reading it. "The Bush administration has confirmed its clear commitment to competition over regulation," said George Vradenburg, CBS senior vice president-general counsel.

Reached late last Friday, Barbara Dixon, a spokeswoman for the Coalition to Preserve the Financial Interest and Syndication Rule, said the coalition had not seen the Sununu letter. Until it does,

she said, it will have no comment on it.

The Sununu letter was aimed at clarifying and affirming a passage in the 411-page annual report of the President's Council of Economic Advisers, which was released last Tuesday. "Government restrictions on ownership, carriage

cording to sources, Andrew Barrett has rejected the two-step negotiating solution to fin-syn favored by Hollywood as "too regulatory and too complicated," according to FCC sources. Asked to comment on that report, Barrett tersely confirmed it: "I was never a supporter of it."

Without Barrett, the two-step option appears dead. Commissioner Sherrie Marshall is still pushing the idea, but she was counting on Barrett for one of the three votes she and the option need to carry the day.

The two-step option would allow networks to negotiate for financial interest in programs from outside producers, but only after they have agreed to license the programs for network air.

The only other com-

missioner who has even been considering the two-step option has been Ervin Duggan. According to sources, he was not enamored of the option, but saw it as the only viable way of preventing the networks from unfairly extracting rights from program producers.

FCC Chairman Alfred Sikes and FCC Commissioner James Quello long ago rejected the two-step proposal and are now looking at plans built around a cap on the percentage of prime time programming in which the networks could obtain financial interest and syndication rights.

With prospects for the two-step fading, Quello was attempting to fill the vacuum with his transitional 50-50 plan, which has already won the qualified support of Sikes. "There are elements of the plan that are very consistent with my views," the chairman said.

The Quello plan would allow the networks to acquire financial interest and syndication rights in up to 50% of their prime time programming. It would impose no cap on in-house productions and



The FCC is under intense scrutiny as the March 14 vote on the new fin-syn rules approaches.

or syndication or programing inhibit competition, reduce efficiency and are generally an effective means of addressing any problems of market power that may exist in these markets," it said in part.

In another development, a group of communications policymakers on the Hill led by House Energy and Commerce Chairman Ernest Hollings (D-Mich.) wrote Sikes reaffirming that Congress desires to leave resolution of fin-syn to the FCC and, in essence, pledging not to interfere. "Your decision should not be guided by private interests, nor by your perceptions of the ability of either the networks or the production community to create political consequences to your actions," the letter says.

Hollywood and network lobbyists embraced the letter as supportive of their position, while Hill sources and FCC officials took it as a declaration of neutrality.

Meanwhile, Hollywood's position at the FCC appeared to be eroding. Ac-

would allow the networks to syndicate all they produce.

In calculating the hours of programing it could acquire interest in, a network would have to subtract the hours of programing produced in-house. The twist is intended to insure that some portion of each network's schedule will contain programs in which the network has no interest.

To protect independent television stations, Quello's plan also proposes to prohibit network syndicators from "warehousing" off-network programs— withholding them for the syndication market—and from selling programs to their owned-and-operated stations.

Most important, all the restrictions would sunset after several years.

Because of Sikes's support, parts of the Quello plan are likely to turn up in the preliminary draft of the fin-syn order that FCC staffers were racing to assemble last week for delivery to the commissioners this Wednesday (Feb. 20).

The staff is already disposed towards a schedule cap option. In an options paper circulated among the commissioners last month, it scored well.

Quello and his staff have been trying to rally support for their plan. Given Marshall's known antipathy toward a schedule cap, they could save time by skipping her office. "I'm highly skeptical about the plan," she said, adding that it is arbitrary and would be "difficult to administer."

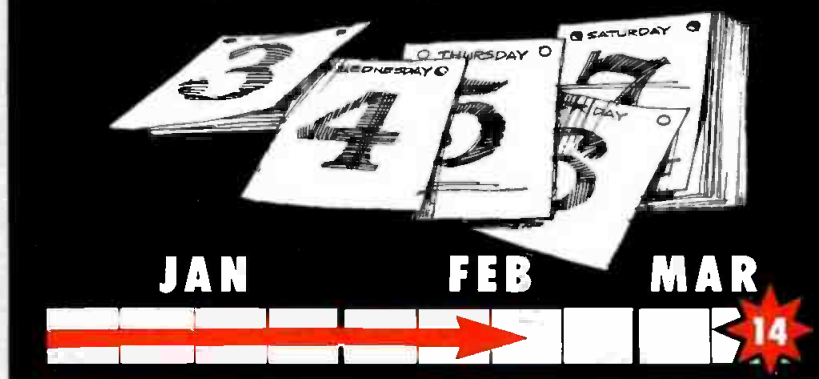
Barrett and Duggan, the other possible third votes, declined comment on the schedule cap plan.

In private conversations, according to one commissioner, network executives have said they are willing to accede to some kind of "percentage-of-schedule" cap if it is tied to a sunset. (The networks have little choice, considering that it appears to be the best they are going to get from the two commissioners most sympathetic to their call for relief.)

As the negotiations continue at the FCC in the weeks ahead, the networks are certain to try to weaken the restrictions in the Quello plan. "The devil is in the details," said one network executive.

Fox, which is looking for rules that would allow it to continue to be both network and program syndicator, has mixed feeling about the Quello-Sikes proposal. According to a Fox source, the provision giving networks the right to syndicate in-house production gives it everything it needs since it has no ambitions other than to syndicate programs it produces itself. However, the source said, the prohibition against selling to owned and operated stations is a big

COUNTDOWN TO FIN-SYN



Network sources assumed FCC Commissioner Sherrie Marshall was taking a reading of the Bush administration's fin-syn attitudes in the wake of a Council of Economic Advisers report when she had breakfast with the Office of Management and Budget's William Diefenderfer and Janet Hale at the White House last Wednesday. But Marshall says fin-syn wasn't on the menu. The only business she discussed with her "old friends," she said, had to do with cable and telco regulation.

Even if Congress and the White House adhere to their hands-off policies, fin-syn will more than likely continue to live on after the FCC's March 14 vote. First of all, one or more disgruntled parties will probably petition the FCC for reconsideration, a review process that could take several months. After that, it could also be taken to the U.S. Court of Appeals.

Diane Killory, former FCC general counsel now representing the Coalition to Preserve FISR, said she would leap at the opportunity to challenge a new fin-syn rule built around the 50% cap advocated by FCC Chairman Alfred Sikes and Commissioner James Quello. Such a rule would be "difficult to sustain" before the U.S. Court of Appeals, she said. If the FCC concludes "regulatory intervention" is needed to protect producers, she said, "how do you justify turning half the schedule into a free-for-all?"

FCC Commissioner Andrew Barrett hasn't said much about fin-syn beyond reiterating that he will base his vote on the record. Trying to make good on that promise, Barrett will be sequestered at local libraries this week and next to read the proceeding's voluminous comments.

Battling with the Motion Picture Association of America over cable copyright law some four years ago, the National Cable Television Association prepared two "white papers" chronicling what the association viewed as the major studios' anticompetitive behavior over the years. The first, released in November 1986, was entitled, "The Compulsory Cartel: A survey of the Motion Picture Studios' Drive for Dominance over Program Supply and Exhibition." It was followed by "How Hollywood is Muscling Independent Theaters, Producers and Television Stations." The papers would now be no more than a footnote if not for the fact that copies have mysteriously appeared on the desks of some FCC staffers writing the fin-syn order. "It just sort of surfaced," said one of the staffers. Since no one knows the source of the copies, no one knows the motive behind them, but whoever is responsible is no friend of Hollywood.

Many of those involved in the fin-syn fray, along with members of Congress and the press, will celebrate fin-syn eve (March 13) as guests of Fox for a screening of the studio's new film, "Class Action," at MPAA headquarters. Not on the invitation list, however, will be those most involved in fin-syn: FCC commissioners and staff. Due to rules prohibiting them from talking about an item with affected parties a week before a vote, Fox felt they would not be comfortable at the gathering.

Notwithstanding BROADCASTING's "Countdown to Fin-Syn" graphic above, FCC Chairman Alfred Sikes told reporters last week there is a possibility the fin-syn item could be bumped from the March 14 meeting agenda. Traditionally, any commissioner can postpone an item merely by asking. But, Sikes assured reporters, he does not intend to be the one.

-HAJ

problem. Unlike the O&O's of other networks, the Fox stations rely heavily on off-network fare, and exclusion from bidding on any programming would put them at a competition disadvantage.

To Hollywood, the percentage of schedule approach is anathema. Jack Valenti, president of the Motion Picture Association of America and a spokesman for the coalition, said the approach "would kill the business. It would put every independent producer out of business."

The Sununu letter is the upshot of three days of high-powered lobbying at the White House that was triggered with the release of CEA report.

In an effort to mitigate the report's impact, according to sources, Hollywood lobbyists—including MPAA's Valenti and, possibly, Ken Duberstein, former Reagan White House Chief of Staff, and Craig Fuller, former chief of staff for Vice President Bush—went to the White House and apparently persuaded the White House press office to

issue a statement saying the CEA report was not intended to influence the FCC proceeding.

By Thursday afternoon, the White House position had become so confused that Oxley wrote Sununu asking for clarification. Sununu had a reply on his desk Friday. Copies of the letter were widely circulated.

In retrospect, Hollywood's raid on the White House seems to have backfired. Said one network executive: "Valenti overplayed a nonexistent hand." —HAJ/KM

HUGHES LOOKS TOWARD NEW SKY CABLE INVESTORS

Many attribute DBS stalemate to tight economy and program access, some say cost and risk simply too high

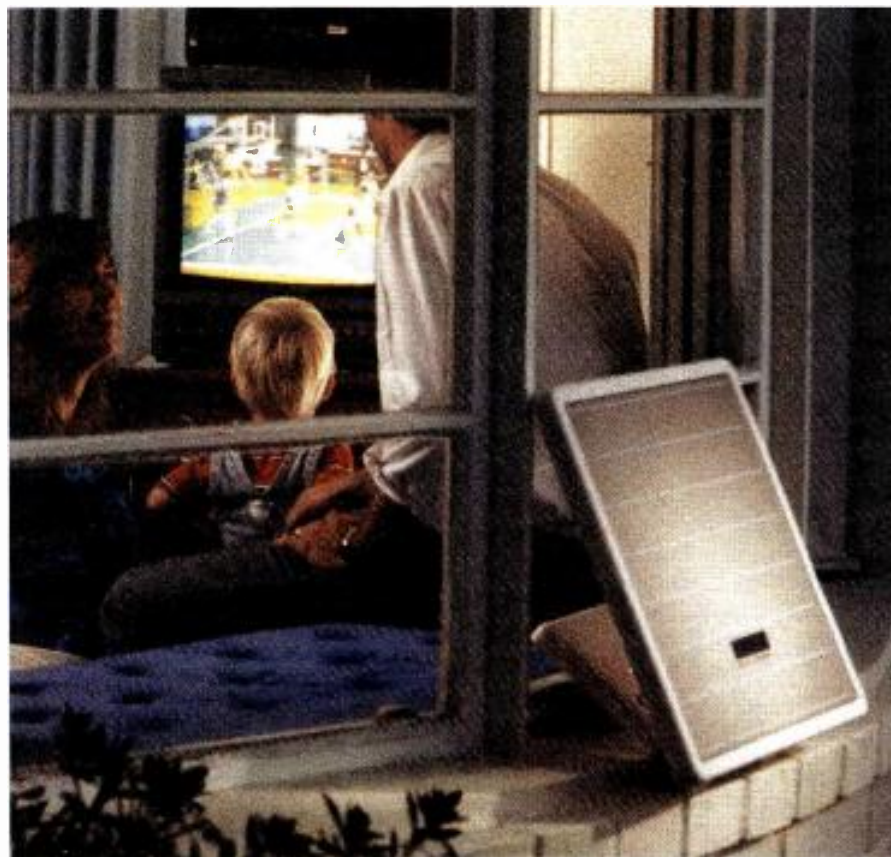
Prospects for the launch of Sky Cable, the proposed high-power direct broadcast satellite service to very small antennas in the United States, appeared to dim last week, as Sky Cable permittee Hughes Communications conceded it has begun square-one discussions with a new set of potential investors outside the original Sky Cable group, which last month quietly erased its drawing board.

Liberated by "former partners" NBC, News Corp. and Cablevision Systems "to have discussions with other parties regarding DBS," Hughes's discussions with "a few qualified interested parties" outside the original group have become "more formal" this month, said Hughes Vice President Jim Ramo. He declined to describe or categorize those companies in any terms.

Ramo said that Primestar—the mid-power Ku-band service launched last fall by nine MSO's and GE Americom—could "perhaps" bring strategic value, as well as equity, to Sky Cable. "But," he said, "we are not now talking with Primestar."

As for any further negotiations with its original prospective partners, he said: "There are a set of terms and conditions that would have to be reworked to go ahead. The likelihood" under any fresh agreement with those companies, he said, "is that there would be a lower investment than originally proposed," when those partners tentatively committed \$75 million each. In addition to its \$75 million share, Hughes alone was to risk another \$325 million to build the system (BROADCASTING, Feb. 26, 1990).

Although the original group left the door open to a "reconfigured" partnership, they made clear that year-old nego-



Hughes says it will continue to pursue this vision of television's future

tiations have reached a stalemate. With no federal legislation or business agreements assuring Sky Cable access to cable programming, they said, NBC and News Corp. remain unlikely to risk tens of millions of dollars to start the 200-watt, 108-channel service to 18-inch dishes in early 1994.

If the access issue led the parties to a stalemate, "heavy financing" ended the game, suggested a variety of sources in

and out of the group. Many doubted that Sky Cable, or any other proponent, could, in the current economic climate, raise the \$1 billion needed to launch and operate through breakeven, a high-power DBS service—with or without access to programming. Said one broadcast network executive: "The idea is not gone, but the committee of have-nots is gone. [News Corp. subsidiary] Fox is gone. NBC is gone."

The "window" to put together the "risky" project, said another network source, "may have disappeared with the coming of a tough economy; people are really stretched these days." Any reconfiguration, the source projected, "would be on a much smaller scale," not only in terms of each party's upfront investment, but also in the overall scope and cost of the system. For some, those doubts extended to SkyPix's ability to raise the \$100 million to \$200 million it seeks to launch a midpower DBS service next summer.

A week after NBC Cable President Tom Rogers said his company's ardor for DBS had "substantially cooled" over lack of cable program access legislation (BROADCASTING, Feb. 11), NBC Senior Vice President Tom Wolzein said: "A lot of issues have been left open. Hughes knows what our issues are, and that is the best way to leave it."

Late last week, a News Corp. source said it is "waiting for a response from Hughes [on] a new feasibility proposal." However, the source said, "it really is on the back burner." Late last year, News Corp. reached agreements with its bankers to refinance \$7.6 billion in non-public debt. In the near future, Murdoch is expected to sell a variety of assets.

Charles Dolan, chairman of Cablevision, which has viewed access legislation as unnecessary, could not be reached for comment.

"I'm convinced that DBS will be absolutely destroyed if things go on as they are" with proponents seeking to control the programing and consumer equipment, as well as satellite operation, said Delbert Smith, Washington attorney and DBS expert. "The bankers will not finance all of it," he said. Smith suggested that only a consortium modeled on American Mobile Satellite Corp. seeking to control only the space segment of the business could hope to find the money to launch DBS in the U.S. and end a decade of permits languishing in FCC files. Others suggested that advances in video compression technology might eventually allow DBS delivery from smaller, less expensive, satellites.

Conceding that a failure to gain the necessary funds to launch Sky Cable would be damaging for DBS, DBS pioneer Stanley S. Hubbard said that his own United States Satellite Broadcasting is "not dependent on anyone" and is close to reaching its second investment agreement with a broadcast station group owner. A year ago, another group owner, Nationwide Communications, and its parent Nationwide Insurance, committed an unspecified amount to the startup of 200-watt USSB in 1994.

Weighing in with Ramo, Hubbard said: "I'm sure that Hughes...will go forward with or without" the original partners. Currently negotiating with Hughes to co-operate DBS services at the same orbital position, Hubbard noted that 1990 sales of DBS equipment in Japan, where only two channels are available, reached \$3 billion. "You cannot prevent a superior technology from happening," he said.

SkyPix: Schism and doubts

In the midpower DBS realm, SkyPix also showed signs of retrenchment, as SkyPix President Brian McCauley deferred public appearances and press inquiries, and the company issued a broadside shot at Comsat Video Enterprises, two months after CVE dropped out of negotiations to invest \$100 million or more in the 41-watt, 80-channel Ku-band service.

In a "news update" release described by a SkyPix spokesman as, in part, an effort "to officially clarify what we believe happened," SkyPix last week said it remains "well positioned for a sum-

mer 1991 launch" of the service, "despite delays caused by Comsat Video Enterprises' failure to comply with its memorandum of understanding, which outlined its desire to join the SkyPix venture as a strategic partner." Press reports of the \$100 million pre-tax write-down and staff cuts undertaken by CVE parent Comsat (BROADCASTING, Jan. 21), said the release, "indicates that CVE and its president Robert Wussler may not have been in the financial position to begin talks with SkyPix."

In response, CVE Vice President Arthur Sando said: "From the beginning, we applauded the SkyPix concept. However, it was SkyPix that did not live up to the memorandum of understanding. Furthermore, the restructuring of our hotel business had absolutely nothing to do with our activities regarding SkyPix."

Asked whether SkyPix, like Sky Cable, had also reduced its original \$200 million target, and whether it would gain commitments by its first-quarter 1991 deadline, the spokesman declined comment, insisting, however, that the summer 1991 launch remains "on target."

-PDL

GULF WAR UPDATE

CNN reported Friday that missing CBS News correspondent Bob Simon and crew were being safely held in Baghdad by the Iraqi government, a report that a CBS News spokesman said corroborates the network's own information. Simon and his crew—British producer Peter Bluff, U.S. cameraman Robert Alvarez and Nicaraguan cameraman Juan Caldera—disappeared Jan. 21 while traveling without military escort near occupied Kuwait.

■ CBS News anchor Dan Rather, who travelled to Riyadh last week with plans to broadcast from the region indefinitely, was scheduled to begin reporting from the Saudi Arabian city on Friday. CBS News and NBC News at press time had not yet been able to follow the lead of CNN and ABC News in obtaining visas into Baghdad.

■ Covering the war in the Persian Gulf would likely cost CNN more than \$36 million, or \$5 million per month, should the conflict continue into the spring, according to Ed Turner, vice president of newsgathering for the cable network. NBC News President Michael Gartner earlier this month placed the broadcast network's war costs since Aug. 2 at \$35.7 million. ABC and CBS have not disclosed coverage costs.

■ U.S. networks have agreed on new coverage guidelines prohibiting use of on-camera pool reports by one network's correspondent on another network. Exceptions to the new rule would include coverage of any major breaking developments, such as an initial gas attack, according to NBC News foreign editor John Stack. The new rule was enacted following CNN's use of on-camera pool reports by ABC News correspondents.

■ In other pool developments, network news executives last week were seeking an expansion of the pool system in the event of a ground war. NBC News's Stack said the four pools currently assigned to cover the ground action would be "insufficient" in trying to keep up with military action along the border.

■ CNN Headline News was forced to evacuate its facilities and temporarily go black on Feb. 11, following bomb threats at the cable network's offices in Atlanta and Washington. The network went black for a collective seven minutes of commercial breaks during the hour-long evacuation, which ran from 5 p.m. to 6 p.m. ET.

STUNTING WILL LIKELY TURN SWEEPS TIDE

In close race, special programming may win day; in that scenario, CBS appears to have upper hand

In what is shaping up to be the closest sweeps race in seven years, only two-tenths of a rating point separate first place NBC with a 12.6 rating and ABC and CBS, which are tied behind NBC with a 12.4 rating for the sweeps month as of last Wednesday. The last sweeps month that was this hotly contested was the May 1983 ratings period that ended with CBS on top with a 15.1 rating, NBC second with a 14.9 and ABC third with a 14.7. Although half of the month remains, and the order of finish changes almost daily, CBS appears to have the best position for the second half of the month.

"The finish will come down to the strength of each network's Sunday and Monday movies," said Larry Hyams, director, audience analysis, ABC. Hyams pointed out that the specials and movies will make the difference because the series strength of each network has not enabled any network to pull away from the pack. "The sweeps to date mirrors the closeness to date of the regular season. Basically, it's up to the movies and minis," he said, adding: "With the numbers this close, it's anybody's guess."

CBS's David Poltrack concurred: "I don't think anyone can predict it at this point. It could wind up in a three-way tie."

If movies and specials are to be the deciding factor in the sweeps, CBS, based on what product it has left to air, is in an enviable position. CBS has managed to remain in the race during the first half of the month, buoyed mainly by the first-place numbers racked up by the Hallmark Hall of Fame *Sarah, Plain and Tall*. The made-for, starring Glenn Close, shot down ABC's big gun, the two-part *Son of the Morningstar*, which came in third place on Sunday, Feb. 3. In addition to the two-part movie, ABC has already aired the theatrical *Big*, a Barbara Walters special, a special with Joanna Kerns and Robert Urich hosting, and a special episode of *America's Funniest Home Videos*. Hyams said that for the remainder of the month, the network will rely on series strength, with only two made-fors, *Whatever Happened to Baby Jane?* and *Fire: Trapped on the 37th Floor*, remaining and two theatricals, *Bull Durham* and *Dead Pool*, left to air.

NBC still has its two-part mini-series,



ABC's 'Whatever Happened to Baby Jane'



CBS's 'And the Sea Will Tell'



NBC's 'Love, Lies and Murder'

Love, Lies and Murder, left to air. The four-hour movie airs Sunday, Feb. 17, and Monday, Feb. 18. In addition, NBC airs a made-for starring Mark Harmon, *Long Road Home*, on Monday, Feb. 25. The network has aired two made-fors, *The Marla Hanson Story* and *The Chase*, as well as a *Perry Mason* movie.

CBS, meanwhile, still had its nostalgia weekend left to air, which kicked off Saturday night (Feb. 16) with an *All in the Family 20th Anniversary Special*. A *Mary Tyler Moore* special was set to air last night, Sunday, Feb. 17, and the

weekend wraps up with an Ed Sullivan special tonight, Monday, Feb. 18. In addition, CBS still has yet to air its four-hour, two-night movie, *And the Sea Will Tell*, the Grammy awards and the Miss USA pageant.

"We feel we're in a very good position, going into the last two weeks in a virtual tie with all of our big events still to come," said Poltrack. "We think we have a significant amount of upside potential, but we also see a possible downside because we're relying on special events to bring in good numbers." **-SC**

BETTAG OUT, SORENSON IN AT CBS

New executive producer expected to revamp evening news

Amid intense industry speculation about the future of its struggling evening newscast, CBS News last week replaced *CBS Evening News* with *Dan Rather* executive producer Tom Bettag with *CBS This Morning* executive producer Erik Sorenson. Some observers characterized the move as a first step toward a revamped evening newscast for the network.

The suddenness of Sorenson's appointment came as a surprise to affiliates, although there had been some indication of planned changes just a week earlier at a presentation by CBS News President Eric Ober before affiliate board members in Washington. According to one station executive, Ober's plans for the evening newscast have called for breaking out of the studio

more often and providing on-the-scene reports in the manner of local newscasts.

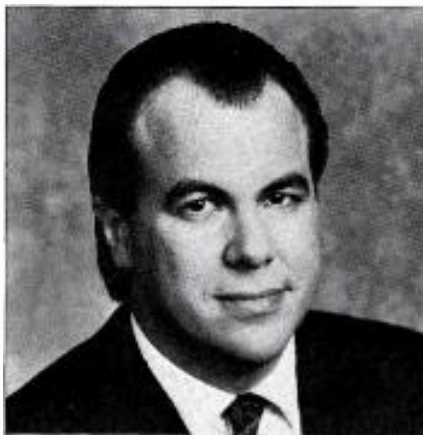
Accordingly, Sorenson's station background was believed to be among his key attributes in getting the job. Sorenson has served in various capacities at KCBS-TV Los Angeles, beginning in 1984 as an executive producer and eventually becoming news director, vice president and station manager of the CBS-owned station. He joined CBS News in 1977 at network affiliate KFMB-TV San Diego and worked four years at WBBM-TV Chicago before moving to Los Angeles. Industry observers said his experience at the local level was expected to be a plus in making the newscast more responsive to affiliates.

CBS affiliates have been growing impatient with the network's evening

newscast, which has consistently placed third in the ratings since the outbreak of war Jan. 16. For the week ending Feb. 10, CBS's 9.9/18 lagged behind ABC's *World News Tonight with Peter Jennings* with 12.4/22 and *The NBC Nightly News with Tom Brokaw* with 10/18. ABC News has held the top spot among evening newscasts since late 1989, while CBS and NBC have been battling for second place.

Critics have pounced on CBS News for what many characterized as a slow start in covering the outbreak of war. The division's problems have spawned a number of critical articles examining the future of CBS's evening newscast, including speculation that anchor Dan Rather could be replaced or possibly teamed with female anchor Lesley Stahl or Connie Chung. (A CBS News spokesman last week insisted there were no plans to add a co-anchor.) Rather has more than two years remaining on his \$3 million-per-year contract with CBS.

An article in *The Wall Street Journal* suggested CBS News staffers had become divided between those, such as Rather and Bettag, who were devoted to more traditional daily newsgathering, and others who were more focused on prime time news features and specials. One of the prime candidates for the top



Erik Sorenson

evening news post was believed to have been from the latter camp, *48 Hours* executive producer Andrew Heyward.

Sorenson, 35, is described by former co-workers as a good manager who would not hesitate to experiment with the evening newscast and possibly change some of its staffing. "He's willing to try things and he's not set in his ways," said one ex-CBS News staffer.

One long-time CBS observer said Bettag's exit represented the removal of a certain mindset at the evening newscast that has been in place for more than 15 years. "Those guys are still trying to do the news like they did in 1985," he

said, adding: "For years, the evening news has never paid attention to the local affiliates."

Philip A. Jones, president of CBS affiliate owner Meredith Broadcasting Group, said Sorenson's appointment made sense given diminishing ratings and Ober's apparent desire to make his mark on the newscast.

"This is one element of steps to improve the evening news, and I applaud them," said R.M. (Mick) Shafbuch, vice president and general manager, KOIN-TV Portland, Ore., chairman of the CBS affiliates advisory board. "The program itself is due for an overhaul. The problem isn't just Dan Rather."

In announcing last week's personnel shifts, Ober said the network was poised to "lead a new CBS News flagship broadcast" in the 1990's. "I think you will see some changes," said a CBS News spokesman, "although I can't say how and when."

Several CBS affiliates gave Sorenson high points for adjustments he had made to *CBS This Morning* since becoming executive producer in October 1989. Among those changes was the replacement of co-anchor Kathleen Sullivan with Paula Zahn, and the addition of such contributors as entertainment reporter Steve Kmetko. Although the show is consistently in third place, said KOIN-TV's Shafbuch, "I'm patient enough to know that it takes some time to establish some consistency."

Prior to arriving at the network, Sorenson had mixed success during his years with KCBS-TV. The executive collected more than a dozen Emmys and a Peabody Award while at the station, but also created a short-lived, low rated "newswheel" at KCBS that was generally regarded as a critical failure.

Along with naming Sorenson to his new post, CBS News selected *CBS Evening News* senior producer Susan Zirinsky as senior broadcast producer of the program. Zirinsky replaced 30-year CBS News veteran Bill Crawford who, according to a CBS News spokesman, is being considered for reassignment in the division. The spokesman added that *CBS This Morning* acting executive producer Ted Savaglio, producer of the show, was a leading candidate for the full time morning position.

Yet to be determined is the next stop at CBS News for Bettag after five years as executive producer of *CBS Evening News* and 21 years with the network.

"Sitting around wallowing in what's going on in the politics at CBS makes no sense when there's only one thing to be done, and that is to concentrate on the war," said Bettag.

-RB

FOX DELAYS NATIONAL NEWS SERVICE

The Fox Broadcasting Co.'s national news service has become a victim of the recession. Jamie Kellner, Fox president, confirmed the service has been delayed indefinitely due to Fox affiliates that have decided they can't now proceed with plans to start up local news operations.

As spelled out last June, Fox's news service would provide a daily feed of packaged national and international news stories that affiliates would incorporate into local nightly newscasts. The plan was contingent on a majority of Fox affiliates participating. Currently, less than 24 Fox affiliates have a newscast. Fox hopes to ease the cost burden of local news start-ups by negotiating a lower bulk rate with equipment vendors (Sony or JVC) and other suppliers. Those negotiations are still going on.

Fox had hoped to start the service as early as the second quarter, 1991. In fact, the news unit responsible for the service, based in Washington, is now feeding hourly, nightly Persian Gulf war updates. According to Preston Padden, Fox senior vice president, affiliate relations, plans still call for some form of abbreviated news service to start in the second quarter. What form it will take remains unclear.

But the severity of the recession will determine when the full service can begin. Last June, Kellner was hoping to have between 80 and 100 affiliates in the news business when the service launched. Sources say only about 40 or 50 affiliates would be ready to take the service this year. Many stations have postponed plans to start newscasts, including affiliates in Boston, Cleveland and Cincinnati. "We need to have strong affiliate support" for the news service, said Kellner. "Because of the recession, our plans have been delayed." Kellner said he did not know when the full news service would roll out.

Dennis Thatcher, general manager, Fox affiliate WOIO(TV) Cleveland, confirmed the station's decision not to start a news operation as planned this year. "We're committed to providing news, but sobered by early indications for [advertising] demand here in 1991," said Thatcher. "It's not a question of if, but when. This year? No."

DOW JONES-GROUP W BUYING FNN

Joint venture believed to be paying up to \$90 million for cable and radio networks preparing to file for bankruptcy; possibility NBC could reemerge as bidder

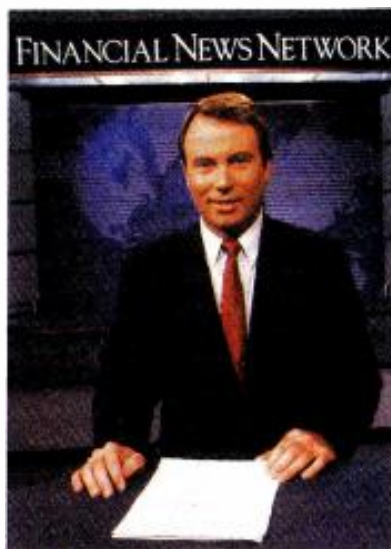
A joint venture of Dow Jones and Westinghouse Broadcasting has reached an agreement in principle to purchase the assets of Financial News Network, including its cable and business radio networks.

Sources put the price at \$90 million which, even when added to the \$12.75 million received from the sale of The Learning Channel (see box), is not nearly enough for FNN to pay off its \$88 million in debt to lessors and \$54 million in bank loans. The \$90 million figure is said to be the top-end amount, so the price could end up being lower if fewer assets are purchased. The definitive agreement between FNN and Dow Jones-Group W is expected to be signed in the next few weeks. At the same time, FNN will file for bankruptcy protection under Chapter 11. The banks are said to be first in line to be paid, and it is possible the lessors may band together to contest the sale, since they will likely get less than half of the money owed them.

Even with the definitive agreement signed, the possibility still remains that a bidder—namely CNBC parent NBC—could emerge at any time during the bankruptcy process. That process is expected to take up to three or four months to complete, or until shareholders and other creditors have approved the deal. Several sources close to the deal caution that NBC, which is thought to have bid in the neighborhood of \$60 million, should not be counted out. NBC, which according to sources had been courting several media and cable companies to join it as a partner, is now trying to arrange MSO support should it again make a bid. NBC had no comment on the transaction, except to say through a spokeswoman that “we are evaluating our strategic alternatives.”

Dow Jones and Group W got together when USA Network partners MCA and Paramount backed out of a partnership arrangement with Dow Jones. Dow had never actually made a bid, simply joining in Group W's bid. Until then, Group W had talked with other companies about joining forces, but held off making a decision, according to Donald Mitzner, president of Group W Satellite Communications. Dow Jones had been Group W's first choice, said Mitzner, and when Dow became available “we both jumped at each other.”

While Time Warner and King World



Doug Ramsey on FNN set

were also considered in the running for FNN, no one other than Group W-Dow Jones and NBC, made a serious offer, according to sources. Some feel NBC thought there were no other serious bids and kept its price low. Regardless of whether NBC's loss of the channel

was intentional or accidental, most agree with one close observer that “you haven't heard the last of NBC.” But if NBC does not, or simply chooses not to, acquire FNN, what happens to CNBC is the question on much of the cable industry's mind. The common reaction is that if CNBC was not able to overtake FNN when it was managed by a small company, it will have an even more difficult time with two media giants at the helm.

If the sale goes as planned, Dow Jones-Group W are expected to take over management of the channel in early March, according to Mike Wheeler, FNN president. Dow Jones will have daily editorial control over FNN, and Group W will handle affiliate sales, advertising sales, marketing, public relations and financial administration. The board will be comprised of six members, three from each partner. There are no plans for changing either daytime or prime time programming, according to Mitzner. With the bankruptcy proceedings though, it seems unlikely that any major changes to the channel could be implemented until the end of the year or the beginning of 1992. No decision has been made on the fate of FNN's 325 staffers.

—SDM

FNN SELLING LEARNING CHANNEL STAKE TO DISCOVERY

Two days after Infotechnology reached a preliminary agreement to sell FNN to Dow Jones and Group W (see above), FNN announced it reached an agreement in principle to sell its 51% stake in The Learning Channel to the Discovery Channel for \$12.75 million. (The Appalachian Community Service Network, which owns 29% of TLC, has also signed off on the deal and Discovery hopes to get the approval of the remaining owners, TLC employees, which will put the overall purchase price around \$26 million.)

Discovery Channel Chairman and Chief Executive Officer John Hendricks said in a statement: “We are developing a plan to dramatically strengthen the programming of the Learning Channel.” Hendricks has often sketched a future vision of Discovery in which it has several networks under Discovery's broad umbrella serving various programming niches. There have also been published reports that Discovery might use the channel to launch, with British media magnate Robert Maxwell, World TV, an international-oriented channel.

When FNN first put the service on the block last fall, Discovery was one of several parties to show interest, but Hearst-ABC Video Enterprises eventually emerged as the leading bidder, ready to pay \$33 million.

But Hearst couldn't gain a firm continued carriage commitment it desired from Tele-Communications Inc. (which owns 49% of Discovery) for TLC and backed out of the deal, allowing Discovery to reenter the bidding. But TCI said there is no carriage quid pro quo for TLC now that Discovery owns the network. In fact, several TCI systems have dropped TLC in favor of Mind Extension University, which recently signed a deal with TCI.

The parties hope to close by April 30, with the first order of business being to prevent any further TLC defections.

—MS

YEAS AND NAYS OVER EFFECTIVE COMPETITION

Comments at FCC on new standards find cable interests predicting dire consequences if adopted, while satellite interests are in favor of them

The vast majority of cable systems" would be subject to local rate regulation if the FCC redefines its "effective competition" standard, the National Cable Television Association said last week. And that, continued the NCTA in comments filed in the FCC effective competition rulemaking, "could threaten future improvements in cable programming and facilities."

But the Justice Department backed the FCC on the six-signal standard and the multichannel video test, although it rejected the inclusion of a behavioral test that compares prices charged by different systems. Any local regulation should have "straightforward, objective tests," Justice said, and local authorities should bear the burden of proof that no competition exists.

The Satellite Broadcasters and Communications Association of America (SBCA) said competition is the only way to guarantee improved quality and reduced rates. The SBCA said the current market does not need rate regulation, but suggests instead that the commission's competitive aims can be met if it would "energize the competitive environment it so dearly espouses."

As it is now defined, effective competition is based on the existence of three broadcast signals. Under the proposed redefinition, a system would be said to face "effective competition" and continue to be exempt from local regulation

if it satisfies one of three alternative standards: its franchise is served by six or more broadcast signals and its penetration rate is less than 50%; another multichannel video provider is available to at least 50% of homes, and it meets "good actor" qualifications of providing above-average basic service at below-average rates (BROADCASTING, Dec. 10, 1990).

Many in the cable industry say if an imperfect law or regulation provides stability in the regulatory environment, it would be better than years of instability while perfect laws or regulation are sought. Turner Broadcasting expressed this sentiment in its comments, saying: "The view of some [is] that regulatory action is needed to avoid enactment of legislation that may be even more damaging." But Turner said the "Congressional process does not require the commission to critically injure basic cable for the purpose of saving it."

And Continental Cablevision Inc. warned that "stability will not be achieved...if the commission adopts unreasonable or arbitrary tests...that are unlikely to withstand judicial scrutiny."

Comments suggest that the FCC's proposals may be unconstitutional, and that local rate regulation will become tangled in local courts. The Competitive Cable Association said the FCC's proposals are "constitutionally suspect...[and] dangerously encroach on the free speech entitle-

ments of" cable operators.

The Community Antenna Television Association said that rate regulation is "in all likelihood unconstitutional." Barring that, CATA said it would be "counterproductive...and is uniquely burdensome on small systems." CATA believes that systems with fewer than 3,500 subscribers should be exempt.

Because many of the cable commenters agree with NCTA that "the vast majority of cable systems" clearly do not face competition as it may be newly defined, several comments dealt with either changing the proposed definition or assailing the "good actor" standard.

United Artists, Jones Intercable and Viacom said that in the absence of rate regulation the price of basic cable service is "remaining well within the reach of most family budgets, while the costs of many other forms of entertainment (such as live theater and sports events) soared in the stratosphere." But they warned that "any test that puts a 'good actor' label on a business has a substantial potential for abuse."

NCTA said because "cities already have ample authority under the Cable Act to impose customer service standards if they choose, the commission should not artificially incorporate such standards into its definition of effective competition." If the FCC does so anyway, NCTA believes that the "good actor" should give "cable operators sufficient flexibility to choose from among various competitive packaging and pricing options and to make investments in technology and programming."

The California Cable Television Association said national rate caps would hurt systems in states where the cost of living was higher, or that are facing state tax levies on cable.

Programers such as Arts & Entertainment, however, believe the redefinition may force operators to place such services on higher, more expensive tiers, or drop them all together. NBC Cable said the rules would make it more difficult for new services to launch.

The National Association of Broadcasters took the opportunity to push for including signal carriage rules "as part of a larger plan to provide some competitive check on cable systems." The NAB also said the standard for multichannel competitors should be expanded from 10% penetration to 33%. -PJS

INDECENCY EXEMPTION FOR NEWS IN ALL BUT NAME

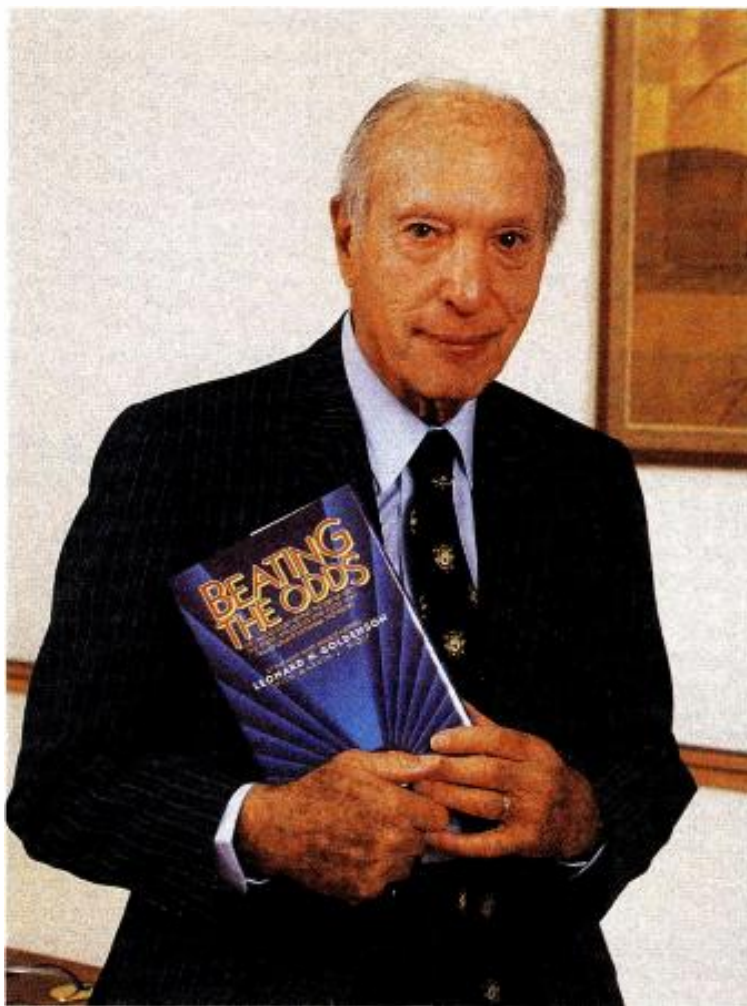
FCC Chairman Al Sikes last week stopped just short of declaring an exemption for newscasts from the FCC indecency enforcement, saying the FCC's dismissal earlier this month of a complaint against National Public Radio's *All Things Considered* "could be read by some to be a de facto news exemption."

During the broadcast, a tape recorded phone conversation of alleged mobster John Gotti was played, in which he uses the words "fuck" and "fucking" 10 times. The tape had been introduced as evidence at a Gotti trial.

Material that may be indecent as entertainment may not be as "serious news," Sikes said at an informal press briefing in his office. "In a serious news context, this material takes on a far different tone and texture and is not intended to pander or titillate."

The FCC is preparing to dismiss another complaint against WGBH(TV) Boston for a newscast sexually explicit photographs of Robert Mapplethorpe on the ground that the broadcast occurred after 8 p.m. when the FCC's authority to enforce the indecency prohibition is not settled. But even if the newscast had occurred prior to 8 p.m., Sikes said he would still have championed dismissal. "I would not have found that to be in violation of the broadcast rules," he said.

AT LARGE



THE GOLDENSON TOUCH

"Leonard Goldenson can do no wrong in my eyes," says a senior hand on the Capcities/ABC team. "Without him the rest of us wouldn't be here."

No greater praise, perhaps, for the age-defying executive who still keeps an oar in at 77 West 66th. And now he's written a book.

In writing this book, or in going through the process of thinking about it, did you come to any idea about what distinguished ABC from the other networks?

Fortunately, we went after the young families of America, which CBS and NBC did not do. They stuck pretty well with most of the top talent they had in radio and converted them to

television. They were using radio as a means of presenting television. Then we came along and said: "Television is more like motion pictures, and, therefore, things should be dramatized, whether they're comedies or whether they're real dramas, or what not." I think that distinguished us for the young families of America.

Basically, Ollie Treyz recommended this. During the first three years, of course, Robert Kintner was outlining the operation, but then we let him go and I brought in Ollie. And I kept raising the question with Ollie: How do we crack NBC and CBS? And he brought in Paul Laserfeld, who was in charge of research at Columbia University, and he came back and said the way to do it is to go after the young families of America. CBS and NBC were old-age oriented because of the fact that they took this talent off radio.

So when we cast our programs, we were casting young, virile people, and basically we tried to select subjects that would have a greater appeal to younger people, and it worked very well. Unfortunately, we didn't have the circulation that NBC and CBS [had], so a lot of our shows that were very good couldn't last longer than 13 weeks or so, because of the fact we weren't getting into the market.

Now ABC is up there at 98% or 99% of TV households. Are we now not very far from the time when the broadcast networks will lose their edge?

Oh, they may be having 45 to 60 channels on cable. I think cable will become somewhat more like radio, trying to direct itself to a specific audience. They're going to have to pick out what audience they want to try to reach, whereas the networks, as we know them, reach a mass audience and will try to reach the public broadside.

We at Capcities/ABC have three cable networks, as you know—ESPN, which is sports; Arts & Entertainment, which is the articulate minority, and Lifetime, which is basically reaching women. And other networks are coming along that are going to do that same thing. But the conventional networks—including Fox, if it becomes a network, which I think it will—will be broadside. And even today the three networks among them cover about 63% of the audience in prime time.

So the idea of DBS or the telephone companies doesn't really worry or impress you?

Neither the telephone companies nor any of the others. When it comes down to the short strokes, technically they may be able to deliver a signal, but what's the point? What is that signal? They miss programing. AT&T can't do anything that anybody else can't do, really. If they find the proper way of getting programing, then they might have a chance.

One of the things that struck me about the book was the contrast between you as a showman and as a businessman, which you ordinarily think of as being two different types of personalities and abilities. You seem to go like a chameleon from one to the other. Do you recognize that in yourself and in your career?

I don't think we had any choice. In the first place, we didn't have the money. We didn't have the talent. We didn't have the stations. So, as a consequence, you had to be very business oriented. I hope I had a little feeling for show business as well. Having come out of the motion picture industry, you had to know what pictures had mass appeal and what ones did not. It certainly wasn't necessarily research. It was a gut feeling as to what would or would not do well.

Do you feel that the Capcities merger may have been one of your greater accomplishments?

It was terrific in that it came along at a time when I was approaching 80 years of age, and I was ready to turn the baton over to a younger organization. It couldn't have come at a finer time, and I was very pleased with it myself.

And you kept it in the hands of broadcasters.

Exactly. That was my intention. And I think it's highly important that a network be held in the hands of broadcasters. You

can't operate a network like you run a bank. You've got to be in a position where creative people are given their head. They've got to be given the opportunity of expressing themselves, and to take chances.

There was a question at the time about whether you saw anyone there who could have continued leadership inside the company.

I express it in the book that I checked with Wall Street, two or three of the top people down there. And they said that if I decided to step away, they thought that obviously somebody would move in and take over the company and probably try to dismember it. They could sell off certain assets and come out pretty well. And I just didn't want that to happen. It took us 35 years or more to build the company to be competitive, and I wanted ABC to be continued as it was, and it is.

Tom [Murphy] wanted me to continue actively, and I said: "No. My time has come. I'm approaching 80 years of age, and I think it's time for me to pass the baton on to you fellows." And I said: "I'll be glad to be a member of the board, chairman of the executive committee, but I don't want anything to do with the management." And I've stuck to that rigidly.

What is your long view of the broadcasting industry today? With respect to its own survival, its own vitality, with what's likely to happen to it in the next 10 years.

As far as the networks are concerned, they're going to continue to be the mass medium. Where they may have 63 percent of your prime time audience now, between the three of them, your number of sets in use is increasing and will be up to 100 million by the year 2000. And even if you get down to 58% to 60% of the total audience in prime time, you've got 58 million to 60 million homes.

I'm telling you, there's no medium that can reach that number of homes, no matter what. I'm talking among the three networks. And therefore I think it's going to continue to be the mass medium.

So what do you think are the next challenges for ABC?

Well, I think that certain challenges lie ahead. Television networks have to be strengthened under the financial interest rule. That must change.

And I think the networks should be given the freedom to produce as they wish, just as other people in the industry can today. The networks are under tough competitive conditions with cable and videocassettes and everything else. I think it's very unfair, and my own opinion is that that should, and must, change. What the FCC is going to do, I can't answer, of course.

Let us assume that the FCC does relax the rules enough to permit a merger between a network and a studio. Does that automatically make sense?

Not necessarily. No matter whether a studio would be part of a network or vice versa, in my opinion, a television network could never use—from its own group—more than about five hours a week, exclusive of public service, like 20/20 or Diane Sawyer and Sam Donaldson. If you get above five hours a week, in my opinion, they're not reaching out to get the best possible talent to put on the best shows possible in television. And that would be a serious mistake.

However, I do think they should have the opportunity.

Will there always be three networks?

There might be four. But I think there will always be three networks, without any question, as mass media, and I think they'll be successful. Now, true, they may have to make

adjustments as far as operations are concerned. I don't think there's any doubt about that. But every industry has.

Have you paid any attention to the discussion about repealing the prime time access rule?

The prime time access rule? I didn't know anything was happening so far. I didn't know anything was going to happen. We welcomed it 20 years ago. By having the access rule, it cut down the time we had to service as far as the networks were concerned. It made a great difference for us at that time, but I'd like to remove the access rule now.

Do you miss the battle? Do you miss the fray?

Naturally you miss it, but that's life. You've got to recognize there comes a time in your life when you've got to get off that seat and turn it over to younger people, and I'm very pleased.

Are you pleased by the state of the medium that succeeds you? Do you like the way things are going.

I think by and large I'm pleased. You know, everybody has their own ideas about programing, and that's what makes horseraces. By and large, I'm very pleased with the way Capacities has handled it. If I had to do it again, I'd do it again.

'BEATING THE ODDS': HISTORY OF A CAMPAIGN THAT SUCCEEDED

Leonard Goldenson's just-published book, "Beating the Odds," is in fact three different books: autobiography, oral history and corporate history. At each of its formats it sometimes succeeds, sometimes disappoints, but even in the latter reveals something of ABC's chairman for more than 30 years, described as broadcasting's "unknown soldier" compared to CBS's William Paley and NBC's David Sarnoff.

The book's title derives from Goldenson's penchant for gambling. The gamble that is the subject of the book is the one Goldenson, then head of Paramount Theatres, took by paying \$25 million for ABC in 1952. The game, also being played by CBS and NBC, was "...trying to be ahead of everyone else on trends in public taste." To succeed, as ABC did beginning in the mid-1970's, Goldenson used contacts with Hollywood, his willingness to take risks and the achievements of those he hired.

Three of those hired to lead the network stand out in Goldenson's recounting of the history: Robert Kintner, Ollie Treyz and Elton Rule. Kintner effectively came along with the purchase of the network and was assured the helm for the following three years, to Goldenson's ultimate displeasure: "...a very tough guy, was nobody's fool, and he knew Madison Avenue, or as Bob Weitman used to call it, the Gaza Strip. He knew the network business, but had no vision."

That acquisition also saw prior ABC owner Edward Noble require the sale of Paramount's Chicago station to CBS, in a negotiation that contributed to Goldenson's general disregard for William Paley. At one point in "Beating the Odds," Goldenson gets in a dig while discussing his philosophy about public taste: "...this isn't a Tiffany business. It's Woolworth and K mart."

To replace Kintner, Goldenson chose Treyz. Said the author: "I came to regard him almost as a son or younger brother.... Without Ollie, ABC might very well have failed to achieve parity. At the very least it would have taken many years longer."

"Beating the Odds," begins as an autobiography in an as-told-to-Marvin Wolf format. What makes the book different from other ghost-written autobiographies is that Wolf also includes, at Goldenson's suggestion, the recollections of roughly 80 other industry executives and acquaintances. These recollections are interspersed throughout, playing a greater role as the book recounts more recent operations of the television network, prior to its acquisition by Capital Cities/ABC in 1985.

The oral histories are never long enough to be boring and some of them, such as remarks by Art Buchwald or Brandon Stoddard, excel in the telling, while others, such as those of Treyz or writer/producer Roy Huggins, tell interesting sto-

ries. There is, for example, the anecdote of how Goldenson's dentist, Dr. Arthur Epstein, brokered one of ABC's major film package acquisitions.

A chapter is devoted to each of several dayparts, including news and sports, and to radio, which includes a discussion of how ABC set up its multiple-networks. Goldenson also tells, along with others, how the ABC television network built its affiliate roster after starting out in 1952 with five owned stations and only nine primary affiliates, which in total covered about 35% of the country.

Goldenson's biography of the corporation completely overwhelms the individual portrait. We leave behind the man from Scottsdale, Pa., who played high school football, went to Harvard, and earned his first post-college paycheck as a stock broker. Occasionally he provides insight into his management style, saying, for instance, that like financier Bernard Baruch, he could "...think young by being with younger people." Goldenson is giving his profits from the book to United Cerebral Palsy, which he and his wife helped found after discovering that the disease afflicted their first daughter, Cookie.

Now a Capital Cities/ABC board member who travels to New York roughly once a month from his Florida home, Goldenson provides a few events in ABC's corporate history not found in other ABC histories, such as Sterling Quinlan's "Inside ABC," or the more recent Huntington Williams's "Beyond Control." We learn why Goldenson does not like Frank Sinatra, and that before selling to Capital Cities/ABC, he sought out IBM as a possible white knight.

But exhibiting the discretion of the legal profession at which he was trained, Goldenson sometimes avoids subjects about which his recollection is crucial. For instance, he provides a surprisingly abbreviated and antiseptic discussion of the Justice Department's case during the 1940's which forced the Paramount studio to sell its theater division—the country's largest—which Goldenson ran for 10 years.

Similarly, in one short paragraph he treats his first unsuccessful attempt to get Hollywood's studio chiefs—and his acquaintances—to provide programing for television. More information about the FCC deliberations on the failed ABC-ITT merger can be found in a biography of ITT chairman Harold Geneen than here. Goldenson also leaves many board deliberations unrevealed and only describes the board near the end, in a kind of tribute.

But that reticence is a reflection of the man, a corporate deal maker and leader of others who kept his place at the top of ABC while helping bring ABC itself to the top. In "Beating the Odds," he still seems to keep some cards close to the vest, but the book will make him less an "unknown soldier."

-GF

PROGRAMING

FOX TRYOUT: WILL IT PLAY IN L.A.?

In-house production division is readying two half-hours for station test and eye toward wider distribution

Fox Television Stations Productions, under Executive Vice President Stephen Chao talked to BROADCASTING last week about Chao's two most recent projects for the Fox pipeline. Chao is readying *Studs*, a new half-hour dating strip, and *The Mother Love Show*, a half-hour talk show strip, for March R&D tests on Fox O&O KTTV(TV) Los Angeles (BROADCASTING, Feb. 11). The in-house development mill, which has created Fox Broadcasting Co.'s *America's Most Wanted* and *COPS*, and Twentieth Television's syndicated series, *A Current Affair*, hopes to have its latest test projects picked up by FBC or Twentieth for national distribution as early as spring 1991.

Calling *Studs* a "relationship show," rather than a dating show, Chao said that the format of the program is a "double-edged sword," in which two men date the same three women, after which they are all brought together for in-studio comments and comparisons by the women. One pair is eventually judged "dream dates" by a studio audience. When asked whether *Studs* was basically a derivation of Warner Bros. Domestic Television's *Love Connection*, Chao differentiated the Fox project by saying the

"underlying tension" gives the program an "off-kilter dynamic" compared to other dating shows. "When the women were commenting on their dates, the full range of emotions emerged," Chao said. "A girl could say how much of a good time she had with a guy dining and dancing on the *Queen Mary*, but then one of the other girls would say the same guy only took her to a movie. It can create humorous and awkward situations."

Mark DeCarlo, a Los Angeles-area standup comic, hosts *Studs*, which was created by in-house development executives Brian Graden and Scott St. John, and will be produced by Howard Schultz. Run-throughs are taking place at Fox Television Center in Hollywood, with production of 35 episodes (or seven weeks' worth of episodes) slated for on-air testing beginning March 11 on KTTV(TV).

Chao says that Fox Television Stations Inc. president and general manager of KTTV(TV), Greg Nathanson, who would be the one to decide on a larger scale test of the show on the other six Fox O&O's (which account for just over 20% U.S. coverage), has given the go-ahead for 6-8 p.m. (PT) weekday slot-

ting on the L.A. station. Chao said that Michael Lambert, president of domestic syndication at Twentieth Television, is being kept abreast of the series' development and could option it for syndication. In another possible scenario, Peter Chernin, president of FBC's entertainment division, could decide to put the series on the Fox programming service.

The same routes, said Chao, are open to *The Mother Love Show*. Mother Love is a former local radio personality from KFI(AM) Los Angeles and a standup comic who was discovered by Chao and Nathanson. The early line on the format is that it will not be a celebrity-driven half-hour talk show, but rather an "eclectic cross-section of everyday people" will be the subject of topical segments (i.e. dating, phobias, nightmares).

"Mother Love's humor is very hip and insightful," Chao said. "We're looking at the show as a late night vehicle." Love's debut on KTTV(TV) is set for March 11, some time after 11 p.m., Chao says. Bonnie Burns is producing.

Over the period of the past several months, the word at Fox was that development dollars were tightening in light of the worsening economy and parent company News Corp.'s long-term debt, but Chao says that's overstating the case. News Corp. Chairman Rupert Murdoch told Fox affiliate board members last January that he has secured refinancing, and Chao says "there is no more than the typical prudent restraint" for development of new programming.

"Everyone in the industry is being tighter and tighter with development dollars," said Chao, who added that he currently has a reality-based pilot in development strictly for FBC. "It just makes business sense in today's economy. In a broad macro-competitive environment, certainly there is the chance that these shows can fail, but Fox respects the value of the idea and its ultimate execution. If they didn't, we wouldn't have *COPS*, *America's Most Wanted* or *A Current Affair* on TV." -MF

NBC SAYS JOHNNY'S ITS MAN

NBBC dismissed several reports last week that the network wanted to dump Johnny Carson as host of the long-running *Tonight Show* and replace him with current substitute host Jay Leno. *Tonight* remains the top-rated network entertainment late-night program, in households and key demographics.

The reports cited unnamed "industry sources" as saying NBC wanted Carson out and Leno in, because Leno reportedly draws a younger audience than Carson. The reports said that NBC would move to get Carson out some time after his 30th anniversary as *Tonight* host, Oct. 1, 1992.

In response, NBC issued a statement that said: "*The Tonight Show Starring Johnny Carson* is an NBC institution which remains enormously popular with viewers. We expect our long and close association with Johnny to continue. He will be the one who decides when he will leave the show, and he has given no indication that he is prepared to do so."

Carson's ratings have taken a turn for the worse in the first quarter, due in some part to viewer interest in the Gulf War. In January, *Tonight* slipped to second place behind *Nightline*, in both households and key demos.

PROGRAMERS TARGET THE 'TWENTYSOMETHINGS'

At panel session in New York, executives talk about techniques for attracting fragmented viewing segment

Attitude and innovation in programming are keys to attracting the elusive young adult audience, according to a British Broadcasting Corporation panel session, "Turning on the Twentysomethings," held last Monday in New York.

Comparing television in the U.S. and the U.K., Janet Street-Porter, head of youth programs for the BBC, criticized U.S. programmers for creating "brilliant" programming for viewers up to age 14 and then abandoning that audience once they have reached their mid-teens.

At the BBC, Street-Porter has created several issue-oriented programs aimed at 16-25 year olds, including *Reportage*, a fast-moving current affairs show, and *Rough Guide to the World*, a travel series. The original shows, packaged alongside *Star Trek-The Next Generation* and other imported shows on Monday and Wednesday evenings, attracts 1-2 million viewers to BBC 2. "You can achieve 16 to 35 year olds with current affairs programs and not a music video in sight," said Street-Porter.

There was some disagreement among panelists over the value of targetting a particular age group. Programers should be targeting psychographic and not necessarily demographic groups, said Robert Pittman, CEO and president, Time Warner Enterprises, and one of the originators of MTV. The American youth audience, he said, has been fragmented by a wide variety of radio formats and cable networks.

"We don't have a homogeneous youth group," said Pittman. "In the U.S., you're dealing with a lot of fragmented groups that have each had a lot of reinforcement."

Fox does not consider demographics and instead concentrates on innovation when creating original programs for its television stations, said Stephen Chao, executive vice president, Fox Television Stations Productions.

"In forming a program, we don't consciously go out for a particular age group," said Chao. "Rarely in conversations do we talk of demographics, age groups, men and women, blacks and whites."

Street-Porter and others on the panel emphasized the need to have programs with "attitude" when targetting younger audiences.



L-R: Link, Pittman, Chao, Jonathan Crane, BBC, New York, and Street-Porter

"I agree with going for an attitude rather than an age bracket," said Fox's Chao. "I think it's a mistake to go after an age. You go after a sensitivity and an attitude."

Chao warned of the dangers of appealing exclusively to a teen audience. He said Fox's *Tribes*, the short-lived teen-oriented soap opera, was successful in attracting teen audiences but failed to attract 35-year-olds and other age groups more desirable to a wider group of advertisers.

"Historically, you haven't seen a lot

of programs oriented exclusively to teenagers because the economics won't support it," said Gordon L. Link, executive vice president, worldwide director of media services, McCann-Erickson. Part of the problem is that teenagers are not properly identified through existing ratings, he said.

"The television networks have been infatuated with the baby boomers," said Link, "and I suspect that people under 30 years old are not getting a lot of sustenance in terms of what's important to them."

-RB

SMILE, YOU'RE A FIRM GO

King World's "Candid Camera" is cleared for fall having cleared over 50% of country

King World last week declared its new strip, *Candid Camera*, a firm go, with just over 50% of the country cleared for a fall 1991 start.

Clearances include WCBS-TV New York and KYW-TV Philadelphia, both of which have agreed to clear the show in early fringe, said Michael King, president and chief executive officer, KWP. King also reported that KABC-TV Los Angeles, KBHK-TV San Francisco and WBZ-TV Boston have picked up the show for prime access.

According to King, both WBZ-TV and

WCCO-TV Minneapolis will replace *Family Feud* with *Candid Camera*. King said that so far, about 35% of stations signing on will put the show in access, and another 35% will air it in early fringe.

The remaining 30% will put the show in late night, King said. Among those is WAGA-TV Atlanta, which has told KWP it will put the show at 11:30 p.m., a time slot currently occupied by 20th Television's *Personality*. Other stations clearing the show include WDIV-TV Detroit, WRC-TV Washington, KCPQ-TV Seattle and KDKA-TV Pittsburgh.

KWP announced the show last May, when it also acquired distribution rights to the 40-year-old *Candid Camera* library from the show's creator, Allen Funt (BROADCASTING, May 21, 1990). Funt has also been signed as creative consultant to the show. Funt's son Peter, who produced an earlier syndicated version of *Candid Camera*, will not be involved in the KWP version.

KWP will spend roughly \$20 million producing the new *Candid Camera*, and will spend millions more, perhaps as much as \$10 million, promoting the launch of the program. "I think we've rewritten the book on commitments to promotion," said King. "We'll spend whatever it takes."

The company has signed Pizza Hut as a major sponsor of the program, which is expected to spend a minimum of \$15 million (and up to \$25 million) in advertising and a point-of-sale promotion tied to its 6,600 retail outlets. "We're making a tremendous commitment to this show," said King. The program will have a staff of 100, in addition to several consultants, include 30 producers and 11 field production teams that will roam the country looking for funny bits to create and shoot.

KWP is also talking with prospective contributing producers such as Peter Colefield, producer of the Pepsi spot with Ray Charles. John Small, the music video producer, will also try his hand at

a couple of segments. "We're hiring people like this, and others, to do some bits. It's experimental. We want to see what they can do," said King. He said others, from both the television and film worlds, would try to shoot segments for the show. "We aren't changing the show much from the pilot," said King. "We just want the segments to be as funny as they can be."

Test shooting has already begun on the show. One segment that may be added, that wasn't in the pilot, is a home video segment. It's an idea the show's executive producer, Vin Di Bona, is quite familiar with. He also produces *America's Funniest Home Videos* and *America's Funniest People* for ABC. —SM

PROGRAM CHIEFS VENT FRUSTRATIONS

Network entertainment heads lament tendency of advertisers to shy away from controversial themes

Speaking to a gathering of advertisers and ad agency executives last week, NBC Entertainment President Warren Littlefield said the network has "the sense that we are out of sync with you."

The network is frustrated, said Littlefield, because when quality programs dealing with controversial themes are aired, advertising is often pulled, or not placed on such shows to begin with. The dilemma, said Littlefield, is that the network feels viewers want such programming, but if advertisers don't support it, it will be difficult to air such shows in the future.

Littlefield's comments came during a panel session with the three network entertainment presidents and moderator Grant Tinker, at a Feb. 12-13 meeting of the Association of National Advertisers in New York.

The other network program chiefs agreed with the tenor of Littlefield's remarks. "Programs reflecting society are positive," said Robert Iger, president, ABC Entertainment. "Societal issues often include controversial subjects such as AIDS and abortion. So be it. It is unfortunate that advertisers, or their agencies, we are not sure which, are reluctant to support such programs. We lose millions on this issue."

CBS Entertainment President Jeff Sagansky concurred, suggesting that advertisers, or agencies, sometimes seem hypersensitive on the controversy issue, avoiding some programs where contro-

versy does not appear to exist. "We all have horror stories," he said, noting that six ad spots were pulled from the network's airing of "Moonstruck" because one of the characters was having an extramarital affair.

Littlefield cited an NBC made-for-TV movie, *The Tracy Thurman Story*, about a woman who was physically and sexually abused. "It was our highest rated

movie of the season," he said. After the program aired, the network did focus testing that showed that not only did the audience want such programs, "they said it was our responsibility to deal with these issues," said Littlefield.

But advertisers rejected the movie in droves. "When it came time to selling the time, we lost a lot of money" on *Thurman*, said Littlefield. He said part of the problem could be a "communication gap." "We want to know that you [the advertisers] are making the decisions and not special interest groups."

Littlefield said that communications could improve, perhaps, if the networks screened potentially controversial programs for advertisers earlier, and if advertisers curtailed the use of independent screening groups and become more active in screening programs themselves.

CBS's Sagansky also lamented the fact that advertisers, or agencies, have forced networks out of the mass audience business. "It has become a surgical strike," he said. The networks have embraced an attitude toward older viewers (50-plus) of "let them eat cable," said Sagansky. "And they are." Older viewer defections are the single biggest reason for continued network erosion over the past year, he claimed.

"The fact is we are all chasing the same narrow audience" of 18-to-49 year olds, said Sagansky. He questioned the wisdom of such a strategy, given the "bulge in income growth of the older audience." —SM

AT THE MOVIES

ITC's *Movie of Month* Network debuts in March with telefilms *Oceans and Fire* (starring Gregory Harrison and Billy Dee Williams), followed by *Haunted by Her Past* (Susan Lucci) in April, within movie package that has been sold in 101 markets, representing 72% national coverage. **MOM** stations signing for cash package are WABC-TV New York, KABC-TV Los Angeles, WCVB-TV Boston, WXYZ-TV Detroit WEWS-TV Cleveland and KMGH-TV Denver.

ITC has also cleared *Volume IX—World Premiere Network* in 105 markets, representing 81% coverage of U.S. Theatricals in *Volume IX* include "Jackknife" and "Better Off Dead"

FALL SEASON UNDER WAY FOR NETWORKS

'Tis the season for television to pick and choose among pilots and projects

The current fall development slate boasts a return to network television for several veterans of the industry, including Norman Lear, who is readying three projects: one for mid-season this year and two for next season. In addition, Ed Asner is returning to network television and Angie Dickinson and Brian Keith are set to star in projects; all three will portray cops. *Balls*, a half-hour comedy from Lear's Act III Productions, will star Walter Matthau in what is described as a "restoration comedy" reminiscent of the flamboyant comic style of the 17th century. The project has received a pilot order from CBS. Lear's other project, *Love Child*, also a comedy, has not been paired with a network, but will star Miriam Margulies. The two projects join Lear's other project, *Sunday Dinner*, which will be placed on CBS's schedule some time this spring. All of Lear's projects are produced with Columbia.

As is the case during development season, networks and production companies are continually either changing the premise of a show or its characters or pulling the plug entirely. Here is a list of some of the projects in development for the four networks.

ABC

1945 is an hour drama from *Knots Landing* creator David Jacobs about soldiers returning to their small town after war. Jacobs is executive producer on the Lormar project, which has a Pilot commitment. *Without a Clue* is a half-hour comedy from Paramount, set to star 227 star Jackee. ABC has given the studio a pilot commitment.

Touchstone TV has two projects in development with ABC: *Home Movies* and a project from former *Roseanne* executive producer Matt Williams. The former is produced by Neil Marlens and Carol Black, husband and wife team that created *The Wonder Years*. *Home Movies* is about a man in his 30's who looks back at the significant times in his life. The project has received a six-episode order from ABC and is expected to be ready for mid-season 1991. The untitled Williams project is set to star comedian Tim Allen, who plays a suburban resident whose attitude differs markedly from his neighbors. This project has also received a six-episode order from ABC.

Streets of Beverly Hills, from MGM/UA Television, will mark a re-

turn to series television for actor Brian Keith. George Schenck and Frank Cardia are executive producers of the half-hour drama, which has received a pilot commitment from the network.

An untitled Angie Dickinson project, with *War and Remembrance* producer Dan Curtis as executive producer, is a half-hour drama from MGM/UA Television. Robert Collins also serves as executive producer as well as writer and director. The project has also received a pilot order from the network.

Detectives, from Orion Television, is a reality-based series about detectives working on sensational cases. The project has received a six-episode order from ABC.

Noble Quest, from Warner Brothers Television, with David Wolper as executive producer, is about a Vietnamese war child who sets out in search of his American father. The project has received a pilot commitment.

Warner Brothers has a pilot commitment from ABC for a comedy to feature *Alice* star Linda Lavin, about a woman who starts a new life while re-establishing a relationship with her daughter.

The Coltons, from Paramount Television, is a spinoff of *MacGyver* and has a pilot order.

The Commish, from Stephen J. Cannell Productions, was one of the passed-over projects in the development hopper last year. The show has a pilot order from ABC. Cannell also has a script commitment for *CompuCop*, about an android policeman.

The Human Target, from Warner Brothers, is also a carry-over from last-season's hopefuls and has a pilot order. The project is based on a D.C. Comics character.

Manhattan Exclusive, another Lormar pilot order, focuses on an unorthodox reporter. The project is produced by Cosgrove-Meurer Productions.

CBS

In addition to the Lear projects, CBS has commissioned a pilot from Gary David Goldberg's UBU Productions about a group of friends and their relationship from childhood to adulthood. *Knights of the Kitchen Table* is a half-hour comedy and is produced in association with CBS Entertainment Productions.

Ruth Harper, from MTM Entertainment, is a half-hour serialized comedy about a woman who discovers her re-

cently deceased husband led a secret life. Mark Egan and Mark Solomon are executive producers.

Scorch, also by MTM, will be produced in association with Saban Entertainment. Dan Wilcox will serve as executive producer.

My Old School, a half-hour comedy from Castle Rock Entertainment, looks at the lives of four college friends in the 1970's.

The War Room, under consideration last year, is from the Paltrow Group about a group of presidential speechwriters. Columbia is producing the project. Another Columbia project is *Tach*, about a black teacher at a private school. Norman Steinberg is executive producer. Both Columbia projects have received pilot orders from the network.

Touchstone Television has received pilot orders for a Ken Estin project and a Strawther and Murphy project, both half-hour comedies. Estin served as producer on *The Tracy Ullman Show*, and Strawther and Murphy were executive producers of *Night Court*.

Vidiot's, a half-hour comedy from MGM/UA Television, Steven Tisch Productions and CBS Productions, has a pilot commitment.

Palace Guard, Cannell Productions, is an hour action show which takes place in posh hotels. The project has been given a pilot order from CBS.

Mimi and Me, from Warner Brothers, is a romantic comedy about a dentist and artist who take over a detective agency.

NYPD Mounted, in development last season, has received a pilot order from CBS. The two-hour pilot has been completed and focuses on mounted police in New York.

In addition, CBS has given MGM/UA a script order for a remake of *Have Gun: Will Travel*.

Also, *Pink Panther*, which has been in development for more than two years, is apparently still alive. Schenck-Cardia Productions is developing the project for CBS.

NBC

Ed Asner returns to television as *Murdoch*, a Chicago detective. Fred Silverman, Dean Hargrove and Joel Steiger are executive producers of the Viacom project. The hour drama has been given a script order and is waiting to find out if a pilot will be ordered.

The network has given a six-episode

order to Touchstone Television for a half-hour comedy about a woman in her 30's who inherits a car-repair garage. Strawther-Murphy will serve as executive producers.

Touchstone has also been given a pilot order for a half-hour comedy from Carol Burnett's Kalola Productions. Burnett and Marsha Brandwynne are executive producers.

NBC has also given script commitments to Touchstone's *Dudes in Space* from David Babcock and *Them Torkelsons* from Lynn Montgomery. Both are half-hour comedies.

The network has given Cannell Productions a 13-episode order for *The 100*

Lives of Black Jack Savage. The one-hour comedy action series created by James Wong, Glen Morgan and Cannell, is about a 17th century pirate ghost who teams up with a current day pirate businessman to right their past wrongs.

Relatively Crazy, a half-hour comedy from Lorimar and Jeff Franklin, has been given a pilot order from the network.

Reasonable Doubt, set to star Marlee Matlin and Mark Harmon, is a one-hour Lorimar project that has been given a pilot commitment.

Orion has been given a script order for *Excalibur*, an updated version of "King Arthur."

Fox

Fox has given a pilot commitment for an untitled project from Paul Haggis, to be produced by MTM Entertainment.

Castle Rock Entertainment is producing a pilot being developed by the theater group Artificial Intelligence.

Renny Harlin is developing a half-hour project to star Colin Quinn of MTV's *Remote Control*. Quinn will play a raucous private detective.

Until Proven Guilty is an hour drama from Lorimar about a court reporter who solves cases by examining court testimony.

-SC

RATINGS ROUNDUP

Week 21

NTI Network Prime Time Report for week of Feb. 4 - Feb. 10

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

- 1 ▲ 21.5/33 N Cheers
- 2 ▲ 21.1/35 C 60 Minutes
- 3 ▲ 19.2/29 A Amer. Funniest Videos
- 4 ▲ 18.8/28 A Amer. Funniest People
- 4 18.8/29 A Roseanne
- 6 ▲ 18.6/28 C Murphy Brown
- 7 ▲ 18.5/28 C Designing Women
- 8 18.3/31 A Barbara Walters Spec.
- 8 ▲ 18.3/31 A Family Matters
- 10 ▼ 18.0/30 N Golden Girls
- 11 ▼ 17.5/30 A Full House
- 12 ▼ 17.4/27 N A Different World
- 12 ▼ 17.4/29 N Empty Nest
- 14 ▼ 17.2/26 C Murder, She Wrote
- 14 ▲ 17.2/27 N Unsolved Mysteries
- 16 ▼ 16.8/26 N The Cosby Show
- 17 ▼ 16.4/25 C Movie: Lucy & Desi
- 17 16.4/26 A Coach
- 19 ▲ 15.8/24 N Matlock
- 20 ▲ 15.7/26 N L.A. Law
- 21 ▲ 15.5/23 C Major Dad
- 21 ▲ 15.5/26 A Perfect Strangers
- 21 ▼ 15.5/24 N Wings
- 24 15.2/23 N Heat Of The Night
- 24 ▼ 15.2/23 F The Simpsons
- 26 ▲ 15.1/24 N Movie: M. Hanson Story
- 27 ▼ 15.0/23 C Rescue: 911
- 28 ▲ 14.8/23 A Movie: Big
- 29 ■ 14.6/23 A Anything But Love
- 29 ▲ 14.6/22 A Doogie Howser, M.D.
- 29 14.6/23 N Movie: The Chase

- 32 ▼ 14.5/27 A 20/20
- 33 ▼ 14.3/22 A Who's The Boss?
- 34 ▼ 14.2/22 A Growing Pains
- 35 ▼ 14.1/22 A Wonder Years
- 36 ▼ 13.6/24 N Carol & Company
- 36 ▲ 13.6/23 A Going Places
- 36 ▼ 13.6/21 N Night Court
- 39 ▼ 13.5/20 A Davis Rules
- 39 13.5/21 N Fresh Prince Of Bel Air
- 41 ▲ 13.3/21 C Evening Shade
- 42 12.8/20 A Movie: Morning Star, Pt. 2
- 42 12.8/21 C Cher
- 44 ▼ 12.7/21 C Knots Landing
- 45 12.3/19 A MacGyver
- 46 12.2/18 N Blossom
- 47 12.1/21 C Sea Of Love
- 47 12.1/19 C Jake And The Fatman
- 49 ▼ 11.7/17 F Married...With Children
- 50 ▼ 11.6/22 N Dear John
- 51 ▼ 11.4/19 C Dallas
- 51 ▲ 11.4/20 N Law And Order
- 53 ▼ 11.2/17 F In Living Color
- 53 ▲ 11.2/19 A thirtysomething
- 55 ▼ 10.5/16 A Father Dowling
- 55 ▼ 10.5/17 N Seinfeld
- 57 ▼ 10.4/18 N Fanelli Boys
- 58 ▼ 10.2/18 N Amen
- 58 ▲ 10.2/17 A Primetime Live
- 60 9.9/17 N L.A. Law Spec.
- 61 ▼ 9.8/15 F Babes
- 61 ▲ 9.8/17 C Movie: Dirty Dancing

- 63 ▼ 9.7/16 A Life Goes On
- 64 ▼ 9.6/15 C 48 Hours
- 65 ▼ 9.3/17 A Young Riders
- 66 ▼ 9.2/16 C Guns Of Paradise
- 66 9.2/16 C Top Cops Spec.
- 68 ▼ 8.3/14 N Dark Shadows
- 69 ▼ 8.1/12 F Get A Life
- 69 ▼ 8.1/13 C Good Sports
- 71 ▼ 7.9/12 C Top Cops
- 72 ▼ 7.7/12 C Flash
- 72 7.7/14 C Sons & Daughters
- 74 7.6/12 A Fantasies
- 75 7.4/13 N Super Bloopers & Jokes
- 76 ▼ 7.3/14 N Midnight Caller
- 77 7.2/11 F Tot. Hidden Video Spec.
- 78 ▲ 6.9/12 F America's Most Wanted
- 78 ▼ 6.9/11 F Beverly Hills, 90210
- 80 ▼ 6.8/11 F Parker Lewis
- 81 ▲ 6.6/11 F True Colors
- 82 ▼ 6.5/10 N Exposé
- 83 ▼ 5.8/10 F Cops 2
- 84 ▼ 5.7/10 F Cops
- 85 ▼ 5.5/10 F Totally Hidden Video
- 85 ▼ 5.5/10 A Twin Peaks
- 85 5.5/9 A Under Cover
- 88 ▼ 5.4/10 C Uncle Buck
- 89 ▼ 5.3/9 C Lenny
- 90 ▼ 4.7/7 N Real Life/J. Pauley
- 90 ▼ 4.7/8 N Sunday Best
- 92 4.5/8 F Parker Lewis Spec.
- 93 ▼ 3.9/6 F Comic Strip Live
- 94 ▼ 3.6/6 F Against The Law

RADIO

OPERATORS ENDORSE NAB'S DAB OBJECTIVES

Radio group operators, brokers are enthusiastic about NAB position on DAB but question "proprietary interest" and haste in backing Eureka system

At its annual winter meeting in Naples, Fla., last month, the National Association of Broadcasters radio board voted to back the Eureka 147 system of digital audio broadcasting (DAB) with the ultimate objective of retiring all AM and FM stations within 20 years (BROADCASTING, Feb. 4). Eureka is a technological subsidiary of the European Economic Community, and the 147 system backed by NAB has been proven to operate successfully on the UHF band. Under NAB's plan, every U.S. broadcaster would be allocated a DAB assignment and would simulcast until DAB receiver penetration was such that the AM and FM bands could be vacated.

The enthusiasm of the board at the Florida meeting, however, was not repeated last week in Washington when the Radio Operators Caucus and a "fly-in" of radio group executives fell short of backing NAB's full proposal. In fact, while both groups endorsed NAB's 11-point list of DAB objectives, both meetings were plagued by considerable concern over some of the finer points of NAB's plan for implementing the Eureka plan. As one major group head told BROADCASTING, "the radio board didn't have as much time [as we did] to prepare for the NAB proposal and it sort of got steamrolled." The broadcaster said informed group operators "were much more up to speed" on DAB and had some genuine concern with NAB taking an active role as a proponent of any DAB system. Primary areas of concern include whether the Eureka system can function reliably in the L-band, as well as NAB's proposed role as U.S. licensing agent for the Eureka system under its for-profit NAB Technologies Inc. However, the "inevitability" of DAB led some executives to praise the NAB's efforts to control the process and not let the process control broadcasters.

The endorsement of NAB's 11 DAB objectives, but not the Eureka system, was "not to be intended as a vote of no confidence in the Eureka system," said Paul Fiddick, radio group president of

Heritage Media, Dallas. "This issue is just moving so incredibly fast that we are not comfortable making decisions and recommendations that will have an incredibly long-term effect on our industry without knowing more than we do." Fiddick said he is pleased NAB is actively looking at the DAB issue and said the association is right to "get out in front." Still, he said, "it complicates matters that they are proposing a proprietary interest in Eureka. They are entering uncharted waters, approaching the regulators as a proponent and not as a representative of the industry as a whole."

Fiddick said DAB is inevitable and desirable for the industry and that radio, TV and FM stereo all prove "there's no denying a technology whose time has come, and that will be true for digital as well." He questioned, however, the possible limitations of the Eureka system in the U.S., specifically its to broadcast on a frequency near 1.5 GHz. "We know it works in a spectrum that isn't available to us [UHF], but it's questionable whether it works in the L-band."

Randy Odeneal, partner of Sconnix

Broadcasting, Washington, D.C., shared Fiddick's concerns. "I have questions about all three components of this proposal," he said. "I don't believe the Eureka system will function reliably or economically in the L-band. I'm afraid the NAB plan will cause severe economic dislocation, when minimizing economic dislocation was one of the primary objectives of the task force. I'm also concerned that the NAB's licensing agreement with Eureka will discourage development of competing systems." Odeneal said his concerns are shared by many broadcasters who "at this point have different impressions of which way we should proceed, and who feel we're moving very quickly on an issue of paramount importance to the industry."

Odeneal said NAB's objectives are honorable and that NAB believes its actions are necessary to "take control in managing the introduction of digital broadcasting in the U.S." Unfortunately, he said, NAB's "proprietary interest could discourage the garage developers if they believe the adoption of Eureka is a foregone conclusion." One of those "garage developers" is Gannett, which



Shown above at roundtable discussion, Recruiting/Retaining Good People, at 1991 Radio Group Head fly-in in Washington sponsored by NAB (l-r): Tom McKinley, senior VP, operations, Noble Broadcast Group; Stuart Young, VP, general counsel, United Broadcast Co.; L. Lowry Mays, joint board chairman and president and CEO, Clear Channel Communications; Carl Venters, chairman, Voyager Communications Group, and Martin Greenberg, president and CEO, Genesis Broadcasting.

discussed its system for transmitting DAB within the FM band at the Radio Operators Caucus meeting and intends to demonstrate it at the NAB convention in Las Vegas in April.

Understandably, other parties with a potential interest in DAB also were not encouraged by NAB's Eureka plan. Ron Strother, president of Strother Communications of Hammond, La., said NAB is "wagging the tail before the dog" by endorsing any DAB system before it is fully tested and before such questions as AM-FM parity, amount and location of spectrum and a system's ability to tier (or create classifications) are fully explored. "Whether we like it or not, these issues must be addressed and the premature action of NAB is a surprising move from a trade association that is on record as opposed to Pioneer Preference." Pioneer Preference, Strother explained, refers to a pending rulemaking at the FCC that would give an entrepreneur a preference for helping to develop a new technology. "NAB should be commended for addressing the DAB question, but it also needs to address all the interrelated issues that go with the Eureka system."

Strother also said he is concerned that adoption of the Eureka system, developed by a European consortium, could give European receiver manufacturers—several of which are part of the consortium—an unfair advantage in the production of DAB receivers. "Does this mean that we are going to perpetuate a move into foreign technology by further allowing other members of the European Broadcasting Union to also profit from this move, especially when the semiconductor business in the U.S. already is lagging?" he asked.

"We must introduce and move assertively with new technology," Strother said. "However, because we're looking at reordering and restructuring an entire industry, the type of system that is implemented conceivably could determine the destiny of that industry." The question of AM-FM parity—leveling the radio-playing field by improving the stations currently on both bands—is a valid issue that many broadcasters are just beginning to understand, according to Richard Blackburn, president of Blackburn Associates, a media broker in Washington. He said if AM stations suddenly find themselves somewhat equivalent to FM's, depressed AM prices could rise and the distinct advantage enjoyed by FM could be "severely impacted." Such questions are still hypothetical, however, and Blackburn cautioned broadcasters not to speculate on an uncertain future of either higher AM prices

or increased market competition.

Jerry Lee, president of WEAZ-AM-FM Philadelphia, supports the NAB position. "With the NAB behind DAB and the FCC very pro-DAB, I don't think there is any question that it is going to happen," he said. He thinks NAB's involvement is practical. "I think it makes sense, frankly: we can make sure that we get a technology that is going to meet our needs. The purpose of the NAB is to make sure that we get the best technology and best services for its members."

Resistance to change is natural, said Lee, but he cautioned broadcasters not to remain passive. "Nobody likes to go out and make changes, and if the NAB wasn't out fostering change, then somebody else is going to foster it on us. We have to roll with technology," counseled Lee.

A gradual implementation of DAB is the best route for broadcasters, according to Paul Leonard of Dallas-based Star Media Group. The emphasis should be on a managed approach that can benefit all, he said.

Fiddick cautioned that broadcasters must be sensible about introducing DAB by understanding the consumer technology as well as the needs of the radio industry. He said that only when FM set penetration reached 90% nationwide was FM considered economically viable, and "DAB will come about even slower than that." Thus, while NAB pushes the Eureka system because it is "three to five years ahead of other DAB systems," Fiddick said it is a mistake to try to put a new system in place all at once. Said Fiddick: "You can't give birth to a fully-formed human being." —REB, LC

SHANNON OUT AT PIRATE, MOORE IN AT WW1

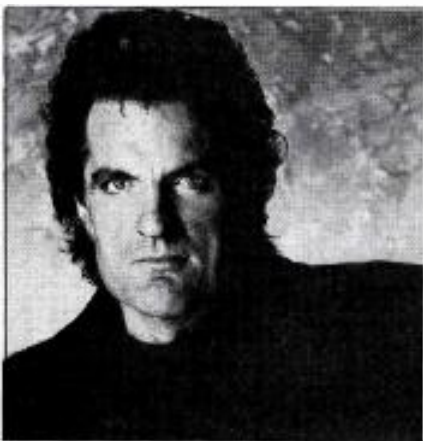
Westwood One last week fired Station Group Executive Vice President Michael Kakoyiannis and KQLZ(FM) morning host/programmer Scott Shannon in a move to bring control of the company's radio stations to Los Angeles and to cut the "extraordinary" operational costs incurred by the station known as "Pirate Radio." Kakoyiannis was replaced by Robert Moore, the former vice president and general manager of Greater Media's KRLA(AM)-KLSX(FM) Los Angeles. Shannon will continue to host his weekly *All Request Top 30 Countdown* show for Westwood One, but will no longer have any management responsibilities at the station, a Westwood One spokesperson

said.

Westwood One Chairman Norm Pattiz told BROADCASTING that "Pirate is a very expensive radio station to run," and explained that the 2.7 AQH and million came it earned in the fall Arbitron book was not sufficient to produce the cash flow necessary to operate a high profile CHR station. With Shannon gone, KQLZ will move more heavily into rock, ending the AOR-CHR hybrid that Pattiz suggested had not achieved its potential in the market. "This way we can build on the come we've already got instead of blasting a new hole for ourselves," he said.

Pattiz said that rumors that the entire "Pirate" air staff had been fired were completely untrue. "We have not blown out all the disk jockeys," he said. "Disk jockeys come and go all the time, but I wouldn't be surprised to hear some of the same voices on Pirate a few months from now that I do today." He indicated that any changes at KQLZ(FM) will be made jointly by Bob Moore and station general manager Nancy Lichter.

The company's New York stations—WNEW(AM) and WYNY(FM)—may experience some fine-tuning at the hands of Moore, but will be spared any major changes, Pattiz said. "Both stations have carved niches in the market, and are doing fine," he said. "The area we needed to concentrate on is Los Angeles." —REB



Scott Shannon

MORE CAREER ADVANCEMENT FOR WOMEN IN RADIO THAN TV, STUDY SHOWS

Women account for approximately four times as many radio sales managers as television sales managers, and almost half of all radio account executives are women, according to a new study released by the Radio Advertising Bureau in New York.

The study, conducted for RAB by Charles Warner of the Journalism School of the University of Missouri, indicates that 27% of all radio sales managers are women, versus 7% in TV. Additionally, 48% of all radio salespersons are women, compared to 39% in TV. The numbers for the television industry are based on a parallel study Warner conducted for the Television Bureau of Advertising in New York.

Warner also concluded that 81% of salespersons in the top 99 radio markets, and 61% of those in markets 100-plus, are compensated on a straight commission or draw/guarantee/commission system, which the study suggests is the least effective means of motivating sales staffs. The compensation system of choice among those surveyed is one in which salary and commissions are paid monthly, pool paid quarterly and bonus paid upon achievement of stated billing objectives. Average compensation for a station's top salesperson in the top 99 markets is \$70,000 vs. \$56,000 for the top salesperson regardless of market size. The average radio salesperson earns \$32,000, while a station's lowest-paid salesperson earns an average of \$20,000. Nationwide, the average general sales manager earns \$66,000; \$83,000 in markets one through 99, according to the study. Other findings:

- Almost three quarters (74%) of survey respondents said their sales managers carry account lists.

- Turnover within radio sales departments continues to be a challenge, with some 37% of radio account executives leaving their jobs in the last 12 months—43% in markets 100-plus. According to RAB, this turnover rate is higher than in any other industry measured in Sales and Marketing Manage-

RADIO GROUP OWNER CUTS STAFF

Group broadcaster Ragan Henry has closed the doors of his Bethesda, Md., office. It housed some operations of his U.S. Radio, which manages some of the nine AM's and nine FM's owned by Henry. Four employees were cut from the payroll, including Bob Hughes, chief operating officer, and Peter Ferrara Jr., division vice president.

"We were going through a complete evaluation of our position, finishing up on our budgets for the year, and it was something that made sense from a business point of view," Henry said. Four other employees of the Bethesda office will be transferred to the company's Philadelphia headquarters.

Other news from Henry last week: the \$8.65 million sale of WKSG(FM) Mt. Clemens, Mich. (Detroit) to Major Broadcasting Inc. fell through. Henry said the proposed buyer, headed by C. Robert Allen, "decided not to go forth with the deal."

ment's annual survey.

- Contests are used by 79% of all stations as an incentive for sales staffs, and 59% of all salespersons said they favor such contests. Those who did not generally had problems with those contests currently in use at their stations. Most often cited as a problem are sales contests that are structured unfairly, usually giving the station's top biller the greatest chance to win the contest prize.

- Regardless of size, most radio sta-

tions conduct two sales meetings each week, versus one per week in TV. More than half (53%) of radio salespersons see such meetings as useful; those who do not cited too much emphasis on budget and not enough on brainstorming.

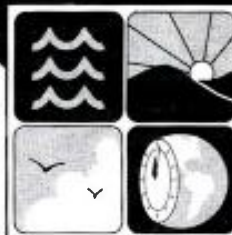
- Strongest motivators/incentives among salespeople are money, recognition, client satisfaction, contests. Sales managers see their salespeople's key motivators as money, acceptance/belonging, professional goals, benefits and meetings.

—REB

Are you targeting 25-54 professionals??

Then set your sights on

the
environminute™



- Daily 60 second objective environmental tip for radio
- Feature fits **all** formats
- Sponsor mention within program. **No barter spots!**
- Great local sales tool
- Good feature for securing 52 week local agreements
- Market exclusive guarantee
- Available on cassette

Your listeners are waiting for this feature. So don't let your competition have it.

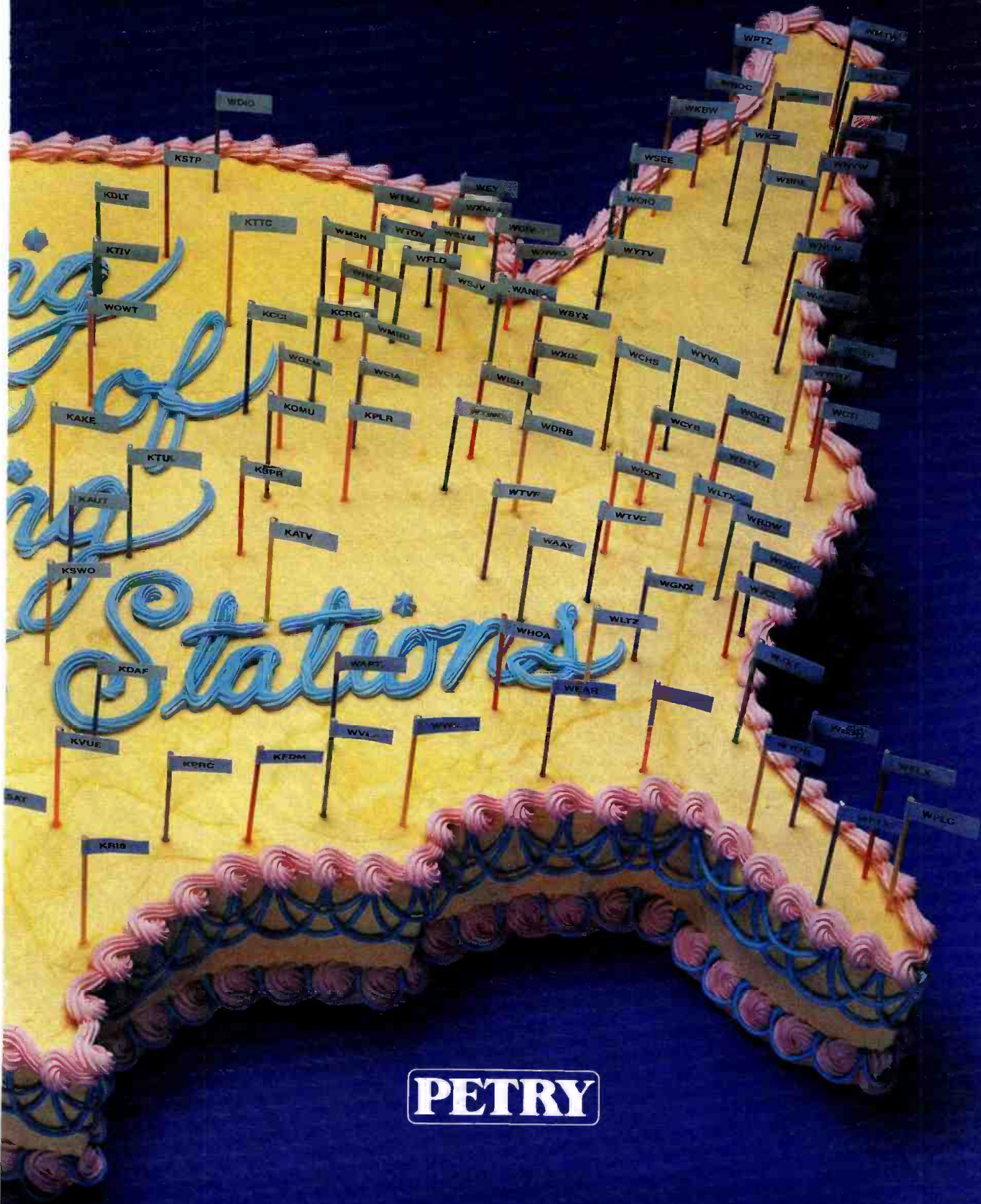
Call **Finger Lakes Productions** collect for demonstration materials
607-273-0317

The **environminute** is sponsored by
Eastman Kodak Company



PETRY. THE ORIGINAL...SINCE 1931





PETRY

RIDING GAIN

FROM THE FRONT

The News Broadcast Network is distributing *On the Home Front*, a two-minute daily program of information from corporations and organizations related to the Gulf War. More than 2,000 stations receive the feature, which began Feb. 4. The News Broadcast Network was created by the merger of Audio-TV Features and the News/Radio Network.

HOW-TO SPOTS

Bridgeport, Conn.-based American Comedy Network will produce a radio campaign to promote recycling for the Advertising Council. The campaign will promote recycling as "the every day way to save the world." American Comedy Network wrote, performed and produced six spots the Ad Council will begin distributing in mid-February. Plans are to distribute them to approximately 5,000 U.S. radio stations with the anticipation that the stations will donate more than \$25 million in air time.

A LITTLE TRAVELING MUSIC

Unistar Radio Programming is offering *The Traveling Wilburs: Together and Solo*, Feb. 15-17. The three-hour special will be hosted by WYSP(FM) Philadelphia personality Ed Sciaky and will include interviews with the band. Classic cuts from the solo careers of the bandmembers (Jeff Lynne, Tom Petty, Bob Dylan, George Harrison and the late Roy Orbison) will also be featured. The program is available on a swap/exchange basis to stations in the top 170 Arbitron markets.

BUREAU BOOST

American Public Radio's award-winning program, *Marketplace*, adds two new regional bureaus to its roster. The latest additions are Cleveland Public Radio and the Alaska Public Radio Network, Anchorage. This brings the total number of *Marketplace* bureaus to 13 including New York, Chicago, Boston, Los Angeles, San Francisco, Washington, Charlotte,



STINGING ENDORSEMENT

Jeff Pollack, chief executive officer of the Pollack Media Group (l), and rock musician Sting (r) were among more than 300 attendees of a private kick-off party for the eighth annual Pollack Programming & Management Conference held in Los Angeles. The meeting brought radio station executives, record label executives and musicians together with Pollack consultants for three days of day-long panel sessions and night time parties. In a session called *Major Format Trends and Niche Programming*, Pollack said dance music and rap formats are on the rise, and that contemporary hit radio, young adult-oriented radio, and rock 40 formats will experience an audience decline. He said stations with young AOR formats that don't play 1960's or 1970's music and who don't use an aggressive rotation or "rebellious ad slogans" will fade.

Minneapolis, Dallas and international bureaus in London and Tokyo.

ONE MINUTE FOR THE ENVIRONMENT

A team of broadcast journalists, an environmental educational group and a U.S. corporation have entered into a partnership to produce a daily radio feature called *The Environminute*. The Center for Environmental Information will serve as the primary source of feature information and the Eastman Kodak Co. will be the program's exclusive sponsor.

Ithaca, N.Y.-based Finger Lakes Productions is producing the feature, which will be available to stations at no cost on a market exclusive basis to stations, beginning March 4.

HISPANIC MARKETS

A recent analysis by Katz Hispanic Radio reveals that Arbitron's fall 1990 in-tab samples are down in 43% of the Hispanic-weighted markets when compared to last year's spring numbers.

The decline is notable because 33 of the 35 weighted Hispanic markets have experienced increases in the size of the Hispanic population.

According to the Katz Hispanic numbers, Arbitron's in-tab index is a 98.8 for the weighted markets for the fall 1990 survey.

This index is a comparison of the Hispanic in-tab percentage relative to the Hispanic population percentage. Market-by-market indices in some instances drop as low as 55.

CABLE

PPV AND DBS: PARTNERS IN UNCERTAIN FUTURE

Slow economy will take its toll on growth of pay-per-view and DBS delivery, say panelists at seminar in Los Angeles; sports remains principal drawing card for services

At least for the first half of the decade, competitive pressures and the hard realities of a worsening economy will slow development of direct broadcast satellites and pay-per-view services, according to cable and DBS executives at last Tuesday's Future Of DBS & Pay-Per-View seminar in Beverly Hills. That was the apparent consensus of the morning's "DBS: Ultimate TV or Alternate TV?" panel, the first in the all-day industry forum sponsored by Paul Kagan Seminars Inc.

New medium power C-band DBS systems have been launched over the last couple of years at a cost that Larry Gerbrandt, Kagan's senior research analyst, put at \$3 per household (compared to \$420 per household given as the startup cost of a cable system). The "allure of DBS" is still bringing on new DBS suitors, he said, although a "dying" credit market is forcing those players to downsize their ambitions.

One of those players, Comsat Video Enterprise's president and CEO, Robert Wussler, sounded a note of restraint, downplaying what in past years have been widespread predictions of a robust DBS industry. Wussler, whose own combined satellite delivery company laid off one-third of its 200 employees last January ('In Brief,' Jan. 21), has downsized his estimates that 50-80 channels on a cheaper mid-power C-band DBS system is more viable than the more expensive but higher quality Ku-band DBS systems. With tighter credit markets, Wussler said, DBS will be staying with C-band for the foreseeable future.

Agreeing with Wussler's C-band assessment were fellow panelists Jeffrey Reiss, president and CEO, Reiss Media Entertainment, Ann Kirschner, executive vice president, PrimeTime 24 and Stu Levin, president and CEO, TVN Entertainment. However, G. Gordon Apple, senior vice president of Ad-

vanced Communications, a DBS program service applicant, took issue, calling C-band a "totally dead" growth market. Apple believes that what he called the wider applications of Ku-band satellite systems have more potential.

Wussler had even gloomier predictions for the long-range future of the DBS business. "Ultimately, I think fiber optics to all businesses and homes is still 20 years away, but that is the ultimate delivery system that will make cable and DBS pass," Wussler said of the expanded channel capacity and high-definition capabilities of fiber optics.

In the short-term or at least more than midway through the 1990's, said Wussler, medium power C-band DBS services and standard cable services will be fueled by the emergence of pay-per-view services. Wussler predicted that one of those industries will see a \$100 million PPV debut of a major motion picture. Foregoing the traditional theatrical window, such an offering, he predicted, will earn \$25 a

"head" from over more than 4 million PPV subscribers.

At a closing panel on the pay-per-view movie industry, Steve Rockabrand, executive director, pay TV, Paramount Pictures, said that Wussler's prediction of a day-and-date \$100 million PPV movie event was from "outer space." Citing Paramount's unexpected recent success with "Ghost," which has grossed over \$200 million in box office revenues, Rockabrand said a straight PPV window could hamper the drawing potential of such films.

Levin, whose TVN Entertainment DBS movie service offers up to 10 different movie channels, said that the major studios would like to expand their markets, but acknowledged that the studios don't want to do it at the expense of "cannibalizing" the theatrical market. Kagan's Larry Gerbrandt led off "PPV Events: How Healthy is the Golden Goose" by disclosing Kagan research that showed live boxing events and wrestling account for a staggering 89% of total pay-per-view event gross revenues nationally. Of 32 PPV events in 1990 with a cumulative gross of \$136 million, wrestling accounted for \$72.5 million, boxing for \$48.6 million, live concerts for \$11 million and entertainment (principally movies) for \$4.4 million. Although the entertainment sector accounted for only a 3% share of PPV revenues, 38% of the total PPV exhibition is filled by movie and special programming.

Gerbrandt opened a can of worms, however, when he said that the movie studios took a 67% share of PPV revenues and talked of the concern a number of cable operators have expressed over the apparent erosion of the traditional 50-50 revenue split with PPV producers.

Tom Neville, vice president of Showtime Event Television, which is getting into more aggressive production of PPV boxing matches, said PPV started with a



Wussler

50-50 split, but did not think it created much incentive for the cable operators to promote upcoming PPV events. "The best way to reward cable operators is for performance, with incentives to better market and sell those events," Neville said. Equally perplexed, Bruce Karpas, president of Reiss Media Productions, asked what should be done if 20% of his cable operators generate 80% of the revenues, while the rest asked for the same 50-50 splits.

Rick Kulis, president of Event Television, blamed distributors for "starting" with 50-50 splits, then discovering that "cable operators did not spend a cent" on promotion. For the recent Buster Douglas-Evander Holyfield heavy-weight title fight, Kulis said Event Television offered cable operators a 15%

split from revenues, but in a break from other cases, Kulis said that cable operators picked up part of the financing for the fight's promotion. He said that Event chipped in \$6 million for promotion, and the fight drew 1.75 million households.

Marty Lafferty, vice president, PPV Olympics, NBC, said that 40%-45% of the PPV revenue will go to cable affiliates, but added that 20% "retail floatation" markups will be available to operators and "special incentives" for nonaddressable household subscribers to the 1992 summer Olympic Games from Barcelona, Spain. (see box below) "With an advantageous split and sales incentives, we feel that a 6%-10% buy rate is attainable and desirable," Lafferty said.

The panelists concurred that sports events have been the dominant factor in

pay-per-view's growth, but Sharon Sidello, vice president, PPV TV, Turner Home Entertainment, said that the slowdown in the growth of addressable households has changed PPV into a "transaction business," rather than a "buy rate business." She stressed that the average buyer of Turner-produced wrestling events is also a buyer of movies and concerts. "We're talking about predominantly 20-39 year olds who are upscale viewers that have a variety of tastes," she said.

Sports, said Basil DeVito, senior vice president of marketing for World Wrestling Federation, continues to be the bread-and-butter of PPV. Nonmarquee events, like college track meets and women's basketball, have "no other outlet," he said. **-MF**

WARNER BROS. ON THE STUMP FOR PPV MOVIES

Company visits cable systems around country with study showing economic benefits of PPV outweighing costs

Warner Bros. is determined to improve pay-per-view movie buy rates. It has spent the past 10 weeks on the road visiting nine of the

top 15 MSO's and presenting the results of a study of 11 of the top PPV cable systems in the country. By showing the rest of the cable industry what those 11

systems are doing right, Warner Bros. hopes to convince others to jump on the bandwagon.

Warner wants to share its knowledge because "it helps our business, too," said Edward Bleier, president, Warner Bros. domestic pay TV, animation and network features. He said the response from MSO's has been positive and that "one or two constructive things emerge from each meeting." Although lack of channel capacity is the strongest argument against PPV, Bleier said the study Warner is presenting shows the economic benefits of PPV outweigh the costs. Of the MSO's contacted, Bleier said one is beginning to install addressability with every new subscriber. Another, said Bleier, is escalating the launch of a second and third PPV channel.

The 11 systems researched are not the best systems, said Bleier, but are among the best performing 20 or 25 systems, and reflect a variety in approaches to PPV. Movie buy rates at those systems were as high as \$4.15 monthly per PPV subscriber, down to \$1.78 a month. What contributes to the systems' success, according to Warner's study, are a number of factors, although even the top 11 systems utilize only a few of the key elements. If they used all the elements, they could achieve movie buy rates of up to \$10 per PPV subscriber each month, according to Bleier.

The ideal PPV system is four chan-

OPERATORS GIVEN PRICE RANGES FOR PPV OLYMPICS

The Olympics Triplecast packaging and pricing has been completed, but it will offer cable operators a lot of flexibility in setting prices at individual system. As some in cable industry had hoped, full coverage of the event may end up being sold for as low as \$100.

Cable operators will be allowed to sell the three packages at 20% above or below the event's suggested retail price, according to Marty Lafferty, vice president, Pay-Per-View Olympics. The Bronze package, offering either the first week of the Olympics or all weekend coverage, has a suggested price of \$95, meaning operators can sell it for \$76 to \$114. The \$125 Silver package, offering all 15 days of coverage plus a 50% discount on Olympics catalogue merchandise, could be sold for \$100 to \$150. The 20% range also applies to the \$170 Gold package, which offers a variety of extras, but also includes an additional \$25 for the U.S. Olympic Committee.

The Olympics Triplecast plans to release more details about the event at the Texas Cable Show in Austin at the end of February. An additional one or two on-air talent personalities will be announced, as well as details of programming for the final weekend. According to Lafferty, viewers will be able to call and request some of the "esoteric sports" such as archery and tae kwon do at no extra charge. The first image awareness commercial for the PPV event, set to debut in March, will also be unveiled at the Texas show, said Lafferty.

Olympics Triplecast executives continue to have discussions with Showtime Event Television about getting involved in marketing the PPV event. According to Lafferty, those discussions are expanding to include SET parent Showtime as well. HBO has already signed on to help with consumer marketing, but Lafferty said that involvement by the two pay services will be non-duplicative. **-SDM**

nels, with three offering simplified "movie-of-the-week" scheduling, with the capability for viewers to tune in to a movie after it has begun. The fourth channel should offer a mix of lower-profile movies and events. In the study, only Time Warner Cable Brooklyn/Queens met this criteria. In January, it implemented three stand-alone movies of the week channels, keeping Viewer's Choice on the fourth channel.

Stand-alone services also work better than systems airing PPV networks such as Viewer's Choice or Request, even when compared to the best network affiliated systems, according to Warner's study. In addition to Time Warner, only KBLCOM's Paragon Cable in Minneapolis, San Antonio and Portland, Ore., are among the top 11 PPV systems that have three stand-alone channels. Garden State Cable TV of Cherry Hill, N.J., has two stand-alone PPV channels and Comcast in Philadelphia has one stand-alone channel, along with Viewer's Choice, Cable Video Store and a Continuous Hits channel, part of Warner Bros.'s eight-market test of movie-of-the-week scheduling.

The study also said the systems with the best movie PPV buy rates performed better than other cable systems throughout the country with PPV event buy rates and revenue.

Other aspects necessary to reach the \$10 mark, according to the Warner Bros. study, include optimum addressability to allow for easy ordering, a PPV manager at the system level, a dedicated barker channel, cross-channel promotion and a simplified PPV guide. -SDM

CABLEVISION FIRST ON TOPS

MSO adopts new Showtime/TMC packaging, pricing plan

Cablevision Systems has become the first MSO to sign up for Showtime's Total Optimization of Pay Services plan for both Showtime and The Movie Channel. The sign-up was not unexpected, since Cablevision Chairman Charles Dolan has done a lot to shake up how basic and pay services are packaged, and was thought to be interested in the plan early on (BROADCASTING, Dec. 17, 1990).

The agreement Cablevision has signed is a "standard TOPS agreement," according to Jack Heim, Showtime executive vice president. That means, according to Heim, that Cablevision will pay a flat rate equal to what the MSO pays Showtime now. Showtime will take "a very low percentage" off any additional subscribers Cablevision signs up, so that even with the retail price cut in half to \$4 or \$5, the MSO does not need to fully double its penetration figure to generate the same amount of revenue it now receives.

Cablevision has not yet formalized its plans or timeframe for repackaging Showtime, according to Peter Lowe, director of programing. "Lower price is not necessarily part of the plan," he said. "The bottom line is it gives us extraordinary flexibility in the way we sell the service." Lowe also said that how TOPS is implemented may vary from system to system. "Nothing in

TOPS dictates what we are allowed to do with [Showtime]," he said. All it dictates is a price it must pay to Showtime, Lowe added. Showtime is currently available primarily via Cablevision's highest level of service, Rainbow Gold. Between its basic service, called Family Cable (where Showtime can sometimes be bought but includes extra equipment costs), and the Gold package, is a Rainbow package that includes HBO. One possibility is that Cablevision may bring Showtime down to that level. Showtime has long criticized Cablevision for making Showtime inaccessible.

Showtime is not telling Cablevision how to package, but it has been offering suggestions to MSO's on the possibilities. But Heim acknowledged that the likeliest scenarios involve dual HBO and Showtime marketing. "When the smoke clears, the safest way for an operator to generate growth is to do something that sells both HBO and Showtime, so they are not trading one for the other. There was never a plan to go out and share shift," he said.

Under TOPS, the revenue Showtime takes in from Cablevision will now be calculated on all basic subscribers. If, for example, a system has 10,000 subscribers, and currently pays Showtime \$5 for each of its 1,000 pay subscribers, that \$5,000 is calculated out to about 50 cents per existing subscriber. That rate

TITAN LOOKING BEYOND WRESTLING: WWF STUDY FINDS THAT LOWER PRICE POINTS DON'T LEAD TO HIGHER BUY RATES

TitanSports, which produces World Wrestling Federation events, is expanding its horizons. Its newly created Hot Ticket banner, which will bring cable operators four \$5.95 events this year, plans to look beyond the wrestling ring (BROADCASTING Jan. 28).

Skip Desjardin, Titan's manager of PPV marketing, said Hot Ticket won't necessarily be limited to wrestling events. Titan has produced a few boxing events in the past and Desjardin said the firm is involved in the World Bodybuilding Federation. He also wouldn't rule out concert events.

Hot Ticket will be distributed through Viewer's Choice, Request TV and direct to cable systems. The revenue split will be 45% for cable operators, with no guarantee requirement.

The idea behind Hot Ticket, said Dick Glover, TitanSports senior vice president, business affairs, is "to allow new fans to sample the WWF on PPV at a reasonable price

and at a convenient time." Hot Ticket will run several times during a month, mirroring the frequency of movies, and allow WWF's promotion in its television network, live events and publications to work to maximum benefit, Titan said.

WWF priced last August's event at \$19.95 in 10 selected markets and \$29.95 in 10 other selected markets, while the national price was \$24.95. The overall buy rate for the event was 4.6%. WWF selected nine sample markets at the \$24.95 level to compare with the results in the \$19.95 and \$29.95 markets. The buy rates in the nine sample markets at \$24.95 was 5.7%. The \$19.95 markets also produced a 5.7% buy rate. In the \$29.95 markets, the buy rate was 5.2%, but the price increase was high enough to offset the lower buy rate to make it the most profitable, Desjardin said, adding that it told WWF that "we ought not to automatically accept the operator's claim that if we lower the price, we'll do better."

would increase each year "reasonably," according to Heim, using the example of 53 cents the first year and 56 cents the second year. But as the operator continues to grow, the price per basic unit will continue to drop, according to Heim.

On top of that increase, Showtime will add charges to help it pay studio costs. Showtime's contracts with movie studios are dependent upon the extent of its penetration, and as that grows, so will the amount of money it has to pay out.

Operators still complain though, that all the risk lies with them, and other than Cablevision and KBLCOM, which has a TOPS agreement only for The Movie Channel, no one else has signed up.

However, Heim said seven to eight of the top 15 MSO's have signed up to test TOPS in a selected system. The TOPS program is meant to be MSO-wide, which is one of the elements operators do not like. But according to John Mathwick, group vice president, marketing, Jones InterCable, he considers that, along with other elements of TOPS, to be negotiable. Jones still has not decided if it will go forward with TOPS. It is currently renegotiating its contract with Showtime, and a TOPS agreement is part of those discussions, said Mathwick.

Nor has Comcast made a decision on TOPS, but it seems to be leaning in the direction of saying no. "Execution of

the basics [of marketing pay TV] in many systems is still a priority, as far as maintaining and growing the pay TV business," said Rick Sperry, vice president, marketing.

Still, there are parts of TOPS that make sense, said Sperry. Although he declined to give specifics, he said Comcast has planned to look into "other packaging alternatives" with Showtime, noting that the same approach is not correct for every cable system.

Cox Cable, another top 10 MSO, has not made up its mind on TOPS, but, like other MSO's, plans to keep an eye on how Cablevision fares, according to Dave Andersen, vice president, public affairs/cable.

-SDM

CABLECASTINGS

NO GO IN PHILLY

The Philadelphia Phillies have decided not to put their traditionally untelevised home opener on PPV after all ("Cablecastings," Feb. 11). "It is just not feasible at this time. We have done extensive research in this area and just don't feel the timing is right for this season," said Dave Montgomery, Phillies executive vice president. It is unlikely that any other Phillies games will end up on PPV since Prism, the cable service that holds the Phillies PPV rights for the next seven years, is unwilling to let any other games go to PPV.

LEGAL LEARNING EXPERIENCE

Courtroom Television Network, set to launch in July, has announced two legal education programs to supplement its live trial coverage. *Citizens Law*, which will be directed at non-lawyers, will supplement weekday trial coverage. And *In Practice*, weekend programming aimed at the legal profession, will offer continuing education for lawyers. Both will include programming by state and national bar associations.

CURTAIN RAISING

The Family Channel, which has

been exploring expansion into Western Europe (BROADCASTING, Feb. 11), has also begun to move into Eastern Europe. The part-TCI-owned cable channel has formed a joint venture with Czechoslovakian film producer and music company Bonton, one of that nation's first independent media firms.

The joint venture hopes to construct and operate a national television station in Prague and is seeking a broadcast license for that purpose in Czechoslovakia, as well as separate licenses in Poland and Romania.

SOCCER ON SPORTSCHANNEL

The World Series of Soccer kicks off on SportsChannel America Saturday, March 9. The international competition is a 12-game series featuring the U.S. Men's World Cup Team against teams from around the world. The first game is the United States against Olimpia, the South American club champion from Paraguay. The series continue through August, with matches against teams representing Mexico, Canada, Uruguay, Argentina, Ireland, Portugal, Italy and the Soviet Union. The series is part of SCA's arrangement for 300 hours of soccer programming

leading up to the 1994 World Cup, with Soccer Partners USA.

CABLE-BROADCAST DEAL

Prime Time Tonight is extending its boundaries by adding information from the broadcast networks and pay-per-view services to its tune-in service for operators who request it. The additions are scheduled for later this year.

Dana Michaelis, general manager of PTT, said the PTT board, which includes cable MSO's TCI, Cox and Newhouse, will allow individual systems to decide whether to carry broadcast listings in the service.

Michaelis declined to estimate how many of PTT's 10 million subscribers will eventually see broadcast listings. PTT is looking at adding, for example, a 24-second segment to the three-minute insert that appears on the Weather Channel. One insert would be PPV, another would be split, 12 seconds of PPV and 12 seconds of broadcast. In both instances the segment would be a graphic listing only, carried at the end of the three-minute segment.

ABC, NBC, CBS and Fox listings, localized for individual systems, would be carried. PTT carries information from 20 cable networks, including four pay services.

BUSINESS

MORE FOURTH QUARTER REVENUE WEAKNESS

As expected, CBS reported a substantial fourth-quarter operating loss of \$329.5 million, offsetting earlier gains in 1990 and leading to a full-year loss of \$50 million on a 10% revenue increase, to \$3.26 billion. The essentially broadcast-only company said most of the losses were due to the television network, where a previously announced write-down of a four-year baseball contract and fourth-quarter revenue softness were added to "increased news and entertainment programming costs."

Fourth-quarter profit for the CBS owned TV stations and radio division was "slightly lower," on flat sales, despite the addition of political revenue. For the year, however, both divisions had record profits.

CBS Chairman and Chief Executive Officer Laurence Tisch again warned that the company faces rough times in 1991 and that the television network is "currently expected" to show an operating loss—this, despite the fact that CBS accelerated estimated losses on its baseball contract to the 1990 results. In corporate results, CBS sold part of its marketable securities portfolio in the fourth quarter, resulting in a write-down that reduced interest expense. The sale of mostly government securities took place in the first quarter and should result in a gain, further helping to offset weak operating fundamentals.

Also reporting last week was News Corp., where second-quarter revenue increased 39% and profit was up 42%. Profit growth in the U.S. was particularly strong, rising 71% in the second quarter to \$309.1 million, accounting for more than two-thirds of the company's total. Revenue was up 54% for the quarter, which the company attributed to "substantially improved results from the group's film and broadcasting operations." Also helping the bottom line was

a \$34-million gain in foreign exchange trading. Helping corporate results was the fact that losses from News Corp.'s Sky TV were included only until the time of its merger with its main competitor in November.

Some broadcasters specifically cited the incremental political advertising dollars for their financial assistance. Meredith said: "The only operation to record improved profits in the second quarter was the broadcasting group, which benefited from lower programming expenses and strong political advertising sales." Similar fourth-quarter operating revenue from the Post Newsweek stations increased 4.7%, "bolstered solely by revenue from political advertising." For the year, the Washington Post division showed a 2% decline in revenue, to \$179.4 million, and a 4% decline in operating income, dropping down to \$68.9 million.

Cosmos Broadcasting said it had net

GILLETT SUES SCRIPPS HOWARD OVER WMAR-TV DEAL BREAK-UP

Scripps Howard's termination of its agreement to buy WMAR-TV for \$154.7 million has prompted a lawsuit from the jilted seller, Gillett Holdings (GHI). A major point of dispute between the two parties concerns the NBC affiliate's financial results, which Scripps Howard claimed deteriorated to a point allowing for the termination of the contract. The two parties also disagree on whether the transfer of license had in fact received final governmental approval.

Filed on February 8 in U.S. District Court for the Northern District of Illinois, Eastern Division, the lawsuit asks the court to declare that GHI had in fact satisfied its obligations under the sales agreement; that Scripps Howard had breached the contract, and to award GHI the WMAR-TV purchase price plus other expenses and costs. Scripps Howard has 20 days from the point of being served in which to file a response.

A letter from Scripps Howard's outside attorney, Robert G. Markey, to GHI's attorney said that the company viewed WMAR-TV's recent performance as "...materially adverse when compared with the results of the operations for 1989 and your client's forecasts, budgets and internal projections for 1990." The contract's "materially adverse" change clause did not apply to financial declines caused by "...market conditions in the Baltimore, Maryland, metropolitan area, general economic conditions and changes in the broadcast industry generally..." but the two parties are disputing to what the decline should be attributed.

As for the disagreement over final governmental approval, GHI said that while the FCC's transfer approval had been challenged in court by the two petitioners, Chesapeake Television and Pac West Television, both of them had effectively agreed to drop their objections prior to the February 1 deadline granting Scripps Howard an option to terminate the agreement.

earnings of \$4.2 million for the fourth quarter compared to \$2.8 million, in the prior year's period. For the year, the earnings were \$13.2 million, compared to \$8 million in 1989. Parent company Liberty Corp. said the results "...largely reflect substantial political revenues in addition to two nonoperating items—a noncompete payment from the television station sale and reduced interest cost due to debt payoff. Growth of operating earnings was restrained by a continuing weakness in advertising." Advertising problems caused Jefferson-Pilot Communications to report flat revenue for the fourth quarter and year and operating income declines of 33% and 20%, respectively.

A 13-week quarter for Gannett—versus 14 weeks in 1989, saw broadcasting revenue decline 10% to \$107 million. For the 52-week year—versus 53 weeks in 1989—division revenue was off 3%. -CF

EMMIS BROADCASTING: THE PERILS OF SMULYAN

Debt-burdened radio group owner chose sales of a few to save many; suspense over financial health still lingers because of lackluster operating environment

Emmis Broadcasting may manage to work its way out from under a pile of debt without significant "restructuring." Or it may not. Events during the company's new fiscal year, which begins next week, will say a great deal about whether the large radio group operator will continue in its present form.

Among the current worries is the nine-station group's slow revenue growth, up only 1.5% in the third quarter ending last November. At least partly due to the weak industrywide marketplace, lack of revenue growth has also held back cash flow, which in the year ending next week, will barely match interest on the debt.

The good news is that Emmis has been able to reduce that debt, from \$225 million in long-term debt as of a year ago to about \$175 million today. That feat has been done by selling certain stations: KNRJ(FM) Houston for \$30 million—bought fewer than two years before that for \$21.4 million—and KXXX(FM) San Francisco, for \$18.5 million. Emmis chairman and president, Jeffrey Smulyan, termed the sale a "wash."

There are still plans to sell two more stations: WLOL(FM) Minneapolis and WCDJ(FM) Boston. Minnesota Public Radio has already agreed to pay \$12 million for most of the assets of WLOL and that license transfer is currently before the FCC, where it has attracted three petitions to deny.

If WLOL is sold, Emmis will use the proceeds to pay down the \$13 million in bank principle due over the next 12 months, said Paul Taubman, vice president, Morgan Stanley. He added that earlier prepayments of the loan will provide Emmis with a more favorable payment schedule in future years.

Emmis recently reformatted WCDJ(FM) to new jazz, but has not received an adequate offer, said Smulyan, who probably hopes to receive at least \$15 million.

One reason Emmis has managed to sell stations at all in an almost nonexistent marketplace has been the diligence of Morgan Stanley, which, along with life insurance companies Aetna and CIGNA, controls two "leveraged" funds that own roughly a quarter of Emmis.

With the exception of KNRJ Houston,

Station	Format	Market
WFAN(AM)	All sports	New York
WQHT(FM)	Dance CHR	New York
KPWR(FM)	Dance CHR	Los Angeles
WKQX(FM)	Adult contemp.	Chicago
WCDJ(FM)	Jazz	Boston
WAVA(FM)	CHR	Washington
KSHE(FM)	AOR	St. Louis
WLOL(FM)	CHR	Minneapolis
WENS(FM)	Adult contemp.	Indianapolis



Jeffrey Smulyan, Emmis chairman and president

the four stations being sold, said First Boston's Bob Kricheff, contributed little in the way of cash flow, so their subtraction from the group's financial results will not greatly affect Emmis's ability to service debt.

Their departure will also presumably allow Emmis's management to focus its attention on the remaining stations, plus Smulyan's other enterprise, the Seattle Mariners. Although there are no direct financial ties between Emmis and the baseball team, said Smulyan, creditors of the latter have as part of their collateral some of Smulyan's personal stake in Emmis.

Emmis's other link to sports is the group's biggest success, WFAN New York. The station, noted for having introduced a new format, all sports, to the radio business in 1988, is the company's top biller (over \$20 million for calendar year 1990), although the format is also labor-intensive.

Scott Meier, vice president and general manager, WFAN, said the all-sports format provides top-ranked numbers in the target audience of males, aged 18-34, as well as a strong 25-54 share. In morning drive, it is up against the high-

est cuming stations in the country.

Emmis's co-located WQHT(FM) is also a strong contender in the New York marketplace. The station programs a dance-oriented CHR and has posted leading 18-34 shares over the last year, consistently outranking most of its format competitors.

Dance CHR is also the format carried by Emmis's KPWR(FM) Los Angeles. To compete against increased competition from new full-signal urban contemporary (KKBT(FM)) and a more dance-oriented KIIS-AM-FM, KPWR(FM) vice president and general manager, Phil Newmark, is keeping Emmis's top billing station "tight to the format." The station's ratings are recovering from an earlier decline (which also hurt KIIS-FM and KQLZ(FM)) and continues to be ranked near the top in the target demographic of 18-34. KPWR(FM) should also benefit from the just-announced demise of "Pirate Radio" (see page 44).

In Washington, on-air problems with the morning team made last year difficult for Emmis's mass-appeal CHR station, WAVA(FM) Arlington, Va. The station brought in a new program director, revamped the morning show and is rebounding in the market. Randy Bongarten, Emmis executive vice president, operations, is serving as interim manager and said there will be no format changes.

Emmis's KSHE(FM) St. Louis is the market's second-ranked station among 12-plus listeners and leads in its target demographic. The album-oriented rock station, however, is currently under FCC investigation for a broadcast by its morning air personality, John Ulett (BROADCASTING, Feb. 4), and faces up to a \$25,000 fine for the on-air piece, which claimed the U.S. was under nuclear attack.

The two remaining Emmis properties, WKQX(FM) Chicago and WENS(FM) Indianapolis, are adult contemporary formats, but neither ranks at or near the top of its respective market.

Emmis's debt situation could be improved if, rather than using station-sale proceeds to pay down the remaining \$125 million in bank debt, it could instead repurchase some of the \$50 million in debt securities that carries a higher, 14½% interest rate. Smulyan said only that "all options" were being explored with the banks.

—LC, CF

CHANGING HANDS

PROPOSED STATION TRADES

By volume and number of sales

Last Week:

AM's □ \$3,654,539 □ 6
FM's □ \$3,054,741 □ 8
AM-FM's □ \$795,400 □ 3
TV's □ \$7,383,000 □ 4
Total □ \$14,887,680 □ 21

Year to Date:

AM's □ \$7,851,539 □ 27
FM's □ \$34,118,103 □ 36
AM-FM's □ \$31,406,378 □ 26
TV's □ \$80,468,000 □ 12
Total □ \$153,844,020 □ 101

For 1990 total see Jan. 7, 1991 BROADCASTING.

WFYR-FM Chicago □ Sold by Summit-Chicago to Major Broadcasting for \$19 million. **Seller** is headed by James Wesley, Owen Weber and Adrian Cox, and also owns five AM and six FM stations in New York, Chicago, Baltimore, Dallas, Atlanta, Denver and Dayton, and cable systems in Georgia (including Atlanta) and North Carolina. **Buyer** is headed by Thad, John, Luke and Charles Allen, brothers, whose deal with Ragan Henry for WKSG(FM) Mt. Clemens, Mich., for \$6.75 million ("Changing Hands" Jan. 14) did not go through. Allens have no other broadcast interests. WFYR has continuous soft hits format on 103.5 mhz with 4.3 kw and antenna 1,548 feet above average terrain. **Broker:** H. B. LaRue Media Brokers.

KPOM-TV Ft. Smith and KFAA(TV) Rogers, both Arkansas □ Sold by J.D.G. Television Inc. to Westark Broadcasting Ltd. for \$4.383 million. Price includes \$1.5 million cash at closing, \$1.883 million seller term note at 10% and \$1 million seller bridge note at 10%. **Seller** is headed by Duane Harm, and is 95% owned by Griffin Television Inc., licensee of KWTU(TV) Oklahoma City. **Buyer** is headed by G. Bradford Bulkley, who has 13.94% ownership in and is general partner of Communications Partners Ltd., which has interests in KFMX Radio Ltd. (99%), Cordell Publications Ltd. (24%), Civic Communications Corp. (2.6%) and Hoker Broadcasting Inc. (11.2%). KPOM is NBC affiliate on ch. 24 with 2,510 kw

visual, 251 kw aural and antenna 1,040 feet above average terrain. KFAA is NBC affiliate on ch. 51 with 5,000 kw visual, 500 kw aural and antenna 932 feet above average terrain.

KLJB-TV Davenport, Iowa □ Sold by Davenport Communications Ltd., debtor in possession, to A & H Footwear Inc. for \$3 million cash at closing. In addition, buyer shall assume, pay, discharge and perform all obligations and liabilities of seller. **Seller** is headed by Gary Brandt, Richard Greenblatt, Kathleen N. DeBoeuf, Lee Hanna and Edward Hanna. Lee Hanna has 5% interest in licensee of KSAS-TV Wichita, Kan., and permittee of KAAS-TV Salina, Kan. Edward Hanna is 1% shareholder of Pueblo Television Corp. and through tv/USA Pueblo Ltd. is permittee of KPCA(TV) Pueblo, Colo. **Buyer** is headed by Allan Greenblatt (50%) and Herbert Somekh (50%), and presently are limited partners of assignor. KLJB is Fox affiliate on ch. 18 with 3000 kw visual, 300 kw aural and antenna 1,010 feet above average terrain.

WALI(AM)-WROG(FM) Cumberland, Md. □ Sold by Tschudy Communications Corp. to James P. O'Leary for \$1.8 million. **Seller** is headed by Earl Judy Jr., who owns WBRJ(AM)-WEYQ(FM) Marietta, Ohio; WSKO(FM) Buffalo Gap, Va.; WMQC(FM) Westover, W.V., and WCRO(AM) Johnstown, Pa. (sold pending FCC approval). **Buyer** heads Laurel Broadcasting Inc., licensee of WISL(AM) Shamokin, Pa. WALI is fulltimer with oldies format on 1230 khz and 1 kw. **Broker:** Cecil L. Richards Inc.

WRQR(FM) Farmville, N.C. □ Sold by WRQR Inc. to Hardy Broadcasting Inc. for \$1.05 million. Price includes \$150,000 cash at closing and \$900,000 assumption of seller's liabilities. **Seller** is headed by Sam Floyd and Ronald L. Stone, and have 20% interest in WFAI(AM) Fayetteville, N.C.; 25% interest in WASC(AM) Spartanburg, S.C.; 33.3% interest in WAAJ(AM) Huntsville, Ala., and 50% interest in WSJC(AM) Magee, Miss. **Buyer** is headed by H. Steve Hardy (50%) and Steven I. Cohen (50%), and has no other broadcast interests. WRQR has adult contemporary format on 94.3 mhz with 1.95 kw and antenna 407 feet above average terrain.

WBUX(AM) Doylestown, Pa. □ Sold by Central Bucks Broadcasting Co. to Network Broadcasting Corp. for \$1 million. Price includes \$425,000 cash at closing, \$100,000 escrow deposit and \$475,000 payable in three equal annual installments

Continues on page 57.

CLOSED!

KXXX-FM, San Francisco, California from Emmis Broadcasting Corporation to Peter Bedford for \$18,500,000.

Elliot B. Evers
Broker

Providing the Broadcast Industry with Brokerage Services Based Strictly on Integrity, Discretion and Results

RANDALL E. JEFFERY
407-295-2572

ELLIOT B. EVERS
415-391-4877

BRIAN E. COBB
CHARLES E. GIDDENS
703-827-2727

RADIO and TELEVISION BROKERAGE
FINANCING • APPRAISALS



MEDIA VENTURE
PARTNERS

WASHINGTON, DC
ORLANDO
SAN FRANCISCO

FOCUS ON FINANCE

Media stocks were mixed in market that showed overall growth. Time Warner was up 9.72%, probably helped by reports that company was getting closer to agreement to sell partial interest in some of its operations to foreign investors. Orion Pictures dropped 12.09% coincident with report detailing company's liquidity problems. Sony's Castle Rock subsidiary denied it had intentions to buy studio. News Corp. was up 9.63% just prior to reporting second-quarter earnings released last Thursday showing 53% earn-

ings-per-share gain (see page 53). After gains two weeks ago, some MSO stocks were off, including Falcon Cable, down 5.27%; TCI, down 6.93%, and Cablevision, down 1.79%. Financial News Network dropped 73%, to 1/2, coincident with announced sale of company for estimated \$90 million. Proceeds fall short of matching creditors' claims exceeding \$140 million, which may explain why equity value dropped. Westwood One was up 26% to 2 1/2, following Donaldson, Lufkin & Jenrette positive report on its debt restructuring.

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 Feb 13	Closing Wed Feb 6	Net Change	Percent Change	P/E Ratio(000,000)	Market Capitali- zation
--	--------------------------	-------------------------	---------------	-------------------	-----------------------	-------------------------------

BROADCASTING

A (BHC) BHC Comm.	52	49	1/2	2	1/2	05.00	12	1,450
N (CCB) Cap. Cities/ABC	480	472		8		01.69	16	8,180
N (CBS) CBS Inc.	167	1/4 165	3/8	1	7/8	01.13	13	3,915
A (CCU) Clear Channel	11	3/4 11	1/4		1/2	04.44	-125	64
O (JCOR) Jacor Commun.	2	3/8 2	3/8			00.00	-1	23
O (OSBN) Osborn Commun.	6	5	3/4	1/4		04.34	-8	40
O (OCOMA) Outlet Comm.	10	9		1		01.11	11	58
N (PL) Pinelands	17	1/4 17	5/8	-	3/8	-02.20		297
A (PR) Price Commun.		7/8	7/8			00.00	133	7
O (SAGB) Sage Bcsg.		7/8	1	-	1/8	-12.50	-1	3
O (SCRIP) Scripps Howard	45	44		1		02.27	16	454
O (SUNNC) SunGroup Inc.		3/4	3/4			00.00	-1	5
O (TLMD) Telemundo	5	5	3/8	-	1/4	-07.00	-2	122
O (TVXGC) TVX Group	9	3/8 9	7/16	-	1/16	-00.67		68
O (UTVI) United Television	30	28	1/2	1	1/2	01.50	3	309

PROGRAMING

O (IATV) ACTV Inc.	2	5/8	2	1/2	1/8	05.0		2
O (ALLT) All American TV	2	3/4	2	3/4		00.00		5
N (CRC) Carolco Pictures	8	1/2	8	1/2		00.00	13	257
O (DCPD) Dick Clark Prod.	3	3/4	3		3/4	25.00	18	24
N (DIS) Disney	119	3/4 118	1/2	1	1/4	01.05	20	15,758
O (FNNIC) FNN		1/2	1	7/8	- 1 3/8	-73.34	5	34
A (FE) Fries Entertain.		5/8	5/8			00.00		3
A (HHH) Heritage Ent.		9/16	5/8	-	1/16	-10.00	-1	5
N (HSH) Home Shop. Net.	5	5				00.00	14	451
O (IBTVA) IBS	1	5/8	1	1/2	1/8	08.33	18	4
N (KWP) King World	28	7/8 28	3/4		1/8	00.43	13	1,092
O (KREN) Kings Road Ent.		1/8	1/8			00.00		0
N (MC) Matsushita	134	3/4 120		14	3/4	12.29	17	270,430
A (NNH) Nelson Holdings	1	5/8	1	5/8		00.00	-1	7
O (NNET) Nostalgia Net.		5/8	5/8			00.00		3
N (OPC) Orion Pictures	10	11	3/8	- 1 3/8		-12.09	28	255
N (PCI) Paramount Comm.	44	5/8 43	1/8	1	1/2	03.47	29	5,084
N (PLA) Playboy Ent.	4	7/8 5		- 1/8		-02.5	26	93
O (QNTXQ) Qintex Ent.		1/8	1/8			00.00		26
O (QVCN) QVC Network	7	1/8 6	5/8		1/2	07.54	-17	114
O (RVCC) Reeves Commun.	6	3/4 6	3/4			00.00	-16	85
O (RPICA) Republic Pic.'A'	7	3/4 8	1/2	- 3/4		-08.83	47	36
A (SP) Spelling Ent.	4	3/8 4	1/8		1/4	06.06	27	136
O (JUKE) Video Jukebox	4	1/2 4	1/2			00.00	-34	42
O (WONE) Westwood One	2	1/8 1	11/16		7/16	25.92	-1	24

	Closing Wed Feb 13	Closing Wed Feb 6	Net Change	Percent Change	P/E Ratio(000,000)	Market Capitali- zation
--	--------------------------	-------------------------	---------------	-------------------	-----------------------	-------------------------------

BROADCASTING WITH OTHER MAJOR INTERESTS

N (BLC) A.H. Belo	31	7/8 32	7/8	1		03.05	25	614
A (AK) Ackerly Comm.	2	7/8 3		- 1/8		-04.17	-3	46
N (AFL) American Family	23	1/2 24	1/2	- 1		-04.09	18	1,994
O (ACCMA) Assoc. Comm.	29	1/2 29		1/2		01.72	74	541
N (CCN) Chris-Craft	29	3/4 28	3/4	1		03.47	2	732
O (DUCO) Durham Corp.	25	26		1		-03.84	13	219
N (GCI) Gannett Co.	41	42	1/8	- 1 1/8		-02.68	17	6,656
N (GE) General Electric	66	3/4 66	1/2		1/4	00.37	14	59,093
O (GACC) Great American	2	7/8 2		7/8		30.44		70
A (HTG) Heritage Media	3	3/4 3	7/8	- 1/8		-03.23	-6	175
N (JP) Jefferson-Pilot	41	40		1		02.50	9	1,429
N (LEE) Lee Enterprises	28	5/8 29	1/8	- 1/2		-01.72	16	679
N (LC) Liberty	47	5/8 45	1/2	2 1/8		04.67	10	356
O (LINB) LIN	67	70		- 3		-04.29	-19	3,596
N (MHP) McGraw-Hill	57	7/8 56	1/4		7/8	02.88	119	2,738
A (MEGA) Media General	21	5/8 22	5/8	- 1		-04.42	27	572
N (MDP) Meredith Corp.	26	1/4 25	1/8	1 1/8		04.47	-20	452
O (NMEDC) Multimedia	71	1/2 70		1 1/2		02.14	18	792
A (NYTA) New York Times	23	7/8 23	3/8		1/2	02.13	51	1,780
N (NWS) News Corp. Ltd.	11	3/8 10	3/8	1		09.63	6	2,785
O (PARC) Park Commun.	15	3/4 14	3/4	1		06.77	16	305
O (PLTZ) Pulitzer Pub.	22	20	1/2	1 1/2		07.31	8	214
O (STAUF) Stauffer Comm.	118	118				00.00	48	144
N (TMC) Times Mirror	30	5/8 31		- 3/8		-01.21	19	3,984
N (TRB) Tribune Co.	43	7/8 44		- 1/8		-00.29	16	2,898
A (TBSA) Turner Bcsg.'A'	15	16		- 1		-06.25	-106	2,386
N (WPO) Washington Post	242	226		16		07.07	15	2,719
N (WX) Westinghouse	29	3/8 28	3/8	1		03.52	8	8,259

CABLE

A (ATN) Acton Corp.	5	3/8 5		3/8		07.50	-4	7
O (ATCMA) ATC	39	1/2 38	1/2	1		02.59	37	4,198
A (CVC) Cablevision Sys.'A'	20	5/8 21		- 3/8		-01.79	-1	466
A (CTV) Century Comm.	8	3/8 7	1/4	1 1/8		15.51	7	473
O (CMCSA) Comcast	15	5/8 15	3/4	- 1/8		-00.80	-10	1,778
A (FAL) Falcon Cable	9	9	1/2	- 1/2		-05.27	-7	60
O (JOIN) Jones Intercable	9	1/8 9	1/4	- 1/8		-01.36	-6	115
N (KRI) Knight-Ridder	50	1/2 50	5/8	- 1/8		-00.25	15	2,539
T (RCL) Rogers'A'	9	3/4 9	3/4			00.00	-17	349
O (TCAT) TCA Cable TV	15	3/4 15	1/2		1/4	01.61	67	375
O (TCOMA) TCI	15	1/8 16	1/4	- 1 1/8		-06.93	-23	5,784
N (TWX) Time Warner	110	100	1/4	9 3/4		09.72	-6	5,761
O (UAECA) United Art.'A'	13	3/8 13	3/8			00.00	-19	1,878
A (VIA) Viacom	24	1/2 25	3/4	- 1 1/4		-04.86	-85	2,748

STOCK INDEX (CONT.)

Closing
Wed
Feb 13

Closing
Wed
Feb 6

Net
Change

Percent
Change

P/E
Ratio (000,000)

Market
Capitali-
zation

Closing
Wed
Feb 13

Closing
Wed
Feb 6

Net
Change

Percent
Change

P/E
Ratio (000,000)

Market
Capitali-
zation

EQUIPMENT & MANUFACTURING

N	MMM) 3M	90	3/4	87	1/2	3	1/4	03.71	14	19,422
N	ARV) Arvin Industries	21	3/8	20		1	3/8	06.87	18	375
O	CCBL) C-Cor Electronics	5	1/8	5			1/8	02.50	5	21
O	CTEX) C-Tec Corp.	16	7/8	16			7/8	05.46	-30	263
N	CHY) Chyron		7/8		3/4		1/8	16.66	-2	8
A	COH) Cohu	11	3/8	10	3/4		5/8	05.81	8	21
N	EK) Eastman Kodak	45	7/8	44	1/8	1	3/4	03.96	45	14,315
N	HRS) Harris Corp.	25	1/2	25	3/4	-	1/4	-00.98	8	1,032
N	IV) Mark IV Indus.	10	1/2	9	5/8	1	1/2	16.66	2	130
O	MATT) Matthews Equip.	2	1/8	2			1/8	06.25	100	11
O	MCDY) Microdyne	4	11/16	3	7/8	-	3/16	20.96	55	16
O	MCOM) Midwest Comm.	3/32		1		-	1/32	-03.13	2	3
N	MOT) Motorola	57	1/4	56	3/4		1/2	00.88	14	7,464
A	PPI) Pico Products		3/8		5/8	-	1/4	40.00		2
N	SFA) Sci-Atlanta	15	1/2	15	7/8	-	3/8	-02.37	8	356
N	SNE) Sony Corp.	52	1/2	51	3/8	1	1/8	02.18	27	17,052
N	TEK) Tektronix	22	5/8	20	7/8	1	3/4	08.38	-7	606
N	VAR) Varian Assoc.	39	7/8	39	1/8		3/4	01.91	-186	748
O	WGNR) Wegener		7/8		5/8		1/4	40.00	-3	4
N	ZE) Zenith	6	7/8	7		-	1/8	-01.79	-2	187

SERVICE

O	AFTI) Am. Film Tech.	4	1/8	3	5/8		1/2	13.79	12	35
O	BSIM) Burnup & Sims	9	7/8	8	3/4	1	1/8	12.85	97	110
A	CLR) Color Systems	3	1/2	3	5/8	-	1/8	-03.45	-4	33
N	CQ) Comsat	27	1/2	26	1/8	1	3/8	05.26	8	488
N	CDA) Control Data	12	1/2	12	5/8	-	1/8	-01.00	-3	536
N	DNB) Dun & Bradstreet	47	7/8	47	3/4		1/8	00.26	17	8,713
N	FCB) Foote Cone & B.	22	3/4	22	3/8		3/8	01.67	11	241
O	GREY) Grey Adv.	127		130		-	3	-02.31	11	146
O	IDBX) IDB Commun.	8	3/4	9		-	1/4	-02.78	100	57
N	IPG) Interpublic Group	39		39				00.00	17	1,333
N	OMC) Omnicom	26		25		1		04.00	12	655
O	RTRSY) Reuters	45	3/4	48	7/8	-	3	-06.40	23	21,069
N	SAA) Saatchi & Saatchi	1	1/2	1	3/8		1/8	09.09	-1	217
O	TLMT) Telemation		1/4		1/4			00.00		1
O	TMCI) TM Commun.	9/32			1/4		1/32	12.50	-1	5
A	UNV) Unitel Video	7	7/8	7	1/2		3/8	01.05	-12	11
O	WPPGY) WPP Group	2	7/8	2	5/8		1/4	09.52		107

Standard & Poor's 400 434.97 358.07 +76.9 +21.4%

'Changing Hands'

Continued from page 55.

at 9%, with three-year \$700,000 noncompete covenant included in total purchase price. Seller is headed by Herbert Barness, John E. Knoell, Donald Meredith and author James A. Michener and has no other broadcast interests. Buyer is headed by Douglas A. Hawley, Network Broadcasting Corp. (100% GP), Joseph L. Wesley (50%) and Marion M. Wesley (50%), husband and wife, and Loretta Kerr and has no other broadcast interests. WBUX has easy listening format on 1570 khz with 5 kw day and 500 w night.

KTZR(AM) Tucson, Ariz. □ Sold by Tucson Wireless Inc. to Radio Pantera Inc. for \$975,000. Price includes \$100,000 cash at closing, \$50,000 down payment, \$20,000 payment of past due payroll taxes, \$675,000 assumption of two notes payable and \$130,000 note payable to seller at 10%. Seller is headed by Robert D. Greenlee, who owns 70% of Valley Broadcasting Inc., licensee of KXKT(FM) Atlantic, Iowa, and KOIL(AM) Omaha, whose CP applications are currently pending. Buyer is headed by Xavier Murrietta (49%), Francisco Garcia Jr. (51%) and Francisco Garcia Sr., and are currently in management and sales at KTZR. KTZR is fulltimer and has AOR format on 1450 khz with 1 kw.

WAJY(FM) New Ellenton, S.C. □ Sold by William G. Dudley III to W. Greg Ryberg,

et al., for \$829,539 in assumption of seller's liability. Transferor, Dudley, is transferring 50% of company stock. He is also 75% shareholder of Jett Communications, licensee of WTMA(AM) Charleston, S.C., and 90% shareholder of Southern Communications Inc., licensee of WSUY(FM) Charleston, S.C. Transferees are F. William Stewart (25%), Leslie P. Garnett (18.75%), Rebecca T. Robbins (18.75%) and James D. Ryberg (18.75%), and have no other broadcast interests. WJAY has adult contemporary format on 102.7 mhz with 3 kw and antenna 328 feet above average terrain.

WJML-AM-FM Petoskey, Mich. □ Sold by Petoskey Broadcasting Co. to Northern Radio of Petoskey Inc. for \$795,400. Price includes \$375,000 cash at closing, \$70,400 escrow deposit, \$60,000 six-year promissory note at 14%, \$65,000 six-year noncompete covenant, \$95,000 consulting agreement and \$130,000 assumption of seller's liabilities and obligations. Seller is headed by Tim Achterhoff, Harvey J. Ne-deau Jr., Lillian Boonstra Trust, Frances Sova, Dalton Hille, Estate of P.B. Rogoski and Dave Dexter. Principals have interests in Greater Muskegan Broadcasters Inc., licensee of WMUS-AM-FM Muskegan, Mich.; WPLY Inc., licensee of WPLY(AM) Plymouth, Mich., and Great Duluth Broadcasting Co. Inc., licensee of KQDS-AM-FM Duluth, Minn. Buyer is headed by Northern Broadcast Inc. (100%), Richard A. Dills, William Langer Gokey and Bruce P. Peterson. Northern Broadcast

Inc. is also 100% voting stockholder of Northern Radio of Michigan Inc., licensee of WKLT-AM-FM Kalkaska, Mich. WJML(AM) has adult contemporary format on 1110 khz with 10 kw day; WJML-FM has adult contemporary format on 98.9 mhz with 100 kw and antenna 800 feet above average terrain.

KSMT(FM) Breckenridge, Colo. □ Sold by Summit Broadcasting Inc. to Gardiner Broadcasting Corp. for \$750,000. Price includes \$25,000 escrow deposit, \$525,000 cash at closing (of which \$200,000 is for five-year noncompete covenant, and \$200,000 five-year promissory note at 1%. Seller is headed by Ron Fowler and has no other broadcast interests. Buyer is headed by Clifton H. Gardiner (75%), Rex R. Miller (15%) and Patrick J. O'Keefe (10%) and has application pending for KKMx-AM-FM Hayden, Colo. ("Changing Hands," Feb. 4). KSMT has adult rock format on 102.3 mhz with 3 kw and antenna 230 feet below average terrain.

WGH(AM) Farmville, N.C. □ Sold by Atlantic Coast Communications to Rivercity Radio Inc. for \$325,000. Price includes \$280,000 cash at closing, \$12,500 escrow deposit and \$22,500 assumption of seller's promissory note. Seller is headed by J. Thomas Lamprecht, and has no other broadcast interests. Buyer is headed by Frank Canale and Carol D'Antonio, and has no other broadcast interests. WGH has Southern gospel format on 1250 khz with 5 kw day, 2.5 kw night. Broker: Gary Whittle.

WASHINGTON

INTERFERENCE ISSUE HEATS UP BETWEEN FCC, FAA

Some see power struggle intensifying between two agencies over alleged broadcast interference to aircraft navigation frequencies

The FCC's recent decision to seek comments on aviation receiver specifications is seen by many as the latest development in an ongoing feud with the Federal Aviation Administration (FAA) over spectrum management. The feud, which some say dates back to the late 1970's, has heated up since 1987, when Congress required the FAA to consider the effects of electromagnetic interference (EMI) on avionics when allowing broadcast tower construction and modifications. In an effort to cool down some of the interagency friction, a meeting was held Feb. 6 with high-level advisers from both sides. It is too early to know if the meeting will prove beneficial, but many believe it at least indicates a cooperative future is possible.

The receiver proceeding, many believe, may be hampered by lingering staff friction from an FCC mobile satellite proceeding that took place shortly

after the FAA was told by Congress to examine EMI. According to sources at both agencies, the FCC may not have sought, or ignored, FAA input on potential avionic interference from mobile satellites. In Washington politics that short shrift amounted to "a big loss" for the FAA, as one FCC staffer put it.

Since 1987, the FAA has, as a matter of policy, extended its clearance process from physical hazards based on height and location to include EMI. For broadcasters and other spectrum users whose towers are, or will be, located sufficiently near an airport, the EMI provision has added costly delays for many, and has meant the denial of applications for others. Barbara Waite, an attorney with Venable, Baetjer Howard & Civiletti, said the latest FAA rulemaking is an attempt to "codify what they've been doing for years." She said the FAA's intrusion into the FCC regulatory field "is increasingly a problem for broad-

casters, especially FM's."

FM and TV broadcasters, other spectrum users and the FCC have opposed the FAA's attempt to reduce electromagnetic interference to avionic receivers by setting severe restrictions on the geographic location of RF transmitters and towers (BROADCASTING, Jan. 7). The FAA uses computer models to predict potential interference from new ground-based transmitters.

Although the FAA has statutory authority to investigate EMI effects from FM antennas on the Instrument Landing System (ILS), the FCC, believes William Hassinger, assistant Mass Media Bureau chief, has the authority to regulate both the spectrum and, more to the point in this matter, receiver standards. However, the commission has traditionally refused to regulate avionics, claiming that its primary responsibility is regulation of the airwaves. But sources within the FCC say there is a high probability aeronautical receivers will be the exception.

Unless, as Hassinger put it, "differences can be resolved at a policy level."

But with the change in administrations (a new FCC chairman and three new commissioners, and a new FAA administrator) has come a change in the senior advisers, and it is at this level that "a dialogue" has begun. The FCC's Robert Pettit, general counsel; Renee Licht, deputy general counsel, and Hassinger met Feb. 6 at the FAA with Kenneth Quinn, chief counsel; David Bennett, manager, Air Space and Air Traffic Law Branch, and Patricia Lane, Air Space and Air Traffic Law attorney.

Hassinger said the meeting was designed to bring the dialogue "to higher management at the FAA." That alone, he said, is a major change from the past. But he added: "I don't feel like we were making much progress."

Nothing is likely to change for at least another month, which is when Quinn reportedly said he would resume the discussion. Quinn is a newcomer to his position and is not completely familiar

COX'S CAPITAL MAN

Alex Netchvolodoff, administrative assistant to Missouri Republican Senator John Danforth, joins Cox Enterprises as its vice president of government affairs. Netchvolodoff will establish for the first time a Washington office for the organization, which has broadcast, cable and publishing interests. A life-long friend of Danforth, the St. Louis, Mo., native was with the senator when he was Missouri's attorney general and ran Danforth's first senate campaign in 1976. He has been the senator's administrative assistant since 1977.

Netchvolodoff starts his new job March 1. He said Cox presents a unique perspective because of its cross-interests and that the company has been able to "work out a lot of the tensions" among the cable, broadcast and publishing divisions. While other communications groups such as Westinghouse have shut down their government relations operations, Cox decided it was time to have a permanent presence in Washington.

Danforth is the ranking Republican on the Senate Commerce Committee and a chief proponent of cable reregulation legislation. Conflict of interest laws prevent Netchvolodoff from lobbying his former boss or his committee staff for a year. However, he can talk to other members.



with all the issues involved, according to sources inside the FAA. (An FAA memo has been circulated among the staff that forbids their speaking with the media without prior approval from the chief counsel). Also, the FAA has a higher priority in investigating the recent USAir accident in Los Angeles.

Broadcasters, not surprisingly, say the problem is with the FAA model. Whether the interference ills are imaginary or not, John Allen, an airspace consultant from Fernandina Beach, Fla., said: "The FAA really has not been open-minded to some of the cures." The conflict, he said, "could have been resolved a lot earlier, if they would have just sat down and talked."

Lawrence Behr, president of Lawrence Behr Associates Inc., himself an instrument pilot, said the "FAA is really quite intractable in their concept as to what constitutes electro-magnetic radiation." He said "modern avionics that are allegedly affected by this, as far as we know, are immune to it." He said the issue "looks more like a power struggle."

When the two sides have talked, it has often been described as quibbling, although some on both sides agree that more recently solutions are being found on simpler, nontechnical, peripheral issues during monthly inter-agency meetings since mid-1990. For example, the

OFS ALTERATION

Wireless cable, SMATV and other alternative providers of video programming got a little help from their friends at the FCC when the commission amended its rules governing the Operational-Fixed Service (OFS) channels. The ruling makes available a 6 mhz wide band in the 18 ghz band to distribute video programming point-to-point. The FCC also eliminated restrictions on the number of channels one licensee can have. Ralph Haller, chief of the Private Radio Branch, said the ruling will have no affect on the number of channels a service provider can make available to consumers, but may affect the size of a service area by allowing operators to build "a more competitive configuration for their systems." However, he said "no one should get overly excited about this...[it] is intended for the transport of video signals point-to-point only."

two agencies have worked successfully in eliminating signal leakage from cable systems.

From the FCC's point of view, too many FAA decisions affecting broadcasters are getting bogged down at mid-level FAA management. There is also the belief that many at the FCC find it difficult to work with Gerald Markey, manager of the FAA's spectrum engineering division. Some in the FCC fear Markey wants to have his "own little FCC" and others, on both sides, point to earlier struggles where it is believed that Markey received less than fair treatment from the FCC.

It was this mid-level stalemate that prompted the Feb. 6 meeting.

But the spectrum debate is a serious one, and Hassinger, as did many at both agencies, emphatically stated: "We are not trying to negotiate risk." But the FCC contends that the FAA's computer model is not accurate. Those familiar with the model, which includes FAA and FCC personnel and antenna engineers, said the FAA model indicates that interference is already rampant, and that new towers will only exacerbate the problem. The "FAA has taken the stance that all telecommunications seem to represent a threat to aircraft," Hassinger said.

Although the FCC has so far "been unwilling to grant an application with an [FAA Notice of Hazard] based on what [the FCC] considers a flawed model," Waite said, "I'm not sure how long that's going to continue."

Broadcasters and engineers do not agree that the interference is widespread, saying, if that were so, the least that would happen is that pilots would be complaining about it, and there probably would have been a well-publicized incident as a result of it. As it is, many at the FCC and in the field say they know of no instances where interference has rendered a plane's navigation system inoperable. The problem, they believe, is purely theoretical.

However, sources inside both agencies say that there are areas where FM signals can interfere with ILS. The FCC claims that in the "real world" the few areas where there is interference, it is not a problem because it generally occurs outside a plane's normal flight pattern or far enough away from an airport that the affected avionics are not needed.

As an illustration, the ILS generally operates in the 108-115 mhz band (three broadcast signals can, when originating close to one another, have the cumulative effect of creating a signal in the 108-115 mhz band), emits in a conical

pattern, and several ILS are often used when a flight pattern into an airport is not a direct line. Washington's National Airport is an example where the last portion of the approach is within an ILS cone that covers airspace above The American University in Northwest Washington. Because of a concentration of FM signals near the campus, the ILS has too much interference to work. However, flying in that part of the ILS zone is restricted because that zone also includes the air space above the White House.

In other areas where there is interference, a plane would pass through it quickly. Most important, the FCC believes, those planes likely to be affected are probably using poor quality receivers. And that's where John Furr's petition comes in.

Furr, a San Antonio, Tex., broadcast engineering consultant, filed a petition for rulemaking to set standards for aviation receivers that filter out potential interference ("In Brief," Feb. 11). The Furr petition said "using improved amplifier components and/or placing filter devices on the avionics input...would attenuate the mixing frequencies but not the desired frequency."

"This wasn't a problem 10 years ago because there were fewer FM's and fewer ILS's...but with more FM's and ILS's, the likelihood of a collision is real," said one FCC staff member.

It is no secret to those in the broadcast engineering field that "there is some bad blood between the agencies," said Bob du Treil. Compounding the problem, he said, is the fact that "no one at the FCC [is willing] to stand up against the FAA." But Furr's petition, he and others believe, "may be a good way for the FCC to get control."

Some in the FCC, including Hassinger, agree. He said Furr's petition is "going right to the heart of the matter... we're giving it a lot of thought."

There are others who believe that the FAA is eyeing a bigger prize: a piece of the action on all spectrum use applications.

Broadcasters need not worry about the FAA "codifying" their practice just yet. Both sides agree that FAA rulemakings take considerably longer than FCC rulemakings. But in a time when the FCC is given a lot of credit for speeding up its FM branch, "the FAA is threatening to render some of [it] moot," as communications attorney Larry Roberts put it.

Whether it is a genuine political power struggle or not, Allen said; "We in the field are waiting to see which giant is going to win."

-PJS

INFINITY FIGHTS INDECENCY FINE

Broadcaster responds to commission inquiry with 36-page document arguing that two-year-old broadcast did not warrant fine; company promises to fight fine and indecency charge

While conceding its *Howard Stern Show* is "sometimes outrageous and often deals with sexual themes," Infinity Broadcasting argued last week that a two-year-old broadcast of the show does not warrant an FCC fine for broadcast indecency.

Responding to a complaint from a New Jersey woman, the FCC last November tentatively fined the group broadcaster \$6,000 for the December 1988 segment simulcast on WXRK(FM) New York, WYSP(FM) Philadelphia and WJFK(FM) Washington.

"The complaint of one woman who does not wish to listen to the program represents an attempt to suppress protected speech and thereby deprive an adult audience of that opportunity rather than simply partaking of other available broadcast fare," Infinity said in its 36-page response to the FCC Notice of Apparent Liability for Forfeiture.

"While the program is not designed to appeal to everyone (and certainly not to children)," it says, "it is not indecent within the judicially approved plain meaning of the term, and children do not in fact listen to it."

Contrary to other broadcasters ensnared by the FCC for indecency, Infinity has promised to fight the fine and the charge of indecency all the way into the federal courts.

If the FCC, despite last week's pleading, affirms the fine, Infinity has the option of not paying it. To collect and make the indecency charge stick, the Justice Department would have to sue Infinity in federal district court—a step that would be time-consuming and costly for both sides.

Since the FCC stepped up its indecency enforcement, every station that has been fined has paid up to avoid further legal expenses. The one exception thus far is Dallas-based Evergreen Media. It plans to petition the full commission for reconsideration of the fine but is unsure whether it wants to take on the federal prosecutor (see box).

At issue in the Stern case is a broadcast in which, according to a transcript, there was talk of a "guy who plays the piano with his penis" and a "big black lesbian...out of her mind with lust."

In its Nov. 29 notice, the FCC said the broadcast, in violation of its evol-

ving indecency guidelines, dwelled "on sexual matters, including sexual intercourse, orgasm, masturbation, lesbianism, homosexuality, breasts, nudity, and male and female genitalia....[It] contained frequent and explicit verbal references to sexual activities and organs that were lewd and vulgar and that, when taken in context, were made in a pandering and titillating fashion."

But Infinity argues in its defense that nothing in the broadcast fits the generic definition of indecency affirmed by the U.S. Court of Appeals that requires "patently offensive descriptions of sex acts, organs or excretory activity."

Recognizing the lack of such description, it says, the FCC relies on a July 1990 staff ruling that detailed descriptions are no longer necessary for a finding of indecency. "Even assuming that the 1990 staff ruling in fact placed this significant, substantive gloss on the court's decision, the [fine] represents an attempt to impose liability on Infinity based on a staff ruling which occurred some two years after the broadcast in question," it says. "This type of mani-

festly inequitable treatment must not be permitted to stand."

Infinity also contends that the FCC ignored the results of a Gallup study that demonstrates that no children 12 and under listen to the *Howard Stern Show* on an unsupervised basis.

Under existing case law, broadcast indecency cannot be banned, only "channeled" to times with a small risk of undersupervised children listening. Seeking to supercede legal precedent, Congress in 1988 passed a law banning indecency totally. That law, however, looks as if it may fall before a court challenge on constitutional grounds.

In addition, Infinity says the fine is unfair because it "cannot rationally be reconciled with a host of other...dismissals [of indecency complaints] involving facts indistinguishable from those presented here."

It says the fine of stations in Philadelphia and Washington for a complaint directed at the New York station "is inconsistent with the commission's past practice and would create substantial enforcement problems for the future." —HJ

FIGHTING BACK

Other than Infinity Broadcasting, Evergreen Media Corp., Dallas-based licensee of six radio stations, is the only broadcaster even making noises about taking on the federal government in court over indecency.

The FCC fined Evergreen's WLUP(AM) Chicago \$6,000 last month for three segments of a *Steve and Garry Show* broadcast in August 1987 and March 1989. It plans to go one step further than other stations hit with indecency fines by petitioning the full commission later this month to reconsider the fine.

Should that fail, it may invite a review of the case by a federal district court by refusing to pay the fine. But it is a call Evergreen will make only after all its administrative remedies at the FCC are exhausted, said Scott Ginsburg, Evergreen chairman and president. "We're going to take it one step at a time."

It would not be an easy decision in light of the legal costs a full blown federal court case would entail, Ginsburg said. From a business standpoint, you pay the \$6,000 fine, he said. "But from an emotional and principle standpoint, you fight it." Regardless of what Evergreen does, Ginsburg believes the programing in question did not violate the indecency prohibition and that the FCC acted arbitrarily in fining the station. The programing was "virtually impossible to distinguish" from programing that the FCC dismissed indecency complaints against, he said.

Eric Bernthal, Evergreen's communications attorney in Washington, agreed that triggering a court fight will have to be carefully considered, even though the fine is unwarranted. Litigation could run into six figures, Bernthal said. "That's a hard decision for a businessman to make with today's economics," he added.

JOURNALISM

GROUP LAUNCHES CAMPAIGN TO 'PULL PLUG' ON CNN'S ARNETT

Coalition including AIM asks for public to boycott CNN until network removes Arnett from Baghdad; group says reporter is helping to spread Saddam Hussein's propaganda by reporting under Iraqi censorship guidelines

The Victory Committee, a coalition of "pro-American" organizations including Accuracy in Media, has launched a major campaign to force CNN to move the network's reporter, Peter Arnett, out of Baghdad.

At a Washington press conference last week, AIM Chairman Reed Irvine called for a boycott of CNN until Arnett leaves. He said the committee would run ads in national publications and newspapers urging the public to contact Ted Turner, chairman of CNN parent Turner Broadcasting System, and tell him to "pull the plug on the voice of Baghdad." Irvine said Arnett's broadcasts are helping to "spread Saddam Hussein's propaganda in America." CNN, Irvine said, is doing a "grave disservice to the allied cause."

CNN's Arnett is one of a few Western reporters permitted to remain in Baghdad since the war broke out and has come under heavy fire for reporting under Iraqi censorship guidelines. AIM is also trying to enlist radio talk show hosts to its cause.

Irvine promises to take the same action against ABC News "if they start doing the same thing." ABC's Bill Blakemore returned to Baghdad last week. Irvine said he has called ABC twice to see if "anyone will discuss the morality of what they're doing." He also said ABC has indicated to him that it did not have a "high opinion" of Arnett's broadcasts.

"In war time, the rules change. The press cannot remain neutral," said Irvine. He said that after World War II, William Joyce (Lord Haw Haw), a British citizen who broadcast propaganda for Hitler, and Iva Toguri (Tokyo Rose), an American citizen who did the same for the Japanese, were arrested and tried. The British, Irvine said, hanged Joyce as a traitor.

The U.S. Voice of Baghdad



Impossible to say again, an American TV network has put its facilities at the disposal of a ruthless dictator with whom our country is at war!
CNN's Peter Arnett is the only U.S. television correspondent in Baghdad. He can only say what Saddam Hussein wants him to say. Every word he utters is censored before broadcast. He is being used to spread Saddam Hussein's propaganda in America.
One example: Peter Arnett's broadcast about the U.S. bombing of the "baby with pins" on the borders of Baghdad. "It was innocent enough when we could see," he said. He said nothing about its high accuracy (see account in, or that it is camouflaged and actually manufactured Baghdadian weapons. Contact Celia Powell, Current Newsweek, and the White House all denounced the Peter Arnett report in this.

Are You Outraged?

Does it outrage you that a U.S. TV network is allowing itself to be used every day to spread Saddam Hussein's propaganda? Think of all the lives that are being lost! Every day Peter Arnett shows and says is pre-censored by Iraq! And remember this: propaganda goes to 110 countries!
Let's put an end to this outrage. Here's what you can do. Write: Ted Turner, Turner Broadcasting System, One CNN Center, Atlanta, GA., 30348-3244. Tell him you will not watch CNN until Peter Arnett is removed.
And help us by sending a no-deductible contribution to us one out of all over America.

Sometimes you've got to get angry and this is one of those times.
Please—mail the coupon today.

Victory Committee • 1275 K Street, N.W. • Washington, D.C.	
I am writing to _____ to be added to our new "The U.S. Voice of Baghdad" ad.	
This ad is payable in advance by check. • Contributions are not deductible.	
Name _____	Star _____
Address _____	Star _____
City _____	Star _____

The Victory Committee's anti-Arnett ad

Irvine was later asked if he thinks Arnett should be treated in that manner. "I am not saying that should happen to Arnett," he replied. But Irvine said, it is "wrong" to have "our correspondents in Baghdad." Irvine said the press will only help Hussein carry out his "psychological war against us."

He said the Victory Committee is seeking contributions to help pay for ads in other papers. The committee has approached *USA Today* about running its ad. Besides AIM, the other groups involved in the effort include the American Conservative Union, American Defense Foundation, Americans for High Frontier, Blinded American Veterans Foundation, Vietnam Veterans Institute, Conservative Congressional Committee and Concerned Women of America.

The group also wrote President Bush urging him to revoke the waiver the Treasury Department granted CNN that

exempts it from the Iraqi embargo. "Any other waivers given to other news organizations should also be revoked and no new waivers should be granted," the letter said.

□

In other related developments last week, reports that CNN let Iraqi officials use its satellite telephone in Baghdad added to the controversy. CNN said it only let Iraqi authorities use the phone to call Amman, Jordan, to arrange for visas for journalists entering Iraq. But executives at the broadcast networks alleged that CNN let Iraqi officials use the phone in exchange for the CNN's special treatment. Arnett responded on-air to the charge. He said: "If you don't have one [a phone hook-up], you're on the outs and pretty sour about it."

CNN also aired a shot of Arnett arguing with Iraqi censors. He later reported that he had pictures of fires in Baghdad but was not allowed to air them.

Two weeks ago, Arnett was blasted by Senator Alan Simpson (R-Wyo.) for being an Iraqi "sympathizer." A letter from 39 House members also complained that CNN was being used as a propaganda tool by Hussein. They asked network officials to stop the broadcasts. In response, Turner said that at "no time has the network misrepresented the conditions under which the news in that country is gathered and reported. We remain in Baghdad to do our best to report that side of the story."

Also defending CNN's Gulf War coverage was Larry King, host of the network's *Larry King Live*. At a Washington Metropolitan Cable Club luncheon last week, King said he could not "fathom" the criticism directed at Arnett. He said the other networks' complaints stem

Continues on page 67

TECHNOLOGY

ON THE
ROAD
TO
NAB



Looking ahead to the NAB convention in Las Vegas, **BROADCASTING**—in an eight-part series—previews what's new on the hardware side. This week: Satellites.

FLYAWAY SATELLITE SYSTEMS SHOW STAR POTENTIAL

Performance of easily transportable uplinks in Persian Gulf widely praised; other systems expected to attract attention at convention include remote control antenna systems, uplink services

One of the most common and memorable images of the month-old Persian Gulf war has been TV correspondents reporting live from a roof in Dhahran, Riyadh or Tel Aviv as Scud or Patriot missiles fly by in the background. Those pictures and several others from the region are being sent with new flyaway portable satellite transmission systems, increasingly popular products with the major news networks in recent years.

Flyaway systems with their latest enhancements will be among the highest profile pieces of satellite on display at the National Association of Broadcasters equipment exhibition at the Las Vegas Convention Center, April 15-18. Along with the usual range of newsgathering trucks, satellite receivers and related gear, a number of new ancillary satellite services are planned for introduction at the NAB.

"We're very dominant [in flyaway system sales]. There are, at this point in time, I would say, in excess of 30 of our systems active in the Gulf region alone," said Steve McGuinness, a director of Advent Communications Ltd., Chesham, Bucks, England. Among the Advent systems now in the region are

five in use by ABC News, four by CBS and two by NBC, McGuinness said. Other customers include the BBC, ITN and Spain's Telefonos network. "There were a lot of them already in the field. But in the last couple of months, we've been producing systems at about the rate of one a week to assist with the immediate demands of the Gulf activity," McGuinness said.

Pete Ritemire, marketing communications manager, Midwest Communications Corp., Edgewood, Ky., said he has also noticed an increased interest in flyaway systems since the war began. Midwest will show updated versions of its S-1 and S-2 flyaway systems at NAB. "It seems to have generated a lot more interest with the local press and different companies that have been looking at satellite communications. They see the feed coming over and happen to see one of these dishes in the background and they give a call," Ritemire said. "I don't know how many of them are really going to turn into qualified customers that really have a need for that type of unit, but certainly a lot more people are aware of them now."

Midwest knows of three of its systems in use in Saudi Arabia: one by the U.S.

Defense Department and two by CNN. CNN, a pioneer of news coverage using flyaway systems, bought its first system from Midwest in the mid-1980's. "CNN was the first one to take our unit out and check it out and was the first to buy our S-1," Ritemire said. "Since their main reason for living is news, it's a perfect thing for them. They can fly anywhere at a moment's notice."

The stripped-down Midwest S-1 portable uplink system sells for about \$200,000 with several options available. Three versions of the Advent system will be shown at NAB, ranging in cost between \$119,000 (£60,000) for systems delivering simple data and audio information to \$338,000 (£170,000) for high-end, full-motion video systems. New remote control and test monitoring features have been added to the systems to be displayed in Las Vegas, McGuinness said.

Another flyaway system currently in development will be shown by BAF Communications Corp., Peabody, Mass. "It can be used for either 50-hertz or 60-hertz European- or U.S.-standard [transmissions] and it can be used for video, audio or VSAT. The customer can configure it any way he wants,"

said Charles Angelakis, BAF president and chief executive officer. An updated version of the prototype BAF system shown at the International Broadcasting Convention in Brighton, England, last fall will be at NAB. The finished system is expected to be ready by June.

The BAF system will operate with a 2.4-meter portable satellite antenna from Andrew Corp., Orland Park, Ill. "There are multitudes of flyaways [in the Gulf region]. One network is operating one of our new 1.8-meter flashpacks," said Dave Neubauer, manager, earth station application engineering, Andrew. "I don't believe, to my knowledge, there are any larger-than-flyaway dishes set up to broadcast because everything is so transportable" with flyaways, he said.

That new 1.8-meter dish will be among Andrew's NAB product introductions. It breaks down into eight pieces that can be loaded as check-in baggage on any commercial airline, and most components are manufactured with a lightweight aluminum alloy, Andrew said. The dish can operate in C, X and Ku bands. Andrew will also introduce a new line of TriFold 4.5-meter and 3.7-meter earth station antennas for mobile receive/transmit applications in the Ku band. The 4.5-meter version can also be used in C-band.

Scientific-Atlanta will introduce the 8860-series of satellite antenna control systems. The controllers will be "software upgradeable to adaptive predictive program tracking. It's a new antenna control concept that you can buy, and eventually, when more satellites go to incline orbit tracking, you can upgrade that with software changing and you're automatically there," said Dwight Duke, vice president, broadcast satellite systems. The 8860 and 8861 versions of the system will be available at the NAB show. The 8862 will be available by late summer. No prices have been set.

Few new products are expected among the satellite newsgathering truck companies. Midwest will offer a new version of its S-23 vehicle featuring more space for editing equipment. BAF will offer new satellite and microwave news vehicles with similar space-saving enhancements. "In our booth outside, we're going to have our truck that we sold to the NBC affiliate in Reno, KRNVT," Angelakis said.

A number of new satellite services for broadcasters are to be shown at NAB. The most highly featured item from IDB Communications Group, Culver City, Calif., will be The Switch, a Manhattan audio/video transmission center to serve customers in the New York area starting



Andrew 1.8-meter flyaway antenna

May 1. The center of the facility will be a Broadcast Television Services 3000 routing switcher, capable of 400 inputs and 400 outputs. Customers will pay monthly fees for the ports, which can be remotely accessed at their locations. IDB is establishing The Switch in partnership with Beers Enterprises Inc., a Westboro, Mass., broadcast consulting and marketing company. "We're selling this to anybody who has need for transmission, be they radio or television networks, stations, teleports, sports venues, major production facilities, hotels, hospitals or convention centers," said IDB spokesman Michael Teeling.

Cycle Sat Inc., Forest City, Iowa, a company specializing in delivery of

broadcast commercials to TV stations in satellite rather than duplicated tape form, will feature its two-month-old Satellite Shuttle service. Through the service, Cycle Sat guarantees delivery of a copy of video clips in 23 North American cities in two hours or less in the desired videotape format (Type C, U-Matic, Betacam SP, VHS, MII or D-2). A customer may uplink a spot from one of the 23 cities to a receive point where the spot is duplicated in the desired format and delivered by courier to its intended destination.

Satellite Shuttle has already been used for several applications. "One of the greatest uses has been to get television commercials from ad agencies in Los Angeles to New York to get late-breaking commercials into network clearance offices," said Rebecca Allmon, marketing manager. The rates for delivery between Cycle Sat's Los Angeles and New York locations is \$460 (not including duplication and delivery).

The National Supervisory Network (NSN), Avon, Colo., will seek to attract new customers to its satellite-connected remote station engineering system with its new PrivateLink Service, or

If You've Got the Time... We've Got the Space!

Occasional and Full-time
C and Ku Band Transponders
Domestic and International
Videoconference Coordination
24 Hour Service
News and Sports Backhaul
Syndication Services

Great American
TELECOMMUNICATIONS SERVICES

85 Merrimac Street, Suite 502 Boston, MA 02114 (617) 720-1557 Fax (617) 720-0803

"BYOB—Be Your Own Bell," as NSN President Bill Sepmeier calls it. Broadcast groups can interconnect their stations with two-way telephone communications over the NSN system. Data transmissions, CD-quality audio, NTSC video frames and several other inputs

between stations are also possible over PrivateLink, which is controllable with a personal computer and NSN's software.

Most of the new products and services to be shown by GTE Spacenet, McLean, Va., have not been announced. But the company does expect to spend consider-

able time promoting use of its new GSTAR-4 satellite, launched last November. Comsat World Systems, Washington, will promote use of its INTEL-SAT-K satellite planned for video linking to Europe and South America, beginning in 1992. —RMS

VYVX-HUGHES FORGE FIBER-SATELLITE ALLIANCE

Hughes Television Network to backhaul some sports programming over Vyvx NVN fiber network, beginning with 1991 baseball season

Many have predicted the day satellite and fiber optic technology would compete in video distribution in both network-to-affiliate distribution and in video to the home. But two companies last week announced a plan that could lead to long-term cooperation between the industries in the future.

Vyvx National Video Network (NVN), Tulsa, Okla.-based national fiber optic video service, and Hughes Television Network (HTN), New York, a division of IDB Broadcast Group and the established leader in satellite distribution of baseball and other live sports events, announced a joint agreement. Starting with this year's Major League Baseball season, Vyvx NVN and HTN will integrate their systems for distribution of several games. HTN will also look for fiber applications for its other regular and occasional-use video transmissions.

Both parties declined to give details of the agreement other than to say it is a multiyear pact. "It's not so much that we don't want to give a total dollar value. A lot of it just depends on the amount of use. It is based on how their business allows them to use us," said Vyvx NVN President Delwin L. Bothof. There are no built-in quotas or limits to HTN use of the Vyvx system, he said.

The agreement does not enforce any exclusivity on either company. HTN is free to use other fiber carriers (it currently uses a smaller local fiber distributor for Baltimore-Washington links) and Vyvx NVN is free to arrange deals with other satellite distributors. "There is a working relationship, though, that is hard to replicate with someone else," Bothof said.

Vyvx NVN, a subsidiary of Williams Telecommunications Group, Tulsa, operates an 11,000-mile fiber optic network passing through 65 U.S. metropolitan areas (BROADCASTING, July 16, 1990). The network is expected to have



Delwin L. Bothof



John Tagliaferro

transmit/receive centers equipped with DS3 (45 megabits per second) digital coder/decoder (codec) units operating in 43 of those 65 cities by this spring. Vyvx NVN already holds agreements with ABC, CBS, NBC and CNN for occasional-use and regular distribution of news and sports video between their Washington and New York studios. (CNN also links Atlanta and Washington.) CBS used the network several times in 1990 to backhaul such major sports events as the Super Bowl, NCAA basketball tournaments and baseball's All-Star Game.

"Hughes Television Network specializes in providing sports transmission services for baseball, professional basketball and hockey," said John Tagliaferro, president, IDB Broadcast Group. (IDB acquired HTN in 1989.) Most of the TV stations holding rights to local teams' baseball telecasts have been HTN clients for several years.

HTN will choose which games to backhaul to local rights holders on a case-by-case basis. "For backhaul, my suspicion is that it would be 90% of the time if there were no other considerations," Bothof said. But fiber use will be limited at first by the expense of establishing a link—fiber optic, coaxial cable or microwave, depending on the most economical and convenient service offered in each city—to the Vyvx NVN transmit/receive center. HTN will bear that cost.

Vyvx NVN will then route the signal to the local rights holder. Stations operating local team networks will continue to feed affiliates through HTN and other satellite carriers in the foreseeable future. "Fiber makes sense in point to point or for trunking on heavily-used routes. Satellite makes sense when you have off-shore points or multiple receive locations," Tagliaferro said. "Fiber is a tool we're adding to our bag of tricks."

"Today, the fiber network obviously has a hard time competing with the big point-to-multipoint [satellite] network," Bothof agreed. But that will change within a few years "once the whole [Vyvx NVN] network is in place and all of our switching is in place. We will find ourselves very competitive to some level of multipoint."

Transmissions to and from the two Canadian baseball cities, Montreal and Toronto, will also be distributed by satellite only. Vyvx NVN does not extend into Canada, and there are no immediate plans for expansion there. The network does, however, have transmit/receive centers in all the U.S. baseball cities.

Baseball will be the early application of the fiber network but not the only one. "IDB can be expected to be using the Vyvx fiber network in association with the service it provides all of its customers domestically and internationally for news, sports and special events," Tagliaferro said. "We're going to phase in fiber as we see that their performance is what we expected."

IDB-HTN has so far been satisfied with the quality a DS3 fiber network can provide. HTN participated in a test of Vyvx NVN involving a New York-to-Cleveland link last summer. The goal was to "take a look at the quality of fiber transmission and compare it to C- and Ku-band delivery...The quality of the Vyvx transmission was very impressive," Tagliaferro said. Both companies agree that fiber and satellites deliver equivalent, broadcast-quality video. —RMS

INTERNATIONAL

WAR, ECONOMY PRODUCE DOWNBEAT MONTE CARLO

Bad weather in Europe also blamed for lower turnout at TV marketplace; but while many of the potential buyers from U.S. stayed away or sent European representatives, some sellers say business was not off by much

A lower-than-usual turnout at the annual Monte Carlo Television Market last week may have resulted from factors other than the fear of travel during the Gulf War, according to participants. Cited were slowing economies in some countries that affect broadcasters' buying power and the unusually harsh winter weather across Europe last week that slowed travel to the Riviera resort town and prompted some European executives to cut their stays short.

While no official figures were available prior to the market's closing, Monte Carlo representative Wilfred Groote, quoted in local press, calculated a roughly 10% drop in overall attendance from last year's estimate of 2,300. As of Tuesday night, he said, a total of 1,250 buyers and 1,040 sellers had registered for the market, but through last Tuesday, only 1,000 buyers and 800 sellers were in attendance.

The quiet start on the market's first day, Sunday, Feb. 10, left some exhibitors concerned, and traffic in the halls of the Loews Hotel, where the market is centered, never reached past years' volume. But attendance did appear to pick up midway through the market and seats at the market's hot spot, the Loews main bar, remained as hard to get as ever.

All major distributors were present, although some top U.S. executives sent European teams in their stead. Staying home were Warner Bros. International Television President Michael Solomon, Viacom President of International Raul Lefcovich and Buena Vista International Television President Etienne de Villiers.

Among senior U.S. executives making the trip to Monte Carlo were MCA TV International President Colin Davis, Paramount International TV President Bruce Gordon, Twentieth Century Fox TV International President Bill Saunders, New World International President Jim McNamara, Orion Pictures Television International President John Laing and ITC Senior Executive



Vice President for International Jim Marrinan.

Most distributors agreed there were fewer buyers than usual. Word on the floor, for instance, was that only two Australian companies were represented—Australian Broadcasting Corp. and the Nine Network. Virtually no Middle Eastern TV buyers came, except for two buyers from Israeli Cable Programing.

But the drop in buyers aside, Joe Lu-

cas, vice president of sales at Paramount, echoed what almost all exhibitors were saying: "There are fewer people, but not necessarily less business."

Added Armando Nunez Jr., senior vice president of program distribution at International Broadcasting Systems, "The core selling and buying people are all here. The periphery businesses, such as home video and some coproduction,

have been affected most.

"There are fewer long-distance travelers, for obvious reasons," said Susan Crawley, manager of international sales for Britain's Yorkshire Television. "But there are more U.S. distributors than we had heard. No one likes to miss a business opportunity." Crawley added: "This market seems to have slowed down this year. Buying has slowed down, but we were talking about that at MIPCOM" (last October's international TV market in Cannes, France).

Crawley explained many European broadcasters currently have well-stocked program libraries and are concerned that their country's economies may be hurt by recessions in the U.S. and the UK, and by the Gulf War. "People are more cautious in screening programs. They know what they want. They're not sweeping up product. Decisions are taking longer."

In recognition of the market's shrink-

age and travel safety concerns, Monte Carlo officials canceled all major public events, including an opening gala dinner. Also canceled were world premiere screenings of new mini series, among them *The Strauss Dynasty* from German producer-distributor Beta Film, which said they will screen the program at the upcoming MIP-TV market in Cannes. Britain's Itel also canceled a premiere of the HBO coproduction *The Josephine Baker Story*.

Some events were on as scheduled, however, including a cocktail reception with actress Audrey Hepburn sponsored by Australian distributor Beyond International. Hepburn is hosting Beyond's new series, *The Garden of the World*. Prince Albert of Monaco's royal family, which runs the market and associated festival, also kept to tradition with a small (and more low-key than usual) annual dinner for participants. —Anna Carugati,

European correspondent

WAR TAKING ITS TOLL ON CNN

CNN could end up spending some \$35 million to cover the Gulf war if the conflict continues into the spring, according to Ed Turner, CNN vice president of newsgathering.

Turner, who addressed the subject last Monday, Feb. 11, in a satellite linkup to the Monte Carlo TV market as part of a roundtable on CNN's role in the Gulf crisis, spent much of the discussion defending the cable network from criticism regarding the degree of its news analysis and the presence of CNN reporter Peter Arnett in Baghdad.

Calling the war "the biggest spot news story of a generation," Turner disagreed with those who maintained CNN was not airing enough news analysis. Said Turner: "Since the beginning of the conflict, we've had 475 guest experts giving analysis. We've also had 17-minute stories explaining the background of the crisis. Whether on camera, or by radio microphone, we do our best to cover this story as it unfolds as we would cover any disaster. But this one is global and has roots in almost every city and town, at least in the U.S."

Turner noted that "the unfolding dynamic of the story" lends itself to live and continued coverage, adding "There will be time further on for longer, thoughtful pieces."

In Monte Carlo, roundtable participant Evi Dimitri, director of international relations for the Greek public broadcaster ERT, charged CNN with a lack of impartiality in covering the Gulf, claiming it only gave the American point of view. Responded Turner: "We're getting enormous criticism that we're not being good Americans, that we're not patriotic enough, that we're not doing enough to give the American point of view." Arguing that CNN tries to give as many points of view as possible, he added, "the only editorial directive we received from Ted Turner was to try to be fair."

Panelist Michele Cotta, director of news and current affairs for France's commercial network TF1, expressed concern CNN is becoming a propaganda vehicle for Iraq, and others in the audience criticized Arnett's presence in Baghdad under severe censorship restrictions. "There has been journalistic profit from having him there," Turner argued. "It's significant that Arnett was able to bring us the first pictures of the residential destruction of Baghdad."

Regarding CNN advertising rates, Turner said they had gone up in some audience viewing periods by 500%, but added that "the irony is that as the audience goes up and as ad rates go up, the more commercials we have pre-empted to cover breaking events."

DISTANT SIGNALS

Revenue review

Canal Plus, Europe's leading pay TV channel operator, increased revenue by 10.6% in 1990 to 5.485 billion French francs, or approximately \$1.097 billion. The firm's 1989 revenue was 4.96 billion French francs, or \$992 million. The bulk of 1990 revenue comes from subscribers, now totalling 3.033 million for its French pay service (up 158,000 from the previous year) and 40,000 for its new Belgian service, with additional subscribers in joint pay channel ventures in Germany (89,000 subs) and Spain (88,000 subs).

Tighter rein

Soviet broadcaster Gosteleradio will be replaced by a new state radio and TV company that will apparently reinforce greater central government control over the service, Associated Press reported last week. Leonid Kravchenko, head of Gosteleradio, will run the new state-owned company under direct appointment by Soviet President Mikhail Gorbachev. In a wire service interview, Kravchenko said the media entity will continue to allow state censorship and would tolerate "no pluralism" in the current political crisis.

'P.M.' partners

An international magazine show based on the syndicated U.S. hit *PM Magazine* is in the works from Westinghouse Broadcasting International. Westinghouse is looking for coproduction partners from among European broadcasters for 26 episodes of the half-hour show, tentatively titled *V.I.P.*. The show would focus on royalty, newsmakers, celebrities and entertainment events.

Saban sales

Saban International said it has concluded sales to Australia's Seven Network, France's La Cinq, Antenne 2 and M6 and the UK's British Sky Broadcasting.

'Arnett'

Continued from page 61.

from "jealousy." Dan Rather, King said, "would have been there without benefit of a plane."

He said the CNN reporter was doing what any journalist would do. He noted that public opinion is against Arnett, but in this case, King said the public is "wrong."

As for King's views on the war and its impact, he said the media will never be the same. "CNN won't be; broadcasting won't be. What it [the war] did for this industry is boundless." He said that if this were 1939, "Hitler would be my guest. And Tojo would be on Ted Koppel." As for the cable industry in general, King said, "cable is where you hang up your own coat." —KM

TWO SIDES OF WAR COVERAGE

The jury is still out on the performance of Western press in covering the Gulf War, but both Western and Arab journalists at a Washington briefing last week offered criticism and encouragement on the role of the media.

David Smith, Washington-based chief correspondent for the UK's Independent Television News, said that while the media had an extraordinary technical capacity to tell the story of the crisis, it was suffering from a kind of "editorial adolescence.... We're spending so much time waiting to go live, we don't have the time to get the story."

Smith also argued that while the Western media has never been so prepared for war, he was concerned journalistic practitioners were ignoring basic principles. "Tell this story like we'd tell any other story," he suggested, "from both sides. We shouldn't be catering to jingoism."

But Arab journalists at the panel, which was sponsored by the Center for Strategic and International Studies, noted that part of the difficulty may be a lack of understanding about the Arab world.

According to Mohamed Hakki, Washington Bureau Chief for the Saudi newspaper *Okaz*, "there is a perception in the West, and in the U.S. particularly, that it knows more about the Arab world than

SHARE AND SHARE ALIKE

Stations in San Francisco and Memphis have joined the growing list of properties experimenting with various synergistic news efforts as a way of dealing with the current state of the economy.

Among the latest additions, NBC affiliate KRON-TV San Francisco has signed a deal to produce a 10 p.m. half-hour newscast for airing on market independent KOFY-TV. In Memphis, NBC affiliate and market news leader WMC-TV has just started rebroadcasting its 5 p.m. news hour, retitled *Action News Encore*, at 7 p.m. weeknights on competitor WLMT(TV). Other shared news efforts launched in recent months include: the introduction of a 7:30 p.m. newscast on independent WFTY(TV) Washington, produced by NBC-owned WRC-TV Washington; WADL-TV Detroit airing the evening newscast of CBS affiliate WJBK-TV there; ABC affiliate WNEP-TV Scranton, Pa., producing a 10 p.m. newscast on Fox affiliate WOLF-TV and CBS-owned WCIX(TV) Miami rebroadcasting its 11 p.m. newscast at 12:30 a.m. on WDZL(TV). WCIX also provides local news updates during the WDZL prime time schedule.

BETTING ON NETWORK NEWS CREDIBILITY

The next five years will determine whether network news "will survive in the form we now know it," said NBC News's Tim Russert last Tuesday (Feb. 5). The Washington bureau chief joined CBS diplomatic correspondent Bill Plante in a discussion of "Changes in Television Network News Coverage in the 1990's," a course offered as part of the Smithsonian Institution's Resident Associate Program's "Media and Society" series in Washington.

According to Russert, should network news not last, it would be "equivalent to the loss of a national treasure." Noting the various network correspondents "dedicated...day in and day out" to covering specific beats, he asked: "Who else is going to play that role?" The print press "can no longer do it alone," he said. He added that he "is confident" that despite tightened bottom lines and increased competition, network news will ultimately survive.

In response to a question on why three networks are needed to cover the war in the Persian Gulf, Plante replied that "in the next five years, there may not be three.... That's not impossible because the numbers aren't there." While he declined to speculate which major commercial broadcast network might fold, Plante added to Russert's earlier comment that "the only thing we [the networks] have going for us is the reporters' credibility."

the Arab world itself. I don't think this is true at all."

Part of the misunderstanding, suggested Barry Zorthian, former chief U.S. public affairs officer during Vietnam, may be that information filtered through the Pentagon is for consumption by the American media and the American public and does not take into account the impact on foreign audiences made possible by rapid satellite communication.

Several Arab journalists participating also noted the Arab media has weaknesses of its own. "Certainly in the Middle East, there is no such thing as a free press or free communications. There is censorship," argued CSIS's Shireen Hunter. Ghassan Bishara,

Washington correspondent for the Palestinian *Al Fajr*, agreed that in the context of absence of freedoms in the Arab world, Arab journalists "end up being bureaucrats in the bureau of information." Also, said the United States Information Agency's David Pollack, chief of Middle East Research, the Arab media covering the crisis is "very deeply divided, as is the Arab world itself."

Regardless of its limitations, however, the role of the Arab press in the region should not be underestimated, argued Hamdi Fouad, Washington bureau chief of the Egyptian *Al Ahram*. "If there is any serious change in the Arab world, it will be as a result of the role played by the Arab press." —KM

DATEBOOK

"Datebook" continued from page 18.

keting workshop. Ramada Resort/Florida Center, Orlando, Fla. Information: (212) 254-4800.

March 20—Radio Advertising Bureau radio marketing workshop. Holiday Inn/O'Hare, Chicago. Information: (212) 254-4800.

March 20-21—Illinois Broadcasters Association spring convention. Ramada Renaissance, Springfield, Ill. Information: (217) 753-2636.

March 21—Radio Advertising Bureau radio marketing workshop. Ramada Inn/Airport Freeway, Dallas. Information: (212) 254-4800.

March 21—31st annual International Broadcasting Awards, honoring radio and television commercials, sponsored by *Hollywood Radio and Television Society*. Beverly Hilton Hotel, Los Angeles. Information: (818) 769-4313.

March 21—Federal Communications Bar Association monthly luncheon. Speaker: Craig McCaw, president, McCaw Communications. Washington Marriott, Washington. Information: (202) 833-2684.

March 22—Broadcast Promotion and Marketing Executives regional educational seminar, "Profitable Promotions." O'Hare Marriott, Chicago. Information: (213) 465-3777.

March 22-23—Society of Professional Journalists-Radio-Television News Directors Association regional convention. Boston Park Plaza, Boston. Information: Marsha Della-Giustina, (617) 578-8805, or Emily Rooney, (617) 449-0400.

March 23-24—Radio-Television News Directors Association region two conference, featuring presentation of Edward R. Murrow regional Awards. Boston. Information: (617) 449-0400.

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

March 25-26—"The Centralization of Media Buying in Europe," conference of *International Advertising Association, U.K. chapter*. Marriott Hotel, London. Information: David Hanger, (71) 839-7000.

March 26—Advertising Hall of Fame induction ceremonies, sponsored by *American Advertising Federation*. Waldorf-Astoria, New York. Information: (202) 898-0089.

■ **March 26-27**—"Women in the Workplace: Options and Obstacles," conference for journalists sponsored by *Washington Journalism Center*. Watergate hotel, Washington.

March 27—International Radio and Television Society newsmaker luncheon. Waldorf-Astoria, New York. Information: (212) 867-6650.

March 27-31—"Cross Country with Mike Leonard," freelance reporter for NBC, screenings at *Museum of Broadcast Communications*. MBC, Chicago. Information: (312) 987-1500.

March 28—Illinois Broadcasters Association college seminar. Illinois State University, Normal, Ill. Information: (217) 753-2636.

March 29-30—13th annual Black College Radio convention. Paschal's hotel, Atlanta. Information: Lo Jelks, (404) 523-6136.

Information: Lo Jelks, (404) 523-6136.

March 30—Deadline for entries in 30th annual International Gold Medallion Awards, sponsored by *Broadcast Promotion and Marketing Executives*. Information: (213) 288-0481.

March 31—Deadline for entries in Dateline Awards competition, sponsored by *Washington Chapter, Society of Professional Journalists*. Information: Pamela Dockins, (703) 685-2090.

APRIL

April 2—Radio Advertising Bureau radio marketing workshop. Ramada Inn/South Denver, Denver. Information: (212) 254-4800.

April 3—Radio Advertising Bureau radio marketing workshop. Benson Hotel, Portland, Ore. Information: (212) 254-4800.

April 4—Radio Advertising Bureau radio marketing workshop. Ramada Hotel/Fisherman's Wharf, San Francisco. Information: (212) 254-4800.

April 4-5—International Radio and Television Society's eighth annual minority career workshop. Viacom Conference Center, New York. Information: (212) 867-6650.

April 5—NATPE Educational Foundation regional seminar. Sessions: "Reading and Righting the Ratings" and "Beaking Up and Making Up: Current Affairs Between Local Stations and Cable." Chicago. Information: (213) 282-8801.

April 5-7—"Urban Growth and Poverty in the Economy," economics conference for journalists sponsored by *Foundation for American Communications, Ford Foundation and Atlanta Journal and Constitution*. Colony Square Hotel, Atlanta. Information: (213) 851-7372.

■ **April 6**—Radio-Television News Directors Association region-five super regional conference in conjunction with *Northwest Broadcast News Association*. Minneapolis. Information: Penny Parrish, (612) 925-4636.

■ **April 6**—Second annual Pennsylvania area regional conference of *National Association of College Broadcasters*. Luzerne County Community College, Nanticoke, Pa. Information: Ron Reino, (717) 821-0932, or Carolyne Allen, (401) 863-2225.

April 7-9—Cabletelevision Advertising Bureau 10th annual conference. Marriott Marquis, New York. Information: (212) 751-7770.

April 8—NATPE Educational Foundation regional seminar. Sessions: "Reading and Righting the Ratings" and "Beaking Up and Making Up: Current Affairs Between Local Stations and Cable." Washington. Information: (213) 282-8801.

April 8-11—Electronic Industries Association spring conference. Washington. Information: (202) 457-4900.

April 9—Electronic Industries Association government/industry dinner, during association's spring conference (see listing above). Washington. Information: (202) 457-4900.

April 9-11—Cable Television Administration and Marketing Society service management master course. Chicago. Information: (703) 549-4200.

April 10—Presentation of RadioBest Awards, sponsored by *Twin Cities Radio Broadcasters Association*. Minneapolis Convention Center, Minneapolis. Information: (612) 544-8575.

April 10-13—National Broadcasting Society, *Alpha Epsilon Rho*, 49th annual convention. Sheraton Universal Hotel, Los Angeles. Information: G. Richard Gainey, (803) 777-3324.

April 11—55th annual Ohio State Awards banquet and ceremony, sponsored by *Institute for Education by Radio-Television*, Columbus, Ohio. National Press Club, Washington. Information: (614) 292-0185.

April 12—Deadline for entries in Vanguard Awards, sponsored by *Women in Communications*, for "companies and organizations that have taken actions and instituted programs to advance women to positions of equality within that company or organization." Information: (703) 528-4200.

April 12-14—"TV News: The Cutting Edge," sponsored by *Scientists Institute for Public Information*. Bloomingdale, Ill. Information: Barbara Rich, (212) 661-9110.

April 13-15—Broadcast Education Association 36th annual convention. Las Vegas Convention Center, Las Vegas. Information: (202) 429-5355.

April 15-18—HDTV World Conference and Exhibition, sponsored by *National Association of Broadcasters*, to be held concurrently with NAB annual convention (see item below). Hilton Center, Las Vegas. Information: (202) 429-5300.

April 15-18—National Association of Broadcasters 69th annual convention. Las Vegas Convention Center, Las Vegas. Information: (202) 429-5300.

April 18—Broadcast Pioneers breakfast, during NAB convention (see listing above). Las Vegas Hilton, Las Vegas. Information: (212) 586-2000.

April 18-19—"Cable Television Law: Living with Reregulation," program sponsored by *Practising Law Institute*. Hyatt Embarcadero. San Francisco. Information: (212) 765-5700.

April 18-21—11th annual Health Reporting Conference, sponsored by *American Medical Association's Division of Television, Radio and Film Services*. Hilton hotel, Washington. Information: (312) 464-5484.

■ **April 19-20**—Texas AP Broadcasters annual convention. Capitol Marriott, Austin, Tex. Information: Diana Jensen, (214) 991-2100.

April 19-21—Southern regional conference of *National Association of College Broadcasters*. Georgia State University, Atlanta. Information: (401) 863-2225.

April 21-24—Broadcast Financial Management Association 31st annual convention. Century Plaza. Los Angeles. Information: (708) 296-0200.

FOR THE RECORD

As compiled by BROADCASTING from Feb. 7 through Feb. 13 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

■ **KTZR(AM) Tucson, AZ** (BAL910130EA; 1450 khz; 1 kw-U)—Seeks assignment of license from Tucson Wireless Inc. to Radio Pantera Inc. for \$975,000. Seller is headed by Robert D. Greenlee, who owns 70% of Valley Broadcasting Inc., licensee of KXKT(FM) Atlantic, IA; and KOIL(AM) Omaha, NE; applications are pending to sell these station's CP's. Buyer is headed by Xavier Murrieta (49%), Francisco Garcia Jr. (51%) and Francisco Garcia Sr., and are currently in management and sales at KTZR. Filed Jan. 30.

■ **KPOM-TV Ft. Smith and KFAA(TV) Rogers, both Arkansas** (KPOM: BALCT910129KI; ch. 24; 2,510 kw-V; 251 kw-A; ant. 1,040 ft.; KFAA: BALCT910129KJ; ch. 51; 5,000 kw-V; 500 kw-A; ant. 932 ft.)—Seeks assignment of license from J. D. G. Television Inc. to Westark Broadcasting Ltd. for \$4.383 million. Seller is headed by Duane Harm, and is 95% owned by Griffin Television Inc., licensee of KWTW(TV) Oklahoma City. Buyer is headed by G. Bradford Bulkley, who has 13.94% ownership in and is general partner of Communications Partners Ltd., which has interests in KFMX Radio Ltd. (99%), Cordell Publications Ltd. (24%), Civic Communications Corp. (2.6%) and Hoker Broadcasting Inc. (11.2%). Filed Jan. 29.

■ **KBLF(AM) Red Bluff, CA** (BAL910128EA; 1490 khz; 1 kw-U)—Seeks assignment of license from Theodore S. Storck to KBLF Inc. for \$120,000. Seller is headed by Theodore S. Storck, and has no other broadcast interests. Buyer is headed by Earnest R. Hopseker (42%), Karen J. Hopseker (42%), Joseph B. Fiala (8%) and Susan Fiala (8%), and has no other broadcast interests. Filed Jan. 28.

■ **KSMT(FM) Breckenridge, CO** (BALH910117HZ; 102.3 mhz; 3 kw; ant. -230 ft.)—Seeks assignment of license from Summit Broadcasting Inc. to Gardiner Broadcasting Corp. for \$750,000. Seller is headed by Ron Fowler, and has no other broadcast interests. Buyer is headed by Clifton H. Gardiner (75%), Rex R. Miller (15%) and Patrick J. O'Keefe (10%), and has application pending for KKMx-AM-FM Hayden, CO (see "Changing Hands" February 4). Filed Jan. 17.

■ **KFKA(AM) Greeley, CO** (BAL910130EB; 1310 khz; 5 kw-D, 1 kw-N, DA-N; ant.)—Seeks assignment

of license from Radio Ingstad Colorado Inc. to Weld Broadcasting Co. Inc. for \$405,000. Seller is headed by Tom, James and Robert Ingstad, brothers, and Randy Holland. Ingstads and Holland own separately and collectively, through various licensees, radio stations throughout the West. They are also selling KSQI(FM) Greeley, CO (see "Changing Hands" January 28). Buyer is headed by Joseph J. Tennesen (35%), and has no other broadcast interests. Filed Jan. 30.

■ **WXSF(FM) Bicknell, IN** (BAPH910129HY; 105.7 mhz; 3 kw; ant. 100 ft.)—Seeks assignment of CP from Robert M. Mason to Media Five Corp. for \$5,001. Seller has applications pending or granted for FM's in Iowa, Texas, Montana, Illinois, Indiana and Louisiana. Buyer is headed by Keith A. Doades (50%) and Joyce A. Doades (50%), and has no other broadcast interests. Filed Jan. 29.

■ **WKJM(FM) Monticello, IN** (BALH910124HX; 95.3 mhz; 1 kw; ant. 520 ft.)—Seeks assignment of license from WKJM Inc. to Bomar Broadcasting Co. Lafayette for \$525,000. Seller is headed by Robert J. Truitt, Roger Bauer, Edward Mugg, Robert V. Rohman, James E. Young, Essie E. Nussbaum and son Kent A. Nussbaum, and Jeffrey A. Pence, and has no other broadcast interests. Buyer is headed by Anthony Bove Sr. (29.33%), Frank Bove, (14.66%), James C. Mareuccilli (14.66%) and Thomas M. Mareuccilli (14.66%), who also have 14.81%, 14.9%, 7.4% and 7.3% interest, respectively, in WMRI Inc., licensee of WGOM(AM)-WMRI(FM) Marion, IN, and is permittee of WJMC(FM) Bremen, IN. Filed Jan. 24.

■ **KLJB-TV Davenport, IA** (BALCT910201KG; ch. 18; 3000 kw-V; 300 kw-A; ant. 1,010 ft.)—Seeks assignment of license from Davenport Communications Ltd., debtor in possession, to A & H Footwear Inc. for \$3 million. Seller is headed by Gary Brandt, Richard Greenblatt, Kathleen N. DeBoeuf, Lee Hanna and Edward Hanna. Lee Hanna has 5% interest in licensee of KSAS-TV Wichita, KS, and permittee of KAAS-TV Salina, KS. Edward Hanna is 1% shareholder of Pueblo Television Corp., and through tvU-SAPueblo Ltd. is permittee of KPCA(TV) Pueblo, CO. Buyer is headed by Allan Greenblatt (50%) and Herbert Somekh (50%), and are presently limited partners of assignor. Filed Feb. 1.

■ **KXDJ(FM) North Fort Riley, KS** (BAPH910128GL; 102.5 mhz; 50 kw; ant. 150 ft.)—Seeks assignment of CP from Anita Kay Cochran to Lesso Inc.; purchase agreement to be filed as amendment in near future. Seller is headed by Anita Cochran, and has no other broadcast interests. Buyer is headed by Larry Steckline (100%), and owns KXXX(AM)-KQLS(FM) Colby, KYUU(AM)-KSLS(FM) Liberal and KWLS(AM)-KGLS(FM) Pratt, all Kansas, and KXLS(AM) Enid, OK. Steckline's son Greg Steckline owns 100% of Communications Group Inc., licensee of KEGS(FM) Emporia, KS, and is permittee of new FM at Augusta, KS. Filed Jan. 28.

■ **KTQQ(FM) Sulphur, LA** (BALH910128GM; 100.9 mhz; 3 kw; ant. 300 ft.)—Seeks assignment of license from KSIG Broadcasting Co. Inc. to 21st Century Communications Inc. for \$429,500. Seller is headed by Louis M. Basso Jr. and Louis M. Basso III, his son, and has no other broadcast interests. Buyer is headed by Mary J. Martin (33.3%), Keith B. Martin (33.3%), her son, and Christopher J. Dunn (33.3%), her son-in-law, and has no other broadcast interests. Filed Jan. 28.

■ **WAGM-TV Presque Isle, ME** (BTCCT910125KF; ch. 8; 58.9 kw-V; 5.37 kw-A; ant. 350 ft.)—Seeks transfer of control from NEPSK Inc. to Peter P. Kozloski (sale includes KIKC-AM-FM Forsyth, MT, see below). Transferees are Thomas P. Shelburne III, Deborah Honkus and George Wensel, and are transferring

54.3% of shares. Transferees are Kozloski, Norman W. Johnson and Cathy Donovan, and is also licensee of KIKC-AM-FM. Filed Jan. 25.

■ **WJML-AM-FM Petoskey, MI** (AM: BAL910118HU; 1110 khz; 10 kw-D; FM: BAPLH910118HV; 98.9 mhz; 100 kw; ant. 800 ft.)—Seeks assignment of license from Petoskey Broadcasting Company to Northern Radio of Petoskey Inc. for \$795,400. Seller is headed by Tim Achterhoff, Harvey J. Nedeau Jr., Lillian Boonstra Trust, Frances Sova, Dalton Hille, Estate of P. B. Rogoski and Dave Dexter. Principals have interests in Greater Muskegan Broadcasters Inc., licensee of WMUS-AM-FM Muskegan, MI; WPLY Inc., licensee of WPLY(AM) Plymouth, MI, and Great Duluth Broadcasting Co. Inc., licensee of KQDS-AM-FM Duluth, MN. Buyer is headed by Northern Broadcast Inc. (100%), Richard A. Dills, William Langer Gokey and Bruce P. Peterson. Northern Broadcast Inc. is also 100% voting stockholder of Northern Radio of Michigan Inc., licensee of WKLT-AM-FM Kalkaska, MI. Filed Jan. 18.

■ **WMDC-FM Hazlehurst, MS** (BALH910122HT; 100.9 mhz; 3 kw; ant. 295 ft.)—Seeks assignment of license from Copiah County Broadcasting Company to Copiah County Radio for \$170,000. Seller is headed by Albert Mack Smith, and has no other broadcast interests. Buyer is headed by Joseph K. Hollingsworth (50%) and Wayne E. Thompson (50%), and has no other broadcast interests. Filed Jan. 22.

■ **KIKC-AM-FM Forsyth, MT** (AM: BTC910125EC; 1250 khz; 5 kw-D; FM: BTCH910125ED; 101.3 mhz; 100 kw; ant. 1,010 ft.)—Seeks transfer of control from NEPSK Inc. to Peter P. Kozloski (sale includes WAGM-TV Presque Isle, ME, see above). Filed Jan. 25.

■ **KIPP(FM) Mesquite, NV** (BALH910124GS; 97.5 mhz; 100 kw; ant. -295 ft.)—Seeks assignment of license from A.G.P., Inc to Mesquite Broadcasting Corp. for \$49,000. Seller is headed by Dale Glen Gardner, Mary S. Anderson and Dayle Perkins, and has no other broadcast interests. Buyer is headed by Glen S. Gardner. Filed Jan. 24.

■ **WGHB(AM) Farmville, NC** (BAL910128EB; 1250 khz; 5 kw-D, 2.5 kw-N)—Seeks assignment of license from Atlantic Coast Communications to Rivercity Radio Inc. for \$325,000. Seller is headed by J. Thomas Lamprecht, and has no other broadcast interests. Buyer is headed by Frank Canale and Carol D'Antonio, and has no other broadcast interests. Filed Jan. 28.

■ **WRQR(FM) Farmville, NC** (BALH910117GE; 94.3 mhz; 1.95 kw; ant. 407 ft.)—Seeks assignment of license from WRQR Inc. to Hardy Broadcasting Inc. for \$1.050 million. Seller is headed by Sam Floyd and Ronald L. Stone, and have 20% interest in WFAI(AM) Fayetteville, NC; 25% interest in WASC(AM) Spartanburg, SC; 33.3% interest in WAAJ(AM) Huntsville, AL, and 50% interest in WSJC(AM) Magee, MS. Buyer is headed by H. Steve Hardy (50%) and Steven I. Cohen (50%), and has no other broadcast interests. Filed Jan. 17.

■ **WBUX(AM) Doylestown, PA** (BTC910131EA; 1570 khz; 5 kw-D, 500 w-N)—Seeks transfer of control from Central Bucks Broadcasting Company to Network Broadcasting Corp. for \$1 million. Seller is headed by Herbert Barnes, John E. Knoell, Donald Meredith and James A. Michener (the author??)tktktktk. Buyer is headed by Douglas A. Hawley, Network Broadcasting Corp. (100% GP), Joseph L. Wesley (50%) and Marion M. Wesley (50%), husband and wife, and Loretta Kerr, and has no other broadcast interests. Filed Jan. 31.

■ **WBRX(FM) Patton, PA** (BTCH910125GU; 94.7 mhz; 1 kw; ant. 551 ft.)—Seeks transfer of control

from Kennedy Broadcasting Ltd. to C.N.W. Inc. for \$85,000. Seller is headed by John A. Kennedy Jr., and also owns WHUM(AM) Hughesville, PA, and LPTV W69BO Vero Beach, FL. Buyer is headed by Paul E. Gregg, Betty Watkins (Paul E. Gregg, guardian) (100%), and Philomena Alston. Filed Jan. 25.

■ **WPGH-TV Pittsburgh** (BALCT910118KE; ch. 53; 2338 kw-V; ant. 1,010 ft.)—Seeks assignment of license from Channel 53 Licensee Inc. to Sinclair Broadcast Group Inc. for \$55 million (see "Changing Hands" Jan. 28). Seller is headed by Michael Finkelstein, and owns KTXL(TV) Sacramento, CA; WTXH(TV) Hartford, CT; WDLZ(TV) Miami, and WPMT(TV) Harrisburg, PA. Buyer is headed by brothers David D. Smith (25%), J. Duncan Smith (25%), Robert E. Smith (25%) and Frederick G. Smith (25%), and is parent of or has interest in Commercial Radio Institute Inc. licensee of WPTT-TV Pittsburgh (recently sold, see "For the Record" February 11); Chesapeake Television Inc. licensee of WBFF(TV) Baltimore; WTTE Channel 28 Inc., permittee of KOFF(TV) Omaha, NE; Channel 63 Inc. licensee of WIIB(TV) Bloomington, IN, and Bay Television Inc., permittee of WTTA(TV) St. Petersburg, FL. Filed Jan. 18.

■ **WAJY(FM) New Ellenton, SC** (BTCH910124GN; 102.7 mhz; 3 kw; ant. 328 ft.)—Seeks transfer of control from William G. Dudley III to W. Greg Ryberg, et al., for \$829,539. Dudley is transferring 50% of company stock. He is also 75% shareholder of Jett Communications, licensee of WTMA(AM) Charleston, SC and 90% shareholder of Southern Communications Inc., licensee of WSUY(FM) Charleston, SC. Transferees are F. William Stewart (25%), Leslie P. Gamett (18.75%), Rebecca T. Robbins (18.75%) and James D. Ryberg (18.75%), and has no other broadcast interests. Filed Jan. 24.

■ **KDDD(AM)-KMRE(FM) Dumas, TX** (AM: BAL910130EC; 800 khz; 250 w-D; FM: BALH910130ED; 95.3 mhz; 3 kw; ant. 260 ft.)—Seeks assignment of license from Lone Star Radio Broadcasters Inc. to Xtra Cattle Co. Inc. for undisclosed price. Seller is headed by G. R. Chapman, and has no other broadcast interests. Buyer is headed by Phillip L. Haaland (80%) and Karllyle R. Haaland (20%), and has no other broadcast interests. Filed Jan. 30.

■ **WCVM(FM) Middlebury, VT** (BALH910118HW; 100.9 mhz; 3 kw; ant. 300 ft.)—Seeks assignment of license from Straus Communications in the Champlain Valley to Dynamite Radio Inc. for \$575,000. Seller is headed by R. Peter Straus, and has interests in WELV(AM)-WWWK(FM) Ellenville, NY, and WFTR-AM-FM Front Royal, VA. Buyer is headed by Anthony J. Neri (60%), and Anthony A. (30%) and Paul D. Neri (10%), his sons, and has no other broadcast interests. Filed Jan. 18.

■ **KHSS(FM) Walla Walla, WA** (BALH910123GQ; 100.9 mhz; 3 kw; ant. -13 ft.)—Seeks assignment of license from Four W Broadcasting Inc. to KHSS Inc. for \$225,000. Seller is headed by Thomas D. Hodgins, Stephen and Christopher Snell, brothers, and Beatrice Turnbeaugh. Snells each are 33.3% owners of United Broadcasting Co., licensee of KEEN(AM)-KBAY(FM) San Jose, CA. Turnbeaugh is administrator of estate of Roger Turnbeaugh, which has interests in KCVR(AM)-KWIN(FM) Stockton, CA. Buyer is headed by John Ramstad, and has no other broadcast interests. Filed Jan. 23.

Actions

■ **KSPE(AM) Santa Barbara, CA** (BAL901115EB; 1490 khz; 1 kw-U)—Granted app. of assignment of license from Pacific Broadcasting Co. to Spectacular Broadcasting Inc. for \$302,000 in transfer of stock. Seller is headed by Richard E. (50%) and Richard C. Marsh (50%), father and son, Robertson C. Scott and Robertson C. Scott Jr. and Harvey Pool. Buyer is headed by Richard C. and Richard E. Marsh, who are currently separating partnership in KDB(AM) Santa Barbara, CA. Action Jan. 30.

■ **KOBO(AM) Yuba City, CA** (BAL901003EB; 1450 khz; 500 w-U)—Granted app. of assignment of license from Richard E. Bleau, bankruptcy trustee, to Douglas Broadcasting Inc. for \$80,000. Seller has no other

broadcast interests. Buyer is headed by N. John Douglas (100%), David Cherhoniak and M. Fred Brown, and has no other broadcast interests. Action Jan. 30.

■ **WTVX(TV) Ft. Pierce, FL** (BALCT901010KG; ch. 34; 5000 kw-V; 500 kw-A; ant. 973 ft.)—Granted app. of assignment of license from WTVW Inc. to Krypton Broadcasting Corp. for \$8 million. Seller is headed by C. E. Feltner and is licensee of WNFT(TV) Jacksonville, Fla.; Krypton Broadcasting of Birmingham Inc.; Krypton International Corp., and Krypton Broadcasting of Ft. Pierce Inc. Buyer is headed by Frank K. Spain and is licensee of WTVA(TV) Tupelo, Miss., and is permittee of KZJC(TV) Flagstaff, AR. Action Feb. 1.

■ **WCOA(AM)-WJLQ(FM) Pensacola, FL** (AM: BAL901213EB; 1370 khz; 5 kw-U; FM: BALH901213EC; 100.7 mhz; 100 kw; ant. 1,555 ft.)—Granted app. of assignment of license from Norman S. Drubner to Brem Broadcasting for \$2.23 million. Seller is headed by Norman S. Drubner, who has interests in KXYQ(AM)-KZRL(FM) Portland, OR, and K1-VA(AM) Santa Fe and KZQR(FM) Albuquerque, both NM. Buyer is headed by Edmond J. Muniz (80%) and Barry Richards (20%). Muniz has 33% interest in WLTS-FM Slidell, LA; 100% interest in WYAT(AM) New Orleans, and 65% interest in WGCM-AM-FM Gulfport, MS. Action Jan. 31.

■ **WBBK(AM)-WDKZ(FM) Blakely, GA** (AM: BTC901203EA; 1260 khz; 1 kw-D; FM: BTCH901203EB; 93.5 mhz; 3 kw; ant. 328 ft.)—Granted app. of transfer of control from Hirsch Broadcasting Inc. to Jerry D. Braswell for \$120,000 in stock purchase. Seller is headed by Thomas J. Palmer, who is station manager at WCLA-AM-FM Claxton, GA. Buyer is headed by Braswell (51%), H.C. Van Buskirk (30%) and Carolyn M. Van Buskirk (19%), and have same interests in Triple B Broadcasting Corporation, licensee of WNUE(AM) Ft. Walton Beach, FL. Action Jan. 30.

■ **KAIM-AM-FM Honolulu, HI** (AM: BTC901205EA; 870 khz; 50 kw-U; FM: BTCH901205EB; 95.5 mhz; 100 kw; ant. 421 ft.)—Granted app. of transfer of control from Christian Broadcasting Association to Billy Graham Evangelistic Association through change in manner of nominating and removing directors. Transferees are William F. Graham and son W. Franklin Graham (II), Clifford B. Barrows, Allan C. Emery Jr., John R. Corts, George F. Bennett and George M. Wilson. Several officers and or directors of Christian Broadcasting serve as officers or directors of Billy Graham Evangelistic Association. George M. Wilson, officer and director of CBA and BGEA, is a director of Northwestern College, licensee of noncommercial KTIS-AM-FM St. Paul and KDNW(FM) Duluth, all Minnesota; KNWS-AM-FM Waterloo, IA; KFNW-AM-FM Fargo, ND; KNWC-AM-FM Sioux Falls, SD, and WNW(CF) Madison, WI. Action Feb. 4.

■ **KMVT(TV) Twin Falls, ID** (BTC901126KG; ch. 11; 316 kw-V; 31.6 kw-A; ant. 1,190 ft.)—Seeks transfer of control from KMVT Broadcasting Inc. to Susan Spear Root for no cash consideration in transfer of estate. Seller is headed by Chapman S. Root Revocable Trust. Buyer is headed by Susan Spear Root, co-trustee, Charles L. Caravati, Charles I. Moore Jr. and Chapman J. Root II, and have no other broadcast interests. Action Jan. 30.

■ **KXEO(AM)-KWWR(FM) Mexico, MO** (AM: BTC901129EA; 1340 khz; 1 kw-U; FM: BTCH901129EB; 95.7 mhz; 100 kw; ant. 992 ft.)—Granted app. of transfer of control from KXEO Radio Inc. to Ruth Anne Mongler, Trustee for Revocable Trust in stock transfer. Seller is headed by Mongler, who represents estate of Jerry Johnson (deceased). Mongler also owns 100 shares of common stock of KDNT Radio Inc., licensee of KDNT(AM) Denton, TX. Action Feb. 4.

■ **WTYO(AM) Hammonont, NJ** (BAL901213ED; 1580 khz; 1 kw-D, 7 w-N)—Granted app. of assignment of license from Hammonont Broadcasting Co. to South Jersey Radio Inc. for \$100,000. Seller is headed by Ronald S. Gold and Laurence O. Spector, and has no other broadcast interests. Buyer is headed by Howard L. Green (50%), Donald M. Simmons (50%) and Joseph J. Jackler, and is licensee of WOND(AM) Pleasantville, NJ; WMGM(FM) Atlantic City;

WMGM-TV Wildwood, NJ, and permittee of LPTV WO7CE Atlantic City; principals own same interests in WENY Inc., licensee of WENY(AM)-WLEZ(FM) and WENY-TV Elmira, NY; TV translator WO6AR Horell, NY, and permittee of TV translator WO7BJ Ithaca, NY. Action Jan. 31.

■ **WCHP(AM) Champlain, NY** (BTC901203EF; 760 khz; 25 kw-D)—Granted app. of transfer of control from Estate of Marvin D. Clapp (deceased) to Dora L. Clapp, executrix, and Carl J. Auel for no financial consideration. Auel is 50% owner of KKKX(AM) Paradise and 51% owner of KKM(CAM) Gonzales, both California; 25% owner of WCHP(AM) Champlain, NY; 25% owner of WLVI(AM) Royal Palm Beach, 33.3% owner of WORL(AM) Christmas, 49% owner of WTVF(AM) Woodville, 100% owner of WWLO(AM) Gainesville, all Florida, and 51% owner of KKNQ(AM) Gretna, LA. Action Jan. 31.

■ **WFAI(AM) Fayetteville, NC** (BAL900904EB; 1230 khz; 1 kw-U)—Granted app. of assignment of license from Beasley Broadcasting Co. to WFAI Radio Inc. for \$75,000. Seller is headed by George G. and Shirley W. Beasley, husband and wife, and Sam Floyd, and has no other broadcast interests. Buyer is headed by Gardner H. Altman Sr. (51%) and Henry W. Hoot (49%). Altman is 100% shareholder of Ahoskie Radio Inc., ultimate owner of WRCS(AM)-WQDK(FM) Ahoskie, NC. Hoot is sole owner of WTSB(AM) Lumberton, NC. Action Jan. 31.

■ **WJKA(TV) Wilmington, NC** (BALCT880930KH; ch. 26; 4325 kw-V; 432.5 kw-A; ant. 1644 ft.)—Denied app. of assignment of license from Wilmington Telecasters Inc. to Roy H. Park Broadcasting Inc. for \$7.25 million. Seller is headed by Katherine R. Everett, Jacob H. Froelich Jr., George Lyles Jr., Dorothy Bullock and Robinson O. Everett, and have interests in Fayetteville—Cumberland Telecasters Inc., licensee of WFCT(TV) Fayetteville, NC, and Guilford Telecasters Inc., licensee of WGGT(TV) Greensboro, NC. Everetts own Wilson Telecasters, licensee of WWRD(TV) Wilson, NC, and Pacific Media Corp., licensee of KECY-TV El Centro, CA. Buyer is headed by Park Broadcasting Inc. (100%), subsidiary of Park Communications Inc. Roy Park controls 89.3% of stock of Park Communications. Park Broadcasting is parent of licensees of WNCT-AM-FM-TV Greenville, NC; WBMG(TV) Birmingham, AL; KWJJ-AM-FM Portland, OR; KJJO-AM-FM St. Louis Park, MN; WNAX(AM) Yankton, SD; WSLV-TV Roanoke and WTVR-AM-FM-TV Richmond, both Virginia; WHEN(AM)-WRHP(FM) Syracuse and WUTR(TV) Utica, both New York; WDEF-AM-FM-TV Chattanooga and WJHL-TV Johnson City, both Tennessee; KEZX-AM-FM Seattle, WA; WPAT-AM-FM Paterson, NJ, and KWLO(AM)-KFMW(FM) Waterloo, IA. Action Jan. 24.

■ **KBYE(AM) Oklahoma City** (BAL901031EG; 890 khz; 1 kw-D)—Granted app. of assignment of license from L. Win Holbrook, bankruptcy trustee, to SCI Inc. for \$315,000. Seller has no other broadcast interests. Buyer is headed by Charles C. Freeny III (45%), James P. Freeny (45%) and Jeffrey Bodley (28%), and has no other broadcast interests. Action Feb. 4.

■ **WSIX(AM) Nashville, TN** (BAL901213EF; 980 khz; 5 kw-U)—Granted app. of assignment of license from Capstar Communications Inc. to Bible Broadcasting Network Inc. for \$600,000. Seller is headed by R. Steven Hicks, David Manning and Kim Borrow, and is licensee of WJDX(AM)-WMSI(FM) Jackson, MS; and WSSL-AM-FM Greenville, SC. Buyer is headed by Lowell L. Davey, Georgeanna Davey, Keith Wohlenhaus, H. Ron White, R. Lindsay Potate, Joseph J. Mast and Joy A. Davey (each 14.29%). Bible Broadcasting Network is non-profit, non-stock corporation which is licensee of KCEV(FM) Wichita, Kan.; WAO(AM) Decatur, WYFK(FM) Columbus, WYFA(FM) Waynesboro and WYFS(FM) Savannah, all Georgia; WFCE(FM) Tarpon Springs, WYFB(FM) Gainesville and WYFO(FM) Lakeland, all Florida; WHPE(FM) High Point and WYFL(FM) Henderson, both North Carolina; WHGG(FM) Knoxville and WYFC(FM) Clinton, both Tennessee; WYFG(FM) Gaffney, WYFH(FM) North Charleston and WYFV(FM) Cayce, all South Carolina, and WYFI(FM) Norfolk, WYFJ(FM) Ashland and WYFT(FM) Luray, all Virginia. Action Jan. 31.

■ **KFNA(AM)** El Paso, TX (BAL901127EA; 1060 khz; 10 kw-D)—Granted app. of assignment of license from Norman Fischer & Associates to K-Fina Results Inc. for \$100,000. Seller is bankruptcy trustee, and have no other broadcast interests. Buyer is headed by Robert Coral (40%), Armando de Leon Jr. (40%), Aida Manges de Otanez (10%) and Enriqueta Gomez (10%), and have no other broadcast interests. Action Feb. 4.

■ **KRGE(AM)** Weslaco, TX (BAL901113EC; 5 kw-U)—Granted app. of assignment of license from Sunbelt Radio Group Inc. to Christian Ministries of the Valley for \$300,000. Seller is headed by Richard N. Lea, Dain Schult, Martin T. Gatins and Jo Ann Waddell, and is licensee of KRRG(FM) Laredo, TX. Buyer is headed by Elias Garza, Eli Garza, Enrique Garza and Andrea Garza, and have no other broadcast interests. Action Jan. 31.

NEW STATIONS

Actions

■ **Lindsay, CA** (BPH880504ME)—Granted app. of Lindsay Broadcasting for 103.3 mhz; .528 kw H&V; ant. 751 ft. Address: 12550 Brookhurst St., Ste A, Garden Grove, CA 92640. Principal is headed by Linda Ware and has no other broadcast interests. Action Jan. 28.

■ **Belle Plaine, IA** (BPH890526ME)—Returned app. of Robert M. Mason for 95.7 mhz; 3 kw; ant. 328 ft. Address: 1943 Greenview, Northbrook, IL 60062. Principal is 100% stockholder of CP (BPH870819NE) at Mt. Morris, IL, and is individual applicant of CP (BPH880229MD) at Charlestown, IL. Action Jan. 23.

■ **Mansfield, PA** (BPH900116MW)—Granted app. of Jennifer Lamb for 92.3 mhz; .417 kw; ant. 866 ft. Address: 5252 Salisbury Dr., Newark, CA 94560. Principal has no other broadcast interests. Action Jan. 30.

■ **Socastee, SC** (BPH871231ND)—Granted app. of Puritan Radiocasting Co. for 99.5 mhz; 3 kw H&V; ant. 328 ft. Address: 11560 Rolling Green Court, Reston, VA 22091. Principal is headed by Dorothy P. Rackley and Ronald D. Rackley, and has no other broadcast interests. Action Jan. 30.

■ **Palacios, TX** (BPH860422MF)—Dismissed app. of Bay Broadcasting Ltd. for 100.7 mhz; 3 kw H&V; ant. 984 ft. Address: Hwy 35 East, Bay City, TX 77414. Principal is headed by Oak Creek Communications and Brenda Clark, and has no other broadcast interests. Action Jan. 22.

■ **Salt Lake City** (BPED901105MJ)—Granted app. of Salt Lake Baptist Academy for 88.3 mhz; .5 kw; ant. -1,187 ft. Address: P.O. Box 20555 West Valley City, UT 84120. Principal is headed by Rev. Marshall Warneke, Eric Martinez, Scott Arrington and Ron Escudero, and has no other broadcast interests. Action Jan. 29.

FACILITIES CHANGES

Applications

AM's

■ **Orange, CA** KSRT(AM) 830 khz—Jan. 29 application for mod. of CP (BP810209AK) to make changes in antenna system.

■ **Graham, NC** WSML(AM) 1190 khz—Jan. 30 application for mod. of CP (BP850905MD) to augment nighttime standard pattern.

FM's

■ **Wrightsville, AR** (no call letters) 107.7 mhz—Jan. 25 application for mod. of CP (BPH871109ME) to change ERP: 2.7 kw H&V; change ant.: 489 ft.

■ **Burney, CA** (no call letters) 89.7 mhz—Jan. 25 petition for reconsideration of grant is denied.

■ **Julian, CA** KBNN(FM) 100.1 mhz—Jan. 24 application for mod. of CP (BPH850710MC) to change

ERP: .048 kw H&V; change ant.: 2,221 ft.; TL: 23690 Volcan Rd., Julian, CA.

■ **Temecula, CA** KRTM(FM) 88.9 mhz—Jan. 25 application for mod. of CP (BPED900223MA) to change ERP: 1.15 kw H&V; change ant.: 453 ft.; TL: 30025 Front St., Temecula, CA 92390.

■ **Grand Junction, CO** KPRN(FM) 89.5 mhz—Jan. 22 application for mod. of CP (BPED880920IH) to change ERP: 50 kw H&V.

■ **Holmes Beach, FL** (no call letters) 98.7 mhz—Jan. 25 application for mod. of CP (BPH861208MW as mod.) to change ERP: 23 kw H&V; ant.: 328 ft.; TL: PN Pine Key just W of Florida State Rte 693, FL; change to class C3 (per docket #89-424).

■ **Savannah, GA** WEAS-FM 93.1 mhz—Jan. 18 application for mod. of CP (BPED880324MA) to change ERP: 81.3 kw H&V; ant.: 981 ft.; TL: approx. 7 km NW of I-95, Hwy 204, Chatham county, GA.

■ **Chicago** (no call letters) 88.3 mhz—Jan. 29 application for mod. of CP (BPED880324MA) to change ERP: .15 kw H&V; ant.: 128 ft.; TL: 10044 S Central Park, Chicago.

■ **Indianapolis** WAJC(FM) 104.5 mhz—Jan. 24 application for CP to change ERP: 50 kw H&V; ant.: 492 ft.; TL: 2.3 km NW of intersection of N Meridian and E 38th St., Butler University Campus, Indianapolis.

■ **Ogden, KS** KQLA(FM) 103.9 mhz—Jan. 17 application for CP to change freq: 103.5 mhz; change ERP: 50 kw H&V; change ant.: 305 ft.; class: C2 (per docket #90-16).

■ **Coushatta, LA** KSBH(FM) 92.3 mhz—Jan. 18 application for mod. of CP (BPH880415ME) to change freq: 94.9 mhz; change ERP: 25 kw H&V; TL: located on Farm Rd., 1.1 km W of LA 485, 2.1 km SW of Powhattan, Natchitoches Parish, LA; class: C3 (per docket #89-447).

■ **Fairfield, ME** WEZO(FM) 93.3 mhz—Jan. 16 application for mod. of CP (BPH881011ME) to change ERP: 13.5 kw H&V; ant.: 440 ft.; TL: RFD 3 Box 5860 Skowhegan, ME.

■ **Dewitt, MI** WQHH(FM) 96.5 mhz—Jan. 28 application for mod. of CP (BPH870914MR as mod.) to change TL: .8 kw SW of the intersection of Cutler Rd. and Francis Rd.

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

SERVICE	ON AIR	CP's ¹	TOTAL ²
Commercial AM	4,984	242	5,226
Commercial FM	4,372	929	5,301
Educational FM	1,438	298	1,736
Total Radio	10,794	1,469	12,263
Commercial VHF TV	552	18	570
Commercial UHF TV	563	184	747
Educational VHF TV	125	3	128
Educational UHF TV	229	16	245
Total TV	1,469	221	1,690
VHF LPTV	185	165	350
UHF LPTV	594	1,056	1,650
Total LPTV	779	1,221	2,000
FM translators	1,863	318	2,181
VHF translators	2,714	97	2,811
UHF translators	2,248	382	2,630

CABLE

Total subscribers	53,900,000
Homes passed	71,300,000
Total systems	10,823
Household penetration ³	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.

■ **Bowling Green, MO** KPCR-FM 100.9 mhz—Jan. 22 application for CP to change freq: 94.1 mhz; ERP: 25 kw H&V; change ant.: 270 ft.; class: C3 (per docket #90-131).

■ **Newark, NJ** WHTZ(FM) 100.3 mhz—Jan. 17 application for CP to change ERP: 6 kw H&V; ant.: 1,361 ft.

■ **Scranton, SC** (no call letters) 102.9 mhz—Dec. 14, 1990 application for mod. of CP (BPH88084MM) to change ERP: 2.9 kw H&V; change ant.: 466 ft.; TL: .9 km SW of intersection US 301, State Rd. 72 at New Hope, SC.

■ **Fredericksburg, VA** WBQB(FM) 101.5 mhz—Jan. 18 application for mod. of CP (BPH890626IF) to change antenna supporting structure height.

TV's

■ **Honolulu** KHAI-TV ch. 20—Jan. 29 application for CP to change ERP: 467 kw (vis); ant.: 2,040 ft.; TL: Paieka Ridge, .4 km SE of Palchua, City and County of Honolulu; change antenna: Andrew Corp.

ALP12M2-ESD-20 special (DA)(BT) 21 23 51N 158 06 01W.

■ **Chapel Hill, NC** WUNC-TV ch. 4—Jan. 29 application for CP to change ERP: 100 kw H (vis); ant.: 1,017 ft.; change TL: Jones Ferry Rd., at Chatham County Orange County line. 6.5 mi SSW of Chapel Hill, NC; antenna: Dielectric TF-SCM 35 51 59N 7379 10 .22W.

■ **Provo, UT** KZAR-TV ch. 16—Jan. 28 amended: application (BMPCT890519KG) to change ERP: 5,000 kw H&V; change ant.: 187 ft.; TL: 2 mi W of Mona, UT off Old Canyon Rd.; antenna: Dielectric TFU-36J33050(DA)(BT) 39 48 54N 111 53 39W.

Actions

AM's

■ **Paradise, CA** KKXX(AM) 930 mhz—Feb. 4 application (BP891010AD) granted resubmitted nunc pro tunc: CP to add night service with 500 watts.

■ **Bellevue, NE** KKAR(AM) 1180 khz—Feb. 4 application (BP900405CE) granted for CP to increase day

power to 25 kw.

■ **Claremore, OK** KTRT(AM) 1270 khz—Feb. 4 application (BP900405AY) granted for CP to add night service with 1 kw; change night TL to E of Hwy. 66, 4.5 km SW of City, Claremore, OK and make changes in antenna system; 36 15 58N 95 38 23W.

■ **St. Joseph, TN** WJOR(AM) 1040 khz—Feb. 4 application (BP900912AE) granted for CP to correct coordinates to: 35 00 52N 87 30 46W, and make changes in antenna system.

■ **Waxahachie, TX** KBEC(AM) 1390 khz—Feb. 4 application (BP900404AH) granted for CP to add night service with 270 watts and change TL: to Waxahachie, TX 32 26 45N 96 48 15W.

FM's

■ **Tuscaloosa, AL** WTUG(FM) 92.7 mhz—Jan. 30 application (BMPH901113IG) granted for mod. of CP (BPH900220ID) to change ant.: 328 ft.; change class from 225C2 to 225C1.

■ **Juneau, AK** KSUP(FM) 106.3 mhz—Jan. 30 appli-

SERVICES

BROADCAST DATABASE
dataworld
MAPS
Coverage/Terrain Shadowing
Allocation Studies - Directories
P.O. Box 30730 301-652-8822
Bethesda, MD 20814 800-368-5754

BROADCAST DATA SERVICES
Computerized Broadcast Service
Including
Data Base Allocation Studies
Terrain Profiles
A Div. of Muffet, Larson & Johnson, Inc.
703 824-5666
FAX: 703-824-5672

Talotech, Inc.
BROADCAST CONSULTANTS AND ENGINEERS
• FCC Applications and Field Engineering
• Frequency Searches and Coordination
• Tower Erection and Maintenance
• Facility Design and Construction
Contact: KENNETH W. HOEHN 23400 Mich Ave
(313) 562-6873 Dearborn MI 48124

dataworld
LPTV/TV Translator
Detailed Interference Studies
Regional Directories
Maps - Terrain - Popcount
301-652-8822 800-368-5754

DSI
COMMUNICATIONS, INC.
• Radio and Television System Design
• Transmitter and Studio Installation
• Microwave and Satellite Engineering and Installation
627 Boulevard
201-245-4833 Kenilworth, NJ 07033

Stainless, inc.
New Towers, Antenna Structures
Engineering Studies, Modifications
Inspections, Erection, Appraisals
North Wales, PA 19454
215 699-4871 FAX 699-9597

Shoolbred Engineers, Inc.
Structural Consultants
Towers and Antenna Structures
Robert A. Shoolbred, P.E.
1049 Morrison Drive
Charleston, S.C. 29403 • (803) 577-4681

SG Communications
TV/FM RF Systems Specialists
RF System Measurements
Tower Erection & Maintenance
800-824-7865 Tucson, AZ
800-874-5449 Tampa, FL
215-699-6284 N. Wales, PA

KLINE TOWERS
Towers, Antenna Structures
Engineering & Installation
P.O. Box 1013
Columbia, S.C. 29202
Tel: 803 251-8000 • FAX 251-8080

LDL COMMUNICATIONS, Inc.
RF DESIGN & INSTALLATION SPECIALISTS
LARCAN SOLID STATE TRANSMITTERS
ALAN DICK ANTENNAS & COMBINERS
LEBLANC & ROYLE TOWER SYSTEMS
14440 CHERRY LANE CT. LAUREL MD 20707
TEL: 301-498-2200 FAX: 301-498-7852

PiROD INC.
ENGINEERS & MANUFACTURERS OF
SOLID STEEL TOWER STRUCTURES
PHONE 219-936-4221
FAX 219-936-6796
P.O. Box 128, 1200 N. Oak Rd.
Plymouth, IN 46563

New towers, transmitter buildings, earth stations, turnkey site development.
Tower Structures, Inc.
1889 Mirvana Avenue
Chula Vista, CA 92011
619/421-1181
Fax: 619/421-0533 Lic. No. 254813

INSTALLATION SERVICES
TOWER & ANTENNA SPECIALISTS
NEW INSTALLATION, REPAIR, MAINTENANCE, or INSPECTION
• Factory Trained Technicians • Four Installation Crews •
• Fully Bonded & Insured • Engineering & Fabrication Support •
Central Tower Inc.
P.O. Box 530
Huntsburg, IN 47330 (phone) 812-853-0885

Utility Tower COMPANY
SERVING BROADCASTERS
FOR OVER FORTY YEARS
(405) 946-5551

SPECTRUM
ENGINEERING COMPANY
1921 KATY FREEWAY, SUITE 300
HOUSTON, TEXAS 77059
CONVENTIONAL AND MASTER FM
ANTENNA SYSTEMS
ENGINEERED AND INSTALLED
W. E. (BILL) CORDELL, P.E.
(713) 438-3838 / FAX: (713) 984-8066
MEMBER APCCCE

S & M Associates, Inc.
• Transmitter installations & supervision
• Installations of any manufacturer
• 10 years experience
205-849-7873
FAX 205-841-0069

MAGRILL & ASSOCIATES
Radio Technical Consultants
Computerized Frequency Searches - FCC Applications
Pre-purchase Evaluations - Audio Enhancements
Upgrades - Complete Station Design and Construction
Signal Improvements - Quality Studio & RF Rebuilds
Fast, Experienced & Economical
(904) 371-4288
Kyle Magrill P.O. Box 456, Orange Lake, FL 32681

DON'T BE A STRANGER
To Broadcasting's 117,323 Readers, Display your Professional or Service Card here. It will be seen by station and cable TV system owners and decision makers.
* 1989 Readership Survey showing 37 readers per copy

contact
BROADCASTING MAGAZINE
1705 DeSales St., N.W.
Washington, D.C. 20036
for availabilities
Phone: (202) 659-2340

PROFESSIONAL/SERVICE DIRECTORY RATES
52 weeks - \$40 per insertion
26 weeks - \$50 per insertion
There is a one time typesetting charge of \$20. Call (202) 659-2340.

PROFESSIONAL CARDS

du Treil, Lundin & Rackley, Inc.

A Subsidiary of A.D. Ring, P.C.

1019 19th Street, N.W., Suite 300
Washington, D.C. 20036
Telephone: 202-223-6700
Member AFCCE



SAIC Carl T. Jones Corporation

a Subsidiary of Science Applications International Corporation

CONSULTING ENGINEERS
7901 YARNWOOD COURT
SPRINGFIELD, VA. 22153
(703) 568-7704
MEMBER AFCCE

LOHNES & CULVER

Consulting Radio-TV Engineers
1156 15th St., N.W., Suite 606
Washington, D.C. 20005
(202) 296-2722



Member AFCCE

COHEN, DIPPELL and EVERIST, P.C.

CONSULTING ENGINEERS
1300 "L" STREET, N.W. SUITE 1100
Washington, D.C. 20005
(202) 898-0111
Member AFCCE

SILLIMAN AND SILLIMAN

8121 Georgia Ave. #700
Silver Spring, MD 20910
ROBERT M. SILLIMAN, P.E.
(301) 589-8288
THOMAS B. SILLIMAN, P.E.
(812) 853-9754
Member AFCCE

Moffet, Larson & Johnson, Inc.

Consulting Telecommunications Engineers
Two Skyline Place, Suite 800
5203 Leesburg Pike
Falls Church, VA 22041
703 824-5660
FAX: 703-824-5672
Member AFCCE

HAMMETT & EDISON, INC.

CONSULTING ENGINEERS
Box 280068
San Francisco, California 94128



(415) 342-5200
(202) 396-5200

Member AFCCE

Jules Cohen & Associates, P.C.

Consulting Electronics Engineers
Suite 600
1725 DeSales, N.W.
Washington, D.C. 20036
Telephone: (202) 659-3707
Telecopy: (202) 659-0360
Member AFCCE

CARL E. SMITH CONSULTING ENGINEERS

AM-FM-TV Engineering Consultants
Complete Tower and Rigging Services
"Serving the Broadcast Industry for over 30 Years"
Box 807 Bath, Ohio 44210
(216) 659-4440

VIR JAMES

CONSULTING ENGINEERS
Applications and Field Engineering
Computerized Frequency Surveys
3137 W. Kentucky Ave.—80219
(303) 937-1900
DENVER, COLORADO
Member AFCCE & NAB

E. Harold Munn, Jr., & Associates, Inc.

Broadcast Engineering Consultants
Box 220
Coldwater, Michigan 49036
Phone: 517-278-7339

Mullaney Engineering, Inc.

Consulting Telecommunications Engineers
9049 Shady Grove Court
Gaithersburg, MD 20877
301-921-0115
Member AFCCE

HATFIELD & DAWSON

CONSULTING ENGINEERS
4226 SIXTH AVE. N.W.
SEATTLE, WASHINGTON 98107
(206) 783-9151; Facsimile: (206) 789-9834
MEMBER AFCCE

F.W. HANNEL & ASSOCIATES

Registered Professional Engineers
911 Edward Street
Henry, Illinois 61537
(309) 364-3903
Fax (309) 364-3775

STRUCTURAL SYSTEMS TECHNOLOGY, INC.

J. Cabot Goudy, P.E.
PRESIDENT
TOWERS, ANTENNAS, STRUCTURES
New Tall Towers, Existing Towers
Studies, Analysis, Design Modifications,
Inspections, Erection, Etc.
6867 Elm St., McLean, VA 22101 (703) 456-9765

C.P. CROSSNO & ASSOCIATES

CONSULTING ENGINEERS
P.O. BOX 180312
DALLAS, TEXAS 75218
TELECOMMUNICATIONS (FCC, FAA)
CHARLES PAUL CROSSNO, P.E.
(214) 321-9140 MEMBER AFCCE

JOHN F.X. BROWNE & ASSOCIATES, P.C.

525 Woodward Ave.
Bloomfield Hills, MI 48013
(313) 642-6226
Washington Office
(202) 293-2020
Member AFCCE

D.C. WILLIAMS, P.E.

Consulting Radio Engineer
Member AFCCE
Post Office Box 1888
Carson City, Nevada 89702
(702) 885-2400



COMMUNICATIONS TECHNOLOGIES INC.

BROADCAST ENGINEERING CONSULTANTS
CLARENCE M. BEVERAGE
LAURA M. MIZRANI
(609) 985-8977
P.O. BOX #1130
MARLTON, NJ 08053
FAX: (609) 985-8134



LAWRENCE L. MORTON ASSOCIATES
1231 MESA OAKS LANE
MESA, CALIF. 93034

LAWRENCE L. MORTON, P.E.

AM • FM • TV
APPLICATIONS • FIELD ENGINEERING
MEMBER AFCCE
(805) 733-4275 / FAX (805) 733-4793

SELLMEYER ENGINEERING

Consulting Engineers
P.O. Box 356
McKinney, Texas 75069
(214) 542-2056
Member AFCCE

PAUL DEAN FORD, P.E.

BROADCAST ENGINEERING CONSULTANT
3775 West Dugger Ave.,
West Terre Haute, Indiana 47885
812-535-3831
Member AFCCE

EVANS ASSOCIATES

Consulting Communications Engineers
AM-FM-TV-CATV-ITFS Cellular
Broadcast Engineering Software
216 N. Green Bay Rd.
THIENSVILLE, WISCONSIN 53092
Phone (414) 242-8000
Member AFCCE

RICHARD L. BIBY, P.E.

COMMUNICATIONS ENGINEERING SERVICES, P.C.
CONSULTING ENGINEERS
6105-G Arlington Blvd.
Falls Church, VA 22044
(703) 534-7880 (703) 534-7884 Fax
Member AFCCE

Datel Corporation

BROADCAST CONSULTANTS

Applications • Inspections

Call Toll-Free
(800) 969-3900
1515 N Court House Rd., Arlington, VA 22201

George Jacobs & Associates, Inc.

Consulting Broadcast Engineers
Domestic & International
Member AFCCE

Suite 410 8701 Georgia Ave.
(301) 587-8800 Silver Spring, MD 20910

W. Lee Simmons & Assoc., Inc.

Broadcast Telecommunications Consultants
1036 William Hilton Pkwy., Suite 200F
Hilton Head Is., S.C. 29928
800-277-5417 803-785-4445
FAX 803-842-3371

Lahm, Suffa & Cavell, Inc.

Consulting Engineers
3975 University Drive, Suite 450
Fairfax, Virginia 22030
(202) 332-0110 (703) 591-0110
Fax (703) 591-0115
Member AFCCE

DON'T BE A STRANGER

To Broadcasting's 117,323 Readers - Display your Professional or Service Card here. It will be seen by station and cable TV system owners and decision makers.

* 1989 Readership Survey showing 37 readers per copy

contact

BROADCASTING MAGAZINE
1705 DeSales St., N.W.
Washington, D.C. 20036
for availabilities
Phone: (202) 659-2340

PROFESSIONAL/SERVICE DIRECTORY RATES

52 weeks - \$40 per insertion
26 weeks - \$50 per insertion
There is a one time typesetting charge of \$20. Call (202) 659-2340.

AFCCE

Association of
Federal Communications
Consulting Engineers

P.O. Box 19333
20th Street Station
Washington, DC 20036
(703) 534-7888

cation (BPH900816IH) granted for CP to change ERP: 10 kw H&V; change ant.: -1,007 ft.; change to class C3 (per docket #89-266).

■ **Prescott Valley, AZ** KHX-FM 106.3 mhz—Feb. 1 application (BPH901015IB) returned for CP to change ERP: 3.715 kw H&V; ant.: 1,615 ft.; TL: 7.5 mi SW of Prescott, AZ; freq: 106.7 mhz, change class: C2 and to change Community license from Prescott Valley to Prescott.

■ **Fresno, CA** KFNO(FM) 90.3 mhz—Jan. 28 application (BMPED890118II) granted for mod. of CP (BPH840301CC as mod.) to change ERP: 1.7 kw H&V; ant.: 1,970 ft.; correct geographical coordinates: 37 04 26N 119 25 52W.

■ **McFarland, CA** KSUV(FM) 102.9 mhz—Jan. 31 application (BMPH910111IB) granted for mod. of CP (BPH860707OG) to change TL: .4 km due S of the intersection of Merced Ave. and Scaroni Ave., 4.52 km WNW of Shafter, CA on a bearing of 304.5 degree (T).

■ **Vidalia, GA** WGPB(FM) 91.5 mhz—Jan. 31 application (BMPED901011IC) granted for mod. of CP (BPH870202ME) to change antenna supporting structure height.

■ **Twin Lakes, IA** KTLB(FM) 105.5 mhz—Jan. 30 application (BPH900917IG) granted for CP to change freq: 105.9 mhz; change ERP: 25 kw H&V; ant.: 282 ft.; class: C3 (per docket #89-369).

■ **New Iberia, LA** (no call letters) 93.7 mhz—Jan. 30 application (BMPH901113IH) granted for mod. of CP (BPH880519NN) to change ERP: 34 kw H&V; ant.: 591 ft.; TL: approximately 1.0 km SW of intersection of Rte. 83 and 318, near Kemper, St. Mary Parish, LA.

■ **Grand Rapids, MI** WXJI(FM) 98.9 mhz—Jan. 31 application (BMPH901114IE) returned for mod. of CP (BPH860507PT) to change ERP: 1.35 kw H&V; ant.: 492 ft.; TL: Cordes Ave., 0.35 km N of 4 mi Rd. 8

km W of Comstock Park, MI.

■ **Mackinaw City, MI** WSSW(FM) 94.3 mhz—Jan. 22 application (BPH901012IB) dismissed for CP to change ERP: .94 kw H&V; ant.: 18.6 m H&V; and change TL: in Emmet County, on Trails End Rd., W of KOA campground, next to former Pennsylvania R.R. right-of-way.

■ **Booneville, MS** WBIP-FM 99.3 mhz—Jan. 30 application (BPH900323IB) granted for CP to change ERP: 6 kw H&V.

■ **Clarksdale, MS** WKDJ(FM) 96.5 mhz—Jan. 30 application (BPH900926IB) granted for CP to change ERP: 25 kw H&V; change ant.: 263 ft.; TL: located 12 mi SSE Clarksdale, MS in Walnut Community; class: C3 (per docket #89-372).

■ **Panaca, NV** KLNRF(FM) 91.7 mhz—Jan. 28 application (BMPED901010IE) granted for mod. of CP (BPD861106MB) to change antenna supporting structure height.

■ **Monticello, NY** WSUL(FM) 98.3 mhz—Jan. 30 application (BPH901119II) granted for CP to change ERP: 1.1 kw H&V; change ant.: 533 ft.

■ **Belpre, OH** WNUS(FM) 107.1 mhz—Jan. 29 application (BPH900403IC) granted for CP to change ERP: 4.2 kw H&V; change ant.: 367 ft.

■ **Perry, OK** KJFK(FM) 105.1 mhz—Feb. 1 application (BMLH900427KA) granted for mod. of license to increase ERP: 6 kw H&V (pursuant to docket #88-375).

■ **Eugene, OR** KRVM(FM) 91.9 mhz—Jan. 22 application (BPD900417MQ) dismissed for CP to change ERP: 1.12 kw H&V; ant.: 98.4; TL: 1 mi due W of S Willamette St. at Southern end of Eugene City limits.

■ **Carbondale, PA** WSGD-FM 94.3 mhz—Jan. 30 application (BMLH900320KD) granted for mod. of license to increase ERP: 1.1 kw H&V (pursuant to docket #88-375).

■ **Luquillo, PR** WZOL(FM) 92.1 mhz—Jan. 22 application (BPH900201IH) granted for CP to change ERP: 6 kw H&V; change ant.: 213 ft. (per docket #80-90).

■ **Seneca, SC** WBFM(FM) 98.1 mhz—Jan. 30 application (BMPH900918IA) granted for mod. of CP (BPH870302IN) to change TL: Radio Station Rd., Seneca, SC.

■ **Dickson, TN** WQZQ(FM) 102.3 mhz—Jan. 30 application (BMPH900921IE) granted for mod. of CP (BPH871030IC) to change TL: .5 km E of the intersection of U.S. Hwy. 48 & Eddon Crossing Rd., Charlotte, TN.

■ **Jasper, TX** KJAS(FM) 100.9 mhz—Jan. 23 application (BPH900927IB) dismissed for CP to change ERP: 50 kw H&V; ant.: 492 ft.; change TL: 4 mi N of Curtiss, TX.

■ **Sulphur Springs, TX** KDXE(FM) 95.9 mhz—Feb. 1 application (BMLH901231KC) returned for mod. of license to increase ERP: 6 kw H&V (pursuant to docket #88-375).

■ **Spokane, WA** KVXO(FM) 103.9 mhz—Feb. 1 application (BMLH900123KB) granted for mod. of license to increase ERP: 5.5 kw H&V (pursuant to docket #88-375).

■ **Milton, WV** WAEZ(FM) 106.3 mhz—Jan. 29 application (BMLH900205KC) granted for mod. of license to increase ERP: .560 kw H&V (pursuant to docket #88-375).

■ **Berlin, WI** WISS-FM 102.3 mhz—Jan. 30 application (BMLH900209KA) granted for mod. of license to increase ERP: 4.6 kw H&V (pursuant to docket #88-375).

TV

■ **St. Petersburg, FL** WTSP-TV ch. 10—Jan. 17 application (BPCT901108KF) granted for CP to change ERP: 316 kw (vis); ant.: 1,502 ft.; TL: 4217 Stewart Ave., Holiday, FL; antenna: Andrew ATW12V3-ETC1-10, (DA)(BT).

■ **Dallas** KDFW-TV ch. 4—Jan. 31 application (BPCT900821KE) granted for CP to change ant.: 1,305 ft.; antenna: DCA TF-6BM(S); 32 35 17N 96 58 34W.

■ **Lake Dallas, TX** KLDT(TV) ch. 55—Jan. 17 application (BMPCT901119KE) granted for mod. of CP (BPCT840413KE) to change ERP: 3033 kw (vis)-(max-DA); ant.: 466 ft.; antenna: BASC SC-30DASM, (DA)(BT); 33 00 19N 96 59 00W.

■ **Huron, SD** KIID-TV ch. 12—Jan. 23 application (BMPCT900725KF) granted for mod. of CP (BPCT840813KM) to change ERP: 275 kw (vis); antenna: 259 m; TL: 19 km SW of Huron, Warren Township; ant.: Alan Dick Co., Inc. VTA-12H(BT); 44 11 39N 98 19 05W.

CALL LETTERS

Existing FM's

KLRX(FM) KKWM-FM WSB Inc.; Dallas
KMMK(FM) KLTN InterMart Broadcasting of Las Vegas Inc.; Las Vegas, NV
KMXI-FM KMXI Rogue Broadcasting Corporation; Lake Oswego, OR
KQKD-FM KVCU Victoria Broadcasting System Inc.; Redfield, SD
KQPW(FM) KOQO-FM GKC Broadcasting Ltd.; Fresno, CA
KRZE-FM KNTF Boulder Ridge Cable TV; Ontario, CA
KTWI(FM) KWSI Confederated Tribes Warm Springs ReserveOR; Warm Springs, OR
KTWS(FM) KIDD-FM Confederated Tribes Warm Springs ReserveOR; Bend, OR
WAAS(FM) WCEZ Clayton Radio Inc.; Columbia, SC
WESQ(FM) WUIE North Carolina Wesleyan College; Rocky Mount, NC

Broadcasting

The News Magazine of the Fifth Estate
1705 DeSales St., N.W., Washington, D.C. 20036-4480

Please send ... (Check appropriate box)

☐ **Broadcasting Magazine**

☐ **3 years \$225** ☐ **2 years \$160** ☐ **1 year \$85** ☐ **6 mos. \$42.50**

(International subscribers add \$40/year for surface delivery)

☐ **Broadcasting Yearbook 1990**

The complete guide to radio, television, cable and satellite facts and figures—\$115 (if payment with order \$95). **Billable orders** for the Yearbook must be accompanied by company purchase order. Please give street address for UPS delivery. Off press April 1990.

ORDER TOLL-FREE USING VISA OR MASTERCARD 1-800-638-7827

Name _____ ☐ Payment enclosed
Company _____ ☐ Bill me
Address _____ Home? Yes ☐ No ☐
City _____ State _____ Zip _____
Type of Business _____ Title/Position _____
Signature _____ Are you in cable TV operations ☐ Yes ☐ No
(required)

For renewal or address change
place most recent label here

CLASSIFIED

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

HELP WANTED MANAGEMENT

GSM: Group operator, Top 75 Northeast markets looking for goal-oriented GSM to head AM/FM sales team. Must train, motivate, set and achieve goals, be a Hi energy leader strong in promotional, CO-OP vendor and development skills. Are you ready for this tall order? Excellent compensation package for right person. Step up to a big opportunity. Send resume and history. EOE. Reply Box B-2.

If you are a good small market manager who's looking for a new challenge, Here it is. A Class A FM with companion AM in Hope and Prescott, Arkansas. The two towns, located 15 miles apart combine for 15K city population, 30K total two county. This is an excellent opportunity for an aggressive individual. Send resume with references to Rob Hill, Newport Broadcasting Co., PO Box 989, Blytheville, AR 72316. EOE M/F.

Aggressive, creative sales manager with GM potential. Small but classy Florida resort city. EOE. Box B-29.

WXLO/WFGL Worcester seeks experienced business manager. Responsibilities include A/P, A/R, G/L, barter management, and financial reporting. Knowledge of Solomon III and JDS a plus. Please call Michael Cohen, General Manager, WXLO/WFGL, 146 Worcester Center, Worcester, MA 01608. 508-752-1045. EOE M/F.

Immediate opening for GM/GSM at Northern Colorado's leading FM radio station K99-FM. K99 is hands down the market leader in the Ft. Collins-Greeley-Loveland market and on a fast growth track. We need someone to lead the station to the next level. We will unhesitatingly pay for results. Everybody looks good on paper so be prepared to convince us that you can lead our fine staff. We won't entrust our loyal people to just anybody. Forward resume, etc. to Alan Beck, Vice President, Brill Media Company, 420 N.W. Fifth Street, Suite 3-B, Evansville, IN 47732. You may fax your cover letter and resume if desired to 812-428-4021. Attention: Alan Beck. EOE.

General sales manager: We lost a good one due to husband's move. Need a motivator with superior communication and people skills to direct experienced FM team and supervise separate AM sales department. Excellent working conditions, top support staff, great radio market. We believe in unique promotions, client service, vendor/co-op programs. What can you bring to the table? Contact VP/GM Deane Osborne, WOFX/WMLX, 250 W. Court St., Cincinnati, OH 45202. EOE.

WKIK, Leonardtown, Maryland. Looking for general manager with strong sales background. Will handle major house accounts; recruit, train and supervise sales people; and assume many other responsibilities. Owner will offer equity opportunity based on performance. Call Robert E. Johnson, 301-475-8937. EOE.

General manager: Profitable Oldies Class A-FM station in Southern New Jersey. Career growth opportunity for successful sales manager. If you are energetic, can demonstrate your outstanding promotional mind and possess the ability to lead and motivate. Send resume and salary history to: Saddle River Holdings Corp. 28 West Grand Avenue, Montvale, NJ 07645. EOE.

SM opening must be GM capable immediately. Small market AM in Central Indiana is #1 in ratings and has no local market radio sales competition. Apply via Box B-30.

General sales manager: Are you excited about the results effective radio advertising can produce for clients? Are you devoted to training and coaching a sales team? Are you looking to put your skills to work for Memphis, Tennessee's #1 AC station? WRVR is looking for an experienced sales manager who can do more than read a rating book and gaze at computer printouts. If you have the energy and drive to write radio history rush your resume to Debby Nichols, WRVR General Manager, 5904 Ridgeway Parkway, Memphis, TN 38120. EOE, M/F.

HELP WANTED SALES

Washington D.C. Metro combo, CHR WZYQ-FM and Country WQSI-AM, seeking experienced, energetic, motivated sales rep to handle established account list. First year potential \$40K plus. Company benefits include 100% paid hospitalization, vacation, TAPSCAN support, and creative production. Send resume to VP/GM Jack Alix, WZYQ/WQSI, PO Box 1129, Frederick, MD 21701. EOE.

Account executive: 50,000 watt AOR needs person with proven track record in both agency and direct. Must be outgoing, a great listener, and have the ability to create and sell ideas. Send resume to Lynne Lessin, GSM, 1140 Rose Hill Drive, Charlottesville, VA 22901. EOE.

Oregon lifestyle. Account executive for long-time market leader. Cover letter and resume to: Sales Manager, KRKT AM/FM, 1207 SE 9th, Albany, OR 97321. EOE.

Account executive: Professional radio sales veteran with management experience to handle major market agency list. Minimum of four years experience required. Please send resume and salary requirements to: General Sales Manager, WTOP Newsradio 15, 3400 Idaho Avenue, NW, Washington, DC 20016. No calls please. EOE.

West Palm Beach, Florida: AE, opportunity at a major AM/FM, excellent ratings. You must be experienced and good! Direct and agency. Contact GSM, 407-965-9211. EOE.

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.

HELP WANTED NEWS

Radio correspondent-United Nations: Monitor Radio is seeking an experienced radio reporter to provide direct coverage of the United Nations in New York. Will also serve as general assignment reporter from New York for Monitor Radio's daily domestic and worldwide shortwave programs. Will serve as chief of the Monitor Radio bureau in New York. Requires a minimum of six years' radio reporting experience including three at the national level, and some experience overseeing the work of others. Broad knowledge of and interest in foreign affairs is a must. Superior writing, interviewing, editing, and production skills are also required. Salary is competitive. Send resume and non-returnable cassette at once to Kate Dearborn, Executive Producer, Monitor Radio, One Norway St., Box C-30, Boston, MA 02115. The producer of Monitor Radio, The Christian Science Publishing Society, is an equal opportunity employer.

Immediate openings: WTOP Newsradio 15. Experienced people needed for the following positions: News Anchors, Reporters, Editors, Assistant Editors, Sports Reporters. Send tape and resume to: Vice President/General Manager, WTOP Newsradio 15, 3400 Idaho Avenue, NW, Washington, DC 20016. EOE M/F.

SITUATIONS WANTED MANAGEMENT

General manager, retired. Forty year broadcast veteran. Could be of value to you, from babysitting property to total hands-on operation. All areas considered. Prefer upper Midwest, Sunbelt, San Francisco Bay Area. Reply Box B-7.

20+ year pro will provide management, sales, staff recruitment, training, programing, promotions, small/medium markets on term basis. Start-up and turnarounds welcome. Can provide maintenance. Reply to Box B-6.

\$10,000 guarantee! 20 years in radio with sales/management/programing seeks GM slot in med/small mkt. Results or money back! Mike 919-452-2498.

GM available, aggressive, competitive leader. Sales & training, value added selling, heavy promotion, programing, bottom line oriented. 25 years experience all markets. Call Bob 412-547-6703.

Available now! General manager/sales manager. Prefer southeast. Top 100 markets. CRMC. Make it happen for you in 1991 and beyond! Fred J. Webb 615-855-3930. Call now!

Absolutely, positively the best in the business! Hard-driving sales tactician looking to GM medium market station. Excellent at training, team building and producing results. Will consider GSM in right market. Make that call! Rod 719-520-1671.

Sizzle! Sizzle! Does your station sparkle and shine to attract listeners and sales? Experienced GM available with strong sales, programing, and engineering background. Developed sales programs to generate new business and train salespeople. Make your station sizzle with Jim Meeker 206-353-1668. Prefer to stay in the West.

General manager currently employed and successful seeks to head small group. Strengths include leadership, sales, collections, organization and administration. No miracles, just solid business practices. Reply to Box B-31.

14 years management sales and on-air experience. Great motivator and leader. Great people skills with knowledge of budgets and expense control. Prefer turnaround in Oregon or Southern Washington state. Reply to Box B-32.

Highly successful sales manager/sales trainer, stuck in small market "Mom and Pop" operation, wants to move up to a stable company with good benefits and opportunity for advancement. Reply Box B-33.

SITUATIONS WANTED ANNOUNCERS

Experienced mature announcer interested in returning to radio. Seek on-air with mor, country or oldies format. Available now. Ed 703-799-0739.

Hard-working, intelligent A/T with over three years experience seeks bigger and greener pastures. Willing to relocate. Todd: 814-662-2044.

Major market pro seeks spot with Lite/AC, ADLT STDS, MOR/TALK in med/mjr market. "WGN-style" of radio preferred. Richard 314-822-3310.

Talented female talk show host hard to find? Here I am. Call today, before your competition does. 212-603-9064.

SITUATIONS WANTED TECHNICAL

14 year pro, last 5 as a CE. Want radio or radio/TV, medium to large market. Family man. Prefer Midwest. SBE certified. 608-788-3074.

SITUATIONS WANTED NEWS

Dynamic 14 year radio veteran seeking medium to major market play by play and sports talk position. Mark 805-871-2108.

Award-winning, serious journalist, good voice and production skills, dedication to accurate and timely news coverage, seeks new challenges in news-intensive, medium or major market station. Prefer Midwest, all considered, will relocate. Contact Mark Dorroh, c/o WYAV-104, PO Box 1020, Myrtle Beach, SC 29577. 803-448-1041.

SITUATIONS WANTED PROGRAMMING PRODUCTION & OTHERS

Seeking part time (2 mornings, 2 evenings, week-ends avail.) to assist/look after the interest-take the stress of publicist/broadcaster in Manhattan. Nick: 212-473-0177.

Four years experience Hot A/C PD. With winning team now. Seeking medium market. Jim Ayers. 912-729-7644 evenings Eastern.

MISCELLANEOUS

Make money in voiceovers. Cassette course offers marketing and technique for success in commercials and industrials. Money-back guarantee. Call for info: Susan Berkley, 1-800-333-8108.

Jerusalem live radio call-in available immediately. #1 market, experienced, American Broadcast Journalist in Israel, accepting reasonable offers for hosting/producing telephone call-in with studio guests. Fax: Sheila Zucker 011-972-2-250457 or write PO Box 4485, Jerusalem, Israel.

TELEVISION

HELP WANTED MANAGEMENT

KAET/Channel 8, part of Arizona State University, seeks an individual to direct overall program services and to supervise managers of programming, production, creative services and program development. Duties include long range program planning; preparation of program services budget requests, expenditure approval, and monitoring of budget status. Advises and counsels general management regarding KAET program services and related support systems. Represents KAET management to internal and external groups as assigned. **MINIMUM QUALIFICATIONS:** College/university degree at the graduate level; and ten years of progressively responsible management experience in television operations; including five years recent experience as program manager, executive producer, production manager -- preferably in public, non-commercial television station(s). **ADDITIONAL DESIRABLE QUALIFICATIONS:** Knowledge of the philosophy, principles, and practices of public broadcasting; television station organization, management and operations; legal and regulatory rules governing television broadcasting and related activities; strategic planning and budgeting. Skills in personnel leadership and supervision; excellent written and oral communication skills; and ability to direct collaborative/cooperative work of creative programmers and artists. **MINIMUM STARTING SALARY** is \$50,000, plus excellent benefit package including retirement, vacation/leave, and insurance; plus reduced ASU tuition for employee, spouse and dependent children. **DIRECT LETTER** of application and resume to ASU Employment Section, Academic Services building, Room 236, Arizona State University, Tempe, Arizona 85287-1403. Please attach resume which includes complete history of work experience including details of duties and responsibilities and inclusive dates of employment for each position. Application deadline 3/15/91. **PROVIDE NAME AND ADDRESS** of at least three references who have directly supervised you or are qualified to evaluate your work performance. Please indicate in letter of application the source of your referral for this position; i.e., specific media advertisement, employment agency, minority or women's organization, personal contact, or other source. An equal opportunity/affirmative action employer.

HELP WANTED SALES

Local sales manager: KJCT TV (ABC) has an immediate opening. Ideal candidate will possess a minimum of five years TV sales experience. Strong organizational, communication and leadership skills a must. Looking for an idea person who is goal oriented. Send resume along with a sales philosophy to Jan Hammer, Station Manager, KJCT TV, PO Box 3788, Grand Junction, CO 81502. KJCT TV is an equal opportunity employer.

National sales manager: WBFS-TV 33 Combined Broadcasting Inc., one of South Florida's leading independents, needs someone who can hit the ground running and make the most of our position as a market leader. Experience as a national sales manager or rep required. Background selling sports a plus. Send resume to General Manager, WBFS-TV, 16550 NW 52nd Avenue, Miami, FL 33014. EOE/M.F.

Local sales manager wanted by Southeast network V.H.F. Applicant must have experience working with local direct accounts and agencies. Minimum of 5 years local experience. Candidate must have the ability to lead and the desire to succeed. Send resume to Box B-35. EOE.

General sales manager: Midwestern network affiliate looking for seasoned take-charge professional. Must be marketing-oriented with heavy local and national experience. A great opportunity for the 90's style manager. Resume to Box B-34. EOE.

KRON-TV in San Francisco is searching for a local sales manager. Qualified candidates must possess a minimum 5 years experience as a local, national, or general sales manager in a TV station in a Top 25 market that is highly competitive. Must have proven track record in generating non-traditional sources of revenue for television, including creating on-air promotional tie-ins with advertisers and developing off-air revenue sources. Experience with radio and print sales or other media is preferred. Excellent leadership/management qualities, with emphasis on motivation, training, and development is required. In return we offer an excellent salary and benefits package. Please send resumes in confidence to: Jan van der Voort, Vice President, Human Resources, PO Box 3412, San Francisco, CA 94119. EOE.

General sales manager: WNOL-TV Fox 38 New Orleans. Innovative, aggressive, highly motivated leader with track record of success in difficult markets. Must be a big picture, no frills pro with ability to build and grow a winning department. LSM & NSM experience. Indy background, strong knowledge of marketing & research tools, understands sales promotion, strong trainer & innovator. A sense of urgency, high energy & enthusiasm a must, capable of developing & implementing strategic plans. This is a "roll up your sleeves & dig in position" for a manager who welcomes challenge. Rush resume to: A. Oliva, WNOL-TV, 1661 Canal Street, New Orleans, LA 70112. No phone calls. EOE.

General sales manager: Top 30 network affiliate has immediate opening. Minimum three years sales management experience required. Send resume to Box B-36. EOE.

HELP WANTED TECHNICAL

Maintenance engineers: Houston Public Television seeks two maintenance professionals for state-of-the-art technical facility. Candidates will be well rounded engineers with experience in troubleshooting complex analog and digital systems to the component level. Knowledge of Sony BVH-2000 and studio cameras desirable. Must enjoy working with people in a technically progressive environment. Position 1: Requires a minimum of 5 years experience. Minimum salary - \$35,000. Position 2: Requires 2-3 years experience. Minimum salary - \$29,000. Send resume and a list of 3 professional references postmarked by March 8, 1991 to: Laura Gonzales, KUHT-TV, 4513 Cullen Boulevard, Houston, TX 77004. Houston Public Television is an equal opportunity employer. Women and minorities are encouraged to apply. No phone calls please.

Chief engineer opening with UHF Indie, Memphis, TN. Requires working chief; Varian and TTC 5MW transmitters. Resume to Ray McInturff, 1-615-256-3030. Fax 1-615-244-7442. EOE

Maintenance engineer: Expanding teleproductions center with satellite uplink facilities, requires a person experienced in the maintenance of 1", 3/4" and 1/2" VTRs, cameras and associated studio equipment. Position requires a minimum of two years maintenance experience. New facility construction including tuition waivers and state retirement plan is included. The community of Oxford and surrounding area offers exceptional recreational opportunities and modest cost of living expenses. Salary: \$20,000-25,000, depending on experience. Submit resumes via mail or Fax to Hugh R. Paul, 201 Bishop Hall, The University of Mississippi, University, MS 38677. Phone calls welcome at 601-232-5917, Fax 601-232-5918. EOE/AA. Deadline extended to 3/8/91.

Assistant chief engineer: Top rated NBC affiliate; prefer candidates with RCA - G Line Transmitter experience, as well as studio equipment maintenance expertise; should have FCC or SBE certificate; will consider maintenance person ready to move up. Send resume to: Len Smith, Chief Engineer, WTOV-TV, Box 9999, Steubenville, OH 43952. EOE M/F.

On-line editor. Immediate opening. Nationally recognized state-of-the-art production facility working with Fortune 500 clients for commercial broadcast. Progressive midwestern community. Experience with Beta and 1" computer editing, creative skills required. Salary commensurate with experience. Send resumes, tapes to: John Prechtel, Hawthorne Communications, Inc., 300 North 16th Street, Fairfield, IA 52556. EOE.

Transmitter vacation relief operator: WCBS-TV, New York is taking applications for transmitter operators. Individuals should be experienced in the operation of TV transmitters and remote control systems. Applicants with only radio transmitter experience must have a maintenance background. Familiarity with Harris transmitters and TV equipment helpful. General Class Radio-telephone Operator licenses preferred. Send resume to Joe Fedele, Technical Operations Dept., WCBS-TV, 524 W. 57 St., NY, NY 10019 or Fax to 212-975-4299. EOE.

HELP WANTED NEWS

5:00 anchor/reporter. Send non-returnable tape to KLAS, PO Box 15047, Las Vegas, NV 89114. EOE.

TV news reporter: General assignment reporter for dominant NBC affiliate. Minimum two years television reporting experience. Strong writing and reporting skills are a must. A full time position. Resumes and tapes to: Bill Knupp, News Director, WICU-TV, Box 860, Erie, PA 16512. EOE.

General assignment reporter: College degree required. Strong writing and reporting skills a must. Live experience helpful. Send resume and non-returnable tape to Ralph Bristol, News Director, WGEM-TV, 513 Hampshire, Quincy, IL 62301. No phone calls. EOE/MF.

Host for national weekly environmental program. Great presence, strong journalism a must. Send resumes to Box B-37. EOE.

TV weathercaster: Weatherperson for dominant NBC affiliate. This full time position requires a person with a minimum of two years of television weathercasting experience and knowledge of meteorology and presentation techniques. Resumes and tapes to: Bill Knupp, News Director, WICU-TV, Box 860, Erie, PA 16512. EOE.

Director: Northwest television network affiliate is seeking an aggressive and creative individual to direct (2) weeknight newscasts. College degree with a minimum of 2 years television news directing experience required. Send resumes only to: Box B-38. EOE.

Producer: Northwest television network affiliate is seeking a top-notch experienced news producer for our weeknight late evening newscast. Degree in Journalism along with at least 2 years producing experience. Send resumes only to: Box B-39. EOE.

We're losing Michelle Gailun from top anchor team in the market and we need a front line replacement. Successful applicant will combine strong camera presence with solid judgement, good writing and energy on set and in the newsroom. Send resume and non-returnable tape to: WSYX-TV, PO Box 718, Columbus, OH 43216, Attn: Job #02089101B. No phone calls please. Company is EOE, M/F and encourages qualified minority and women applicants.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Program/Community affairs director: WSYX-TV (ABC) Columbus, Ohio currently has an opening for the above position. Candidates should have at least five years program director experience and be able to show a strong track record of success, along with research and program production abilities. Resumes should be sent to Tony Twibell, Vice President and General Manager, WSYX-TV, Job #01219101, PO Box 718, Columbus, OH 43216. (No phone calls please). Company is an EOE and encourages qualified minority and women applicants.

Attention: Freelance production personnel in Florida, the Carolinas, Georgia, Virginia and Pennsylvania. Need personnel base for cameras, audio, tape, video, font and still store for sports programming productions. Send resume and references to: Unit Manager, c/o Southland Productions, 655-H Pressley Road, Charlotte, NC 28217. EOE.

Twin Cities Public Television (Minneapolis/St. Paul) seeks a highly creative series producer to develop format and pilot segments for an entertaining new national children's series on values and moral decision-making for eight-to-twelve year olds. Requires at least six years of experience as a producer, preferably of children's, educational and/or magazine format programs. National series experience a plus. Starts mid-March. Send reel, cover letter & resume by March 1 to: Box 5, KTCA-TV, 172 E. 4th Street, St. Paul, MN 55101. EOE.

Producer for hour evening newscast at ABC affiliate in heart of New England. Candidate will have experience putting together a dynamic newscast, write compelling copy, have backbone and authority to lead with strength and finesse. We're looking for an idea person who will go the extra distance to produce an award winning newscast. If you're a solid journalist who wants to be on a winning news team contact Morrie Goodman News Director, WGGB-TV, 1300 Liberty Street, Springfield, MA 01102 or call 413-733-4040. EOE.

SITUATIONS WANTED MANAGEMENT

Broadcasting CFO/Controller for last 8 years. Most recent 4 years as CFO with one of the world's largest TV station and program production centers. Annual program production was 2,300+ hours (soap operas, game shows, etc.) with total revenues of \$60 million+. Available immediately 713-879-4040.

GM ready to lead. Motivator, trainer, producer, twenty year sales pro, programming, production, organization and turnaround expert. Costs down profits up. Ready now. Reply to Box B-40.

Television CFO/Controller. Experienced TV financial manager seeking new challenge. I can help your organization with cost control, system implementation and other aspects of TV finance. Willing to relocate. Please reply to Box B-41.

Top 10 meteorologist with strong on-air presence. One of the few energetic, warm and friendly meteorologists who also holds AMS seal and BS in Meteorology. Extremely accurate! Looking for high visibility. Reply Box B-42.

SITUATIONS WANTED TECHNICAL

Senior maintenance engineer, 20 years, D2, Betacart, Chyron, 1", TCR, BVW75SP, Ikegami, Calgary + Seoul Olympics, major market, post, studio + remotes. Resume 204-831-5249, Fax 204-474-1180.

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 newswoman. 216-929-0131.

Breaking away! CBS News producer/writer with management experience. Twenty-five years in the broadcast trenches. Peabody and Emmy credits. Ready for new vistas and fresh air! Charles Kuralt (CBS) and Bill Moyers (PBS) among my advocates. Call Norman Morris, 201-239-8622.

10 years traffic/operations: Including special event planning and coordinating, SNG/ENG quality control, internationally and domestic. 717-339-0210.

I want to be your news director! 16 years experience in management and reporting. Please call 815-968-5911.

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.

Award winning Midwest TV anchorman seeks Sunbelt relocation. 15 years experience. #1 news ratings. Reply Box A-29.

News directors: Freelance news photographer/editor available in Pittsburgh PA and surrounding area. Betacam SP or 3/4". Ron Bruno 412-276-0497.

Street smart, experienced, educated radio journalist seeks entry level position in TV. On/off air. Have tape. Bill Dubensky 814-938-3118, 814-938-5031.

Meteorologist, 3 years medium market experience anchoring weeknight weather. Energetic and accurate, a real crowd pleaser. Reply to Box B-43.

Director/team leader. Proven excellence in both the newsroom and the control room. Background includes writing, producing, and BASYS system management as well as proficiency with most technical equipment. Presently directing hour newscast at top 10 network O&O. Looking for new worlds to explore and new challenges to tackle in news, programming or community service. Reply to Box B-44.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Ex-network producer fed up with freelancing. 25 yrs in news, public affairs: docs, mags, investigative, hard news, studio. Team player, hard worker, creative. Will travel, relocate. 914-478-1705.

MISCELLANEOUS

Free job listings nationwide! We provide a generous sample of current leads, plus complete information on our many services. Request must include resume and \$3 Money Order for postage/handling (no personal checks, please). New inquiries only. Media Marketing/THE HOT SHEET, PO Box 1476--XFB, Palm Harbor, FL 34682-1476. 813-786-3603.

Bill Slatter and Associates gets you that better TV job. Coaching and placement help for reporters, anchors, weather, sports. Help with audition tape. 601-446-6347.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Graduate assistants: Boise State University is seeking graduate assistants to pursue a master's degree, while working at the BSU Radio Network. BSU Radio is a public radio service consisting of three stations and five translators, and is affiliated with both NPR and APR. The network serves a major portion of Idaho - as well as adjacent sections of eastern Oregon and Northern Nevada. BSU Radio's assistantships are available in (1) News, (2) Engineering, (3) Management, (4) Operations, and (5) Statehouse Reporting. These are University wide assistantships; these graduate assistants can study in any graduate degree program. Boise State offers master's degree programs in fourteen areas, including Communication, Business, History, English, Exercise & Sports Studies, Education, Instructional Technology, and Interdisciplinary studies. Send resume to Dr. James V. Paluzzi, General Manager, BSU Radio Network, 1910 University Drive, Boise, ID 83725. EOE.

Graduate assistantships: Assignments for qualified candidates for MA in Radio/TV/Film include: new public radio station and established student operated radio station; involvement in programming, news, marketing, audio production; TV/Film production; production, performance, and news labs. Tuition waiver plus stipend up to \$5,000 per academic year. Begins Fall 1991. Contact: Dr. William R. Rambin, School of Communication, Northeast Louisiana University, Monroe, LA 71209. 318-342-1390. EOE.

HELP WANTED TECHNICAL

News/Engineering: Gulfink Communications, Baton Rouge, LA has immediate need for satellite truck eng/operator/driver. Resumes accepted in confidence. 1-800-344-6007. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

PGA Tour Productions in Jacksonville, Florida is seeking an art director to fill a creative/management position with 2-3 years experience in computer graphics. Must have the ability to create and execute computer graphic designs, storyboards, and print materials for all of PGA Tour Productions. Knowledge of a computer paint system is essential. Send tapes and resumes to: Mrs. Beth Larson, PGA Tour Productions, 8160 Baymeadows Way West, Suite 300, Jacksonville, FL 32256. 904-737-7001. EOE.

EDUCATIONAL SERVICES

On camera coaching: Sharpen TV reporting and anchoring/teleprompter skills. Produce quality demo tapes. Critiquing. Private lessons with former ABC News correspondent. Group Workshop March 23. 914-937-1719. Julie Eckhart, Eckhart Special Productions.

EMPLOYMENT SERVICES

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) 805-962-8000 Ext. K-7833.

Looking for a position in radio or television? If I can't find you the position you're looking for, nobody else can! Only \$250.00 for 1 year of service. Free information. Write: Bill Elliott, Consultant/Headhunter, 48 Imperial Avenue, Pittsfield, MA 01201. EOE.

Government jobs \$16,040-\$59,230/yr. Now hiring. Call 1-805-962-8000 Ext. R-7833 for current federal list.

WANTED TO BUY EQUIPMENT

Wanted: 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Irbide 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.

4KM100LF Klystron wanted. As spare tube for standby transmitter. Gil Aykroyd/Barry Wittchen 215-867-4677.

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 BT 20E1 (1973), Harris FM10K (1980), Wilkenson 10,000E (1983), CCA 2500R (1978), Transcom Corp., 800-441-8454, 215-884-0888, FAX 215-884-0738.

AM transmitters: Cont. 316F, 10KW (1980), RCA BTA 10U, 10KW (1972), RCA BTA 5L, 5KW (1977), CCA AM5000D (1972), McMartin 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.

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.

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.

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 - buy or sell used broadcasting equipment through Media Concepts, Inc. Now celebrating 10 years of service to our clients. Call Media Concepts, 918-252-3600.

Save on videotape stock. We carry 3/4" & 1" evaluated broadcast quality videotape. 3/4 20 min. - \$4.59, 60 min - \$7.49. All time lengths available. Try us you'll like us. Call toll free IVC 800-726-0241.

Unused cart machine equipment bonanza: BE 500 R/P mono cart machines, \$595 ea; BE Ten Spot mono cart machines, \$1695 ea. Call Larry, 412-349-5706.

Great Scott Broadcasting will sell two construction permits - Merced, California and Spokane, Washington. Please call Marc Scott, 609-886-9100 with best offer.

Antennas, FM, television and LPTV: Outstanding performance with S.W.R.'s FM and television antennas. All S.W.R. Antennas have a five year warranty. Call Jimmie Joynt at 800-279-3326.

For sale: 10 each 3 inch rigid line sections, 20 feet long for indoor use. No bullets or clamps. 2 each 15 foot rigid line sections with flanges for outdoor use. No bullets or hardware. All in original crates, F.O.B. Lander, Wyoming. Asking 33 cents on the dollar. Contact Steve at 307-234-1111.

Complete low power studio. Two years old. Low used prices. Cameras, editing console, PC-based auto ad inserter, 3/4" tapes and players, microwave link, cables, racks...the works. Great value. Call 601-957-1122. Ask for Wyatt Emmerich. Will sell whole or part.

Used/new TV transmitters, full power-LPTV, antennas, cable, connectors, STL's etc. Save thousands. Broadcasting Systems. 602-582-6550.

Used towers. Dismantled. Self-supporting and guyed. 502-826-8700, Nationwide Tower Company.

Transmitters, FM and LPTV: All brand new. Buy new and save on top performing Transmitters. Call Jimmie Joynt at 800-279-3326.

RADIO

Help Wanted Management

Director of Marketing & Promotion

MIX 105 WNSR Radio seeks a top notch manager to lead its marketing and promotion team. The successful candidate will be a strategic thinker with at least five years experience in marketing and/or brand management, preferably in broadcasting. Public relations skills, customer focus and an understanding of Baby Boomers essential. Must be willing to work in a smoke-free environment. Call Karen Peterson at 212-752-3322 to request an application.



EOE M/F

Situations Wanted Announcers

ATTENTION, NEWS/TALK AND FULL-SERVICE STATIONS!

Morning host at news/talk legend seeks better spot. Funny, topical personality does bits, phones, commentary, keeps drivetime rolling, makes everyone around him sound better. Also superb interviewer and talk show host for middays or evenings.

Reply Box B-15.

TELEVISION

Help Wanted News

Medical Reporter Segment Anchor

Our Emmy award winning, nationally syndicated television show is seeking an outstanding medical reporter who can also anchor our medical news segment. "Life Choices" is broadcast in top 60 markets including Los Angeles and Chicago. If you're a sensitive, creative and energetic feature reporter with excellent story telling skills, a sincere interest in health-related topics, a team player, and minimum of 3-years on-camera reporting experience, rush a tape and resume to:

Kathy Ward, Executive Producer,
Life Choices, PO Box 555, Columbus, OH 43216

LIFE CHOICES

ERIE CHAPMAN

AMERICA'S WEEKLY HEALTH SHOW

EOE Employer

Help Wanted Management

General Sales Manager WOWT-TV, Omaha

Chronicle Broadcasting NBC affiliate searching for experienced, high-energy GSM. Must demonstrate skills in...

- Sales planning/management
- Inventory control/pricing
- People development
- New business strategies
- Effective rep relations

Strong writing, presentation and research skills a must. Experience in small to medium-sized markets a plus.

Send letter outlining background to:

Sturges Dorrance,
General Manager,
WOWT Television,
3501 Farnam St.
Omaha, NE 68131.



WOWT is an equal opportunity employer

Help Wanted Programing Promotion & Others

DIRECTOR OF PRODUCTION/ POST PRODUCTION

National cable network is seeking a Director of Production/Post Production. Responsibilities include: restructuring and development of Production and Post Production departments, along with Remote crews and establishing training programs. Applicants should have 3-5 years of operational knowledge in production and post production, a strong technical background, supervisory experience, and strong communication skills. Salary is commensurate with experience. Please submit resume to:

Director of Human Resources
Attn: PP
E! Entertainment Television
1800 N. Vine Street
Hollywood, CA 90028



Business Opportunity

Radio station group seeks possible merger. Group owns properties in five S.E. markets, and has cash flow of 4M+. Excellent management and systems in place. Looking to grow through merger, take-over, acquisition, or other joint venture. Responsible replies only.
Box B-46.

Situations Wanted Announcers

Build Your Station Image with A Major Network Voice!

Veteran ABC network announcer Bill Owen will record your ID's, promos, intros, commercials etc. He's been a familiar voice on ABC for years; "the voice" of WABC-TV the past 5 years; currently "the voice" of WWOR-TV, NYC. Create a major "network sound" for your TV or radio station! Just \$900 per 1 hr. session in state-of-the-art studio, unlimited announcements & play.

(914) 268-2036
582 Babbling Brook Lane
Valley Cottage, NY 10989

CABLE

Help Wanted Programing Promotion & Others

DIRECTOR OF PROGRAM OPERATIONS Washington, DC Area

Rapidly expanding nationwide cable television network seeks experienced, imaginative, energetic individual to supervise all phases of programing operations and on-air promotion. We are looking for a person with proven strength in all aspects of production who will coordinate the activities of our technical staff, traffic department, promotion and production. We will relocate the successful candidate. Mail or fax letter and resume with salary history to Mia:

Nostalgia Television Network
3575 Cahuenga Blvd., Suite 495
Los Angeles, California 90068
Fax: (213) 969-8971

We'll give you all the credit.



FAX (202) 293-FAST

OR MAIL TO: Classified Dept.,
1705 DeSales Street, NW,
Washington, DC 20036.

ALLIED FIELDS
Help Wanted Programing, Promotion & Others

DIRECTOR OF MEDIA RELATIONS

Planned Parenthood, the nation's oldest and largest reproductive health care agency, has an immediate opportunity in our Communications Division for a Director of Media Relations.

Successful candidate will: plan, implement and evaluate media relations strategies and activities; interpret, advance and create greater awareness of Federation goals, programs and services for a variety of targeted audiences. You will develop public relations strategies, promote PPFA's public image and promote the concept and acceptance of family planning.

Requirements include: minimum of 5 years' experience in public relations, preferably with a national, service-oriented organization (must include two years of supervisory management experience). Excellent writing, interpersonal and communications skills.

If you have demonstrated your ability to **MANAGE THE MEDIA**, and know how to implement proactive media strategies, send your resume in confidence to: **Director of Recruitment & Staffing, Planned Parenthood Federation of America, Inc., 810 Seventh Avenue, New York, New York 10019.** We are an affirmative action employer.

 **Planned Parenthood®**
Federation of America, Inc.

Help Wanted Sales

**SOUTHERN CALIFORNIA
NATIONAL SALES
MANAGER**

We're looking for a skilled, high energy NSM with strong NY and LA agency connections to sell national, regional, paid, religious and 900-number time. Station or Rep background mandatory. RBC is a two-station Ind. group based in Ventura County. Here's your chance to live in God's country—anywhere from Malibu to Santa Barbara, and sell nationwide.

Fax resume and salary history to RBC. NSM Search: (805) 485-6057

RIKLIS
BROADCASTING

Employment Services

TV'S JOB LISTING LEADER

As little as a TOTAL OF \$6 PER WEEK taps you into MediaLine's unparalleled TV job listing service.

NO OUTRAGEOUS PER MINUTE CHARGES

NO STALE, OUTDATED LISTINGS

JUST 60-75 NEW, CONFIRMED
TV LISTINGS PER WEEK

TV'S JOB LISTING LEADER SINCE 1986

To subscribe call 800-237-8073/California 408-648-5200


THE BEST JOBS ARE ON THE LINE
P.O. Box 51909, Pacific Grove, CA 93950

Help Wanted Technical

Field Service Engineer

Basys LaKart, a worldwide leader in the broadcast automation field seeks an experienced service engineer to install, troubleshoot and support our automation systems.

The Ideal candidate will have a Technical degree or equivalent, a solid Audio/ Video background, strong communication skills, the willingness to travel and the ability to work well under pressure. Please send resume and salary requirements to:

**Human Resources
Basys LaKart, Inc.
287 Grove Street
Newton, MA 02166**

or Fax (617) 244-6752



Employment Services Continued

California

Broadcast Job Bank

For application information call
(916) 444-2237

California Broadcasters Association

JOBPHONE

THE NATIONAL JOB LISTING SERVICE
FOR THE COMMUNICATIONS INDUSTRY
1-900-234-INFO ext. TV (88)

\$2 per minute

From any touch tone phone

Employment Services Continued


Your Career is on the line

**Television And Radio
Jobs Updated Daily!**

1-900-786-7800

Open 24 Hours A Day
7 Days A Week!

\$2.29
per minute

Miscellaneous

BE ABOVE THE REST!



For Sale Stations

**FORECLOSURE
AUCTION**

**2 MD RADIO STATIONS
COMPRISING BUILDINGS, TOWERS,
F.C.C. LICENSE AND
BROADCAST EQUIPMENT
KNOWN AS**

STATION WDLE (FM)

Federalsburg, MD

STATION WSMD (AM)

La Plata, MD

SALES ON RESPECTIVE PREMISES

**TUESDAY, FEB. 26, 1991
AT THE FOLLOWING TIMES**

**AT 11:00 A.M.-WDLE
112 S. MAIN ST. (Federalsburg)**

Located in Caroline County
(Maryland Eastern Shore), formerly
WCTD-107.1 MH2 - Class A. Antenna
Heights - 408', 4.84kW.

**AT 3:00 P.M.-WSMD
DUMP ROAD (La Plata, MD)**

Located in Charles County (Maryland
Western Shore) near Washington,
DC 1KW. Daytime 250 watts critical
hours, post sunset authority 35
watts. Antenna Height-200'.

Financing is available by contacting
Mr. Jon Lewson 212-850-5342. For
complete details, contact
Auctioneers.

**A.J. BILLIG & CO.,
AUCTIONEERS
16 Fayette Street,
Baltimore, MD 21202
301-752-8440**

For Sale Stations

High Power TV Station
License WASV-TV62,
Asheville, NC
Liquidation Priced at
\$350,000
1-800-444-9233

FOR SALE

Full-day, individual seminar for radio investors, given privately to you. Group owner/operator with 22 years experience and ex-NAB General Counsel explain station search, negotiation, financing, FCC rules, take-over, and many other topics you choose. Learn how to buy in today's environment. Call Robin Martin or Erwin Krasnow today for details and a brochure.
The Deer River Group
 Washington, D.C. — (202)659-3331

IDAHO: AM/FM, Cash Flow

OKLAHOMA: AM/FM, Class A with upgrade

NEVADA: AM/FM, Cash Flow

COLORADO: AM/FM, Ski Resort, Cash Flow

CONTACT: Bob Austin 303-740-8424

LARGE MARKET FM

A GREAT TOP 50 NORTHEAST RADIO MARKET! Great staff, format, frequency, facilities, real estate, high tower. Low overhead! (Unusual circumstances forces the sale of this jewel.) DON'T MISS IT!
Fax now 1-803-297-7186.

FOR SALE

KAVI AM-FM, Rocky Ford Colorado; C-1 upgrade available; absentee owner will sell for \$50,000 or best offer;

Contact Kim Love 307-672-7421.

FOR SALE

Northern Wisconsin vacation area. Medium Market AM (full time) FM-6KW Appx 65K cash flow plus good owner salary. Prime Real Estate. Full modern inside and broadcast equipment. Top dog-25 plus Medium Market...great cash buy. Terms to A-1 credit and radio track record. Be prepared for full financial disclosure on first call, or don't call. Nothing released until credit established.
Packerland Consultants: 414-235-2625

TEXAS AM AND FM COMBO

\$350,000
Owner retiring
(318) 377-1667

TURN BANKRUPT STATIONS INTO BUCKS

Buy or lease failing stations and make them low overhead satellites of your **\$UPER \$TATION**. Call Dan at Marti for details on PLAN A.

817-645-9163.

CALIFORNIA

AM/FM combo w great signal in non competitive market. Financing available for qualified buyer. Asking 1.8M with 20% down. 8X CF

Call 415-937-9088

LaFrance Media

WRPX AM 740

Hudson, WI St Paul/Mpls
 Good Signal, Huge Potential
 Fast Growing Area
\$325,000 Cash
Bill Starr (612) 455-8250

NEWLY LISTED!

NO. CAL. CLASS C COMBO
 Positive Cashflow/Additional Growth
 Asking \$875K with \$275K Down

PACIFIC NORTHWEST C-1 COMBO
 Positive Cashflow on Good Terms
 Asking \$1.1M with \$350K Down

Brett E. Miller

(805) 523-7312

AM - FM COMBO

Greater Sacramento Area Available
Reasonably Priced Terms

Send responses to Box B-45

IO.	UHF-TV FOX NET, TERMS	\$850K
OH.	(CIN.MKT.) FM CLASS A	\$750K
MO.	(ST.LOU.) 50KW "DEAL"	\$3.5M
WY.	100KW w/CASH FLOW	\$1.950M
Larry Lewis-Chicago		708-690-3292
AZ.	AM/FM CASH FLOW	\$225K
ID.	AM/FM GREAT MARKET	\$249K
FL.	AM 5 KW (JAX.MKT.)	\$295K
FL.	AM E.COAST TERMS	\$125K
FL.	AM ORL.MKT. TERMS	\$300K
FL.	AM 10KW E. COAST	\$500K
FL.	FM CLASS A (OFF-AIR)	\$187K
FL.	AM/FM GREAT TERMS	\$650K
FL.	AM/FM 50KW GULF COAST	\$2.8M
FL.	AM/FM 100 KW RESORT	\$2.1M
Doyle Hadden-Orlando		407-365-7832

HADDEN & ASSOC.

• ORLANDO •

1-407-365-7832

A NATIONWIDE MEDIA BROKER
1385 AYERSWOOD CT.
WINTER SPRINGS, FL 32708

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. 202-659-2340 (Information only).

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.

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. **Please do not send tapes.**

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.

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

Martin J. Waters, senior VP and general manager, TVRC Inc., joins Independent Television Network Inc. (ITN), New York, as president and general manager. **Mayo P. Smith**, executive VP, finance and administration, Eastman Radio Inc., joins ITN, New York, as senior VP and chief financial and administration officer.

Christine Hikawa, VP, broadcast standards and practices, East and West Coasts, Capital Cities/ABC Inc., New York, named corporate VP, broadcast standards and practices, succeeding **Alfred R. Schneider**, retired.



Hikawa



Alam

Runa N. Alam, Alam Capital Inc., joins Richter & Co. Inc., New York, as managing director, entertainment business.

Polly Runyon, manager of development, Performing Arts Research Center, New York Public Library, joins WYNC Communications Group, New York, as managing director, development.

Alan Murdoch, general manager, WOMP-AM-FM, Bellaire, Pa., (Wheeling, W. Va.), joins WCYL(FM) Boyertown, Pa. (Reading), as VP and general manager.

Dave Hoeffel, program director, WPST(TV) Trenton, N.J. (Princeton, N.J.), named operations manager.

Larry Bear, program director, WNNJ-FM Newton, N.J., named operations manager, WNNJ-AM-FM there.

Cary D. Jones, VP and general manager, WFLD(TV) Chicago, joins WHNS(TV) Asheville, N.C., as general manager.

Dale W. Laackman, corporate VP, syndication, Mediatech Inc., Chicago, joins American Medical Association, Chicago, as director, division of television,

radio and film services.

Tim Gardner, operations supervisor, Palmer Radio Network, adds duties as operations supervisor, co-owned KLYF(FM).

Chris Fricke, controller and business manager, KSDK(TV) St. Louis, joins WKYC-TV Cleveland, as director of personnel and labor relations.

Jerry Dalrymple, VP, KWTW(TV) Oklahoma City, named executive VP.

Michael Schuster, general sales manager, WGBA(TV) Green Bay, Wis., joins WJJA(TV) Racine, Wis. (Milwaukee), as general manager.

Charles W. Turner, general manager, TKR Cable Co., Elizabeth, N.J., joins Storer cable television, Plainfield, N.J., system, as general manager.

Margaret T. Vyncke, VP and controller, WREG-TV Memphis, adds duties with parent company, The New York Times Broadcast Group, as group controller.

Dennis Patton, VP and general manager, In Court Television, Woodbury, N.Y., named VP, corporate marketing and business development, Rainbow Programming Holdings Inc.

Tammy Kay Kinzer, VP, group sales, Reams Broadcasting Corp., Toledo, Ohio, named VP and general manager, co-owned WZRZ(FM) Cincinnati.

Lisa J. Allen, medical reporter, KTVI(TV) St. Louis, joins Cablevision Systems Corp., Woodbury, N.Y., as editorial director.

Bob Cole, operations manager, KVET-AM-KASE(FM) Austin, Tex., named general manager.

Pamela Weisburg, from Simpson Thacher & Bartlett law firm, joins ESPN Inc., Bristol, Conn., as counsel.

Larry Trimmer, VP, Cromwell Group, Nashville, named executive VP. **James E. MacFarlane**, general manager, Cromwell Group, named group VP.

Anita Van Petten, executive VP, World International Network, Los Angeles, named president and chief operating officer.

SALES AND MARKETING

Willie Piekial, air personality, WWRM(FM) St. Petersburg, Fla., joins WTOG(TV) there, as account executive.

Mike Atterberry, national sales manager, KMIX(AM) Turlock, Calif. and KMIX-FM Lake Oswego, Ore. (Portland, Ore.), joins KUPL-AM-FM Portland, Ore., as national sales manager and vendor marketing director.

Kenneth R. Better, VP, marketing and business development, MMT Sales Inc., New York, named corporate VP, marketing and business development.

Rose Lagler, account executive, Univision, joins Northwest Television Sales, Portland, Ore., as account executive and manager.

Chuck Duncan, senior account executive, Katz Radio Representatives, joins WFMF(FM) Menomonee Falls, Wis. (Milwaukee), as general sales manager.

Bob Saunders, account executive, KVIL-AM-FM Highland Park, Tex. (Dallas), joins KLRX(FM) Dallas-Fort Worth, as local sales manager.

Thoren J. Schroeck, VP and general manager, KADY-TV Oxnard, Calif., joins KWTW(TV) Oklahoma City, as VP, sales and marketing.

Keri T. Palmer, controller, Austin Kelley Advertising Inc., Atlanta, named VP, finance. **Dean F. Lukehart**, account supervisor, Austin Kelley Advertising, named VP, account supervisor.

Appointments at WGNQ(TV) New Orleans: **Vincent Manzi**, national sales manager, named director of national sales; **Karen Nally**, account executive, named local sales manager; **Mike Labonia**, account executive, named regional sales manager, and **Chris Rogers**, marketing manager, named sales and marketing manager.

August B. Taconi, marketing manager, United Artists Cable of Mississippi Gulfcoast, Biloxi, Miss., named advertising sales manager.

Appointments at BBDO New York: **Guy McCarter**, manager, program development, named VP; **Rita Bettino**, **Robert Furth** and **Jim Pallini**, assistant media planners, named media planners.

Michael Jhuboolall, systems programmer, Philipp Bros., New York, joins Katz Media Data, there in same capacity.

Claudia Deichstetter, account executive, DDB Needham, Chicago, named account supervisor. **Christopher L. Black**, media planner, DDB Needham, Chicago, named media supervisor.

Louise M. Johnson, account executive, FitzGerald & Co. Inc. advertising, Cranston, R.I., named VP, account supervisor.

Stuart Naar, director of marketing and research, WHTZ(FM) Newark, N.J. (New York), adds duties with parent company, Malrite Communications Group, Cleveland, as director of sales marketing and research, radio division.

James Petrie, sales manager, WWAX(AM) Olyphant, Pa. joins WEMR(AM)-WYMK(FM) Tunkhannock, Pa., in same capacity.



Chaloner

Jan McKay Chaloner, partner and director, Corey Chaloner Millen design, New York, joins NBC-TV, East Coast, as executive creative director, print advertising.

Donald E. Carter, president, Ackley Commu-

tions Inc., Seattle, retired.

Appointments at Backer Spielvogel Bates Inc., New York: **Robert Desatnick**, VP, management representative, named senior VP; **Louise Gaumond**, account supervisor, and **David Nes**, account director, Paris, named VP's.

Ray Heacox, VP, Western regional group manager, MMT Sales Inc., joins KNBC-TV Los Angeles, as local sales manager.

Karri Weeda-Schrand, sales trainee, WLWT(TV) Cincinnati, named account executive.

Thomas S. Marsillo, account executive, SportsChannel New York, named New York sales manager. **Denis F. Coleman**, assistant New York local sales manager, Cable Networks Inc., named New York sales manager, co-owned News 12.

Gayle Halebian, local sales manager, KRLA(AM)-KLSX(FM) Los Angeles, named general sales manager, succeeded by **Derek Beesemeyer**, national sales manager.

Patti Brown, from KLAC(AM)-KZLA-FM Los Angeles, joins WZEZ(FM) Nashville, as account executive.

Appointments at WRKO(AM) Boston: **Walter Bissett**, from WGRZ-TV Buffalo, N.Y., named account executive; **Laura Hallahan**, from The Pathfinder Fund, and **Kathy Stimpson**, production assistant, WBUR(FM) Boston, named assis-

tants to sales department.

Ralph Doran III, partner and board member, Pringle-Dixon-Pringle, Atlanta, joins Burkhardt & Christy Advertising, New York, as president.

Charles Lichty, manager, Prudential Insurance Co., York, Pa., joins WITF-FM-TV Harrisburg, Pa., as marketing representative.

Richard Torbett, local sales manager, WCYB-TV Bristol, Wash., named general sales manager.

Helen Karas, account manager, advertising, *The Daily News*, joins Arts & Entertainment Network, New York, as account executive, New York advertising sales.

Ken Scott, sales manager, WWSW-AM-FM Pittsburgh, joins WCOL-AM-FM Columbus, Ohio as general sales manager.

Robert Riordan and **Donna Tauriello**, managers of advertising sales, Eastern region, USA Network, New York, named directors, advertising sales, Eastern region.

Kerry Boehme, director of station relations, *Preview*, *The Best of the New*, joins TeleRep, New York, as director of research, cougar sales team.

Appointments at Katz: **Stephen Friend**, general manager, Firehouse Four Restaurant, Miami, joins Banner Radio, Los Angeles, as account executive; **Paul Smith**, account executive, Adam Young Inc., joins Katz Independent Television, New York, as sales executive, sabers team; **Jill Anderson**, West Coast sales manager, *Teen*, Los Angeles, joins Katz Continental Television, there as sales executive, silver team, and **Pandora Francis**, account executive, WWMG(FM) Shelby, N.C., joins Katz Television Group, Charlotte, N.C., as sales executive. Account executives named senior account executives, Katz Radio: **Melanie Mexic**, Dallas; **Jay Craven**, Los Angeles; **Jeff Weinand**, Los Angeles; **Mark Gray**, New York; **Jeff Shrinsky**, New York, and **Mike Jennwein**, St. Louis.

PROGRAMING

Anne E. McCloskey, director, properties management, HMG Sports, Events & Licensing, New York, joins NBC-TV there as director, sports and news marketing. **Barry S. Goodman**, prime time marketing director, NBC-TV, named director, entertainment marketing.

Appointments at Telemundo Group Inc., New York: **W. Gary McBride**, senior VP, marketing and sales, named president, network; **Donald M. Travis**, VP and general sales manager, named president, station group; **Peter J. Housman II**, senior VP and chief financial officer, named president, business and corporate affairs, and **Augusto A. Failde**, from Group Resource Inc., named director of special projects.

Randy Freer, VP, CNN/Headline News, Turner Broadcasting Sales, named senior VP, Turner Entertainment Network Sales, New York.

Lonnie Burstein, director of programing, WTXF-TV Philadelphia, joins MCA TV, Los Angeles, as VP, director of research. **Sharon S. Garcia**, corporate clerk, MCA Inc., Universal City, Calif., named assistant secretary.

Tony Garland, independent consultant, New York, joins MTV Europe, London, as director of research, market planning and business development.

Brad West, music director, WYNK-AM-FM Baton Rouge, adds duties as assistant program director.

Joe Bonadonna, air personality, WMMR(FM) Philadelphia, named program director.

Ann Neff, account executive, Central region, Prevue Networks Inc., Tulsa, Okla., named director of national accounts. **Caroline Neu**, national telemarketing supervisor, United Artists Cable, joins Prevue Guide Channel, Tulsa, Okla., as manager of affiliate relations.

Jan Mittenthal, coordinator, talent relations, Nickelodeon/Nick at Nite, New York, named manager of talent relations.

Scott Goodfellow, bureau chief, The Christian Science Monitor Television and Radio, Washington, named executive VP, Monitor Television Inc., Boston.

Tom Michel, director, Western region, In Court Television, Los Angeles, named to same position, Bravo television. **Cynthia Burnell**, director of Eastern region, In Court Television, Woodbury, N.Y., named director of Southeast region, Bravo.

Chris Miller, program director, KQLD(FM) Port Sulphur, La. (New Orleans), joins KLRX(FM) Dallas in same capacity.

Bill Brady, air personality, WNNZ(AM) Springfield, Mass., joins WQBK(AM) Rensselaer, N.Y. (Albany), as program director.

Joseph Hillenbrand, general sales manager, Raycom Sports Division, joins The American Sportsradio Network,

Chicago, as senior VP.

Doug Parker, director of programing and public service, WSYX(TV) Columbus, Ohio, joins WBNS-TV there as VP, programing, succeeding **John Haldi**, retired.



Morrow

Jack Morrow Jr., formerly of Applause Inc., joins Hanna-Barbera Productions Inc., Los Angeles, as senior VP and general manager, licensing and merchandising.

Maryann Schulze, from Paramount Domestic Television, Los Angeles, joins Tribune Entertainment Co., Chicago, as director of station relations.

Hamilton S. Cloud, partner and founder, Imaginary Entertainment, joins Playboy Entertainment Group, West Hollywood, Calif., as VP, production.

Mike Merlis, managing partner, Spicer & Oppenheim, joins Deloitte & Touche entertainment and consulting, Los Angeles, as director, business management group.

Rick Dees, host, ABC's *Into the Night* starring **Rick Dees** and *Rick Dees Weekly Top Forty*, KISS-AM-FM Los Angeles, forms Dees Entertainment there. **Mary Clayton**, business consultant and head, Dees Creations, named president, Dees Entertainment, and **Jack Silver**, executive producer, *Rick Dees Morning Show*, KISS-FM Los Angeles, adds duties as executive producer, *Rick Dees Weekly Top 40*.

Dan Taylor, air personality, WNSR(FM) New York, named host of syndicated *The Rockin' Gold Radio Show*.

Stephen J. Cohen, former VP and general manager, WCAU-TV Philadelphia, joins Courtroom Television Network, New York, as executive producer.

David Brugnone, director of marketing, Dowden Communications, joins KBL Sports Network, Pittsburgh, as director of affiliate sales and marketing.

Craig Chambers, director of sales, *Cable TV Business*, joins Action Pay Per View Network, Santa Monica, Calif., as VP, affiliate sales, Western region, succeeding **Ronald Norberg** ("Fates & Fortunes," Jan. 7).

Appointments at Comedy TV, New York: **Mark Rosenthal**, executive VP, affiliate sales and marketing, MTV Networks, adds duties as director of network; **Lawrence Divney**, senior VP, ad-

vertising sales and marketing, The Comedy Channel, named senior VP, marketing; **Steven Paul Mark**, senior VP, business management, Nickelodeon/Nick At Nite, named senior VP, legal and business affairs; **Sarah Miller**, senior VP and chief financial officer, The Comedy Channel, named senior VP, finance and administration; **Michael Klinghoffer**, VP, programing and production, HA! The TV Comedy Network, and **Art Bell**, VP, programing and operations, The Comedy Channel, named VP's, programing.

Kenneth Locker, executive VP, Carolco/Gimbel, joins RHI Entertainment Inc., Los Angeles, in same capacity.

Scott Drake, from KXOA(AM) Sacramento, Calif., and **Karen Clauss**, from WEGX(FM) Philadelphia, join KXLT(FM) Denver as air personalities.

Dave Rudat, farm service director and production manager, WIBC(AM) Indianapolis, joins AgriAmerica, agricultural news and weather programer, there as account executive.

Steve Paskay, producer, *America's Funniest Home Videos*, Los Angeles, named co-executive producer, and **Henry Kimmel**, supervising producer, named producer.

John Tobin, promotion director, The Gary Group, joins Dees Entertainment, Los Angeles, as VP, communications.

Appointments at Presson Perspectives news and documentary production company, Clearwater, Fla.: **Liz Summer**, independent talent, Tampa, Fla., named reporter; **Chris Presson**, from WTUL(FM) Tampa, named field producer, and **Amos Carreiro**, from Cape Cod Cablevision, named researcher.

Arthur Cohen, director of radio, Northwest Public Radio, Pullman, Wash., joins Minnesota Public Radio, St. Paul-Minneapolis, as network manager, classical music service and program director, KSJN(FM) there.

Buzz Knight, program director, WLWQ(FM) Columbus, Ohio, joins WNOR-AM-FM Norfolk, Va., in same capacity.

John Moore, program director, WEED(AM) Rocky Mount, N.C., joins WVOT(AM) Wilson, N.C., as air personality.

Appointments at Sheridan Broadcasting Network, New York: **Jerry Lopes**, VP, news and sports programing, named executive VP, programing and operations; **Thad Hill**, VP, network operations, named VP, network operations and entertainment programing, and **Glenn Bryant**, VP, sales, Eastern region, named VP, media and marketing research.

Tim Roberts, air personality and assistant program director, WTDR(FM) Char-

lotte, N.C., joins KHAK-AM-FM Cedar Rapids, Iowa, as program director, succeeding **Tim Closson**, program director, WUBE(FM) Cincinnati.



Walsh

Gene Walsh, VP, media planning, NBC Productions since 1987, will leave post March 29 to become independent media consultant in Burbank, Calif. Walsh joined NBC New York's press department in 1961 and was appointed VP, press and publicity in 1975; he shifted to Burbank in 1977. NBC Productions will be charter client.

Bob Kramer, former staff editor, *America's Most Wanted*, joins Professional Video Services Corp., Washington, as staff editor.

Sherry Ellison, from WDJY(FM) Washington, joins WKYS(FM) there as air personality.

Loren Omoto, systems manager, Minnesota Public Radio, St. Paul, adds duties as production director.

Appointments at USA Network, New York: **Mindy Levine**, director, traffic operations, named VP; **Monica Foster**, manager, program acquisitions, named director, program acquisitions, and **Jane Blaney**, manager, program administration, named director, programing scheduling and administration.

Appointments at WFLZ-FM Tampa, Fla.: **Marc Chase**, program director, named director, FM operations; **B.J. Harris**, assistant program director, named program director; **Jeff Kapugi**, music director, named assistant program director, and **Hawk Harrison**, air personality, adds duties as music director.

Patricia Jackson, independent producer, Los Angeles, joins J2 Communications there as director of programing and acquisitions.

Jason Raff, story coordinator, *Preview: The Best of the News*, joins Lifetime Television, Astoria, N.Y., as segment producer.

Mark Stephan, former account executive, Arbitron Ratings Co., joins Prime Network, Dallas, as research director.

Annette Zimand, director of human resources, Arts & Entertainment Network, New York, named senior director, human resources.

Jody Hecker, senior program coordinator and program analyst, Seltel, joins

Group W Television Sales, New York, as program research manager.

Michael Rosenfeld, senior producer and supervising writer, *Explorer*, National Geographic Television, Washington, named series producer. **Julia Mair**, producer, *Explorer*, named co-executive producer.

NEWS AND PUBLIC AFFAIRS

Dorie Klissas, senior field producer and reporter, Financial News Network, New York, joins CBS Sports there as associate producer, Olympic profile unit, CBS's coverage of 1992 winter Olympics in Albertville, France.

Thomas J.R. Kent, acting foreign editor, AP, New York, named international editor.

Gregory Pirio, chief, Portuguese service, Voice of America, Washington, named chief, English-to-Africa branch.

Robert Fasbender, managing editor, Sports News Network, joins Consumer News and Business Channel, Fort Lee, N.J., as supervising producer, *McLaughlin*.

Julie Kirtz, general assignment reporter, WKRN-TV Nashville, joins Hearst Broadcasting, Washington, as correspondent.

Appointments at WJCT-FM Jacksonville, Fla.: **Donna M. Goddard**, executive director, marketing, Community Benefits Corp., named director of membership; **Dan Kossoff**, director of special projects, named VP, special projects, and **Twinda Braswell**, manager, volunteer services, named director.

Kam Carman, The Weather Channel, Atlanta, joins WJBK-TV Detroit as weekend weathercaster.

Lynde McCormick, executive business editor, *Rocky Mountain News*, joins Monitor Television Inc., Boston, as special TV and radio correspondent.

Jerry Burke, marketing director, Azzo-Mesner, joins WBAY-TV Green Bay, Wis., as Fox Valley, Wis., bureau chief.

Tim Sturgess, sports anchor and reporter, KCBD-TV Lubbock, Tex., joins KLBK-TV there as sports director and weeknight anchor.

Alec Murdock, anchor and reporter, Continental Cablevision, Los Angeles, joins KULR-TV Billings, Mo., as co-anchor, 5:30 p.m. and 10 p.m. news.

Susan Krivelow, freelance writer, series producer and show producer, WHDH-TV Boston, named 6 p.m. producer.

Merri Dee, host, *Heart of Chicago*, WGN-TV Chicago, named director of community affairs.

Mike Maus, anchor, CBS Radio News, New York, joins Minnesota Public Radio, St. Paul, as news and information service.

Todd Howard, weekend producer, KOVR-TV Sacramento, Calif., named 11 p.m. producer.

Gene Stephens, producer and assignment editor, KVUE-TV Austin, Tex., joins Conus Communications, as regional coordinator, Southwest regional cooperative, located at KXAN-TV Austin, Tex.

Appointments at KTBC-TV Austin, Tex.: **Stephanie Winn**, weekend anchor, named noon co-anchor; **Ken Snow**, noon co-anchor, named executive producer; **Mary Benton**, education reporter, adds duties as weekend anchor, and **Kathie Smith**, promotion assistant, KVUE-TV Austin, Tex., named news promotion producer.

Jacqueline Gallardo, producer, *Ocurrio Asi*, Telemundo, joins KVEA-TV Corona, Calif., as director of news.

Jim Farrell, from WBBH-TV Fort Myers, Fla., joins WRSP-TV St. Petersburg, Fla., as weather anchor, *Good Morning Florida*.

Duane Brozek, weekend anchor, WROC-TV Rochester, N.Y., named weeknight anchor. **Jerry Fiore**, anchor and reporter, WROC-TV, named weekend anchor and reporter.

Kimberlie A. Kranich, children's television producer and news producer, WTAJ-TV Altoona, Pa., joins WPSX-TV Clearfield, Pa. (University Park), as producer and director, rural America documentary unit.

Jodi Chapman, writer, anchor and reporter, WHO(AM) Des Moines, Iowa, named assistant news director.

Patty Craig, former 6 p.m. and 10 p.m. anchor, KBJR-TV Superior, Wis. (Duluth, Minn.), joins KGGM-TV Albuquerque, N.M., as noon anchor.

Jeff Barnd, anchor, WGME-TV Portland, Ore., joins WBFF-TV Baltimore in same capacity.

TECHNOLOGY

Appointments at ESPN Inc., Bristol, Conn.: **Joe Lion**, senior consultant, Systems Group Inc., named systems program analyst; **Mike Armatta**, freelance engineer and technician, named senior remote operator, and **Robert Hollis**, studio technician II, named studio technician III.

Sales and marketing managers named at AKG Acoustics Inc., San Leandro, Calif.: **David Roudebush**, named corporate marketing manager; **David Angress**, named director of national sales; **Howard Mullinack**, named director of international sales; **Jesse Maxenchs**, named international sales manager, Western hemisphere, and **David Talbot**, named national sales manager.

Appointments at Panasonic Broadcast Systems, Secaucus, N.J.: **Harvey Mabry**, district sales manager, Panasonic Audio Video Systems Group, named region manager, South region; **Larry Coha**, service engineer, named systems sales engineer; **Greg Boren**, technical manager and senior technical trainer, NBC-TV, named system sales engineer; **Lawrence J. Van Camp**, manager of facilities maintenance, WKYC-TV Cleveland, named district sales manager, Cleveland and Pittsburgh; **David Wiswell**, director of engineering, WGUV-FM-TV Grand Rapids, Mich., named district sales manager, Detroit; **Jim Thibodeaux**, district sales manager, named Western region manager; **Max Hernandez**, service engineer, named system sales engineer; **R. Skip McWilliams**, formerly from Midwest Communications, named district sales manager, Cincinnati; **Ronald A. Williams**, formerly with Sony Broadcast, named district sales manager, Los Angeles; **Douglas Robertson**, sales representative, Industrial Audio Video, Houston, named district sales manager there; **Kenneth Erickson**, director of engineering, WHO-AM-FM-TV Des Moines, Iowa, named district sales manager, and **Gordon Baxter**, regional sales manager, BTS, named district sales manager, Pacific Northwest area.

PROMOTION AND PR

Sue Norris, manager, creative affairs, NBC Productions, Burbank, Calif., named director, creative affairs.

Susan L. Schulman, head, corporate communications, Arts & Entertainment Network, joins Brown and Powers Inc., New York, as VP.

Virginia L. Simon, freelance public relations writer, Burlington, Vt., joins Vermont ETV, Colchester, Vt., as editor and writer.

Steve Svendsen, assistant editor, Ace & Edie 2, Hollywood, named editor.

Steven Vedro, new technologies manager, WHA-TV Madison, Wis., joins Network Resources information technology consulting firm there as senior consultant.

ALLIED FIELDS

Susan Thomas Platt, director, affiliate liaison and special projects, CBS Inc., joins National Association of Broadcasters, Washington, as administrative director, government relations.



Helen A. Britton, communications consultant, New York, joins Coaxial International Inc., cable television consulting firm, Denver, as VP, program planning and marketing.

Trustees of The Museum of Broadcasting elected **Frank A. Bennack Jr.**, president and chief executive officer of The Hearst Corp., chairman of board, succeeding museum founder and first chairman, late William S. Paley.

Bruce Godfrey, VP, investment banking, Daniels & Associates, Denver, named senior VP, investment banking.

Cheryl Idell, associate director, media research, Western International Media, Los Angeles, named VP, director of research. **Thomas J. Watson**, from Lucille Ball Productions, joins Western International Media, as associate director, network and programing research.

Thomas F. Gillett, VP, business development and technology transfer, Cable Television Laboratories, Boulder, Colo., joins Media Management Services Inc., Englewood, Colo., as partner.

Harvey Gersin, executive VP and principal, Reymer & Gersin Associates Inc., joins Norman Hecht Research Inc., Syosset, N.Y., as senior consultant.

Lee Burdick, communications attorney, Thelen, Marrin, Johnson & Bridges, Washington, transferred to San Francisco office.

Holland Cooke, operations manager, WTOP(AM) Washington, resigned to form media consulting practice there.

New board members, WNET(TV) Newark, N.J. (New York): **Elihu Rose**, partner, Rose Associates Inc.; **Stanley S. Shuman**, executive VP and managing director, Allen & Co. Inc.; **Donald Stewart**, former president, Spellman College, Atlanta, and **H. John Greeniaus**, president and CEO, Nabisco Brands Inc.

Glenn Brenner, sports anchor and director, WUSA(TV) Washington, named 1990

sportscaster of the year by National Sportscasters and Sportswriters Association.

District directors elected at National Cable Television Association, Washington: **Henry Harris**, from Metrovision Inc., Atlanta, district 5; **John D. Evans**, Hauser Communications, Arlington, Va., district 6; **Lee C. Howley**, North Coast Cable, Cleveland, district 7, and **Joseph S. Gans Sr.**, from Cable TV Inc., named independent small system director.

Ralph H. Justus, director of engineering, regulatory and international affairs, science & technology department, National Association of Broadcasters, Washington, joins Electronic Industries Association's Consumer Electronics Group, there as director of engineering.

Jerry Marcus, VP and general manager, KRIV(TV) Houston, named 1991 recipient of Houston Chapter of American Women in Radio and Television's Heritage Award.

DEATHS



Phyllis M. Reinsch, 80, wife of J. Leonard Reinsch, retired chairman of Cox Broadcasting Group, died of cancer Feb. 8 in Atlanta. She worked as volunteer for United Way campaigns, family social services and child welfare programs. Her husband was chairman of Cox from 1939 to 1973 and broadcast adviser to Democratic party from 1945 to 1952 and currently has cable interests in Florida. In addition to her husband, Mrs. Reinsch is survived by a daughter, Penelope R. Bohn of Atlanta, and son,

James of West Palm Beach, Fla.

Diane Newton King, 34, anchor, WUHQ-TV Battle Creek, Mich., was shot to death in her driveway in Marshall, Mich. Feb. 9. Threats King received from male admirer interested in getting into broadcasting business are being investigated. King worked at KJCT(TV) Grand Junction, Colo., before joining WUHQ-TV two years ago. She is survived by husband, Bradford; daughter, Kateri, and son, Marler. Contributions can be made to: Diane King Children's Trust Fund, Old Kent Bank, 57 West Michigan Mall, Battle Creek, Mich. 49016.

Michael F. Kohler, 26, lawyer, Wiley, Rein & Fielding law firm, Washington, died Feb. 10 at George Washington University there of multiple blunt-force injuries. Death is still under investigation. Kohler worked for law firm's communications group.

Tramontte Watts, 38, air personality, WFLZ-FM Tampa, Fla., died of cancer Feb. 12 there. Watts began radio career in Cleveland and later moved to Florida, working at stations including WHYI(FM) Fort Lauderdale, Fla. (Miami), WGUL-FM Newport Richey, Fla., and WRBQ-FM Tampa, Fla. He is survived by wife, Debbie, and son, Eric. Donations can be made to: The Tramontte Watts Cancer Fund, Barnett Bank, 4700 Cypress Blvd., Tampa, Fla. 33607.

Robert Strunsky, 84, former director, corporate affairs, CBS Inc., died of cancer Feb. 6 in Kingston, N.J. Strunsky joined CBS in 1944 and worked as advertising copywriter, corporate spokesman, director of press information and executive speech writer. He also had stint at Simon & Schuster as director of advertising. Surviving him are wife, Martha; three daughters, Mary, Martha and Jane; three grandchildren and one great-grandchild.

John Steinbeck IV, 44, writer, died after surgery for back ailment Feb. 7 in Los Angeles. Steinbeck worked as freelance journalist primarily for CBS in Vietnam after war.

INDEX TO ADVERTISERS

Classified Ads 75-82 ■ Claster Television, Inc., 8-9 ■ C-SPAN Cover 4 ■ Employers Reinsurance 11 ■ F & F Productions, Inc. Cover 1 ■ Finger Lakes Productions 45 ■ Great American Telecommunications Services 63 ■ King World 15, 17 ■ Media Venture Partners 55 ■ Orbis Communications 19, 21, 23 ■ Petry 46-47 ■ Professional Cards 73 ■ Program Exchange, The 24-25 ■ Ryder Communications, Inc. 26 ■ Services Directory 72 ■ Television Program Enterprises 7 ■ Univision 18 ■ Viacom Cover 2/3, 12-13 ■ Washington International Teleport 16 ■

FIFTH ESTATE

MAURICE FRENCH: SETTING THE STANDARD FOR SMPTE

Maurice French's two-year term as president of the Society of Motion Picture and Television Engineers ended Jan. 1. He can look back on two significant achievements for the society. French led SMPTE's efforts to expand its international presence through the creation of several new chapters around the world and, during French's term, SMPTE revised its standards-setting process to fit today's rapid pace of technological change.

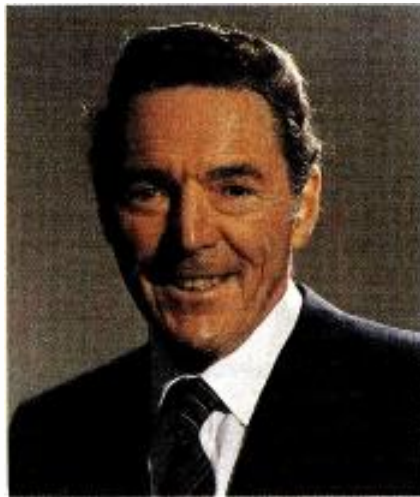
"It was very evident to me that the growth of the television industry on a worldwide basis became imperative to the economic vitality of the industry," said French. SMPTE's simultaneous trend toward international expansion "and the exchange of information and ideas was to the industry's benefit," he adds.

When he began his term as president in January 1989, SMPTE had only an Australian section outside of the U.S. and Canada. (A SMPTE local section is made up of at least 50 engineers. There are currently 25 sections, including 17 in the U.S.) Since then, SMPTE has added groups from the Soviet Union, the newly united Germany, Italy and Scandinavia.

SMPTE was already well established as a world leader in technical standards before the moves to expand. It has had close relationships with other international standards organizations, such as the International Radio Consultative Committee and the European Broadcasting Union. "There's no question about it. SMPTE standards are quite readily accepted by the respective bodies." But the recent additions heighten SMPTE's international stature, French says.

French believes the trend will continue. A New Zealand section is expected within 18 months and a South African and second Australian group are also strong possibilities. Even some Japanese engineers, who have several standards societies of their own, "feel that a SMPTE section would also be beneficial" for information exchange, he says.

The other chief priority of French's term was cutting the time needed to set a SMPTE standard. Engineers complained two years ago that technologies were becoming obsolete by the time SMPTE



had documented and approved them. "It was absolutely essential if standards were to become effective and useful that the work be accomplished in a timely manner," he says. "That does not mean that we can short circuit the criteria for consensus and full discussion, but it did mean that where administrative procedures could be improved, we should work toward that end."

During French's term, and with the key efforts of the society's engineering vice president, Stanley Baron of NBC, and Sherwin Becker, director of engineering at the society's White Plains, N.Y., headquarters, SMPTE developed new rules that are expected to cut in half the average time to complete work on a standard.

The rules were approved by SMPTE's board of governors during the society's recent TV conference in Detroit.

French's association with SMPTE began in 1959. He was one of the founding members of the Toronto section, the society's first Canadian delegation. Over the years he has held nearly every important officer's position at the local and overall levels. TV was a new, growing

service in Canada, he says, and a forum for technical information exchange was needed. SMPTE has been everything Canada needed and "Canadian participation has also had profound and beneficial effects on the Society as a whole," he says.

French had been a TV studio technician for the BBC in London during the late 1940's and early 1950's when he decided to immigrate to Canada. "At that time, the TV industry [in Canada] attracted a lot of people from Europe and various other countries around the world because it was, indeed, a beginning," he says. He moved to Toronto and joined the Canadian Broadcasting Corp. (CBC), where he stayed until his retirement last Oct. 1.

With that retirement, French is spending more time enjoying the athletic hobbies of his life outside of television. He has extended skiing trips planned this winter in Switzerland and Utah. Downhill skiing is a recent avocation—an even older hobby is the marathon.

French estimates he has run some 75 races, including several Boston marathons and one race along the legendary route of the Greek soldier in 490 B.C. between the plains of Marathon and Athens. He also coaches distance running for local athletic clubs.

But French will not run too far from television matters. "Just recently I was asked to chair the [CBC's] advanced television production facility committee, which set about to

test the new technologies in post-production," he says. He will also be a continuing influence on SMPTE.

The increased rate of integration between video, film and computer technologies will be the next big development to affect the society, he predicts. In a few years, IBM could be as important to the SMPTE conferences as Sony and Eastman Kodak are today.

Maurice Lindsey French

Retired manager, technological planning, Television Production Center, Canadian Broadcasting Corp. (CBC), Toronto, and past president, Society of Motion Picture and Television Engineers; b. Sept. 1, 1925, London; studio operations director, British Broadcasting Corp., 1949-1954; lighting director; supervisor, remote operations; manager, film operations, CBC, Toronto, 1954-1985; manager, technical planning, 1985-1990; m. Bridgid Tynan (deceased), 1950; children: Michelle Bridgid, 29; Sean, 27.

IN BRIEF

Former Association of Independent Television Stations president, **Preston Padden**, now with Fox Broadcasting, is among 12 candidates vying for six seats on National Association of Broadcasters Television board. Ballots are being mailed Feb. 25, and final results will be announced March 27. Among those elected to NAB's radio board (* indicates incumbent): District 1 (New England): Richard Osborne,* WKXL-AM-FM Concord, N.H.; District 3 (Pa.): W. Leroy Schneck,* WNAE(AM)-WRRN-FM, Warren, Pa.; District 5 (W.Va., Ky.): Walter May,* WPKE(AM)-WDHR(FM) Pikeville, Ky.; District 7 (Fla., Puerto Rico, V.I.): Dean Goodman,* WLVE-FM Miami; District 9 (Ga., Ala.): Houston Pearce,* WTSK(AM)-WTUG-FM Tuscaloosa, Ala.; District 11 (Ohio): C. Richard McBroom, WONW(AM)-WNDH-FM Napoleon, Ohio; District 13 (Mich.): Ross Biederman, WTCM-AM-FM Traverse City, Mich.; District 15 (Tenn. and Ark.): Bayard Walters, Cromwell Group, Nashville; District 17 (Ill.): Wayne Vriesman, WGN(AM) Chicago; District 21 (Minn., S.D., and N.D.): Jerry Papenfuss,* KBEW(AM) Winona, Minn., and District 25 (Ore. Wash.): Harold Greenberg, KMAS(AM) Shelton, Wash.

CNN's ratings continue to drop each week, although they are still three to four times higher than before Gulf war. For fourth week of war, Feb. 6-12, CNN had prime time 3.6 rating/5.6 share among cable households, down from 4.7/7.3 in third week, and 5.9/8.8 in second week. Averages for broadcast networks for fourth week among cable households were: 11.7/18.2 for NBC, 11.5/18.0 for ABC and 10.6/16.5 for CBS. On 24-hour basis, CNN had 2.7/8.1, compared with 5.2/15.5 for ABC, 4.9/14.6 for CBS and 4.8/14.3 for NBC. Although CNN is trying to line up advertisers to pay \$20,000 for 30-second spots that used to cost \$5,000, ratings decline and belief that ratings will go back to normal when war is over are making advertisers reluctant to pay such prices.

FCC Chairman Alfred Sikes last week joined critics expressing concerns about U.S. media's coverage of Persian Gulf War. CNN and other news organizations with reporters in Baghdad have to be "judicious" in their coverage, Sikes said at informal press briefing in his office. "I find it phenomenal that a man who said he is going to 'turn Israel into a cremato-

rium' has for the past 48 hours dominated U.S. media with obviously narrowly channelled portrayals of civilian deaths," he said. Sikes also complained broadcast media seem to put more emphasis on "immediacy" than on providing accurate picture of what is going on. On other hand, Sikes generally praised CNN's war coverage. "It's been a great plus for them. It's been a great plus for the American viewing public," he said. Cable network's reports from Baghdad during first hours of war were "nothing short of phenomenal."

Lack of affordable financing was reason \$2.3 million deal for KSLA-TV Shreveport, La., by Viacom subsidiary VSC Communications to Birney Imes fell through. "Our negotiations with Viacom were very satisfactory, [but] we felt that the cost of the money proposed by the banks for financing was just too expensive," said Imes, who owns four TV stations and one newspaper. According to Viacom, station has been taken off selling block, but it would not rule out considering favorable offers.

Baby Talk, half-hour comedy starring Julia Duffy, will join ABC's schedule in special preview on Friday, March 8 at 8:30 p.m. Series will debut in its regular time slot on Friday, March 15 at 9:30. Series replaces *Going Places*, which will have completed its season order. *Baby Talk*, which had originally been on ABC's fall schedule but was pulled after original star Connie Selleca walked off set, is produced by Weinberger Co. in association with Columbia Pictures Television.

Kushner-Locke Co. has received order from CBS to produce *Outlander*, futuristic one-hour drama series for network's action-adventure late-night schedule. Company already produces *Sweating Bullets*, slated to be part of network's late-night lineup following run of *America Tonight* in 11:30 p.m. time slot.

Viacom Enterprises' president of first-run syndication **Michael Gerber confirmed that half-hour talk strip *David Hartman* has been pulled** after being sold in 35% of U.S. Lack of quality time periods and apparent weakening of advertising economy were two main factors Gerber considered in "returning" show to Hart-

WHITE HOUSE OPPOSES CABLE REREG

The administration reiterated its opposition to cable reregulation in the "Economic Report of the President," released last week. The White House's strong stand is likely to make the congressional debate on cable far more partisan than it was last year. It is believed that House and Senate Republicans will refuse to support reregulation legislation and that a lack of consensus on the issue will only make passage more difficult. Plus, the chances that Bush will veto such a bill appear more likely given the policy stated in the report.

The report also calls for spectrum auctions and describes the FCC's financial interest and syndication rules as "ineffective" (see above).

Last year the White House weighed in on the cable debate and communicated in several letters to the Hill that reregulation was not the way to deal with consumer complaints concerning cable rate increases. Instead, the administration said competition should be introduced by lifting restrictions in the 1984 Cable Act that keep local phone companies from offering cable services. President Bush was prepared to veto legislation that would have reimposed rate regulation.

The report sounds the same theme. It suggests that communications policy should foster competition by lifting restrictions that prohibit local phone companies from "acting as cable operators. These restrictions reduce the power of competition to discipline cable prices and services and give cable operators inadequate incentives to adopt the latest technology," the report said.

man. Gerber said he was unable to give firm pre-June production commitment for fall.

Despite reports that MCA TV has pulled late night strip, **My Talk Show**, MCA TV's syndication president, Shelly Schwab, says company is continuing to distribute show and production has been completed for season. However, acknowledging lackluster ratings, Schwab said it is unlikely to go back into production for 1991-92 season.

It looks as though 24-hour cable channel devoted to Persian Gulf War may be in works at NBC, despite network's statement that while it was looking at ways to expand its war coverage, 24-hour channel was not one of them. Although NBC spokesman Joe Rutledge described NBC's activity merely as "ideas being kicked around," source at Long Island, N.Y.-based Rainbow Programing Holdings Inc., which is co-owned by NBC and Cablevision Systems, said NBC began bringing equipment and telephone lines into Rainbow control room over weekend of Feb. 9 for setting up channel. But source also said as of last Friday (Feb. 15), NBC technicians were saying project was on hold. Sharon Patrick, Rainbow president, said no such activity was taking place.

Britain has opened bidding for its 15 regional commercial TV channels and national breakfast-time TV license. As part of reregulation calling for auction of franchises, UK's Independent Television Commission will accept applications through May 15 and expects to award 10-year licenses by October. Majority of existing franchisees are expected to hold onto channels, in part because competing bidders must pass program quality threshold established by ITC, but also because uncertain times in broadcast market there have put off potential bidders. Applicants will be made public and public comments on bidders are due June 26.

NAB has added four members of Radio Operators Caucus (ROC) to its Digital Audio and Satellite Sound Broadcasting Task Force. ROC, organization representing major radio groups, endorsed nearly all of NAB's DAB implementation goals during meeting in Washington last week (see page 43). Four new task force members are: David Gingold, president, Barnstable Broadcasting, Waltham, Mass.; Scott Ginsburg, president, Evergreen Media Corp., Irving, Tex.; Randy Odeneal, general partner, Sconnix

Broadcasting Co., Vienna, Va., and Wayne Vriesman, VP, radio group, Tribune Broadcasting, Chicago.

NBC affiliate KRON-TV San Francisco, has named **Pam Moore**, formerly of WBZ-TV Boston, as co-anchor of new half-hour newscast station is producing for independent KOFY-TV San Francisco.

Colleen Dudgeon, one of few female major market TV news directors in country, resigned last Wednesday from WBBM-TV Chicago after 10 years with station to "pursue personal interests." New station VP-GM William Applegate had not selected replacement last Friday. Station is ranked third among 10 p.m. newscasts and second among 5 p.m. newscasts.

ORION INCREASES METROMEDIA PRESENCE

Orion Pictures Corp. shareholder and Metromedia head John Kluge (who owns 68% of Orion stock) has retained Salomon Brothers to explore possibly selling Kluge's stake in the studio. News that Metromedia has retained Salomon comes one week after Orion added five Metromedia Communications Corp. executives to its board, giving Metromedia and Kluge control of the board. With this appointment, seven of the 13 Orion directors are linked to Metromedia.

Orion has been subject of sales rumors for years now and new board appointments and retention of Salomon has many speculating that Kluge, who is close to Orion Chairman Arthur Krim, wants to get out of ailing film studio and control of board to get sale moving. Most recent Orion sale rumor had Castle Rock, which is 33% controlled by Sony's Columbia Pictures, buying studio. However, published reports later said Sony has no plans to buy Orion. Sony did say that it may purchase additional distribution rights to Orion films and Orion is said to be in negotiation with several studios as it tries to raise equity to cover its debt. (Orion is \$509 million in debt.) Last year, Orion signed a \$175 million distribution deal with Sony-owned Columbia Pictures. Orion executives have declined to comment on the sale rumors. Last November, Orion retained Salomon Brothers to find equity for its worsening balance sheet.

The new board members are: Howard Finkelstein, president of Metromedia Communications Corp. and also president of Metromedia HotelNet Inc.; Michael S. Kaufman, a managing director of Kluge & Co., a division of Metromedia Co.; Silvia K. Merkle, a managing director of Kluge & Co., a division of Metromedia Co.; Arnold L. Wadler, senior VP, secretary and general counsel of Metromedia Co., and Seymour H. Wigod, a senior VP of Metromedia Co.

Orion closed last Friday at 10%, up 3%.

MPAA'S LATEST SALVO AGAINST EUROPEAN QUOTAS

The Motion Picture Association of America has asked U.S. Trade Representative Carla Hills to invoke potentially retaliatory trade provisions against the European Community for its quota limits on U.S. TV programing. MPAA asked that the Special 301 provision of the 1988 Trade Act be initiated, designating the EC a "priority country" for erecting what MPAA called barriers against U.S. copyright industries. Special 301 would require Hills to negotiate the removal of the trade restrictions within six months or to recommend retaliation to the President.

Meanwhile, an extensive study released last week has revealed shrinkage in the U.S. share of global TV programing trade. While U.S. distributors of programing to TV worldwide may have taken in an extra \$200 million in 1990, they lost 2% in their share of global TV traffic and will drop another 9% by 1995, according to the study by consultants Frost & Sullivan. U.S. exporters still dominate world TV trade, however, with exports in 1990 of \$1.9 billion representing 69% of an international trade totalling \$2.8 billion. But in 1989, U.S. program exports of \$1.7 billion represented 71% of the total trade of \$2.4 billion, and the report predicted that by 1995 the U.S. share will be just 60% of the market, although that will represent \$3 billion in program exports.

EDITORIALS

Committed to the First Amendment and the Fifth Estate

PARTY LINE REDRAWN

The value of the First Amendment to this country was put in perspective last week by contrast to its absence elsewhere. The depressing news out of the Soviet Union was that that troubled country was apparently reversing its course on the thawing of press restrictions. In the throes of political crisis, the Soviet government has decided that, as the head of a new state-controlled radio and television company put it, there can be "no pluralism" in state-owned media and that it is acceptable to censor or alter news reports to serve political ends. Clearly, a press whose freedom is unprotected by law is a hostage to political fortune, and thus is not free at all, but merely subject to varying degrees of servitude.

There had been reason to hope Mikhail Gorbachev's social reforms would make such party-driven censorship a historical curiosity, but hope is too frail a thing to underpin a nation's communications media. It certainly makes us appreciate this country's bedrock of constitutional protections (and spurs us to work that much harder for broadcasters' full stake in those freedoms).

Lest we be too smug, in defending their censorship crack-down, the Soviets cited limits on Persian Gulf coverage by this country and others. We don't buy the comparison, but questions remain about the Pentagon's handling of information about the war. We are also reminded that this country provides the model of media freedom for the rest of the world. The U.S. government must not let that freedom, or that example, become a casualty of war.

PLAYING WITH FIRE

This page has a history of defending broadcasters' freedom to program as they choose. That position hasn't changed, nor will it. It has also counseled, however, that they choose responsibly, given their position as the preeminent communications medium in the world. A valuable lesson in the abuse of that power has been provided by KSHE(FM) St. Louis, whose morning personality aired a faked bulletin announcing that the United States was under nuclear attack, complete with an Emergency Broadcasting System-like tone and the sound of explosions in the background.

It was back in 1939 that a country in the shadow of a world war had the wits scared out of it by Orson Welles and his *War of the Worlds* radio adaptation featuring realistic news bulletins of a martian attack. Since then, such bogus bulletins have been treated as the broadcast media equivalent of shouting fire in a crowded theater. Given that the broadcast medium has the responsibility to spread the word in the event of a genuine nuclear attack, crying wolf is clearly irresponsible, particularly with the country currently at war.

According to KSHE's morning man, he was motivated by his concern for how lightly he felt his listeners were taking the prospects of a nuclear war. Those good intentions notwithstanding, it was, as he also conceded, "a very bad mistake,"

as was pointed out by several hundred listeners who did not take his broadcast lightly.

No Missourians were prompted to take pot shots at water towers, however, and both the station and the morning man, who was suspended and docked a week's pay, have apologized to the FCC and provided assurances that the incident will not be repeated. That seems to us as far as it need go.

MARK OF EXCELLENCE

CBS is making one of its strongest sweeps showings in recent outings. Contributing importantly to that performance was its capture of the number one program in the weekly Nielsen rankings for the first week of February. That winning show was not the network's perennial top 10 resident, *60 Minutes*, or a high-profile sporting event or even a steamy mini-series, but a *Hallmark Hall of Fame* presentation, *Sarah, Plain and Tall*, a gentle story about love and commitment that was the most watched television movie in more than two years. It is a fitting tribute to Hallmark and its long-standing commitment to quality drama, and to television.

With *Sarah*, Hallmark marked the beginning of its 40th season on TV as sponsor of both a regular series and later a series of specials featuring such names as Basil Rathbone, Richard Burton, George C. Scott, Mary Martin, Robert Redford, Alec Guinness, Bert Lahr, Maurice Evans and a host of others. *Hallmark Hall of Fame* has far outlived its contemporaries in the early marquee-sharing days of programs with names like *Lux Video Theater*, *Ford Star Jubilee* and *Alcoa Playhouse*. And yet, the name seems not the least anachronistic. *The Hallmark Hall of Fame* has come to stand not for a program sponsored by a greeting card company, but for quality television drama.

Sarah, Plain and Tall illustrates that while the fortunes of various networks and program genres rise and fall, the television audience still cares enough to watch the very best.

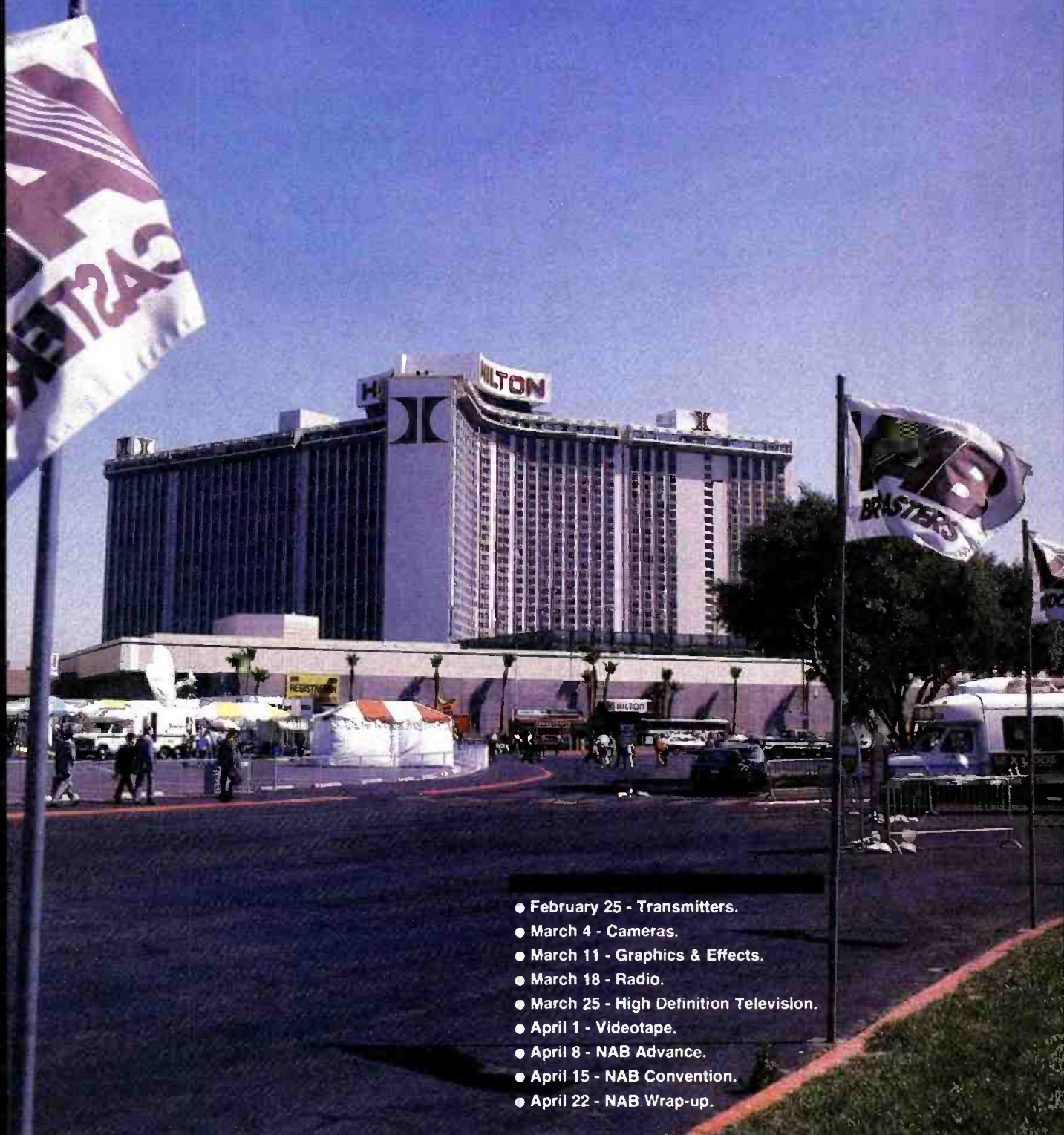


SCHMIDT

Drawn for BROADCASTING by Jack Schmidt

"I did listen to the forecast. According to them, we're stuck in 13 inches of 'partly cloudy.'"

On the road to NAB, 1991.



Nine weeks that can pretty much make your whole year. For the third consecutive year, Broadcasting^W takes you "on the road" to and through the NAB Convention. Each week, we'll track the 1991 product introductions and new technology. And each week, our exclusive travels will update the issues that manufacturers and the decision-makers who sign the checks will be talking about. Broadcasting^W...uniquely equipped to take you on the road to NAB, 1991.

Broadcasting^W
Positioned for the next 60 years.

C-SPAN'S GROWING AUDIENCE: 43 MILLION WATCHED IN LAST 6 MONTHS.

More and more Americans — young and old, rich and poor, urban and rural — are tuning in to cable's public affairs networks according to a new nationwide survey.

During the past six months alone, an estimated 43 million adults watched C-SPAN for comprehensive coverage of important national and international events.

And these C-SPAN viewers are satisfied cable customers — 85 percent rated cable television a good value for their money.

C-SPAN PRIVATELY FUNDED TO SERVE THE PUBLIC
BY AMERICA'S CABLE TELEVISION COMPANIES.

For more details about this national survey of the C-SPAN audience, contact our affiliate marketing department at 202-737-3220.